

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 1
Sample Type
Base: All respondents

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Adult	1170	573	597	305	350	246	263	-	1170	143	215	204	221	175	139	73	386	212	1009	145	34	86	18	472	39	60	571
	93% _{ogt}	93%	93%	89%	94% _{ic}	95% _{cc}	94% _{cc}	-	100% _{Tg}	100% _{Tg}	100% _{Tg}	100% _{Tg}	100% _{Tg}	100% _{Tg}	100% _{Tg}	100% _{Tg}	100% _{Tg}	93% _{lt}	92% _{lt}	77%	98% _{sat}	93%	92%	95%	96%	93%	
Child	89	45	43	37	21	14	16	89	-	-	-	-	-	-	-	-	-	-	76	13	10	1	1	41	2	3	43
	7% _{hijkd}	7%	7%	11% _{Tdef}	6%	5%	6%	100% _{Thijk}	-	-	-	-	-	-	-	-	-	-	7%	8% _{su}	23% _{Trsu}	2%	7%	8%	5%	4%	7%
	mpq							lmpnopq																			

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



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Table 2
 Sample Type
 Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Adult	1170	330	148	200	802	272	638	242	19	867	302	115	137	106	58	601	381	110	15
93%gr		94%	91%	96%	93%	100%Tlg	95%Tg	83%	72%	100%T	100%T	100%T	100%T	100%T	100%	100%Tr	100%Tr	100%Tr	16%
Child	89	23	14	9	65	-	31	50	8	-	-	-	-	-	-	-	-	-	81
7%saljk		6%	9%	4%	7%	-	5%e	17%Taf	28%	-	-	-	-	-	-	-	-	-	84%Topq
Imopq																			

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

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Table 3
Sample Type
Base: All respondents

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Adult	1170	95	57	34	984	47	127	98	96	80	106	160	169	102	860	179	707	446	28	59	1061	482	248	53	63	38	206	44	34
	93%An	91%	94%	93%	93%	92%	92%	96%	89%	89%	94%	93%	96%	94%	92%	94%	91%	97%Tn	98%	97%	93%	100%T	100%T	100%	100%	100%	100%T	100%	100%
Child	89	9	3	2	73	4	10	4	12	10	7	12	7	6	77	11	73	16	1	2	85	-	-	-	-	-	-	-	-
	7%osbx	9%	6%	7%	7%	8%	8%	4%	11%	11%	6%	7%	4%	6%	8%T	6%	9%To	3%	2%	3%	7%	-	-	-	-	-	-	-	-

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 4
 Sample Type
 Base: All respondents

	Household income: per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	YouTube (n)	Bitchat (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Adult	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
	93% ^d degh 84% ^m mn	96% ^d de	96% ^d de	93% ^e e	88%	84%	92% ^h hkl 89% ^k kl	83%	94% ^g ghik 82%	81%	88% ^j jk	79%	100% ⁿ nh	100% ⁿ nh	100% ⁿ nh	88%	94% ^r rs	90%	94% ^t tu	
Child	89	9	13	21	20	24	88	73	66	67	66	33	18	13	-	-	31	57	44	44
	7% ^b bopsu	4%	4%	7%	12% ^a Tab	16% ^a Tabc	8% ^t Top	11% ^t Tgjo p	17% ^t Tghjm op	6% ^o op	18% ^t Tghj mop	19% ^t Tghj p	12% ^t Tgjo op	21% ^t Tghjm op	-	-	12% ^r Ts	6%	16% ^t Tu	6%

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

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Table 5
 Sample Type
 Base: All respondents

Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Adult	1170	168	337	257	161	247	173	340	262	158	237
	93%el	97%ide	99%Tde	97%Tde	89%ie	82%	97%kl	99%Tkl	97%Tkl	89%kl	82%
Child	89	5	5	7	19	53	5	5	7	19	52
	7%bcj	3%	1%	3%	11%abc	18%Tabcd	3%	1%	3%	11%hij	18%Thijk

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

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Absolutes/col percents

Table 6
Q1. VSP usage frequency - Summary table
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
Summary table

	YouTube	Instagram	TikTok	Facebook	Snapchat	Twitch	Vimeo	Fruitytab	Tumblr	Recast	Vuepay	Blotchute	OnlyFans	Xpanded.com	TV Girls Plaza	UK Babe Channels Video	Fanzworld	PocketStars	Admire.Me	NET: Any VSP	NET: Any Selected VSP
Unweighted base	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1141	1141	1141	1141	1141	1141	1141	1141	1259	1259
Weighted base	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1170	1170	1170	1170	1170	1170	1170	1170	1259	1259
Effective base	978	978	978	978	978	978	978	978	978	978	978	891	891	891	891	891	891	891	891	978	978
Several times a day	367 29%bcdfghjklmnopqrs	291 23%ceotghijklnnopqrs	126 10%fghijklmnopqrs	515 41%abcefghijklmnopqrs	137 11%fghijklmnopqrs	25 2%ghijklmnopqrs	8 1%	4 *	8 1%	7 *	5 *	4 *	6 *	4 *	3 *	7 1%	4 *	3 *	3 *	757 60%abdefghijklmnopqrs	755 60%abdefghijklmnopqrs
At least once a day	250 20%bcdfghjklmnopqrs	181 14%ceotghijklmnopqrs	86 7%fghijklmnopqrs	273 22%abcefghijklmnopqrs	93 7%fghijklmnopqrs	30 2%hijklmnopqrs	18 1%jops	11 1%	12 1%	9 1%	9 1%	10 1%	15 1%q	11 1%	7 1%	8 1%	5 *	9 1%	7 1%	282 22%abefghijklmnopqrs	283 22%abefghijklmnopqrs
At least once a week	308 24%bdefghijklmnopqrst	125 10%ceotghijklmnopqrs	83 7%fghijklmnopqrs	152 12%abcefghijklmnopqrs	80 6%fghijklmnopqrs	47 4%hijklmnopqrs	39 3%hijklmnopqrs	23 2%qrs	14 1%	14 1%	16 1%	14 1%	23 2%oqrs	15 1%	11 1%	14 1%	11 1%	8 1%	10 1%	137 11%ceotghijklmnopqrs	138 11%ceotghijklmnopqrs
At least once a month	159 13%bdefghijklmnopqrst	59 5%ehijklmnopqrs	46 4%hijklmnopqrs	57 5%ehijklmnopqrs	32 3%hijklmnopqrs	39 3%hijklmnopqrs	44 3%hijklmnopqrs	12 1%	9 1%	10 1%	11 1%	10 1%	15 1%os	8 1%	5 *	9 1%	8 1%	9 1%	6 *	49 4%hijklmnopqrs	49 4%hijklmnopqrs
At least once in the last 3 months	73 6%bdefghijklmnopqrst	35 3%hijklmnopqrs	48 4%ehijklmnopqrs	35 3%hijklmnopqrs	22 2%noqs	36 3%hijklmnopqrs	42 3%ehijklmnopqrs	13 1%n	10 1%	12 1%	13 1%n	13 1%n	17 1%ns	4 *	7 1%	11 1%	9 1%	12 1%	7 1%	34 3%hijklmnopqrs	34 3%hijklmnopqrs
At least once in the last 12 months	27 2%hijnopqrstu	24 2%hlnopqrstu	33 3%hijklmnopqrs	20 2%hlnopqrstu	22 2%hlnopqrstu	30 2%hijklmnopqrs	60 5%abdefghijklmnopqrst	4 *	11 1%	12 1%rtu	15 1%hnoqrstu	7 1%tu	21 2%hlnopqrstu	5 *	4 *	6 1%tu	5 *	3 *	8 1%tu	-	-
Used to use, but haven't in the last 12 months	9 1%tu	28 2%ajlmoqrstu	29 2%ahjlmopqrs	78 6%abdefghijklmnopqrst	78 6%abdefghijklmnopqrst	44 3%ahijklmnopqrs	76 6%abdefghijklmnopqrst	14 1%tu	16 1%qtu	8 1%tu	15 1%tu	7 1%tu	10 1%tu	16 1%qtu	9 1%tu	13 1%tu	6 1%tu	13 1%tu	9 1%tu	-	-
NET: At least daily	617 49%bcdfghijklmnopqrs	472 38%ceotghijklmnopqrs	212 17%fghijklmnopqrs	789 63%abcefghijklmnopqrs	230 18%fghijklmnopqrs	55 4%ghijklmnopqrs	26 2%hijklmnopqrs	15 1%	20 2%q	15 1%	14 1%	14 1%	20 2%oqs	15 1%	10 1%	15 1%	9 1%	12 1%	10 1%	1039 83%abdefghijklmnopqrs	1038 82%abdefghijklmnopqrs
NET: At least weekly	926 74%bcdfghijklmnopqrs	598 47%ceotghijklmnopqrs	295 23%fghijklmnopqrs	941 75%abcefghijklmnopqrs	311 25%fghijklmnopqrs	102 8%ghijklmnopqrs	65 5%hijklmnopqrs	38 3%oqrs	36 3%oqrs	29 2%	29 2%	28 2%	43 4%klpqrs	30 3%qr	21 2%	30 3%a	20 2%	20 2%	20 2%	1176 93%abdefghijklmnopqrs	1176 93%abdefghijklmnopqrs
NET: At least monthly	1085 86%bdefghijklmnopqrs	657 52%ceotghijklmnopqrs	342 27%fghijklmnopqrs	997 79%abefghijklmnopqrs	342 27%fghijklmnopqrs	141 11%ghijklmnopqrs	109 9%hijklmnopqrs	50 4%oqrs	46 4%oqrs	40 3%a	40 3%a	38 3%a	59 5%ijklmnopqrs	38 3%a	27 2%	38 3%os	27 2%	29 2%	26 2%	1225 97%abdefghijklmnopqrs	1225 97%abdefghijklmnopqrs
NET: Within the last 3 months	1158 92%bdefghijklmnopqrs	692 55%ceotghijklmnopqrs	390 31%fghijklmnopqrs	1032 82%abefghijklmnopqrs	365 29%fghijklmnopqrs	176 14%hijklmnopqrs	151 12%hijklmnopqrs	63 5%noqrs	55 4%oqs	51 4%os	53 4%oqs	51 4%oqs	76 6%ijklmnopqrs	41 4%	34 3%	50 4%oqs	36 3%	41 4%	32 3%	1259 100%abdefghijklmnopqrs	1259 100%abdefghijklmnopqrs

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Overlap formulae used.



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Table 6
Q1. VSP usage frequency - Summary table

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

Summary table

	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruittab (n)	Triller (n)	Recast (n)	Vuappay (n)	Bitchute (n)	OnlyFans (n)	Xpanded.com (n)	TV Girls Plaza (n)	UK Babe Channels Video (n)	Fanzworld (n)	PocketStars (n)	Admire.Me (n)	NET: Any VSP (n)	NET: Any Selected VSP (n)
Weighted base	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1170	1170	1170	1170	1170	1170	1170	1170	1259	1259
NET: At least yearly	1185 94% bode lghi klmn opqrs	716 57% cefghj klmnop qrs	423 34% efghijk lmnopq rs	1052 84% bcdefgh ijklmnop qrs	387 31% fghijklm nopqrs	206 16% hijklmno pqr	211 17% hijklmno pqr	68 5% noqrs	66 5% noqrs	64 5% oqrs	68 5% noqrs	57 5% oqs	96 8% hijklmnop rs	46 4%	38 3%	56 5% oqs	40 3%	44 4%	40 3%	1259 100% abcde fghijkl mnopq rs	1259 100% abcde fghijkl mnopq rs
NET: Ever	1194 95% bode lghi klmn opqrs	745 59% cefghj klmnop qrs	452 36% efghijk lmnopq rs	1087 86% bcdefgh ijklmnop qrs	465 37% fghijklm nopqrs	250 20% hijklmno pqr	287 23% fghijklm nopqrs	82 7% oqrs	82 7% oqrs	72 6% oqs	82 7% oqrs	65 6% oq	106 9% hijklmnop rs	62 5% oq	47 4%	69 6% oqs	46 4%	57 5%	50 4%	1259 100% abcde fghijkl mnopq rs	1259 100% abcde fghijkl mnopq rs
Never	65 5% stu	514 41% adtu	807 64% abdtu	172 14% atu	794 63% abdtu	1009 80% abcde fgtu	972 77% abcdetu	1177 93% abcde fglm tu	1177 93% abcde fglm tu	1187 94% abcde fglm tu	1177 93% abcde fglm tu	1106 94% abcde fglm tu	1064 91% abcde fglt u	1108 95% abcde fglm tu	1124 96% abcde fgh ijklm nptu	1102 94% abcde fglm tu	1124 96% abcde fgh ijklm nptu	1113 95% abcde fgh ijklm tu	1121 96% abcde fghi jkmptu	-	-

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 Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

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Table 7
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

	Gender		Social Grade					Age										Ethnicity				Religion						
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (u)	Asian (v)	Black (w)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
YouTube	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61	327	176	987	156	89%Tr	44	86	19	461	41	60	567
	92%bmn	97%Tb	88%	93%	92%	93%	89%	99%Thm	91%mpq	93%npq	94%mnop	97%Thmn	95%mnop	86%	83%	84%	85%	83%	91%	99%Tr	100%r	100%r	100%	90%	100%kx	96%	92%	
Instagram	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38	8	108	45	560	123	36	68	18	250	34	41	347	
	55%afh	51%	59%Ta	60%ef	61%Tef	49%	46%	82%Thk	53%lmo	89%Thjk	71%Thlm	65%Thlm	44%nopq	36%opp	27%soq	10%	28%soq	21%	52%	76%Tr	81%Tr	78%Tr	95%	49%	84%TxA	66%kx	57%kx	
TikTok	390	195	195	123	106	79	79	66	323	78	78	69	56	25	16	3	43	18	318	68	18	38	12	152	22	25	182	
	31%hmo	31%	30%	36%T	28%	30%	28%	75%Thj	28%mnop	54%Thjk	36%hlmn	34%hlmno	25%mnop	14%	11%	4%	11%	9%	29%	43%Tr	41%	43%Tr	62%	30%	54%TxA	41%	30%	
Facebook	1032	481	552	281	299	213	234	67	866	127	184	168	185	136	114	51	302	166	894	129	34	72	17	422	37	48	507	
	82%ka	78%	86%Ta	82%	81%	82%	84%	75%	86%p	88%Tgmo	85%go	82%	84%	78%	82%q	71%	78%	78%	82%	82%	76%	83%	89%	82%	90%	77%	83%	
Snapchat	365	179	186	105	111	74	69	66	299	96	82	59	42	15	4	3	21	7	278	83	28	42	12	138	26	23	170	
	29%hlmn	29%	29%	31%	30%	28%	25%	74%Thk	26%lmo	67%Thjk	38%Thlm	29%lmo	19%mnopq	8%	3%	4%	6%	3%	26%	53%Tr	64%Tr	48%Tr	65%	27%	64%TxA	36%	28%	
Twitch	176	126	51	59	52	34	30	33	143	32	54	40	16	2	1	3	1	134	41	13	20	7	53	13	7	99		
	14%hlm	20%Tb	8%	17%f	14%	13%	11%	37%Thj	12%lmo	22%Thlm	25%Thlm	19%Thlmn	7%mnopq	1%	1%	1%	1%	12%	26%Tr	30%Tr	23%Tr	38%	10%	32%TxA	11%	16%kx		
Vimeo	151	104	48	64	42	23	22	18	133	27	37	29	26	12	2	14	2	108	42	11	22	8	56	14	11	64		
	12%hlmn	17%Tb	7%	19%Tdf	11%	9%	8%	26%Thmn	11%nopq	19%Thmn	17%Thmn	14%mnop	12%nopq	7%pq	2%	4%q	1%	10%	26%Tr	26%Tr	25%Tr	25%Tr	42%	11%	34%TxA	18%	10%	
Fruitylab	63	39	25	25	21	10	8	13	50	12	17	15	3	3	-	3	-	39	23	6	12	5	31	10	3	14		
	5%hmpq	6%	4%	7%f	6%	4%	3%	15%Thmn	4%hmpq	6%hmpq	6%hmpq	6%hmpq	1%	2%	-	1%	-	4%	15%Tr	14%Tr	14%Tr	25%	6%A	25%TxA	4%	2%		
Triller	55	38	17	25	14	8	7	13	42	10	14	12	6	*	1	1	1	33	21	5	10	5	29	8	3	14		
	4%hmpq	6%Tb	3%	7%Tdf	4%	3%	3%	15%Thjk	4%mpq	7%mpq	6%hmpq	6%mpq	3%p	*	*	*	*	3%	13%Tr	11%Tr	12%Tr	28%	6%A	20%TxA	5%	2%		
Recast	51	36	15	22	12	7	11	13	39	8	13	10	4	-	4	-	4	4	29	22	6	13	3	28	10	5	8	
	4%hmpq	6%Tb	2%	6%T	3%	3%	4%	15%Thjk	3%mp	6%hmp	6%hmp	5%mp	2%	-	3%	-	1%	2%	14%Tr	14%Tr	14%Tr	16%	5%A	23%TxA	7%A	1%		
Vuepay	53	33	20	22	16	8	7	12	41	9	14	12	5	1	1	-	2	1	36	16	4	8	4	29	6	3	13	
	4%hmpq	5%	3%	6%Tf	4%	3%	2%	14%Thjk	4%mpq	6%mpq	6%hmpq	6%mpq	2%	1%	-	*	*	3%	10%Tr	10%Tr	9%Tr	19%	6%A	14%TxA	5%	2%		
Base: All Adult respondents	1170	573	597	305	350	246	263	..*	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7
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

	Gender		Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Base: All Adult respondents	1170	573	597	305	350	246	263	-**	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Bitchute	51	35	16	15	19	10	7	-	51	5	19	16	6	3	1	-	5	1	30	19	4	10	6	18	9	2	17
OnlyFans	76	67	9	23	23	12	17	-	76	13	25	19	14	2	2	-	4	2	54	21	5	13	3	26	8	5	37
Xpanded.com	41	26	15	10	15	7	9	-	41	8	16	10	5	*	1	1	3	2	26	16	3	10	3	18	6	4	12
TV Girls Plaza	34	24	10	13	10	6	4	-	34	9	11	10	3	-	-	-	-	-	18	15	2	10	3	14	8	3	9
UK Babe Channels Video	50	34	16	18	17	9	6	-	50	8	15	16	6	2	2	1	5	3	30	19	3	13	3	21	7	5	14
Fanzworld	38	25	13	11	11	7	7	-	38	9	11	12	3	1	-	-	1	-	23	12	2	7	3	17	5	3	9
PocketStars	41	30	11	14	10	10	6	-	41	9	14	11	5	-	3	-	3	3	25	16	4	9	3	20	7	2	12
Admire.Me	32	25	7	11	9	7	5	-	32	6	12	11	3	1	-	-	1	-	17	15	3	9	3	16	8	2	7
Base: All respondents	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: Other Non Core VSPs	88	55	33	37	24	14	13	18	71	15	22	19	9	1	5	-	6	5	56	31	9	16	6	46	12	6	22
NET: Other Non Core Adult VSPs	88	59	29	28	26	19	14	5	88	15	28	26	10	3	5	1	9	6	59	29	5	20	4	38	12	6	29
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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 8
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

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	976	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
YouTube	1158	319	154	184	801	254	608	271	25	791	277	104	124	86	52	531	362	108	95
	92%o	91%	95%ac	88%	92%	94%	91%	93%	95%	91%	92%	91%	90%	92%	89%	84%	95%To	98%To	98%To
Instagram	692	178	94	88	487	111	350	212	19	408	210	75	95	73	39	295	226	66	78
	55%celo	50%ac	58%ac	42%	56%ac	41%	52%ae	73%Tef	71%	47%	69%Ti	65%Ti	69%Ti	69%Ti	67%ai	49%	59%eo	60%	82%Topq
TikTok	390	96	60	45	280	43	177	151	18	192	130	43	63	48	27	157	114	33	69
	31%celo	27%ac	37%ac	22%	32%ac	16%	26%ae	52%Tef	69%	22%	43%Ti	38%ai	46%Ti	45%Ti	47%Ti	26%	30%	30%	72%Topq
Facebook	1032	292	134	168	712	203	567	245	17	695	269	108	121	90	48	494	310	95	74
	82%el	83%	83%	80%	82%	75%	85%Te	84%e	64%	80%	89%Ti	94%Tin	88%ai	85%	82%	82%	81%	86%	77%
Snapchat	365	92	57	44	254	36	167	145	17	171	127	46	57	48	23	145	105	29	67
	29%celo	26%ac	35%ac	21%	29%ac	13%	25%ae	50%Tef	64%	20%	42%Ti	40%Ti	42%Ti	45%Ti	40%ai	24%	28%	27%	70%Topq
Twitch	176	42	24	22	129	27	74	70	5	90	54	23	30	22	9	59	66	15	29
	14%fo	12%	15%	11%	15%	10%	11%	24%Tef	18%	10%	18%ai	20%ai	22%Ti	20%ai	14%	10%	17%eo	14%	30%Topq
Vimeo	151	29	18	14	114	26	69	51	5	78	55	24	22	18	9	45	59	25	19
	12%acio	8%	11%	6%	13%ac	10%	10%	17%Tef	20%	9%	18%Ti	21%Ti	16%ai	17%ai	15%	8%	15%To	23%To	20%To
Fruitytab	63	12	5	10	47	6	24	13	3	17	33	12	17	10	7	19	24	6	13
	5%ello	4%	3%	5%	5%	2%	4%	11%Tef	11%	2%	11%Ti	10%Ti	13%Ti	10%Ti	12%Ti	3%	6%eo	6%	13%Top
Triller	55	13	7	9	39	8	18	29	3	16	26	14	15	7	4	14	18	9	13
	4%fo	4%	5%	4%	4%	2%	3%	10%Tef	10%	2%	8%Ti	12%Ti	11%Ti	6%ai	7%ai	2%	5%	8%eo	14%Top
Recast	51	11	6	7	36	4	19	25	3	14	24	11	13	7	4	13	17	6	12
	4%ello	3%	4%	3%	4%	2%	3%	9%Tef	11%	2%	8%Ti	10%Ti	10%Ti	6%ai	8%ai	2%	5%	5%	13%Top
Vueplay	53	11	5	8	39	3	20	27	3	13	28	12	17	10	4	18	17	7	12
	4%ello	3%	3%	4%	4%	1%	3%	9%Tef	11%	1%	9%Ti	10%Ti	12%Ti	9%Ti	8%ai	3%	4%	6%	12%Top
Base: All Adult respondents	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Bitchute	51	9	3	5	38	12	26	18	1	24	26	13	15	8	4	19	24	7	*
	4%fo	3%	2%	2%	3%	4%	3%	7%Ti	6%	3%	9%Ti	11%Ti	11%Ti	7%ai	7%	3%	6%eo	7%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 8
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

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Base: All Adult respondents	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
OnlyFans	76	21	10	12	51	15	35	22	3	44	32	15	14	11	7	30	30	12	3
	6% _i	6%	7%	6%	6%	6%	9%	9%	17%	5%	10% _{TI}	13% _{TI}	10% _i	11% _i	13% _i	5%	8%	11% _{so}	20%
Xpanded.com	41	10	4	7	28	8	16	16	1	18	23	11	12	5	4	16	18	7	*
	4% _i	3%	2%	4%	4%	3%	3%	7% _{TI}	8%	2%	8% _{TI}	9% _{TI}	9% _{TI}	5%	7% _i	3%	5%	6%	2%
TV Girls Plaza	34	6	3	4	25	2	15	16	1	10	23	12	11	7	4	12	14	7	*
	3% _{iel}	2%	2%	2%	3%	1%	2%	7% _{Tef}	6%	1%	8% _{TI}	11% _{TI}	8% _{TI}	7% _{TI}	7% _i	2%	4%	6% _{To}	2%
UK Babe Channels Video	50	12	3	8	34	7	26	15	1	21	28	14	13	7	4	15	26	8	*
	4% _{io}	4%	2%	4%	4%	2%	4%	6%	8%	2%	9% _{TI}	12% _{TI}	10% _{TI}	7% _i	7%	2%	7% _{To}	8% _{so}	2%
Fanzworld	36	6	2	4	27	3	15	17	2	9	26	11	13	8	5	14	15	6	*
	3% _{iel}	2%	2%	2%	3%	1%	2%	7% _{Tef}	9%	1%	9% _{TI}	10% _{TI}	10% _{TI}	8% _{TI}	8% _i	2%	4%	5%	3%
PocketStars	41	7	2	6	31	3	18	20	1	14	27	14	14	9	4	17	16	8	*
	4% _{iel}	2%	2%	3%	4%	1%	3%	8% _{Tef}	4%	2%	9% _{TI}	12% _{TI}	10% _{TI}	9% _{TI}	7% _i	3%	4%	7% _{so}	2%
Admire.Me	32	5	2	3	23	3	13	15	1	9	23	11	12	7	4	11	13	7	*
	3% _i	1%	1%	2%	3%	1%	2%	6% _{Tef}	8%	1%	8% _{TI}	10% _{TI}	9% _{TI}	7% _{TI}	7% _i	2%	4%	7% _{To}	3%
Base: All respondents	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: Other Non Core VSPs	88	18	9	10	64	9	34	41	4	31	39	19	23	11	5	27	29	12	18
	7% _{seffo}	5%	6%	5%	7%	3%	5%	14% _{Tef}	14%	4%	13% _{TI}	17% _{TI}	17% _{TI}	10% _i	8%	4%	8%	11% _{so}	19% _{Top}
NET: Other Non Core Adult VSPs	88	17	7	11	66	13	40	33	2	43	45	22	23	14	6	31	41	15	*
	7% _{subor}	5%	4%	5%	8%	5%	6%	11% _{Tef}	9%	5%	15% _{TI}	19% _{TI}	17% _{TI}	13% _{TI}	10%	5% _r	11% _{Tor}	14% _{Tor}	1%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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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

	GO Region													Urban/ Rural		Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (A)	Wales (B)	North Ireland (C)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
YouTube	1158	92	51	31	984	48	127	97	98	85	106	166	162	95	862	171	735	408	24	48	1061	454	224	50	54	36	178	39	33
	92%oqx	88%	84%	86%	93%Td	92%	93%	95%b	91%	94%	94%	97%Tabd	92%	88%	92%	90%	94%To	88%	83%	79%	93%Tq	94%Tv	90%	95%	86%	86%	88%	88%	98%
Instagram	692	54	29	15	594	32	78	64	57	52	58	109	96	50	520	109	500	183	16	11	654	294	149	26	23	33	43	25	24
	55%oqxv	51%	48%	40%	56%um	61%	57%	62%sm	53%	57%	52%	64%Tm	54%	46%	55%	58%	64%To	40%	57%	18%	57%Tq	61%Tv	60%vx	48%x	37%xy	87%Tsu	21%	57%x	69%
TikTok	390	39	16	6	328	18	44	33	30	35	31	58	53	27	303	50	293	95	18	5	358	156	82	8	17	20	14	14	12
	31%oqx	38%	28%	18%	31%	34%	32%	33%	28%	30%	28%	34%	30%	25%	32%	27%	38%To	20%	63%	9%	31%q	32%lux	33%lux	19%	29%lx	53%Tduv	7%	31%lx	36%
Facebook	1032	82	55	33	863	44	105	82	92	78	87	139	142	94	767	160	655	368	21	46	955	402	212	41	49	33	160	41	27
	82%	78%	90%f	91%	82%	86%	77%	81%	86%	86%	77%	81%	80%	87%	82%	85%	84%T	80%	75%	76%	83%T	83%	85%	77%	78%	86%	78%	92%	80%
Snapchat	365	27	18	11	309	14	46	32	33	29	24	53	52	27	277	55	266	93	11	5	338	155	72	9	9	25	3	12	13
	29%oqxv	26%	29%	31%	29%	26%	33%	32%	31%	32%	21%	31%	29%	25%	30%	29%	34%To	20%	39%	8%	30%q	32%uvx	29%vx	17%lx	14%lx	65%Tduv	1%	27%lx	39%
Twitch	176	20	10	7	140	4	21	11	17	15	11	28	21	10	141	23	157	19	5	1	168	89	23	8	7	10	-	3	4
	14%oqx	19%	17%	18%	13%	7%	15%	11%	16%	17%	10%	16%	12%	9%	15%	12%	20%To	4%	17%	2%	15%Tq	18%Tx	9%lx	14%lx	12%lx	26%Toy	-	6%lx	11%
Vimeo	151	12	6	3	130	8	20	8	10	14	5	34	24	8	122	18	120	32	3	2	144	76	32	6	3	7	2	2	5
	12%jox	11%	11%	8%	12%j	15%	14%j	8%	9%	16%j	5%	22%Tdgh	14%j	7%	13%	10%	15%To	7%	10%	3%	13%	16%Tx	13%lx	11%lx	5%lx	16%lx	1%	4%	16%
Fruittab	63	4	3	3	53	4	4	2	6	11	*	16	9%Tdfj	6	4	51	6	3	*	57	38	8	-	-	2	-	*	2	6%
	5%jix	4%	5%	9%	5%j	8%j	3%	2%	6%j	11	*	12%Tdfj	3%	3%	5%	3%	6%To	3%	10%	*	5%	8%Tvxx	3%lx	-	-	6%lx	-	1%	6%
Triller	55	3	2	1	49	1	4	3	3	6	7	2	17	7	2	47	3	2	*	51	23	11	1	-	3	1	*	3	9%
	4%ox	3%	4%	2%	5%	2%	3%	3%	5%	8%	2%	10%Tdfj	4%	2%	5%	2%	6%To	2%	7%	4%	5%lx	4%lx	2%	-	7%vxx	*	1%	9%	
Recast	51	5	1	2	44	1	3	2	6	8	1	18	4	2	41	4	40	12	2	*	47	22	10	*	-	2	2	1	2
	4%lx	4%	2%	5%	4%	2%	2%	2%	6%	9%j	1%	10%Tdfj	2%	4%	2%	4%	5%T	3%	6%	*	4%	5%lx	4%	1%	-	4%	1%	2%	7%
Vuepay	53	5	1	2	45	2	2	2	3	5	8	1	16	6	2	43	4	43	10	3	1	46	27	7	1	1	2	*	2
	4%lx	5%	2%	5%	4%	3%	2%	3%	5%	9%Tdfj	1%	16	3%	2%	5%	2%	5%To	2%	9%	2%	4%	6%lx	3%	1%	2%	4%lx	*	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

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

	GEO Region										Urban/ Rural		Internet usage			Devices used to access internet			Working status										
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Base: All Adult respondents	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Bitchute	51	1	2	2	46	1	5	5	4	8	2	11	5	4	40	7	42	8	2	2	42	28	12	2	3	2	-	2	3
OnlyFans	76	8	1	3	64	5	9	5	9	5	4	16	7	3	57	8	65	10	2	1	69	49	14	2	2	5	-	-	3
Xpanded.com	41	3	-	1	37	3	3	3	4	1	12	4	3	32	4	32	9	2	2	36	26	9	1	-	2	-	-	-	3
TV Girls Plaza	34	2	-	-	31	1	4	2	6	2	1	11	3	2	27	1	26	7	2	-	28	24	5	1	-	2	-	-	1
UK Babe Channels Video	50	4	1	2	43	1	5	5	7	3	1	14	5	2	42	3	35	14	2	2	44	34	8	2	-	2	2	-	2
Fanzworld	36	5	-	1	30	1	3	2	4	4	-	12	3	1	29	2	29	7	4	-	29	24	7	-	-	1	-	-	3
PocketStars	41	3	-	-	38	1	2	4	5	3	2	12	3	4	30	6	31	10	2	-	36	26	8	-	-	2	1	2	2
Admire.Me	32	2	-	-	30	2	3	2	3	3	-	10	4	2	25	2	27	5	2	-	27	22	7	-	-	2	-	-	2
Base: All respondents	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: Other Non Core VSPs	88	8	2	2	76	2	4	4	9	11	3	29	10	3	72	7	69	20	3	1	81	39	18	2	1	3	3	1	4
NET: Other Non Core Adult VSPs	88	8	2	2	77	5	10	8	8	6	3	24	7	7	71	9	65	22	5	2	78	55	17	3	-	3	4	2	5
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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitleab (n)	Bitchat (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
YouTube	1158	212	302	266	157	148	1158	658	378	934	353	175	149	62	51	75	243	900	434	725
	92%js	90%	94%	91%	91%	96%	100%Thj	95%Tj	97%Thj	90%	97%Thj	98%Thj	98%Thj	98%Thj	100%Thjn	98%Thj	98%Ts	91%	94%Tu	91%
Instagram	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374
	55%asu	47%	51%	54%	59%a	72%Tabc	57%Td	100%Tgij	86%Tgj	60%Tg	90%Tgij	84%Tgj	85%Tgj	92%Tgij	82%Tgj	88%Tgj	78%Ts	49%	69%Tu	47%
TikTok	390	65	87	75	64	70	49%Tabc	33%Td	333	390	349	248	116	103	51	32	66	194	207	182
	31%csu	28%	27%	26%	37%bc	49%Tabc	33%Td	48%Tgj	100%Tghj	94%T	68%Tghj	66%Tghj	68%Tghj	68%Tghj	80%Tghj	64%Tghj	71%Tghj	61%Ts	45%Tu	23%
Facebook	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623
	82%gsu	83%	83%	81%	83%	82%	81%	90%Tg	90%Tg	100%Tghj	91%Tglo	87%Tg	88%Tg	91%Tgpo	84%	89%Tg	91%Ts	80%	89%Tu	78%
Snapchat	365	56	80	79	60	60	353	328	248	333	365	119	92	56	34	52	137	220	197	168
	29%isu	24%	25%	27%	35%ab	39%Tabc	31%Td	47%Tgj	64%Tghj	32%Tg	100%Tghj	68%Tghj	61%Tghj	89%Tghj	67%Tghj	69%Tghj	55%Ts	22%	43%Tu	21%
Twitch	176	30	40	39	27	28	175	149	116	154	119	176	75	49	33	44	72	103	111	65
	14%isu	13%	13%	13%	16%	18%	15%Td	22%Tgj	30%Tghj	15%	33%Tghj	100%Tghj	50%Tghj	76%Tghj	56%Tghj	58%Tghj	29%Ts	10%	24%Tu	8%
Vimeo	151	24	37	33	17	32	149	128	103	134	92	75	151	50	31	40	61	89	85	67
	12%isu	10%	11%	11%	10%	21%Tabc	13%Td	19%Tgj	27%Tghj	13%T	25%Tghj	43%Tghj	100%Tghj	79%Tghj	62%Tghj	53%Tghj	25%Ts	9%	18%Tu	8%
Fruitleab	63	8	14	12	9	15	62	58	51	57	58	49	63	28	26	34	29	46	18	18
	5%isu	3%	4%	4%	5%	10%Tabc	5%Td	8%Tgj	13%Tghj	5%T	15%Tghj	28%Tghj	100%Tghj	33%Tghj	54%Tghj	34%Tghj	13%Ts	3%	10%Tu	2%
Triller	55	11	8	14	7	13	55	52	48	53	49	42	42	35	24	26	30	24	37	18
	4%isu	5%	3%	5%	4%	9%Tb	5%	8%Tgj	12%Tghj	5%T	13%Tghj	24%Tghj	28%Tghj	55%Tghj	47%Tghj	34%Tghj	12%Ts	2%	8%Tu	2%
Recast	51	9	8	10	7	12	50	49	46	51	46	41	41	38	24	23	30	19	38	14
	4%isu	4%	3%	3%	4%	8%Tb	4%	7%Tgj	12%Tghj	5%T	13%Tghj	23%Tghj	27%Tghj	60%Tghj	47%Tghj	30%Tghj	12%Ts	2%	8%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £52,000 + (e)	YouTube (d)	Instagr am (h)	TikTok (i)	Faceboo k (j)	Snappha t (k)	Twitch (l)	Vimeo (m)	Fruitta b (n)	Bitcut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Vuepay	53	9	13	12	4	11	51	50	46	52	47	41	40	38	24	24	29	23	37	16
	4%su	4%	4%	4%	2%	7%	4%	7%Tg	12%Tgh	5%T	13%Tgh	23%Tghj	25%Tghi	60%Tghj	47%Tghij	31%Tghij	12%Ts	2%	8%Tu	2%
Base: All Adult respondents	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Bitchute	51	12	10	13	6	5	51	42	32	43	34	33	31	28	51	23	23	27	35	16
	4%su	5%	3%	5%	4%	4%	5%	7%Tg	10%Tgh	4%	11%Tgh	23%Tghj	24%Tghi	55%Tghj	100%Tghj	30%Tghij	11%Ts	3%	8%Tu	2%
OnlyFans	76	15	16	19	13	10	75	66	54	68	52	44	40	26	23	76	37	37	44	32
	6%su	7%	5%	7%	9%	8%	7%T	11%Tg	17%Tgh	7%	17%Tgh	31%Tghj	30%Tghi	51%Tghj	45%Tghj	100%Tghj	17%Ts	4%	11%Tu	4%
Xpanded.com	41	9	10	10	3	5	39	38	29	40	33	31	30	25	26	26	23	18	28	14
	4%su	4%	3%	4%	2%	4%	4%	6%Tg	9%Tgh	4%T	11%Tgh	21%Tghj	23%Tghi	51%Tghj	52%Tghj	34%Tghij	10%Ts	2%	7%Tu	2%
TV Girls Plaza	34	6	8	10	4	4	32	32	32	33	32	29	27	27	23	25	21	12	24	9
	3%su	3%	3%	4%	3%	3%	3%	5%Tg	10%Tgh	3%T	11%Tgh	20%Tghj	21%Tghi	54%Tghj	45%Tghj	32%Tghij	10%Ts	1%	6%Tu	1%
UK Babe Channels Video	50	8	13	12	8	5	48	45	39	47	41	33	33	29	26	32	23	26	32	17
	4%su	4%	4%	4%	5%	3%	4%	7%Tg	12%Tgh	5%T	14%Tgh	23%Tghj	25%Tghi	59%Tghj	52%Tghj	42%Tghij	11%Ts	3%	8%Tu	2%
Fanzworld	36	8	6	10	5	5	36	36	32	36	34	28	29	29	22	24	20	15	28	8
	3%su	4%	2%	4%	3%	4%	3%	6%Tg	10%Tgh	4%T	11%Tgh	19%Tghj	21%Tghi	56%Tghj	44%Tghij	31%Tghij	9%Ts	2%	7%Tu	1%
PocketStars	41	5	9	13	4	6	40	39	34	40	36	31	33	28	26	25	23	17	28	13
	4%su	2%	3%	5%	3%	5%	4%	6%Tg	11%Tgh	4%T	12%Tgh	22%Tghj	25%Tghi	56%Tghj	51%Tghj	33%Tghij	10%Ts	2%	7%Tu	2%
Admire.Me	32	7	7	8	4	5	32	32	29	31	26	27	26	24	27	27	19	12	24	8
	3%su	3%	2%	3%	3%	3%	3%	5%Tg	9%Tgh	3%T	10%Tgh	18%Tghj	20%Tghi	52%Tghj	47%Tghj	36%Tghij	9%Ts	1%	6%Tu	1%
Base: All respondents	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Other Non Core VSPs	88	16	16	21	11	17	85	80	72	85	71	56	47	28	30	41	45	59	29	29
	7%su	7%	5%	7%	6%	11%b	7%	12%Tg	16%Tgh	8%T	19%Tgh	32%Tghj	37%Tghi	74%Tghj	56%Tghj	39%Tghij	16%Ts	5%	13%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (t)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (u)	Not at all/Not very aware (v)
Base: All respondents	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Other Non Core Adult VSPs	88	14	23	21	12	11	82	79	62	85	64	52	38	32	40	38	49	57	31	31
		7%au	6%	7%	7%	7%	7%	11%Tg	16%Tghj	8%Tg	16%Tghj	30%Tghij	35%Tghij	60%Tghijkm	63%Tghijkm	53%Tghijkm	15%Ts	5%	12%Tu	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
YouTube	1158	114	315	257	175	297	115	319	265	171	288
		92%ah	66%a	92%a	97%Tab	97%Tab	65%	93%ah	98%Thi	97%Th	99%Thik
Instagram	692	1	44	196	160	292	1	46	203	160	283
		55%abhj	-	13%a	74%Tab	89%Tabc	-	13%h	75%Thi	90%Thij	96%Thik
TikTok	390	-	10	40	83	257	-	11	40	85	254
		31%abhij	-	3%	15%ab	66%Tabcd	-	3%h	15%hi	48%Thij	68%Thik
Facebook	1032	57	286	237	161	290	61	288	244	158	280
		82%ah	33%a	84%a	90%Ta	90%Ta	34%	84%ah	90%Thi	89%Th	97%Thik
Snapchat	365	1	7	23	79	255	1	7	23	83	251
		29%abhij	1%	2%	9%ab	44%Tabc	1%	2%	8%hi	47%Thij	87%Thik
Twitch	176	-	7	12	21	136	-	7	13	20	136
		14%abhij	-	2%	5%a	12%abc	-	2%	5%h	12%hij	47%Thik
Vimeo	151	-	4	13	14	120	-	4	14	17	116
		12%abhij	-	1%	5%ab	8%ab	-	1%	5%hi	10%hi	40%Thik
Fruittab	63	-	-	-	3	60	-	-	-	4	60
		5%abcdhij	-	-	2%b	20%Tabcd	-	-	-	2%ij	21%Thik
Triller	55	-	-	2	2	50	1	2	2	49	
		4%abcdhijk	-	-	1%	17%Tabcd	1%	2%	1%	17%Thik	
Recast	51	-	1	-	1	49	1	-	1	48	
		4%abcdhijk	-	-	1%	16%Tabcd	1%	-	1%	13%Thik	
Vuepay	53	-	-	2	2	49	-	2	3	48	
		4%abcdhijk	-	-	1%	17%Tabcd	-	1%	1%	17%Thik	
Base: All Adult respondents	1170	168	337	257	161	247	173	340	262	158	237
Bitchute	51	-	4	2	3	40	-	4	2	4	40
		4%abhij	-	1%	1%	16%Tabcd	-	1%	1%	3%	17%Thik
OnlyFans	76	-	2	5	6	62	-	2	5	7	61
		6%abhij	-	1%	2%	4%ab	-	1%	2%	5%hi	28%Thik
Xpanded.com	41	-	1	1	4	36	1	2	3	2	33
		4%bcj	-	-	2%b	14%Tabcd	1%	1%	1%	1%	14%Thik
TV Girls Plaza	34	-	-	-	-	34	-	-	-	-	34
		3%bcj	-	-	-	14%Tabcd	-	-	-	-	14%Thik

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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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

	Total (m)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Base: All Adult respondents	1170	168	337	257	161	247	173	340	262	158	237
UK Babe Channels Video	50 4%abcdhj	-	1	1	1	46 19%Tabcd	1	2	1	4 18%Thijk	42
Fanzworld	36 3%bcdijk	-	-	-	1	35 14%Tabcd	-	-	1	-	35 15%Thijk
PocketStars	41 4%bcijk	-	1	-	1	39 16%Tabcd	1	-	1	-	38 16%Thijk
Admire.Me	32 3%bcij	-	-	-	1	32 13%Tabcd	-	-	1	1 1%	31 13%Thijk
Base: All respondents	1259	174	342	264	180	300	178	345	270	177	289
NET: Other Non Core VSPs	88 7%abcdhjk	-	1	4	6	78 28%Tabcd	1	4	7	3 2%	73 25%Thijk
NET: Other Non Core Adult VSPs	88 7%abchij	-	3	2	2	78 25%Tabcd	4	3	6	6 4%l	69 24%Thijk
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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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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 - Selected VSPs only

	Gender		Social Grade					Age										Ethnicity				Religion						
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (u)	Asian (v)	Black (w)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
YouTube	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61	327	176	987	156	44	86	19	461	41	60	567	
	82%bmn	97%b	88%	93%	92%	93%	89%	99%Thm	91%mpq	93%npq	94%mnop	97%Thmn	95%mnop	86%	83%	84%	85%	83%	91%	99%Tr	100%r	100%	90%	100%r	90%	96%	92%	
Instagram	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38	8	108	45	560	123	36	68	18	250	34	41	347	
	55%afh	51%	59%Ta	60%ef	61%Tef	49%	46%	82%Thk	53%lmo	89%Thjk	71%Thlm	65%Thlm	44%nopq	36%opp	27%soq	10%	28%soq	21%	52%	76%Tr	81%Tr	78%Tr	95%	49%	84%TxA	66%r	57%r	
TikTok	390	195	195	123	106	79	79	66	323	78	78	69	56	25	16	3	43	18	318	68	18	38	12	152	22	25	182	
	31%hmo	31%	30%	36%T	28%	30%	28%	75%Thj	28%mnop	54%Thjk	36%hlmn	34%hlmno	25%mnop	14%	11%	4%	11%	9%	29%	43%Tr	41%	43%Tr	62%	30%	54%TxA	41%	30%	
Facebook	1032	481	552	281	299	213	234	67	866	127	184	168	185	136	114	51	302	166	894	129	34	72	17	422	37	48	507	
	82%a	78%	86%Ta	82%	81%	82%	84%	75%	86%Tp	88%Tgmo	85%go	82%	84%	78%	82%q	71%	78%	78%	82%	82%	76%	83%	89%	82%	90%	77%	83%	
Snapchat	365	179	186	105	111	74	69	66	299	96	82	59	42	15	4	3	21	7	278	83	28	42	12	138	26	23	170	
	29%hlmn	29%	29%	31%	30%	28%	25%	74%Thk	26%lmo	67%Thjk	38%Thlm	23%lmo	19%mnopq	8%	3%	4%	6%	3%	26%	53%Tr	64%Tr	48%Tr	65%	27%	64%TxzA	36%	28%	
Twitch	176	126	51	59	52	34	30	33	143	32	54	40	16	2	1	-	3	1	134	41	13	20	7	53	13	7	99	
	14%hlm	20%b	8%	17%f	14%	13%	11%	37%Thj	12%lmo	22%Thlm	25%Thlm	19%Thlmn	7%mnopq	1%	1%	-	-	-	12%	26%Tr	30%Tr	23%Tr	38%	10%	32%TxzA	11%	16%r	
Vimeo	151	104	48	64	42	23	22	18	133	27	37	29	26	12	2	-	14	2	108	42	11	22	8	58	14	11	64	
	12%bmn	17%b	7%	19%Tdef	11%	9%	8%	28%Thmn	11%nopq	19%Thmn	17%Thmn	14%mnop	12%nopq	7%pq	2%	-	4%q	1%	10%	26%Tr	26%Tr	25%Tr	42%	11%	34%TxA	18%	10%	
Fruitylab	63	39	25	25	21	10	8	13	50	12	17	15	3	3	-	-	3	-	39	23	6	12	5	31	10	3	14	
	5%hlnpq	6%	4%	7%f	6%	4%	3%	15%Thmn	4%hlnpq	8%hlnmp	8%hlnmp	8%hlnmp	1%	2%	-	-	1%	-	4%	15%Tr	14%Tr	14%Tr	25%	6%A	25%TxzA	4%	2%	
Base: All Adult respondents	1170	573	597	305	350	246	263	**	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
BitChute	51	35	16	15	19	10	7	-	51	5	19	16	6	3	1	-	5	1	30	19	4	10	6	18	9	2	17	
	4%bnpq	6%b	3%	5%	5%	4%	3%	-	4%npq	4%	9%Thmn	8%Thmn	3%	2%	1%	-	1%	1%	3%	13%Tr	11%r	11%Tr	32%	4%	23%TxzA	4%	3%	
OnlyFans	76	67	9	23	23	12	17	-	76	13	25	19	14	2	2	-	4	2	54	21	5	13	3	26	8	5	37	
	6%bmn	12%b	2%	8%	7%	5%	6%	-	6%mpq	9%mnop	12%Thmn	9%mnopq	6%mpq	1%	1%	-	1%	1%	5%	15%Tr	15%Tr	15%Tr	17%	5%	20%TxA	8%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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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

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	976	290	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
YouTube	1158	319	154	184	801	254	608	271	25	791	277	104	124	86	52	531	362	108	95
	92%o	91%a	89%b	88%c	92%e	94%f	91%g	93%h	91%i	92%j	91%k	90%l	92%o	89%n	88%o	95%To	98%To	88%To	89%To
Instagram	692	178	94	88	487	111	350	212	19	408	210	75	95	73	39	295	226	66	78
	55%celo	50%ca	58%cb	42%cc	56%ce	41%cf	52%cg	73%Tef	71%g	47%h	69%Ti	65%Tl	69%Tm	69%Tn	67%To	49%Tp	59%To	60%Tq	82%Topq
TikTok	390	96	60	45	280	43	177	151	18	192	130	43	63	48	27	157	114	33	69
	31%cefo	27%ca	37%cb	22%cc	32%ce	16%cf	26%cg	52%Tef	69%g	22%h	43%Ti	38%Tl	46%Tm	45%Tn	47%To	26%Tp	30%Tq	30%Tr	72%Topq
Facebook	1032	292	134	168	712	203	567	245	17	695	269	108	121	90	48	494	310	95	74
	82%el	83%a	83%b	80%c	82%e	75%f	85%Tef	84%g	64%h	80%i	89%Ti	94%Tl	88%Tm	85%Tn	82%To	82%Tp	81%Tq	86%Tr	77%To
Snapchat	365	92	57	44	254	36	167	145	17	171	127	46	57	48	23	145	105	29	67
	29%cefo	26%ca	35%cb	21%cc	29%ce	13%cf	25%cg	50%Tef	64%g	20%h	42%Ti	40%Tl	42%Tm	45%Tn	40%To	24%Tp	28%Tq	27%Tr	70%Topq
Twitch	176	42	24	22	129	27	74	70	5	90	54	23	30	22	9	59	66	15	29
	14%fo	12%a	15%b	11%c	15%e	10%f	11%g	24%Tef	18%h	10%i	18%Ti	20%Tl	22%Tm	20%Tn	14%To	17%Tp	14%Tq	30%Topq	
Vimeo	151	29	18	14	114	26	69	51	5	78	55	24	22	18	9	45	59	25	19
	12%acio	8%a	11%b	6%c	13%e	10%f	10%g	17%Tef	20%h	9%i	18%Ti	21%Tl	16%Tm	17%Tn	15%To	8%Tp	15%To	23%To	20%To
Fruitylab	63	12	5	10	47	6	24	31	3	17	33	12	17	10	7	19	24	6	13
	5%eflo	4%a	3%b	5%c	5%e	2%f	4%g	11%Tef	11%h	2%i	11%Ti	10%Tl	13%Tm	10%Tn	12%To	3%Tp	6%To	6%To	13%To
Base: All Adult respondents	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Bitchute	51	9	3	5	38	12	20	18	1	24	26	13	15	8	4	19	24	7	*
	4%fl	3%a	2%b	2%c	3%e	4%f	3%g	7%Tef	6%h	3%i	9%Ti	11%Tl	11%Tm	7%Tn	3%To	6%To	7%To	2%To	
OnlyFans	76	21	10	12	51	15	35	22	3	44	32	15	14	11	7	30	30	12	3
	6%fl	6%a	7%b	6%c	6%e	5%f	5%g	9%Tef	17%h	5%i	10%Ti	13%Tl	10%Tm	11%Tn	13%To	5%Tp	8%To	11%To	20%To
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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

	GO Region													Urban/ Rural		Internet usage		Devices used to access internet			Working status									
	Total (T)	Scotland (A)	Wales (B)	North Ireland (C)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
YouTube	1158	92	88%	51	31	984	48	127	97	98	85	106	166	162	95	862	171	735	408	24	48	1061	454	224	50	54	36	178	39	33
	92%oqx	88%	84%	86%	93%Td	92%	93%	95%b	91%	94%	94%	97%Tabd	92%	88%	92%	90%	94%To	88%	83%	79%	93%Tq	94%Tx	90%	95%	86%	95%	86%	88%	98%	
Instagram	692	54	29	15	594	32	78	64	57	52	58	109	96	50	520	109	500	183	16	11	654	294	149	26	23	33	43	25	24	
	55%oqxv	51%	48%	40%	56%um	61%	57%	62%sm	53%	57%	52%	64%Tm	54%	46%	55%	58%	64%To	40%	57%	18%	57%Tq	61%Tx	60%vx	48%x	37%xy	87%Tsu	21%	57%x	24	69%
TikTok	390	39	16	6	328	18	44	33	30	35	31	58	53	27	303	50	293	95	18	5	358	156	82	8	17	20	14	14	12	
	31%oqxv	38%	28%	18%	31%	34%	32%	33%	28%	30%	28%	34%	30%	25%	32%	27%	38%To	20%	63%	9%	31%q	32%lux	33%lux	19%	29%lx	53%Tduv	7%	14	31%lx	36%
Facebook	1032	82	55	33	863	44	105	82	92	78	87	139	142	94	767	160	655	368	21	46	955	402	212	41	49	33	160	41	27	
	82%	78%	90%f	91%	82%	86%	77%	81%	86%	86%	77%	81%	80%	87%	82%	85%	84%T	80%	75%	76%	83%T	83%	85%	77%	78%	86%	78%	92%	80%	
Snapchat	365	27	18	11	309	14	46	32	33	29	24	53	52	27	277	55	266	93	11	5	338	155	72	9	9	25	3	12	13	
	29%oqxv	26%	29%	31%	29%	26%	33%	32%	31%	32%	21%	31%	29%	25%	30%	29%	34%To	20%	39%	8%	30%q	32%uvx	29%vx	17%x	14%lx	65%Tduv	1%	27%lx	39%	
Twitch	176	20	10	7	140	4	21	11	17	15	11	28	21	10	141	23	157	19	5	1	168	89	23	8	7	10	3	4	4	
	14%oqxv	19%	17%	18%	13%	7%	15%	11%	16%	17%	10%	16%	12%	9%	15%	12%	20%To	4%	17%	2%	15%Tq	18%Tx	9%lx	14%lx	12%lx	26%Tdy	-	6%lx	11%	
Vimeo	151	12	6	3	130	8	20	8	10	14	5	34	24	8	122	18	120	32	3	2	144	76	32	6	3	7	2	2	5	
	12%oqx	11%	11%	8%	12%j	15%	14%j	8%	9%	16%j	5%	22%Tdgj	14%j	7%	13%	10%	15%To	7%	10%	3%	13%	16%Tx	13%lx	11%lx	5%lx	16%lx	1%	4%	16%	
Fruittab	63	4	3	3	53	4	4	2	6	11	*	16	9	3	51	6	50	13	3	*	57	38	8	-	-	2	-	*	2	
	5%jx	4%	5%	9%	5%j	8%j	3%	2%	6%j	12%Tdgj	*	9%Tdgj	3%	3%	5%	3%	6%To	3%	10%	*	5%	8%Tx	3%lx	-	-	6%lx	-	1%	6%	
Base: All Adult respondents	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**	
BitChute	51	1	2	2	46	1	5	5	4	8	2	11	5	4	40	7	42	8	2	2	42	28	12	2	2	2	2	3	3	
	4%ox	1%	3%	5%	5%	2%	4%	5%	4%	11%Tadj	2%	7%	3%	4%	5%	4%	6%To	2%	9%	4%	4%	6%lx	5%lx	4%lx	4%lx	5%lx	-	4%lx	7%	
OnlyFans	76	8	1	3	64	5	9	5	9	5	4	16	7	3	57	8	65	10	2	1	69	49	14	2	2	5	*	*	3	
	6%ox	8%	3%	9%	6%	10%	7%	5%	10%	6%	4%	10%	4%	3%	7%	4%	9%To	2%	9%	2%	6%	10%Tx	6%lx	3%lx	4%lx	12%xy	*	1%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (k)	Snapchat (l)	Twitch (m)	Vimeo (n)	Fruiteab (o)	Bitchute (p)	OnlyFans (q)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
YouTube	1158	212	302	266	157	148	1158	658	378	934	353	175	149	62	51	75	243	900	434	725	
	92% _{js}	90%	94%	91%	91%	96%	100% _{Thj} kinnop	95% _{Tj}	97% _{Thj}	90%	97% _{Thj}	99% _{Thj} k	98% _{Thj}	98% _j	100% _{Thjn}	98% _{Thj}	98% _{Ts}	91%	94% _{Tu}	91%	
Instagram	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374	
	55% _{asu}	47%	51%	54%	59% _{ia}	72% _{Tabc} d	57% _T	100% _{Tgj} kinnop	86% _{Tgj}	60% _{Tg}	90% _{Tgj} imo	84% _{Tg}	85% _{Tg}	92% _{Tgj} mo	82% _{Tg}	88% _{Tgj}	78% _{Ts}	49%	69% _{Tu}	47%	
TikTok	390	65	87	75	64	70	49% _{Tabc} 33% _T	378	333	390	349	248	116	103	51	32	54	151	235	207	182
	31% _{csu}	28%	27%	26%	37% _{bc}	49% _{Tabc}	33% _T	48% _{Tgj} kinnop	100% _{Tgh} kinnop	94% _T	68% _{Tgh}	66% _{Tgh}	68% _{Tgh}	80% _{Tgh} kinnop	64% _{Tgh}	71% _{Tgh}	61% _{Ts}	24%	45% _{Tu}	23%	
Facebook	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623	
	82% _{gsu}	83%	83%	81%	83%	82%	81%	90% _{Tg}	90% _{Tg}	100% _{Tghi} kinnop	91% _{Tglo}	87% _{Tg}	88% _{Tg}	91% _{Tgpo}	84%	89% _{Tg}	91% _{Ts}	80%	89% _{Tu}	78%	
Snapchat	365	56	80	79	60	60	353	328	248	333	365	119	92	56	34	52	137	220	197	168	
	29% _{su}	24%	25%	27%	35% _{ab}	39% _{Tabc} 31% _T	47% _{Tgj}	47% _{Tgj}	64% _{Tgh}	32% _{Tg}	100% _{Tghi} kinnop	68% _{Tgh}	61% _{Tghj}	89% _{Tghi} kinnop	67% _{Tgh}	69% _{Tgh}	55% _{Ts}	22%	43% _{Tu}	21%	
Twitch	176	30	40	39	27	28	175	149	116	154	119	176	75	49	33	44	72	103	111	65	
	14% _{su}	13%	13%	13%	16%	18%	15% _T	22% _{Tgj}	30% _{Tgh}	15%	33% _{Tgh}	100% _{Tghi} kinnop	50% _{Tghi} kinnop	76% _{Tghi} kinnop	66% _{Tghi} kinnop	58% _{Tghi} kinnop	29% _{Ts}	10%	24% _{Tu}	8%	
Vimeo	151	24	37	33	17	32	149	128	103	134	92	75	151	50	31	40	61	89	85	67	
	12% _{su}	10%	11%	11%	10%	21% _{Tabc} d	13% _T	19% _{Tgj}	27% _{Tg}	13% _T	25% _{Tgh}	43% _{Tgh} kinnop	100% _{Tghi} kinnop	79% _{Tghi} kinnop	62% _{Tghi} kinnop	53% _{Tghi} kinnop	25% _{Ts}	9%	18% _{Tu}	8%	
Fruiteab	63	8	14	12	9	15	62	58	57	63	49	50	63	28	26	34	34	29	46	18	
	5% _{su}	3%	4%	4%	5%	10% _{Tabc} d	5%	8% _{Tgj}	13% _{Tgh}	6%	15% _{Tgh}	28% _{Tghi} kinnop	33% _{Tgh} kinnop	100% _{Tghi} kinnop	54% _{Tghi} kinnop	34% _{Tghi} kinnop	13% _{Ts}	3%	10% _{Tu}	2%	
Base: All Adult respondents	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755	
Bitchute	51	12	10	13	6	5	42	42	32	43	34	33	31	28	51	23	23	27	35	16	
	4% _{su}	5%	3%	5%	4%	4%	5%	7% _{Tgj}	10% _{Tgh}	4%	11% _{Tgh}	23% _{Tghi} kinnop	24% _{Tghi} kinnop	55% _{Tgh} kinnop	100% _{Tghi} kinnop	30% _{Tghi} kinnop	11% _{Ts}	3%	8% _{Tu}	2%	
OnlyFans	76	15	16	19	13	10	75	66	54	68	52	44	40	26	23	76	37	37	44	32	
	6% _{su}	7%	5%	7%	9%	8%	7% _T	11% _{Tgj}	17% _{Tgh}	7%	17% _{Tgh}	31% _{Tghi} kinnop	30% _{Tghi} kinnop	51% _{Tghi} kinnop	45% _{Tghi} kinnop	100% _{Tghi} kinnop	17% _{Ts}	4%	11% _{Tu}	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.



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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

	Household income: per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (f)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

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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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
YouTube	1158 92%ah	114 66%	315 92%a	257 97%Tab	175 97%Tab	297 99%Tab	115 65%	319 93%h	265 98%Tni	171 97%Th	288 99%Thik
Instagram	692 55%abhi	1 *	44 13%a	196 74%Tab	160 89%Tabc	292 97%Tabcd	1 *	46 13%h	203 75%Tni	160 90%Thij	283 96%Thijk
TikTok	390 31%abchij	-	10 3%	40 15%ab	83 46%Tabc	257 96%Tabcd	-	11 3%h	40 15%hi	85 48%Thij	254 68%Thijk
Facebook	1032 82%ah	57 33%	286 84%a	237 90%Ta	161 90%Ta	290 97%Tabcd	61 34%	288 84%h	244 90%Tni	158 89%Th	280 97%Thijk
Snapchat	365 29%abchij	1 1%	7 2%	23 9%ab	79 44%Tabc	255 85%Tabcd	1 1%	7 2%	23 8%hi	83 47%Thij	251 87%Thijk
Twitch	176 14%abchij	-	7 2%	12 5%a	21 12%abc	136 45%Tabcd	-	7 2%	13 5%h	20 12%hij	136 47%Thijk
Vimeo	151 12%abchij	-	4 1%	13 5%ab	14 8%ab	120 40%Tabcd	-	4 1%	14 5%hi	17 10%hi	116 40%Thijk
Fruittab	63 5%abcdhij	-	-	-	3 2%b	60 20%Tabcd	-	-	-	4 2%j	60 21%Thijk
Base: All Adult respondents	1170	168	337	257	161	247	173	340	262	158	237
Bitchute	51 4%abchij	-	4 1%	2 1%	4 3%	40 16%Tabcd	-	4 1%	2 1%	4 3%	40 17%Thijk
OnlyFans	76 6%abchij	-	2 1%	5 2%	6 4%ab	62 25%Tabcd	-	2 1%	5 2%	7 5%hi	61 26%Thijk
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) - T/a/b/c/d/e - T/h/i/j/k/l

Overlap formulae used.

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

	Gender			Social Grade				Age										Ethnicity					Religion				
	Total (D)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	174	89	85	52	40	34	48	5	168	7	11	15	22	42	39	32	113	71	160	7	2	4	-	95	-	7	68
	14%gjk	14%	13%	15%	11%	13%	17%cd	6%	14%gjk	5%	7%	7%	10%	24%Tghi	28%Tghi	44%Tghi	29%Tghi	34%Tghi	15%Tsu	5%	5%	5%	-	18%TyA	-	11%y	11%y
2 VSPs	342	178	164	70	100	91	78	5	337	10	41	49	79	70	58	31	159	89	316	25	5	14	2	148	3	15	172
	27%ocj	29%	26%	20%	27%	35%Tc	28%	5%	29%Tgj	7%	19%gi	24%gkl	36%Tghi	40%Tghi	42%Tghi	43%Tgj	41%Tghi	42%Tghi	29%Tsu	16%	11%	15%	2	29%y	7%	15	24%y
3 VSPs	264	103	161	72	86	44	63	7	257	25	52	54	62	31	28	5	64	33	229	32	8	21	2	95	11	15	136
	21%agop	17%	25%Ta	21%	23%	17%	22%	8%	22%Tgop	17%g	24%gop	26%gopq	28%Tghi	18%g	20%gq	7%	17%g	16%	21%	20%	18%	25%	10%	19%	26%	24%	22%
4 VSPs	180	73	106	48	60	32	40	19	161	24	40	31	29	23	9	3	36	13	152	25	8	13	3	65	4	7	99
	14%anpq	12%	17%a	14%	16%	12%	14%	21%Thno	14%npq	17%nopq	19%hnpq	15%nq	13%q	13%pq	7%	4%	9%q	6%	14%	16%	19%	15%	18%	13%	9%	10%	16%
5+ VSPs	300	175	125	101	85	60	50	53	247	77	71	55	30	9	4	1	14	5	228	68	21	35	12	111	24	18	139
	24%bth	28%Tb	19%	29%Tl	23%	23%	18%	60%Thk	21%mmo	54%Thk	33%Thm	27%hlmn	14%mnopq	5%	3%	1%	4%	2%	21%	43%Tr	47%Tr	40%Tr	62%	22%	58%TxzA	29%	
Mean no. of VSPs used	3.61bth	3.89Tb	3.34	3.99Tl	3.65	3.44	3.24	5.20Thk	3.49mmo	5.07Thk	4.51Thl	4.15Thl	3.15mmo	2.39opq	2.18oq	1.75	2.19oq	2.03	3.36	5.43Tr	5.21Tr	5.39Tr	7.15	3.51	6.79Txz	4.06	3.42
	lmnopq	A						lmnopq	pq	lmnopq	mnopq	mnopq	mnopq	pq											A		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	174	52	18	45	111	52	145	74	24	150	19	9	13	8	4	94	49	9	5
	14%gjr	15%b	11%	22%Tabd	13%	19%Tg	14%g	8%	8%	17%Tjkn	6%	8%	9%	8%	7%	16%r	13%r	8%	5%
2 VSPs	342	107	41	70	229	96	194	46	6	273	64	25	23	27	13	196	88	31	5
	27%gjr	30%	25%	34%T	26%	35%Tg	29%g	16%	23%	31%Tj	21%	21%	17%	25%	23%	33%Tpr	23%r	29%r	5%
3 VSPs	264	69	35	35	185	57	150	55	2	197	61	26	31	15	7	127	90	26	11
	21%r	19%	21%	17%	21%	22%	19%	6%	23%	23%	20%	23%	23%	14%	12%	21%r	24%r	23%r	11%
4 VSPs	180	52	25	28	124	32	94	50	4	98	63	20	25	20	18	83	47	17	23
	14%j	15%	16%	13%	14%	12%	14%	17%	14%	11%	21%Ti	17%	18%j	19%	32%Ti	14%	12%	16%	24%Top
5+ VSPs	300	69	43	30	218	34	135	118	13	149	96	35	45	37	15	102	107	26	53
	24%acefio	20%c	27%ac	14%	25%c	12%	20%e	40%Tef	48%	17%	32%Ti	31%j	33%Ti	35%Ti	26%	17%	28%To	24%	55%Topq
Mean no. of VSPs used	3.61acefio	3.32	3.67ac	3.10	3.68c	2.84	3.36e	4.79Tef	4.90	3.04	4.77Ti	4.99Ti	4.96Ti	4.65Ti	4.52Ti	3.20	3.87o	4.19o	5.08Top

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

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

	GO Region										Urban/Rural		Internet usage		Devices used to access internet				Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	174	18	12	6	137	4	22	10	16	7	16	20	25	18	128	24	62	108	4	24	137	47	25	9	13	2	68	2	2
14%snrs	17%	21%	17%	13%	8%	16%	10%	14%	8%	14%	12%	14%	16%	13%	8%	23%Tn	15%	40%Tr	12%	10%	10%	17%	21%sty	5%	33%Tatwy	4%	6%		
2 VSPs	342	24	19	12	288	14	32	30	29	26	35	51	35	253	46	183	153	6	24	305	121	67	17	18	2	91	15	7	
27%snw	23%	31%	32%	27%	23%	29%	27%	29%	29%	31%	21%	29%	32%	27%	25%	33%Tn	21%	39%	27%	27%	29%sw	27%sw	31%sw	29%sw	6%	44%Tatw	33%sw	22%	
3 VSPs	264	24	5	6	229	11	26	20	22	19	30	42	36	22	185	55	168	93	5	5	254	105	60	11	16	7	34	14	10
21%lb	23%	9%	17%	22%b	21%	19%	20%	22%	21%	20%	29%TA	22%	21%	20%	29%TA	22%	20%	19%	9%	22%Tq	22%	24%	21%	25%	19%	17%	31%x	30%	
4 VSPs	180	18	9	5	148	10	24	19	17	11	12	26	15	14	142	19	131	46	6	2	169	71	39	9	11	9	10	7	4
14%loqx	17%	15%	12%	14%	19%	18%j	19%j	16%	12%	11%	15%	9%	13%	15%	10%	17%To	10%	20%	3%	15%q	15%qx	16%x	18%x	17%x	23%x	5%	16%x	12%	
5+ VSPs	300	22	15	8	255	13	33	23	24	27	19	47	49	20	231	45	238	62	7	5	280	138	58	7	5	18	2	7	11
24%loqvx	21%	24%	22%	24%	25%	24%	23%	22%	30%	17%	28%	28%	18%	25%	24%	30%To	13%	26%	8%	24%q	29%Tuvx	23%wx	12%x	9%x	47%Tstuvxy	1%	16%x	31%	
Mean no. of VSPs used	3.61jq	3.52	3.29	3.38	3.65j	3.67	3.56	3.59	3.74	4.15jm	3.02	4.38Tjlm	3.43	3.14	3.69	3.37	4.09To	2.83	4.42	2.12	3.66q	4.09Tuvx	3.63vx	2.97x	2.68x	4.93Tuvxy	1.97	3.20x	4.29

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 20
Q1. VSP usage frequency - Total number of VSP's used in last 3 months
 Base: All respondents

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	174	38	45	48	21	11	114	1	-	57	1	-	-	-	-	-	1	165	30	143
	14%seg kjmnp rt	16%se	14%	16%se	12%	7%	10%h ijkl mnop	*	-	6%sh iklm nop	*	-	-	-	-	-	*	17%Tr	7%	18%Tt
2 VSPs	342	77	85	78	43	32	315	44	10	288	7	7	4	-	4	2	35	305	82	260
	27%sh iklm mnop	33%se	27%	27%	25%	21%	27%sh iklm nop	6%sk mnp	3%	28%sh iklm nop	2%	4%	2%	-	9%sk mnp	3%	14%	31%Tr	18%	33%Tt
3 VSPs	264	40	77	64	34	32	257	196	40	237	23	12	13	-	2	5	46	217	98	167
	21%sk lm nop	17%	24%	22%	20%	21%	22%T aj mnop	28%T gij klnop	10%k n	23%T iklm nop	6% n	7% n	9% n	-	4%	7% n	19%	22%	21%	21%
4 VSPs	180	28	48	44	25	21	175	160	83	161	79	21	14	3	4	6	39	139	69	111
	14% mnp	12%	15%	15%	14%	14%	15%T mno p	22%T gij mnop	21%T gij mnop	18%T mno p	22%T gij mnop	12%	9%	5%	8%	8%	16%	14%	15%	14%
5+ VSPs	300	51	65	58	48	58	297	292	257	290	255	136	120	60	40	62	127	169	181	119
	24% su	22%	20%	20%	28%	37% Tabc	26% T	42% Tgij	66% Tghj	28% Tg	77% Tghi j	80% Tghi jk	96% Tghi jkmp	79% Tghi j	82% Tghi jk	51% Ts	17%	39% Tu	15%	15%
Mean no. of VSPs used	3.61su	3.41	3.43	3.52	3.76	4.35Tab c	3.78T	4.98Tgij	6.13Tgh j	3.98Tg j	6.38Tgh jk	7.89Tgh hjk	8.31Tg hjk	12.23Tg hjkmp	11.58Tgh ijkmp	9.95Tgh ijkm	5.62Ts	3.11	4.70Tu	2.98

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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 21
Q1. VSP usage frequency - Total number of VSP's used in last 3 months
Base: All respondents

	Total (n)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
None	-	-	-	-	-	-	-	-	-	-	-
1 VSP	174	-	-	-	-	-	174	-	-	-	-
	14%bdcdejkl	100%Tbcde	-	-	-	-	97%Tijkd	-	-	-	-
2 VSPs	342	-	342	-	-	-	4	338	-	-	-
	27%acdefhijkl	-	100%Tacde	-	-	-	2%j	98%Thjkl	-	-	-
3 VSPs	264	-	-	264	-	-	1	6	258	-	-
	21%abdehijkl	-	-	100%Tabde	-	-	*	2%j	95%Thjkl	-	-
4 VSPs	180	-	-	-	180	-	-	1	11	168	-
	14%abcdehij	-	-	-	100%Tabca	-	-	*	4%hil	95%Thij	-
5+ VSPs	300	-	-	-	-	300	-	-	1	9	289
	24%abcdhijk	-	-	-	-	100%Tabcd	-	-	*	5%hij	100%Thijk
Mean no. of VSPs used	3.61abc hij	1.00	2.00	3.00	4.00	7.27Tabcd	1.03	2.02h	3.05Ni	4.06Thj	7.35Thijk

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

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Absolutes/col percents

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

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (D)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	178 14%gijk suyA	90 15%	88 14%	52 15%	42 11%	36 14%	48 17%	5 6%	173 15%gijkl	7 5%	12 6%	15 7%	22 10%	42 19%	43 19%	32 14%	117 44%Tghi jkim	75 36%Tghi klmn	165 15%Tsu	7 5%	2 5%	4 5%	-	98 19%TyA	-	7 11%y	69 11%y
2 VSPs	345 27%cgij stuy	180 29%	165 26%	71 21%	103 28%	91 35%Tc	79 28%	5 5%	340 29%Tgij	10 7%	41 19%gjl	51 25%gl	80 35%Tghi jk	72 41%Tghi jk	55 39%Tghi jk	32 45%Tghi jk	159 41%Tghi jk	87 41%Tghi jk	317 29%Tsu	26 17%	5 12%	14 16%	2 11%	148 29%y	3 7%	15 24%y	174 28%y
3 VSPs	270 21%agop	107 17%	163 25%Ta	74 22%	84 23%	46 18%	66 24%	7 8%	262 22%Tgop	25 17%	55 26%gop	53 26%gop	63 29%Tghi mnop	31 18%	30 21%gop	5 7%	66 17%g	35 22%	236 20%	31 22%	8 17%	21 24%	2 10%	98 19%	11 26%	15 24%	139 23%
4 VSPs	177 14%nopq	75 12%	102 16%	48 14%	61 17%	31 12%	37 13%	19 21%Thn opq	158 14%nopq	31 18%hnop q	39 17%nopq	26 12%q	34 13%nopq	27 12%q	23 13%nopq	7 5%	32 8%q	9 4%	147 14%	27 17%	9 20%	15 17%	3 18%	63 12%	5 12%	7 10%	97 16%
5+ VSPs	289 23%abhi mnopqr	167 27%Tb	122 19%	97 28%TI	81 22%	58 22%	49 18%	52 59%Thk lmnopq	237 20%imno pq	75 52%Thjk lmnopq	89 32%Thim nopq	51 25%imno pq	29 13%mnopq	8 5%	4 3%	1 1%	13 3%	5 2%	220 20%	66 42%Tr	20 46%Tr	33 38%Tr	12 62%	106 21%	23 56%TxzA	18 29%	135 22%
Mean no. of VSPs used	3.30bh lmnopqr x	3.45Tb	3.15	3.56Tef	3.35f	3.17	3.02	4.77Thj klmnopq	3.19mno pq	4.53Thj klmnopq	3.95Thi mnopq	3.65Thi mnopq	2.97mno pq	2.36opq	2.11oq	1.72	2.15oq	1.97	3.14	4.47Tr	4.52Tr	4.36Tr	5.62	3.14	5.24Txz A	3.59	3.26

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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	178	57	18	45	115	54	97	24	2	154	19	9	13	8	4	95	52	9	5
	14%gjr	16%b	11%	22%Tabd	13%	20%Tg	15%g	8%	8%	18%Tjkn	8%	8%	10%	8%	7%	16%r	14%r	8%	5%
2 VSPs	345	110	42	73	228	96	196	46	6	273	66	25	25	28	13	197	89	32	5
	27%gjr	31%	26%	35%Tbd	26%	35%Tg	29%g	16%	23%	31%Tj	22%	22%	19%	26%	23%	33%Tpr	23%r	29%r	5%
3 VSPs	270	68	35	36	192	61	151	56	2	203	60	26	28	14	8	129	89	27	11
	21%mmr	19%	22%	17%	22%	23%	19%	6%	23%Tm	20%um	23%	21%	13%	15%	22%r	23%r	23%r	25%r	12%
4 VSPs	177	48	24	24	124	28	96	50	4	98	60	19	25	20	17	79	52	16	23
	14%j	14%	15%	12%	14%	10%	14%	17%e	14%	11%	20%Ti	17%	18%j	19%	22%Ti	13%	14%	14%	24%Top
5+ VSPs	289	69	43	30	208	32	129	116	13	139	96	35	45	37	15	100	100	26	52
	23%ceff	20%c	27%ac	14%	24%c	12%	19%e	40%Tef	48%	16%	32%Ti	31%j	33%Ti	35%Ti	26%	17%	26%o	23%	54%Topq
Mean no. of VSPs used	3.30ace	3.09c	3.46ac	2.83	3.38ac	2.70	3.13e	4.17Tef	4.28	2.90	4.02Ti	4.03Ti	4.07Ti	4.01Ti	3.86Ti	2.99	3.46o	3.60o	4.67Topq

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	GO Region													Urban/Rural		Internet usage				Devices used to access internet				Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	178	18	12	6	142	4	22	11	16	7	16	22	26	18	131	25	63	111	4	24	141	47	27	9	13	2	71	2	2	
	14%snrs	17%	21%	17%	13%	8%	16%	11%	14%	8%	14%	13%	15%	17%	14%	13%	8%	24%Tn	15%	40%Tr	12%	10%	11%	17%	21%say	5%	34%Tstuw	4%	7%	
2 VSPs	345	26	19	12	288	14	32	29	30	26	35	36	52	34	256	45	187	153	6	25	308	122	67	17	20	2	91	15	8	
	27%snw	24%	31%	32%	27%	27%	23%	29%	28%	29%	31%	21%	29%	32%	27%	24%	24%	33%Tn	21%	41%	27%	25%w	27%w	31%w	31%w	6%	44%Tstw	33%w	24%	
3 VSPs	270	23	5	6	235	13	27	19	21	19	30	44	38	24	188	56	171	96	5	6	258	110	61	11	14	7	34	15	9	
	21%b	22%	9%	17%	22%b	26%b	20%	19%	19%	21%	27%b	26%b	22%	22%	20%	30%TA	22%	21%	19%	10%	23%T	23%	25%	21%	19%	16%	35%ix	26%		
4 VSPs	177	17	9	5	147	8	25	20	17	11	13	24	15	13	137	20	131	43	6	1	168	72	37	10	11	9	6	4	4	
	14%oqx	18%	15%	12%	14%	16%	18%j	20%j	16%	12%	12%	14%	9%	12%	15%	10%	17%To	9%	20%	1%	15%iq	15%ix	15%ix	17%ix	23%ix	5%	13%	12%		
5+ VSPs	289	22	15	8	245	13	32	22	23	27	18	45	46	19	225	43	228	59	7	5	270	130	57	6	5	18	2	7	11	
	23%oqxv	21%	24%	22%	23%	24%	23%	22%	21%	30%j	16%	26%	26%	17%	24%	22%	29%To	13%	26%	8%	24%iq	27%Tuvx	23%vx	11%ix	9%ix	4.52Tst	1.94	3.09x	3.71	
Mean no. of VSPs used	3.30pq	3.23	3.16	3.12	3.32j	3.41	3.34	3.34	3.32	3.67jm	2.93	3.67Tdj	3.22	2.96	3.35	3.21	3.70To	2.66	3.72	2.01	3.36Tq	3.61Tuv	3.34vx	2.84x	2.65x	4.52Tst	1.94	3.09x	3.71	
	vx										m										x			uvvy						

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



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Table 25
Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months
 Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchut (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	178	40	46	48	22	11	115	1	-	61	1	-	-	-	-	-	1	170	31	147
	14%egh	17%ae	14%	17%ae	13%	7%	10%shijkl	*	-	6%shikim	*	-	-	-	-	-	*	17%Tr	7%	18%Tt
2 VSPs	345	76	86	78	42	32	319	46	11	288	7	7	4	-	4	2	35	307	84	261
	27%shikl	32%ae	27%	27%	24%	21%	26%shikim	7%ukmn	3%	28%shikim	2%	4%	2%	-	9%ukmnp	3%	14%	31%Tr	18%	33%Tt
3 VSPs	270	40	81	67	35	32	265	203	40	244	23	13	14	-	2	5	48	221	99	170
	21%klm	17%	25%ae	23%	20%	21%	23%Tkl	29%Tgjl	10%kn	24%Tikm	6%un	7%un	10%un	-	4%	7%un	19%	22%	22%	21%
4 VSPs	177	27	45	41	28	24	171	160	85	158	83	20	17	4	4	7	39	137	68	109
	14%un	11%	14%	14%	16%	16%	15%Trp	23%Tgjl	22%Tgjl	15%Trnp	23%Tgjl	12%	11%	6%	8%	9%	19%	14%	15%	14%
5+ VSPs	289	51	62	57	45	55	288	283	254	280	251	136	116	60	40	61	126	160	178	112
	23%eu	22%	19%	19%	26%	35%Tabc	25%T	41%Tj	65%Tghj	27%Tg	69%Tghj	77%Tghl	77%Tghl	94%Tghi	78%Tghi	81%Tghi	51%Ts	16%	39%Tu	14%
Mean no. of VSPs used	3.30su	3.11	3.17	3.19	3.49	3.93Tab	3.45T	4.44Tj	5.27Tgh	3.61Tg	5.43Tgh	6.18Tgh	6.31Tgh	7.88Tgh	7.24Tgh	6.91Tgh	4.74Ts	2.95	4.10Tu	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 26
Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months
Base: All respondents

	Total (n)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	284	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
None	-	-	-	-	-	-	-	-	-	-	-
1 VSP	178	174	4	1	-	-	178	-	-	-	-
	14%bdcdejkl	100%Tbcde	1%	*	-	-	100%Tijkd	-	-	-	-
2 VSPs	345	-	338	6	1	-	-	345	-	-	-
	27%acdehijkl	-	99%Tacde	2%e	1%	-	-	100%Thijkd	-	-	-
3 VSPs	270	-	-	258	11	1	-	-	270	-	-
	21%abdehijkl	-	-	98%Tabde	6%abe	*	-	-	100%Thikd	-	-
4 VSPs	177	-	-	-	168	9	-	-	-	177	-
	14%abcdehij	-	-	-	93%Tabca	3%abc	-	-	-	100%Thij	-
5+ VSPs	289	-	-	-	-	289	-	-	-	-	289
	23%abcdhijk	-	-	-	-	96%Tabcd	-	-	-	-	100%Thijk
Mean no. of VSPs used	3.30abcij	1.00	1.99a	2.97ab	3.93Tabc	6.04Tabcd	1.00	2.00	3.00hi	4.00Tj	6.12Thijk

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

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

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Several times a day	367	223	145	99	113	69	82	43	325	76	93	67	51	18	16	4	39	20	265	98	29	53	14	122	27	27	184
	29%abhmn	36%Tb	23%	29%	30%	26%	29%	48%Thkl	28%mnop	53%Thkl	43%Thkl	33%mnop	11%	11%	6%	10%	10%	24%	62%Tr	65%Tr	60%Tr	77%	24%	65%TA	44%Tx	30%xA	
At least once a day	250	131	119	67	92	39	51	28	222	29	43	51	50	28	16	4	48	21	220	27	5	15	3	87	8	11	133
	20%hnp	21%	19%	20%	25%Te	15%	18%	32%Thjm	19%nopq	20%nopq	20%opq	25%hnp	23%hnp	16%	12%	6%	13%	10%	20%	17%	11%	17%	13%	17%	19%	17%	22%
At least once a week	308	166	143	95	75	70	67	14	294	20	46	54	58	61	36	18	115	54	275	25	10	14	2	124	7	9	164
	24%dgs	27%	22%	28%id	20%	27%	24%	16%	25%gi	14%	21%	27%kl	26%kl	35%Tghi	26%kl	25%	30%Tghi	26%kl	25%sa	16%	22%	16%	8%	24%	16%	14%	27%
At least once a month	159	56	104	45	42	39	33	2	157	7	13	21	35	26	29	27	81	56	153	6	1	4	-	88	-	10	57
	13%agjs	9%	16%Ta	13%	11%	15%	12%	3%	13%Tgjj	5%	6%	10%	16%gjj	15%gjj	29	27	37%Tghi	21%Tghi	14%Tatu	4%	2%	5%	-	17%TyA	-	16%y	9%
At least once in the last 3 months	73	23	51	12	22	24	15	1	73	1	8	5	15	18	18	7	44	25	73	-	-	-	-	41	-	3	30
	6%agks	4%	8%Ta	4%	6%	9%Tc	6%	1%	6%gjk	1%	4%	2%	7%gkl	11%Tghi	13%Tghi	10%gjk	11%Tghi	12%Tghi	7%Tau	-	-	-	-	8%T	1%	5%	5%
At least once in the last 12 months	27	5	22	6	8	5	8	-	27	1	3	1	2	11	5	3	19	8	27	-	-	-	-	18	-	1	8
	2%a	1%	3%Ta	2%	2%	3%	3%	-	2%	1%	2%	1%	1%	6%Tghj	4%	4%	5%Tghkl	4%	2%	-	-	-	-	3%TA	-	1%	1%
Used to use, but haven't in the last 12 months	9	2	7	-	2	2	5	-	9	-	-	-	2	3	3	1	7	4	9	-	-	-	-	5	-	-	5
	1%	2%	1%	-	1%	1%	2%Tc	-	1%	-	-	-	1%	2%	2%	1%	2%Th	2%	1%	-	-	-	-	1%	-	-	1%
NET: At least daily	617	353	264	166	205	108	133	71	547	105	136	118	101	46	32	9	87	41	485	124	34	67	17	208	34	38	317
	49%behm	57%Tb	41%	49%	55%Te	42%	48%	80%Thjk	47%mnop	73%Thkl	63%Thlm	58%Thlm	46%mnop	26%	23%q	12%	23%	19%	79%Tr	76%Tr	76%Tr	90%	41%	83%TxzA	61%xA	52%xA	
NET: At least weekly	926	519	406	261	280	178	200	85	841	125	182	172	159	107	69	27	202	95	760	150	43	81	19	332	41	47	480
	74%bhmn	84%Tb	63%	76%	75%	68%	72%	96%Thj	72%mnop	87%Thlm	84%Thlm	72%mnop	61%opq	49%	36%	16%	52%oq	45%	70%	95%Tr	96%Tr	93%Tr	99%	65%	99%TxzA	75%	78%Tx
NET: At least monthly	1085	575	510	307	321	217	234	87	998	132	195	193	194	133	97	53	284	151	914	156	44	85	19	420	41	57	538
	86%bhmn	93%Tb	80%	90%Tef	87%	84%	84%	98%Thjl	85%mnop	92%Thmn	94%Thmn	88%mnop	76%	70%	73%	73%	71%	84%	99%Tr	99%Tr	100%Tr	98%Tr	99%	82%	99%TA	91%	88%xA
NET: Within the last 3 months	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61	327	176	987	156	44	86	19	461	41	60	567
	92%bmn	97%Tb	88%	93%	92%	93%	89%	99%Thim	91%mnop	93%nopq	94%mnop	97%Thim	95%mnop	86%	83%	84%	85%	83%	91%	99%Tr	100%Tr	98%Tr	100%	90%	100%xA	96%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

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

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: At least yearly	1185	602	583	325	351	247	257	88	1097	135	206	199	211	162	120	64	346	184	1013	156	44	86	19	479	41	61	575
	94%bnpq	97%Tb	91%	95%	95%	95%	92%	99%Thmn	94%lnpq	94%	96%lnpq	97%Thmo	95%lnpq	93%	87%	88%	90%	87%	93%	99%Tr	100%	98%	100%	93%	100%	97%	94%
NET: Ever	1194	604	590	325	353	248	262	88	1107	135	206	199	213	166	123	65	354	188	1023	156	44	86	19	484	41	61	580
	95%bnpq	98%Tb	92%	95%	95%	95%	94%	99%Tnop	95%lnpq	94%	96%lnpq	97%lnopq	96%lnq	95%p	89%	89%	92%	89%	94%	99%Tr	100%	98%	100%	94%	100%	97%	95%
Never	65	14	51	17	18	12	17	1	64	8	9	5	8	9	16	8	33	24	62	2	-	2	-	29	-	2	33
	5%ags	2%	8%Ta	5%	5%	5%	6%	1%	5%	6%	4%	3%	4%	5%	11%Tghj	11%gk	8%Tghk	11%Tghjk	6%a	1%	-	2%	-	6%	-	3%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
Several times a day	367	89	50	46	261	52	174	127	14	218	107	39	52	46	18	148	123	31	48	
	29%ceff	25%	31%c	22%	30%c	19%	26%	43%Tef	53%	25%	35%Ti	34%	38%Ti	43%Ti	30%	25%	32%o	28%	51%Topq	
At least once a day	250	64	36	36	177	60	116	67	6	144	77	30	33	19	18	119	69	24	28	
	20%ff	18%	22%	17%	20%	22%	17%	23%	24%	17%	25%Tim	26%ij	24%	17%	32%im	20%	18%	22%	29%Top	
At least once a week	308	95	40	52	206	84	172	90	3	230	83	22	24	20	14	142	106	34	14	
	24%gr	27%	25%	25%	24%	31%Tg	26%ig	17%	11%	27%Ti	21%	19%	17%	19%	24%	24%r	28%r	31%r	15%	
At least once a month	159	48	23	31	108	48	93	17	1	140	17	7	9	7	1	73	45	16	4	
	13%gin	14%	14%	15%	12%	18%Tg	14%g	6%	3%	16%Tjkm	6%	6%	6%	6%	1%	12%r	12%r	15%r	4%	
At least once in the last 3 months	73	24	6	20	49	10	53	10	1	59	14	5	7	7	1	50	19	1	1	
	6%gqr	7%b	4%	9%Tab	6%	4%	9%Teg	3%	5%	7%	5%	4%	5%	6%	2%	8%Tqr	5%	1%	1%	
At least once in the last 12 months	27	12	2	8	15	2	22	1	1	25	2	-	1	-	1	16	8	1	-	
	2%gj	3%	1%	4%	2%	1%	3%Teg	-	5%	3%Tj	1%	-	-	-	2%	3%	2%	1%	-	
Used to use, but haven't in the last 12 months	9	5	2	3	5	2	6	2	-	7	2	-	-	-	2	8	1	-	-	
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	-	-	4%Tj	1%	-	-	-	
NET: At least daily	617	153	86	81	438	113	290	194	20	362	184	70	85	64	36	267	191	56	76	
	49%acef	43%	53%ac	39%	51%ac	41%	43%	66%Tef	77%	42%	61%Ti	61%Ti	62%Ti	60%Ti	44%	50%	51%	76	79%Topq	
NET: At least weekly	926	248	128	134	644	197	462	244	23	593	246	91	108	84	50	408	297	90	90	
	74%cdfo	70%c	78%ic	64%	74%ic	72%	69%	84%Tef	88%	68%	62%Ti	60%ij	70%ij	70%ij	68%	73%To	82%o	94%Topq		
NET: At least monthly	1085	296	148	164	752	245	555	261	24	732	264	99	117	91	51	481	343	106	94	
	86%cdfo	84%c	92%ac	79%	87%ic	90%f	83%	89%fd	91%	84%	87%	86%	85%	86%	87%	80%	90%To	97%To	98%Top	
NET: Within the last 3 months	1158	319	154	184	801	254	608	271	25	791	277	104	124	98	52	531	362	108	95	
	92%o	91%	95%ac	88%	92%	94%	91%	93%	95%	91%	92%	91%	90%	92%	89%	88%	95%To	98%To	99%To	
NET: At least yearly	1185	332	157	192	816	256	630	272	27	816	279	104	124	98	53	547	369	109	95	
	94%o	94%	97%c	92%	94%	94%	94%	94%	100%	94%	92%	91%	91%	92%	91%	91%	97%To	99%To	99%To	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: Ever	1194	336	159	195	821	258	636	274	27	823	281	104	124	98	55	554	370	109	95
	95%lo	95%	98%ac	93%	95%	95%	95%	94%	100%	95%	93%	91%	91%	92%	94%	92%	97%To	99%o	99%To
Never	65	16	3	14	46	14	33	18	-	43	21	11	13	9	3	46	11	1	1
	5%pr	5%b	2%	7%b	5%	5%	5%	6%	-	5%	7%	9%	9%T	8%	6%	8%Tpr	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Absolutes/col percents

Table 29
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House person/ Other (aa)	Furloughed (ab)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Several times a day	367	32	19	8	308	13	40	28	39	26	30	61	48	21	296	47	283	80	7	8	344	159	72	18	14	25	14	7	14
	29%moqx	31%	32%	21%	29%um	25%	29%	28%	36%um	29%	27%	35%em	27%	19%	32%T	25%	36%To	17%	23%	13%	30%Tq	33%Txy	29%ix	34%ix	22%ix	66%Tstuv	7%	16%	42%
At least once a day	250	26	13	9	202	15	26	21	19	22	18	27	33	20	187	31	170	76	5	12	228	113	44	6	16	6	23	8	6
	20%ix	25%	21%	25%	19%	29%	19%	21%	18%	25%	16%	16%	19%	18%	20%	17%	22%T	16%	19%	20%	20%	23%Tx	18%	12%	25%ix	17%	11%	19%	18%
At least once a week	308	17	6	8	277	12	39	23	23	20	32	49	48	32	231	47	185	122	7	11	283	129	52	22	7	3	65	10	6
	24%bvw	16%	10%	22%	26%Tab	23%	29%ab	22%	22%	22%	28%ab	29%ab	27%ab	25%	24%	26%	25%	18%	25%	18%	25%	27%vw	21%w	41%Tvw	11%	7%	31%Tvw	23%	18%
At least once a month	159	15	9	3	133	6	12	15	8	16	15	19	23	17	108	25	71	84	2	13	141	40	33	-	16	2	54	9	3
	13%usu	14%	14%	9%	13%	12%	9%	15%	8%	18%	13%	11%	13%	16%	12%	13%	9%	18%Tn	6%	22%	12%	8%	13%u	-	28%Tstuv	5%	26%Tstu	20%su	7%
At least once in the last 3 months	73	1	4	4	64	1	9	10	8	*	11	10	10	5	40	21	26	46	3	4	64	13	23	4	2	-	22	4	4
	6%aiAns	1%	7%l	10%	6%ul	3%	7%ul	10%al	7%al	*	10%al	6%	6%	5%	4%	11%TA	3%	10%Tn	10%	7%	6%	3%	9%Ts	8%	3%	-	11%Tsw	4%	13%
At least once in the last 12 months	27	3	3	1	20	-	5	3	2	1	1	5	3	23	4	15	12	1	2	23	7	11	1	2	-	5	1	-	
	2%	3%	5%k	2%	-	4%k	3%	2%	1%	1%	*	3%	2%	2%	2%	3%	3%	2%	3%	2%	1%	4%Ts	2%	3%	-	2%	-	-	
Used to use, but haven't in the last 12 months	9	1	3	5%Tdhj	-	1%	-	-	1%	-	-	1	3	1	8	2	5	4	-	1	9	2	2	-	1	-	3	2	-
	1%	1%	k	-	1%	-	1%	-	-	-	*	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	-	1%	-	4%Ts	-
NET: At least daily	617	59	32	17	510	28	67	49	58	49	48	88	82	41	483	79	454	156	12	20	573	272	116	25	29	32	37	16	20
	49%moqx	56%im	53%	45%	48%um	54%	49%	48%	54%um	54%um	43%	51%em	46%	38%	52%TB	42%	58%To	34%	42%	32%	50%Tq	56%Txy	47%ix	46%ix	47%ix	33%Tstu	18%	35%ix	59%
NET: At least weekly	926	76	38	25	787	40	106	72	81	69	80	137	129	72	714	126	638	278	19	30	855	401	168	46	36	34	102	26	26
	74%Booq	72%	63%	68%	74%	77%	71%	76%	76%	71%	76%	80%bm	73%	67%	76%TB	66%	82%To	60%	67%	50%	75%Tq	83%Txx	68%ix	87%Tvx	90%Tvx	49%	58%	58%	78%
NET: At least monthly	1065	91	47	28	920	46	118	87	90	85	156	152	90	82	822	150	709	362	21	44	996	441	201	46	53	36	156	35	29
	86%Booq	87%	77%	76%	87%	89%	86%	86%	84%	85	94%bm	85%	84%	83%	88%TB	79%	91%To	78%	73%	72%	87%Tq	91%Txy	81%	87%	84%	95%dy	76%	78%	85%
NET: Within the last 3 months	1158	92	51	31	984	48	127	97	98	85	106	166	162	95	862	171	735	408	24	48	1061	454	224	50	54	36	178	39	33
	92%ooqx	86%	84%	86%	93%Tb	92%	93%	95%b	91%	94%	94%	97%Tabd	92%	88%	92%	90%	94%To	88%	83%	79%	93%Tq	94%Tvx	90%	95%	86%	95%	86%	88%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 23

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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: At least yearly	1185	94	54	32	1004	48	133	100	100	86	107	166	167	98	885	175	750	420	25	50	1084	461	235	51	56	36	183	40	33
	94%oqx	90%	89%	86%	95%Tm	92%	97%	98%abm	93%	95%	95%	97%abm	95%	98%	94%	92%	96%To	91%	86%	92%	95%Tq	96%ix	95%	97%	90%	95%	89%	90%	98%
NET: Ever	1194	95	57	32	1010	48	133	101	100	86	107	167	170	99	892	177	755	424	25	51	1092	463	237	51	57	36	186	42	33
	95%loqx	91%	94%	88%	96%T	92%	97%	99%am	93%	95%	95%	98%am	96%	91%	95%	93%	97%To	92%	86%	93%	95%Tq	96%ix	95%	97%	91%	95%	90%	94%	98%
Never	65	9	4	4	47	4	5	1	8	4	6	4	6	9	45	13	25	38	4	10	53	19	12	2	6	2	20	3	1
	5%dnr	9%gk	6%	12%	4%	8%	3%	1%	7%	5%	5%	2%	4%	9%gk	5%	7%	3%	8%Tn	14%	17%Tr	5%	4%	5%	3%	9%	5%	10%Ts	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 30
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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchut e (o)	OnlyFan s (p)	Any exposure (q)	No exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (t)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	367 29%su	74 32%	85 27%	77 26%	53 31%	55 36%	367 32%Tj	282 41%Tgj	177 45%Tghj	298 29%	178 49%Tghj	107 28%Tghj	85 22%Tghj	32 45%Tghj	30 41%Tghj	40 24%Tghj	100 44%Ts	260 26%	203 21%	164 21%
At least once a day	250 20%sa	38 16%	72 22%	66 23%	37 21%	24 16%	250 22%T	145 21%	108 28%Tghj	211 20%	82 22%	42 24%	36 24%	19 27%Thjo	10 20%	17 22%	64 28%Ts	182 18%	107 23%Tu	143 18%
At least once a week	308 24%uhjkl mnp	81 26%	80 25%	60 20%	45 26%	45 29%	308 27%Thj klmnop	146 21%klm	62 16%	259 25%nlk mnp	65 18%l	21 12%	22 13%	9 18%l	9 14%	14 20%	51 22%	255 26%	84 18%	225 28%T
At least once a month	159 13%udhkl lmnop	30 13%	41 13%l	45 15%l	11 6%	17 11%	159 14%Thjkl lmnop	63 9%klm nop	25 6%lmo	121 12%klm	18 5%lo	4 3%	5 3%	1 2%	1 1%	3 4%o	22 9%	137 14%	26 6%	133 17%T
At least once in the last 3 months	73 6%uhjkl mnp	9 4%	24 8%	19 6%	11 6%	4 4%	73 6%Thjkl imp	22 3%ilm	6 2%	44 4%hilm	10 3%l	1 *	1 1%	1 1%	1 2%	5 1%	2 2%	67 7%Tr	14 3%	60 7%T
At least once in the last 12 months	27 2%ugkl	6 3%	5 1%	6 2%	2 1%	1 1%	- -	11 2%gk	4 1%g	27 3%Tghik lp	2 1%g	1 1%g	1 1%g	1 2%gop	- *g	- *g	2 1%	24 2%	4 1%	23 3%t
Used to use, but haven't in the last 12 months	9 1%g	2 1%	3 1%	2 1%	- -	1 1%	- -	3 *g	- -	9 1%gh	- -	- -	- -	- -	- -	- -	1 *	9 1%	1 *	8 1%
NET: At least daily	617 49%su	112 48%	157 49%	142 49%	90 52%	79 51%	617 53%Tj	428 62%Tgj	285 73%Tghj	509 49%	250 71%Tghj	149 85%Tghj	121 80%Tghj	52 81%Tghj	40 79%Tghj	57 75%Tghj	165 86%Ts	442 44%	310 67%Tu	307 38%
NET: At least weekly	926 74%su	173 74%	237 74%	202 69%	135 79%	124 80%c	926 80%Tj	573 83%Tgj	347 89%Tghj	768 74%	325 89%Tghj	170 96%Tghj	143 94%Tghj	60 95%Tghj	49 97%Tghj	71 93%Tghj	216 87%Ts	697 70%	394 86%Tu	532 67%
NET: At least monthly	1085 86%su	202 86%	278 87%	247 85%	146 85%	141 92%	1085 94%Tj	636 92%Tj	372 95%Thj	889 86%	343 94%Thj	174 99%Tghj	148 98%Tghj	81 97%Tj	50 98%Thj	74 97%Tghj	238 96%Ts	833 84%	420 91%Tu	665 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 30

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£25,999 - £36,399 (c)	£36,399 - £51,999 (d)	£51,999 + (e)	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Vimeo (g)	Fruita b (h)	Bitchute (i)	OnlyFans (j)	Any exposure (k)	No exposure (l)	Very/Quite aware (m)	Not at all/Not very aware (n)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	1158 92%js	212 90%	302 94%	266 91%	157 91%	148 96%	1158 100%Thj kinnop	656 95%Tj	376 97%Thj	934 90%	353 97%Thj	175 99%Thj	149 98%Thj	62 98%	51 100%Thjn	75 98%Thj	243 98%Ts	900 91%	434 94%Tu	725 91%
NET: At least yearly	1185 94%js	218 93%	306 96%	272 93%	159 93%	149 97%	1158 100%Thj knp	669 97%Tj	382 98%Thj	960 93%	356 97%Tj	176 100%Thj k	150 99%Thj	63 100%Tj	51 100%Tj	75 99%Tj	245 99%Ts	924 93%	437 95%	748 94%
NET: Ever	1194 95%js	219 94%	309 97%	274 94%	159 93%	150 97%	1158 100%Thj knp	672 97%Tj	382 98%Tj	970 94%	356 97%Tj	176 100%Thj k	150 99%Thj	63 100%	51 100%Tj	75 99%Tj	246 99%Ts	933 94%	438 94%	756 95%
Newer	65 5%ghikl mopr	15 6%	11 3%	17 6%	13 7%	4 3%	-	20 3%glm	8 2%gl	62 5%Tghk innop	9 3%gl	-	1 1%g	-	-	1 1%g	2 1%	61 6%Tr	22 5%	45 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 31

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

Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	367	17	45	73	71	160	17	45	77	72	156
	29%abhi	10%	13%	28%ab	40%Tabc	53%Tabcd	10%	13%	29%hi	40%Thj	54%Thjk
At least once a day	250	19	62	46	50	74	19	64	46	49	72
	20%ah	11%	18%	17%	28%Tabc	25%Ta	10%	18%	17%	28%Thj	25%Thj
At least once a week	308	31	116	75	39	48	31	117	78	38	45
	24%el	18%	34%Tade	28%ae	21%	16%	18%	34%Thkl	29%hl	21%	15%
At least once a month	159	24	65	48	11	11	25	66	49	8	11
	13%dekj	14%ide	19%Tde	15%Tde	6%	4%	14%kl	19%Tkl	18%Tkl	5%	4%
At least once in the last 3 months	73	23	28	15	4	3	23	28	15	4	3
	6%dekj	14%Tcde	8%ide	6%e	2%	1%	13%Tkl	8%kl	5%kl	2%	1%
At least once in the last 12 months	27	12	12	1	1	1	12	12	-	1	1
	2%cejl	7%Tcde	3%ice	*	*	*	7%Tkl	4%kl	-	*	*
Used to use, but haven't in the last 12 months	9	6	3	-	-	-	6	3	-	-	-
	1%	4%Tcde	1%	-	-	-	4%Tkl	1%	-	-	-
NET: At least daily	617	36	107	119	121	234	36	109	124	121	228
	49%abhi	21%	31%a	45%ab	67%Tabc	78%Tabcd	20%	32%h	46%hi	68%Thj	70%Thjk
NET: At least weekly	926	67	223	194	160	282	67	226	201	159	273
	74%abhi	39%	65%a	73%a	89%Tabc	94%Tabcd	38%	65%h	75%hi	90%Thj	94%Thjk
NET: At least monthly	1085	91	288	242	170	294	91	292	250	167	284
	86%ah	52%	84%a	92%Tab	95%Tab	98%Tabc	51%	85%h	93%Thi	94%Thi	98%Thjk
NET: Within the last 3 months	1158	114	315	257	175	297	115	319	265	171	288
	92%ah	66%	92%a	97%Tab	97%Tab	99%Tab	65%	93%h	98%Thi	97%Th	99%Thk
NET: At least yearly	1185	127	327	257	178	298	127	332	265	172	289
	84%ah	73%	86%a	97%Ta	98%Ta	99%Tab	71%	86%h	98%Th	97%h	100%Thk
NET: Ever	1194	133	330	257	178	298	134	335	265	172	289
	95%ah	77%	97%a	97%a	98%a	99%Tab	75%	97%h	98%Th	97%h	100%Thk
Never	65	12	4	7	4	2	44	10	5	5	*
	5%ejl	23%Tbcde	3%e	3%	2%	1%	25%Tjkl	3%l	2%	3%l	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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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

	Gender		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Several times a day	291	129	162	92	110	39	48	30	261	86	76	54	31	7	3	3	14	7	219	70	18	38	13	94	19	18	154
At least once a day	181	76	105	54	45	43	39	24	157	29	43	36	23	17	8	1	26	10	154	23	5	14	3	63	9	7	95
At least once a week	125	65	61	27	38	32	28	12	113	9	23	28	21	18	14	1	33	15	102	22	10	12	1	54	5	8	56
At least once a month	59	25	33	21	21	11	6	4	55	2	6	10	11	15	10	1	28	11	54	4	2	1	1	22	1	6	25
At least once in the last 3 months	35	20	16	10	12	3	10	2	33	1	5	4	12	8	3	1	9	3	30	5	-	3	2	16	1	2	16
At least once in the last 12 months	24	8	16	8	9	3	5	1	2%	-	7	2	10	2	2	1	5	3	22	2	1	1	-	14	-	1	9
Used to use, but haven't in the last 12 months	28	20	8	11	5	5	7	-	28	1	3	6	8	2	5	2	10	7	26	2	-	1	-	14	-	1	12
NET: At least daily	472	206	267	146	155	82	86	54	418	115	119	90	54	24	12	4	40	16	373	92	24	52	15	157	28	25	249
NET: At least weekly	598	270	327	173	193	114	114	66	532	125	142	117	75	42	25	5	73	31	476	114	34	64	15	211	33	33	306
NET: At least monthly	657	296	361	194	215	124	120	71	586	126	148	128	86	57	35	7	99	42	530	118	36	64	16	233	34	39	330
NET: Within the last 3 months	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38	8	108	45	560	123	36	68	18	250	34	41	347
NET: At least yearly	716	324	393	211	236	131	135	73	643	128	160	134	108	65	39	9	113	48	582	126	37	69	18	264	34	42	356

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

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

	Gender		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: Ever	745	344	401	222	241	136	142	73	671	128	163	141	116	68	44	11	123	55	608	128	37	70	18	278	34	44	368
	59%ae	56%	63%Ta	65%Tef	65%Tef	52%	51%	83%Thkl	90%Thjk	76%Thim	69%Thim	53%mnop	39%opq	32%ooq	15%	32%ooq	26%	56%	81%Tr	84%Tr	80%Tr	95%	54%	84%TxA	70%ix	60%	
Never	514	275	240	120	130	125	137	15	489	15	52	64	105	107	95	62	264	156	477	30	7	18	1	235	7	19	246
	41%bcdg	44%Tb	37%	35%	35%	48%Tcd	49%Tcd	17%	43%Tgjk	10%	24%l	31%gl	47%gjjk	61%Tghi	68%Tghi	85%Tghi	68%Tghi	74%Tghi	44%Tstu	19%	16%	20%	5%	46%Tyz	16%	30%	40%
	ijkstuy								k					kl	kl	klmnp	klm	klmnp									

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

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

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

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

Table 33

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?						Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Several times a day	291	68	41	24	211	38	134	108	12	164	97	35	37	41	18	112	99	35	35
	23%ceffo	19%ca	25%cab	12%ca	24%cd	14%ce	20%cf	37%Tef	44%ch	19%ci	32%Tj	31%kl	27%lm	38%Tl	30%ln	19%co	26%po	31%qo	37%Top
At least once a day	181	40	19	18	130	26	102	47	6	99	57	25	26	14	11	75	62	13	22
	14%ceffo	11%ca	12%cab	9%ca	15%cd	10%ce	15%cf	16%Tef	21%ch	11%ci	19%Tj	21%kl	19%lm	13%ln	12%lo	18%co	16%po	12%qo	23%Top
At least once a week	125	45	18	30	79	26	62	37	1	78	35	11	20	13	5	61	36	11	13
	10%ceffo	13%ca	11%cab	14%cd	9%ce	9%cf	9%Tef	13%ch	3%ch	9%ci	12%Tj	10%kl	14%lm	13%ln	8%lo	10%co	9%po	10%qo	14%Top
At least once a month	59	12	9	9	45	11	34	14	-	40	15	2	7	5	5	28	18	4	6
	5%ceffo	3%ca	5%cab	4%ca	5%cd	4%ce	5%cf	5%Tef	-	5%ci	5%Tj	2%kl	5%lm	4%ln	8%lo	5%co	5%po	4%qo	6%Top
At least once in the last 3 months	35	12	7	7	23	11	17	6	1	27	6	2	5	1	1	19	10	3	2
	3%ceffo	4%ca	4%cab	3%ca	3%cd	4%ce	3%cf	2%Tef	3%ch	3%ci	2%Tj	1%kl	4%lm	1%ln	2%lo	3%co	3%po	2%qo	2%Top
At least once in the last 12 months	24	6	3	6	17	4	14	6	-	19	4	1	2	1	2	10	10	2	1
	2%ceffo	2%ca	2%cab	3%ca	2%cd	2%ce	2%cf	2%Tef	-	2%ci	1%Tj	1%kl	1%lm	1%ln	4%lo	2%co	3%po	2%qo	1%Top
Used to use, but haven't in the last 12 months	28	9	6	4	18	7	16	4	1	26	1	-	-	1	-	11	10	7	-
	2%ceffo	3%ca	4%cab	2%ca	2%cd	3%ce	1%cf	3%Tef	3%ch	3%ci	1%Tj	-	-	1%ln	-	2%lo	3%po	6%Tqo	-
NET: At least daily	472	108	60	42	342	64	236	155	17	264	154	60	63	54	28	187	161	48	58
	38%ceffo	31%ca	37%cab	20%ca	39%cd	24%ce	35%cf	53%Tef	65%ch	30%ci	51%Tj	52%kl	46%lm	54%ln	48%lo	31%co	42%To	44%To	60%Top
NET: At least weekly	598	153	79	72	420	90	298	192	18	342	189	71	83	68	33	248	197	59	71
	47%ceffo	43%ca	48%cab	34%ca	48%cd	33%ce	45%cf	66%Tef	68%ch	39%ci	63%Tj	62%kl	60%lm	64%ln	57%lo	41%co	52%To	54%To	74%Top
NET: At least monthly	657	165	87	81	465	100	333	206	18	381	204	73	90	72	38	276	215	64	77
	52%ceffo	47%ca	54%cab	39%ca	54%cd	37%ce	50%cf	70%Tef	68%ch	44%ci	67%Tj	64%kl	65%lm	68%ln	65%lo	46%co	56%To	58%To	80%Top
NET: Within the last 3 months	692	178	94	88	487	111	350	212	19	408	210	75	95	73	39	295	226	66	78
	55%ceffo	50%ca	58%cab	42%ca	56%cd	41%ce	52%cf	73%Tef	71%ch	47%ci	69%Tj	65%kl	69%lm	67%ln	49%lo	59%To	60%To	60%To	82%Top
NET: At least yearly	716	184	97	93	505	115	364	218	19	428	214	76	97	75	41	305	235	68	79
	57%ceffo	52%ca	60%cab	45%ca	58%cd	42%ce	54%cf	75%Tef	71%ch	49%ci	71%Tj	66%kl	70%lm	70%ln	71%lo	51%co	62%To	62%To	82%Top

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 33
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: Ever	745	193	103	97	522	122	381	222	20	454	215	76	97	75	41	316	245	75	79
	59%ceio	55%ca	64%cac	46%ca	60%ca	45%	57%ae	76%Tef	74%	52%	71%Ti	66%ki	70%Ti	71%Ti	71%ki	53%	64%To	68%so	82%Topq
Never	514	160	59	112	344	150	288	70	7	412	87	39	40	31	17	285	136	35	17
	41%gjimpr	45%ab	36%	54%Tabd	40%	55%Tlg	43%kg	24%	26%	48%Tklmm	29%	34%	30%	29%	29%	47%Tpqrr	36%r	32%r	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 34

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

	GQ Region													Urban/Rural		Internet usage			Devices used to access internet										Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (n)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House person/ Other (A)	Furloughed (B)				
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39				
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**				
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29				
Several times a day	291	26	15	7	243	10	38	22	24	18	22	50	43	16	219	46	228	58	10	4	273	127	65	12	8	24	7	11	7				
	23%oqx	24%	25%	19%	23%	18%	28%am	22%	23%	20%	20%	29%am	24%	15%	23%	24%	29%To	13%	34%	6%	24%q	26%vx	28%wx	23%xx	12%xy	63%Tstuv	4%	25%xx	21%				
At least once a day	181	15	5	2	159	10	18	16	21	15	10	25	25	19	139	29	115	65	4	3	172	72	37	7	8	5	11	8	9				
	14%ix	14%	8%	6%	15%	18%	13%	16%	19%j	17%	9%	14%	14%	18%	15%	15%	15%	14%	13%	5%	15%	15%ix	15%ix	13%	12%	12%	6%	18%ix	26%				
At least once a week	125	10	5	2	109	3	10	11	10	12	16	20	16	10	96	18	88	37	3	1	120	54	30	3	2	4	13	2	6				
	10%	10%	8%	6%	10%	8%	8%	11%	9%	14%	14%	12%	9%	9%	10%	9%	11%T	9%	10%	2%	10%	11%	12%	6%	3%	10%	6%	5%	16%				
At least once a month	59	3	3	3	50	5	6	12	1	4	7	5	7	3	39	12	41	18	-	-	56	24	14	-	4	1	9	2	1				
	5%	3%	4%	10%	5%	9%h	4%	12%Tadhk	1%	4%	6%	3%	4%	3%	4%	6%	9%T	4%	-	-	5%	2%	5%	-	6%	3%	4%	5%	3%				
At least once in the last 3 months	35	-	2	-	33	4	5	2	1	2	3	9	5	2	28	5	28	5	-	2	33	18	4	3	2	-	3	2	1				
	3%	-	3%	-	3%	9%Tah	4%	2%	1%	3%	3%	5%a	3%	2%	3%	3%	4%To	1%	-	4%	3%	4%	2%	5%	4%	-	1%	4%	4%				
At least once in the last 12 months	24	2	-	2	21	-	3	3	1	2	2	2	6	3	19	1	19	4	-	-	24	7	8	1	4	-	3	1	-				
	2%	2%	-	5%	2%	-	2%	3%	1%	2%	2%	1%	3%	3%	2%	1%	2%T	1%	-	-	2%	1%	3%	2%	7%Ts	-	1%	2%	-				
Used to use, but haven't in the last 12 months	28	1	4	1	22	-	2	2	2	4	5	-	5	1	20	7	15	13	-	2	28	13	7	1	1	-	5	1	-				
	2%	1%	7%Tdk	2%	2%	-	2%	2%	2%	4%k	5%k	-	3%k	1%	2%	4%	2%	3%	-	3%	2%	3%	3%	2%	1%	-	2%	2%	-				
NET: At least daily	472	41	20	9	403	19	56	38	45	33	32	75	68	35	358	75	343	123	13	7	444	199	102	20	15	29	19	19	16				
	38%oqx	39%	33%	25%	38%j	37%	41%	38%	42%	37%	29%	44%j	38%	32%	38%	39%	44%To	27%	47%	12%	39%Tq	41%vx	41%vx	37%xx	24%xy	75%Tstuv	9%	43%xx	46%				
NET: At least weekly	598	51	25	11	511	22	67	49	55	46	49	95	84	45	454	92	431	160	16	8	564	252	131	23	17	32	21	21	21				
	47%oqx	48%	41%	31%	48%	43%	49%	48%	51%	50%	43%	56%Tm	47%	41%	48%	49%	55%To	35%	57%	13%	49%Tq	52%Tx	53%xx	43%xx	27%	85%Tstu	15%	48%xx	63%				
NET: At least monthly	657	54	27	15	561	27	73	62	56	50	55	100	90	48	492	105	472	178	16	8	621	277	145	23	21	33	40	24	22				
	52%oqx	51%	45%	40%	53%	52%	73	60%am	52%	55%	49%	58%am	51%	44%	53%	55%	61%To	38%	57%	14%	54%Tq	57%Tx	58%xx	43%xx	33	87%Tstu	20%	53%xx	65%				
NET: Within the last 3 months	692	54	29	15	594	32	78	64	57	52	58	109	96	50	520	109	500	183	16	11	654	294	149	26	23	33	43	25	24				
	55%oqx	51%	48%	40%	56%am	61%	57%	62%am	53%	57%	52%	64%Tm	54%	46%	55%	58%	64%To	40%	57%	18%	57%Tq	61%Tx	60%xx	48%xx	37%xx	87%Tstu	21%	57%xx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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

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Table 34
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

	GQ Region													Urban/ Rural		Internet usage			Devices used to access internet		Working status								
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House person/ Other (aa)	Furloughed (ab)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: At least yearly	716 57%ooqs	56 53%	29 48%	16 45%	615 58%	32 61%	81 59%	66 65%lm	56 54%	54 59%	60 54%	111 65%Tbm	101 58%	53 48%	539 56%	111 58%	520 67%To	187 40%	16 57%	11 18%	679 59%Tq	301 63%Tvz	157 63%Tvz	27 50%za	27 43%za	33 87%Tstu vwy	46 22%	26 59%za	24 69%
NET: Ever	745 59%ooqs	57 55%	33 55%	17 47%	637 60%lm	32 61%	83 61%	68 67%lm	59 55%	57 63%	65 58%	111 65%lm	107 61%	54 50%	559 60%	118 62%	535 69%To	200 43%	16 57%	12 20%	707 62%Tq	315 65%Tvz	165 66%Tvz	27 52%za	28 44%za	33 87%Tstu vwy	51 25%	27 61%za	24 69%
Never	514 41%nrst w	47 45%	27 45%	19 53%	421 40%	20 39%	54 39%	34 33%	48 45%	33 37%	47 42%	61 35%	70 39%	54 50%dgk	378 40%	72 38%	245 31%	263 57%Tn	12 43%	48 80%Tr	438 38%	167 35%w	84 34%w	26 48%w	35 56%Tatw vwy	5 13%	155 75%Tatu vwy	17 39%w	11 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 35

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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	291	52	56	62	50	56	281	291	168	262	169	76	64	31	21	35	91	199	152	140
23%bsu	22%	18%	21%	29%b	36%Tabc	24%T	42%Tgj	43%Tgj	25%T	46%Tghj	43%Tgj	42%Tgj	46%Tgio	42%Tgj	46%Tgj	37%Ts	20%	33%Tu	17%	
At least once a day	181	24	42	46	22	32	170	181	77	165	88	33	28	12	8	13	49	129	90	91
14%asu	10%	13%	16%	13%	21%Ta	15%	26%Tgj	20%Tgj	16%Tg	24%Tgj	19%T	19%	19%	15%	17%	20%Ts	13%	20%Tu	11%	
At least once a week	125	17	47	24	12	14	117	125	57	117	52	27	24	9	8	12	38	86	49	77
10%sa	7%	15%Tacd	8%	7%	9%	10%	18%Tgjk	18%Tgjk	11%Tg	14%Tg	14%Tg	15%Tg	14%	15%	16%Tg	15%Ts	9%	11%	10%	
At least once a month	59	9	11	17	13	4	57	59	22	45	12	9	8	5	2	4	12	46	17	41
5%	4%	3%	6%	8%	3%	5%	9%Tgjk	8%k	4%	3%	5%	5%	8%ko	5%	6%	5%	5%	4%	5%	
At least once in the last 3 months	35	9	9	7	5	4	33	35	9	31	8	3	4	2	3	2	3	31	10	25
3%	4%	3%	2%	3%	3%	3%	5%Tgjk	5%Tgjk	2%	3%	2%	3%	2%	3%	5%kln	2%	1%	3%	2%	3%
At least once in the last 12 months	24	4	5	3	3	4	22	-	6	22	7	4	4	3	-	-	5	20	8	16
2%h	2%	1%	1%	2%	3%	2%h	-	2%h	2%h	2%h	2%h	2%h	3%hp	5%Tghik	-	1%h	2%	2%	2%	2%
Used to use, but haven't in the last 12 months	28	2	10	6	6	23	-	3	22	3	2	1	-	3	2	5	23	13	15	
2%hik	1%	3%	2%	*	4%	2%hik	-	1%h	2%hik	1%h	1%h	*	-	6%Tghj	2%hi	2%	2%	3%	2%	
NET: At least daily	472	76	98	108	72	89	450	472	246	427	257	109	92	43	29	48	141	327	242	231
38%bsu	32%	31%	37%	42%b	57%Tabc	39%T	68%Tgj	68%Tgj	41%Tg	70%Tgj	62%Tgj	61%Tgj	67%Tgio	57%Tgj	64%Tgj	57%Ts	33%	53%Tu	23%	
NET: At least weekly	598	93	145	133	84	102	567	598	303	544	308	136	117	51	37	60	178	413	290	307
47%asu	40%	45%	46%	49%	66%Tabc	49%T	86%Tgj	86%Tgj	53%Tg	85%Tgj	77%Tgj	77%Tgj	81%Tgio	72%Tgj	79%Tgio	72%Ts	42%	63%Tu	38%	
NET: At least monthly	657	102	156	150	97	106	624	657	325	589	320	146	124	57	39	64	191	460	308	349
52%asu	43%	49%	52%	56%a	69%Tabc	54%T	95%Tgj	95%Tgj	83%Tg	83%Tg	83%Tg	83%Tg	82%Tg	89%Tgio	77%Tgj	85%Tgio	77%Ts	46%	67%Tu	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table Q5
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (f)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (k)	Snapchat (l)	Twitch (j)	Vimeo (i)	Fruita b (h)	Blitche (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374
	55%asu	47%	51%	54%	58%a	72%Tabcd	57%Td	100%Tgij	86%Tg	60%Tg	90%Tgijlmo	84%Tg	85%Tg	92%Tgijmo	82%Tg	88%Tg	78%Ts	49%	65%Tu	47%
NET: At least yearly	716	114	170	160	105	115	680	692	340	642	335	153	132	61	42	67	199	510	326	391
	57%asu	49%	53%	55%	61%a	75%Tabcd	59%Td	100%Tgij	87%Tg	62%Tg	92%Tgijlmo	87%Tg	87%Tg	97%Tgijlmo	82%Tg	88%Tg	80%Ts	51%	71%Tu	49%
NET: Ever	745	116	180	166	105	121	703	692	343	664	338	155	133	61	45	69	203	534	339	405
	59%asu	50%	56%	57%	62%a	79%Tabcd	61%Td	100%Tgij	88%Tg	64%Tg	93%Tgijlmo	88%Tg	88%Tg	97%Tgijlmo	88%Tg	91%Tg	82%Ts	54%	74%Tu	51%
Never	514	118	140	125	66	33	455	-	47	369	27	21	18	2	6	7	45	461	120	394
	41%ughijklmnop	50%Tde	44%ae	43%ae	38%ae	21%	33%hijklmnop	-	12%hkn	38%hklmnop	7%h	12%hkn	12%hkn	3%h	12%hkn	9%hkn	18%	46%Tr	26%	49%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 36

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**

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	291	-	17	57	66	152	-	17	57	70	147
	23%abhi	-	5%a	21%ab	37%Tabc	51%Tabcd	-	5%h	21%hi	40%Thj	51%Thijk
At least once a day	181	-	12	54	44	70	-	13	56	44	69
	14%abhi	-	4%a	21%Tab	25%Tab	29%Tab	-	4%h	21%Thi	25%Thi	24%Thi
At least once a week	125	-	8	37	33	47	-	8	40	31	46
	10%abhi	-	2%a	14%Tab	19%Tab	16%Tab	-	2%h	15%Thi	18%Thi	16%Thi
At least once a month	59	1	4	27	13	15	1	4	29	11	14
	5%abhi	*	1%	10%Tabe	7%ab	5%ab	*	1%	11%Thil	6%hi	5%hi
At least once in the last 3 months	35	-	4	20	3	8	-	4	21	3	7
	3%abi	-	1%	8%Tabde	2%	3%	-	1%	8%Thikl	2%	3%
At least once in the last 12 months	24	2	9	8	2	4	2	9	9	1	3
	2%	1%	3%	3%	1%	1%	1%	3%	3%	1%	1%
Used to use, but haven't in the last 12 months	28	7	13	6	1	1	7	13	6	1	1
	2%ef	4%e	4%e	2%e	1%	*	4%f	4%f	2%f	1%	*
NET: At least daily	472	-	29	111	110	222	-	30	113	114	216
	38%abhi	-	8%a	42%ab	51%Tabc	74%Tabcd	-	9%h	42%hi	64%Thj	75%Thijk
NET: At least weekly	598	-	36	148	144	270	-	38	153	145	262
	47%abhi	-	11%a	56%Tab	80%Tabc	90%Tabcd	-	11%h	57%Thi	82%Thij	90%Thijk
NET: At least monthly	657	1	40	175	156	284	1	42	182	156	275
	52%abhi	*	12%a	66%Tab	87%Tabc	95%Tabcd	*	12%h	68%Thi	88%Thij	95%Thijk
NET: Within the last 3 months	692	1	44	196	160	292	1	46	203	160	283
	55%abhi	*	13%a	74%Tab	89%Tabc	97%Tabcd	*	13%h	75%Thi	90%Thij	98%Thijk
NET: At least yearly	716	3	53	204	161	296	3	54	212	161	286
	57%abhi	2%	15%a	77%Tab	90%Tabc	99%Tabcd	2%	16%h	78%Thi	91%Thij	99%Thijk
NET: Ever	745	11	65	210	162	296	11	67	218	162	286
	59%abhi	6%	19%a	79%Tab	90%Tabc	99%Tabcd	6%	19%h	81%Thi	92%Thij	99%Thijk
Never	514	163	277	54	17	3	167	277	52	15	3
	41%cdelk	94%Tbode	81%Tode	21%de	10%e	1%	94%Tjkl	81%Tjkl	19%kl	8%l	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 37

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

	Gender			Social Grade						Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Several times a day	126	61	65	36	37	29	21	24	102	29	34	18	14	5	1	-	6	1	100	25	4	13	7	45	9	5	65
	10%hmo	10%	10%	10%	10%	11%	7%	27%Thjkl	9%mnopq	20%Thkl	16%Thlmnop	9%mnopq	6%npq	3%	1%	-	2%	-	9%	16%Tr	10%	15%	36%	9%	21%Tx	9%	11%
At least once a day	86	41	45	30	21	16	19	25	62	17	8	17	12	4	4	-	7	4	73	11	4	6	1	38	5	3	39
	7%hmpq	7%	7%	9%	6%	6%	7%	28%Thjklmnopq	9%pq	12%Thlmnopq	4%	8%mpq	5%p	2%	3%	-	2%	2%	7%	7%	10%	7%	5%	11%	5%	3	6%
At least once a week	83	45	38	22	17	18	27	8	76	17	18	17	15	5	4	-	9	4	66	17	6	9	1	31	5	9	37
	7%mpq	7%	6%	6%	5%	7%	10%cd	8%mnopq	6%pq	12%Thmno	8%mpq	7%pq	3%	3%	-	2%	2%	2%	6%	11%T	14%Tr	10%	7%	6%	11%	9	14%Tx
At least once a month	46	30	16	20	14	7	6	7	39	7	11	10	3	4	3	2	8	5	36	9	1	6	2	18	4	4	18
	4%b	5%Tb	2%	6%T	4%	3%	2%	8%Thmpq	3%	5%	5%l	1%	2%	2%	2%	2%	2%	3%	6%	9%	1%	7%	10%	4%	11%Tx	4%	7%
At least once in the last 3 months	48	17	31	16	17	8	7	3	45	7	7	7	12	7	4	1	12	5	42	6	3	3	1	20	-	4	23
	4%	3%	5%	5%	4%	3%	2%	4%	4%	3%	3%	3%	5%	4%	3%	1%	3%	2%	4%	4%	6%	3%	4%	4%	-	6%	4%
At least once in the last 12 months	33	17	17	11	7	6	10	2	32	6	4	5	9	1	5	1	8	6	30	3	2	1	-	11	1	5	14
	3%	3%	3%	3%	2%	2%	4%	2%	3%	4%	2%	3%	4%	1%	4%	1%	2%	3%	3%	2%	4%	1%	-	2%	3%	8%Tx	2%
Used to use, but haven't in the last 12 months	29	20	9	14	6	6	2	1	28	8	3	3	7	4	2	2	8	4	18	11	4	7	-	7	1	7	14
	2%r	3%T	1%	4%T	2%	2%	1%	1%	2%	5%Thjk	1%	1%	3%	2%	1%	3%	2%	2%	2%	7%Tr	8%Tr	8%Tr	-	1%	3%	10%Tx	2%
NET: At least daily	212	102	110	65	58	46	40	49	153	46	43	35	26	9	5	-	14	5	173	36	9	19	8	82	13	8	104
	17%hmo	16%	17%	19%	18%	18%	14%	55%Thjklmnopq	14%mnopq	32%Thjklmnopq	20%hlmnopq	17%mnopq	12%mnopq	9%	3%	-	3%	2%	16%	23%Tr	19%	22%	41%	16%	32%Tx	13%	
NET: At least weekly	295	147	148	87	76	63	66	56	239	63	60	52	41	14	9	-	22	9	240	53	15	28	9	113	18	17	141
	23%hmo	24%	23%	25%	24%	24%	24%	63%Thjklmnopq	20%mnopq	44%Thjklmnopq	28%hlmnopq	19%mnopq	8%	6%q	-	6%	4%	4%	22%	33%Tr	33%	32%r	48%	22%	43%Tx	27%	
NET: At least monthly	342	178	164	107	89	70	73	63	278	70	71	63	44	17	12	2	31	13	276	62	15	35	11	132	22	21	159
	27%hlmnopq	29%	26%	31%	24%	27%	26%	71%Thjklmnopq	24%mnopq	49%Thjklmnopq	33%hlmnopq	31%hlmnopq	20%mnopq	10%	8%	2%	8%	6%	25%	39%Tr	35%	40%Tr	59%	28%	54%Tx	34%	
NET: Within the last 3 months	390	195	195	123	106	79	79	66	323	78	78	69	58	25	16	3	43	18	318	68	18	38	12	152	22	25	182
	31%hmo	31%	30%	36%T	30%	30%	28%	75%Thjklmnopq	29%mnopq	54%Thjklmnopq	36%hlmnopq	34%hmo	25%mnopq	14%	11%	4%	11%	9%	29%	43%Tr	41%	43%Tr	62%	30%	54%Tx	41%	
NET: At least yearly	423	212	212	134	113	84	89	68	355	84	81	75	65	26	21	4	50	24	348	71	20	39	12	163	23	30	196
	34%hmo	34%	33%	39%Td	30%	32%	32%	77%Thjklmnopq	30%mnopq	58%Thjklmnopq	35%hmo	37%mnopq	15%	15%q	5%	13%	12%	32%	45%Tr	44%	44%Tr	62%	32%	57%Tx	49%Tx	32%	

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



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Table 37

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

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: Ever	452	231	220	148	119	90	92	69	383	91	84	77	72	30	23	6	58	28	366	82	23	46	12	170	25	37	210
36%uhmno por	37%	34%	43%Tdf	32%	35%	33%	77%Thj klmnopq	33%lmnop q	64%Thjk lmnopq	39%khmno pq	38%lmnop q	33%lmnop q	17%	16%	8%	15%	13%	34%	52%Tr	53%Tr	53%Tr	62%	33%	61%TxA	59%TxA	34%	
Never	807	387	420	194	252	170	188	20	767	52	131	149	145	116	67	328	183	719	76	21	41	7	343	16	26	403	
64%ocis tuyz	63%	66%	57%	68%c	65%	67%c	23%	67%Tgij	36%g	61%gl	62%gl	67%gl	83%Tghi jkl	84%Tghi jkl	92%Tghi jkl	85%Tghi jkl	87%Tghi jkl	66%Tsu	48%	47%	47%	38%	67%yz	39%	41%	66%yz	

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

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

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

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

Table 38

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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Several times a day	126	37	25	16	85	11	48	53	14	54	48	19	17	21	13	54	31	9	24
	10%efl	10%ca	15%Tab	7%7c	10%de	4%4e	7%48f	18%53g	4%14h	16%54i	17%48j	17%19k	12%17l	20%11m	22%21n	9%54o	8%31p	8%9q	25%24r
At least once a day	86	19	11	11	64	6	34	45	2	27	34	10	19	9	10	34	20	4	24
	7%efl	5%ca	7%7b	5%7c	7%64d	2%6e	5%34f	15%45g	8%2h	11%27i	8%34j	8%10k	14%19l	9%9m	17%10n	6%34o	5%20p	4%4q	25%24r
At least once a week	83	21	11	11	59	11	42	28	2	52	24	6	15	7	2	32	24	14	8
	7%efl	6%ca	6%7b	5%7c	5%59d	4%11e	6%42f	10%28g	8%2h	6%52i	6%24j	6%6k	11%15l	7%7m	3%2n	5%32o	6%24p	13%14q	8%8r
At least once a month	46	8	7	3	38	8	24	14	-	27	13	6	9	2	1	18	21	1	9
	4%efl	2%ca	5%7b	2%3c	4%38d	3%8e	4%24f	5%14g	-0%h	3%27i	4%13j	5%6k	6%9l	2%2m	1%1n	18%18o	21%21p	1%1q	9%9r
At least once in the last 3 months	48	12	7	4	38	8	29	11	-	33	12	2	5	8	2	22	18	5	3
	4%efl	3%ca	4%7b	2%4c	4%38d	3%8e	4%29f	4%11g	-0%h	4%33i	4%12j	2%2k	5%5l	8%8m	2%2n	22%22o	18%18p	5%5q	3%3r
At least once in the last 12 months	33	13	8	7	17	9	17	7	1	23	8	3	5	4	1	15	7	3	3
	3%efl	4%ca	5%7b	3%7c	2%17d	3%9e	2%17f	6%7g	1%1h	3%23i	3%8j	3%3k	3%5l	4%4m	2%1n	15%15o	7%7p	3%3q	4%3r
Used to use, but haven't in the last 12 months	29	5	2	2	24	5	20	3	-	23	5	2	1	2	1	12	10	5	2
	2%efl	1%ca	1%7b	1%2c	3%24d	2%5e	3%20f	1%3g	-0%h	3%23i	2%5j	2%2k	1%1l	2%2m	1%1n	12%12o	10%10p	5%5q	2%2r
NET: At least daily	212	56	35	26	149	16	82	98	16	80	82	29	35	31	23	88	51	13	49
	17%efl	16%ca	22%7b	13%26c	17%149d	6%16e	12%82f	33%98g	6%16h	9%80i	27%82j	25%29k	26%35l	29%31m	39%23n	15%88o	13%51p	12%13q	51%49r
NET: At least weekly	295	77	46	37	208	28	124	126	18	132	106	35	50	38	25	120	76	27	57
	23%efl	22%ca	28%7b	18%37c	16%208d	10%28e	19%124f	43%126g	15%18h	15%132i	35%106j	31%35k	36%50l	35%38m	43%25n	20%120o	20%76p	24%27q	59%57r
NET: At least monthly	342	85	53	41	244	36	148	140	18	159	119	41	59	40	25	135	96	28	66
	27%efl	24%ca	33%7b	20%41c	19%244d	13%36e	22%148f	48%140g	18%18h	19%159i	39%119j	36%41k	43%59l	38%40m	44%25n	23%135o	23%96p	25%28q	69%66r
NET: Within the last 3 months	390	96	60	45	280	43	177	151	18	192	130	43	63	48	27	157	114	33	69
	31%efl	27%ca	37%7b	22%45c	22%280d	16%43e	26%177f	52%151g	18%18h	22%192i	43%130j	38%43k	46%63l	45%48m	47%27n	26%157o	30%114p	30%33q	72%69r
NET: At least yearly	423	109	69	52	297	52	194	158	20	215	138	46	68	52	28	172	121	36	72
	34%efl	31%ca	42%7b	25%52c	23%297d	19%52e	29%194f	54%158g	20%20h	25%215i	46%138j	40%46k	50%68l	49%52m	49%28n	29%172o	32%121p	33%36q	75%72r

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 38

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: Ever	452	114	71	54	320	57	214	161	20	238	143	48	69	54	29	184	131	41	74
	36%ceffo	32%ca	44%Taca	26%	37%ca	21%	32%ae	55%Tef	74%	27%	47%Ti	42%kl	51%Ti	51%Ti	50%Ti	31%	34%	37%	77%Topq
Never	807	238	91	155	546	215	455	131	7	628	159	66	66	52	29	417	250	69	22
	64%bgjlmnr	68%ba	56%	74%Tabd	63%	79%Tg	68%Tg	45%	26%	73%Tjklmn	53%	58%	49%	49%	50%	69%Tr	66%r	63%r	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet		Working status								
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Several times a day	126	10	4	2	110	6	22	7	12	11	12	17	16	8	104	13	107	16	7	116	58	17	2	4	9	2	3	7		
	10%oqx	9%	7%	5%	10%	11%	16%Td	7%	11%	12%	10%	10%	9%	7%	11%T	7%	14%To	3%	25%	-	10%oq	12%ux	7%ux	5%	7%ux	25%Tstuvxy	1%	6%ux	21%	
At least once a day	86	11	3	3	70	2	8	8	9	9	4	17	9	5	67	12	66	21	1	83	29	15	2	3	5	1	3	4		
	7%ux	10%	4%	9%	7%	4%	6%	8%	8%	10%	3%	10%	5%	5%	7%	7%	8%To	4%	4%	2%	7%	6%ux	6%ux	3%	4%	12%ux	*	6%ux	11%	
At least once a week	83	9	3	1	70	4	6	14	4	4	8	14	11	6	62	10	56	28	7	69	38	19	4	3	2	4	5	1		
	7%ux	8%	6%	2%	7%	7%	4%	13%Tgh	4%	4%	7%	8%	6%	5%	7%	5%	7%	8%	24%	6%	8%	8%ux	8%ux	7%	5%	6%	2%	11%ux	3%	
At least once a month	46	4	2	-	39	5	-	1	2	6	5	7	8	4	33	9	35	11	3	42	17	15	-	1	3	3	1	-		
	4%u	3%	7%u	-	4%u	10%Tdfgh	-	1%	2%	6%u	4%u	4%	4%u	4%	4%	5%	4%T	2%	11%	-	4%	4%	6%ux	-	2%	7%ux	1%	2%	-	
At least once in the last 3 months	48	7	2	-	40	1	7	4	3	6	2	4	8	4	37	6	29	19	-	1	47	14	16	1	5	1	5	3	*	
	4%	7%	3%	-	4%	2%	5%	4%	3%	6%	2%	2%	5%	3%	4%	2%	4%	4%	-	1%	4%	3%	7%Ts	1%	8%	3%	2%	6%	1%	
At least once in the last 12 months	33	*	2	1	30	1	4	5	3	3	1	2	8	3	28	4	23	10	-	3	9	10	2	3	3	3	1	-		
	3%	*	3%	3%	3%	1%	3%	4%	3%	3%	1%	1%	5%	3%	3%	2%	3%	2%	-	3%	2%	4%	3%	5%	7%ux	2%	2%	-		
Used to use, but haven't in the last 12 months	29	2	4	-	22	2	4	4	4	2	3	3	-	-	21	6	19	9	1	27	15	6	-	1	3	-	2	-		
	2%	2%	6%am	-	2%	4%u	3%u	4%u	4%u	2%	3%	2%	-	-	2%	3%	2%	2%	4%	1%	2%	3%ux	3%	-	2%	7%ux	-	6%ux	-	
NET: At least daily	212	20	7	5	180	8	30	15	21	20	16	34	25	13	171	25	173	37	8	1	199	87	32	4	7	14	3	5	11	
	17%oqx	19%	11%	14%	17%	15%	22%	14%	19%	22%	14%	20%	14%	12%	18%T	13%	22%To	8%	28%	2%	17%q	18%ux	13%ux	7%ux	11%ux	16	3	5	12%ux	
NET: At least weekly	295	29	10	6	250	11	36	28	25	24	24	47	36	19	233	35	229	64	15	5	268	125	51	8	10	16	6	10	12	
	23%oqx	28%	17%	16%	24%	22%	28%	28%	23%	26%	21%	28%	21%	18%	25%	18%	29%To	14%	52%	8%	23%q	26%ux	20%ux	14%ux	16%ux	x	43%Tstuvxy	3%	23%ux	35%
NET: At least monthly	342	33	14	6	289	17	36	30	27	29	29	54	44	23	266	44	264	76	18	5	310	142	65	8	11	19	9	11	12	
	27%oqx	31%	24%	16%	27%	33%	26%	29%	25%	32%	25%	31%	25%	22%	28%	23%	34%To	16%	63%	8%	27%q	29%ux	26%ux	14%ux	18%ux	50%Tstuvxy	5%	25%ux	35%	
NET: Within the last 3 months	390	39	16	6	328	18	44	33	30	35	31	58	53	27	303	50	293	95	18	5	358	156	82	8	17	20	14	14	12	
	31%oqx	38%	26%	16%	31%	34%	32%	33%	28%	39%	28%	34%	30%	25%	32%	27%	38%To	20%	63%	9%	31%q	32%ux	33%ux	15%	26%ux	53%Tstuvxy	7%	31%ux	36%	
NET: At least yearly	423	40	19	7	359	18	48	38	33	38	32	60	61	30	331	54	316	105	18	5	391	165	92	10	20	23	17	14	12	
	34%oqx	38%	30%	19%	34%	36%	35%	37%	31%	42%	29%	35%	35%	28%	35%	29%	41%To	23%	63%	9%	34%q	34%ux	37%ux	19%	23	60%Tstuvxy	8%	33%ux	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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



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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

	GQ Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Full/part time (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: Ever	452	42	22	7	381	20	52	42	37	40	35	63	61	30	352	60	336	114	19	6	418	180	98	10	21	26	17	17	12
	36% 64%nw	40% 60%	36% 64%	19% 81%	36% 64%	40% 60%	41% 62%	35% 65%	44% 65%	31% 56%	37% 69%	33% 63%	28% 65%	37% 63%	32% 68%	43% 57%	25% 75%tn	66% 34%	10% 34%	37% 90%tr	37% 63%	40% 60%w	19% 81%tatw	34% 66%w	67% 33%	81% 92%tatv	38% 8%	38% 62%w	36% 64%
Never	807	62	39	29	677	31	85	60	70	51	77	109	115	78	586	130	444	349	10	54	727	302	150	43	42	13	189	27	22
	64%nw	60%	64%	81%	64%	60%	62%	59%	65%	56%	69%	63%	65%	72%l	63%	68%	57%	75%tn	34%	90%tr	63%	63%w	60%w	81%tatw	66%w	33%	92%tatv	62%w	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 40
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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	126	19	30	26	18	23	123	116	126	115	95	43	32	16	10	23	54	70	75	51
	10%su	8%	9%	9%	11%	15%	11%T	17%Tgj	32%Tghj	11%T	26%Tghj	24%Tghj	21%Tgj	26%Tghj	20%Tgj	30%Tghj	22%Ts	7%	16%Tu	6%
At least once a day	86	16	15	18	15	19	84	75	86	80	61	31	24	19	7	11	35	52	49	37
	7%su	7%	5%	6%	9%	13%Tbc	7%	11%Tgj	22%Tghjk	8%T	17%Tghj	18%Tghj	16%Tghj	31%Tghj	15%Tgj	15%Tgj	14%Ts	5%	11%Tu	5%
At least once a week	83	13	25	16	10	12	82	72	83	69	47	19	19	8	9	12	33	33	49	41
	7%su	6%	8%	5%	6%	7%	7%T	10%Tgj	21%Tghjk	7%	13%Tghj	11%Tgj	12%Tgj	13%Tj	17%Tghj	16%Tghj	13%Ts	5%	9%Tu	5%
At least once a month	46	7	10	8	10	8	44	36	46	43	23	14	18	6	4	15	31	23	23	23
	4%	3%	3%	3%	6%	5%	4%	5%Tg	12%Tghjk	4%	6%Tgj	8%Tghj	12%Tghj	10%Tgj	9%Tgj	6%	6%Ts	3%	5%	3%
At least once in the last 3 months	48	10	6	7	10	8	44	34	48	42	22	7	11	1	2	4	15	33	18	30
	4%	4%	2%	2%	6%b	5%	4%	5%Tg	12%Tghjk	4%	6%Tgn	4%	7%Tgjin	1%	3%n	5%n	6%	3%	4%	4%
At least once in the last 12 months	33	6	9	7	5	3	28	20	30	9	5	5	6	2	3	1	7	26	9	25
	3%u	3%	3%	2%	3%	2%	2%u	3%u	3%u	3%u	3%u	3%u	4%u	4%u	5%u	2%u	3%	3%	2%	3%
Used to use, but haven't in the last 12 months	29	2	3	11	2	10	29	23	22	11	2	3	1	1	1	6	21	7	22	22
	2%u	1%	1%	4%	1%	7%Tabd	2%u	3%Tgjl	2%u	2%u	3%u	1%u	2%u	1%	1%u	1%u	2%	2%	1%	3%
NET: At least daily	212	35	46	44	33	42	208	191	212	194	156	74	56	36	17	34	89	122	124	88
	17%su	15%	14%	15%	19%	27%Tabc	18%T	28%Tgj	34%Tghj	19%T	43%Tghj	42%Tghj	37%Tghj	56%Tghj	34%Tgj	45%Tghj	36%Ts	12%	27%Tu	11%
NET: At least weekly	295	48	70	60	44	54	290	263	295	264	203	94	74	44	26	46	122	171	166	129
	23%su	21%	22%	21%	25%	35%Tabc	25%T	38%Tgj	46%Tghj	26%T	56%Tghj	53%Tghj	49%Tghj	69%Tghj	52%Tghj	60%Tghj	49%Ts	17%	36%Tu	16%
NET: At least monthly	342	55	80	68	54	62	334	299	342	307	227	108	92	50	31	50	137	202	190	152
	27%su	23%	25%	23%	31%	40%Tabc	29%T	43%Tgj	58%Tghj	30%T	62%Tghj	61%Tghj	61%Tghj	79%Tghj	60%Tghj	66%Tghj	55%Ts	20%	41%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



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Table 40

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

	Total (f)	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages	
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Blitche (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (t)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	390	65	87	75	64	70	378	333	390	348	248	116	103	51	32	54	151	235	207	182
	31%csu	28%	27%	26%	37%bc	46%Tabc	33%T	48%Tg	100%Tgh	34%T	68%Tghj	66%Tghj	68%Tghj	80%Tghj	64%Tghj	71%Tghj	61%Ts	24%	45%Tu	23%
NET: At least yearly	423	71	96	82	68	73	406	354	390	379	258	121	109	53	35	55	158	261	216	207
	34%csu	30%	30%	28%	40%c	47%Tabc	35%T	51%Tg	100%Tgh	37%Tg	71%Tghj	68%Tghj	72%Tghj	83%Tghj	69%Tghj	73%Tghj	64%Ts	26%	47%Tu	26%
NET: Ever	452	73	99	92	70	83	434	377	390	401	268	123	112	53	35	57	164	282	223	229
	36%su	31%	31%	32%	41%b	54%Tabc	37%T	55%Tg	100%Tgh	39%T	74%Tghj	70%Tghj	74%Tghj	84%Tghj	70%Tghj	75%Tghj	66%Ts	28%	48%Tu	29%
Newer	807	161	221	198	101	71	724	315	-	632	96	53	39	10	15	19	84	713	237	570
	64%eghi	69%e	69%de	68%e	59%e	46%	63%hkl	45%klmn	-	81%hkl	26%in	30%in	26%in	16%j	30%in	25%in	34%	72%Tr	52%	71%Ti

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

Ofcom VSP Tracker - Wave 1
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Table 4.1
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

Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	126	-	1	7	25	93	-	1	7	26	92
	10%abchij	-	*	3%b	14%abc	31%Tabcd	-	*	3%i	15%Thj	32%Thijk
At least once a day	86	-	1	3	21	61	-	1	3	21	61
	7%abchij	-	*	1%	12%Tabc	20%Tabcd	-	*	1%	12%Thj	21%Thijk
At least once a week	83	-	3	12	19	50	-	3	13	19	49
	7%abhi	-	1%	5%ab	11%Tabc	17%Tabc	-	1%	5%hi	11%Thj	17%Thj
At least once a month	46	-	1	9	6	30	-	1	9	7	29
	4%abhi	-	*	3%ab	4%ab	10%Tabcd	-	*	3%hi	4%hi	10%Thijk
At least once in the last 3 months	48	-	5	9	11	23	-	6	8	11	23
	4%abhi	-	1%	3%a	6%ab	8%Tabc	-	2%	3%	6%hi	8%Thj
At least once in the last 12 months	33	4	7	10	7	6	4	9	10	5	5
	3%	2%	2%	4%	4%	2%	2%	2%	4%	3%	2%
Used to use, but haven't in the last 12 months	29	-	10	8	7	4	-	10	8	7	4
	2%	-	3%	3%	4%a	1%	-	3%	3%	4%h	1%
NET: At least daily	212	-	2	10	46	154	-	2	10	47	153
	17%abchij	-	1%	4%ab	25%Tabc	51%Tabcd	-	1%	4%hi	27%Thj	53%Thijk
NET: At least weekly	295	-	4	22	65	203	-	4	23	66	202
	23%abchij	-	1%	8%ab	36%Tabc	68%Tabcd	-	1%	8%hi	37%Thj	70%Thijk
NET: At least monthly	342	-	5	31	72	234	-	5	32	74	231
	27%abchij	-	2%	12%ab	40%Tabc	78%Tabcd	-	2%	12%hi	42%Thj	80%Thijk
NET: Within the last 3 months	390	-	10	40	83	257	-	11	40	85	254
	31%abchij	-	3%	15%ab	46%Tabc	86%Tabcd	-	3%h	15%hi	48%Thj	86%Thijk
NET: At least yearly	423	4	17	50	89	262	4	20	50	90	259
	34%abchij	2%	5%	19%ab	50%Tabc	88%Tabcd	2%	6%	19%hi	51%Thj	90%Thijk
NET: Ever	452	4	27	58	96	266	4	30	58	97	263
	36%abchij	2%	8%a	22%ab	53%Tabc	89%Tabcd	2%	9%h	21%hi	55%Thj	91%Thijk
Never	807	170	314	206	84	33	174	315	212	80	26
	64%dekl	98%Tbcde	92%Tcde	78%Tde	47%e	11%	98%Tjkl	91%Tkl	79%Tkl	45%l	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 42

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

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Several times a day	515	234	281	126	169	101	115	29	486	66	110	102	91	55	43	19	117	62	441	69	18	42	9	210	22	26	248
At least once a day	273	119	155	83	64	64	61	18	255	35	39	30	41	51	29	16	110	59	243	27	6	15	3	126	10	8	122
At least once a week	152	81	72	51	39	26	36	16	136	18	22	15	41	16	16	8	40	24	127	23	9	10	3	52	4	10	84
At least once a month	57	34	23	15	19	9	14	2	54	3	8	10	8	8	11	7	25	18	49	7	1	3	1	26	1	2	27
At least once in the last 3 months	35	13	22	6	8	12	8	1	34	4	5	10	5	6	1	2	9	3	32	3	-	2	1	7	-	3	25
At least once in the last 12 months	20	10	9	6	8	5	1	3	17	2	1	4	1	5	3	2	9	4	15	3	2	2	-	7	-	1	8
Used to use, but haven't in the last 12 months	35	26	9	8	15	4	2	33	2	12	9	4	3	2	1	2	6	3	32	3	-	1	1	15	1	-	19
NET: At least daily	789	353	436	209	233	166	176	47	742	101	149	132	132	107	86	34	227	121	685	96	24	57	12	337	32	34	370
NET: At least weekly	941	433	507	260	272	192	212	63	877	119	171	147	173	122	102	42	267	145	812	119	33	67	15	388	36	44	454
NET: At least monthly	997	467	530	275	291	201	226	65	832	122	179	158	180	130	113	49	293	162	861	126	34	70	16	414	37	45	482
NET: Within the last 3 months	1032	481	552	281	299	213	234	67	966	127	184	168	185	136	114	51	302	166	894	129	34	72	17	422	37	48	507
NET: At least yearly	1052	491	561	286	307	219	235	69	983	128	185	172	187	141	117	53	311	170	909	132	35	74	17	428	37	49	514
NET: Ever	1087	517	570	294	322	223	243	71	1016	131	197	181	190	144	117	55	317	173	941	135	36	75	18	443	38	49	534

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

Prepared by Yonder



Ofcom VSP Tracker - Wave 1
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Table 42

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

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Never	172	101	71	48	49	37	37	17	155	13	18	24	31	31	21	17	70	39	144	23	8	12	1	70	3	13	80
	14%b	16%b	11%	14%	13%	14%	13%	20%j	13%j	9%	8%	12%	14%	18%j	15%	24%j	18%Thj	18%j	13%	14%	19%	14%	5%	14%	8%	21%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Table 43
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Several times a day	515	146	67	89	351	94	279	137	6	317	169	69	82	52	30	259	152	45	30
	41%e	41%	42%	43%	41%	34%	42%	47%Te	37%	56%Ti	60%Ti	60%Ti	49%l	51%	43%r	40%	41%	41%	31%
At least once a day	273	73	30	36	195	52	161	51	9	196	58	23	20	24	6	127	87	25	22
	22%	21%	19%	17%	23%	19%	24%g	17%	33%	23%	19%	20%	15%	23%l	10%	21%	23%	23%	23%
At least once a week	152	46	21	27	102	39	67	44	2	109	27	10	11	10	10	65	45	16	17
	12%l	13%	13%	13%	12%	14%	10%	15%l	7%	13%	9%	9%	8%	9%	18%l	11%	12%	14%	18%o
At least once a month	57	14	7	9	43	14	36	7	-	49	6	2	3	2	-	27	16	3	4
	5%gl	4%	4%	4%	5%	5%	5%	2%	1%	6%Ti	2%	2%	2%	2%	-	5%	4%	3%	4%
At least once in the last 3 months	35	13	9	7	20	3	24	7	-	24	9	4	5	2	2	17	11	6	1
	3%	4%	5%	3%	2%	1%	4%	3%	-	3%	3%	3%	4%	2%	4%	3%	3%	5%	1%
At least once in the last 12 months	20	9	6	6	9	7	10	1	1	11	7	1	1	2	3	9	7	1	4
	2%	2%	4%d	3%	1%	2%	2%	*	4%	1%	2%	1%	1%	2%	5%l	1%	2%	1%	4%
Used to use, but haven't in the last 12 months	35	12	7	4	22	10	14	11	-	27	6	3	4	1	-	17	14	2	2
	3%	3%	5%	2%	3%	4%	2%	4%	-	3%	2%	3%	3%	1%	-	3%	4%	2%	3%
NET: At least daily	789	219	98	125	546	146	440	187	15	513	227	92	102	76	35	385	239	70	52
	63%e	62%	60%	60%	63%	54%	66%Te	64%e	56%	59%	75%Tin	80%Tin	74%Ti	72%l	61%	64%	63%	63%	54%
NET: At least weekly	941	265	118	152	649	185	507	231	17	622	254	102	112	86	46	450	284	85	69
	75%e	75%	73%	73%	75%	68%	76%e	79%e	63%	72%	84%Ti	89%Ti	82%l	81%	78%	75%	74%	78%	72%
NET: At least monthly	997	279	126	161	691	199	543	238	17	670	260	104	116	88	46	477	299	89	73
	79%e	79%	77%	77%	80%	73%	81%e	82%e	64%	77%	86%Ti	91%Ti	85%	83%	79%	79%	79%	80%	76%
NET: Within the last 3 months	1032	292	134	168	712	203	567	245	17	695	269	108	121	90	48	494	310	95	74
	82%e	83%	83%	80%	82%	75%	85%Te	84%e	64%	80%	89%Ti	94%Tin	88%l	85%	82%	82%	81%	86%	77%
NET: At least yearly	1052	300	140	174	721	209	578	247	18	705	275	108	122	92	51	503	317	95	77
	84%e	85%	87%	83%	83%	77%	86%Te	85%e	68%	81%	91%Ti	94%Ti	89%l	86%	88%	84%	83%	86%	81%
NET: Ever	1067	312	148	177	743	220	592	258	18	732	282	111	126	93	51	520	330	97	80
	86%e	86%e	91%	85%	86%	81%	88%Te	88%e	68%	84%	93%Tin	97%Tjm	92%l	88%	88%	87%	87%	88%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 43

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Never	172	40	14	31	123	52	77	34	9	135	20	3	11	13	7	81	51	13	16
	14%jk	11%	9%	15%a	14%	19%Tlg	12%	12%	32%	16%Tjl	7%k	3%	8%	12%jk	12%k	13%	13%	12%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 44
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

	GEO Region											Urban/ Rural		Internet usage			Devices used to access internet		Working status										
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Several times a day	515	45	25	11	433	23	56	37	50	37	47	71	73	40	386	74	355	153	12	12	485	224	115	17	21	11	56	26	16
	41%oqx	43%	42%	31%	41%	44%	40%	36%	47%	41%	42%	41%	41%	37%	41%	39%	46%To	33%	41%	19%	42%Tq	46%Twx	46%kx	32%	33%	30%	27%	59%Tuwx	46%
At least once a day	273	15	12	12	234	12	30	30	20	20	13	40	40	29	191	54	155	116	4	14	252	93	55	8	16	11	58	7	6
	22%jn	15%	20%	34%	22%kj	23%	22%	30%aj	19%	22%	11%	23%j	23%j	26%j	20%	28%TA	20%	25%	14%	23%	22%	19%	22%	15%	25%	29%	28%ka	15%	17%
At least once a week	152	17	9	5	121	6	7	12	15	14	22	20	15	9	118	21	91	61	3	12	140	54	29	10	5	6	23	5	4
	12%l	17%l	15%l	14%	11%l	11%	5%	12%	14%l	16%l	20%Tdlm	12%	8%	8%	13%	11%	12%	13%	9%	19%	12%	11%	12%	18%	8%	17%	11%	11%	11%
At least once a month	57	4	5	3	45	4	8	1	7	-	3	5	8	9	47	6	38	18	-	9	49	21	6	1	4	3	18	3	-
	5%	4%	9%gi	8%	4%	7%j	6%	1%	6%j	-	3%	5%	5%	9%gdgjk	5%	3%	5%	4%	-	14%Tr	4%	4%	2%	1%	6%	7%	9%Tt	7%	-
At least once in the last 3 months	35	-	2	2	31	1	5	2	-	6	2	3	6	6	25	6	16	19	3	-	30	9	8	5	4	1	5	-	2
	3%n	-	4%	5%	3%	1%	4%	2%	-	7%ah	2%	2%	3%	6%ah	3%	3%	2%	4%	11%	-	3%	2%	3%	10%Tex	6%	3%	2%	-	6%
At least once in the last 12 months	20	-	1	1	18	5	1	2	2	2	1	1	2	2	18	1	13	7	1	2	17	6	7	-	-	2	2	-	-
	2%	-	1%	2%	2%	9%Tadjk	1%	2%	2%	2%	1%	1%	2%	2%	2%	-	2%	1%	3%	3%	1%	1%	3%	-	-	6%Tsx	1%	-	-
Used to use, but haven't in the last 12 months	35	2	1	-	32	1	5	5	1	2	3	4	9	2	25	7	26	10	2	1	31	18	5	-	4	-	2	1	3
	3%	2%	2%	1%	3%	2%	3%	5%	1%	2%	3%	3%	5%	2%	3%	4%	3%T	2%	7%	1%	3%	4%	2%	-	4%	-	1%	2%	8%
NET: At least daily	789	61	38	24	667	34	85	67	71	58	60	111	113	69	578	128	510	269	16	26	737	317	170	25	37	23	115	33	22
	63%qu	58%	62%	64%	63%j	66%	66%	66%	66%	63%	65%	64%	64%	64%	62%	67%	65%To	58%	16%	26%	64%Tq	66%lux	68%lux	48%	58%	59%	56%	74%lux	63%
NET: At least weekly	941	78	47	29	787	40	93	79	85	72	82	131	128	78	695	148	601	330	18	37	877	371	199	35	42	29	137	38	25
	75%kx	75%	77%	79%	74%	77%	67%	77%	79%	73%	77%	72%	72%	72%	74%	78%	77%T	71%	64%	62%	77%Tq	77%kx	80%luxx	66%	66%	76%	67%	85%kx	74%
NET: At least monthly	997	82	52	31	832	44	100	80	92	72	85	136	136	88	742	154	639	349	18	46	926	392	205	36	46	32	155	41	25
	79%uw	78%	86%	86%	79%	84%	73%	79%	86%l	79%	77%	79%	77%	81%	79%	82%	82%To	75%	64%	76%	81%T	81%u	82%u	67%	72%	83%	75%	92%luxx	74%
NET: Within the last 3 months	1032	82	55	33	863	44	105	82	92	78	87	139	142	94	767	160	655	368	21	46	955	402	212	41	49	33	160	41	27
	82%	78%	90%l	91%	82%	86%	77%	81%	86%	86%	77%	81%	80%	87%	82%	85%	84%T	80%	75%	76%	83%T	83%	85%	77%	79%	86%	78%	92%	80%
NET: At least yearly	1052	82	55	34	881	49	106	84	94	79	88	140	144	96	785	161	668	374	22	48	973	408	219	41	49	35	162	41	27
	84%	78%	92%lj	93%	83%	95%ladj	77%	82%	88%	88%	78%	82%	82%	88%	84%	85%	86%T	81%	77%	79%	85%T	85%	88%kx	77%	78%	92%	78%	92%	80%

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

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 44
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: Ever	1067	83	56	34	913	50	111	89	95	81	91	145	153	97	810	168	693	384	24	48	1003	426	224	41	53	35	164	42	30
	86%lx	80%	93%af	94%	86%	97%Tad	81%	87%	89%	90%	81%	84%	87%	90%	86%	89%	69%To	83%	84%	90%	88%T	88%Lux	90%Lux	77%	84%	92%	79%	94%Lux	89%
Never	172	21	4	2	144	2	26	13	12	9	22	27	23	11	128	21	86	78	5	12	142	56	24	12	10	3	42	3	4
	14%enr	20%be	7%	6%	14%e	3%	19%be	13%	11%	10%	19%e	16%e	13%	10%	14%	11%	11%	17%en	16%	20%	12%	12%	10%	23%sty	16%	8%	21%Tsty	6%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 45
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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitlet (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	206	179	71	96	162	225	745	400	585
Several times a day	515	88	140	119	79	55	477	355	213	515	205	81	77	35	24	40	126	385	238	277
	41%su	38%	44%	41%	46%	36%	41%	51%Tg	55%Tgj	50%Tg	56%Tghj	46%	51%Tg	55%Tgo	48%	53%Tgl	51%Ts	39%	52%Tu	35%
At least once a day	273	56	70	59	33	36	245	151	75	273	79	37	30	11	10	14	53	218	96	178
	22%	24%	22%	20%	19%	23%	21%	22%	19%	26%Tghikmp	22%	21%	20%	18%	19%	19%	21%	22%	21%	22%
At least once a week	152	34	32	34	22	23	137	80	44	152	37	25	13	9	6	10	30	122	55	98
	12%	15%	10%	12%	13%	15%	12%	12%	11%	15%Tghikm	10%	14%	9%	14%	12%	13%km	12%	12%	12%	12%
At least once a month	57	8	14	20	6	4	47	20	9	57	6	8	9	2	2	2	8	49	14	42
	5%ghik	4%	4%	7%T	4%	2%	4%hik	3%	2%	5%Tghikp	2%	4%k	9%	3%	5%k	2%	3%	5%	3%	5%
At least once in the last 3 months	35	8	9	2	3	10	28	13	8	35	6	3	4	*	1	2	8	26	6	29
	3%cght	3%c	3%	1%	2%	7%Tc	2%	2%	2%	3%Tghik	2%	2%	2%	1%	1%	2%	3%	3%	1%	4%it
At least once in the last 12 months	20	4	11	1	3	1	20	14	6	20	6	2	4	3	1	2	18	5	15	2%
	2%j	2%	3%Tc	*	2%	1%	2%j	2%k	1%j	-	1%j	1%j	3%k	5%Tgk	2%j	2%j	1%	2%	1%	2%
Used to use, but haven't in the last 12 months	35	5	3	10	7	9	35	21	10	-	7	6	5	*	3	1	8	25	12	23
	3%bj	2%	1%	3%	4%b	6%Tb	3%j	3%j	3%j	-	2%j	4%j	3%j	1%j	7%Tghikmp	1%j	3%	3%	3%	3%
NET: At least daily	789	144	210	179	112	91	722	506	288	789	284	118	108	46	34	55	179	603	334	455
	63%su	62%	66%	61%	65%	59%	62%	73%Tgl	74%Tgl	76%Tghio	78%Tghio	67%	71%Tg	73%go	67%	72%Tg	72%Ts	61%	73%Tu	57%
NET: At least weekly	941	178	242	213	134	113	859	587	332	941	321	143	121	55	40	64	209	725	388	552
	75%su	76%	76%	73%	78%	74%	74%	85%Tgm	85%Tgm	91%Tghikmp	88%Tghimo	81%Tg	80%	87%Tgo	79%	85%Tgmo	84%Ts	73%	85%Tu	69%
NET: At least monthly	997	187	256	233	140	117	906	607	341	997	327	150	130	57	42	66	217	774	403	595
	79%gu	80%	80%	80%	82%	78%	78%	89%Tg	88%Tg	97%Tghikmp	90%Tglo	85%Tg	86%Tg	90%Tgo	83%	87%Tg	87%Ts	78%	88%Tu	74%
NET: Within the last 3 months	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623
	82%gsu	83%	83%	81%	83%	82%	81%	90%Tg	90%Tg	100%Tghikmp	91%Tglo	87%Tg	88%Tg	91%Tgo	84%	89%Tg	91%Ts	80%	89%Tu	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: Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.



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Table 45

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: At least yearly	1052 84%gu	198 85%	276 86%	236 81%	146 85%	128 83%	953 82%	633 91%Tgo	354 91%Tg	1032 100%Tghi klnnop	336 92%Tglo	156 88%Tg	138 91%Tgo	61 95%Tglo p	44 86%	69 91%Tgo	227 91%Ts	818 82%	414 90%Tu	638 80%
NET: Ever	1087 86%gusu	203 87%	279 87%	246 84%	153 89%	137 89%	989 85%	654 94%Tg	364 94%Tg	1032 100%Tghi klnnop	344 94%Tg	162 92%Tg	143 94%Tg	61 96%Tgop	47 93%g	70 92%Tg	234 94%Ts	844 85%	426 93%Tu	661 83%
Never	172 14%hijk lnnprt	31 13%	41 13%	45 16%	19 11%	17 11%	170 15%Thijk lnnop	38 6%j	25 6%j	-	21 6%j	14 8%j	9 6%j	2 4%j	4 7%jn	6 8%jn	14 6%	151 15%Tr	34 7%	138 17%Tt

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 46
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	515	19	108	114	102	173	19	112	118	101	165
		41%abhi	11%	32%a	43%ab	57%Tabc	10%	32%h	44%hi	57%Thj	57%Thij
At least once a day	273	19	89	65	30	70	20	88	66	30	69
		22%ah	11%	26%ad	25%a	17%a	11%	25%ahk	24%h	17%	24%h
At least once a week	152	6	52	37	20	35	9	52	38	18	34
		12%ah	5%	15%a	14%a	11%	5%	15%h	14%h	10%	12%h
At least once a month	57	6	23	16	4	8	8	21	17	3	8
		5%ek	3%	7%e	6%	2%	3%	6%k	6%k	1%	3%
At least once in the last 3 months	35	5	15	6	6	4	5	15	5	6	4
		3%el	3%	4%e	2%	3%	1%	4%l	2%	3%	1%
At least once in the last 12 months	20	5	3	6	5	1	5	4	5	5	1
		2%el	3%	1%	2%	3%e	3%	1%	2%	3%l	*
Used to use, but haven't in the last 12 months	35	7	13	7	5	3	7	13	7	5	3
		3%el	4%e	4%e	3%	1%	4%l	4%l	3%	3%	1%
NET: At least daily	789	38	197	179	132	243	39	200	184	131	235
		63%ah	22%	58%ab	68%ab	75%Tab	22%	58%h	68%hi	74%Thi	81%Thij
NET: At least weekly	941	46	249	216	151	279	48	252	222	150	269
		75%ah	27%	73%a	82%Tab	84%Tab	27%	73%h	82%Thi	84%Thi	93%Thijk
NET: At least monthly	997	52	272	232	155	286	56	273	239	152	277
		79%ah	30%	79%a	88%Tab	87%Ta	32%	79%h	89%Thi	86%Th	96%Thijk
NET: Within the last 3 months	1032	57	286	237	161	290	61	288	244	158	280
		82%ah	33%	84%a	90%Ta	90%Ta	34%	84%h	90%Thi	89%Th	97%Thijk
NET: At least yearly	1052	62	290	243	166	291	66	293	249	163	281
		84%ah	36%	85%a	92%Tab	92%Tab	37%	85%h	92%Thi	92%Thi	97%Thijk
NET: Ever	1087	69	303	250	171	294	73	306	256	168	284
		86%ah	40%	89%a	95%Tab	95%Tab	41%	89%h	95%Thi	95%Th	98%Thijk
Never	172	104	39	14	9	6	105	39	14	10	5
		14%cdelk	60%Tbode	11%cde	5%e	5%	2%	59%Tijk	11%j	5%l	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



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Table 47
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

	Gender		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Several times a day	137	73	65	41	44	27	23	29	108	50	27	22	7	2	-	2	-	103	34	12	17	5	49	11	7	65	
At least once a day	93	45	48	33	24	19	18	18	75	24	21	15	10	2	-	4	2	68	24	7	11	6	39	8	3	42	
At least once a week	80	36	44	16	26	20	18	8	73	12	24	15	13	9	-	9	-	62	17	7	9	-	26	6	6	41	
At least once a month	32	13	19	5	11	4	9	4	28	8	7	5	6	-	1	1	1	28	4	2	2	-	12	1	4	15	
At least once in the last 3 months	22	12	10	10	6	4	2	6	16	2	3	1	6	3	1	2	5	3	18	4	-	3	1	11	-	2	7
At least once in the last 12 months	22	8	14	8	7	5	2	3	19	6	-	4	2	5	1	6	2	18	4	2	1	-	9	-	1	11	
Used to use, but haven't in the last 12 months	78	38	40	20	29	11	18	1	77	10	21	17	15	9	5	-	14	5	70	8	2	5	1	26	1	4	41
NET: At least daily	230	118	112	75	68	45	40	48	183	74	48	38	17	3	2	-	5	2	171	57	19	28	10	89	19	10	107
NET: At least weekly	311	154	156	90	94	65	58	55	255	86	72	52	30	12	3	-	15	3	232	75	26	37	11	115	25	16	148
NET: At least monthly	342	167	175	96	105	70	67	59	283	94	79	58	36	12	3	1	16	4	260	79	28	39	11	127	26	20	162
NET: Within the last 3 months	365	179	186	105	111	74	69	66	299	96	82	59	42	15	4	3	21	7	278	83	28	42	12	138	26	23	170

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



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Table 47
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

	Gender		Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: At least yearly	387	187	200	113	118	79	71	68	319	102	82	63	44	19	5	4	28	8	296	87	31	43	12	147	26	24	180
	31%chlmmn	30%	31%	33%	32%	30%	26%	77%Thjk	27%lmno	71%Thjk	38%Thlm	31%ulmmo	20%lmmop	11%npq	3%	5%	7%nq	4%	27%	55%Tr	70%Trsu	49%Tr	65%	29%	64%TxzA	38%	29%
NET: Ever	465	225	240	133	147	90	89	70	395	112	103	80	59	29	9	4	42	13	356	94	33	48	13	173	27	28	222
	37%chlmmn	38%	37%	39%	40%	34%	32%	79%Thjk	34%lmno	78%Thjk	48%Thlm	39%ulmmo	26%lmmop	16%npq	7%	5%	11%q	6%	34%	60%Tr	74%Trsu	55%Tr	68%	34%	67%TxzA	45%	36%
Never	794	394	400	209	224	171	190	19	775	31	113	124	163	146	129	69	345	196	719	63	11	39	6	340	14	34	392
	63%gijstuy	64%	63%	61%	60%	66%	68%	21%	66%Tgij	22%	52%kgl	61%kgl	74%Tghl	84%Tghl	93%Tghl	95%Tghl	89%Tghl	94%Tghl	68%Tstu	40%	26%	45%t	32%	68%y	33%	55%	64%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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 48
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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Several times a day	137	35	21	14	97	9	60	57	11	64	44	13	22	16	10	54	38	11	27
	11%ceff	10%ca	13%cb	7%cc	11%cd	3%ce	9%cf	20%Tef	43%Tg	7%Th	15%Ti	12%Tj	16%Tk	15%Tl	18%Tm	9%To	10%Tp	10%Tq	28%Tr
At least once a day	93	23	10	11	63	8	38	44	3	39	36	16	14	15	7	29	30	9	21
	7%seffo	7%sea	6%seb	5%sec	7%sed	3%see	6%sef	15%Tef	13%Tg	4%Th	12%Ti	10%Tj	14%Tk	14%Tl	12%Tm	5%To	8%Tp	8%Tq	22%Tr
At least once a week	80	17	9	10	59	9	42	29	*	40	31	12	10	12	4	40	21	7	9
	6%teff	5%tea	5%teb	5%tec	7%ted	3%tee	6%tef	10%Tef	1%Tg	5%Th	10%Ti	11%Tj	8%Tk	11%Tl	7%Tm	7%To	6%Tp	7%Tq	9%Tr
At least once a month	32	9	8	2	23	5	17	8	2	19	9	4	6	4	1	14	11	1	5
	3%ueff	3%uea	5%ueb	1%uec	3%ued	2%uee	3%uef	3%ueg	7%Teg	2%Th	3%Ti	3%Tj	4%Tk	4%Tl	2%Tm	2%To	3%Tp	1%Tq	5%Tr
At least once in the last 3 months	22	9	9	6	12	5	9	8	*	11	6	1	5	1	1	9	5	1	6
	2%veff	3%vea	5%veb	3%vec	1%ved	2%vee	1%vef	3%veg	1%Teg	1%Th	2%Ti	1%Tj	4%Tk	1%Tl	2%Tm	1%To	1%Tp	1%Tq	7%Tr
At least once in the last 12 months	22	3	2	1	18	4	10	6	1	17	2	1	-	-	2	9	7	3	3
	2%weff	1%wea	2%web	1%wec	2%wed	2%wee	2%wef	2%weg	5%Teg	2%Th	1%Ti	1%Tj	-	-	3%Tm	2%To	2%Tp	3%Tq	3%Tr
Used to use, but haven't in the last 12 months	78	25	13	12	48	17	51	10	-	60	16	7	6	1	6	37	23	14	1
	6%gnreff	7%gna	8%gnb	6%gnc	6%gnd	6%gne	8%gnf	3%gng	-	7%Tgm	5%Tgn	6%Tgo	5%Tgp	1%Tgq	6%Tgr	10%Tgs	6%Tgt	6%Tgu	13%Tgv
NET: At least daily	230	58	32	25	160	17	98	101	15	102	80	36	31	17	83	68	20	48	50%Topq
	18%ceffo	16%cea	20%ceb	12%cec	19%ced	6%cee	15%cef	35%Tef	55%Tg	12%Th	27%Ti	26%Tj	26%Tk	29%Tl	14%Tm	14%To	18%Tp	18%Tq	50%Tr
NET: At least weekly	311	74	40	35	219	26	140	130	15	142	112	42	46	43	21	122	89	27	57
	25%ceffo	21%cea	25%ceb	17%cec	25%ced	9%cee	21%cef	44%Tef	56%Tg	16%Th	37%Ti	37%Tj	34%Tk	40%Tl	36%Tm	20%To	23%Tp	25%Tq	59%Tr
NET: At least monthly	342	84	48	37	242	31	157	138	17	161	121	46	52	47	22	136	100	28	61
	27%ceffo	24%cea	30%ceb	18%cec	28%ced	11%cee	24%cef	47%Tef	63%Tg	19%Th	40%Ti	40%Tj	38%Tk	44%Tl	38%Tm	23%To	26%Tp	26%Tq	64%Tr
NET: Within the last 3 months	365	92	57	44	254	36	167	145	17	171	127	46	57	48	23	145	105	29	67
	29%ceffo	26%cea	35%ceb	21%cec	29%ced	13%cee	25%cef	50%Tef	64%Tg	20%Th	42%Ti	40%Tj	42%Tk	45%Tl	40%Tm	24%To	28%Tp	27%Tq	70%Tr
NET: At least yearly	387	96	59	45	272	40	177	152	18	188	128	47	57	48	25	154	112	32	70
	31%ceffo	27%cea	37%ceb	22%cec	27%ced	15%cee	26%cef	52%Tef	68%Tg	22%Th	43%Ti	41%Tj	42%Tk	45%Tl	43%Tm	26%To	29%Tp	30%Tq	73%Tr

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



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Table 48
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: Ever	465	121	72	57	321	57	228	162	18	248	145	54	63	49	31	192	135	47	72
	37%ceio	34%ca	45%Tac	27%ca	37%ca	21%ca	34%ae	55%Tef	68%ca	29%ca	48%Ti	47%Ti	46%Ti	46%Ti	53%Ti	32%ca	35%ca	43%ca	75%Topq
Never	794	232	90	151	546	215	441	130	8	619	156	61	74	57	27	409	246	63	24
	63%bgjk	66%ba	55%ca	73%Tabd	63%ca	79%Tfg	66%ag	45%ca	32%ca	71%Tkl	52%ca	53%ca	54%ca	54%ca	47%ca	68%Tr	65%ar	57%ar	25%ca

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 49
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

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet		Working status									
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Tablet or laptop only (n)	Multiple devices (n)	Working full-time (n)	Working part-time (n)	Unemployed - looking for work (n)	Unemployed - not looking for work (n)	Student (n)	Retired (n)	House person/ Other (n)	Furloughed (n)		
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39		
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**		
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29		
Several times a day	137	9	5	4	119	3	24	6	20	9	12	15	18	11	94	28	106	29	5	3	125	60	20	4	3	14	1	4	3		
	11% _{ox}	9%	8%	12%	11%	5%	17% _{Td}	6%	19% _{Tdegk}	10%	11%	9%	10%	10%	10%	15%	14% _{To}	6%	17%	5%	11%	12% _{xx}	8% _{xx}	8% _{xx}	5% _{xx}	37% _{Tstuv}	3%	9% _{xx}	8%		
At least once a day	93	5	8	4	76	6	7	8	8	10	4	18	10	5	71	14	76	15	2	1	88	37	20	1	1	8	-	3	4		
	7% _{lox}	5%	13% _l	12% _l	7%	12%	5%	8%	7%	11%	3%	11% _l	6%	4%	8%	7%	10% _{To}	3%	6%	2%	8%	8% _{xx}	8% _{xx}	2%	1%	22% _{Tstuv}	8% _{xx}	12%			
At least once a week	80	4	3	*	73	2	9	9	4	7	5	16	16	5	64	9	51	27	4	1	73	41	18	1	3	-	3	4			
	6% _{lx}	3%	6%	1%	7%	4%	7%	9%	4%	7%	4%	9%	9%	4%	7%	5%	7%	6%	14%	1%	6%	9% _{Tx}	7% _{lx}	1%	4% _{xx}	2	-	3	4		
At least once a month	32	6	2	1	23	1	4	4	1	1	3	1	5	6	26	5	17	15	-	-	32	11	9	3	-	1	2	2			
	3% _{ln}	6% _{dk}	3%	2%	2%	2%	3%	4%	1%	1%	2%	*	3%	5% _{kx}	3%	3%	2%	3%	-	-	3%	2%	4% _{xx}	5% _{xx}	-	1%	-	4%	6%		
At least once in the last 3 months	22	3	-	1	18	2	2	5	-	3	1	3	4	-	21	-	16	7	1	-	21	7	6	-	2	-	1	-			
	2%	3%	-	3%	2%	3%	2%	5% _{Tdh}	-	3%	1%	2%	2%	-	2% _T	-	2%	1%	2%	-	2%	1%	2%	-	4%	-	1%	-	1%		
At least once in the last 12 months	22	3	-	-	19	1	3	3	1	4	1	2	3	1	17	2	20	2	1	1	20	7	5	1	1	2	1	-			
	2% _{co}	3%	-	-	2%	3%	2%	3%	1%	4%	1%	1%	2%	1%	3% _{To}	*	4%	1%	2%	2%	2%	2%	2%	1%	6% _{Tx}	1%	2%	-			
Used to use, but haven't in the last 12 months	78	8	5	-	65	8	5	11	6	5	5	12	10	4	60	12	56	22	1	-	77	45	16	5	3	1	4	1	2		
	6% _{lx}	7%	8%	-	6%	15% _{Tdjm}	4%	11%	5%	6%	4%	7%	6%	3%	6%	6%	7% _T	5%	2%	-	7% _T	9% _{Tx}	6%	9% _{xx}	4%	3%	2%	3%	5%		
NET: At least daily	230	14	13	9	194	9	31	14	28	19	16	33	28	16	165	42	182	44	7	4	213	97	39	5	4	22	1	7	7		
	18% _{ovxx}	14%	21%	24%	18%	18%	22%	14%	26% _{Tadg}	21%	14%	19%	16%	15%	18%	22%	23% _{To}	10%	23%	7%	19%	20% _{ovxx}	16% _{xx}	10% _{xx}	6% _{xx}	58% _{Tstuv}	*	16% _{xx}	20%		
NET: At least weekly	311	18	16	9	267	11	40	23	32	26	21	49	44	21	229	50	233	71	11	5	286	138	57	6	6	24	1	10	11		
	25% _{oqvxx}	17%	27%	25%	25%	22%	29%	23%	30%	29%	19%	29%	25%	19%	24%	27%	30% _{To}	15%	37%	8%	25% _q	29% _{Tuvxx}	23% _{xx}	11% _{xx}	10% _{xx}	64% _{Tstuv}	1%	23% _{xx}	32%		
NET: At least monthly	342	24	18	10	291	12	44	27	33	27	23	59	29	47	26	256	55	250	87	11	5	317	149	66	9	6	25	2	12	13	
	27% _{oqvxx}	23%	28%	28%	27%	23%	32%	27%	31%	29%	21%	29%	24%	24%	27%	32% _{To}	19%	37%	8%	31%	28% _q	31% _{Tvxx}	27% _{ovxx}	9	6	65% _{Tstuv}	1%	27% _{ovxx}	38%		
NET: Within the last 3 months	365	27	18	11	309	14	46	32	33	29	24	53	52	27	277	55	266	93	11	5	338	155	72	9	9	25	3	12	13		
	29% _{oqvxx}	26%	29%	31%	29%	26%	33%	32%	31%	32%	21%	31%	29%	25%	30%	29%	34% _{To}	20%	39%	8%	30% _q	32% _{ovxx}	29% _{ovxx}	17% _{xx}	14% _{xx}	65% _{Tstuv}	1%	27% _{xx}	39%		

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



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Table 49
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet										Working status			
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House person/ Other (aa)	Furloughed (ab)			
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**			
NET: At least yearly	387	30	18	11	328	15	49	35	34	33	25	54	55	27	294	58	286	95	12	6	358	163	77	10	27	5	13	13				
	31% ^{ooqx}	29%	29%	31%	31%	29%	36% ^j	34%	31%	36%	23%	32%	31%	25%	31%	30%	37% ^{To}	21%	43%	9%	31% ^{sq}	34% ^{vx}	31% ^{vx}	19% ^{ux}	15% ^{ux}	71% ^{Tstuvxy}	2%	29% ^{ux}	36%			
NET: Ever	465	38	23	11	393	23	54	46	40	38	30	66	65	31	353	69	342	117	13	6	436	207	93	15	12	28	9	14	15			
	37% ^{joqv}	36%	38%	31%	37% ^j	44%	40%	45% ^{jm}	37%	42% ^j	27%	39%	37%	29%	38%	37%	44% ^{To}	25%	46%	9%	38% ^{Tq}	43% ^{Tvx}	37% ^{vx}	29% ^{ux}	19% ^{ux}	73% ^{Tstuvxy}	4%	32% ^{ux}	44%			
Never	794	67	38	25	664	29	83	56	68	53	82	105	111	77	584	120	438	345	15	55	710	274	156	38	51	10	197	30	19			
	63% ^{unrsw}	64%	62%	69%	63%	56%	60%	55%	63%	58%	73% ^{Tdji}	61%	63%	71% ^q	62%	63%	56%	75% ^{Tn}	54%	91% ^{Tr}	62%	57% ^w	63% ^w	71% ^w	81% ^{Tatw}	27%	96% ^{Tatu}	68% ^w	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 50
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita b (h)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	137 11% _{su}	19 8%	31 10%	32 11%	23 13%	20 13%	131 11%	126 18% _{Tg}	96 25% _{Tghj}	120 12%	137 30% _{Tghi}	51 29% _{Tghj}	35 23% _{Tgj}	19 31% _{Tghj}	9 17% _{Tg}	21 27% _{Tghj}	53 21% _{Ts}	85 9%	84 18% _{Tu}	54 7%
At least once a day	93 7% _{su}	14 6%	17 5%	18 6%	15 9%	21 14% _{Tabc}	12 8%	85 12% _{Tg}	68 17% _{Tghj}	90 9% _{Tg}	93 25% _{Tghi}	29 17% _{Tghj}	24 16% _{Tgj}	15 24% _{Tghj}	9 18% _{Tghj}	12 16% _{Tgj}	39 15% _{Ts}	52 5%	51 11% _{Tu}	41 5%
At least once a week	80 6% _{su}	11 5%	17 5%	23 8%	13 8%	12 7% _T	79 10% _{Tgj}	68 10% _{Tgj}	48 12% _{Tghj}	72 7%	80 22% _{Tghi}	25 14% _{Tghj}	21 14% _{Tghj}	14 23% _{Tghi}	11 22% _{Tghj}	13 17% _{Tghj}	27 11% _{Ts}	50 5%	41 9% _{Tu}	40 5%
At least once a month	32 3%	9 4% _e	8 3%	4 1%	6 3%	* 3%	32 4% _{Tg}	29 4% _{Tg}	22 6% _{Tghj}	31 3% _T	32 9% _{Tghj}	6 4%	6 4%	3 4%	2 4%	5 7% _{Tghj}	10 4%	21 2%	16 3%	16 2%
At least once in the last 3 months	22 2% _{sa}	3 1%	7 2%	2 1%	3 2%	7 4% _{Tc}	22 2%	20 3% _{Tg}	14 4% _{Tg}	20 2%	22 6% _{Tghj}	8 5% _{Tgjp}	6 4% _T	5 8% _{Tghp}	3 5% _{Tgjp}	1 2%	9 3% _{Ts}	13 1%	5 1%	17 2%
At least once in the last 12 months	22 2% _{sk}	1 *	4 1%	7 2%	4 2%	3 2%	18 2% _{sk}	18 3% _{Tgjk}	12 3% _{Tgjk}	17 2% _{sk}	-	3 2% _{sk}	6 4% _{Tgjk}	1 2% _{sk}	2 4% _{kn}	1 2% _{sk}	3 1%	19 2%	8 2%	14 2%
Used to use, but haven't in the last 12 months	78 6% _{ko}	12 5%	21 7%	19 6%	9 5%	10% _T	65 6% _{ko}	25 9% _{Tgjk}	64 6% _{ko}	64 6% _{ko}	-	11 6% _{sk}	7 4% _{ko}	3 5% _{sk}	1 1% _{sk}	3 4% _{sk}	23 9% _T	55 6%	27 6%	51 6%
NET: At least daily	230 18% _{su}	34 14%	48 15%	51 17%	38 22%	41 27% _{Tabc}	220 19% _T	211 30% _{Tg}	164 42% _{Tghj}	210 20% _T	230 62% _{Tghi}	80 46% _{Tghj}	59 39% _{Tghj}	34 54% _{Tghj}	18 36% _{Tgj}	33 43% _{Tghj}	91 37% _{Ts}	137 14%	135 29% _{Tu}	95 12%
NET: At least weekly	311 25% _{su}	45 19%	65 20%	73 25%	51 30% _{ab}	53 35% _{Tab}	299 26% _T	279 40% _{Tg}	279 54% _{Tghj}	279 27% _T	311 85% _{Tghi}	105 60% _{Tghj}	80 53% _{Tghj}	49 77% _{Tghj}	29 58% _{Tghj}	46 60% _{Tghj}	118 48% _{Ts}	187 19%	176 38% _{Tu}	135 17%
NET: At least monthly	342 27% _{su}	54 23%	73 23%	77 26%	57 33% _{ab}	54 35% _{Tab}	331 29% _T	308 45% _{Tg}	308 60% _{Tghj}	313 30% _{Tg}	342 94% _{Tghi}	111 63% _{Tghj}	86 57% _{Tghj}	51 81% _{Tghj}	32 62% _{Tghj}	51 67% _{Tghj}	128 52% _{Ts}	208 21%	192 42% _{Tu}	151 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 50

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	365 29% ^{asu}	56 24%	80 25%	79 27%	60 35% ^{ab}	60 39% ^{Tabc}	353 31% ^T	328 47% ^{Tg}	248 64% ^{Tghj}	333 32% ^{Tg}	365 100% ^{Tghi}	119 68% ^{Tghj}	92 61% ^{Tghj}	56 89% ^{Tghi}	34 67% ^{Tghj}	52 69% ^{Tghj}	137 55% ^{Ts}	220 22%	197 43% ^{Tu}	168 21%
NET: At least yearly	387 31% ^{asu}	58 25%	84 26%	85 29%	64 37% ^{ab}	64 41% ^{Tabc}	371 32% ^T	346 50% ^{Tj}	260 67% ^{Tghj}	350 34% ^{Tg}	365 100% ^{Tghi}	122 69% ^{Tghj}	97 64% ^{Tghj}	57 90% ^{Tghi}	36 71% ^{Tghj}	54 71% ^{Tghj}	140 56% ^{Ts}	239 24%	205 45% ^{Tu}	182 23%
NET: Ever	465 37% ^{asu}	69 30%	105 33%	104 36%	73 42% ^a	80 52% ^{Tabc}	443 38% ^T	411 59% ^{Tj}	285 73% ^{Tghj}	414 40% ^{Tg}	365 100% ^{Tghi}	133 75% ^{Tghj}	104 69% ^{Tghj}	60 95% ^{Tghi}	37 72% ^{Tghj}	57 75% ^{Tghj}	163 66% ^{Ts}	294 30%	232 50% ^{Tu}	233 29%
Never	794 63% ^{leght}	165 70% ^{Tde}	215 67% ^{ae}	187 64% ^{ae}	99 58%	75 48%	715 62% ^{hijk}	281 41% ^{klm}	105 27% ^{kn}	618 60% ^{hnikm}	-	43 25% ^{kn}	47 31% ^{klp}	3 5% ^k	14 28% ^{kan}	19 25% ^{kn}	86 34%	700 70% ^{Tr}	228 50%	566 71% ^{Tt}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 51
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	137	1	3	8	26	99	1	3	8	29	96
	11%abchij	1%	1%	3%	15%abc	33%Tabcd	1%	1%	3%	16%Thj	33%Thijk
At least once a day	93	-	-	4	18	71	-	-	4	19	70
	7%abchij	-	-	1%	10%abc	24%Tabcd	-	-	1%	11%hij	24%Thijk
At least once a week	80	-	4	6	23	47	-	4	6	24	47
	6%abchij	-	1%	2%	13%Tabc	16%Tabc	-	1%	2%	13%Thj	16%Thj
At least once a month	32	-	-	4	5	23	-	-	4	5	23
	3%abi	-	-	1%	3%b	8%Tabcd	-	-	1%	3%i	8%Thijk
At least once in the last 3 months	22	-	-	1	7	15	-	-	1	7	15
	2%bcij	-	-	*	4%Tabc	5%Tabc	-	-	*	4%Thj	5%Thj
At least once in the last 12 months	22	1	5	4	6	6	1	5	4	6	5
	2%	1%	2%	2%	3%	2%	*	2%	2%	4%	2%
Used to use, but haven't in the last 12 months	78	3	15	30	21	8	3	15	30	21	8
	6%aeht	2%	4%	11%Tabe	12%Tabe	3%	2%	4%	11%Thil	12%Thil	3%
NET: At least daily	230	1	3	12	44	170	1	3	12	48	166
	18%abchij	1%	1%	5%ab	25%Tabc	57%Tabcd	1%	1%	4%hij	27%Thj	57%Thijk
NET: At least weekly	311	1	7	18	57	217	1	7	18	71	213
	25%abchij	1%	2%	7%ab	37%Tabc	72%Tabcd	1%	2%	7%hij	40%Thj	74%Thijk
NET: At least monthly	342	1	7	22	72	241	1	7	22	76	237
	27%abchij	1%	2%	8%ab	40%Tabc	80%Tabcd	1%	2%	8%hij	43%Thj	82%Thijk
NET: Within the last 3 months	365	1	7	23	79	255	1	7	23	83	251
	29%abchij	1%	2%	9%ab	44%Tabc	85%Tabcd	1%	2%	8%hij	47%Thj	87%Thijk
NET: At least yearly	387	2	12	27	85	261	2	12	27	89	255
	31%abchij	1%	4%	10%ab	47%Tabc	87%Tabcd	1%	4%	10%hij	50%Thj	89%Thijk
NET: Ever	465	5	27	57	108	269	5	28	57	111	264
	37%abchij	3%	8%	22%ab	59%Tabc	90%Tabcd	3%	8%	21%hij	63%Thj	91%Thijk
Never	794	168	315	207	73	30	173	317	213	66	25
	63%dekl	97%Tode	92%Tode	78%Tde	41%e	10%	97%Tkl	92%Tkl	79%Tkl	37%l	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 52

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

	Gender			Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Several times a day	25	21	5	6	6	6	9	7	18	4	8	4	2	-	-	-	-	-	19	6	3	2	1	8	1	-	16	
	2%bhp	3%Tb	1%	2%	2%	2%	3%	8%Thklm nopq	2%sp	3%mpq	4%hmpq	2%sp	1%	-	-	-	-	-	2%	4%	6%Tr	3%	4%	2%	3%	-	3%	
At least once a day	30	24	5	11	9	5	5	6	24	8	8	5	2	-	-	-	-	-	21	8	3	4	1	11	3	2	14	
	2%bhr	4%Tb	1%	3%	2%	2%	2%	7%Thlmn pq	2%sp	6%Thlmn pq	4%smnpq	3%spq	1%	-	-	-	-	-	2%	5%Tr	6%Tr	4%	7%	11	3	2	14	
At least once a week	47	31	15	18	11	13	5	10	37	3	16	10	6	1	1	-	1	1	34	11	2	6	2	11	4	2	27	
	4%bhmpq	5%Tb	2%	5%l	3%	5%	2%	11%Thlm nopq	3%mpq	2%sp	7%Thlmn pq	5%smnpq	3%sp	1	1	-	*	*	3%	7%r	5%	6%	2	13%	2%	9%lx	3%	4%
At least once a month	39	27	11	11	16	5	7	8	31	8	9	10	3	1	*	*	*	*	33	6	4	2	1	16	*	1	20	
	3%bhmpq	4%Tb	2%	3%	4%	2%	2%	9%Thlmn opq	3%spq	5%hlmnp q	4%mpq	5%smnpq	1%	*	*	*	*	*	3%	4%	8%	2%	3%	1%	3%	1%	2%	3%
At least once in the last 3 months	36	22	14	14	10	6	5	1	34	8	12	10	3	1	-	-	1	-	26	9	1	6	2	7	5	2	22	
	3%pqx	4%	2%	4%	3%	2%	2%	2%	3%mpq	5%smnpq	6%Thlmn pq	5%smnpq	2%	*	-	-	*	-	2%	6%Tr	3%	7%Tr	11%	1%	11%TA	2%	4%lx	
At least once in the last 12 months	30	16	13	8	11	4	7	3	27	8	4	10	2	3	-	-	3	-	22	7	4	1	2	9	1	*	17	
	2%p	3%	2%	2%	3%	2%	2%	3%sq	2%sp	5%Thlp q	2%	5%Thlp q	1%	2%	-	-	1%	-	2%	4%u	9%Tru	1%	10%	2%	3%	*	3%	
Used to use, but haven't in the last 12 months	44	27	16	9	18	10	7	3	41	10	11	13	5	2	1	-	3	1	33	11	4	7	-	15	3	5	19	
	3%pq	4%	3%	3%	5%	4%	2%	3%	4%pq	7%Thlmn pq	5%mpq	6%smnpq	2%	1%	1%	-	3	1	3%	7%Tr	9%r	8%Tr	-	3%	7%	3	5	
NET: At least daily	55	45	10	17	15	10	14	13	42	13	16	10	4	-	-	-	-	-	40	15	6	6	2	19	4	2	30	
	4%bhlmn pqr	7%Tb	2%	5%	4%	4%	5%	15%Thjld mnpq	4%smnpq	9%Thlmn opq	7%Thlmn pq	5%smnpq	2%sp	-	-	-	-	-	4%	9%Tr	14%Tr	7%	11%	4%	11%lx	3%	5%	
NET: At least weekly	102	76	26	34	26	23	18	23	79	16	32	20	10	1	1	-	1	1	75	25	8	12	5	30	8	4	57	
	8%bhlm nopqr	12%Tb	4%	10%	7%	9%	7%	26%Thjklm nopq	7%smnpq	11%hlmn opq	15%Thlm nopq	10%smnpq	4%mpq	*	*	-	*	*	7%	16%Tr	8	12	5	30	6	20%TA	6%	9%
NET: At least monthly	141	104	37	45	42	28	25	31	109	24	41	29	12	1	1	-	2	1	108	31	12	14	5	46	9	5	77	
	11%bhlm nopqr	17%Tb	6%	13%	11%	11%	9%	35%Thjklm nopq	9%smnpq	17%Thlm nopq	19%Thlm nopq	14%hlmno pq	6%smnpq	1%	1%	-	1%	1	10%	20%Tr	12	14	5	46	9	5	77	
NET: Within the last 3 months	176	126	51	59	52	34	30	33	143	32	54	40	16	2	1	-	3	1	134	41	13	20	7	53	13	7	99	
	14%bhlm nopqr	20%Tb	8%	17%l	14%	13%	11%	37%Thjklm nopq	12%lmno pq	22%Thlm nopq	25%Thlm nopq	19%Thlm nopq	7%smnpq	1%	1%	-	1%	*	12%	26%Tr	30%Tr	23%Tr	38%	10%	32%TA	11%	16%lx	

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

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

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

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 52
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

	Gender			Social Grade				Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: At least yearly	206	142	64	67	62	38	37	36	170	39	58	50	18	5	1	-	6	1	156	47	17	21	9	62	15	7	116
	16%abhlm nopqrx	23%Tb	10%	20%	17%	15%	13%	40%Thj klmnopq	15%lmno pq	27%Thlm nopq	27%Thlm nopq	24%Thlmn opq	8%mnopq	3%	1%	-	1%	*	14%	30%Tr	39%Tr	23%r	48%	12%	35%TxzA	11%	19%Tx
NET: Ever	250	170	80	76	80	49	44	38	211	49	69	62	22	6	2	-	9	2	189	58	21	28	9	78	17	12	136
	20%abhlm nopqrx	27%Tb	12%	22%	21%	19%	16%	43%Thkl mnopq	18%lmno pq	34%Thlm nopq	32%Thlm nopq	31%Thlm nopq	10%mnopq	4%	2%	-	2%	1%	17%	37%Tr	48%Tr	32%Tr	48%	15%	42%TxzA	19%	22%x
Never	1009	449	560	266	291	212	236	50	959	94	146	142	199	168	137	73	378	209	896	99	23	60	10	435	24	50	478
	80%agj kstuy	73%	88%Ta	78%	79%	81%	84%	57%	82%Tgjl k	66%	68%	69%g	93%Tghj kl	96%Tghi jkl	98%Tgh jkl	100%Tghi jkl	98%Tghi jkl	99%Tghi jkl	83%Tatu	63%	52%	68%	52%	65%TyA	58%	81%y	78%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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 53
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

	Impairing/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Several times a day	25 2% _{io}	6 2%	5 3%	2 1%	19 2%	4 2%	10 1%	10 4%	1 4%	12 1%	5 2%	3 3%	3 2%	3 3%	-	9 1%	7 2%	3 3%	4 4% _o
At least once a day	30 2% _{io}	6 2%	3 2%	4 2%	23 3%	2 1%	12 2%	14 5% _{Tef}	1 3%	11 1%	12 4% _{id}	5 5% _{id}	7 5% _{id}	5 5% _{id}	2 3%	8 1%	11 3%	4 4%	5 5% _{To}
At least once a week	47 4% _{icdo}	8 2%	5 3%	2 1%	38 4% _{ic}	8 3%	22 3%	15 5%	2 8%	23 3%	14 5%	5 4%	10 7% _{id}	6 6%	2 4%	14 2%	18 5%	3 3%	9 9% _{To}
At least once a month	39 3%	10 3%	5 3%	9 4%	27 3%	8 2%	15 2%	18 8% _{Tef}	-	24 3%	6 2%	2 2%	5 4%	3 3%	1 1%	13 2%	14 4%	2 2%	9 9% _{Topq}
At least once in the last 3 months	36 3%	11 3%	5 3%	6 3%	23 3%	7 2%	16 2%	12 4%	1 4%	19 2%	15 5% _{Ti}	8 7% _{Ti}	5 4%	4 4%	1 6%	15 3%	16 4%	3 3%	2 2%
At least once in the last 12 months	30 2% _{io}	7 2%	4 2%	4 2%	21 2%	5 2%	18 3%	6 2%	1 3%	23 3%	3 1%	2 *	1 1%	1 2%	1 2%	8 1%	13 3%	3 3%	3 3%
Used to use, but haven't in the last 12 months	44 3% _{ea}	7 2%	5 3%	3 2%	34 4%	4 1%	26 4%	13 4%	1 4%	31 4%	10 3%	2 2%	7 5%	3 3%	2 3%	14 2%	17 4%	9 8% _{To}	3 3%
NET: At least daily	55 4% _{io}	12 3%	8 5%	6 3%	41 5%	7 3%	22 3%	24 8% _{Tef}	2 7%	24 3%	18 6% _{id}	8 7% _{id}	10 7% _{id}	8 8% _{id}	2 3%	17 3%	18 5%	7 7%	10 10% _{Top}
NET: At least weekly	102 8% _{icdo}	20 6%	13 8%	8 4%	79 9% _{ic}	15 5%	44 7%	40 14% _{Tef}	4 13%	46 5%	32 11% _{id}	13 12% _{id}	19 14% _{Ti}	15 14% _{Ti}	4 7%	31 5%	36 9% _o	11 10%	19 19% _{Top}
NET: At least monthly	141 11% _{ifo}	30 9%	18 11%	16 8%	108 12% _{ic}	21 8%	59 9%	58 20% _{Tef}	4 13%	71 8%	38 13% _{id}	15 13%	25 18% _{Ti}	18 17% _{Ti}	5 8%	44 7%	50 13% _o	12 11%	27 28% _{Topq}
NET: Within the last 3 months	176 14% _{ifo}	42 12%	24 15%	22 11%	129 15%	27 10%	74 11%	70 24% _{Tef}	5 18%	90 10%	54 18% _{id}	23 20% _{id}	30 22% _{Ti}	22 20% _{id}	8 14%	59 10%	66 17% _o	15 14%	29 30% _{Topq}
NET: At least yearly	206 16% _{ello}	49 14%	28 17%	26 13%	151 17%	32 12%	93 14%	76 26% _{Tef}	5 20%	113 13%	57 19% _{id}	23 20%	31 23% _{id}	23 21% _{To}	9 16%	67 11%	79 21% _{To}	18 17%	32 33% _{Topq}
NET: Ever	250 20% _{acell}	56 16%	32 20%	30 14%	184 21% _{ic}	36 13%	118 18%	89 31% _{Tef}	6 24%	144 17%	67 22%	25 22%	38 28% _{Ti}	26 24%	11 19%	81 14%	96 25% _{To}	28 25% _o	35 36% _{Top}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 53

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Never	1009	297	130	179	682	236	550	203	20	723	235	89	99	80	47	520	285	82	61
	80%gpr	84%T	80%	86%Td	79%	87%Tg	82%g	69%	76%	83%Tl	78%	78%	72%	76%	81%	86%Tpqr	75%r	75%	64%

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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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
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Table 54

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

	GEO Region											Urban/Rural		Internet usage				Working status											
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Several times a day	25	2	1	1	23	1	7	1	4	1	1	4	1	2	21	3	25	1	2	1	24	8	4	-	2	3	-	-	1
At least once a day	30	4	5	2	20	1	3	1	3	1	1	8	2	1	23	4	28	2	2	1	27	17	3	1	1	1	-	-	1
At least once a week	47	6	3	1	37	1	6	3	8	3	5	6	4	2	37	8	41	6	1	-	44	25	7	-	1	2	-	-	2
At least once a month	39	5	1	2	30	1	2	3	1	6	3	7	4	2	29	6	35	4	-	-	38	17	5	3	2	2	-	-	2
At least once in the last 3 months	36	3	1	2	29	1	3	3	1	4	2	7	2	2	31	3	28	7	-	-	35	22	5	3	2	2	-	-	1
At least once in the last 12 months	30	3	1	1	25	1	2	4	1	3	1	5	2	2	24	3	24	5	-	-	30	13	6	4	1	1	-	-	1
Used to use, but haven't in the last 12 months	44	4	1	2	37	3	5	9	2	2	-	8	5	2	37	3	33	11	-	4	43	26	11	-	1	1	-	-	1
NET: At least daily	55	5	5	2	43	2	10	2	7	2	2	12	3	3	44	7	53	2	3	1	51	25	7	1	3	4	-	-	2
NET: At least weekly	102	11	8	2	80	2	16	5	15	5	7	18	7	5	81	15	94	8	5	1	95	50	14	1	3	7	-	-	3
NET: At least monthly	141	16	9	5	110	3	18	8	18	11	10	21	14	8	110	21	129	12	5	1	133	67	19	4	6	8	-	-	3
NET: Within the last 3 months	176	20	10	7	140	4	21	11	17	15	11	28	21	10	141	23	157	19	5	1	168	89	23	8	7	10	-	-	3
NET: At least yearly	206	23	11	8	164	4	23	16	18	18	12	33	27	12	166	27	182	24	5	1	198	102	29	11	8	11	-	-	4
NET: Ever	250	27	12	9	201	7	28	25	20	20	12	41	32	15	203	30	215	35	5	2	241	128	41	11	9	12	-	-	4

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



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Table 54

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

	GQ Region													Urban/Rural		Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (m)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Never	1009	78	48	27	857	45	109	78	87	70	100	130	144	94	735	159	565	427	24	59	904	354	208	42	54	26	206	40	28
	80% w	74%	80%	74%	81%	86%	80%	76%	81%	77%	88% k	76%	82%	86% a	78%	84%	72%	92% Tn	83%	97% Tr	79%	73%	84% caw	79%	86% caw	68%	100% Tstu wy	90% caw	83%

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 55
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (i)	Vimeo (o)	Fruita (p)	Bitchute (q)	OnlyFans (j)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	25	9	5	5	3	3	25	23	21	21	18	25	11	7	4	9	10	15	16	10
	2% _{su}	4%	2%	2%	2%	2%	2%	3% _{Tgj}	5% _{Tghj}	2%	5% _{Tghj}	14% _{Tghij}	8% _{Tghj}	11% _{Tghij}	8% _{Tghj}	11% _{Tghij}	4% _{Ts}	2%	3% _{Tu}	1%
At least once a day	30	4	7	6	5	5	29	26	24	29	25	30	18	15	8	11	15	15	20	10
	3% _{su}	2%	2%	2%	3%	4%	2%	4% _{Tgj}	6% _{Tghj}	3%	7% _{Tghj}	17% _{Tghij}	12% _{Tghij}	23% _{Tghij}	16% _{Tghij}	14% _{Tghij}	6% _{Ts}	1%	4% _{Tu}	1%
At least once a week	47	5	14	11	4	9	47	36	27	39	25	47	21	11	9	13	15	31	32	15
	4% _{su}	2%	4%	4%	2%	6%	4%	5% _{Tgj}	7% _{Tghj}	4%	7% _{Tgj}	26% _{Tghij}	14% _{Tghij}	17% _{Tghij}	18% _{Tghij}	17% _{Tghij}	6% _{Ts}	3%	7% _{Tu}	2%
At least once a month	39	5	8	9	6	8	39	34	23	35	26	39	13	9	6	5	17	21	21	18
	3% _{su}	2%	2%	3%	3%	5%	3%	5% _{Tgj}	6% _{Tgj}	3%	7% _{Tghj}	22% _{Tghij}	8% _{Tghij}	14% _{Tghij}	11% _{Tghij}	7% _{Tgj}	7% _{Ts}	2%	5% _{Tu}	2%
At least once in the last 3 months	36	7	5	7	10	2	36	30	21	30	25	36	12	7	6	6	15	21	23	13
	3% _{su}	3%	2%	3%	6% _{Tb}	1%	3%	4% _{Tgj}	5% _{Tgj}	3%	7% _{Tghj}	20% _{Tghij}	8% _{Tghij}	11% _{Tghij}	12% _{Tghij}	8% _{Tghij}	6% _{Ts}	2%	5% _{Tu}	2%
At least once in the last 12 months	30	7	5	6	4	6	29	23	14	24	11	4	2	3	3	7	23	18	11	
	3% _{su}	3%	2%	2%	2%	4%	2% _l	3% _{Tgj}	4% _l	2% _l	3% _l	-	3% _l	2% _l	7% _{Tgkl}	3% _l	3%	2%	4% _{Tu}	1%
Used to use, but haven't in the last 12 months	44	5	6	12	9	11	43	35	21	36	16	-	10	2	1	4	19	24	16	27
	3% _{su}	2%	2%	4%	5%	7% _{Tab}	4% _l	5% _{Tgj}	5% _{Tgj}	3% _l	4% _l	-	7% _{Tgjl}	3% _l	2% _l	5% _l	8% _{Ts}	2%	4%	3%
NET: At least daily	55	13	13	11	8	9	54	48	44	49	43	55	29	22	12	19	25	30	35	20
	4% _{su}	6%	4%	4%	5%	6%	5%	7% _{Tgj}	11% _{Tghj}	5%	12% _{Tghj}	31% _{Tghij}	19% _{Tghij}	35% _{Tghij}	24% _{Tghij}	25% _{Tghij}	10% _{Ts}	3%	8% _{Tu}	2%
NET: At least weekly	102	18	27	23	12	18	101	84	71	88	68	102	50	33	22	32	40	61	67	35
	8% _{su}	8%	9%	8%	7%	12%	9% _T	12% _{Tgj}	18% _{Tghj}	9%	19% _{Tghj}	58% _{Tghij}	33% _{Tghij}	52% _{Tghij}	43% _{Tghij}	43% _{Tghij}	16% _{Ts}	6%	15% _{Tu}	4%
NET: At least monthly	141	23	35	32	17	26	139	118	95	123	94	141	63	42	27	38	57	82	88	53
	11% _{su}	10%	11%	11%	10%	17% _T	12% _T	17% _{Tgj}	24% _{Tghj}	12%	26% _{Tghj}	80% _{Tghij}	42% _{Tghij}	66% _{Tghij}	54% _{Tghij}	50% _{Tghij}	23% _{Ts}	8%	19% _{Tu}	7%

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



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Table 55
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000* (d)	YouTube (i)	Instagram (h)	TikTok (f)	Facebook (k)	Snapchat (l)	Twitch (g)	Vimeo (m)	Fruita (n)	Blitche (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	176	30	40	39	27	28	175	149	116	154	119	176	75	49	33	44	72	103	111
	14%su	13%	13%	13%	16%	18%	15%T	22%Tgj	30%Tghj	15%	33%Tghj	100%Tghi	50%Tghj	78%Tghj	66%Tghj	58%Tghj	29%Ts	10%	24%Tu
NET: At least yearly	206	37	46	46	31	34	204	172	130	177	130	176	79	50	37	47	79	126	129
	16%su	16%	14%	16%	18%	22%	18%T	25%Tgj	33%Tghj	17%	38%Tghj	100%Tghi	52%Tghj	79%Tghj	72%Tghj	61%Tghj	32%Ts	13%	28%Tu
NET: Ever	250	42	52	58	40	45	246	207	151	213	146	176	89	52	38	50	97	150	146
	20%su	18%	16%	20%	23%	29%Tab	21%T	30%Tgj	39%Tghj	21%	40%Tghj	100%Tghi	59%Tghj	82%Tghj	75%Tghj	66%Tghj	39%Ts	15%	32%Tu
Newer	1009	192	268	233	131	110	912	485	239	819	219	-	62	11	13	25	151	845	314
	80%aghi	82%ae	84%ae	80%	77%	71%	79%hklmnp	70%aklmnop	81%hlmnop	79%hklmnp	60%lmnop	-	41%lnop	18%h	25%h	34%lho	61%	85%Tr	68%
	87%ti																		87%Ti

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 56

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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	25	-	1	2	2	20	-	1	2	2	20
	2%bi	-	1%	1%	1%	7%Tabcd	-	*	1%	1%	7%Thijk
At least once a day	30	-	1	-	3	26	-	1	-	3	26
	2%bcij	-	*	-	2%	9%Tabcd	-	*	-	2%	9%Thijk
At least once a week	47	-	2	6	7	32	-	2	6	7	32
	4%abhi	-	1%	2%	4%ab	11%Tabcd	-	1%	2%	4%hi	11%Thijk
At least once a month	39	-	1	4	4	30	-	1	4	4	30
	3%bi	-	*	1%	2%	10%Tabcd	-	*	1%	2%	10%Thijk
At least once in the last 3 months	36	-	2	1	5	28	-	2	1	5	28
	3%bcij	-	1%	*	3%	9%Tabcd	-	1%	*	3%	10%Thijk
At least once in the last 12 months	30	2	6	6	5	10	2	6	6	5	10
	2%	1%	2%	2%	3%	3%	1%	2%	2%	3%	4%
Used to use, but haven't in the last 12 months	44	2	4	12	10	16	2	4	12	11	14
	3%bi	1%	1%	4%b	6%b	5%b	1%	1%	5%j	6%Thi	5%j
NET: At least daily	55	-	2	2	5	46	-	2	2	5	46
	4%abchij	-	1%	1%	3%	15%Tabcd	-	1%	1%	3%	16%Thijk
NET: At least weekly	102	-	4	7	13	78	-	4	8	12	78
	8%abchij	-	1%	3%	7%ab	26%Tabcd	-	1%	3%	7%hi	27%Thijk
NET: At least monthly	141	-	5	11	16	108	-	5	12	16	108
	11%abchij	-	1%	4%a	9%ab	36%Tabcd	-	1%	4%h	9%hi	37%Thijk
NET: Within the last 3 months	176	-	7	12	21	136	-	7	13	20	136
	14%abchij	-	2%	5%a	12%abc	45%Tabcd	-	2%	5%h	12%hij	47%Thijk
NET: At least yearly	206	2	13	18	26	148	2	13	19	26	148
	16%abchij	1%	4%	7%a	15%abc	48%Tabcd	1%	4%	7%h	15%hij	50%Thijk
NET: Ever	250	4	17	30	37	161	4	17	31	37	160
	20%abchij	2%	5%	11%ab	20%abc	54%Tabcd	2%	5%	12%hi	21%hij	55%Thijk
Never	1009	169	325	234	143	138	174	327	238	140	130
	80%el	98%Tde	95%Tde	89%Tde	80%e	46%	98%Tkl	95%Tkl	88%Tkl	79%l	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 57

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

	Gender			Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Several times a day	8	6	2	3	2	1	2	1	7	2	2	2	*	-	-	-	-	-	5	3	1	2	1	5	1	1	1	
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	-	-	-	-	2%	2%	2%	2%	4%	1%	1%	1%	*	
At least once a day	18	12	7	12	3	3	1	5	14	2	3	6	2	1	-	-	1	-	10	9	2	5	2	7	3	2	7	
1%hpr	2%	1%	1%	3%Tdf	1%	1%	*	6%Thlmm pq	1%	1%	1%	3%hppq	1%	*	-	-	*	-	1%	5%Tr	4%	5%Tr	13%	1%	8%TxA	3%	1%	
At least once a week	39	26	13	18	8	8	5	5	34	9	12	6	6	1	1	-	2	1	25	14	5	8	*	13	6	5	15	
3%mpqr	4%T	2%	5%Tdf	2%	3%	2%	2%	5%mpqr	3%mpq	6%Thmnp q	5%hmpq	3%p	3%p	*	1%	-	*	*	2%	9%Tr	11%Tr	9%Tr	3%	3%	14%TxA	7%	3%	
At least once a month	44	33	11	16	17	5	6	5	39	6	7	9	11	6	-	-	6	-	34	9	3	4	2	14	3	3	20	
3%hnpq	5%Tb	2%	5%	5%	2%	2%	2%	5%mpq	3%pq	4%nq	3%q	4%nq	5%mpq	4%pq	-	-	2%	-	3%	6%	7%	4%	10%	3%	6%	4%	3%	
At least once in the last 3 months	42	27	15	16	12	5	9	3	39	7	6	7	4	1	-	-	6	-	35	7	1	4	2	18	2	2	20	
3%pq	4%	2%	5%	3%	2%	3%	3%	3%	3%pq	5%pq	6%Thnpq	3%	3%	2%	1%	-	1%	-	3%	4%	2%	4%	13%	4%	5%	3%	3%	
At least once in the last 12 months	60	43	17	21	15	10	14	3	57	7	12	14	9	11	5	-	16	5	47	9	4	3	-	16	1	4	35	
5%b	7%Tb	3%	6%	4%	4%	5%	3%	5%	5%	6%	7%	4%	6%	4%	-	4%	3%	4%	6%	9%	3%	-	3%	3%	6%	6%	6%	
Used to use, but haven't in the last 12 months	76	41	36	26	33	11	6	7	69	18	11	19	15	4	1	-	5	1	59	17	7	6	4	24	5	8	38	
6%hnpq	7%	6%	8%l	9%Tef	4%	2%	2%	8%mpnpq	6%npq	13%Thjmn opq	5%npq	9%hmnop q	7%npq	3%	-	-	1%	*	5%	11%Tr	15%Tr	7%	22%	5%	13%kx	12%kx	6%	
NET: At least daily	26	18	9	14	5	5	2	6	21	4	5	9	2	1	-	-	1	-	15	12	2	6	3	12	4	2	8	
2%hpr	3%	1%	4%Tdf	1%	2%	1%	1%	7%Thlmm pq	2%p	3%pq	3%pq	4%hmpnpq	1%	*	-	-	*	-	1%	7%Tr	5%r	7%Tr	17%	2%	9%TxA	4%	1%	
NET: At least weekly	65	43	22	32	13	12	7	11	55	13	17	15	8	1	1	-	2	1	40	25	7	14	4	25	9	7	23	
5%bthmn pqA	7%Tb	3%	9%Tdf	4%	3%	3%	3%	12%Thlmm opq	5%mpq	9%Thmno	8%hmpnpq	7%mpnpq	4%p	1%	1%	-	2	*	4%	16%Tr	17%Tr	14	16%Tr	20%	5%	23%TxA	11%A	4%
NET: At least monthly	109	76	33	48	30	18	13	15	94	19	24	24	19	7	1	-	8	1	73	34	11	18	6	40	12	9	43	
9%bthmn npq	12%Tb	5%	14%Tdef	8%	7%	5%	5%	17%Thlmm opq	8%npq	13%hmmo	11%mpnpq	12%mpnpq	9%npq	4%pq	1%	-	2%q	*	7%	22%Tr	24%Tr	20%Tr	29%	8%	29%TxA	15%	7%	
NET: Within the last 3 months	151	104	48	64	42	23	22	18	133	27	37	29	26	12	2	-	14	2	108	42	11	22	8	58	14	11	64	
12%blmm opq	17%Tb	7%	19%Tdef	11%	9%	8%	8%	20%Thmn opq	11%mpq	19%Thmn opq	17%Thmn opq	14%mpnpq	12%mpnpq	7%pq	2%	-	4%q	1%	10%	26%Tr	26%Tr	25%Tr	42%	11%	34%TxA	18%	10%	
NET: At least yearly	211	147	64	85	57	33	35	21	191	21	33	49	35	22	8	-	30	8	155	51	15	25	8	74	15	15	99	
17%bnpq	24%Tb	10%	25%Tdef	15%	13%	13%	13%	23%mpnpq	16%mpnpq	23%Thmn opq	23%Thmn opq	21%mpnpq	16%mpnpq	13%opq	5%q	-	8%q	4%	14%	32%Tr	34%Tr	28%Tr	42%	15%	37%TxA	24%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 57

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

	Gender		Social Grade				Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: Ever	287	187	100	111	90	44	42	28	260	51	61	62	50	27	8	-	35	8	215	67	22	31	12	98	20	23	137	
23%belfm 30%Tb 16% 33%Tdef 24%f 17% 15% 31%Thmn 22%lmmnop 36%Thim 28%lhmno 31%Thmn 23%nopq 15%nopq 6%q - 9%q 4% 20% 43%Tr 49%Tr 35%Tr 64% 19% 50%Tx 36%Tx 22%	972	431	541	231	281	217	238	61	911	92	155	142	171	148	131	73	351	203	870	90	23	56	7	415	21	40	476	
Never	77%aagl kstuzy	70% 84%Ta	76% 83%Ta	67% 76%c	76% 83%Tc	85% 85%Tc	69% 85%Tod	69% 78%gijk	64% 72%	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j	69% 77%j

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Table 58
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

	Impairing/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?						Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
Several times a day	6 1% _{flo}	2 1%	1 1%	1 1%	5 1%	1 -	3 1%	4 1%	1 1%	2 -	5 2% _{fl}	3 3% _{fl}	2 2% _{fl}	1 1%	1 1%	2 -	4 1%	2 1%	-	
At least once a day	18 1% _{flo}	4 1%	3 2%	2 1%	14 2%	3 1%	5 1%	9 3% _{fl}	2 7%	4 -	9 3% _{fl}	4 4% _{fl}	4 3% _{fl}	3 3% _{fl}	2 3% _{fl}	3 1%	6 2%	4 4% _{so}	4 4% _{to}	
At least once a week	39 3% _{fl}	6 2%	3 2%	3 1%	32 4%	5 2%	19 3%	13 4%	2 8%	16 2%	18 6% _{fl}	11 9% _{fl}	6 4%	6 4%	2 4%	13 2%	15 4%	6 5%	5 5%	
At least once a month	44 3%	8 2%	5 3%	4 2%	35 4%	7 3%	22 3%	14 5%	1 3%	26 3%	13 4%	3 2%	6 4%	5 5%	4 7%	14 3%	16 4%	5 5%	7 7% _{to}	
At least once in the last 3 months	42 3% _o	10 3%	6 4%	4 2%	29 3%	11 4%	21 3%	10 4%	-	30 3%	10 3%	4 3%	4 3%	3 3%	-	12 2%	18 5% _o	8 7% _{to}	3 3%	
At least once in the last 12 months	60 5% _g	15 4%	7 4%	7 4%	40 5%	18 7% _g	34 5%	7 2%	1 4%	50 6% _{fl}	7 2%	3 2%	4 2%	4 4%	1 2%	21 4%	25 7%	6 5%	4 4%	
Used to use, but haven't in the last 12 months	76 6% _c	16 4% _c	11 7% _c	5 2%	59 7% _c	15 5%	34 5%	25 8%	2 8%	45 5%	24 8%	10 9%	11 8%	8 10%	6 5%	28 6%	24 8%	13 11% _{to}	11 11% _{to}	
NET: At least daily	26 2% _{flo}	6 2%	4 2%	3 1%	19 2%	4 1%	8 1%	13 5% _{fl}	2 9%	6 1%	14 5% _{fl}	7 6% _{fl}	6 5% _{fl}	4 4% _{fl}	2 4% _{fl}	5 1%	10 3%	6 5% _o	5 5% _o	
NET: At least weekly	65 5% _{flo}	12 3%	7 4%	6 3%	50 6%	8 3%	26 4%	26 9% _{fl}	4 17%	23 3%	18 10% _{fl}	12 16% _{fl}	12 9% _{fl}	10 8%	4 3%	18 3%	25 6% _o	11 10% _{to}	9 10% _{to}	
NET: At least monthly	109 9% _{flo}	20 6%	12 8%	9 5%	85 10% _{ac}	16 6%	48 7%	40 14% _{fl}	5 20%	49 6%	21 15% _{fl}	18 18% _{fl}	15 13% _{fl}	15 14% _{fl}	9 15% _{fl}	33 5%	41 11% _{so}	17 15% _{to}	16 17% _{to}	
NET: Within the last 3 months	151 12% _{flo}	29 8%	18 11%	14 6%	114 13% _{ac}	26 10%	69 10%	51 17% _{fl}	5 20%	78 9%	55 18% _{fl}	24 21% _{fl}	22 16% _{fl}	18 15%	9 8%	45 15% _{to}	59 23% _{to}	25 23% _{to}	19 20% _{to}	
NET: At least yearly	211 17% _{flo}	44 13%	25 15%	21 10%	154 18% _{ac}	44 16%	103 15%	57 20%	6 24%	128 15%	61 20% _{fl}	26 23% _{fl}	25 18%	23 21%	10 17%	67 11%	84 22% _{to}	31 28% _{to}	23 24% _{to}	
NET: Ever	287 23% _{flo}	60 17% _c	36 22% _{ac}	26 12%	213 26% _{ac}	59 22%	137 21%	83 28% _{fl}	9 32%	173 20%	86 28% _{fl}	36 32% _{fl}	36 26%	31 29%	16 27%	95 16%	108 28% _{to}	43 39% _{to}	34 35% _{to}	

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 58

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?						Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Never	972	292	126	183	654	213	532	209	18	694	216	78	101	75	42	506	273	67	62
	77%gkqr	83%Tbd	78%	88%Tabd	75%	78%	79%g	72%	68%	80%Tjk	72%	68%	74%	71%	73%	84%Tpqr	72%	61%	65%

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

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

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

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 59

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

	GQ Region													Urban/Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	36	133	36	29
Several times a day	8	-	-	-	7	-	2	-	-	1	-	3	1	-	6	-	7	1	-	7	5	1	-	-	-	-	-	-	-
At least once a day	18	2	1	1	16	1	11	2	11	7	4	17	4	1	17	1	17	2	-	18	8	6	-	-	1	-	-	-	1%
At least once a week	39	3	2	1	35	2	5	2	6	4	2	8	5	2	29	6	28	13	2	1	35	22	8	-	2	-	-	-	2
At least once a month	44	3	5	2	33	5	4	3	2	6	4	8	3	2	34	6	38	8	1	43	25	7	1	1	2	-	-	-	2
At least once in the last 3 months	42	4	-	-	38	1	8	2	1	3	3	7	11	3	35	6	34	8	1	-	41	19	9	4	2	2	1	1	1
At least once in the last 12 months	60	7	-	2	51	1	10	6	5	2	5	9	10	4	49	6	45	14	-	60	23	14	6	1	3	7	2	1	4
Used to use, but haven't in the last 12 months	76	3	2	7	64	1	3	9	8	8	8	13	11	4	60	12	57	19	2	3	71	40	12	3	4	9	1	-	-
NET: At least daily	26	2	1	1	23	1	3	1	2	1	1	10	5	1	23	1	24	3	-	1	25	11	8	-	-	1	-	-	1
NET: At least weekly	65	4	1	1	59	1	8	3	8	5	3	18	10	3	53	7	50	15	2	1	60	33	16	-	2	-	-	-	3
NET: At least monthly	109	8	6	3	92	6	12	6	9	11	3	28	13	5	87	12	86	24	2	2	102	58	23	2	1	5	-	1	5
NET: Within the last 3 months	151	12	6	3	130	8	20	8	10	14	5	34	24	8	122	18	120	32	3	2	144	76	32	6	3	7	2	2	5
NET: At least yearly	211	19	6	4	181	9	29	14	15	16	10	43	34	12	170	25	165	46	3	2	203	100	47	12	5	9	9	3	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Absolutes/col percents

Table 59
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: Ever	287	22	8	11	246	10	32	22	23	24	18	55	44	16	230	37	222	65	5	5	274	140	59	14	9	18	9	3	7
	23% ^{oo}	21%	14%	31%	23%	19%	23%	22%	21%	27%	16%	32% ^l	25% ^o	15%	25% ^T	19%	28% ^{To}	14%	18%	8%	24% ^{Tq}	29% ^{To}	24% ^{oy}	27% ^{oy}	15% ^{lx}	47% ^{Tstx}	5%	7%	20%
Never	972	83	52	25	812	42	105	80	84	66	94	116	132	92	708	152	558	397	23	56	871	342	190	39	54	20	41	27	
	77% ^{sk}	79%	86% ^k	69%	77% ^{sk}	81%	77%	78%	79%	73%	84% ^k	68%	75%	85% ^k	75%	81%	72%	86% ^{Tn}	82%	92% ^{Tr}	76%	71% ^w	76% ^w	73%	85% ^{sw}	53%	95% ^{Tsu}	93% ^{Tsu}	80%

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 60
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£25,999 - £36,399 (c)	£36,399 - £51,999 (d)	£51,999 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita (h)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	8 1% _{su}	1 *	2 1%	1 *	1 1%	2 1%	8 1%	8 1% _{Tg}	7 2% _{Tg}	8 1%	7 2% _{Tg}	7 4% _{Tghj}	8 5% _{Tghj}	5 3% _{Tghj}	3 6% _{Tghj}	5 6% _{Tghj}	3 1%	5 *	6 1% _{Tu}	2 *
At least once a day	18 1% _{su}	1 1%	3 1%	5 2%	2 1%	7 4% _{Tab}	18 2%	18 3% _{Tg}	18 5% _{Tghj}	17 2%	16 4% _{Tghj}	15 8% _{Tghj}	18 12% _{Tghj}	13 21% _{Tghj}	8 16% _{Tghj}	10 13% _{Tghj}	11 5% _{Ts}	7 1%	13 3% _{Tu}	6 1%
At least once a week	39 3% _{su}	5 2%	7 2%	13 4%	6 3%	5 4%	38 3%	34 5% _{Tg}	30 8% _{Tghj}	38 4% _T	32 9% _{Tghj}	23 13% _{Tghj}	39 28% _{Tghj}	14 22% _{Tghj}	11 21% _{Tghj}	12 16% _{Tghj}	14 6% _{Ts}	24 2%	27 6% _{Tu}	12 2%
At least once a month	44 3% _{sa}	10 4%	10 3%	6 2%	6 4%	10 6% _c	43 4%	35 5% _{Tg}	21 6% _{Tg}	21 4%	21 6% _{Tg}	17 10% _{Tghj}	44 29% _{Tghj}	14 22% _{Tghj}	8 15% _{Tghj}	8 12% _{Tghj}	21 8% _{Ts}	23 2%	18 4%	26 3%
At least once in the last 3 months	42 3%	7 3%	14 3%	8 3%	1 1%	8 5% _d	42 4%	33 5% _{Tg}	27 7% _{Tghj}	33 3%	15 4%	14 8% _{Tghj}	42 28% _{Tghj}	4 7%	2 6% _{Tg}	5 5%	12 3%	30 5%	21 3%	21 3%
At least once in the last 12 months	60 5% _{sn}	11 5%	18 6%	12 4%	8 5%	7 4%	60 5% _{Tjm}	38 6% _{jk}	17 4% _m	41 4% _m	13 4% _m	14 8% _{Tgjk}	-	1 1%	3 7% _{mn}	8 10% _{Tghj}	9 4%	48 5%	24 5%	36 4%
Used to use, but haven't in the last 12 months	76 6% _{ams}	7 3%	17 5%	20 7%	16 9% _a	12 8% _a	76 7% _{tm}	60 9% _{Tgjmp}	33 9% _{Tgjmp}	67 7% _m	33 9% _{Tgjmp}	15 8% _{mp}	-	6 9% _m	6 12% _{Tgjmp}	4 5% _m	24 10% _{Ts}	51 5%	34 7%	42 5%
NET: At least daily	26 2% _{su}	2 1%	6 2%	6 2%	3 2%	8 5% _{Tab}	26 2%	26 4% _{Tg}	25 7% _{Tghj}	25 2%	23 6% _{Tghj}	21 12% _{Tghj}	26 18% _{Tghj}	18 29% _{Tghj}	11 22% _{Tghj}	15 20% _{Tghj}	14 6% _{Ts}	12 1%	19 4% _{Tu}	8 1%
NET: At least weekly	65 5% _{su}	7 3%	13 6%	18 9%	9 5%	14 9% _{Tab}	64 6%	61 9% _{Tg}	55 14% _{Tghj}	63 6% _T	55 15% _{Tghj}	45 25% _{Tghj}	65 43% _{Tghj}	32 51% _{Tghj}	22 43% _{Tghj}	27 35% _{Tghj}	29 12% _{Ts}	36 4%	46 10% _{Tu}	20 2%
NET: At least monthly	109 9% _{su}	17 7%	23 7%	24 8%	15 9%	24 15% _{Tab}	107 9% _T	95 14% _{Tg}	77 20% _{Tghj}	101 10% _T	76 21% _{Tghj}	109 35% _{Tghj}	46 72% _{Tghj}	29 73% _{Tghj}	36 47% _{Tghj}	49 20% _{Ts}	59 6%	64 14% _{Tu}	45 6%	

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 60
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	YouTube (g)	Instagram (m)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (n)	Fruita (b)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	151 12%su	24 10%	37 11%	33 11%	17 10%	32 21%Tabcd	149 13%T	128 19%Taj	103 27%Tghj	134 13%T	92 25%Tghj	75 43%Tghjkl	151 100%Tghijklnop	50 79%Tghi	31 62%Tghijkl	40 53%Tghij	61 25%Ts	89 9%	85 18%Tu	67 8%
NET: At least yearly	211 17%su	35 15%	55 17%	44 15%	25 15%	38 25%Tacd	209 18%T	167 24%Taj	120 31%Tghj	174 17%	105 29%Tghj	89 51%Tghjkl	151 100%Tghijklnop	51 80%Tghi	35 69%Tghijkl	48 63%Tghij	71 28%Ts	137 14%	109 24%Tu	102 13%
NET: Ever	287 23%su	41 18%	72 23%	64 22%	41 24%	51 33%Tacd	284 25%T	226 33%Taj	154 39%Tghj	242 23%	138 38%Tghj	104 59%Tghjkl	151 100%Tghijklnop	56 89%Tghi	41 81%Tghijkl	52 68%Tghij	95 38%Ts	188 19%	143 31%Tu	144 18%
Newer	972 77%aghi klnopr t	193 82%ae	248 77%ae	227 78%ae	131 78%	104 67%	874 75%hikl mnop	466 67%ijkl mnop	236 61%lmno	791 77%hikl mnop	227 62%lmno	73 41%mnop	-	7 11%lm	10 19%lmn	24 32%lmno	154 62%	806 81%Tr	317 69%	655 62%Tu

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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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 61

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	8	-	-	-	-	8	-	-	-	1	7
1%	-	-	-	-	-	3%Tbcd	-	-	-	*	2%Tij
At least once a day	18	-	-	-	-	18	-	-	-	-	18
1%	-	-	-	-	-	6%Tabcd	-	-	-	-	6%Thijk
At least once a week	39	-	-	2	1	36	-	-	2	2	34
3%bcdij	-	-	1%	1%	12%Tabcd	-	-	1%	1%	12%Thijk	
At least once a month	44	-	1	5	9	29	-	1	6	9	28
3%abhi	-	*	2%	5%ab	10%Tabc	-	*	2%	5%hi	10%Thij	
At least once in the last 3 months	42	-	3	6	4	29	-	3	6	5	28
3%bhi	-	-	1%	2%	2%	10%Tabcd	-	1%	2%	3%h	10%Thijk
At least once in the last 12 months	60	7	13	18	9	13	7	14	18	8	13
5%	4%	4%	7%	5%	4%	4%	4%	7%	5%	5%	4%
Used to use, but haven't in the last 12 months	76	1	15	17	16	27	1	16	17	16	26
6%ah	1%	4%	6%a	9%a	9%Tab	1%	5%	6%h	9%h	9%Thi	
NET: At least daily	26	-	-	-	-	26	-	-	-	1	26
2%bcdj	-	-	-	-	-	9%Tabcd	-	-	-	*	9%Thijk
NET: At least weekly	65	-	-	2	1	62	-	-	2	3	60
5%abcdhijk	-	-	1%	1%	21%Tabcd	-	-	1%	2%i	21%Thijk	
NET: At least monthly	109	-	1	7	10	91	-	1	8	12	88
9%abchij	-	*	3%b	5%ab	30%Tabcd	-	*	3%i	7%hi	31%Thijk	
NET: Within the last 3 months	151	-	4	13	14	120	-	4	14	17	116
12%abchij	-	1%	5%ab	8%ab	40%Tabcd	-	1%	5%hi	10%hi	40%Thijk	
NET: At least yearly	211	7	17	31	23	133	7	18	32	25	129
17%abchij	4%	5%	12%ab	13%ab	44%Tabcd	4%	5%	12%hi	14%hi	45%Thijk	
NET: Ever	287	8	32	48	39	160	8	33	49	41	155
23%abhi	5%	9%	18%ab	22%ab	53%Tabcd	5%	10%	18%hi	23%hi	54%Thijk	
Never	972	165	310	216	140	140	170	311	220	136	134
77%el	95%Tode	91%Tode	82%e	78%e	47%	95%Tkl	90%Tkl	82%l	77%l	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 62
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

	Gender			Social Grade				Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Several times a day	4	4	*	2	*	*	2	1	3	1	1	1	*	*	*	*	*	1	3	2	1	*	3	1	*	*	*
At least once a day	11	7	5	5	5	*	1	1	10	2	6	2	*	*	*	*	*	7	4	*	2	1	7	2	1	1	
At least once a week	23	13	10	10	9	2	2	5	18	5	7	4	1	*	*	*	13	9	*	6	2	10	6	1	6		
At least once a month	12	10	2	5	1	4	2	2	7	1	1	4	1	*	*	*	9	3	2	*	1	8	*	*	4		
At least once in the last 3 months	13	6	8	4	6	3	*	1	12	3	2	4	*	3	*	*	9	4	1	2	*	*	5	2	*		
At least once in the last 12 months	4	3	2	4	*	*	*	1	3	1	1	1	*	*	*	*	3	2	1	1	2	*	*	*	*		
Used to use, but haven't in the last 12 months	14	10	5	8	2	3	1	3	12	1	3	4	1	1	2	*	3	2	8	6	1	5	1	8	1	4	
NET: At least daily	15	10	5	6	5	1	3	2	13	3	6	3	1	*	*	*	9	7	4	1	2	9	2	1	1		
NET: At least weekly	38	23	15	16	14	3	5	7	31	8	14	7	2	*	*	*	22	16	3	9	4	19	8	2	7		
NET: At least monthly	50	33	17	21	15	7	7	12	38	6	15	11	3	*	*	*	31	19	5	10	4	27	8	3	11		
NET: Within the last 3 months	63	39	25	25	21	10	8	13	50	12	17	15	3	3	*	*	39	23	6	12	5	31	10	3	14		
NET: At least yearly	68	41	27	29	21	10	8	14	54	13	18	17	3	3	*	*	42	25	7	13	5	33	10	3	16		

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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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Absolutes/col percents

Table 62
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

	Gender		Social Grade					Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: Ever	82	51	31	37	23	13	9	17	65	13	21	20	4	4	2	-	6	2	50	31	7	18	5	41	12	29%TxzA	6	17
	7%ubhlm npqA	8%Tb	5%	11%Tdef	6%	5%	3%	19%Thijk lmnopq	6%lmpq	8%lmno	10%Nlmn	10%shlmno	2%	2%	2%	-	2%	1%	5%	20%Tr	16%Tr	21%Tr	28%	8%A	29%TxzA	10%A	3%	
Never	1177	568	609	305	348	247	270	72	1105	130	194	184	217	171	137	73	380	209	1035	126	37	69	14	471	29	56	586	
	93%acgs tuy	92%	95%Ta	89%	94%c	95%c	97%Tc	81%	94%Tgjk	91%g	90%g	90%g	90%g	98%Tghi jk	98%Tgij	98%Tgh jk	100%gijk	98%Tghi jk	99%Tghi	95%Tstu	80%	84%	79%	72%	92%y	71%	90%y	97%Txyz

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 63
 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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?						Highest education			
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
Several times a day	4	1	-	1	3	-	2	2	1	1	2	-	2	1	-	1	1	1	-	
At least once a day	11	2	-	2	8	1	5	4	1	3	7	3	4	1	1	6	2	1	1	
At least once a week	23	4	1	3	16	4	8	10	1	9	8	5	3	3	2	5	12	1	5	
At least once a month	12	4	3	3	8	-	4	8	1	2	5	1	4	3	1	2	1	5	1	
At least once in the last 3 months	13	1	-	-	11	-	5	8	-	2	10	3	5	3	3	8	3	1	1	
At least once in the last 12 months	4	-	-	-	4	-	2	2	-	1	2	1	1	-	2	1	1	1	1	
Used to use, but haven't in the last 12 months	14	2	2	-	11	-	8	-	6	6	2	2	3	1	6	4	1	3	3	
NET: At least daily	15	4	-	3	11	1	7	6	1	9	4	5	2	1	2	8	3	2	2	
NET: At least weekly	38	8	2	6	27	5	15	16	2	13	17	8	9	5	3	7	19	4	7	
NET: At least monthly	50	12	5	10	38	5	19	24	3	15	22	9	12	9	4	11	21	5	12	
NET: Within the last 3 months	63	12	5	10	47	6	24	31	3	17	33	12	17	10	7	19	24	6	13	
NET: At least yearly	68	13	5	10	51	6	26	33	3	19	35	14	18	11	7	21	26	7	14	
NET: Ever	82	15	7	10	61	6	33	40	3	25	40	15	20	14	8	26	30	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 63

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Never	1177	338	155	198	805	266	635	252	23	842	261	99	117	92	50	574	351	102	79
	93%gkl	96%	95%	95%	93%	98%Tg	95%Tg	86%	88%	97%Tkl	87%	87%	86%	87%	86%	96%Tpr	92%r	93%r	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
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Table 64

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

	GEO Region											Urban/ Rural		Internet usage			Devices used to access internet		Working status										
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full-time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House parent/ Other (aa)	Furloughed (ab)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Several times a day	4	*	*	-	3	-	1	-	*	1	*	-	-	-	3	-	4	-	*	-	4	2	1	-	-	1	-	-	-
At least once a day	11	*	-	3	8	*	*	-	1	1	-	5	1	1	10	-	9	2	*	-	10	8	2	-	-	1	-	-	-
At least once a week	23	*	*	1	21	*	2	1	3	5	-	6	3	1	18	3	19	3	1	*	20	12	4	-	-	1	-	*	1
At least once a month	12	2	1	-	9	-	*	1	2	2	-	3	1	*	10	1	9	3	2	-	10	5	2	-	-	*	-	-	-
At least once in the last 3 months	13	*	1	-	12	4	*	-	1	1	*	2	2	2	11	2	9	5	-	-	13	10	1	-	-	1	-	-	1
At least once in the last 12 months	4	2	2	-	2	*	*	-	*	-	-	1	1	*	4	-	3	1	-	-	4	3	*	-	-	-	-	-	*
Used to use, but haven't in the last 12 months	14	1	-	-	13	-	3	*	1	1	-	4	4	-	14	-	7	7	-	-	13	6	4	-	-	1	-	-	-
NET: At least daily	15	1	*	3	11	*	1	-	1	2	*	5	1	1	13	*	13	2	*	-	14	10	2	-	-	1	-	-	-
NET: At least weekly	38	1	1	3	32	1	3	1	4	7	*	11	3	2	31	4	32	5	1	*	34	22	6	-	-	1	-	*	1
NET: At least monthly	50	3	2	3	42	1	4	2	6	9	*	14	4	2	41	5	41	8	3	*	44	27	8	-	-	2	-	*	1
NET: Within the last 3 months	63	4	3	3	53	4	4	2	6	11	*	16	6	4	51	6	50	13	3	*	57	38	8	-	-	2	-	*	2
NET: At least yearly	68	5	3	4	56	4	4	2	7	11	*	17	6	4	56	6	53	14	3	*	61	40	9	-	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 64
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: Ever	82	7	3	4	69	4	7	3	8	12	*	20	10	4	69	6	60	21	3	*	75	47	13	-	-	3	-	2	
	76% _x	6% _j	5% _b	10% _c	7% _d	8% _e	5% _f	3% _g	7% _h	13% _i	Td _j	12% _k	6% _l	4% _m	7% _n	3% _o	83% _p	5% _q	10% _r	*	7% _s	10% _t	5% _u	-	-	3% _w	-	1% _y	
Never	1177	98	58	33	989	47	130	100	99	79	112	151	166	104	868	183	720	441	25	60	1071	435	236	53	63	35	206	44	32
	93% _{kns}	94% _a	95% _b	90% _c	93% _d	92% _e	95% _f	97% _g	93% _h	87% _i	100% _j	88% _k	94% _l	96% _m	93% _n	97% _o	92% _p	95% _q	90% _r	100% _s	93% _t	90% _u	95% _v	100% _w	100% _x	93% _y	100% _z	99% _{aa}	93% _{ab}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 65

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,599 to £25,999 (b)	£26,000 to £36,999 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruitlab (b)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	4	1	1	1	*	1	4	4	4	4	4	4	4	4	2	3	1	3	3	1
	-	-	-	-	-	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*
At least once a day	11	2	1	2	1	3	11	9	7	11	11	11	8	11	8	6	5	9	2	2
	1%su	1%	*	1%	*	2%	1%	1%	2%	1%	3%	3%	5%	18%	17%	8%	2%	1%	2%	*
At least once a week	23	2	6	6	3	5	21	20	20	19	17	18	22	10	10	13	9	19	4	*
	2%su	1%	2%	2%	2%	3%	2%	3%	3%	2%	5%	5%	10%	12%	19%	13%	5%	1%	4%	*
At least once a month	12	1	2	1	3	4	12	12	12	12	9	10	12	3	4	6	6	8	4	4
	1%sa	*	1%	*	2%	2%	1%	2%	3%	1%	3%	5%	6%	19%	5%	3%	3%	1%	2%	1%
At least once in the last 3 months	13	2	4	3	2	3	13	13	7	10	7	11	13	5	4	7	7	7	6	6
	1%sa	1%	1%	1%	1%	2%	1%	2%	2%	1%	3%	4%	7%	21%	10%	5%	3%	1%	2%	1%
At least once in the last 12 months	4	*	1	2	-	1	4	4	4	4	3	3	3	-	1	1	3	1	3	2
	sa	*	1%	1%	-	1%	*	1%	1%	1%	3%	3%	1%	-	2%	2%	1%	*	1%	*
Used to use, but haven't in the last 12 months	14	2	-	6	2	4	14	14	12	13	11	5	6	-	*	3	7	6	5	9
	1%sa	1%	-	2%b	1%	3%b	1%	2%	3%	1%	3%	3%	4%	-	*	3%	3%	1%	1%	1%
NET: At least daily	15	3	2	2	1	4	15	13	11	15	15	15	12	15	10	9	7	8	12	3
	1%su	1%	1%	1%	1%	2%	1%	2%	3%	1%	4%	4%	8%	9%	24%	12%	3%	1%	3%	*
NET: At least weekly	38	4	8	8	5	8	37	33	31	35	34	32	30	38	20	18	20	17	31	7
	3%su	2%	2%	3%	3%	5%	3%	5%	8%	3%	9%	9%	20%	66%	39%	24%	8%	2%	7%	1%
NET: At least monthly	50	5	10	9	7	12	49	45	43	48	47	41	40	50	22	22	27	22	38	12
	4%su	2%	3%	3%	4%	8%	4%	7%	11%	5%	13%	13%	26%	79%	44%	29%	11%	2%	8%	1%

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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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 65

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (i)	Facebook (f)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruitlab (b)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	63	8	14	12	9	15	62	58	57	56	49	50	63	28	28	28	34	29	46	18
	5%su	3%	4%	4%	5%	10%Tabc	5%	8%Taj	13%Tghj	6%	15%Tghj	28%Tghj	33%Tghjk	100%Tghj	54%Tghjklmp	34%Tghjkl	13%Ts	3%	10%Tu	2%
NET: At least yearly	68	8	15	14	9	16	66	62	62	60	51	54	63	28	27	37	37	30	48	20
	5%su	3%	5%	5%	5%	10%Tabc	6%	9%Taj	14%Tghj	6%	16%Tghj	29%Tghj	35%Tghjk	100%Tghjklmp	56%Tghjklmp	36%Tghjkl	15%Ts	3%	10%Tu	2%
NET: Ever	82	10	15	20	11	20	81	77	67	74	70	56	60	63	28	30	43	36	54	29
	7%su	4%	5%	7%	7%	13%Tab	7%T	11%Taj	17%Tghj	7%	19%Tghj	32%Tghjkl	40%Tghjklmp	100%Tghjklmp	56%Tghjkl	39%Tghjkl	17%Ts	4%	12%Tu	4%
Newer	1177	224	305	271	160	134	1077	615	323	958	295	120	91	-	22	48	205	958	406	771
	93%aghi	96%ve	95%e	93%	93%	87%	93%hikl	89%iklmnop	82%lmnop	90%hikl	81%ilmno	68%lmnop	60%no	-	44%un	61%uno	83%	96%Tr	88%	96%Ti

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 66

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431	
Weighted base	1259	174	342	264	180	300	178	345	270	177	289	
Effective base	978	108	240	197	150	317	112	242	201	149	305	
Several times a day	4	-	-	-	-	4	-	-	-	-	4	
						1%Tb					1%Ti	
At least once a day	11	-	-	-	-	11	-	-	-	-	11	
						4%Tabod					4%Thijk	
At least once a week	23	-	-	-	-	23	-	-	-	-	23	
						8%Tabod					8%Thijk	
At least once a month	12	-	-	-	-	12	-	-	-	-	12	
						4%Tabod					4%Thijk	
At least once in the last 3 months	13	-	-	-	3	10	-	-	-	4	10	
					2%b	3%Tabc				2%j	3%Thij	
At least once in the last 12 months	4	-	-	-	-	4	-	-	-	-	4	
						1%Tb					1%Ti	
Used to use, but haven't in the last 12 months	14	-	1	-	*	12	-	*	*	1	12	
						4%Tabod					4%Thijk	
NET: At least daily	15	-	-	-	-	15	-	-	-	-	15	
						5%Tabod					5%Thijk	
NET: At least weekly	38	-	-	-	-	38	-	-	-	-	38	
						13%Tabod					13%Thijk	
NET: At least monthly	50	-	-	-	-	50	-	-	-	-	50	
						17%Tabod					17%Thijk	
NET: Within the last 3 months	63	-	-	-	3	60	-	-	-	4	60	
					5%abcdhij	20%Tabod				2%j	21%Thijk	
NET: At least yearly	68	-	-	-	3	65	-	-	-	4	64	
					5%abcdhijk	22%Tabod				2%j	22%Thijk	
NET: Ever	82	-	1	-	4	77	-	1	*	4	76	
					7%abcdhijk	26%Tabod				2%j	26%Thijk	
Never	1177	174	340	264	176	223	178	343	269	173	213	
		93%el	100%Te	100%Te	100%Tde	98%Te	74%	100%Ti	100%Ti	100%Tid	98%Ti	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 67
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

	Gender		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Several times a day	8	7	2	4	2	1	1	2	7	2	2	2	1	-	-	-	-	-	5	3	1	1	1	7	*	*	1
1%a	1%	1%	0%	1%	0%	0%	0%	2%p	1%	1%	1%	1%	-	-	-	-	-	-	2%	2%	1%	1%	4%	1%A	1%	-	-
At least once a day	12	8	4	6	3	1	1	2	10	4	1	4	1	-	-	-	-	-	5	6	2	2	2	4	3	1	3
1%r	1%	1%	1%	2%	1%	0%	0%	2%mpq	1%	2%hpq	1%	2%sp	1%	-	-	-	-	-	4%Tr	4%Tr	4%Tr	3%r	9%	1%	8%TA	1%	-
At least once a week	16	11	5	7	3	4	2	3	13	3	4	3	2	-	1	-	1	1	11	4	1	3	1	10	1	1	4
1%sp	2%	1%	1%	2%	1%	2%	1%	4%Thmpq	1%	2%	2%sp	1%	1%	-	-	-	-	-	1%	3%	2%	3%	6%	2%	4%	1%	1%
At least once a month	9	6	4	4	3	2	1	5	5	1	1	1	1	-	-	-	-	-	6	4	1	1	1	7	*	*	2
1%h	1%	1%	1%	1%	1%	1%	0%	6%Thjk lmpq	1%	1%	0%	0%	1%	-	-	-	-	-	1%	2%Tr	2%	1%	7%	1%	-	-	1%
At least once in the last 3 months	10	6	3	4	4	1	1	1	9	1	5	3	*	*	-	-	-	-	6	4	-	3	*	2	3	1	4
1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	2%Thp	1%	*	*	-	-	-	-	1%	2%Tr	-	3%Tr	2%	*	7%TA	1%	1%
At least once in the last 12 months	11	6	4	4	2	3	2	1	10	4	1	3	1	-	1	-	1	1	5	6	2	4	-	3	2	2	4
1%r	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	3%Thp	1%	2%	-	1%	-	1%	1%	0%	4%Tr	4%r	5%Tr	-	1%	4%TA	3%	1%
Used to use, but haven't in the last 12 months	16	9	7	6	6	2	2	3	14	4	4	5	-	*	-	-	-	-	10	6	2	4	1	9	1	3	2
1%prA	2%	1%	1%	2%	2%	1%	1%	3%lmpq	1%p	3%lpq	2%p	3%lpq	-	*	-	-	-	-	1%	4%Tr	3%	4%Tr	6%	2%	2%	5%TA	*
NET: At least daily	20	15	5	11	5	2	3	4	16	5	4	5	2	-	-	-	-	-	10	9	3	3	3	11	3	1	4
2%lprA	2%Tb	1%	3%T	5%	1%	1%	1%	4%Thmpq	1%p	4%hmpq	2%p	3%p	1%	-	-	-	-	-	1%	6%Tr	7%Tr	4%r	14%	2%	8%TA	2%	1%
NET: At least weekly	36	26	10	17	8	6	5	7	29	8	8	8	5	-	1	-	1	1	21	14	4	6	4	21	5	2	8
3%bhmpq	4%Tb	2%	5%Td	2%	2%	2%	2%	8%Thlmp	2%p	5%hmpq	4%mpq	4%mpq	2%p	-	*	-	*	2%	9%Tr	4%Tr	8%Tr	7%Tr	19%	4%A	12%TA	3%	1%
NET: At least monthly	46	32	14	21	10	8	6	12	34	9	9	9	6	-	1	-	1	1	27	17	5	7	5	27	5	2	10
4%bhmpq	5%Tb	2%	6%Tdf	3%	3%	2%	2%	14%Thjkl mmpq	3%mpq	6%hmpq	4%mpq	4%mpq	3%p	-	*	-	*	3%	11%Tr	11%Tr	8%Tr	26%	5%TA	13%TA	3%	2%	
NET: Within the last 3 months	55	38	17	25	14	8	7	13	42	10	14	12	6	*	1	-	1	1	33	21	5	10	5	29	6	3	14
4%bhmpq	6%Tb	3%	7%Tdf	4%	3%	3%	3%	15%Thjkl mmpq	4%mpq	7%mpq	6%hmpq	6%mpq	3%p	-	*	-	*	3%	13%Tr	11%Tr	12%Tr	28%	6%A	20%TA	5%	2%	
NET: At least yearly	66	45	21	29	15	11	10	14	52	13	15	15	7	*	2	-	2	2	39	26	6	14	5	33	10	5	18
5%bhmpq	7%Tb	3%	9%Tdf	4%	4%	3%	3%	16%Thjkl mmpq	4%mpq	9%Thlmp	7%mpq	7%mpq	3%p	-	1%	-	1%	1%	4%	17%Tr	15%Tr	16%Tr	28%	6%A	24%TA	8%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 67
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

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: Ever	82	54	28	35	22	13	12	16	66	17	19	20	7	1	2	-	2	2	48	33	8	18	7	41	11	8	20
7%ubhmp 9%Tb c/A			4%	10%Tdef	6%	5%	4%	18%Thjd mnopq	6%mnopj opq	12%Thimn pq	9%Nimn pq	10%shimno pq	3%p	-	1%	-	1%	4%	21%Tr	18%Tr	21%Tr	18%Tr	35%	8%A	26%TxA	13%A	3%
Never	1177	565	612	307	349	247	267	72	1105	126	196	184	214	174	137	73	384	210	1037	125	35	69	12	471	31	54	584
93%acgj 91% stuy		91%	96%Ta	90%	94%tc	95%c	96%c	82%	94%Tgjj k	88%	91%g	90%g	97%gij k	100%Tghi jk	99%Tgh jk	100%gik jk	99%Tghi jk	99%Tghi jk	96%Tstu	79%	82%	79%	65%	92%y	74%	87%	97%Txyz

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 68
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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Several times a day	8 1% _o	2 1%	1 *	2 1%	6 1%	1 *	3 1%	4 1%	*	2 1%	5 2% _o	2 2% _o	3 2% _o	1 1%	1 1%	3 1%	2 1%	2 2%	1 1%
At least once a day	12 1% _o	1 *	*	1 1%	7 1%	1 *	4 2%	6 2%	1 6%	3 *	6 2% _o	2 2% _o	3 2%	2 2% _o	2 3% _o	3 1%	4 1%	3 3% _o	2 2% _o
At least once a week	16 1% _o	5 1%	2 1%	3 1%	10 1%	3 1%	5 3% _o	8 3% _o	1 2%	6 1%	7 2% _o	4 4% _o	4 3% _o	2 2%	1 2%	3 1%	7 2%	3 2%	3 4% _o
At least once a month	9 1% _o	3 1%	3 2%	2 1%	6 1%	-	2 *	7 3% _o	-	1 *	4 1% _o	2 1% _o	3 2% _o	1 1%	1 *	1 *	2 1%	-	6 6% _o
At least once in the last 3 months	10 1%	1 *	1 *	1 *	9 1%	1 *	5 1%	4 1%	4 1%	4 1%	4 3% _o	3 2%	*	-	-	4 1%	3 1%	1 1%	1 1%
At least once in the last 12 months	11 1%	3 1%	2 1%	1 1%	6 1%	1 *	6 1%	3 1%	1 1%	6 1%	4 1%	3 3%	1 *	-	1 1%	3 *	6 2%	1 1%	1 1%
Used to use, but haven't in the last 12 months	16 1% _o	3 1%	1 1%	2 1%	13 2%	1 *	8 1%	6 2%	1 5%	6 1%	8 3% _o	*	4 3% _o	6 6% _o	1 2% _o	5 1%	8 2%	-	3 3%
NET: At least daily	20 2% _o	4 1%	1 1%	3 1%	13 2%	2 1%	6 1%	10 3% _o	2 7%	5 1%	11 4% _o	5 4% _o	3 4% _o	2 3% _o	2 4% _o	5 1%	6 2%	5 4% _o	3 4% _o
NET: At least weekly	36 3% _o	9 2%	3 2%	6 3%	23 3%	5 2%	11 2%	18 6% _o	2 9%	11 1%	18 6% _o	9 8% _o	6 6% _o	3 5% _o	8 5% _o	13 3%	7 3%	7 7% _o	7 7% _o
NET: At least monthly	46 4% _o	12 3%	7 4%	8 4%	29 3%	5 2%	13 2%	25 9% _o	2 9%	12 1%	21 7% _o	11 9% _o	12 9% _o	7 6% _o	4 7% _o	10 2%	15 4%	8 7% _o	13 13% _o
NET: Within the last 3 months	55 4% _o	13 4%	7 5%	9 4%	38 4%	6 3%	18 3%	29 10% _o	3 16%	26 8% _o	14 12% _o	15 11% _o	7 7% _o	4 6% _o	14 7% _o	18 5%	9 8% _o	13 14% _o	13 14% _o
NET: At least yearly	66 5% _o	16 5%	9 6%	10 5%	44 5%	7 3%	24 4%	32 11% _o	3 11%	23 3%	29 10% _o	17 15% _o	15 11% _o	7 7% _o	5 8% _o	16 3%	24 6% _o	10 9% _o	15 15% _o
NET: Ever	82 7% _o	19 5%	10 6%	12 6%	57 7%	8 3%	32 5%	38 13% _o	4 16%	29 3%	37 12% _o	17 15% _o	19 14% _o	13 12% _o	6 10% _o	22 4%	32 8% _o	10 9% _o	17 18% _o

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 68

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

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (t)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Never	1177	334	152	197	810	264	637	254	22	838	265	97	118	93	52	579	349	100	78
	93%sgkl	95%	94%	94%	93%	97%Tg	95%Tg	87%	84%	97%Tkl	88%	85%	86%	88%	90%	96%Tpqr	92%r	91%	82%

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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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 69

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

	GEO Region											Urban/ Rural		Internet usage			Devices used to access internet										Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)			
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39			
Weighted base	1259	105	60*	37**	1057	52*	137	107	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**			
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29			
Several times a day	8	-	-	-	8	-	1	-	-	1	1	4	-	-	7	-	8	1	-	8	4	2	-	-	1	-	-	-	-			
1%	-	-	-	-	1%	-	1%	-	-	2%	1%	2%Td	-	-	1%	-	1%T	-	1%	-	1%	1%	1%	-	-	2%	-	-	-			
At least once a day	12	-	-	11	1	1	1	1	1	-	5	1	1	1	9	1	11	1	1	10	5	2	-	-	-	-	-	-	1			
1%	-	-	1%	1%	1%	1%	1%	1%	1%	-	3%Td	-	-	1%	1%	-	1%T	-	3%	-	1%	1%	1%	-	-	1%	-	-	1%			
At least once a week	16	2	-	1	13	-	1	1	2	1	-	5	1	1	13	1	14	2	1	14	7	4	-	-	-	1	1	-	1			
1%	2%	-	-	2%	1%	-	1%	2%	1%	-	3%	1%	1%	1%	1%	-	2%T	1%	3%	-	1%	1%	1%	-	-	2%	-	-	2%			
At least once a month	9	-	2	-	7	-	-	1	2	-	2	1	-	-	8	-	8	2	-	-	9	2	1	-	-	1	-	-	1			
1%	-	3%	-	1%	-	-	-	1%	3%	-	1%	-	-	-	1%	-	1%T	-	-	1%	-	1%	1%	-	-	1%	-	-	2%			
At least once in the last 3 months	10	-	-	-	9	-	-	1	2	-	1	3	-	-	9	1	7	3	-	-	9	5	2	1	-	-	-	-	1			
1%	-	-	-	1%	-	-	-	1%	1%	2%	-	1%	2%	-	1%	-	1%	1%	-	-	1%	1%	1%	1%	-	-	1%	-	2%			
At least once in the last 12 months	11	4	-	-	7	-	1	1	1	-	4	-	-	10	-	7	3	1	-	9	6	3	1	-	-	1	-	-	-			
1%	4%Td	-	-	1%	-	-	1%	1%	1%	-	2%Td	-	-	1%	-	1%	1%	4%	-	1%	1%	1%	2%	-	-	1%	-	-	-			
Used to use, but haven't in the last 12 months	16	1	1	1	13	-	2	1	-	3	1	2	4	1	12	4	11	5	1	-	14	7	4	-	-	2	-	-	-			
1%	1%	1%	3%	1%	-	2%	1%	-	3%	1%	1%	2%	1%	1%	2%	1%	1%	4%	-	1%	1%	2%	-	-	5%Tx	-	-	1%	-			
NET: At least daily	20	1	-	-	19	1	2	1	1	2	1	9	1	1	17	1	19	2	1	-	10	10	4	-	-	1	-	-	1			
2%o	1%	-	-	1%	2%	2%	1%	1%	2%	1%	5%Td	1%	1%	1%	2%	1%	2%To	-	4%	-	2%	2%	2%	-	-	3%kx	-	-	4%			
NET: At least weekly	36	3	-	1	32	1	3	2	3	3	1	14	3	1	30	2	32	4	2	-	32	17	8	-	-	2	1	-	2			
3%ox	3%	1%	2%	3%	2%	2%	2%	3%	3%	1%	8%Tdjl	1%	1%	3%	1%	4%To	1%	7%	-	3%	3%	3%	3%	-	-	4%kx	-	-	1%			
NET: At least monthly	48	3	2	1	39	1	3	3	4	5	2	16	3	2	38	2	40	6	2	-	41	18	9	-	-	2	1	-	3			
4%ox	3%	4%	2%	4%	2%	3%	3%	4%	6%	1%	9%Tdjl	2%	2%	4%	1%	5%To	1%	7%	-	4%	4%	4%	1%	-	-	6%kx	-	-	7%			
NET: Within the last 3 months	55	3	2	1	49	1	4	3	6	7	2	17	7	2	47	3	47	8	2	-	51	23	11	1	-	3	1	-	3			
4%ox	3%	4%	2%	5%	2%	3%	3%	5%	8%	2%	10%Tdjl	4%	2%	5%	2%	6%To	2%	7%	-	4%	5%	4%	2%	-	-	7%kx	-	-	1%			
NET: At least yearly	66	7	2	1	55	1	4	4	6	8	2	21	7	2	56	3	54	12	3	-	60	29	14	2	-	3	1	-	3			
5%Box	7%	4%	2%	5%	2%	3%	4%	6%	9%jm	2%	12%Tdjl	4%	2%	6%B	2%	7%To	3%	11%	-	5%	6%	6%	4%	-	-	8%kx	-	-	1%			

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/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
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Table 63

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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: Ever	82	9	3	2	68	1	6	5	7	11	2	23	10	2	69	7	65	17	4	1	74	36	18	2	-	5	1	1	3
	7%ox	8%	5%	5%	6%	2%	5%	5%	6%	12%jm	2%	13%Tdjl	6%	2%	7%	3%	8%To	4%	15%	1%	6%	7%lx	7%lx	4%	-	14%ox	-	2%	9%
Never	1177	96	57	35	989	50	131	97	100	80	110	149	166	106	869	183	715	445	24	60	1071	446	230	51	63	33	205	44	31
	93%kn	92%	95%	95%	94%k	98%	95%k	95%	94%	88%	98%k	87%	94%k	98%k	93%	97%	92%	96%Tn	85%	99%	94%	93%	93%	96%	100%w	86%	100%Tsw	98%	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/Mean: Columns Tested (5% Risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 70

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita (h)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	8 1%	* *	2 1%	3 1%	1 *	2 1%	8 1%	8 1%	8 2%Tg	8 1%	8 2%Tg	7 4%Tghj	7 5%Tghij	6 9%Tghij	4 6%Tghij	4 6%Tghij	4 1%	4 *	6 1%	3 *
At least once a day	12 1%su	4 2%	2 1%	2 1%	1 *	3 2%	12 1%	11 1%	10 2%Tg	11 3%Tg	11 3%Tghj	9 5%Tghij	10 6%Tghij	9 14%Tghij	6 12%Tghij	7 9%Tghij	7 3%Ts	5 *	8 2%Tu	4 *
At least once a week	16 1%su	3 1%	2 1%	4 1%	2 1%	2 2%	16 1%	15 1%	14 4%Tghj	15 1%	13 4%Tghj	13 8%Tghij	13 9%Tghij	11 17%Tghij	8 15%Tghij	8 10%Tghij	8 3%Ts	7 1%	12 3%Tu	4 *
At least once a month	9 1%sa	2 1%	* *	2 1%	1 1%	3 2%b	9 1%	8 1%	8 2%Tghj	9 1%	8 2%Tghj	7 4%Tghij	6 10%Tghij	2 4%Tghj	2 3%Tghj	7 3%Ts	3 *	4 1%	6 1%	
At least once in the last 3 months	10 1%su	1 1%	2 *	3 1%	2 1%	2 1%	10 1%	10 1%	8 2%Tg	9 1%	9 2%Tghj	5 3%Tghj	6 4%Tghj	4 6%Tghij	4 9%Tghij	4 6%Tghij	5 2%Ts	5 *	7 2%Tu	2 *
At least once in the last 12 months	11 1%sa	2 1%	4 1%	2 1%	2 1%	1 *	11 1%	11 2%Tg	9 2%Tg	11 1%	8 2%Tg	5 3%Tg	5 3%Tg	2 3%Tg	3 5%Tghij	3 4%Tghij	6 2%Ts	4 *	7 2%	4 *
Used to use, but haven't in the last 12 months	16 1%sa	1 *	1 *	5 2%	3 2%	5 3%b	16 1%	16 2%Tg	13 3%Tg	16 2%	14 4%Tghj	6 4%Tg	6 4%Tg	5 8%Tghij	2 5%Tg	2 2%	7 3%Ts	9 1%	10 2%	6 1%
NET: At least daily	20 2%su	5 2%	4 1%	5 2%	2 1%	5 3%	20 2%	20 3%Tg	20 5%Tghj	18 2%	18 5%Tghj	16 9%Tghij	17 11%Tghij	14 23%Tghij	10 20%Tghij	11 15%Tghij	11 4%Ts	9 1%	14 3%Tu	6 1%
NET: At least weekly	36 3%su	8 3%	7 2%	9 3%	4 2%	8 5%	36 3%	34 5%Tg	31 8%Tghj	35 3%T	31 9%Tghj	29 17%Tghij	30 20%Tghij	25 40%Tghij	18 35%Tghij	19 25%Tghij	19 8%Ts	16 2%	26 6%Tu	10 1%
NET: At least monthly	46 4%su	9 4%	7 2%	11 4%	5 3%	12 8%b	45 4%	43 6%Tg	40 10%Tghj	44 4%T	40 11%Tghj	37 21%Tghij	36 24%Tghij	31 49%Tghij	20 39%Tghij	21 28%Tghij	26 10%Ts	19 2%	30 7%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 70

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruittab (o)	Bitchute (e)	OnlyFans (p)	Any exposure (f)	No exposure (h)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	55 4%su	11 5%	8 3%	14 5%	7 4%	13 9%Tb	55 5%	52 8%Tg	48 12%Tgh	53 5%T	49 13%Tghi	42 24%Tghj	42 28%Tghj	35 55%Tghjklmnp	24 47%Tghjklmp	26 34%Tghjkl	30 12%Ts	24 2%	37 8%Tu	18 2%
NET: At least yearly	66 5%su	12 5%	12 4%	16 6%	8 5%	14 9%Tb	66 6%T	63 9%Tg	56 14%Tgh	61 6%T	57 16%Tghi	48 27%Tghj	47 31%Tghj	37 58%Tghjklmp	27 53%Tghjklmp	28 37%Tghjklm	36 14%Ts	28 3%	44 10%Tu	22 3%
NET: Ever	82 7%su	13 6%	14 4%	21 7%	11 7%	19 12%Tab	82 7%T	79 11%Tg	69 18%Tgh	78 8%T	71 19%Tghi	54 31%Tghj	53 35%Tghj	42 66%Tghjklmp	29 57%Tghjklmp	30 39%Tghjkl	43 17%Ts	37 4%	54 12%Tu	28 3%
Newer	1177 93%aghi jklmnop	221 94%ae	307 96%ae	270 93%	160 93%	136 88%	1076 93%ahklmnop	613 89%aklmnop	320 82%lmnop	955 92%hklmnop	294 81%lmnop	122 69%nop	98 65%no	22 34%	22 43%un	46 61%no	205 83%	957 96%Tr	405 88%	772 97%Ti

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 71

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	8	-	-	-	1	8	-	-	1	-	8
1%	-	-	-	-	*	3%Tbc	-	-	*	-	3%Tijk
At least once a day	12	-	-	1	-	11	-	1	-	1	10
1%	-	-	-	*	-	4%Tabcd	-	*	-	*	3%Thijk
At least once a week	16	-	-	1	2	14	-	1	2	-	14
1%	-	-	-	*	1%	5%Tabcd	-	1%	-	-	5%Thijk
At least once a month	9	-	-	1	-	9	1	-	-	1	8
1%	-	-	*	-	-	3%Tbcd	*	-	-	*	3%Tij
At least once in the last 3 months	10	-	-	-	-	10	-	-	-	1	9
1%	-	-	-	-	-	3%Tabcd	-	-	-	*	3%Thijk
At least once in the last 12 months	11	-	-	1	-	10	-	-	1	-	10
1%	-	-	*	-	-	3%Tabcd	-	-	*	-	3%Thijk
Used to use, but haven't in the last 12 months	16	-	-	-	2	15	-	-	*	1	15
1%	-	-	-	1%	5%Tabcd	-	-	*	1%	5%Thijk	
NET: At least daily	20	-	-	1	1	18	-	1	1	1	18
2%abi	-	-	-	*	*	5%Tabcd	-	*	*	*	5%Thijk
NET: At least weekly	36	-	-	2	2	32	-	2	2	1	31
3%bcijk	-	-	1%	1%	11%Tabcd	-	1%	1%	*	-	11%Thijk
NET: At least monthly	46	-	-	2	2	41	1	2	2	1	40
4%abchijk	-	-	1%	1%	14%Tabcd	*	1%	1%	1%	1%	14%Thijk
NET: Within the last 3 months	55	-	-	2	2	50	1	2	2	2	49
4%abcdhijk	-	-	1%	1%	17%Tabcd	*	1%	1%	1%	1%	17%Thijk
NET: At least yearly	66	-	-	3	2	60	1	2	4	2	58
5%abcdhijk	-	-	1%	1%	20%Tabcd	*	1%	1%	1%	1%	20%Thijk
NET: Ever	82	-	-	3	4	75	1	2	4	3	73
7%abcdhijk	-	-	1%	2%b	25%Tabcd	*	1%	1%	2%	2%	25%Thijk
Never	1177	174	342	261	176	225	178	343	266	174	216
93%el	100%Te	100%Tde	99%Te	98%Te	75%	100%Ti	99%Ti	99%Ti	98%Ti	98%Ti	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 72

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

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Several times a day	7	5	1	2	1	1	2	1	5	*	2	1	1	-	1	-	1	4	3	1	1	1	*	5	1	-	-
At least once a day	9	6	3	3	3	1	2	1	8	2	2	2	1	-	-	-	-	4	4	1	3	1	4	2	1	2	-
At least once a week	14	10	4	6	4	2	3	5	9	1	3	2	1	-	1	-	1	7	7	2	4	-	7	4	*	3	
At least once a month	10	7	4	4	2	2	3	3	7	2	1	2	1	-	1	-	1	6	5	2	2	1	6	1	1	2	
At least once in the last 3 months	12	8	4	7	3	1	*	3	9	2	5	2	-	-	-	-	-	8	4	*	3	*	5	2	2	2	
At least once in the last 12 months	12	4	8	2	4	3	3	2	10	1	*	2	3	3	-	-	3	-	10	2	*	2	-	5	1	1	2
Used to use, but haven't in the last 12 months	6	3	5	3	2	3	-	4	4	*	1	1	1	-	-	-	-	5	3	1	2	-	4	1	*	2	
NET: At least daily	15	11	4	6	4	2	4	2	13	3	4	3	2	-	1	-	1	8	7	2	4	2	9	3	1	2	
NET: At least weekly	29	21	8	11	8	4	7	7	22	4	8	6	3	-	2	-	2	16	14	4	8	2	16	7	1	4	
NET: At least monthly	40	28	12	15	9	5	10	10	29	6	8	8	4	-	4	-	4	4	21	18	6	9	3	22	8	3	6
NET: Within the last 3 months	51	36	15	22	12	7	11	13	39	8	13	10	4	-	4	-	4	29	22	6	13	3	28	10	5	8	
NET: At least yearly	64	40	24	24	16	10	14	15	49	10	13	12	7	3	4	-	7	4	39	24	6	14	3	33	10	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/yz/A

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 72
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

	Gender		Social Grade				Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: Ever	72	43	28	27	18	13	14	19	53	10	14	14	8	3	4	-	7	4	44	27	7	17	3	37	12	28%TxzA	6	12
A	6%himpqr	7%	4%	8%	5%	5%	5%	21%Thijk	5%p	7%mpq	6%mpq	7%mpq	4%	2%	3%	-	2%	2%	4%	17%Tr	17%Tr	19%Tr	16%	7%A	28%TxzA	10%A	2%	
Never	1187	575	612	315	352	248	266	70	1118	133	201	191	213	172	135	73	380	208	1041	130	37	71	16	476	29	56	601	
y	94%gstu	93%	96%	92%	95%	95%	95%	79%	95%Tg	93%g	94%g	93%g	96%g	98%Tgjk	97%g	100%g	98%Tghijk	98%Tgjk	96%Tatu	83%	83%	81%	84%	93%y	72%	90%y	98%Tyz	

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 73

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Several times a day	7	1	-	1	5	2	1	3	-	2	3	2	1	1	-	2	2	1	-
1% _{io}	-	-	-	-	1%	1%	-	1%	1%	4%	-	2% _{TI}	2% _{TI}	2% _{TI}	2% _{TI}	-	1%	-	1%
At least once a day	9	1	-	1	7	1	3	4	1	1	6	3	3	2	1	3	3	2	1
1% _{io}	-	-	-	-	1%	-	1%	1%	4%	-	2% _{TI}	2% _{TI}	2% _{TI}	2% _{TI}	2% _{TI}	-	1%	2%	1%
At least once a week	14	3	2	2	9	1	7	6	1	4	5	2	3	3	2	2	6	1	5
1% _{io}	1%	1%	1%	1%	1%	-	1%	2%	2%	-	2%	1%	2%	2%	3%	-	2%	1%	5% _{Top}
At least once a month	10	2	1	1	7	1	4	5	1	4	3	1	2	1	1	4	2	-	3
1% _{io}	1%	1%	1%	-	1%	-	1%	2%	3%	-	1%	1%	1%	1%	1%	1%	-	-	3% _{Top}
At least once in the last 3 months	12	4	3	3	7	-	4	7	-	3	6	3	4	1	1	3	4	2	3
1% _{io}	1%	1%	2%	2%	1%	-	1%	2% _{Tef}	-	-	2% _{TI}	3% _{TI}	3% _{TI}	1%	1%	-	1%	1%	3% _{io}
At least once in the last 12 months	12	3	2	1	9	-	8	3	-	4	6	2	1	1	3	7	2	1	2
1% _{io}	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	2% _{TI}	1%	1%	-	5% _{TI}	1%	-	1%	2%
Used to use, but haven't in the last 12 months	8	2	1	1	6	-	2	6	-	2	2	1	1	1	-	2	2	-	3
1% _{io}	-	1%	-	1%	-	-	2% _{Tef}	1%	-	-	1%	-	-	1%	-	-	1%	-	3% _{Top}
NET: At least daily	15	2	-	1	12	2	4	7	1	3	9	5	4	2	1	5	5	3	2
1% _{io}	1%	1%	-	1%	1%	1%	1%	2% _{TI}	5%	-	3% _{TI}	4% _{TI}	3% _{TI}	2% _{TI}	2%	1%	1%	2%	2%
NET: At least weekly	29	5	2	3	22	3	11	13	2	8	15	6	7	5	3	7	10	4	7
2% _{io}	1%	1%	1%	2%	1%	2%	4% _{Tef}	8%	1%	5% _{TI}	6% _{TI}	5% _{TI}	5% _{TI}	5% _{TI}	1%	3%	3%	7% _{To}	
NET: At least monthly	40	7	3	4	29	4	15	18	3	12	18	8	9	6	4	11	13	4	10
3% _{io}	2%	2%	2%	3%	1%	2%	6% _{TI}	11%	1%	6% _{TI}	7% _{TI}	7% _{TI}	5% _{TI}	7% _{TI}	2%	3%	4%	10% _{Top}	
NET: Within the last 3 months	51	11	6	7	36	4	19	25	3	14	24	11	13	7	4	13	17	6	12
4% _{io}	3%	4%	3%	4%	2%	3%	9% _{Tef}	11%	2%	8% _{TI}	10% _{TI}	10% _{TI}	10% _{TI}	6% _{TI}	8% _{TI}	2%	5%	5%	13% _{Top}
NET: At least yearly	64	14	8	9	45	5	27	28	3	19	30	13	14	7	8	21	19	7	14
5% _{io}	4%	5%	4%	5%	2%	4%	10% _{Tef}	11%	2%	10% _{TI}	11% _{TI}	10% _{TI}	10% _{TI}	7% _{TI}	13% _{TI}	3%	5%	6%	15% _{Top}
NET: Ever	72	16	9	9	51	5	29	34	3	20	32	14	15	8	8	22	21	7	18
6% _{io}	4%	6%	4%	6%	2%	4%	12% _{Tef}	12%	2%	11% _{TI}	12% _{TI}	11% _{TI}	11% _{TI}	8% _{TI}	13% _{TI}	4%	6%	6%	18% _{Top}

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 73

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Never	1187	337	153	199	816	267	640	258	23	846	270	100	122	98	51	578	360	103	78
	94%gkl	96%	94%	96%	94%	98%Tg	96%g	88%	88%	98%Tkl	89%	88%	89%	92%	87%	96%Tr	94%r	94%r	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 74

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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet		Working status								
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Full-time head (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Several times a day	7	-	-	-	6	-	1	-	1	*	2	-	-	5	-	5	1	*	-	6	2	1	-	-	*	1	1	*	
1%	-	-	-	-	1%	-	1%	-	1%	2%	-	-	-	1%	-	1%	*	1%	-	1%	2	1	-	-	1%	1%	1%	1%	
At least once a day	9	-	-	-	9	-	1	1	1	1	-	5	1	9	-	7	2	1	*	7	6	1	-	-	-	-	-	-	1
1%	*	-	-	-	1%	*	*	*	1%	1%	-	3%Td	*	1%	-	1%T	*	3%	*	1%	1%	*	-	-	-	-	-	-	1%
At least once a week	14	1	*	1	12	-	1	1	1	2	-	6	1	11	2	12	2	1	-	13	5	3	-	-	1	-	-	-	1
1%	1%	*	*	2%	1%	-	1%	1%	2%	1%	-	3%Td	*	1%	1%	1%T	1%	2%	-	1%	1%	1%	-	-	2%k	-	-	-	2%
At least once a month	10	*	1	-	9	1	*	*	2	1	1	3	*	1	7	1	7	3	-	9	2	3	*	-	1	1	-	-	*
1%	*	1%	-	1%	1%	-	*	*	2%	1%	1%	2%	*	1%	1%	1%	1%	1%	-	1%	*	1%	1%	-	1%	*	-	-	1%
At least once in the last 3 months	12	3	-	1	8	-	-	*	3	-	2	2	*	11	1	9	3	-	-	12	8	1	-	-	-	-	-	-	-
1%	3%	-	-	3%	1%	-	-	*	1%	3%Td	-	1%	1%	*	1%	1%	1%	-	-	1%	2%	1%	-	-	-	-	-	-	-
At least once in the last 12 months	12	1	*	*	11	3	*	3	*	-	1	1	1	11	*	6	7	-	-	12	5	4	-	-	*	-	-	-	-
1%	1%	1%	1%	1%	6%Tdthl jkl	*	3%	*	-	-	1	1	1	1%	*	1%	1%	-	-	1%	5	4	-	-	1%	-	-	1%	
Used to use, but haven't in the last 12 months	8	1	-	-	7	-	1	-	*	3	*	1	1	-	6	1	7	1	-	8	2	*	*	-	*	-	1	-	-
1%	1%	-	-	1%	-	1%	-	-	*	3%T	*	1%	1%	-	1%	1%	1%T	*	-	1%	*	*	-	-	1%	-	-	-	2%
NET: At least daily	15	*	*	-	15	*	1	1	2	2	*	7	1	*	12	*	12	3	1	*	13	8	2	-	-	*	1	1	1
1%	*	*	-	1%	*	1%	*	*	2%	2%	*	4%Tdl	*	1%	*	2%T	1%	3%	*	1%	2%	1%	-	-	1%	1%	2%	3%	
NET: At least weekly	29	2	*	1	27	*	2	1	3	4	*	13	2	1	23	3	24	5	2	*	26	12	5	-	-	1	1	1	2
2%	2%	1%	2%	3%	*	1%	1%	1%	3%	4%	*	8%Tdfjlm	1%	2%	1%	3%T	1%	6%	*	2%	3%	2%	-	-	3%	1%	2%	5%	
NET: At least monthly	40	2	1	1	36	1	2	2	5	5	1	16	2	2	30	3	31	8	2	*	35	14	8	*	-	2	2	1	2
3%	2%	2%	2%	3%	2%	2%	2%	2%	5%	5%	1%	10%Tadfgjm	1%	2%	3%	2%	4%T	2%	6%	*	3%	3%	3%	1%	-	4%	1%	2%	6%
NET: Within the last 3 months	51	5	1	2	44	1	3	2	6	8	1	18	4	2	41	4	40	12	2	*	47	22	10	*	-	2	2	1	2
4%kx	4%	2%	5%	4%	2%	2%	2%	2%	6%	9%fjlm	1%	18%Tdfjlm	2%	2%	4%	2%	5%T	3%	6%	*	4%	5%kx	4%	1%	-	4%	1%	2%	7%
NET: At least yearly	64	5	2	2	55	4	3	5	6	8	1	19	5	3	52	5	45	18	2	*	59	27	14	*	-	2	1	2	
5%kx	5%	3%	5%	5%j	4%k	2%	5%	6%	9%j	1%	11%Tdfjlm	3%	3%	6%	3%	6%T	4%	6%	*	5%	6%kx	6%kx	1%	-	6%kx	1%	3%	7%	

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 74
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

	GEO Region													Urban/ Rural		Internet usage		Devices used to access internet			Working status								
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: Ever	72	6	2	2	62	4	4	5	7	10	1	20	7	3	58	6	53	19	2	*	67	29	14	1	-	3	2	2	2
	6%jx	6%	3%	5%	6%j	8%	3%	5%	6%	11%Tj	1%	11%Tdjl	4%	3%	6%	3%	7%T	4%	6%	*	6%	6%lx	6%lx	1%	-	7%kx	1%	5%	7%
Never	1187	98	59	35	996	48	133	97	100	80	111	152	170	105	879	183	727	443	27	60	1078	453	234	52	63	36	204	42	32
	94%kn	94%	97%	95%	94%k	92%	97%lk	95%	94%	89%	99%Tdk	89%	96%k	97%k	94%	97%	93%	96%	94%	100%	94%	94%	94%	99%	100%	93%	99%Tsw	95%	93%

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 75
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita b (h)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	7 1%	2 1%	2 1%	1 *	-	1 *	7 1%	7 1%T	5 1%T	7 1%	5 1%Tgj	4 2%Tghj	4 3%Tghj	4 7%Tghjk	3 5%Tghjk	3 3%Tghjk	3 1%	3 *	4 1%	3 *
At least once a day	9 1%su	2 1%	1 *	2 1%	1 1%	2 1%	9 1%	9 1%	9 1%	8 1%Tghj	9 2%Tghj	8 5%Tghjk	9 6%Tghjk	9 13%Tghjk	7 14%Tghjk	8 10%Tghjk	6 2%Ts	3 *	7 1%Tu	2 *
At least once a week	14 1%su	3 1%	3 1%	4 1%	2 1%	2 1%	14 1%	13 2%Tg	14 4%Tghj	14 1%	12 3%Tghj	11 6%Tghjk	12 9%Tghjk	10 16%Tghjk	8 12%Tghjk	8 8%Tghjk	8 3%Ts	4 *	11 2%Tu	3 *
At least once a month	10 1%su	2 1%	1 *	1 *	2 1%	3 2%	9 1%	9 1%Tg	9 2%Tg	10 1%	8 2%Tgj	7 4%Tghj	8 6%Tghjk	8 12%Tghjk	4 7%Tghjk	3 5%Tghjk	6 2%Ts	4 *	7 2%Tu	3 *
At least once in the last 3 months	12 1%su	1 *	1 *	3 1%	1 1%	5 3%Tab	12 1%	12 2%Tg	12 3%Tg	11 1%	11 3%Tghj	10 6%Tghjk	8 5%Tghjk	7 11%Tghjk	4 9%Tghjk	3 4%Tghj	7 3%Ts	5 *	9 2%Tu	3 *
At least once in the last 12 months	12 1%	3 1%	5 2%	2 1%	1 1%	1 1%	12 1%	10 1%j	6 1%	9 1%	6 2%	7 3%Tghj	5 5%Tghjk	2 8%Tghjk	2 3%Tgj	3 4%Tghj	6 2%Ts	7 1%	4 1%	8 1%
Used to use, but haven't in the last 12 months	8 1%	1 *	1 *	3 1%	2 1%	1 1%	8 1%	7 1%T	6 2%Tg	8 1%	6 2%Tgj	4 2%Tghj	4 3%Tgjo	2 3%Tgj	1 *	2 2%Tgjo	3 1%	5 *	6 1%	2 *
NET: At least daily	15 1%su	4 2%	3 1%	3 1%	1 1%	3 2%	15 1%	15 2%Tg	13 3%Tghj	15 1%	14 4%Tghj	13 7%Tghjk	13 9%Tghjk	13 20%Tghjk	10 19%Tghjk	10 13%Tghjk	9 4%Ts	6 1%	10 2%Tu	5 1%
NET: At least weekly	29 2%su	7 3%	6 2%	6 2%	4 3%	4 3%	29 3%	28 4%Tg	27 7%Tghj	29 3%T	26 7%Tghj	24 14%Tghjk	25 16%Tghjk	23 36%Tghjk	16 31%Tghjk	17 22%Tghjk	17 7%Ts	10 1%	22 5%Tu	8 1%
NET: At least monthly	40 3%su	9 4%	7 2%	7 2%	5 3%	7 5%	39 3%	38 5%Tg	38 9%Tghj	39 4%T	35 10%Tghj	31 18%Tghjk	33 22%Tghjk	31 49%Tghjk	20 26%Tghjk	20 26%Tghjk	23 9%Ts	14 1%	29 6%Tu	10 1%

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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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 75

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	51 4% _{au}	9 4%	8 3%	10 3%	7 4%	12 8% _{Tb}	50 4%	49 7% _{Tj}	46 12% _{Tghj}	51 5% _T	46 13% _{Tghj}	41 23% _{Tghj}	41 27% _{Tghj}	38 60% _{Tghj}	24 47% _{Tghj}	23 30% _{Tghj}	30 12% _{Ts}	19 2%	38 8% _{Tu}	14 2%
NET: At least yearly	64 5% _{au}	13 5%	13 4%	11 4%	8 5%	13 8%	63 5%	60 9% _{Tj}	51 13% _{Tghj}	59 6% _T	52 14% _{Tghj}	47 27% _{Tghj}	48 32% _{Tghj}	43 68% _{Tghj}	26 50% _{Tghj}	26 34% _{Tghj}	35 14% _{Ts}	26 3%	42 9% _{Tu}	22 3%
NET: Ever	72 6% _{au}	13 6%	14 4%	15 5%	10 6%	14 9%	71 6%	67 10% _{Tj}	57 15% _{Tghj}	67 7% _T	58 16% _{Tghj}	51 29% _{Tghj}	52 34% _{Tghj}	45 71% _{Tghj}	26 51% _{Tghj}	28 36% _{Tghj}	39 16% _{Ts}	31 3%	47 10% _{Tu}	24 3%
Never	1187 94% _{hijk} lmpnprt	221 94%	306 96%	276 95%	161 94%	140 91%	1088 94% _{hkd} mnop	625 90% _{iklm} nop	333 85% _{imno} p	965 90% _{hkd} mnop	306 84% _{imno} p	125 71% _{lnop}	99 66% _{lnno}	19 29%	48 64% _{lno}	210 84%	964 97% _{Tr}	412 90%	775 97% _{Tl}	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 76

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	7	-	-	-	1	5	-	-	1	-	5
	1%	-	-	-	1%	2%Tbc	-	-	*	-	2%Ti
At least once a day	9	-	-	-	-	9	-	-	-	-	9
	1%	-	-	-	-	3%Tbcd	-	-	-	-	3%Thijk
At least once a week	14	-	-	-	-	14	-	-	-	-	14
	1%	-	-	-	-	5%Tabcd	-	-	-	-	5%Thijk
At least once a month	10	-	1	-	-	9	1	-	-	1	9
	1%	-	*	-	-	3%Tabcd	*	-	-	*	3%Tij
At least once in the last 3 months	12	-	-	-	-	12	-	-	-	*	11
	1%	-	-	-	-	4%Tabcd	-	-	-	*	4%Thijk
At least once in the last 12 months	12	-	2	-	4	7	-	2	-	3	7
	1%	-	1%	-	2%c	2%Tc	-	1%	-	2%	2%Tj
Used to use, but haven't in the last 12 months	8	-	-	-	-	8	-	-	-	1	7
	1%	-	-	-	-	3%Tbcd	-	-	-	*	3%Tij
NET: At least daily	15	-	-	-	1	14	-	-	1	-	14
	1%	-	-	-	1%	5%Tabcd	-	-	*	-	5%Thijk
NET: At least weekly	29	-	-	-	1	28	-	-	1	-	28
	2%bcj	-	-	-	1%	9%Tabcd	-	-	*	-	10%Thijk
NET: At least monthly	40	-	1	-	1	38	1	-	1	1	37
	3%bcijk	-	*	-	1%	13%Tabcd	*	-	*	*	13%Thijk
NET: Within the last 3 months	51	-	1	-	1	49	1	-	1	1	48
	4%abcdhijk	-	*	-	1%	16%Tabcd	*	-	*	*	17%Thijk
NET: At least yearly	64	-	3	-	5	56	1	2	4	4	55
	5%abchij	-	1%	-	3%c	19%Tabcd	*	1%	2%	2%	19%Thijk
NET: Ever	72	-	1	-	5	64	1	2	5	5	62
	6%abchij	-	1%	-	3%c	21%Tabcd	*	1%	3%	3%	22%Thijk
Never	1187	174	339	264	175	236	177	343	268	173	227
	94%el	100%Te	99%Te	100%Tde	97%e	79%	100%Ti	99%Ti	99%Ti	97%l	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) - T/a/b/c/d/e - T/h/i/j/k/l Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 77
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

	Gender		Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Several times a day	5	2	2	1	2	*	1%	1%	1%	1%	1%	2	1	1	1	1	1	1	3	2	1	1	1	3	1	1	1
At least once a day	9	7	2	4	3	1	1	1	8	2	4	1	1	1	1	1	1	1	4	5	1	3	1	3	1	1	2
At least once a week	16	12	4	8	4	2	1	4	12	3	5	3	1	1	1	1	1	1	10	5	3	2	*	8	2	1	4
At least once a month	11	4	7	4	3	2	1	3	8	2	3	1	2	*	1	1	1	1	9	1	1	1	1	6	*	1	4
At least once in the last 3 months	13	8	5	6	4	3	1	3	10	2	1	5	1	1	1	1	1	1	9	3	1	2	1	8	1	1	3
At least once in the last 12 months	15	6	8	6	5	2	2	15	4	3	4	1	3	1	1	1	1	1	9	6	2	3	1	5	1	1	4
Used to use, but haven't in the last 12 months	15	10	5	4	2	7	2	3	11	2	1	5	1	1	1	1	1	1	9	5	1	4	1	5	4	1	5
NET: At least daily	14	9	4	4	5	1	3	2	12	2	5	3	1	1	1	1	1	1	7	6	1	4	1	6	2	1	3
NET: At least weekly	29	21	8	12	9	3	5	6	24	5	10	6	2	1	1	1	1	1	17	12	4	6	2	15	4	2	7
NET: At least monthly	40	24	15	16	12	6	6	9	31	7	13	6	4	1	1	1	1	1	27	13	4	6	3	21	5	3	10
NET: Within the last 3 months	53	33	20	22	16	8	7	12	41	9	14	12	5	1	1	1	1	1	36	16	4	8	4	29	6	3	13
NET: At least yearly	69	39	29	28	22	10	8	12	56	12	17	15	6	4	1	1	1	1	45	22	7	11	4	34	7	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 77
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

	Gender		Social Grade					Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)		
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613		
NET: Ever	82	49	33	31	24	17	10	15	67	14	19	20	7	5	2	-	7	2	54	27	8	15	5	40	11	5	22		
	7% ^h npq	8%	5%	9% ^T	6%	7%	4%	17% ^h lm	6% ^{npq}	10% ^{hlmno}	9% ^{lmnp}	10% ^{hlmno}	3%	3%	1%	-	2%	1%	5%	17% ^{Tr}	17% ^{Tr}	8	15	5	40	8% ^A	26% ^{TxzA}	8%	4%
Never	1177	569	607	311	347	244	270	73	1103	129	197	184	214	169	137	73	379	210	1031	131	37	73	14	473	31	58	591		
	93% ^{cgst}	92%	95%	91%	94%	93%	96% ^{Tc}	83%	94% ^{Tgik}	90%	91% ^g	90%	97% ^{gijk}	97% ^{gijk}	99% ^{Tgh}	100% ^{gik}	98% ^{Tghi}	99% ^{Tghi}	95% ^{Tstu}	83%	83%	83%	75%	47% ^{xy}	74%	92% ^{xy}	98% ^{Txy}		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 78
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

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
Several times a day	5	1	-	1	4	-	3	1	-	4	1	3	1	-	1	2	1	-	-	
1% _{adj}	-	-	-	-	-	-	1%	1%	-	1% _{Ti}	1% _{Ti}	3% _{Ti}	1% _{Ti}	-	1%	2%	1%	-	-	
At least once a day	9	1	-	1	7	1	3	4	1	2	6	2	4	2	1	3	4	2	1	
1% _{adj}	-	-	-	-	1%	1%	1%	1%	6%	2% _{Ti}	2% _{Ti}	3% _{Ti}	2% _{Ti}	1%	1%	1%	2%	1%	1%	
At least once a week	16	4	2	2	11	2	6	7	-	5	7	3	2	3	2	3	6	2	4	
1% _{adj}	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2% _{Ti}	2%	2%	3% _{Ti}	3%	1%	2%	2%	4% _{To}	
At least once a month	11	1	-	1	9	-	4	6	-	3	5	3	2	1	1	6	1	1	3	
1% _{adj}	-	-	-	-	1%	-	1%	2% _{Ti}	1%	-	2%	3% _{Ti}	1%	1%	2%	1%	-	1%	3% _{TP}	
At least once in the last 3 months	13	4	2	4	8	-	4	9	-	3	7	2	6	3	1	5	4	1	3	
1% _{adj}	1%	1%	1%	2%	1%	-	1%	3% _{Tef}	1%	-	2% _{Ti}	2%	5% _{Ti}	3% _{Ti}	1%	1%	1%	1%	4% _{To}	
At least once in the last 12 months	15	2	2	1	11	2	10	3	-	9	6	2	1	-	3	8	5	1	-	
1% _{adj}	-	-	1%	-	1%	1%	1%	1%	1%	2%	2%	1%	-	-	6% _{Tilm}	1%	1%	1%	-	
Used to use, but haven't in the last 12 months	15	5	3	2	8	1	6	8	-	6	6	2	4	2	1	5	6	-	3	
1% _{adj}	1%	1%	2%	1%	1%	-	1%	3% _{Te}	1%	1%	2%	2%	3% _{Ti}	2%	1%	1%	2%	-	3%	
NET: At least daily	14	2	-	1	11	1	6	5	2	10	3	6	3	1	4	6	3	1	-	
1% _{adj}	-	-	-	1%	1%	-	1%	2%	7%	3% _{Ti}	3% _{Ti}	4% _{Ti}	3% _{Ti}	1%	1%	1%	3%	1%	-	
NET: At least weekly	29	6	2	3	22	2	12	12	2	7	16	6	9	6	3	7	12	5	5	
2% _{adj}	2%	1%	1%	2%	2%	1%	2%	4% _{Te}	9%	1%	5% _{Ti}	5% _{Ti}	6% _{Ti}	6% _{Ti}	5% _{Ti}	1%	3%	4% _{To}	5% _{To}	
NET: At least monthly	40	7	3	4	31	3	16	18	3	10	21	9	10	7	4	12	13	6	8	
3% _{adj}	2%	2%	2%	4%	1%	2%	6% _{Tef}	10%	1%	7% _{Ti}	8% _{Ti}	9% _{Ti}	6% _{Ti}	6% _{Ti}	2%	3%	5%	8% _{Top}		
NET: Within the last 3 months	53	11	5	8	39	3	20	27	3	13	28	12	17	10	4	18	17	7	12	
4% _{adj}	3%	3%	4%	4%	1%	3%	9% _{Tef}	11%	1%	9% _{Ti}	10% _{Ti}	12% _{Ti}	9% _{Ti}	8% _{Ti}	3%	4%	6%	12% _{Top}		
NET: At least yearly	68	13	7	8	50	5	30	30	3	22	34	14	18	10	8	26	22	8	12	
5% _{adj}	4%	4%	4%	6%	2%	4%	10% _{Tef}	11%	2%	11% _{Ti}	12% _{Ti}	13% _{Ti}	10% _{Ti}	13% _{Ti}	4%	6%	7%	12% _{Top}		
NET: Ever	82	18	10	11	57	6	36	37	3	27	40	16	22	12	8	31	28	8	14	
7% _{adj}	5%	6%	5%	7%	2%	5%	13% _{Tef}	12%	3%	13% _{Ti}	14% _{Ti}	16% _{Ti}	11% _{Ti}	14% _{Ti}	5%	7%	7%	15% _{Top}		

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 7/3

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Never	1177	335	152	198	809	266	633	254	23	840	262	99	115	94	50	570	354	102	82
	93%gkl	95%	94%	95%	93%	98%Tg	95%g	87%	88%	97%Tkl	87%	86%	84%	89%	86%	95%r	93%r	93%	85%

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

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

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

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

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Table 79

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

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)						
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39						
Weighted base	1259	105	60*	37**	1057	52*	137	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**							
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29						
Several times a day	5	-	-	-	5	-	-	-	-	1	1	2	-	-	4	-	4	1	-	4	2	1	1	-	-	-	-	-	-						
At least once a day	9	1	-	1	7	1	-	1	1	1	-	2	1	-	7	-	7	2	1	-	8	6	1	-	-	1	-	-	1						
At least once a week	16	2	*	1	13	1	1	2	*	-	7	2	1	13	2	14	1	1	12	8	2	-	-	-	1	-	-	-	2						
At least once a month	11	*	1	-	10	1	-	1	3	3	*	1	2	*	7	2	6	5	*	10	7	*	-	-	-	-	-	-	*						
At least once in the last 3 months	13	2	-	-	11	-	-	-	4	4	-	4	1	1	11	-	11	2	-	13	5	2	*	1	*	-	-	-	1						
At least once in the last 12 months	15	2	-	-	13	3	2	1	2	-	2	-	2	11	2	7	7	2	-	12	9	2	2	5%Tx	1	1	-	-	-						
Used to use, but haven't in the last 12 months	15	1	1	-	12	-	1	1	1	-	4	3	1	13	1	11	4	1	-	13	8	2	-	-	1	-	-	-	-						
NET: At least daily	14	1	*	1	11	1	1	1	2	1	4	1	*	11	*	11	3	1	*	12	7	2	1	-	1	*	*	*	1						
NET: At least weekly	29	2	*	2	24	1	2	2	2	2	1	11	3	1	24	2	25	4	2	1	24	16	5	1	-	1	*	*	1						
NET: At least monthly	40	3	1	2	34	2	2	2	5	5	1	12	5	1	32	4	31	8	3	1	34	23	5	1	-	1	*	*	1						
NET: Within the last 3 months	53	5	1	2	45	2	3	5	8	1	16	6	2	43	4	43	10	3	1	46	27	7	1	1	2	*	*	*	2						
NET: At least yearly	68	6	1	2	58	5	5	4	6	10	1	18	6	4	54	6	50	18	4	1	58	37	9	3	2	2	*	*	2						
NET: Ever	82	8	2	2	70	5	6	5	7	11	1	22	9	5	68	7	60	22	5	1	71	44	11	3	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 73
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

	GEO Region														Urban/ Rural		Internet usage			Devices used to access internet			Working status						
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Further ahead (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Never	1177	97	58	35	987	47	132	97	100	80	111	150	166	103	870	182	720	441	23	60	1074	437	238	50	61	35	206	44	32
	93%kns	93%	96%	95%	93%k	91%	96%k	95%	93%	88%	98%Tade	87%	95%k	95%	93%	96%	92%	95%	81%	98%	94%	91%	96%k	94%	97%	92%	100%Tstu	98%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 80
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,999 (c)	£36,999 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita (h)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	5	1	2	1	-	1	4	5	4	5	4	4	4	4	2	3	2	2	4	1
	*	*	1%	*	-	1%	*	1%	1%Tg	*	1%Tg	2%Tghj	2%Tghj	6%Tghjkl	5%Tghjk	4%Tghj	1%	*	1%	*
At least once a day	9	1	2	2	1	2	9	9	8	9	9	9	8	9	7	7	6	3	7	2
	1%su	1%	1%	1%	1%	1%	1%	1%Tg	2%Tg	1%	2%Tghj	5%Tghjk	5%Tghjk	13%Tghjklm	13%Tghjklm	9%Tghjklm	2%Ts	*	2%Tu	*
At least once a week	16	2	4	5	1	4	16	14	13	15	14	14	15	12	9	9	8	7	12	3
	1%su	1%	1%	2%	1%	2%	1%	2%T	3%Tghj	1%	4%Tghj	8%Tghjkl	10%Tghjklm	17%Tghjklmp	11%Tghjklmp	3%Ts	1%	3%Tu	*	
At least once a month	11	3	2	3	1	1	11	11	10	11	10	7	6	7	4	2	3	7	7	3
	1%su	1%	1%	1%	*	1%	1%	2%Tg	2%Tg	1%	3%Tghj	4%Tghj	4%Tghj	12%Tghjklmp	8%Tghjklmp	3%Tg	1%	1%	2%u	*
At least once in the last 3 months	13	2	3	2	2	4	12	12	13	11	7	7	7	2	3	3	9	4	7	6
	1%sa	1%	1%	1%	1%	2%	1%	2%Tg	3%Tghj	1%	3%Tghj	4%Tghj	5%Tghj	10%Tghjklmp	5%Tghj	4%Tghj	4%Ts	*	2%	1%
At least once in the last 12 months	15	2	7	2	1	4	15	15	9	8	8	5	11	6	4	2	8	7	9	6
	1%sa	1%	2%	1%	*	2%	1%j	2%Tg	2%Tg	1%	2%T	3%Tg	7%Tghjklp	9%Tghjklp	7%Tghjklp	3%T	3%Ts	1%	2%	1%
Used to use, but haven't in the last 12 months	15	2	2	2	5	2	15	14	13	14	13	8	4	5	2	3	5	8	9	6
	1%	1%	1%	1%	3%T	1%	1%	2%Tg	3%Tghj	1%	3%Tghj	4%Tghj	3%Tg	8%Tghjklmp	4%Tg	4%Tg	2%	1%	2%	1%
NET: At least daily	14	2	4	3	1	3	13	14	12	14	13	12	11	12	9	10	8	5	11	3
	1%su	1%	1%	1%	1%	2%	1%	2%Tg	3%Tghj	1%	4%Tghj	7%Tghjkl	8%Tghjkl	19%Tghjklm	18%Tghjklm	13%Tghjklm	3%Ts	*	2%Tu	*
NET: At least weekly	29	4	8	7	2	6	29	27	25	29	27	26	24	18	18	17	17	12	23	6
	2%su	2%	3%	2%	1%	4%	2%	4%Tg	6%Tghj	3%T	7%Tghjkl	15%Tghjkl	17%Tghjkl	38%Tghjklmp	35%Tghjklmp	24%Tghjklmp	7%Ts	1%	5%Tu	1%
NET: At least monthly	40	7	10	10	3	7	39	38	34	39	37	33	33	31	22	20	20	19	30	10
	3%su	3%	3%	4%	1%	5%	3%	5%Tg	9%Tghj	4%T	10%Tghj	19%Tghjkl	22%Tghjklmp	48%Tghjklmp	42%Tghjklmp	27%Tghjklmp	8%Ts	2%	7%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 80
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Blitche (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Within the last 3 months	53 4%su	9 4%	13 4%	12 4%	4 2%	11 7%	51 4%	50 7%Tg	46 12%Tgh	52 5%T	47 13%Tgh	41 23%Tghj	40 26%Tghj	38 60%Tghjklmnop	24 47%Tghijkl	24 31%Tghjkl	29 12%Ts	23 2%	37 8%Tu	16 2%
NET: At least yearly	68 5%su	11 5%	20 6%	14 5%	5 3%	14 9%Td	66 6%	64 9%Tg	55 14%Tghj	62 6%	56 15%Tghj	46 26%Tghj	51 34%Tghjkl	43 68%Tghjklmnop	28 54%Tghjklmnop	26 34%Tghjkl	37 15%Ts	30 3%	46 10%Tu	22 3%
NET: Ever	82 7%su	12 5%	22 7%	16 6%	10 6%	17 11%T	80 7%	78 11%Tg	68 18%Tghj	75 7%T	69 19%Tghj	53 30%Tghjkl	55 37%Tghjklmnop	48 76%Tghjklmnop	29 58%Tghjklmnop	29 38%Tghjkl	42 17%Ts	38 4%	55 12%Tu	28 3%
Newer	1177 93%ahjklmnoprt	222 95%	299 93%	275 94%	161 94%	138 89%	1078 93%ahjklmnop	613 89%ahjklmnop	321 82%lmnop	957 93%ahjklmnop	296 81%lmnop	123 70%lmnop	96 63%no	15 24%	21 42%no	47 62%no	207 83%	956 96%Tr	405 88%	771 97%Tr

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 81

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	5	-	-	1	-	4	-	1	-	-	4
						1%T		*			1%T
At least once a day	9	-	-	-	-	9	-	-	-	-	9
						3%Tabod					3%Thijk
At least once a week	16	-	-	-	1	14	-	-	2	-	14
					1%	5%Tabod			1%		5%Thijk
At least once a month	11	-	-	-	-	11	-	-	1	-	10
						4%Tabod			*		3%Thijk
At least once in the last 3 months	13	-	-	1	*	11	-	1	*	1	11
				1%		4%Tabod		*		*	4%Thijk
At least once in the last 12 months	15	-	-	2	3	10	-	-	2	3	10
				1%	2%b	3%Tab			1%	2%l	3%Thij
Used to use, but haven't in the last 12 months	15	-	1	-	-	14	-	1	-	1	13
						5%Tabod		*		*	5%Thijk
NET: At least daily	14	-	-	1	-	13	-	1	-	-	13
						4%Tabod		*			5%Thijk
NET: At least weekly	29	-	-	1	1	27	-	1	2	-	27
				2%bci	1%	9%Tabod		*	1%		9%Thijk
NET: At least monthly	40	-	-	1	1	38	-	1	2	-	37
				3%bcijk	1%	13%Tabod		*	1%		13%Thijk
NET: Within the last 3 months	53	-	-	2	2	49	-	2	3	1	48
				4%abcdhijk	1%	17%Tabod		1%	1%	*	17%Thijk
NET: At least yearly	68	-	-	4	5	59	-	2	5	4	58
				5%abchijk	3%b	20%Tabod		1%	2%	2%	20%Thijk
NET: Ever	82	-	1	4	5	73	-	3	5	4	71
			7%abcdhijk	*	3%b	24%Tabod		1%	2%	2%	24%Thijk
Never	1177	174	341	260	175	227	178	342	265	173	218
		93%el	100%Te	99%Te	97%Te	76%	100%Ti	99%Ti	98%Ti	98%Ti	76%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 82

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

	Gender		Social Grade					Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
Several times a day	4	3	1	2	*	*	2	4	*	*	2	*	1	*	*	1	*	2	2	*	1	1	2	1	-	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%TA	-	-	1%
At least once a day	10	6	4	3	4	1	1	10	2	4	2	*	1	1	-	2	1	6	4	*	3	1	3	3	1	2
	1%rA	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%Tr	1%	4%Tr	3%	1%	9%TA	1%	*
At least once a week	14	9	5	4	5	3	2	14	1	7	3	3	1	-	-	1	-	9	5	1	3	1	6	2	*	5
	1%pr	2%	1%	1%	1%	1%	1%	1%p	1%	3%Thpq	1%	1%	*	-	-	*	-	1%	4%Tr	3%	3%	6%	1%	6%TA	*	1%
At least once a month	10	6	5	2	5	2	1	10	*	4	3	2	1	-	-	1	-	5	5	2	1	2	5	1	1	4
	1%sr	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	-	-	1	-	5	5	3%Tru	6%Tr	1%	12%	1%	2%	1%
At least once in the last 3 months	13	11	2	4	5	3	1	13	1	4	6	1	*	-	-	*	-	8	4	-	2	1	3	2	1	6
	1%bp	2%Tb	*	1%	1%	1%	*	1%p	1%	2%p	3%Thppq	1%	*	-	-	*	-	1%	3%	-	3%	7%	1%	4%	1%	1%
At least once in the last 12 months	7	5	2	2	2	1	2	7	1	2	2	*	-	1	-	1	1	1	4	-	4	-	1	2	1	1
	1%r	1%	*	1%	1%	*	1%	1%	1%	1%	1%	*	-	1%	-	*	1%	*	3%Tr	-	5%Tr	-	*	6%TA	1%	*
Used to use, but haven't in the last 12 months	7	4	4	5	1	1	-	7	1	-	4	2	*	-	-	-	-	5	3	-	3	-	-	-	4	3
	1%	1%	1%	2%T	*	1%	-	1%	1%	-	2%p	1%	*	-	-	-	-	*	2%	-	3%Tr	-	-	-	7%TA	1%
NET: At least daily	14	9	5	5	4	2	3	14	3	4	4	*	2	1	-	3	1	8	6	*	4	1	4	4	1	3
	1%rA	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	*	1%	1%	-	1%	1%	8	6	4%Tr	1%	5%Tr	7%	1%	11%TA	1%
NET: At least weekly	28	18	9	9	9	5	5	28	3	11	7	3	2	1	-	3	1	17	11	2	7	2	11	7	1	6
	2%prA	3%	2%	3%	3%	2%	2%	2%p	2%	5%Thpq	3%p	2%	1%	1%	-	1%	1%	2%	8%Tr	5%	6%Tr	13%	2%	18%TA	2%	1%
NET: At least monthly	38	24	14	11	14	7	6	38	4	15	10	5	3	1	-	4	1	22	16	4	7	4	15	8	2	12
	3%pprA	4%	2%	4%	4%	3%	2%	3%pp	3%	7%Thmn	5%pp	2%	2%	1%	-	1%	1%	2%	11%Tr	11%Tr	8%Tr	25%	3%	19%TA	3%	2%
NET: Within the last 3 months	51	35	16	15	19	10	7	51	5	19	16	6	3	1	-	5	1	30	19	4	10	6	18	9	2	17
	4%brppr	6%Tb	3%	5%	5%	4%	3%	4%ppq	4%	9%Thmn	8%Thmn	3%	3%	1%	-	1%	1%	3%	13%Tr	11%r	11%Tr	32%	4%	23%TA	4%	3%
NET: At least yearly	57	40	18	16	20	11	9	57	7	20	18	6	3	2	-	6	2	32	23	4	14	6	20	12	3	19
	5%bbpprA	7%Tb	3%	5%	6%	5%	4%	5%pp	5%p	9%Thmn	9%Thmn	3%	2%	2%	-	1%	1%	3%	16%Tr	11%r	16%Tr	32%	4%	30%TA	5%	3%
NET: Ever	65	43	21	22	21	12	9	65	8	21	22	8	4	2	-	6	2	36	26	4	16	6	20	12	7	22
	6%bbpprA	8%Tb	4%	7%	6%	5%	4%	6%pp	5%pp	10%Thmn	11%Thmn	4%	2%	2%	-	2%	1%	4%	18%Tr	11%r	19%Tr	32%	4%	30%TA	12%TA	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
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Table 82

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

	Gender		Social Grade				Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Never	1106	530	576	283	329	234	254	1106	136	194	182	213	171	136	73	380	209	973	119	30	70	12	452	27	53	549
	94%ajks	92%	96%Ta	93%	94%	95%	96%	94%jk	95%	90%	89%	96%jk	98%jk	98%jk	100%jk	98%Thjk	99%Thjk	96%Tsu	82%	89%	81%	68%	96%yz	70%	88%iy	96%Tyz

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

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

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

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

Ofcom VSP Tracker - Wave 1
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Table 83

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?						Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Several times a day	4	1	-	1	2	-	2	1	-	1	2	1	1	1	1	2	1	1	-
At least once a day	10	1	1	1	8	2	5	3	-	3	6	2	4	1	1	2	5	2	-
At least once a week	14	2	1	1	11	4	3	6	-	6	8	4	4	3	1	6	7	1	-
At least once a month	10	1	-	1	9	3	5	2	-	6	4	2	2	2	5	5	1	-	-
At least once in the last 3 months	13	3	1	-	9	3	5	5	-	7	6	3	4	2	-	4	6	2	-
At least once in the last 12 months	7	2	1	1	3	2	3	1	-	5	1	-	-	1	-	2	2	1	1
Used to use, but haven't in the last 12 months	7	2	2	-	6	3	3	1	-	4	4	1	-	3	-	3	3	1	-
NET: At least daily	14	3	1	3	10	2	6	5	-	5	9	3	5	1	1	4	6	3	-
NET: At least weekly	28	5	1	3	21	6	10	11	1	11	16	7	9	4	3	10	13	5	-
NET: At least monthly	38	6	2	4	30	9	15	13	1	17	21	9	11	6	4	14	18	5	-
NET: Within the last 3 months	51	9	3	5	38	12	20	18	1	24	26	13	15	8	4	19	24	7	-
NET: At least yearly	57	10	4	5	41	14	23	19	1	29	28	13	16	9	4	20	26	9	1
NET: Ever	65	12	6	5	47	16	26	21	1	33	31	14	16	12	4	23	30	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/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 83

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

	Impacting/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Never	1106	318	142	194	755	255	612	221	18	834	270	101	121	94	54	577	352	100	14
	94%gkldmp	96%	96%	97%	94%	94%	96%Tg	91%	93%	96%Tjklm	90%	88%	88%	89%	93%	96%Tpq	92%	91%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

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Table 84
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

	GEO Region											Urban/ Rural		Internet usage				Devices used to access internet								Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)		
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39		
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**		
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29		
Several times a day	4	-	-	-	4	-	1	-	1	*	1	1	1	-	3	1	4	-	*	-	3	1	2	-	-	*	-	-	-		
At least once a day	10	*	-	1	9	*	1	1	1	1	1	3	1	2	9	1	9	2	*	1	8	5	2	*	1	*	-	1	*		
At least once a week	14	1	1	-	12	1	2	3	1	2	-	3	1	*	12	1	12	1	1	1	11	10	3	1	-	*	-	-	*		
At least once a month	10	*	-	1	9	-	2	1	*	1	1	2	1	1	8	1	10	*	*	-	9	4	2	1	1	*	-	1	1		
At least once in the last 3 months	13	-	1	-	12	-	1	1	4	-	3	2	1	9	2	8	4	1	1	10	8	3	1	-	1	-	-	-	1		
At least once in the last 12 months	7	1	-	*	5	1	-	-	*	-	2	-	1	5	1	5	1	-	-	7	2	2	1	-	1	-	*	-			
Used to use, but haven't in the last 12 months	7	1	-	-	7	-	*	*	1	-	2	2	1	5	2	4	4	-	-	7	3	4	-	-	*	*	-	-			
NET: At least daily	14	*	-	1	12	*	1	1	1	1	1	3	1	2	11	2	12	2	*	1	12	6	5	*	1	1	-	1	*		
NET: At least weekly	28	1	1	1	25	1	3	4	3	3	1	6	2	2	22	3	24	3	1	1	23	16	7	1	1	1	-	1	1		
NET: At least monthly	38	1	1	2	34	1	5	5	3	4	2	8	4	3	31	4	34	3	2	1	32	21	9	2	2	1	-	2	2		
NET: Within the last 3 months	51	1	2	2	46	1	5	5	4	8	2	11	5	4	40	7	42	8	2	2	42	28	12	2	2	-	2	-	3		
NET: At least yearly	57	3	2	2	51	2	5	5	5	9	2	13	5	4	46	8	48	9	2	2	49	30	14	3	2	3	-	2	3		
NET: Ever	65	3	2	2	57	2	6	6	5	9	2	15	8	5	50	9	52	13	2	2	56	34	18	3	3	*	2	3			
	6% ^{ox}	4%	3%	6%	6%	5%	4%	6%	6%	11% ^o	2%	9% ^o	5%	5%	6%	5%	7% ^o	3%	9%	4%	5%	7% ^{ox}	7% ^{ox}	6% ^{ox}	3% ^{ox}	8% ^{ox}	*	5% ^{ox}	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 84
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Never	1106	92	55	32	927	45	121	92	90	72	104	145	161	97	810	169	656	434	25	57	1004	448	231	50	61	35	206	42	32
	94%	96%	97%	94%	94%	95%	94%	94%	94%	89%	98%	91%	95%	95%	94%	95%	93%	97%	91%	95%	93%	93%	94%	97%	92%	100%	95%	96%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 85

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,999 (c)	£36,400 to £51,999 (d)	£52,000+ (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (l)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita b (h)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Several times a day	4	1	1	*	*	*	4	3	3	3	2	2	3	2	4	2	2	1	4	*
	*	*	*	*	*	*	*	*	*	*	1%Tj	*	1%Tghj	2%Tghj	3%Tghj	2%Tghjk	1%	*	1%Tu	*
At least once a day	10	3	2	1	1	1	10	7	6	8	8	7	7	8	10	5	4	7	2	2
	1%su	2%	1%	1%	*	1%	1%	1%	2%T	1%	3%Tghj	5%Tghj	5%Tghj	16%Tghi	19%Tghj	7%Tghj	2%Ts	*	2%Tu	*
At least once a week	14	3	3	4	*	2	14	14	11	13	12	11	12	10	14	9	7	10	4	4
	1%su	1%	1%	1%	*	1%	1%	2%Tj	3%Tj	1%	4%Tghj	8%Tghj	9%Tghj	19%Tghi	28%Tghj	12%Tghj	3%Ts	1%	2%Tu	1%
At least once a month	10	2	3	3	1	1	10	9	5	10	5	7	4	4	10	4	5	5	8	3
	1%su	1%	1%	1%	1%	1%	1%	2%T	2%	1%	2%	5%Tghj	3%Tj	4%Tghj	8%Tghj	21%Tghi	5%Tghj	2%Ts	1%	2%Tu
At least once in the last 3 months	13	3	1	4	3	1	13	8	7	9	6	7	5	4	13	4	4	8	6	6
	1%	1%	*	1%	2%	*	1%	1%	2%Tj	1%	2%j	5%Tghj	4%Tghj	8%Tghj	25%Tghj	5%Tghj	2%	1%	2%	1%
At least once in the last 12 months	7	3	2	1	1	-	7	7	7	5	3	4	3	1	-	1	4	1	4	3
	1%sa	1%	*	*	1%	-	1%	1%Tj	2%Tj	-	1%	2%Tj	2%Tj	2%	-	2%Tj	2%Ts	*	1%	*
Used to use, but haven't in the last 12 months	7	*	3	3	*	1	7	7	6	2	5	5	*	-	3	3	5	3	4	4
	1%	*	1%	1%	*	1%	1%	1%T	2%Tj	1%	2%Tj	2%	4%Tghj	1%	-	3%Tghj	1%	*	1%	1%
NET: At least daily	14	4	3	2	1	2	13	10	9	12	10	9	9	14	7	7	6	11	2	2
	1%su	2%	1%	1%	*	1%	1%	2%	3%Tghj	1%	3%Tghj	7%Tghj	7%Tghj	19%Tghi	27%Tghj	9%Tghj	3%Ts	1%	3%Tu	*
NET: At least weekly	28	7	6	6	1	3	27	24	20	24	22	20	22	19	28	16	14	21	6	6
	2%su	3%	2%	2%	1%	3%	3%	4%Tj	6%Tghj	3%	7%Tghj	14%Tghj	16%Tghj	38%Tghj	55%Tghj	21%Tghj	6%Ts	1%	5%Tu	1%
NET: At least monthly	38	9	9	9	2	4	38	33	25	34	28	27	26	24	38	19	19	29	9	9
	3%su	4%	3%	3%	2%	3%	4%	5%Tj	8%Tghj	4%	9%Tghj	19%Tghj	20%Tghj	47%Tghj	75%Tghj	26%Tghj	9%Ts	2%	7%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used.

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Table 65

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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
NET: Within the last 3 months	51 4%su	12 5%	10 3%	13 5%	6 4%	5 4%	51 5%	42 7%Tg	32 10%Tghj	43 4%	34 11%Tghj	33 23%Tghj	31 24%Tghj	26 55%Tghj	51 100%Tghj	23 30%Tghj	23 11%Ts	27 3%	35 8%Tu	16 2%
NET: At least yearly	57 5%su	16 7%	12 4%	14 5%	6 4%	5 4%	57 5%T	48 8%Tg	39 12%Tghj	47 5%	38 13%Tghj	37 26%Tghj	34 26%Tghj	28 56%Tghj	51 100%Tghj	24 32%Tghj	27 13%Ts	28 3%	39 9%Tu	19 2%
NET: Ever	65 6%su	16 7%	14 5%	17 6%	7 5%	6 4%	64 6%T	55 9%Tg	45 14%Tghj	55 6%	44 15%Tghj	39 27%Tghj	39 29%Tghj	29 57%Tghj	51 100%Tghj	27 36%Tghj	30 14%Ts	32 3%	42 10%Tu	23 3%
Newer	1106 94%ghk Innoprt	209 93%	293 95%	253 94%	144 95%	125 96%	1006 94%hkl mnop	564 91%klm nop	279 86%lmno p	911 94%hkl mnop	255 85%lmno p	104 73%nop	94 71%nop	22 43%o	-	49 64%no	188 86%	905 97%Tr	373 90%	732 97%Tr

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

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

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

Overlap formulae used.

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Table 86

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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Several times a day	4	-	1	-	-	3	-	1	-	-	3
						1%T		*			1%T
At least once a day	10	-	1	-	-	8	-	1	-	-	8
	1%	-	*	-	-	3%Tabc	-	*	-	-	3%Thjk
At least once a week	14	-	-	-	-	14	-	-	-	1	14
	1%	-	-	-	-	5%Tabcd	-	-	-	*	6%Thjk
At least once a month	10	-	-	1	1	8	-	-	1	1	8
	1%	-	-	1%	1%	3%Tabc	-	-	1%	1%	3%Thj
At least once in the last 3 months	13	-	3	1	1	8	-	3	1	1	8
	1%	-	1%	*	1%	3%Tabc	-	1%	*	1%	3%Thj
At least once in the last 12 months	7	-	-	*	1	5	-	-	1	1	5
	1%	-	-	*	1%	2%Tb	-	-	*	1%	2%Ti
Used to use, but haven't in the last 12 months	7	-	-	1	-	6	-	-	1	-	6
	1%	-	-	*	-	3%Tb	-	-	*	-	3%Tk
NET: At least daily	14	-	2	-	1	11	-	2	-	1	11
	1%	-	1%	-	1%	4%Tabcd	-	1%	-	1%	5%Thjk
NET: At least weekly	28	-	2	-	2	24	-	2	-	2	24
	2%bcj	-	1%	-	1%	10%Tabcd	-	1%	-	1%	10%Thjk
NET: At least monthly	38	-	2	1	3	32	-	2	1	3	32
	3%bcj	-	1%	1%	2%	13%Tabcd	-	1%	1%	2%	14%Thjk
NET: Within the last 3 months	51	-	4	2	4	40	-	4	2	4	40
	4%abchij	-	1%	1%	3%	16%Tabcd	-	1%	1%	3%	17%Thjk
NET: At least yearly	57	-	4	3	5	45	-	4	3	5	45
	5%abchij	-	1%	1%	3%	18%Tabcd	-	1%	1%	3%	19%Thjk
NET: Ever	65	-	4	4	5	51	-	4	4	5	51
	6%abchij	-	1%	2%	3%	21%Tabcd	-	1%	2%	3%	22%Thjk
Never	1106	168	333	253	156	196	173	336	258	153	186
	94%el	100%Te	99%Te	98%Te	97%e	79%	100%Tk	99%Ti	98%Ti	97%l	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) - T/a/b/c/d/e - T/h/i/j/k/l Overlap formulae used.

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Table 67
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

	Gender		Social Grade				Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	85+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
Several times a day	6	5	1	3	1	1	1	6	1	2	2	*	*	*	*	*	*	2	3	1	1	1	4	*	*	1
At least once a day	15	13	2	3	5	2	5	15	3	5	4	3	*	*	*	*	*	11	4	1	3	*	6	2	1	6
At least once a week	23	20	3	6	7	6	4	23	4	11	5	3	*	*	*	*	*	16	7	1	5	*	7	3	1	11
At least once a month	15	15	1	6	5	2	2	15	3	4	3	4	1	1	-	2	1	11	4	2	2	1	6	1	1	7
At least once in the last 3 months	17	14	3	5	6	2	5	17	3	4	5	4	1	-	-	1	-	13	4	1	3	-	4	1	2	11
At least once in the last 12 months	21	14	6	4	10	2	4	21	6	3	9	1	*	1	-	1	1	17	3	*	2	*	6	2	*	12
Used to use, but haven't in the last 12 months	10	7	3	5	2	3	1	10	1	3	1	2	1	-	2	3	2	5	5	3	3	1	4	1	2	3
NET: At least daily	20	18	3	6	6	3	6	20	4	7	6	3	*	*	*	*	*	14	7	1	4	2	9	3	1	7
NET: At least weekly	43	38	5	12	13	9	9	43	8	17	11	6	1	*	*	*	*	30	13	2	9	2	16	6	2	18
NET: At least monthly	59	53	6	18	17	11	12	59	11	21	13	10	2	2	-	3	2	41	17	4	10	3	22	7	3	26
NET: Within the last 3 months	76	67	9	23	23	12	17	76	13	25	19	14	2	2	-	4	2	54	21	5	13	3	26	8	5	37
NET: At least yearly	96	81	16	28	33	15	21	96	19	28	28	15	3	3	-	6	3	71	25	6	15	4	32	9	5	49
NET: Ever	106	88	18	32	35	17	22	106	20	32	29	17	3	3	2	8	5	76	30	6	19	4	36	10	7	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 67

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**

	Gender		Social Grade				Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Never	1064	486	579	272	315	229	242	1064	123	183	175	204	172	136	71	378	207	934	115	28	67	13	436	29	53	519
	91%ajk	85%	97%Ta	89%	90%	93%	92%	91%ajk	86%	85%	86%	92%ij	98%Thj	98%Thij	97%jk	98%Thj	98%Thj	92%Tstu	80%	81%	78%	77%	92%ky	75%	88%	91%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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
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Table 88
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Several times a day	6	1	-	1	4	1	3	2	-	1	4	2	1	2	-	1	3	1	-
1% _o	1%	-	-	1%	1%	-	1%	1%	-	1% _{Ti}	1% _{Ti}	2% _l	1%	2% _l	-	1%	3%	1%	-
At least once a day	15	3	1	2	11	4	6	5	1	7	7	2	5	1	2	4	9	2	-
1% _l	1%	1%	1%	1%	1%	2%	1%	2%	3%	1%	2%	2%	3% _l	1%	4%	1%	2% _o	2%	-
At least once a week	23	6	3	2	15	2	9	10	1	12	11	5	5	4	3	11	8	2	2
2% _l	2%	2%	2%	1%	2%	1%	1%	4% _{Tef}	6%	1%	4% _{Ti}	5% _l	3%	4%	5% _l	2%	2%	2%	11%
At least once a month	15	3	1	3	12	4	7	3	1	12	3	1	2	2	1	6	7	3	-
1%	1%	1%	1%	1%	2%	1%	1%	7%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	-
At least once in the last 3 months	17	8	4	4	9	4	11	2	*	12	6	3	2	2	1	8	4	4	1
1%	2%	3%	2%	1%	1%	2%	1%	2%	1%	2%	3%	1%	2%	2%	1%	1%	3%	3%	9%
At least once in the last 12 months	21	5	3	4	14	2	14	5	-	13	8	3	4	*	1	8	12	1	-
2%	2%	2%	2%	2%	1%	2%	2%	-	1%	3%	2%	3%	*	2%	1%	3% _T	1%	-	-
Used to use, but haven't in the last 12 months	10	2	1	1	8	-	7	2	-	6	4	1	1	2	1	3	7	-	-
1%	1%	1%	-	1%	-	1%	1%	-	1%	1%	1%	1%	2%	1%	*	2%	-	-	-
NET: At least daily	20	4	2	3	16	5	8	7	1	9	12	5	6	3	2	5	12	3	-
2% _o	1%	1%	2%	2%	2%	1%	3%	3%	1%	4% _{Ti}	4% _l	4% _{Ti}	3%	4%	1%	3% _o	3%	-	-
NET: At least weekly	43	10	5	6	30	7	17	17	2	20	23	10	11	8	5	16	19	6	2
4% _l	3%	3%	3%	4%	3%	3%	7% _{Tef}	9%	2%	8% _{Ti}	9% _{Ti}	8% _{Ti}	7% _l	9% _{Ti}	3%	5%	5%	11%	-
NET: At least monthly	59	13	6	8	42	12	24	20	3	32	26	11	12	9	6	22	26	8	2
5% _l	4%	4%	5%	4%	4%	4%	8% _{Ti}	15%	4%	9% _{Ti}	10% _{Ti}	9% _{Ti}	9% _l	11% _l	4%	7%	8%	11%	-
NET: Within the last 3 months	76	21	10	12	51	15	35	22	3	44	32	15	14	11	7	30	30	12	3
6% _l	6%	7%	6%	6%	6%	5%	9%	17%	5%	10% _{Ti}	13% _{Ti}	10% _l	11% _l	13% _l	5%	8%	11% _o	20%	-
NET: At least yearly	96	26	13	17	65	17	49	27	3	57	39	17	18	12	8	38	42	13	3
8% _l	8%	9%	8%	8%	6%	6%	11%	17%	7%	13% _{Ti}	15% _{Ti}	13% _{Ti}	11%	14%	6%	11% _{To}	12%	20%	-
NET: Ever	106	28	14	17	72	17	56	30	3	63	43	19	19	14	9	41	49	13	3
9% _l	9%	9%	9%	9%	6%	6%	12% _o	17%	7%	14% _{Ti}	16% _{Ti}	14% _l	14%	13%	15%	7%	13% _{To}	12%	20%

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



Ofcom VSP Tracker - Wave 1
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Table 88

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**

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Never	1064 91%kp	302 91%	134 91%	183 91%	729 91%	254 94%g	582 91%	212 88%	16 83%	804 93%Tj	259 86%	96 84%	118 86%	93 87%	49 85%	560 93%Tp	332 87%	97 88%	12 80%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 89
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet										Working status				
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)				
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39				
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	170	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**				
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29				
Several times a day	6	-	-	1	4	-	1	-	-	-	-	2	1	-	4	-	5	1	-	-	5	3	2	-	-	-	-	-	-				
At least once a day	15	1	-	-	14	-	2	1	3	1	1	4	1	-	12	-	14	1	-	-	14	10	3	1	1	1	-	-	1				
At least once a week	23	1	1	-	21	3	1	2	3	2	1	6	2	-	16	3	19	3	2	-	19	17	3	-	-	1	-	-	1				
At least once a month	15	1	-	1	13	1	3	1	1	-	2	3	2	1	12	1	13	3	-	-	13	9	3	-	1	1	-	-	1				
At least once in the last 3 months	17	4	-	1	12	1	3	1	2	1	-	1	1	1	12	3	15	2	-	-	17	10	4	-	1	2	-	-	1				
At least once in the last 12 months	21	3	2	-	16	-	3	3	1	1	-	3	4	1	17	1	15	5	-	-	20	16	4	-	-	1	-	-	-				
Used to use, but haven't in the last 12 months	10	1	-	-	8	-	4	-	1	1	-	2	2	-	7	2	8	2	1	-	8	3	4	1	-	-	-	1	1				
NET: At least daily	20	2	-	1	18	*	2	1	3	1	1	5	2	1	16	1	18	2	*	*	19	13	5	1	1	1	-	-	1				
NET: At least weekly	43	3	1	1	38	3	4	3	6	4	2	11	4	1	32	4	37	5	2	1	39	30	8	1	1	2	-	-	2				
NET: At least monthly	59	4	1	2	51	4	7	4	7	4	4	14	6	2	45	5	50	8	2	1	52	39	11	1	2	3	-	-	2				
NET: Within the last 3 months	76	8	1	3	64	5	9	5	9	5	4	16	7	3	57	8	65	10	2	1	69	49	14	2	2	5	-	-	3				
NET: At least yearly	96	11	3	3	79	5	12	8	11	6	4	18	11	4	75	9	80	15	2	1	89	65	18	2	2	5	-	-	3				
NET: Ever	106	12	3	3	88	5	16	8	11	6	4	20	13	4	81	11	88	17	4	1	97	69	22	3	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 83
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Never	1064	83	54	31	897	42	111	89	84	74	101	140	156	98	779	167	619	429	24	58	963	413	226	50	61	33	206	44	30
	91%ns	87%	94%	91%	91%	90%	88%	91%	88%	92%	96%alk	87%	92%	96%alk	91%	94%	68%	96%Tn	87%	98%	91%	86%	91%	95%	96%cs	88%	100%Tstu	98%cs	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 90
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (l)	Snapchat (k)	Twitch (o)	Vimeo (p)	Fruita b (m)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Several times a day	6	*	1	1	2	1	6	6	6	6	6	6	4	4	3	6	2	3	4	1
					1%	1%	1%	1%	2%Tg	1%	2%Tgj	4%Tghij	3%Tghj	8%Tghjk	6%Tghjklm	7%Tghjklm	1%	*	1%	*
At least once a day	15	5	3	4	1	1	14	15	11	14	11	10	10	6	6	15	8	7	9	6
	1%sa	2%	1%	1%	1%	1%	1%	2%Tg	4%Tg	1%	4%Tgj	7%Tghj	12%Tghjk	12%Tghjkl	20%Tghjklmno	4%Ts	1%	2%	1%	1%
At least once a week	23	4	4	7	3	3	23	20	18	19	16	13	13	9	9	23	12	10	16	7
	2%su	2%	1%	3%	2%	3%	2%	3%Tg	5%Tghj	2%	5%Tghj	9%Tghjkl	18%Tghjklm	17%Tghjklmno	30%Tghjklmno	6%Ts	1%	1%	4%Tu	1%
At least once a month	15	3	3	3	3	3	15	12	10	14	7	8	4	3	3	15	7	9	7	9
	1%sa	1%	1%	1%	2%	2%	1%	2%	3%Tg	1%	2%	6%Tghjkl	5%Tghjkl	8%Tghjklm	6%Tghjklmno	20%Tghjklmno	3%Ts	1%	2%	1%
At least once in the last 3 months	17	4	4	4	4	2	17	15	11	16	12	8	7	3	2	17	8	9	8	9
	1%sa	2%	1%	2%	2%	1%	2%	2%Tg	3%Tg	2%	4%Tghjkl	5%Tghjkl	6%Tghjkl	5%Tg	3%	23%Tghjklmno	4%Ts	1%	2%	1%
At least once in the last 12 months	21	2	6	8	2	1	21	19	14	19	13	9	3	3	2	8	4	11	8	13
	2%sa	1%	2%	3%	1%	1%	2%	3%Tgjp	4%Tgjp	2%	4%Tgjp	3%p	7%Tghjklp	6%Tgjp	5%Tgjp	-	4%Ts	1%	2%	2%
Used to use, but haven't in the last 12 months	10	1	1	1	4	1	9	10	4	8	7	3	2	2	1	-	3	7	7	2
	1%sa	*	*	*	3%Tb	1%	1%	2%Tg	1%	1%	2%Tg	2%Tg	1%	4%Tg	2%	-	1%	1%	2%Tu	*
NET: At least daily	20	5	4	5	3	3	19	20	17	20	17	15	14	10	9	20	10	10	13	7
	2%su	2%	1%	2%	2%	2%	2%	3%Tg	5%Tghj	2%	6%Tghjkl	10%Tghjkl	11%Tghjkl	20%Tghjklm	18%Tghjklm	27%Tghjklmno	5%Ts	1%	3%Tu	1%
NET: At least weekly	43	9	8	12	6	6	42	40	33	33	28	19	19	18	43	23	20	30	14	14
	4%su	4%	3%	5%	5%	4%	4%	6%Tg	10%Tghjkl	4%	11%Tghjkl	18%Tghjkl	20%Tghjkl	38%Tghjklm	38%Tghjklm	57%Tghjklmno	10%Ts	2%	7%Tu	2%
NET: At least monthly	59	12	11	15	10	9	57	52	43	52	40	36	33	23	21	59	29	28	36	22
	5%su	5%	4%	6%	6%	7%	5%	8%Tg	13%Tghjkl	5%	13%Tghjkl	25%Tghjkl	25%Tghjkl	46%Tghjklm	42%Tghjklm	77%Tghjklmno	13%Ts	3%	9%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 90

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Blitche (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (t)
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
NET: Within the last 3 months	76 6%su	15 7%	16 5%	19 7%	13 9%	10 8%	75 7%T	66 11%Tg	54 17%Tghj	68 7%	52 17%Tghj	44 31%Tghi jk	40 30%Tghj k	26 51%Tghi ijklmno	23 45%Tgh ijklm	76 100%Tghi jklmno	37 17%Ts	37 4%	44 11%Tu	32 4%
NET: At least yearly	96 8%su	18 8%	21 7%	27 10%	15 10%	12 9%	95 9%T	86 14%Tg	68 21%Tghj	87 9%	65 22%Tghj	49 34%Tghj k	49 37%Tghj k	29 57%Tghi ijklmno	25 50%Tgh ijklm	76 100%Tghi jklmno	45 21%Ts	49 5%	52 12%Tu	45 6%
NET: Ever	106 9%su	19 8%	22 7%	29 11%	19 13%	13 10%	104 10%T	95 15%Tg	72 22%Tghj	95 10%	72 24%Tghj	52 38%Tghj k	51 38%Tghj k	31 61%Tghi ijklmno	26 52%Tgh ijklmno	76 100%Tghi jklmno	48 22%Ts	56 6%	59 14%Tu	47 6%
Never	1064 91%ghk lmnoprt	206 92%	288 93%	241 89%	132 87%	118 90%	966 80%hikl mnop	524 85%ijklm nop	251 78%lmno p	871 90%hikl mnop	227 76%ijklmno p	92 64%nop	82 62%nop	20 39%p	24 48%np	-	170 78%	882 94%Tr	356 86%	708 94%Tt

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 91
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Several times a day	6	-	-	-	-	6	-	-	-	-	6
	1%	-	-	-	-	2%Tbc	-	-	-	-	2%Tj
At least once a day	15	-	-	1	1	14	-	-	1	1	14
	1%	-	-	*	*	6%Tabcd	-	-	*	*	6%Thjk
At least once a week	23	-	2	1	1	19	-	2	1	2	18
	2%abi	-	1%	1%	1%	8%Tabcd	-	*	1%	8%Thjk	
At least once a month	15	-	-	2	3	10	-	-	2	3	10
	1%	-	-	1%	2%b	4%Tabc	-	-	1%	2%i	4%Thj
At least once in the last 3 months	17	-	*	1	2	14	-	*	1	2	13
	1%abi	-	*	*	1%	6%Tabcd	-	*	2%	6%Thj	
At least once in the last 12 months	21	-	2	-	4	14	-	2	-	6	12
	2%	-	1%	-	3%bc	6%Tabc	-	1%	-	4%hj	5%Thj
Used to use, but haven't in the last 12 months	10	-	1	2	2	5	-	2	1	2	5
	1%	-	*	1%	1%	2%T	-	1%	*	1%	2%T
NET: At least daily	20	-	-	1	1	19	-	-	1	1	19
	2%abcj	-	-	*	*	8%Tabcd	-	-	*	*	8%Thjk
NET: At least weekly	43	-	2	2	2	38	-	2	2	2	38
	4%abchij	-	1%	1%	1%	15%Tabcd	-	*	1%	1%	16%Thjk
NET: At least monthly	59	-	2	4	4	48	-	2	4	5	48
	5%abchij	-	1%	2%	3%	20%Tabcd	-	*	2%	3%i	20%Thjk
NET: Within the last 3 months	76	-	2	5	6	62	-	2	5	7	61
	6%abchij	-	1%	2%	4%ab	25%Tabcd	-	1%	2%	5%hi	26%Thjk
NET: At least yearly	96	-	4	5	10	76	-	4	5	13	74
	8%abchij	-	1%	2%	8%abc	31%Tabcd	-	1%	2%	8%hj	31%Thjk
NET: Ever	106	-	6	7	12	81	-	6	6	15	78
	9%abchij	-	2%	3%	8%abc	33%Tabcd	-	2%	2%	9%hj	33%Thjk
Never	1064	168	332	250	148	166	173	334	256	143	158
	91%el	100%Tde	98%Tde	97%Tde	92%e	67%	100%Tkl	98%Tkl	98%Tkl	91%i	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 92

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

	Gender		Social Grade				Age									Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi- an (x)	Muslim (y)	Other religio- n (z)	None (A)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
Several times a day	4	2	2	1	2	1	1	4	1	1	1	1	1	1	1	1	3	1	1	1	1	1	4	1	1	1
At least once a day	11	5	5	2	5	3	3	11	2	6	2	1	1	1	1	1	7	4	1	3	1	4	2	1	2	3
At least once a week	15	11	4	5	5	2	3	15	4	6	4	2	1	1	1	1	9	6	1	4	1	6	4	1	3	
At least once a month	8	5	3	2	3	3	1	8	1	2	2	2	1	1	1	1	5	3	1	2	1	3	1	1	3	
At least once in the last 3 months	4	2	1	1	1	2	1	4	2	1	1	1	1	1	1	1	3	1	1	1	1	2	1	1	2	
At least once in the last 12 months	5	5	1	3	1	1	1	5	2	1	1	1	1	1	1	1	3	2	1	1	1	2	1	1	2	
Used to use, but haven't in the last 12 months	16	9	7	8	2	5	1	16	3	3	4	1	3	1	2	7	8	9	1	7	1	5	3	3	4	
NET: At least daily	15	7	8	3	6	1	4	15	2	7	3	1	1	1	1	1	10	5	1	3	1	7	2	1	3	
NET: At least weekly	30	16	11	8	11	3	7	30	6	13	7	3	1	1	1	1	19	11	2	7	2	13	5	2	7	
NET: At least monthly	38	24	14	10	14	6	8	38	6	15	9	4	1	1	3	2	23	14	2	9	2	16	6	4	10	
NET: Within the last 3 months	41	26	16	10	15	7	9	41	8	16	10	5	1	1	3	2	26	16	3	10	3	18	6	4	12	
NET: At least yearly	46	31	16	13	15	8	11	46	10	16	10	6	1	1	4	2	29	17	4	11	3	21	6	4	13	
NET: Ever	62	40	22	21	16	13	12	62	13	19	14	6	5	2	3	10	6	36	26	4	18	3	26	9	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 92

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

	Gender		Social Grade				Age									Ethnicity				Religion						
	Total (T)	Male (B)	Female (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	18+ (H)	18-24 (I)	25-34 (J)	35-44 (K)	45-54 (L)	55-64 (M)	65-74 (N)	75-84 (O)	55+ (P)	65+ (Q)	White (R)	BAME (S)	Mixed (T)	Asian (U)	Black (V)	Christi an (X)	Muslim (Y)	Other religio n (Z)	None (A)
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Never	1108	534	575	284	334	233	252	1108	130	196	190	216	170	136	70	376	206	973	119	30	68	14	446	30	52	553
	95%ajst	93%	96%Ta	93%	95%	95%	96%	95%j	91%	91%	93%	97%kj	97%kj	98%jk	96%	97%Thj	97%j	96%Tstu	82%	87%	79%	82%	94%y	77%	88%	97%Tyz

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

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

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

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 93
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Several times a day	4	2	-	2	2	1	1	2	-	2	2	1	1	1	-	2	1	1	-
	1%	1%	-	1%	1%	1%	1%	2%	-	2%	2%	1%	1%	1%	-	1%	1%	1%	-
At least once a day	11	1	1	1	9	3	4	4	-	4	7	3	4	1	-	4	5	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%Ti	3%ti	3%Ti	1%	1%	1%	1%	1%	-
At least once a week	15	5	2	3	9	2	6	6	1	7	8	4	3	2	3	5	9	2	-
	1%	1%	1%	1%	1%	1%	1%	3%	3%	1%	3%Ti	3%ti	2%	2%	4%ti	1%	2%	1%	-
At least once a month	8	2	1	2	5	1	3	4	-	3	5	2	3	1	1	4	2	2	-
	1%	1%	1%	1%	1%	-	1%	2%	-	1%	2%Ti	2%ti	2%Ti	1%	1%	1%	1%	1%	-
At least once in the last 3 months	4	-	-	-	3	-	2	1	-	3	1	-	1	-	-	1	1	1	-
	1%	-	-	-	1%	-	1%	1%	-	1%	-	-	-	-	-	1%	1%	1%	-
At least once in the last 12 months	5	1	-	-	4	1	2	2	-	3	2	1	1	1	-	3	1	-	-
	1%	1%	-	-	1%	-	1%	1%	-	1%	1%	1%	1%	1%	-	1%	-	-	-
Used to use, but haven't in the last 12 months	16	3	-	3	12	-	11	5	-	11	5	2	3	2	1	5	9	2	-
	1%	1%	-	1%	1%	-	2%	2%e	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	-
NET: At least daily	15	3	1	3	11	4	5	5	-	5	9	4	5	2	1	6	7	2	-
	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	3%Ti	4%Ti	4%Ti	2%	2%	1%	2%	2%	-
NET: At least weekly	30	7	2	6	20	6	11	12	1	12	17	8	8	4	3	10	15	4	-
	3%	2%	2%	3%	2%	2%	2%	5%Ti	5%	1%	6%Ti	7%Ti	6%Ti	4%	6%ti	2%	4%	4%	-
NET: At least monthly	38	10	4	7	25	7	14	15	1	15	23	11	12	9	4	14	17	5	-
	3%h	3%	3%	4%	3%	3%	2%	6%Ti	8%	2%	7%Ti	9%Ti	9%Ti	5%ti	7%ti	2%	5%	5%	2%
NET: Within the last 3 months	41	10	4	7	28	8	16	16	1	18	23	11	12	5	4	16	18	7	-
	4%h	3%	2%	4%	4%	3%	3%	7%Ti	8%	2%	8%Ti	9%Ti	9%Ti	5%	7%ti	3%	5%	6%	2%
NET: At least yearly	46	11	4	8	32	9	18	18	1	21	25	12	13	6	5	19	19	7	-
	4%h	3%	3%	4%	4%	3%	3%	8%Tef	8%	2%	8%Ti	10%Ti	9%Ti	6%	8%ti	3%	5%	7%	2%
NET: Ever	62	14	4	11	44	9	29	23	2	32	29	14	16	8	6	24	29	9	-
	5%h	4%	3%	5%	5%	3%	5%	10%Tef	10%	4%	10%Ti	12%Ti	11%Ti	8%	10%ti	4%	8%To	8%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 93
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Never	1108	316	144	189	758	263	609	219	17	834	272	101	121	98	52	577	352	101	15
		95%gkl	96%	97%	95%	97%g	95%g	90%	90%	96%Tkl	90%	88%	89%	92%	90%	96%p	92%	92%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 94

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**

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet										Working status				
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)				
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39				
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	170	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**				
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29				
Several times a day	4	-	-	-	4	-	1	-	*	1	*	-	1	-	3	-	4	-	*	1	3	2	1	-	-	1	-	-	-				
At least once a day	11	*	*	1	9	2	*	1	*	1	-	3	1	*	9	-	7	4	1	-	10	9	2	-	-	-	-	-	-				
At least once a week	15	1	*	-	13	*	1	1	2	1	1	5	*	2	12	2	12	2	*	1	12	9	4	*	-	1	-	-	-				
At least once a month	8	1	-	-	7	1	1	1	1	*	1	2	1	*	6	1	6	2	*	-	7	4	3	*	-	-	-	-	-				
At least once in the last 3 months	4	-	-	-	4	-	-	-	-	1	-	2	-	*	3	1	3	1	-	-	4	2	-	-	*	-	-	-	-				
At least once in the last 12 months	5	1	-	*	4	*	*	*	-	-	-	2	-	*	3	*	3	2	-	-	5	3	1	*	-	-	-	-	-				
Used to use, but haven't in the last 12 months	16	3	1	-	13	-	5	-	1	-	-	2	5	-	13	3	8	8	1	-	15	7	6	1	-	1	-	1	-				
NET: At least daily	15	1*	*	1	13	2	1	1	1	2	*	3	2	*	12	*	11	4	1	1	13	11	3	-	-	1	-	-	-				
NET: At least weekly	30	2	*	1	26	3	2	2	3	3	1	8	3	2	24	2	23	6	1	2	25	20	7	*	-	1	-	-	1				
NET: At least monthly	38	3	*	1	33	3	3	3	3	4	1	10	4	2	29	3	29	8	2	2	32	24	9	1	-	2	-	-	2				
NET: Within the last 3 months	41	3	-	1	37	3	3	3	3	4	1	12	4	3	32	4	32	9	2	2	36	26	9	1	-	2	-	-	3				
NET: At least yearly	46	4	*	1	40	4	3	3	3	4	1	14	4	3	35	4	35	11	2	2	40	29	11	1	-	2	*	*	3				
NET: Ever	62	7	1	1	53	4	8	3	4	4	1	17	8	3	48	7	43	19	3	2	55	36	17	2	-	3	*	1	3				
	5% ^x	7%	2%	4%	5%	8%	6%	3%	4%	5%	1%	10% ^{tj}	5%	3%	6%	4%	6% ^T	4%	11%	3%	5%	7% ^{Tvx}	7% ^{kx}	3% ^{kx}	-	9% ^{vx}	*	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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



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Absolutes/col percents

Table 94
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

	GEO Region														Urban/ Rural		Internet usage			Devices used to access internet			Working status						
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Never	1108	89	56	33	931	44	119	95	91	76	104	143	161	99	812	172	665	428	25	57	1006	446	232	51	63	35	206	43	31
		95%kns	93%	96%	95%k	92%	94%	97%	96%	95%	99%k	90%	95%	97%	94%	96%	94%	96%	89%	97%	95%	93%	93%	97%	100%sw	91%	100%Tstu	97%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 95

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,999 (c)	£36,999 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (l)	Snapchat (k)	Twitch (o)	Vimeo (p)	Fruita b (h)	Bitchute (i)	OnlyFans (j)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Several times a day	4	1	1	1	*	*	4	3	2	4	3	3	3	3	3	2	2	2	2	2
	*	1%	*	*	*	*	*	*	1%	*	1%	2%Tghj	2%Tghj	6%Tghj	6%Tghj	3%Tghj	1%	*	*	*
At least once a day	11	1	3	3	1	1	11	11	7	10	9	8	8	9	9	7	8	3	9	2
	1%su	1%	1%	1%	*	1%	1%	2%Tg	2%Tg	1%	3%Tgj	6%Tghj	6%Tghj	17%Tghj	17%Tghj	9%Tghj	4%Ts	*	2%Tu	*
At least once a week	15	3	2	2	2	3	14	14	11	14	12	11	12	9	9	10	7	7	12	3
	1%su	2%	1%	1%	1%	2%	1%	2%Tgj	3%Tg	1%	4%Tghj	8%Tghj	9%Tghj	17%Tghj	18%Tghj	13%Tghj	3%Ts	1%	3%Tu	*
At least once a month	8	2	3	2	1	*	7	7	6	7	6	6	5	3	4	4	4	3	3	5
	1%sa	1%	1%	1%	*	*	1%	1%	2%Tg	1%	2%Tgj	4%Tghj	4%Tghj	7%Tghj	6%Tghj	6%Tghj	2%Ts	*	1%	1%
At least once in the last 3 months	4	1	1	1	*	*	3	4	3	4	3	3	2	2	2	2	2	2	2	2
	*	*	*	*	*	*	1%g	1%Tg	*	1%Tg	2%Tghj	2%Tghj	4%Tghj	3%Tghj	3%Tghj	1%	*	*	*	*
At least once in the last 12 months	5	*	*	1	1	1	5	5	4	5	4	4	2	4	2	1	2	2	4	1
	*	*	*	*	1%	*	1%	1%Tg	*	1%Tg	2%Tghj	3%Tghj	3%Tghj	3%Tghj	1%	2	3%Tghj	1%	2	1%
Used to use, but haven't in the last 12 months	16	1	2	3	5	4	15	16	11	16	12	7	4	2	2	2	5	9	13	3
	1%u	1%	1%	1%	3%	3%	1%	3%Tg	3%Tg	2%	4%Tgj	5%Tghj	3%	5%Tg	4%	2%	2%	1%	3%Tu	*
NET: At least daily	15	3	4	4	1	1	15	14	9	14	12	11	11	11	11	9	10	5	11	4
	1%su	1%	1%	1%	1%	1%	1%	2%Tg	3%Tg	1%	4%Tghj	8%Tghj	9%Tghj	23%Tghj	23%Tghj	12%Tghj	4%Ts	1%	3%Tu	1%
NET: At least weekly	30	6	7	6	3	5	29	28	21	28	24	22	23	20	21	19	17	12	23	7
	3%su	3%	2%	2%	2%	4%	3%	5%Tg	6%Tg	3%	8%Tghj	15%Tghj	17%Tghj	46%Tghj	40%Tghj	25%Tghj	8%Ts	1%	5%Tu	1%
NET: At least monthly	38	8	9	8	3	5	36	35	26	36	30	28	28	24	25	23	21	16	26	12
	3%su	4%	3%	3%	2%	4%	3%	6%Tg	8%Tghj	4%	10%Tghj	19%Tghj	21%Tghj	47%Tghj	49%Tghj	31%Tghj	10%Ts	2%	6%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 95

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
NET: Within the last 3 months	41	9	10	10	3	5	39	38	29	40	33	31	30	26	26	23	18	28	14	2%
	4% _{su}	4%	3%	4%	2%	4%	4%	6% _{Tgj}	9% _{Tghj}	4% _T	11% _{Tghj}	21% _{Tghj}	23% _{Tghj}	51% _{Tghj}	52% _{Tghj}	34% _{Tghj}	10% _{Ts}	7% _{Tu}	2%	
NET: At least yearly	46	9	10	11	5	6	43	43	34	44	37	34	34	27	27	28	25	20	31	15
	4% _{su}	4%	3%	4%	3%	4%	4%	7% _{Tgj}	10% _{Tghj}	5% _T	12% _{Tghj}	24% _{Tghj}	26% _{Tghj}	55% _{Tghj}	53% _{Tghj}	37% _{Tghj}	12% _{Ts}	2%	8% _{Tu}	2%
NET: Ever	62	11	13	14	9	9	58	59	44	60	50	41	38	30	29	31	29	45	17	2%
	5% _{su}	5%	4%	5%	6%	7%	5%	10% _{Tgj}	14% _{Tghj}	6% _T	17% _{Tghj}	29% _{Tghj}	29% _{Tghj}	59% _{Tghj}	56% _{Tghj}	39% _{Tghj}	14% _{Ts}	3%	11% _{Tu}	2%
Never	1108	214	295	256	142	121	1012	560	279	906	249	102	95	20	22	47	187	908	371	738
	95% _{hijk}	95%	95%	95%	94%	93%	95% _{hikd}	90% _{ikm}	89% _{imno}	94% _{hikd}	83% _{imno}	71% _{inop}	71% _{inop}	41%	44%	61% _{kno}	86%	97% _{Tr}	89%	98% _{Tt}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 96

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Several times a day	4	-	-	-	1	3	-	1	-	-	3
					1%	1%T		*			1%T
At least once a day	11	-	-	-	2	9	-	2	-	-	9
	1%				1%	4%Tabc		1%			4%Thjk
At least once a week	15	-	-	-	1	11	-	1	2	-	13
	1%				*	6%Tabcd		*	1%		5%Thjk
At least once a month	8	-	1	1	-	7	1	-	-	-	6
	1%		*	*		3%Tbcd	1%	*			3%Tj
At least once in the last 3 months	4	-	-	1	-	3	-	1	-	-	3
	*			*		1%T		*			1%T
At least once in the last 12 months	5	-	-	-	-	5	-	-	-	-	5
	*					2%Tbc					2%Tj
Used to use, but haven't in the last 12 months	16	-	1	2	2	11	-	2	2	2	11
	1%		*	1%	1%	5%Tabc		*	1%	1%	5%Thj
NET: At least daily	15	-	-	-	3	12	-	1	2	-	12
	1%				2%b	5%Tabc		*	1%		5%Thjk
NET: At least weekly	30	-	-	-	4	26	-	1	3	2	24
	3%bcd				2%bc	11%Tabcd		*	1%	1%	10%Thjk
NET: At least monthly	38	-	1	1	4	32	1	1	3	2	30
	3%bcd		*	*	2%b	13%Tabcd	1%	*	1%	1%	13%Thjk
NET: Within the last 3 months	41	-	1	1	4	36	1	2	3	2	33
	4%bcdj		*	*	2%b	14%Tabcd	1%	1%	1%	1%	14%Thjk
NET: At least yearly	46	-	1	1	4	40	1	2	3	2	38
	4%abcij		*	*	2%b	16%Tabcd	1%	1%	1%	1%	16%Thjk
NET: Ever	62	-	2	3	6	51	1	3	5	4	49
	5%abchij		1%	1%	4%ab	21%Tabcd	1%	1%	2%	2%	21%Thjk
Never	1108	168	336	254	155	195	172	337	257	155	187
	95%el	100%Tde	99%Tde	99%Te	96%e	79%	99%Ti	99%Ti	98%Ti	98%u	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 97
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

	Gender			Social Grade				Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
Several times a day	3	2	1	1	1	1	1	3	1	1	2	*	*	*	*	*	2	1	*	1	1	2	*	1	1	*
At least once a day	7	6	2	1	3	2	1	7	2	2	2	1	*	*	*	*	4	3	1	2	*	4	1	1	1	1
At least once a week	11	7	4	3	4	3	2	11	2	5	4	1	*	*	*	*	5	7	1	5	1	3	5	*	*	2
At least once a month	5	4	1	2	1	1	*	5	2	2	1	1	*	*	*	*	4	2	*	1	1	2	1	1	1	2
At least once in the last 3 months	7	5	2	4	1	1	*	7	3	2	2	*	*	*	*	*	4	2	*	2	*	2	1	*	*	4
At least once in the last 12 months	4	2	2	2	2	1	*	4	*	2	2	*	*	*	*	*	4	1	*	1	*	1	*	*	*	2
Used to use, but haven't in the last 12 months	9	6	3	5	1	2	1	9	1	2	4	*	*	*	*	*	2	2	7	*	6	*	3	1	6	*
NET: At least daily	10	7	3	3	4	2	2	10	2	3	4	1	*	*	*	*	5	5	1	2	1	6	2	1	1	1
NET: At least weekly	21	15	7	6	7	4	4	21	4	8	8	3	*	*	*	*	10	11	2	7	2	9	7	2	4	4
NET: At least monthly	27	19	8	8	9	6	4	27	6	9	9	3	*	*	*	*	14	13	2	8	3	11	7	2	6	6
NET: Within the last 3 months	34	24	10	13	10	6	4	34	9	11	10	3	*	*	*	*	18	15	2	10	3	14	8	3	9	9
NET: At least yearly	38	26	12	14	12	8	4	38	9	13	12	4	*	*	*	*	22	16	2	11	3	15	8	3	11	11
NET: Ever	47	32	15	20	13	9	5	47	10	15	16	4	*	*	*	*	24	23	2	17	3	18	9	7	11	11
Never	1124	542	582	285	337	237	259	1124	133	200	188	218	175	139	71	384	210	985	122	32	69	14	455	30	53	560
	96%ack	94%	97%Ta	94%	96%	96%	98%c	96%kj	93%	93%	92%	98%jk	100%Thj	100%Thj	97%	99%Thj	99%Thj	98%Tsuj	84%	93%	81%	82%	96%yz	77%	88%	98%Ty

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



Table 98
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?						Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Several times a day	3	1	1	1	2	-	1	1	1	2	1	1	1	-	1	1	1	1	-
At least once a day	7	1	1	1	6	1	3	4	1	5	3	2	2	1	2	4	1	1	2
At least once a week	11	3	1	1	7	1	4	6	1	8	4	3	3	1	4	5	2	1	2
At least once a month	5	1	1	1	5	1	2	2	1	3	1	2	1	1	2	2	1	1	1
At least once in the last 3 months	7	1	1	1	5	1	4	2	1	5	3	2	1	-	4	2	2	1	1
At least once in the last 12 months	4	1	1	1	3	1	3	1	1	2	1	1	-	-	1	3	-	-	-
Used to use, but haven't in the last 12 months	9	2	1	1	7	1	4	4	1	4	2	3	2	1	1	6	2	1	1
NET: At least daily	10	2	1	1	8	1	4	5	1	2	8	4	3	2	3	5	2	1	2
NET: At least weekly	21	4	2	2	15	2	8	11	1	6	15	7	7	6	3	7	10	4	1
NET: At least monthly	27	5	2	3	19	2	10	14	1	8	18	9	9	7	4	9	12	6	1
NET: Within the last 3 months	34	6	3	4	25	2	15	16	1	10	23	12	11	7	4	12	14	7	1
NET: At least yearly	38	7	3	4	28	3	17	17	1	12	26	13	12	7	4	14	17	7	1
NET: Ever	47	9	4	5	35	4	21	20	1	16	30	16	15	9	4	14	23	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 98
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (t)	Any (g)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Never	1124 96%gkjl mpq	321 97%	144 97%	195 98%	767 96%	268 99%Tg	617 97%g	221 92%	18 93%	850 98%Tjkl mn	272 90%	99 86%	122 89%	97 92%	54 92%	586 98%Tpq	359 94%	101 92%	15 98%

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 99
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

	GEO Region											Urban/ Rural		Internet usage			Devices used to access internet										Working status				
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)		
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	47	1039	502	242	52	58	46	159	42	39			
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**		
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29		
Several times a day	3	-	-	-	3	-	1	-	*	*	*	1	*	-	2	-	3	-	*	-	2	1	1	-	*	-	-	-	-		
At least once a day	7	*	-	-	7	1	2	*	1	1	2	1	*	-	6	-	7	1	*	*	8	6	*	-	*	-	-	-	1		
1%	*	-	-	-	1%	1%	1%	*	1%	1%	-	2%	1	*	6	-	1%	*	1%	*	1%	1%	-	-	1%	-	-	1%	2%		
At least once a week	11	*	*	-	11	*	1	2	1	1	*	4	2	1	9	*	8	2	2	-	8	7	3	1	-	-	-	-	*		
1%r	1%	*	-	-	1%	1%	1%	2%	1%	1%	*	2%	1%	1%	1%	*	1%	1%	8%	-	1%	2%	1%	1%	-	-	-	-	1%		
At least once a month	5	-	-	-	5	*	1	*	1	-	*	2	*	*	4	1	5	*	-	-	5	4	*	-	*	-	-	-	-		
1%	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	*	*	1%	*	1%	*	-	-	1%	1%	*	1%	-	-	-	-	-		
At least once in the last 3 months	7	1	-	-	6	-	-	3	1	-	2	-	-	6	-	3	3	-	-	7	5	1	-	-	1	-	-	-	-		
1%	1%	-	-	1%	-	-	-	3%Td	1%	-	1%	-	-	1%	-	1%	1%	-	-	1%	1%	1%	*	-	1%	-	-	-	-		
At least once in the last 12 months	4	-	-	2	2	-	-	1	-	-	1	-	-	4	*	2	2	-	-	4	4	-	*	-	-	-	-	-	-		
1%	-	-	6%	2	2	-	-	1	-	-	1	-	-	4	*	2	2	-	-	4	4	1%	*	-	-	-	-	-	-		
Used to use, but haven't in the last 12 months	9	4	-	-	5	-	2	-	-	1	-	-	1	9	-	6	3	1	-	7	4	4	-	-	*	-	-	-	-		
1% ^d	4% ^{Takl}	-	-	-	2%	-	-	1	-	-	1	-	1%	1%	-	1%	1%	5%	-	1%	1%	2%	-	-	1%	-	-	-	-		
NET: At least daily	10	*	-	-	10	1	2	*	1	1	*	4	1	*	9	*	9	1	*	9	7	1	-	-	*	-	-	*	1		
1%	*	-	-	1%	1%	2%	*	1%	1%	*	2%	1%	*	1%	*	1%	1%	*	3%	*	1%	2%	1%	-	1%	-	1%	2%			
NET: At least weekly	21	1	*	-	20	1	3	2	2	1	1	7	3	1	18	1	18	3	2	*	17	15	4	1	-	*	-	*	1		
2%	1%	*	-	2%	2%	2%	2%	2%	2%	1%	5% ^{Td}	2%	1%	2%	*	3% ^T	3%	8%	*	2%	3% ^{Tx}	2%	1%	-	1%	-	1%	2%			
NET: At least monthly	27	1	*	*	26	1	4	2	3	1	1	9	3	1	21	1	23	3	2	*	22	19	5	1	-	1	-	*	1		
2% ^o	1%	*	1%	3%	3%	2%	3%	2%	3%	2%	1%	6% ^{Td}	2%	1%	2%	1%	3% ^{To}	1%	8%	*	2%	4% ^{Tx}	2%	2%	-	3% ^{xx}	-	1%	3%		
NET: Within the last 3 months	34	2	-	-	31	1	4	2	6	2	1	11	3	2	27	1	28	7	2	*	28	24	5	1	-	2	-	*	1		
3% ^x	2%	-	1%	3%	2%	3%	2%	6%	3%	1%	7% ^{Tdj}	2%	2%	3%	1%	4% ^T	2%	8%	*	3%	5% ^{Tx}	2%	2%	-	4% ^{xx}	-	1%	3%			
NET: At least yearly	38	2	*	2	34	1	4	3	6	3	1	11	3	2	31	2	29	9	2	*	33	28	5	1	-	2	-	*	1		
3% ^x	2%	*	6%	3%	2%	3%	3%	6%	3%	1%	7% ^{Tdj}	2%	2%	4%	1%	4% ^T	2%	8%	*	3%	6% ^{Tx}	2%	3% ^{xx}	-	4% ^{xx}	-	1%	3%			
NET: Ever	47	6	*	2	38	1	6	3	6	3	1	12	3	3	40	2	34	12	4	*	40	33	9	1	-	2	-	*	1		
4% ^{xx}	6%	*	6%	4%	2%	5%	3%	6%	4%	1%	7% ^{Tdj}	2%	3%	5%	1%	5% ^T	3%	13%	*	4%	7% ^{Tx}	4% ^{xx}	3% ^{xx}	-	4% ^{xx}	-	1%	3%			

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



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Table 99
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

	GEO Region														Urban/ Rural		Internet usage			Devices used to access internet			Working status						
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Never	1124	89	57	32	946	46	121	95	90	77	105	148	166	99	820	177	673	435	24	59	1021	449	239	52	63	37	206	44	33
	96%ks	94%	100%	94%	96%k	98%	95%	97%	94%	96%	99%k	93%	98%k	97%	95%	96%	95%	97%	87%	100%	96%	93%	96%	97%	100%	96%	100%Tsuw	99%	97%

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 100
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (l)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita b (h)	Blit chut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Several times a day	3	*	1	1	*	*	3	3	3	3	2	2	2	2	2	2	2	1	2	1
	*	*	*	*	*	*	*	1%Tg	*	1%Tgj	2%Tghj	2%Tghj	2%Tghj	5%Tghj	5%Tghj	3%Tghj	1%	*	1%	*
At least once a day	7	2	2	1	*	2	6	6	7	7	7	7	7	7	6	6	6	1	4	3
	1%sa	1%	1%	*	*	2%	1%	1%	2%Tghj	1%	2%Tghj	5%Tghj	5%Tghj	14%Tghj	11%Tghj	7%Tghj	3%Ts	*	1%	*
At least once a week	11	2	4	2	1	*	11	11	10	11	11	10	8	9	9	9	7	3	9	2
	1%sa	1%	1%	1%	1%	*	1%	2%Tgj	3%Tghj	1%	4%Tghj	7%Tghj	6%Tghj	17%Tghj	18%Tghj	12%Tghj	3%Ts	*	2%Tu	*
At least once a month	5	1	1	1	1	1	5	5	5	5	5	5	3	4	4	3	2	2	2	3
	1%sa	1%	*	*	1%	1%	1%	1%	2%Tgj	1%	2%Tgj	4%Tghj	4%Tghj	7%Tghj	7%Tghj	6%Tghj	1%sa	*	1%	*
At least once in the last 3 months	7	1	1	4	1	1	7	7	7	7	6	4	6	5	2	4	3	4	6	1
	1%sa	*	*	1%	*	1%	1%	1%T	2%Tghj	1%	2%Tgj	3%Tghj	4%Tghj	11%Tghj	4%Tghj	5%Tghj	1%	*	1%Tu	*
At least once in the last 12 months	4	*	1	*	1	*	4	4	2	4	4	4	1	2	2	2	1	3	4	*
	1%sa	*	1%	*	1%	*	1%	1%	1%	1%	1%Tgj	3%Tghj	1%	3%Tghj	4%Tghj	2%Tghj	*	*	1%u	*
Used to use, but haven't in the last 12 months	9	1	1	1	4	2	9	8	5	8	7	5	3	3	2	2	5	4	6	2
	1%sa	*	*	*	2%	1%	1%	1%T	1%	1%	2%Tghj	3%Tghj	3%Tgj	7%Tghj	4%Tghj	2%Tgj	2%Ts	*	1%u	*
NET: At least daily	10	2	2	2	1	2	9	9	10	10	10	10	10	10	8	8	8	2	6	4
	1%sa	1%	1%	1%	*	2%	1%	1%Tg	3%Tghj	1%	3%Tghj	7%Tghj	7%Tghj	19%Tghj	16%Tghj	11%Tghj	3%Ts	*	2%	*
NET: At least weekly	21	4	6	5	2	3	20	20	20	21	21	20	17	18	17	17	15	6	16	6
	2%sa	2%	2%	2%	2%	3%	2%	2%Tgj	6%Tghj	2%	7%Tghj	14%Tghj	13%Tghj	36%Tghj	34%Tghj	22%Tghj	7%Ts	1%	4%Tu	1%
NET: At least monthly	27	5	7	6	3	4	26	26	25	26	26	25	22	22	21	21	18	8	18	9
	2%sa	2%	2%	2%	2%	3%	2%	4%Tgj	8%Tghj	3%	9%Tghj	17%Tghj	16%Tghj	43%Tghj	41%Tghj	28%Tghj	8%Ts	1%	4%Tu	1%

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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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.

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Table 100
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

	Household income- per year						Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchat (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
NET: Within the last 3 months	34 3%au	6 3%	8 3%	10 4%	4 3%	4 3%	32 3%	32 5%Tg	32 10%Tghj	33 3%T	32 11%Tghj	29 20%Tghj	27 21%Tghj	27 54%Tghj	23 45%Tghj	25 32%Tghj	21 10%Ts	12 1%	24 6%Tu	9 1%
NET: At least yearly	38 3%au	6 3%	9 3%	10 4%	5 4%	5 4%	37 3%	37 6%Tg	34 11%Tghj	37 4%T	36 12%Tghj	33 23%Tghj	28 21%Tghj	29 57%Tghj	25 50%Tghj	26 35%Tghj	22 10%Ts	15 2%	28 7%Tu	10 1%
NET: Ever	47 4%au	7 3%	10 3%	11 4%	9 6%	6 5%	45 4%	45 7%Tg	39 12%Tghj	45 5%T	43 15%Tghj	38 28%Tghj	32 24%Tghj	32 64%Tghj	27 54%Tghj	28 37%Tghj	26 12%Ts	19 2%	35 8%Tu	12 2%
Newer	1124 98%hijk lmmopr	218 97%	297 97%	259 96%	142 94%	124 95%	1025 96%hikl mnoop	574 52%hikl mnoop	284 88%hikm p	920 80%hikl mnoop	256 85%hikm p	106 74%hikp	102 76%hikp	18 36%	24 46%h	48 63%h	191 88%	918 96%Tr	381 92%	743 98%Tr

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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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 101

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

Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Several times a day	3	-	-	-	-	3	-	-	-	-	3
	-	-	-	-	-	1%T	-	-	-	-	1%T
At least once a day	7	-	-	-	-	7	-	-	-	-	7
	1%	-	-	-	-	3%Tbcd	-	-	-	-	3%Thjk
At least once a week	11	-	-	-	-	11	-	-	-	-	11
	1%	-	-	-	-	5%Tabcd	-	-	-	-	5%Thjk
At least once a month	5	-	-	-	-	5	-	-	-	-	5
	-	-	-	-	-	2%Tbc	-	-	-	-	2%Tj
At least once in the last 3 months	7	-	-	-	-	7	-	-	-	-	7
	1%	-	-	-	-	3%Tbcd	-	-	-	-	3%Tjk
At least once in the last 12 months	4	-	-	-	-	4	-	-	-	-	4
	*	-	-	-	-	2%Tbc	-	-	-	-	2%Tj
Used to use, but haven't in the last 12 months	9	-	-	-	2	7	-	-	-	2	7
	1%	-	-	-	1%	3%Tbc	-	-	-	1%	3%Tj
NET: At least daily	10	-	-	-	-	10	-	-	-	-	10
	1%	-	-	-	-	4%Tabcd	-	-	-	-	4%Thjk
NET: At least weekly	21	-	-	-	-	21	-	-	-	-	21
	2%bi	-	-	-	-	9%Tabcd	-	-	-	-	9%Thjk
NET: At least monthly	27	-	-	-	-	27	-	-	-	-	27
	2%bcij	-	-	-	-	11%Tabcd	-	-	-	-	11%Thjk
NET: Within the last 3 months	34	-	-	-	-	34	-	-	-	-	34
	3%bcij	-	-	-	-	14%Tabcd	-	-	-	-	14%Thjk
NET: At least yearly	38	-	-	-	-	38	-	-	-	-	38
	3%bcdijk	-	-	-	-	15%Tabcd	-	-	-	-	15%Thjk
NET: Ever	47	-	-	-	2	45	-	-	-	2	44
	4%abchij	-	-	-	1%	18%Tabcd	-	-	-	2%j	19%Thjk
Never	1124	168	337	257	159	202	173	340	262	156	193
	96%el	100%Te	100%Te	100%Te	99%e	82%	100%Ti	100%Ti	100%Ti	98%u	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 102
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

	Gender			Social Grade				Age								Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi- an (x)	Muslim (y)	Other religio- n (z)	None (A)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
Several times a day	7 1%	6 1%	1 *	1 *	4 1%	* *	* *	7 1%	1 1%	1 *	4 2%Thp	1 *	- *	- *	- *	- *	- *	4 *	3 2%r	* 1%	2 2%	1 3%	3 1%	1 4%TA	1 *	3 *
At least once a day	8 1%r	5 1%	3 1%	4 1%	3 1%	1 *	1 *	8 1%	2 1%	3 1%	2 1%	1 1%	- *	- *	- *	- *	5 *	4 3%Tr	1 1%	3 3%Tr	1 6%	1 1%	2 5%TA	2 2%	1 5%TA	2 *
At least once a week	14 1%b	12 2%Tb	3 *	4 1%	6 2%	2 1%	2 1%	14 1%	1 1%	6 3%Thpq	4 2%	1 1%	- *	- *	1 *	- *	9 *	6 4%Tr	1 4%	1 5%Tr	4 2%	8 2%	2 2%TA	2 6%TA	2 3%TA	2 *
At least once a month	9 1%r	6 1%	3 1%	4 1%	1 *	2 1%	1 *	9 1%	1 1%	3 1%p	3 1%	1 *	- *	- *	- *	- *	5 *	3 1%	2 2%r	1 1%	3 3%Tr	1 3%	3 1%	1 1%	1 2%	4 1%
At least once in the last 3 months	11 1%	5 1%	6 1%	4 1%	3 1%	3 1%	* *	11 1%	3 2%	2 1%	2 1%	1 1%	1 1%	1 2%	1 1%	3 1%	2 1%	8 1%	3 2%	1 2%	1 3%	2 1%	5 1%	1 4%	1 1%	4 1%
At least once in the last 12 months	6 1%	3 1%	3 1%	* 1%	3 1%	3 1%	- *	6 1%	1 1%	1 *	1 1%	3 1%	- *	- *	- *	- *	6 1%	- *	- *	- *	- *	3 1%	- *	- *	- *	3 *
Used to use, but haven't in the last 12 months	13 1%b	12 2%Tb	1 *	6 2%	3 1%	3 1%	1 *	13 1%	1 1%	2 1%	4 2%	3 1%	2 1%	1 1%	- *	3 1%	1 *	9 1%	4 3%r	1 3%	3 3%	1 3%	5 1%	1 1%	3 5%TA	5 1%
NET: At least daily	15 1%pr	11 2%	4 1%	5 2%	7 2%	1 1%	2 1%	15 1%	3 2%p	3 2%	7 3%Thmpq	2 1%	- *	- *	- *	- *	9 *	7 5%Tr	* 1%	4 5%Tr	2 9%	2 5%Tr	5 9%	3 8%TA	1 2%	5 1%
NET: At least weekly	30 3%bprqA	23 4%Tb	7 1%	9 3%	13 4%	4 2%	4 2%	30 3%pq	5 3%pq	10 5%mpq	10 5%Thmpq	3 2%	1 1%	- *	2 *	- *	17 2%	12 9%Tr	2 5%	8 10%Tr	2 11%	13 3%	6 14%TA	3 4%	7 1%	
NET: At least monthly	38 3%bprqA	28 5%Tb	10 2%	13 4%	14 4%	6 2%	5 2%	38 3%pq	6 4%pq	13 6%Thmpq	13 7%Thlmp	5 2%	1 1%	- *	2 *	- *	22 2%	16 11%Tr	2 6%	11 13%Tr	2 14%	16 3%	6 15%TA	4 7%TA	10 2%	
NET: Within the last 3 months	50 4%bmpqrA	34 6%Tb	16 3%	18 6%	17 5%	9 4%	6 2%	50 4%mpq	8 6%mpq	15 7%Thmpq	16 8%Thlmp	6 3%	2 1%	2 1%	1 2%	5 1%	3 1%	30 3%	19 13%Tr	3 8%	13 16%Tr	3 15%	21 5%	7 19%TA	5 8%	14 3%
NET: At least yearly	56 5%btmpq rA	37 6%Tb	19 3%	18 6%	20 6%l	12 5%	6 2%	56 5%mpq	9 6%mpq	16 7%mpq	17 8%Thmpq	9 4%	2 1%	2 1%	1 2%	5 1%	3 1%	36 4%	19 13%Tr	3 8%	13 16%Tr	3 15%	25 5%	7 19%TA	5 8%	17 3%
NET: Ever	69 6%btmpq rA	49 9%Tb	20 3%	23 8%l	23 7%l	15 6%	7 3%	69 6%mpq	10 7%mpq	18 8%mpq	22 11%Thmpq	12 5%p	3 2%	3 2%	1 2%	7 2%	4 2%	45 5%	23 16%Tr	4 11%	16 19%Tr	3 18%	30 6%	8 20%TA	8 13%TA	22 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 102
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

	Gender		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Never	1102	524	577	281	327	231	257	1102	133	197	183	209	171	136	72	379	208	964	122	30	70	14	443	31	52	549	
		94%aku	91%	97%Ta	92%	93%	94%	97%Tcd	94%k	93%	92%	89%	95%	98%Thij	98%jk	98%	98%Thij	98%Thij	95%Tsu	84%	89%	81%	82%	94%y	80%	87%	96%Tyz

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 103
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education						
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18	
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**	
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15	
Several times a day	7 1% 1% 1%	2 1% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	5 1% 1% 1%	- - - -	4 1% 1% 1%	3 1% 1% 1%	* 2% 1% 1%	3 1% 1% 1%	4 1% 1% 1%	1 1% 1% 1%	3 2% 1% 1%	2 2% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	4 1% 1% 1%	1 1% 1% 1%	- - - -
At least once a day	8 1% 1% 1%	1 1% 1% 1%	* 1% 1% 1%	1 1% 1% 1%	6 1% 1% 1%	1 1% 1% 1%	3 1% 1% 1%	5 2% 1% 1%	* 1% 1% 1%	2 1% 1% 1%	6 2% 1% 1%	3 3% 1% 1%	4 3% 1% 1%	2 2% 1% 1%	1 1% 1% 1%	2 2% 1% 1%	4 1% 1% 1%	2 1% 1% 1%	2 1% 1% 1%	- - - -
At least once a week	14 1% 1% 1%	4 1% 1% 1%	1 1% 1% 1%	2 1% 1% 1%	10 1% 1% 1%	2 1% 1% 1%	9 1% 1% 1%	4 1% 1% 1%	* 1% 1% 1%	6 3% 1% 1%	8 3% 1% 1%	3 3% 1% 1%	4 3% 1% 1%	2 2% 1% 1%	2 3% 1% 1%	4 1% 1% 1%	9 2% 1% 1%	2 1% 1% 1%	2 1% 1% 1%	* 2% 1% 1%
At least once a month	9 1% 1% 1%	3 1% 1% 1%	1 1% 1% 1%	2 1% 1% 1%	6 1% 1% 1%	1 1% 1% 1%	2 1% 1% 1%	* 1% 1% 1%	1 1% 1% 1%	5 1% 1% 1%	4 1% 1% 1%	3 2% 1% 1%	2 1% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	3 1% 1% 1%	4 1% 1% 1%	2 1% 1% 1%	2 1% 1% 1%	- - - -
At least once in the last 3 months	11 1% 1% 1%	3 1% 1% 1%	- - - -	2 1% 1% 1%	8 1% 1% 1%	3 1% 1% 1%	6 1% 1% 1%	3 1% 1% 1%	* 1% 1% 1%	5 1% 1% 1%	6 2% 1% 1%	4 3% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	* 1% 1% 1%	5 1% 1% 1%	5 1% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	- - - -
At least once in the last 12 months	6 1% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	- - - -	5 1% 1% 1%	* 1% 1% 1%	3 1% 1% 1%	2 1% 1% 1%	- 1% 1% 1%	3 1% 1% 1%	3 1% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	* 1% 1% 1%	1 1% 1% 1%	5 1% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	- - - -	
Used to use, but haven't in the last 12 months	13 1% 1% 1%	2 1% 1% 1%	1 1% 1% 1%	1 1% 1% 1%	11 1% 1% 1%	2 1% 1% 1%	8 1% 1% 1%	4 2% 1% 1%	* 1% 1% 1%	9 1% 1% 1%	4 1% 1% 1%	* 1% 1% 1%	3 2% 1% 1%	2 2% 1% 1%	2 3% 1% 1%	6 1% 1% 1%	4 1% 1% 1%	3 2% 1% 1%	3 2% 1% 1%	- - - -
NET: At least daily	15 1% 1% 1%	3 1% 1% 1%	1 1% 1% 1%	2 1% 1% 1%	11 1% 1% 1%	1 1% 1% 1%	7 1% 1% 1%	7 3% 1% 1%	1 3% 1% 1%	5 1% 1% 1%	10 3% 1% 1%	5 4% 1% 1%	7 5% 1% 1%	3 3% 1% 1%	2 3% 1% 1%	3 1% 1% 1%	9 2% 1% 1%	3 3% 1% 1%	3 3% 1% 1%	- - - -
NET: At least weekly	30 3% 3% 3%	7 2% 2% 2%	2 1% 1% 1%	4 2% 2% 2%	21 3% 3% 3%	3 1% 1% 1%	15 2% 2% 2%	11 4% 1% 1%	1 4% 1% 1%	11 6% 1% 1%	19 6% 1% 1%	8 7% 1% 1%	11 8% 1% 1%	6 5% 1% 1%	3 6% 1% 1%	7 1% 1% 1%	18 5% 1% 1%	5 4% 1% 1%	5 4% 1% 1%	* 2% 1% 1%
NET: At least monthly	38 4% 4% 4%	10 3% 3% 3%	3 2% 2% 2%	6 3% 3% 3%	28 3% 3% 3%	4 1% 1% 1%	20 3% 3% 3%	13 5% 1% 1%	1 5% 1% 1%	16 7% 1% 1%	22 8% 1% 1%	10 9% 1% 1%	12 9% 1% 1%	6 6% 1% 1%	4 7% 1% 1%	10 2% 1% 1%	21 6% 1% 1%	7 6% 1% 1%	7 6% 1% 1%	- - - -
NET: Within the last 3 months	50 4% 4% 4%	12 4% 4% 4%	3 2% 2% 2%	8 4% 4% 4%	34 4% 4% 4%	7 2% 2% 2%	26 4% 4% 4%	15 6% 1% 1%	1 6% 1% 1%	21 9% 1% 1%	28 12% 1% 1%	14 10% 1% 1%	13 10% 1% 1%	7 7% 1% 1%	4 7% 1% 1%	15 2% 1% 1%	26 7% 1% 1%	8 8% 1% 1%	8 8% 1% 1%	* 2% 1% 1%
NET: At least yearly	56 5% 5% 5%	13 4% 4% 4%	4 3% 3% 3%	8 4% 4% 4%	39 5% 5% 5%	7 3% 3% 3%	29 5% 5% 5%	18 7% 1% 1%	1 7% 1% 1%	25 8% 1% 1%	31 10% 1% 1%	16 14% 1% 1%	14 10% 1% 1%	8 7% 1% 1%	5 9% 1% 1%	20 3% 1% 1%	27 7% 1% 1%	8 8% 1% 1%	8 8% 1% 1%	- - - -
NET: Ever	69 6% 6% 6%	15 4% 4% 4%	5 3% 3% 3%	9 4% 4% 4%	51 6% 6% 6%	9 3% 3% 3%	37 6% 6% 6%	22 9% 1% 1%	2 9% 1% 1%	34 4% 1% 1%	35 11% 1% 1%	16 14% 1% 1%	17 12% 1% 1%	10 9% 1% 1%	7 12% 1% 1%	26 4% 1% 1%	31 8% 1% 1%	11 10% 1% 1%	11 10% 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 103

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Never	1102	315	143	191	751	263	601	220	17	833	267	99	120	96	51	575	350	99	15
	94%gklp	96%	97%	96%	94%	97%g	94%	91%	91%	96%Tklmn	89%	86%	88%	91%	88%	96%Tpq	92%	90%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 104

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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet										Working status				
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)				
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39				
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**				
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29				
Several times a day	7	-	1	-	6	1	2	*	*	1	*	1	-	-	6	-	5	2	*	-	6	5	2	-	-	*	-	-	-				
1%	-	-	1%	-	1%	1%	2%	*	*	2%	*	1%	-	-	1%	-	1%	*	2%	-	1%	1%	1%	-	-	1%	-	-	-				
At least once a day	9	1	-	1	6	-	*	1	1	-	-	2	2	*	7	1	6	3	1	1	7	6	1	-	-	*	-	-	1				
1%	1%	-	4%	1%	-	-	1%	1%	-	-	-	1%	1%	*	1%	*	1%	1%	2%	1%	1%	1%	1%	-	-	1%	-	-	2%				
At least once a week	14	1	*	1	12	1	1	1	3	1	-	5	1	1	12	1	10	4	1	1	12	10	2	-	-	1	1	-	1				
1%	1%	*	3%	1%	2%	*	1%	3%	1%	-	3%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	-	-	1%	1%	-	2%				
At least once a month	9	1	-	-	7	-	2	2	1	-	*	2	*	*	7	1	7	2	*	-	8	6	1	1	-	*	-	-	-				
1%	1%	-	-	1%	-	1%	2%	1%	-	*	1%	*	*	*	1%	1%	1%T	*	1%	-	1%	1%	*	2%	-	1%	-	-	-				
At least once in the last 3 months	11	1	-	-	11	-	*	2	1	-	3	1	-	-	10	-	7	4	-	1	11	7	1	1	-	1	1	-	-				
1%	1%	-	-	1%	-	-	1%	2%	1%	*	2%	1%	*	*	1%	*	1%	1%	-	2%	1%	1%	1%	2%	-	1%	1%	-	1%				
At least once in the last 12 months	6	-	1	-	5	-	-	1	2	1	*	*	-	-	5	*	4	2	-	-	6	5	1	-	-	-	-	-	-				
1%	-	2%	-	1%	-	-	1%	2%Td	1%	*	-	-	-	-	1%	1%	1%	*	-	-	6	5	1	-	-	-	-	-	-				
Used to use, but haven't in the last 12 months	13	2	-	-	11	1	*	4	1	1	-	1	2	1	11	-	11	2	1	-	10	11	1	1	-	*	*	-	-				
1%	2%	-	-	1%	3%	*	4%Td	1%	1%	-	1%	1%	1%	1%	1%	-	2%T	*	5%	-	1%	2%T	*	1%	-	1%	*	*	-				
NET: At least daily	15	1	1	1	13	1	2	1	2	1	*	3	2	*	13	1	11	4	1	1	13	11	3	-	-	*	-	*	1				
1%	1%	1%	4%	1%	1%	2%	1%	2%	2%	*	2%	1%	*	2%	1%	*	2%	1%	4%	1%	1%	2%	1%	-	-	1%	-	1%	2%				
NET: At least weekly	30	2	1	2	25	1	3	2	4	2	*	8	3	1	25	2	21	8	2	1	25	21	5	-	-	1	1	*	1				
3%	2%	2%	6%	3%	3%	2%	2%	4%	2%	*	5%j	2%	1%	3%	1%	3%T	2%	6%	2%	2%	4%Tx	2%	-	-	3%	1%	1%	4%	4%				
NET: At least monthly	38	3	1	2	32	1	5	4	5	2	*	10	3	1	32	3	28	10	2	1	33	27	6	1	-	1	1	*	1				
3% ^x	3%	2%	6%	3%	3%	4%	4%	5%	2%	*	7%Tdj	2%	1%	4%	2%	4%T	2%	7%	2%	3%	6%Tx	3%	2%	-	4%	1%	1%	4%	4%				
NET: Within the last 3 months	50	4	1	2	43	1	5	5	7	3	1	14	5	2	42	3	35	14	2	2	44	34	8	2	-	2	2	*	2				
4% ^x	4%	2%	6%	4%	3%	4%	5%	7%j	4%	1%	9%Tdj	3%	2%	5%	2%	5%T	3%	7%	4%	4%	4%	7%Tx	3%	3%	-	5%	1%	1%	5%				
NET: At least yearly	56	4	2	2	48	1	5	6	9	4	1	14	5	2	47	4	39	16	2	2	50	38	9	2	-	2	2	*	2				
5% ^x	4%	3%	6%	5%	3%	4%	6%	10%Tdj	5%	1%	9%Tdj	3%	2%	6%	2%	6%T	4%	7%	4%	5%	8%Tx	4%	3%	-	5%	1%	1%	5%	5%				
NET: Ever	69	6	2	2	59	3	6	10	10	4	1	15	7	3	58	4	50	18	3	2	60	50	10	3	-	2	3	*	2				
6% ^{Bx}	6%	3%	6%	6%j	5%	4%	10%j	10%j	5%	1%	9%j	4%	3%	7%B	2%	7%T	4%	11%	4%	6%	10%Tx	4%	5%	-	6%	1%	1%	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 104
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Never	1102	89	55	32	926	45	121	88	86	76	104	144	162	802	175	657	429	25	57	1001	432	239	51	63	36	204	44	33
	94%ns	94%	97%	94%	94%	95%	96%	90%	90%	95%	99%Tdk	91%	96%	93%	96%TA	93%	96%	89%	96%	94%	90%	96%ts	95%	100%ts	94%	96%Ts	99%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 105
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (l)	Snapchat (k)	Twitch (o)	Vimeo (p)	Fruita b (m)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Several times a day	7 1%	* *	1 *	1 *	3 2%	1 *	7 1%	7 1%	5 2%Tg	7 1%	7 2%Tghj	5 3%Tghj	5 4%Tghij	5 10%Tghij	4 6%Tghij	5 6%Tghij	3 1%	4 *	4 1%	3 *
At least once a day	8 1%su	3 1%	* *	2 1%	2 1%	1 1%	8 1%	8 1%	7 2%Tg	8 1%	8 3%Tghj	8 6%Tghij	8 5%Tghij	8 15%Tghij	8 14%Tghij	7 6%Tghij	4 2%Ts	4 *	7 2%Tu	2 *
At least once a week	14 1%su	2 1%	4 1%	3 1%	2 1%	1 1%	14 1%	12 2%T	10 3%Tg	13 1%	11 4%Tghj	10 7%Tghij	10 9%Tghij	10 19%Tghij	9 18%Tghij	11 15%Tghij	7 3%Ts	7 1%	10 2%Tu	4 1%
At least once a month	9 1%	* *	3 1%	2 1%	1 1%	1 1%	9 1%	9 1%	8 2%Tg	8 1%	7 2%Tg	7 4%Tghj	5 4%Tghj	3 5%Tghj	3 7%Tghij	5 6%Tghij	4 2%sa	4 *	5 1%	4 1%
At least once in the last 3 months	11 1%	3 1%	4 1%	3 1%	* *	1 *	10 1%	9 1%	8 3%Tghj	11 1%	7 2%Tg	4 3%Tg	6 5%Tghj	5 9%Tghij	3 5%Tghij	5 6%Tghij	5 2%Ts	6 1%	7 2%	4 1%
At least once in the last 12 months	6 1%	1 *	4 1%	1 *	1 *	* *	6 1%	3 1%	2 1%	4 *	2 1%	2 1%	1 1%	1 2%Thj	1 1%	2 1%	4 *	4 *	2 *	4 1%
Used to use, but haven't in the last 12 months	13 1%	2 1%	1 *	3 1%	3 2%	3 2%b	13 1%	11 2%Tj	7 2%j	9 1%	8 3%Tg	5 3%Tg	2 2%	2 4%j	2 2%	1 4%Tghjm	3 2%	4 1%	9 2%	6 1%
NET: At least daily	15 3%su	3 2%	2 1%	3 1%	5 3%	2 1%	15 1%	15 2%Tg	12 4%Tg	15 2%	15 5%Tghj	13 9%Tghij	11 8%Tghij	12 25%Tghij	12 23%Tghij	11 14%Tghij	7 3%Ts	8 1%	10 3%Tu	5 1%
NET: At least weekly	30 3%su	5 2%	6 2%	6 2%	7 4%	3 2%	30 3%	27 4%Tg	23 7%Tghj	28 3%	27 9%Tghj	23 16%Tghij	21 16%Tghij	22 44%Tghij	20 40%Tghij	22 29%Tghij	14 6%Ts	15 2%	20 5%Tu	9 1%
NET: At least monthly	38 3%su	5 2%	9 3%	8 3%	8 5%	4 3%	38 4%	36 6%Tg	31 9%Tghj	36 4%	33 11%Tghj	29 20%Tghij	27 20%Tghij	25 49%Tghij	24 36%Tghij	27 36%Tghij	18 8%Ts	20 2%	25 6%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 105

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**

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchat (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (t)
Weighted base	1170	225	308	270	151	130	1070	619	323	299	143	133	50	51	76	218	937	415	755	
NET: Within the last 3 months	50	8	13	12	8	5	48	45	39	47	41	33	33	29	26	32	23	26	32	17
	4%su	4%	4%	4%	5%	3%	4%	7%Tgj	12%Tghj	5%T	14%Tghj	23%Tghi	25%Tghj	59%Tghj	52%Tghj	42%Tghj	11%Ts	3%	8%Tu	2%
NET: At least yearly	56	9	17	12	9	5	54	48	41	52	43	35	34	30	27	33	25	30	34	22
	5%su	4%	5%	5%	6%	4%	5%	8%Tgj	13%Tghj	5%	14%Tghj	25%Tghj	26%Tghj	60%Tghj	54%Tghj	43%Tghj	11%Ts	3%	8%Tu	3%
NET: Ever	69	11	17	15	12	8	67	59	48	61	51	40	37	32	29	36	29	39	41	28
	6%su	5%	6%	6%	8%	6%	6%	10%Tgj	15%Tghj	6%	17%Tghj	28%Tghj	27%Tghj	63%Tghj	56%Tghj	47%Tghj	13%Ts	4%	10%Tu	4%
Newer	1102	214	290	255	139	122	1003	560	276	905	249	103	97	19	22	40	189	898	374	727
	94%hiki	90%	94%	94%	92%	94%	94%hiki	90%hiki	85%lmno	94%hiki	83%lmno	72%lmno	73%lmno	37%	44%ln	53%no	87%	96%Tr	90%	96%Ti

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 106
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Several times a day	7	-	-	-	-	7	-	-	-	2	5
	1%	-	-	-	-	3%Tbcd	-	-	-	1%	2%Tj
At least once a day	8	-	-	-	-	8	-	-	-	8	
	1%	-	-	-	-	3%Tabod	-	-	-	-	4%Thijk
At least once a week	14	-	-	1	-	13	-	1	1	-	13
	1%	-	-	-	-	5%Tabod	-	*	-	-	5%Thijk
At least once a month	9	-	-	-	-	9	-	-	-	2	7
	1%	-	-	-	-	3%Tabod	-	-	-	1%	3%Tj
At least once in the last 3 months	11	-	1	-	1	9	1	1	-	*	9
	1%	-	*	-	1%	4%Tabc	1%	*	-	*	4%Tjk
At least once in the last 12 months	6	2	1	-	1	2	2	1	-	1	2
	1%	1%	*	-	1%	1%	1%	*	-	1%	1%
Used to use, but haven't in the last 12 months	13	1	3	1	1	8	1	3	1	1	8
	1%	1%	1%	*	*	3%Tbc	1%	1%	*	*	3%Tj
NET: At least daily	15	-	-	-	-	15	-	-	-	2	14
	1%	-	-	-	-	5%Tabod	-	-	-	1%	5%Thijk
NET: At least weekly	30	-	-	1	-	29	-	1	1	2	26
	3%bcj	-	-	*	-	12%Tabod	-	*	*	1%	11%Thijk
NET: At least monthly	38	-	-	1	-	37	-	1	1	3	33
	3%bcdij	-	-	*	-	15%Tabod	-	*	*	2%	14%Thijk
NET: Within the last 3 months	50	-	1	1	1	46	1	2	1	4	42
	4%abcdhij	-	*	*	1%	19%Tabod	1%	1%	*	2%	16%Thijk
NET: At least yearly	56	2	2	1	2	48	3	3	1	5	44
	5%bcdij	1%	1%	*	1%	20%Tabod	2%	1%	*	3%j	19%Thijk
NET: Ever	69	3	5	2	3	56	4	6	1	5	52
	6%bcdij	2%	1%	1%	2%	23%Tabod	2%	2%	*	3%j	22%Thijk
Never	1102	165	332	255	158	190	169	334	261	153	185
	94%el	98%e	99%Te	99%Te	98%Te	77%	98%l	98%Tl	100%Tkl	97%l	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 107
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

	Gender		Social Grade				Age									Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
Several times a day	4	3	1	1	2	1	1	4	1	1	1	*	-	-	-	-	-	2	2	-	1	*	3	1	1	-
	-	1%	-	-	1%	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	1%	-	2%	3%	1%	2%A	1%A	-
At least once a day	5	4	1	2	1	1	1	5	1	2	1	*	-	-	-	-	-	2	2	-	1	1	3	1	*	*
	-	1%	-	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	2%r	1%	1%	4%	1%	3%A	1%	*
At least once a week	11	6	3	3	4	1	3	11	2	5	3	1	-	-	-	-	-	7	4	1	3	-	5	2	1	3
	1%r	1%	*	1%	1%	1%	1%	1%	1%sp	2%sp	2%sp	*	-	-	-	-	-	1%	3%Tr	3%	4%Tr	-	1%	5%TxA	2%	-
At least once a month	8	6	1	2	1	4	1	9	1	1	4	1	-	-	-	-	-	5	3	*	1	1	4	*	*	3
	1%	1%	-	1%	-	2%	-	1%	1%	-	2%Thp	1%	-	-	-	-	-	-	5	3	-	1	1	4	*	-
At least once in the last 3 months	9	5	4	3	3	1	2	9	3	2	3	*	1	-	-	1	-	7	1	-	1	-	3	*	1	3
	1%	1%	1%	1%	1%	*	1%	1%	2%sp	1%	1%	*	-	-	-	*	-	1%	1%	-	1%	-	1%	1%	1%	1%
At least once in the last 12 months	5	3	2	3	1	1	-	5	-	1	3	-	1	-	-	1	-	2	2	*	2	-	2	1	1	1
	%r	1%	*	1%	-	1%	-	-	-	*	1%	-	1	-	-	*	-	2	2%Tr	1%	2%Tr	-	*	1%	2%	*
Used to use, but haven't in the last 12 months	6	4	2	3	-	1	2	6	2	1	1	1	1	1	-	2	1	2	4	1	3	-	2	2	1	1
	1%r	1%	*	1%	-	-	1%	1%	1%	*	*	*	*	1%	-	2	1	2	*	3%Tr	3%Tr	4%Tr	-	*	5%TxA	1%
NET: At least daily	9	6	2	3	3	1	1	9	2	4	2	1	-	-	-	-	-	5	4	*	2	1	6	2	1	*
	1%rA	1%	-	1%	1%	1%	*	1%	2%sp	2%sp	1%	*	-	-	-	-	-	-	5	4	-	2	1	6	2	1
NET: At least weekly	20	15	5	6	7	3	4	20	4	8	5	2	-	-	-	-	-	11	8	1	5	1	10	4	2	3
	2%bprA	3%Tb	1%	2%	2%	1%	2%	2%sp	3%mpq	4%Thmpq	3%sp	1%	-	-	-	-	-	1%	8%Tr	4%	6%Tr	7%	2%A	10%TxA	4%A	1%
NET: At least monthly	27	21	6	8	8	7	5	27	6	9	9	3	-	-	-	-	-	16	11	2	6	3	14	4	3	6
	2%bprA	4%Tb	1%	3%	3%	3%	2%	2%sp	4%mpq	4%mpq	4%mpq	1%sp	-	-	-	-	-	2%	8%Tr	5%	7%Tr	15%	3%A	11%TxA	4%	1%
NET: Within the last 3 months	36	25	10	11	11	7	7	36	9	11	12	3	1	-	-	1	-	23	12	2	7	3	17	5	3	9
	3%bmpqrA	4%Tb	2%	4%	3%	3%	2%	3%mpq	6%mpq	5%mpq	6%Thlmpq	2%	*	-	-	*	-	2%	8%Tr	5%	8%Tr	15%	4%	12%TxA	5%	2%
NET: At least yearly	40	29	12	14	11	9	7	40	9	12	15	3	1	-	-	1	-	25	14	2	9	3	19	5	4	10
	3%bprqA	5%Tb	2%	5%	3%	4%	2%	3%pq	6%lmpq	6%lmpq	6%Thlmpq	2%	1%	-	-	*	-	3%	10%Tr	7%	10%Tr	15%	4%	14%TxA	7%A	2%
NET: Ever	46	33	14	17	12	10	8	46	10	13	16	4	2	1	-	3	1	27	19	4	12	3	21	7	5	12
	4%bprqA	6%Tb	2%	6%	3%	4%	3%	4%pq	7%lmpq	6%mpq	8%Thlmpq	2%	1%	1%	-	1%	1%	3%	13%Tr	10%r	14%Tr	15%	4%	18%TxA	8%A	2%

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 107
Q1. VSP usage frequency - Fanzworld
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Base: All Adult respondents
Fanzworld

	Gender		Social Grade				Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (l)	35-44 (k)	45-54 (j)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Never	1124	541	583	288	338	237	255	1124	133	202	188	217	173	138	73	383	210	983	126	31	74	15	452	32	55	559
	96% _{aku}	94%	98% _{Ta}	94%	97%	96%	97%	96% _{uk}	93%	94%	92%	98% _{uk}	99% _{ijk}	99% _{ijk}	100%	99% _{Thij}	99% _{Thij}	97% _{Tstu}	87%	90%	86%	85%	96% _y	82%	92%	98% _{Tyz}

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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Several times a day	4	1	-	1	3	-	2	1	1	3	2	2	1	-	1	2	1	-	-
At least once a day	5	1	-	1	3	-	1	3	-	1	3	2	1	1	-	2	2	1	-
At least once a week	11	2	1	1	8	1	5	6	-	3	8	4	3	3	2	4	6	2	-
At least once a month	8	-	-	-	7	-	3	4	1	-	7	2	5	3	1	4	2	1	-
At least once in the last 3 months	9	2	1	1	6	1	4	4	-	4	5	2	3	1	1	4	4	1	-
At least once in the last 12 months	5	2	2	1	2	1	3	1	-	2	2	1	1	1	-	1	2	2	-
Used to use, but haven't in the last 12 months	6	1	1	1	3	1	4	2	-	5	1	1	-	-	2	4	-	-	-
NET: At least daily	9	2	-	2	6	-	3	4	1	2	7	4	3	2	1	3	4	2	-
NET: At least weekly	20	4	1	2	14	1	8	9	1	5	14	8	6	4	3	6	9	4	-
NET: At least monthly	27	4	1	2	21	2	11	13	2	5	21	9	11	7	4	11	12	5	-
NET: Within the last 3 months	36	6	2	4	27	3	15	17	2	9	26	11	13	8	5	14	15	6	-
NET: At least yearly	40	8	4	5	29	4	17	18	2	12	29	12	15	9	5	15	17	7	-
NET: Ever	46	9	5	6	32	4	21	19	2	16	30	14	15	9	5	17	22	7	-

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
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Base: All Adult respondents
Fanzworld

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Never	1124	321	143	194	769	268	617	222	17	850	272	101	122	97	53	584	360	103	15
	96%gklm	97%	97%	97%	96%	99%Tg	97%g	92%	89%	98%Tklmn	90%	88%	89%	91%	92%	97%p	94%	93%	97%

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

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Base: All Adult respondents

Fanzworld

	GEO Region											Urban/ Rural		Internet usage			Devices used to access internet		Working status											
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)	
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39	
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	170	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**	
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29	
Several times a day	4	-	-	-	4	-	1	-	*	1	*	2	*	-	3	-	3	1	*	-	4	2	2	-	-	*	-	-	-	
At least once a day	5	-	-	-	5	-	*	-	*	1	1	2	*	*	3	-	5	-	-	4	3	1	-	-	*	-	-	-	1%	
At least once a week	11	1	*	-	9	1	*	1	1	1	-	4	1	*	9	1	9	2	1	*	9	7	3	-	-	-	-	-	*	1
At least once a month	8	3	-	-	5	-	1	*	1	-	*	2	1	*	6	1	6	1	2	-	5	6	1	*	-	*	-	-	-	-
At least once in the last 3 months	9	1	-	1	7	-	1	1	1	1	-	2	-	-	8	*	6	3	1	-	7	6	1	-	*	-	-	-	2	
At least once in the last 12 months	5	2	-	*	3	-	1	-	1	-	1	-	1	-	4	*	4	1	-	-	5	3	1	-	-	-	-	-	*	
Used to use, but haven't in the last 12 months	6	1	-	-	5	-	*	1	*	*	-	3	-	-	5	1	5	1	-	*	6	2	3	*	-	*	*	*	-	
NET: At least daily	9	-	-	-	9	-	1	-	1	2	*	3	1	1	5	*	8	1	*	-	8	5	2	-	-	1	-	-	-	*
NET: At least weekly	20	1	*	-	18	1	2	1	2	2	*	7	2	1	14	1	17	2	1	*	17	13	5	-	-	1	-	*	1	
NET: At least monthly	27	4	*	-	23	1	2	1	3	2	*	9	3	1	20	2	24	4	3	*	22	19	6	*	-	1	-	*	1	
NET: Within the last 3 months	36	5	-	1	30	1	3	2	4	4	*	12	3	1	29	2	29	7	4	*	29	24	7	-	-	1	-	-	3	
NET: At least yearly	40	6	*	1	33	1	3	2	4	4	*	13	3	2	33	3	33	8	4	*	34	28	8	*	-	1	-	*	3	
NET: Ever	46	7	*	1	38	1	4	3	5	4	*	16	3	2	38	4	38	9	4	*	40	29	11	1	-	1	*	1	3	

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



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Table 109
Q1. VSP usage frequency - Fanzworld
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Base: All Adult respondents
Fanzworld

	GEO Region														Urban/ Rural		Internet usage			Devices used to access internet			Working status						
	Total (t)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Full/aged (z)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Never	1124	88	56	33	946	46	123	95	91	76	105	144	166	100	823	175	670	438	24	59	1021	452	238	52	63	37	206	44	31
		96%kns	93%	96%	96%k	98%	97%k	97%	95%	95%	100%ak	90%	98%ak	98%k	96%	96%	95%	98%un	86%	99%	96%	94%	96%	99%	100%	98%	100%Tstw	98%	91%

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (l)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita b (h)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Several times a day	4	1	1	2	*	1	4	4	4	4	4	4	4	4	4	4	3	1	2	2
	's	*	*	1%	*	1%	*	1%	1%Tg	*	1%Tgj	2%Tghj	3%Tghij	4	4	4	1%Ts	*	1%	*
At least once a day	5	2	*	1	1	*	5	5	4	5	5	5	4	5	5	4	4	1	3	1
	's	1%	*	*	*	*	*	1%	1%Tg	*	2%Tgj	3%Tghj	3%Tghij	9%Tghij	9%Tghij	5%Tghij	2%Ts	*	1%	*
At least once a week	11	1	3	4	1	1	11	11	11	11	11	9	10	9	7	9	7	4	10	1
	1%su	1%	1%	1%	1%	1%	1%	2%Tg	3%Tghj	1%	4%Tghj	6%Tghij	6%Tghij	18%Tghij	14%Tghij	12%Tghij	3%Ts	*	2%Tu	*
At least once a month	8	1	1	2	2	1	8	8	7	8	7	7	5	5	4	4	3	4	4	4
	1%	*	*	1%	2%	*	1%	1%T	2%Tghj	1%	2%Tghj	5%Tghij	4%Tghij	11%Tghij	7%Tghij	5%Tghij	1%	*	1%	*
At least once in the last 3 months	9	3	1	1	1	1	9	9	9	7	4	5	6	4	2	4	5	8	8	1
	1%su	1%	*	1%	*	1%	1%	1%Tg	2%Tg	1%	2%Tgj	3%Tgj	4%Tghj	11%Tghij	7%Tghij	3%Tghj	2%	1%	2%Tu	*
At least once in the last 12 months	5	*	1	2	1	1	5	5	4	4	4	4	2	2	2	4	1	3	2	2
	's	*	1	1%	1%	*	*	1%	1%Tg	*	1%Tgj	3%Tghj	3%Tghj	4%Tghj	4%Tghij	3%Tghij	2%Ts	*	1%	*
Used to use, but haven't in the last 12 months	6	3	1	*	2	*	6	6	6	6	5	2	3	*	*	2	4	1	4	2
	1%sa	1%	*	*	1%	*	1%	1%T	2%Tgj	1%	2%Tgj	2%Tg	2%Tgj	*	1%	2%Tgj	2%Ts	*	1%	*
NET: At least daily	9	3	1	3	1	1	9	9	9	9	9	8	8	9	8	8	7	2	6	3
	1%sa	1%	*	1%	1%	1%	1%	1%Tg	2%Tg	1%	3%Tghj	6%Tghij	6%Tghij	17%Tghij	16%Tghij	11%Tghij	3%Ts	*	1%	*
NET: At least weekly	20	4	3	6	2	2	20	20	17	20	17	19	17	15	17	13	6	16	4	4
	2%su	2%	1%	2%	1%	2%	2%	2%	3%Tgj	2%	7%Tghj	12%Tghij	14%Tghij	35%Tghij	30%Tghij	23%Tghij	6%Ts	1%	4%Tu	*
NET: At least monthly	27	5	5	8	4	3	27	27	27	27	27	24	23	23	19	21	16	20	7	7
	2%su	2%	1%	3%	3%	2%	3%	4%Tg	8%Tghj	3%T	9%Tghj	16%Tghij	18%Tghij	46%Tghij	3%Tghij	28%Tghij	7%Ts	1%	5%Tu	1%

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Overlap formulae used.



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Base: All Adult respondents
Fanzworld

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
NET: Within the last 3 months	36 3%au	8 4%	6 2%	10 4%	5 3%	5 4%	36 3%	36 6%Tg	32 10%Tghj	36 4%T	34 11%Tghj	28 19%Tghj	29 21%Tghj	28 56%Tghj jkmp	22 44%Tghj klm	24 31%Tghj	20 9%Ts	15 2%	28 7%Tu	8 1%
NET: At least yearly	40 3%au	8 4%	7 2%	11 4%	6 4%	5 4%	40 4%	40 7%Tg	35 11%Tghj	40 4%T	38 13%Tghj	32 22%Tghj	32 24%Tghj jkmp	30 60%Tghj jkmp	24 48%Tghj klm	26 34%Tghj klm	24 11%Ts	15 2%	31 7%Tu	9 1%
NET: Ever	46 4%au	11 5%	8 3%	12 4%	8 5%	6 4%	46 4%	46 8%Tg	41 13%Tghj	46 5%T	43 14%Tghj	34 24%Tghj jk	35 26%Tghj jkmp	30 60%Tghj jkmp	25 49%Tghj klm	27 36%Tghj klm	28 13%Ts	16 2%	35 8%Tu	12 2%
Newer	1124 98%hijk lmnoprt	214 95%	300 97%	258 96%	143 95%	125 96%	1024 96%hkd mnop	573 92%hklm nop	282 87%imno	920 95%hklm mnop	256 96%imno	109 78%nop	98 74%unop	20 40%	26 51%un	48 64%no	190 87%	921 98%Tr	381 92%	743 98%Tr

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 111
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Several times a day	4	-	-	-	-	4	-	-	-	-	4
	*	-	-	-	-	2%Tb	-	-	-	-	2%Tj
At least once a day	5	-	-	-	-	5	-	-	-	-	5
	*	-	-	-	-	2%Tbc	-	-	-	-	2%Tj
At least once a week	11	-	-	-	-	11	-	-	-	-	11
	1%	-	-	-	-	4%Tabod	-	-	-	-	5%Thijk
At least once a month	8	-	-	-	-	8	-	-	-	-	8
	1%	-	-	-	-	3%Tbcd	-	-	-	-	3%Thijk
At least once in the last 3 months	9	-	-	-	1	8	-	-	1	*	8
	1%	-	-	-	*	3%Tabc	-	-	*	*	3%Thij
At least once in the last 12 months	5	-	-	-	-	5	-	-	-	-	5
	*	-	-	-	-	2%Tbc	-	-	-	-	2%Tj
Used to use, but haven't in the last 12 months	6	-	-	-	-	6	-	-	-	-	6
	1%	-	-	-	-	2%Tbc	-	-	-	-	3%Tj
NET: At least daily	9	-	-	-	-	9	-	-	-	-	9
	1%	-	-	-	-	3%Tabod	-	-	-	-	4%Thijk
NET: At least weekly	20	-	-	-	-	20	-	-	-	-	20
	2%bi	-	-	-	-	8%Tabod	-	-	-	-	8%Thijk
NET: At least monthly	27	-	-	-	-	27	-	-	-	-	27
	2%bcj	-	-	-	-	11%Tabod	-	-	-	-	11%Thijk
NET: Within the last 3 months	36	-	-	-	1	35	-	-	1	*	35
	3%bcdijk	-	-	-	*	14%Tabod	-	-	*	*	15%Thijk
NET: At least yearly	40	-	-	-	1	40	-	-	1	*	39
	3%bcdhijk	-	-	-	*	16%Tabod	-	-	*	*	17%Thijk
NET: Ever	46	-	-	-	1	46	-	-	1	*	45
	4%abcdhijk	-	-	-	*	19%Tabod	-	-	*	*	19%Thijk
Never	1124	168	337	257	160	201	173	340	262	158	191
	96%el	100%Te	100%Te	100%Te	100%Te	81%	100%Ti	100%Ti	100%Ti	100%Ti	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 112
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

	Gender			Social Grade						Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)			
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552			
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571			
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451			
Several times a day	3	3	.	1	1	.	1	3	1	.	2	2	1	.	1	.	1	.	1	1			
At least once a day	9	7	2	3	3	1	1	9	2	4	2	1	4	5	1	3	1	4	3	1	1			
At least once a week	8	6	2	3	2	2	2	8	3	3	2	*	4	4	1	3	1	4	3	.	1			
At least once a month	9	7	2	2	3	4	.	9	.	2	3	2	.	1	.	.	1	7	1	.	.	1	4	.	.	5			
At least once in the last 3 months	12	7	5	5	2	4	2	12	4	4	2	1	.	1	.	1	7	5	2	2	.	6	1	1	4				
At least once in the last 12 months	3	3	.	1	1	.	1	3	.	.	.	1	1	.	.	.	2	2	.	.	1				
Used to use, but haven't in the last 12 months	13	7	6	4	6	3	1	13	2	3	1	1	6	1	.	7	1	11	3	.	2	1	4	1	1				
NET: At least daily	12	10	2	5	4	1	2	12	3	4	4	1	7	6	1	4	1	6	3	1	2				
NET: At least weekly	20	16	4	7	6	3	4	20	6	7	6	1	10	10	2	6	2	9	6	2	3				
NET: At least monthly	29	23	6	9	7	7	4	29	6	9	4	.	.	1	.	1	18	11	2	7	2	13	6	2	8				
NET: Within the last 3 months	41	30	11	14	10	6	4	41	9	14	11	5	.	3	.	3	25	16	4	9	3	20	7	2	12				
NET: At least yearly	44	33	11	15	11	7	4	44	10	14	11	6	1	3	.	3	27	16	4	9	3	22	7	2	12				
NET: Ever	57	40	17	18	17	14	8	57	12	16	11	7	4	.	10	4	38	19	4	11	3	26	8	3	16				
Never	1113	534	580	286	333	233	255	1113	131	199	193	215	168	135	73	376	208	971	126	30	75	14	447	31	57	555			
	95%asuy	93%	97%Ta	94%	95%	94%	97%	95%	91%	92%	94%	97%k	96%	97%	100%	97%Thj	98%Thj	96%Tsu	87%	88%	87%	82%	95%y	79%	95%y	97%Ty			

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 113
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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Several times a day	3	1	1	1	2	*	1	2	*	1	2	1	1	1	*	1	2	1	-
At least once a day	9	1	*	1	7	*	3	5	*	1	7	4	4	3	1	2	4	3	-
At least once a week	8	3	1	2	4	1	3	5	*	3	5	2	2	2	2	2	4	2	*
At least once a month	9	1	*	1	8	*	5	4	*	3	6	2	5	2	1	5	2	1	-
At least once in the last 3 months	12	2	-	1	10	1	6	5	-	5	7	5	2	2	-	6	4	2	-
At least once in the last 12 months	3	1	-	1	2	-	2	1	-	3	-	-	-	-	-	2	1	-	-
Used to use, but haven't in the last 12 months	13	3	1	2	10	1	8	4	*	6	7	1	1	1	5	8	4	1	-
NET: At least daily	12	2	1	2	9	1	4	6	1	2	9	5	5	3	1	3	6	3	-
NET: At least weekly	20	5	2	3	13	1	7	11	1	5	14	7	7	6	3	5	10	5	*
NET: At least monthly	29	8	2	4	21	2	12	15	1	9	20	9	12	9	4	10	12	6	*
NET: Within the last 3 months	41	7	2	6	31	3	18	20	1	14	27	14	14	9	4	17	16	8	*
NET: At least yearly	44	8	2	6	33	3	20	20	1	16	27	14	14	9	4	18	17	8	*
NET: Ever	57	11	3	8	43	3	28	24	1	22	35	15	15	10	8	27	21	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 113
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Never	1113 95%gkl n	319 97%	144 98%	192 96%	759 95%	268 99%Tlg	610 96%g	217 90%	18 93%	845 97%Tkl mn	267 89%	100 87%	122 89%	96 91%	50 86%	574 96%	360 95%	102 92%	15 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 114
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet		Working status								
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
Several times a day	3	-	-	-	3	-	1	-	-	-	-	1	-	-	3	-	3	-	-	-	2	2	1	-	-	-	-	-	-
At least once a day	9	-	-	-	9	1	1	1	1	1	1	3	1	1	7	-	8	1	-	-	8	7	2	-	-	-	-	-	-
At least once a week	8	1	-	-	7	*	1	1	1	1	-	2	*	*	6	1	6	1	1	-	6	4	2	-	-	1	-	-	1
At least once a month	9	1	-	-	8	-	1	1	1	1	1	2	*	*	7	2	7	2	-	-	8	6	1	-	-	-	-	-	1
At least once in the last 3 months	12	1	-	-	11	-	-	1	2	1	1	4	*	*	7	3	7	5	-	-	12	7	3	-	-	*	1	-	-
At least once in the last 12 months	3	-	-	-	3	-	1	-	-	-	-	1	-	-	1	1	2	1	-	-	3	2	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	13	1	-	1	11	3	1	2	*	-	-	2	2	*	12	1	9	4	-	1	11	9	2	1	-	*	*	-	-
NET: At least daily	12	-	-	-	12	1	1	1	1	1	*	4	2	1	10	-	11	1	*	*	10	9	2	-	-	*	-	*	1
NET: At least weekly	20	1	*	-	19	1	1	2	3	2	*	6	2	2	16	1	18	2	2	*	16	13	4	-	-	1	-	1	1
NET: At least monthly	29	1	*	-	27	1	2	3	3	2	1	8	2	3	23	3	24	4	2	*	25	19	5	-	-	1	-	2	1
NET: Within the last 3 months	41	3	-	-	38	1	2	4	5	3	2	12	3	4	30	6	31	10	2	*	36	26	8	-	-	2	1	2	2
NET: At least yearly	44	3	*	*	41	1	3	4	5	4	2	14	3	5	31	7	33	10	2	*	39	28	8	-	-	2	1	2	2
NET: Ever	57	3	*	1	52	4	7	6	4	2	15	5	5	43	8	5	43	14	2	1	50	38	10	1	-	2	1	2	2
	5% ^x	4%	1%	4%	5%	9%	3%	7%	6%	5%	2%	10% ^{Td}	3%	5%	5%	4%	6% ^T	3%	6%	2%	5%	8% ^{Tvx}	4%	2%	-	6% ^x	1%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 114
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

	GEO Region														Urban/ Rural		Internet usage			Devices used to access internet			Working status						
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Full/aged (z)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Never	1113	92	56	33	932	43	122	91	80	77	104	144	164	97	817	171	665	432	26	58	1011	444	238	52	63	36	205	42	32
		95%kns	96%	96%	95%k	91%	97%	93%	94%	95%	98%k	90%	97%k	95%	95%	96%	94%	97%	94%	98%	95%	92%	96%	98%	100%cs	94%	99%Tsw	95%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 115
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,999 (c)	£36,999 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (l)	Snapchat (k)	Twitch (o)	Vimeo (p)	Fruita (b)	Bitchute (e)	OnlyFans (q)	Any exposure (r)	No exposure (s)	Vary/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Several times a day	3 1%su	1 *	1 *	1 *	*	1 *	3 *	3 1%	3 1%Tg	3 *	3 1%Tg	3 2%Tghj	3 2%Tghj	3 ki	2 5%Tghj	3 4%Tghj	2 1%sa	1 *	3 1%	*
At least once a day	9 1%su	2 1%	1 *	2 1%	1 1%	3 2%	9 1%	8 1%T	8 2%Tghj	9 1%	9 3%Tghj	8 6%Tghj	8 8%Tghj	8 15%Tghi	8 16%Tghi	7 10%Tghj	6 3%Ts	2 *	6 2%Tu	2 *
At least once a week	8 1%su	2 1%	1 *	2 1%	1 *	1 1%	8 1%T	8 1%T	7 2%Tghj	7 1%	7 2%Tghj	7 5%Tghj	7 6%Tghj	7 14%Tghi	7 15%Tghi	7 9%Tghj	6 3%Ts	2 *	7 2%Tu	1 *
At least once a month	9 1%	-	2 1%	4 1%	2 1%	*	9 1%	9 1%Tg	7 2%Tg	9 1%	6 2%Tg	7 5%Tghj	6 4%Tghj	4 8%Tghj	4 9%Tghj	4 5%Tghj	4 2%	5 1%	3 1%	6 1%
At least once in the last 3 months	12 1%su	1 1%	3 1%	5 2%	-	2 1%	11 1%	11 2%Tg	11 3%Tg	12 1%	10 3%Tghj	9 4%Tghj	6 7%Tghj	9 13%Tghj	6 8%Tghj	4 6%Tghj	5 2%	7 1%	9 2%Tu	3 *
At least once in the last 12 months	3 *	-	1 *	-	1 1%	-	3 *	3 1%Tg	3 *	3 *	2 1%T	1 1%T	1 1%	1 *	-	1 2%Tghj	2 1%	1 *	2 *	1 *
Used to use, but haven't in the last 12 months	13 1%	3 1%	5 2%	3 1%	-	*	13 1%j	12 2%Tg	5 2%	8 1%	7 2%j	5 4%Tg	6 5%Tghj	4 9%Tghj	2 4%Tg	2 2%j	6 3%Ts	8 1%	6 1%	7 1%
NET: At least daily	12 1%su	2 1%	2 1%	3 1%	1 1%	3 3%	12 1%	11 2%Tg	11 3%Tghj	12 1%	12 4%Tghj	11 8%Tghj	10 9%Tghj	11 21%Tghi	11 21%Tghi	10 13%Tghj	8 4%Ts	3 *	9 2%Tu	3 *
NET: At least weekly	20 2%su	4 2%	4 1%	5 2%	2 1%	4 3%	20 2%	19 3%Tg	19 6%Tghj	19 2%	19 7%Tghj	18 13%Tghi	18 13%Tghi	18 35%Tghi	18 35%Tghi	17 22%Tghj	14 7%Ts	5 1%	16 4%Tu	4 *
NET: At least monthly	29 2%su	4 2%	6 2%	8 3%	4 3%	5 4%	29 3%	28 5%Tg	28 8%Tghj	28 3%	26 9%Tghj	25 17%Tghj	24 18%Tghj	22 44%Tghi	22 27%Tghj	20 8%Ts	18 1%	10 5%Tu	20 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 115
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitcut e (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (t)
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
NET: Within the last 3 months	41	5	9	13	4	6	40	39	34	40	36	31	33	28	26	25	23	17	28	13
	4%su	2%	3%	5%	3%	5%	4%	6%Tgj	11%Tghj	4%T	12%Tghj	22%Tghj	25%Tghj	56%Tghj	51%Tghj	33%Tghj	10%Ts	2%	7%Tu	2%
NET: At least yearly	44	6	10	14	6	6	42	42	37	42	38	32	34	29	26	26	25	18	30	14
	4%su	2%	3%	5%	4%	5%	4%	7%Tgj	11%Tghj	4%T	13%Tghj	22%Tghj	25%Tghj	58%Tghj	51%Tghj	35%Tghj	11%Ts	2%	7%Tu	2%
NET: Ever	57	8	14	17	6	7	56	54	42	51	45	38	40	33	28	28	30	26	36	21
	5%su	4%	5%	6%	4%	5%	5%	9%Tgj	13%Tghj	5%	15%Tghj	26%Tghj	30%Tghj	66%Tghj	56%Tghj	37%Tghj	14%Ts	3%	9%Tu	3%
Newer	1113	217	293	253	146	123	1015	565	281	915	255	106	93	17	23	48	188	911	379	734
	95%hiki	96%	95%	94%	96%	95%	95%hiki	91%hiki	87%hikm	95%hiki	85%hikmo	74%hikp	70%hikp	34%	44%h	63%h	86%	97%Tr	91%	97%Tr

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 116
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)	
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361	
Weighted base	1170	168	337	257	161	247	173	340	262	158	237	
Effective base	891	103	234	190	131	263	107	237	194	130	252	
Several times a day	3	-	-	-	-	3	-	-	-	-	3	
						1%T					1%Tj	
At least once a day	9	-	-	-	-	9	-	-	-	-	9	
						4%Tabcd					4%Thjkl	
At least once a week	8	-	-	-	-	8	-	-	-	-	8	
						3%Tabcd					3%Thjkl	
At least once a month	9	-	-	-	1	8	-	-	1	-	8	
					1%	3%Tabc			1%		3%Thjkl	
At least once in the last 3 months	12	-	1	-	-	11	1	-	-	*	10	
						4%Tabcd	1%				4%Tjkl	
At least once in the last 12 months	3	-	-	-	-	3	-	-	-	1	2	
						1%T				*	1%Tj	
Used to use, but haven't in the last 12 months	13	1	1	-	4	7	1	1	-	4	7	
		1%	*		3%abc	3%Tbc	*	*		3%ij	3%Tj	
NET: At least daily	12	-	-	-	-	12	-	-	-	-	12	
						5%Tabcd					5%Thjkl	
NET: At least weekly	20	-	-	-	-	20	-	-	-	-	20	
						8%Tabcd					8%Thjkl	
NET: At least monthly	29	-	-	-	1	28	-	-	1	-	28	
					1%	11%Tabcd			1%		12%Thjkl	
NET: Within the last 3 months	41	-	1	-	1	39	1	-	1	*	38	
			4%bcjk		1%	16%Tabcd	1%		1%	*	16%Thjkl	
NET: At least yearly	44	-	1	-	1	41	1	-	1	1	40	
			4%abcdijk		1%	17%Tabcd	1%		1%	1%	17%Thjkl	
NET: Ever	57	1	2	-	5	49	2	1	-	5	48	
		5%abchij	1%		3%abc	20%Tabcd	1%	*		3%ij	20%Thjkl	
Never	1113	168	335	257	165	198	171	339	261	153	189	
		95%ef	99%Te	99%Tde	100%Tde	97%e	80%	99%Ti	100%Tni	99%Ti	97%j	80%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 117
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

	Gender		Social Grade				Age									Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
Several times a day	3	3	*	1	1	1	1	3	*	1	2	*	*	*	*	*	*	2	1	*	1	*	3	*	*	*
At least once a day	7	5	2	3	3	1	*	7	2	2	2	1	*	*	*	*	3	4	1	3	1	3	1	1	1	1
At least once a week	10	6	3	4	2	2	2	10	1	5	3	1	*	*	*	*	5	5	1	3	*	3	4	*	2	2
At least once a month	6	5	1	3	1	1	*	6	1	3	1	1	*	*	*	*	3	2	*	1	1	3	*	1	2	2
At least once in the last 3 months	7	6	1	1	2	3	1	7	2	1	3	*	1	*	*	*	4	3	1	2	*	4	2	*	1	1
At least once in the last 12 months	8	6	2	5	1	1	1	8	2	3	1	1	1	*	*	*	7	1	*	1	*	6	*	1	2	2
Used to use, but haven't in the last 12 months	9	7	3	4	1	2	2	9	2	1	4	1	1	*	*	*	6	4	*	3	1	2	*	1	2	4
NET: At least daily	10	8	2	4	3	2	1	10	2	3	4	1	*	*	*	*	5	5	1	3	2	6	2	1	2	2
NET: At least weekly	20	15	5	7	5	4	4	20	4	8	7	2	*	*	*	*	10	10	2	6	2	9	6	1	4	4
NET: At least monthly	26	19	6	10	6	5	4	26	5	11	7	3	*	*	*	*	13	13	2	7	3	12	6	2	5	5
NET: Within the last 3 months	32	25	7	11	9	7	5	32	6	12	11	3	1	*	*	*	17	15	3	9	3	16	8	2	7	7
NET: At least yearly	40	32	9	16	10	8	6	40	8	15	12	4	1	*	*	*	24	17	3	10	3	22	8	3	8	8
NET: Ever	50	38	12	21	11	10	8	50	11	16	16	5	2	*	*	*	29	20	3	13	4	24	10	4	12	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 117
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

	Gender		Social Grade				Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Never	1121	535	585	284	339	236	255	1121	133	199	189	216	173	139	73	384	212	980	125	31	73	14	448	30	55	559
	96% ^{acj} _{su}	93%	98% ^{Ta}	93%	97%	96%	97%	96% ^{jk}	93%	93%	92%	98% ^{ijk}	99% ^{ijk}	100% ^{Thi}	100%	99% ^{Thi}	100% ^{Thij}	97% ^{Tstu}	86%	91%	85%	80%	95% ^y	76%	93% ^y	98% ^{Tyz}

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 118
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

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Several times a day	3	1	-	1	1	1	1	-	1	2	1	2	1	-	2	1	1	-	-
At least once a day	7	3	1	3	6	1	3	3	1	5	3	2	2	1	2	4	2	-	-
At least once a week	10	3	1	2	6	1	3	6	-	3	7	4	4	2	1	2	6	1	-
At least once a month	6	-	-	-	5	-	2	3	+	4	3	2	2	1	3	1	2	-	-
At least once in the last 3 months	7	1	1	1	4	+	5	2	-	3	4	1	2	-	2	2	2	-	-
At least once in the last 12 months	8	2	+	2	6	+	5	2	-	6	2	2	1	1	4	3	+	-	-
Used to use, but haven't in the last 12 months	9	3	1	3	6	1	5	3	-	5	4	2	2	1	4	5	-	-	-
NET: At least daily	10	1	+	1	8	2	3	5	1	2	4	4	3	2	4	4	2	-	-
NET: At least weekly	20	4	1	3	14	3	7	10	1	5	14	7	8	5	3	6	10	3	-
NET: At least monthly	28	4	1	3	19	3	8	14	1	6	19	10	10	7	4	9	11	5	-
NET: Within the last 3 months	32	5	2	3	23	3	13	15	1	9	23	11	12	7	4	11	13	7	-
NET: At least yearly	40	7	2	5	29	3	18	17	2	15	25	13	13	8	5	15	17	8	-
NET: Ever	50	10	3	8	35	4	23	21	2	20	30	15	15	10	6	19	22	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. + small base; ** very small base (under 30) ineligible for sig testing



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Table 118
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Never	1121	320	145	192	766	267	615	221	17	847	272	100	122	96	52	581	359	102	15
		96%gklm	97%	98%	96%	98%Tg	96%g	91%	91%	98%Tklm	90%	87%	89%	91%	90%	97%	94%	93%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 119
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet										Working status				
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)				
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39				
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	170	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**				
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29				
Several times a day	3	-	-	-	3	-	1	-	*	*	*	1	1	-	2	-	3	-	*	*	3	2	1	-	-	*	-	-	-				
At least once a day	7	*	*	*	6	1	*	-	1	*	-	3	1	-	6	-	8	1	-	-	8	5	1	-	-	*	-	-	-				
At least once a week	10	1	*	*	9	-	1	1	1	1	-	2	1	8	*	7	2	1	-	7	7	2	-	-	-	-	-	-	-				
At least once a month	6	*	*	-	5	*	*	*	1	1	*	2	*	*	3	1	4	1	*	-	5	4	1	-	-	*	-	-	-				
At least once in the last 3 months	7	-	-	-	7	1	1	*	-	1	-	3	-	1	6	-	6	1	1	-	6	4	2	-	-	1	-	-	-				
At least once in the last 12 months	8	1	-	-	7	-	2	1	*	-	*	1	-	2	7	1	5	3	-	8	6	2	-	-	*	-	-	-	-				
Used to use, but haven't in the last 12 months	9	3	1	-	5	-	1	1	*	1	-	2	1	-	9	-	9	1	1	*	7	6	2	-	-	1	*	*	-				
NET: At least daily	10	*	*	*	9	1	1	-	1	1	*	4	2	*	8	*	10	1	*	*	9	7	2	-	-	1	-	-	1				
NET: At least weekly	20	1	*	*	18	1	2	1	2	1	*	6	4	1	16	1	17	3	1	*	16	14	4	-	-	1	-	-	1				
NET: At least monthly	26	2	*	*	23	1	2	1	3	2	*	7	4	2	19	2	21	4	2	*	21	18	5	-	-	1	-	-	1				
NET: Within the last 3 months	32	2	-	-	30	2	3	2	3	3	*	10	4	2	25	2	27	5	2	*	27	22	7	-	-	2	-	-	2				
NET: At least yearly	40	3	*	*	37	2	5	2	4	3	1	12	4	4	31	3	32	8	2	*	35	28	9	-	-	2	-	-	2				
NET: Ever	50	6	1	*	42	2	6	3	4	4	1	13	5	4	40	3	41	9	4	1	42	34	10	-	-	3	*	1	2				

Data suppressed where the weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 119
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

	GEO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Full/other (z)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Never	1121	89	56	34	942	46	121	95	91	77	105	146	164	98	820	175	667	438	24	59	1018	448	238	53	63	35	206	44	32
		96%ks	93%	98%	96%k	97%	95%	97%	96%	95%	99%k	92%	97%	96%	95%	96%	94%	98%Tn	87%	98%	96%	93%	96%	100%	100%w	93%	100%Tstw	98%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 120
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (l)	Snapchat (k)	Twitch (o)	Vimeo (p)	Fruita (b)	Bitchute (q)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Several times a day	3	1	1	1	*	*	3	3	3	3	3	3	3	3	3	3	2	2	3	*
	1%su	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%ou	*
At least once a day	7	*	1	2	1	2	7	7	7	7	7	7	7	6	6	7	4	3	5	2
	1%sa	*	1%	1%	1%	2%	1%	1%T	2%Tghj	1%	2%Tghj	5%Tghj	5%Tghj	12%Tghi	11%Tghj	9%Tghj	2%Ts	*	1%	*
At least once a week	10	2	2	1	2	1	10	10	9	9	9	9	8	9	9	9	7	2	8	2
	1%su	1%	1%	1%	1%	1%	1%	2%Tj	3%Tj	1%	3%Tghj	6%Tghj	6%Tghj	17%Tghj	17%Tghj	11%Tghj	3%Ts	*	2%Tu	*
At least once a month	6	2	*	1	1	1	6	6	5	6	6	4	5	5	4	5	3	2	4	2
	1%sa	1%	*	1%	1%	1%	1%	1%	1%Tj	1%	2%Tj	3%Tghj	4%Tghj	10%Tghj	8%Tghj	7%Tghj	1%sa	*	1%	*
At least once in the last 3 months	7	1	3	2	1	*	7	7	6	7	6	3	4	4	3	4	4	3	4	2
	1%sa	1%	1%	1%	*	*	1%	1%T	2%Tj	1%	2%Tj	2%Tj	3%Tghj	8%Tghj	6%Tghj	6%Tghj	2%Ts	*	1%	*
At least once in the last 12 months	8	1	2	1	1	3	7	8	6	8	7	5	4	1	2	1	5	3	7	1
	1%su	1%	1%	1%	1%	2%	1%	1%T	2%Tj	1%	2%Tghj	3%Tghj	4%Tghj	3%g	4%Tghj	2%	2%Ts	*	2%Tu	1%
Used to use, but haven't in the last 12 months	9	2	2	1	2	1	9	9	8	9	8	6	4	2	1	2	4	5	7	2
	1%su	1%	1%	*	1%	1%	1%	2%Tj	2%Tj	1%	3%Tj	4%Tghj	3%Tj	4%Tj	3%	3%Tj	2%	1%	2%Tu	*
NET: At least daily	10	1	2	3	1	2	10	10	10	10	10	10	10	9	8	10	6	4	8	2
	1%su	1%	1%	1%	1%	2%	1%	2%Tj	3%Tghj	1%	3%Tghj	7%Tghj	8%Tghj	18%Tghj	16%Tghj	13%Tghj	3%Ts	*	2%Tu	*
NET: At least weekly	20	3	4	5	3	3	20	20	18	19	19	18	17	17	18	13	7	16	4	1
	2%su	1%	1%	2%	2%	3%	2%	3%Tj	6%Tghj	2%	6%Tghj	13%Tghj	13%Tghj	35%Tghj	33%Tghj	24%Tghj	6%Ts	1%	4%Tu	1%
NET: At least monthly	26	5	4	6	4	5	26	25	23	25	24	23	23	21	23	16	9	20	6	1
	2%su	2%	1%	2%	3%	3%	2%	4%Tj	7%Tghj	3%	8%Tghj	16%Tghj	17%Tghj	45%Tghj	30%Tghj	7%Ts	1%	5%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 120
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
NET: Within the last 3 months	32	7	7	8	4	5	32	32	29	31	30	26	27	26	24	27	19	12	24	8
	3%au	3%	2%	3%	3%	3%	5%Tg	9%Tghj	3%T	10%Tghj	18%Tghj	20%Tghj	52%Tghj	47%Tghj	36%Tghj	9%Ts	1%	6%Tu	1%	
NET: At least yearly	40	7	9	9	6	8	39	40	35	39	37	30	32	28	26	29	24	15	31	9
	3%au	3%	3%	3%	4%	6%	4%	7%Tg	11%Tghj	4%T	13%Tghj	21%Tghj	24%Tghj	55%Tghj	52%Tghj	38%Tghj	11%Ts	2%	8%Tu	1%
NET: Ever	50	9	10	10	8	9	49	50	43	48	45	36	36	30	27	31	28	20	39	11
	4%au	4%	3%	4%	5%	7%	5%	8%Tg	13%Tghj	5%T	15%Tghj	25%Tghj	27%Tghj	59%Tghj	54%Tghj	40%Tghj	13%Ts	2%	9%Tu	1%
Never	1121	216	297	260	143	121	1022	569	281	917	254	108	97	21	23	45	189	917	377	744
	98%hijk	96%	97%	96%	95%	93%	95%hkd	92%hklm	87%imno	95%hklm	85%lmno	73%nop	73%nop	41%	46%	60%no	87%	98%Tr	91%	99%Tr

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

Ofcom VSP Tracker - Wave 1
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Table 12f

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**

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Several times a day	3	-	-	-	-	3	-	-	-	1	3
	1%	-	-	-	-	1%Tb	-	-	-	*	1%T
At least once a day	7	-	-	-	-	7	-	-	-	7	3%Tjk
	1%	-	-	-	-	3%Tbod	-	-	-	-	-
At least once a week	10	-	-	-	-	10	-	-	-	9	4%Thjk
	1%	-	-	-	-	4%Tabod	-	-	-	-	-
At least once a month	6	-	-	-	-	6	-	-	-	6	2%Tj
	*	-	-	-	-	2%Tbc	-	-	-	-	-
At least once in the last 3 months	7	-	-	-	1	6	-	-	1	6	3%Tj
	1%	-	-	-	*	2%Tbc	-	-	*	-	-
At least once in the last 12 months	8	-	-	-	-	8	-	-	-	2	7
	1%	-	-	-	-	3%Tabod	-	-	-	1%	3%Tj
Used to use, but haven't in the last 12 months	9	-	-	-	1	8	-	-	-	1	8
	1%	-	-	-	1%	3%Tabc	-	-	-	1%	4%Thj
NET: At least daily	10	-	-	-	-	10	-	-	-	1	10
	1%	-	-	-	-	4%Tabod	-	-	-	*	4%Thjk
NET: At least weekly	20	-	-	-	-	20	-	-	-	1	19
	2%bi	-	-	-	-	8%Tabod	-	-	-	1%	8%Thjk
NET: At least monthly	26	-	-	-	-	26	-	-	-	1	24
	2%bcj	-	-	-	-	10%Tabod	-	-	-	1%	10%Thjk
NET: Within the last 3 months	32	-	-	-	1	32	-	-	1	1	31
	3%bcj	-	-	-	*	13%Tabod	-	-	*	1%	13%Thjk
NET: At least yearly	40	-	-	-	1	40	-	-	1	3	37
	3%bcdhij	-	-	-	*	16%Tabod	-	-	*	2%	16%Thjk
NET: Ever	50	-	-	-	1	48	-	-	1	4	46
	4%abcdhij	-	-	-	1%	20%Tabod	-	-	*	2%	19%Thjk
Never	1121	168	337	257	159	198	173	340	262	154	191
	96%el	100%Te	100%Te	100%Te	99%Te	80%	100%Ti	100%Ti	100%Ti	98%U	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 122
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

	Gender		Social Grade				Age										Ethnicity					Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	289	137	828	138	44	71	24	383	37	46	494	
Several times a day	757 60% nopqrx	368 60%	388 61%	185 54%	250 67%Tce	148 57%	168 60%	67 60%	690 75%Thim	128 59%mmnop	161 75%Thim	147 72%Thim	117 53%mmnop	68 39%	48 35%	22 30%	138 36%	70 33%	629 58%	120 76%Tr	36 82%Tr	67 76%Tr	16 84%	282 55%	32 77%Tx	40 63%	389 63%Tx	
At least once a day	282 22% kjk	132 21%	151 24%	88 26%	77 21%	57 22%	60 21%	17 19%	266 23% kjk	14 10%	37 17%	33 16%	55 25% kjk	59 34% Tghij	49 35% Tghij	18 22% i	126 53% Tghij	67 32% Tghij	252 23% ca	25 16%	6 14%	12 13%	2 12%	125 24%	8 19%	14 22%	124 20%	
At least once a week	137 11% bdij	82 13% Tb	55 9%	55 16% Td	23 6%	27 11%	31 11%	5 5% i	132 11% ij	1 *	13 6% i	17 8% i	42 19% Tghij	28 16% Tghij	21 15% gij	10 14% i	59 15% Tghij	32 15% gij	122 11%	12 7%	2 5%	9 10%	1 4%	55 11%	1 3%	4 7%	73 12%	
At least once a month	49 4% cjsA	26 4%	23 4%	5 2%	12 3%	17 7% c	14 5% c	1 1%	48 4% ij	-	2 1%	3 2%	5 2%	8 5% ij	10 7% gijk	20 27% Tghij	38 10% Tghij	30 14% Tghij	48 4% a	1	-	-	-	33 6% TA	-	3 5%	13 2%	
At least once in the last 3 months	34 3%	11 2%	23 4%	8 2%	8 2%	11 4%	6 2%	-	34 3%	-	2 1%	4 2%	2 1%	13 7% Tghij	10 7% Tghij	3 4%	25 6% Tghij	13 6% Tghij	34 3% a	-	-	-	-	18 4%	-	2 3%	14 2%	
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% hmmo pqrx	500 81%	539 84%	273 80%	327 88% Tcef	205 79%	228 81%	83 94% Thim	956 82% umno	143 100% Tghij	198 92% Thim	180 88% Thim	172 78% opq	126 72% so	97 70% q	40 55%	264 68%	137 65%	881 81%	145 92% Tr	42 95% Tr	78 90%	18 96%	407 79%	40 97% TA	53 85%	514 84%	
NET: At least weekly	1176 93% emmo pqrx	582 94%	594 93%	328 96% Te	351 95% e	232 89%	259 93%	88 99% Thmn	1088 93% mno	143 100% Thkm	211 98% Thmn	197 96% mmnop	154 97% Thmn	119 88% op	59 85% oq	323 69%	323 84% o	169 80%	1003 92%	157 98% Tr	44 100%	87 100% Tr	19 100%	462 90%	41 100% sx	57 92%	506 96% Tx	
NET: At least monthly	1225 97% mmnpq	607 98%	618 98%	334 98%	363 98%	249 96%	273 98%	89 100% mmnpq	1137 97% mmnpq	143 100% mmnpq	213 99% mmnpq	200 98% mmnpq	219 99% mmnpq	182 93%	129 93%	70 98%	361 94%	199 94%	1051 97%	158 100% r	44 100%	87 100%	19 100%	495 96%	41 100%	61 97%	599 98%	
NET: Within the last 3 months	1259 100%	619 100%	640 100%	342 100%	371 100%	261 100%	279 100%	89 100%	1170 100%	143 100%	215 100%	204 100%	221 100%	175 100%	139 100%	73 100%	386 100%	212 100%	1085 100%	158 100%	44 100%	87 100%	19 100%	513 100%	41 100%	62 100%	613 100%	
NET: At least yearly	1259 100%	619 100%	640 100%	342 100%	371 100%	261 100%	279 100%	89 100%	1170 100%	143 100%	215 100%	204 100%	221 100%	175 100%	139 100%	73 100%	386 100%	212 100%	1085 100%	158 100%	44 100%	87 100%	19 100%	513 100%	41 100%	62 100%	613 100%	

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



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Table 122

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

	Gender		Social Grade				Age										Ethnicity					Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: Ever	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73	386	212	1085	158	44	87	19	513	41	62	613	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 123

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (e)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (l)	Aged under 5 (b)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Several times a day	757 60% _{el}	214 61%	108 66%	119 57%	515 59%	131 48%	369 58% _{ie}	217 74% _{Tef}	20	465 54%	225 75% _{Tl}	86 75% _{Tl}	104 76% _{Tl}	81 76% _{Tl}	37 64%	363 60%	219 58%	65 59%	73 77% _{Topq}
At least once a day	282 22% _{gj}	70 20%	30 19%	36 17%	205 24%	72 26% _g	157 23% _g	48 16%	6	213 22%	51 25% _{Tj}	19 17%	20 14%	16 15%	12 20%	131 22%	94 25%	21 19%	17 18%
At least once a week	137 11% _{gimr}	44 13%	15 9%	34 16% _{Tabd}	90 10%	50 18% _{Tlg}	66 10%	21 7%	-	112 13% _{Tjm}	20 7%	9 5%	10 7%	5 5%	8 14% _{jm}	62 12% _{nr}	45 12% _{nr}	22 20% _{Tor}	5 5%
At least once a month	49 4% _{gj}	14 4%	6 4%	9 4%	35 4%	15 5% _g	33 5% _g	2 1%	-	46 5% _{Tjk}	2 1%	-	-	-	-	4 4%	11 3%	2 2%	1 1%
At least once in the last 3 months	34 3%	10 3%	3 2%	10 5% _a	22 3%	4 2%	24 4%	4 1%	4	31 4% _T	3 1%	3 2%	3 3%	1 2%	1 4%	21 3%	13 3%	-	-
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% _{cel}	284 81% _{co}	138 85% _{cc}	155 74%	719 83% _{cc}	203 75%	546 82% _{ie}	265 91% _{Tef}	26	678 78%	276 92% _{Tl}	106 92% _{Tl}	123 90% _{Tl}	97 91% _{Tl}	49 84%	493 82%	313 82%	86 78%	90 94% _{Topq}
NET: At least weekly	1176 93% _{dl}	329 93%	153 94%	190 91%	809 93%	253 93%	612 91%	286 98% _{Tef}	26	790 96%	297 91%	115 98% _{Tl}	133 100% _{Tl}	102 97% _{dl}	57 96%	556 92%	358 94%	108 98%	95 99% _{Top}
NET: At least monthly	1225 97% _{dl}	342 97% _{cc}	159 98%	198 95%	845 97%	267 98%	644 96%	288 99%	26	836 98%	298 99%	115 100%	135 98%	103 97%	57 98%	580 98%	368 97%	110 100%	96 100%
NET: Within the last 3 months	1259 100%	353 100%	162 100%	209 100%	867 100%	272 100%	669 100%	292 100%	27	867 100%	302 100%	115 100%	137 100%	106 100%	58 100%	601 100%	381 100%	110 100%	96 100%
NET: At least yearly	1259 100%	353 100%	162 100%	209 100%	867 100%	272 100%	669 100%	292 100%	27	867 100%	302 100%	115 100%	137 100%	106 100%	58 100%	601 100%	381 100%	110 100%	96 100%
NET: Ever	1259 100%	353 100%	162 100%	209 100%	867 100%	272 100%	669 100%	292 100%	27	867 100%	302 100%	115 100%	137 100%	106 100%	58 100%	601 100%	381 100%	110 100%	96 100%

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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 123
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 124

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

	GEO Region											Urban/ Rural		Internet usage				Devices used to access internet										Working status						
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furlough (z)					
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39					
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**					
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29					
Several times a day	757	65	38	17	637	31	86	62	74	55	63	104	109	52	580	105	555	192	17	19	705	310	161	32	33	34	64	31	24					
	60%moqx	62%	62%	47%	60%um	61%	63%um	61%	69%um	61%	57%	61%	62%	48%	62%T	56%	71%To	42%	60%	32%	62%Tq	64%Tx	65%kx	61%kx	53%kx	85%Tstu	31%	70%kx	70%					
At least once a day	282	21	9	11	241	14	29	24	21	23	16	37	44	32	203	45	146	131	5	21	252	100	57	7	21	4	63	9	4					
	22%ln	20%	15%	31%	23%j	28%	21%	24%	20%	25%	15%	22%	25%	29%j	22%	24%	19%	28%Tn	19%	35%	22%	21%	23%	14%	34%suw	11%	30%Tsuw	20%	10%					
At least once a week	137	11	6	5	115	5	11	9	9	11	26	18	15	11	95	26	58	77	4	14	119	61	19	10	3	-	35	2	4					
	11%nw	11%	9%	15%	11%	10%	8%	8%	8%	12%	23%Tabd	11%	9%	10%	10%	14%	7%	17%Tn	14%	23%Tr	10%	13%w	7%	18%tw	4%	-	17%Ttw	4%	12%					
At least once a month	49	8	5	1	35	1	4	3	2	2	1	7	6	9	38	6	16	33	-	6	39	6	2	-	4	-	33	3	1					
	4%dnrst	7%j	9%dhj	2%	3%	2%	3%	1%	2%	1%	4%	4%	4%	8%Tdhj	4%	3%	7%Tn	-	10%Tr	3%	1%	1%	-	6%st	-	16%Tstuw	7%st	2%						
At least once in the last 3 months	34	-	2	2	30	-	7	4	2	-	5	5	3	4	22	6	4	29	2	-	30	5	10	4	2	-	12	-	2					
	3%ns	-	4%	5%	3%	-	5%a	4%	2%	-	5%a	3%	1%	4%	2%	3%	1%	6%Tn	7%	-	3%	1%	4%b	7%b	3%	-	6%Ts	-	6%					
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-					
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-					
NET: At least daily	1039	86	47	29	878	46	115	86	95	78	80	141	152	84	784	151	701	324	23	41	957	411	218	40	54	38	127	40	27					
	83%jpx	82%	73%	79%	83%j	88%j	84%j	84%j	89%j	86%j	71%	82%j	86%j	78%	84%	80%	90%To	70%	79%	67%	84%Tq	85%kx	88%Tux	75%	86%kx	100%Tstu	61%	89%kx	80%					
NET: At least weekly	1176	97	53	34	993	51	126	95	104	89	106	159	167	95	878	177	759	400	27	54	1076	471	237	49	57	38	161	41	32					
	93%max	93%	87%	93%	94%um	98%	92%	93%	97%bm	95%	95%	93%	95%	88%	94%	93%	97%To	87%	93%	90%	94%T	98%Tvx	95%kx	91%	100%kx	78%	93%kx	93%						
NET: At least monthly	1225	105	58	35	1028	52	130	98	105	91	107	167	174	105	916	183	776	433	27	61	1115	477	238	49	61	38	195	44	32					
	97%ox	100%j	96%	95%	97%	100%	95%	96%	98%	100%	95%	97%	99%	98%	98%	97%	99%To	94%	93%	100%	97%	99%Tux	96%	93%	100%	100%	94%	100%	94%					
NET: Within the last 3 months	1259	105	60	37	1057	52	137	102	107	91	112	171	176	108	938	189	780	462	28	61	1145	482	248	53	63	38	206	44	34					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
NET: At least yearly	1259	105	60	37	1057	52	137	102	107	91	112	171	176	108	938	189	780	462	28	61	1145	482	248	53	63	38	206	44	34					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
NET: Ever	1259	105	60	37	1057	52	137	102	107	91	112	171	176	108	938	189	780	462	28	61	1145	482	248	53	63	38	206	44	34					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 124

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

	GEO Region													Urban/ Rural		Internet usage		Devices used to access internet			Working status								
	Total (t)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 125
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitlab (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Several times a day	757 60%su	140 60%	197 62%	171 59%	111 65%	88 57%	713 62%T	535 77%Tg	317 81%Tg	672 85%Tgh	312 85%Tgh	142 80%Tg	116 77%Tg	47 74%Tg	42 82%Tg	59 78%Tg	198 79%Ts	551 75%Ts	343 75%Tu	414 52%
At least once a day	282 22%hkl moprt	57 24%	67 21%	67 23%	30 17%	36 23%	254 17%hkl mop	117 17%hkl mop	49 13%	241 23%hkl mop	40 11%	24 14%	24 16%ko	11 17%o	5 10%	9 12%	33 13%	244 24%Tr	81 18%	202 25%Tt
At least once a week	137 11%hjk lmrt	29 12%	28 9%	29 10%	23 13%	20 13%	125 11%hjk lm	32 5%	19 5%	90 9%hjk	12 3%	10 6%	10 6%k	5 7%k	4 7%k	7 10%hkl	15 6%	122 12%Tr	27 6%	110 14%Tt
At least once a month	49 4%ghjk lmprt	7 3%	14 4%	18 6%cd	2 1%	6 4%	39 3%hjk mp	7 1%k	3 1%	22 2%hkl mp	1 *	1 *	1 1%	1 1%	*	*	3 1%	46 5%Tr	7 1%	42 5%Tt
At least once in the last 3 months	34 3%ghjk lmprt	2 1%	14 4%a	7 2%	6 4%	4 3%	28 2%hjk lm	1 *	2 *	9 1%h	-	-	-	-	-	-	-	33 3%Tr	2 1%	32 4%Tt
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%su	197 84%	264 83%	238 82%	141 82%	125 81%	966 83%T	652 94%Tgp	366 94%Tgp	912 88%Tg	352 96%Tgh	166 94%Tgp	141 93%Tg	58 91%	47 83%Tg	68 90%Tg	230 93%Ts	794 80%	424 92%Tu	615 77%
NET: At least weekly	1176 93%su	225 96%bd	292 91%	266 92%	163 95%	144 93%	1092 94%T	684 99%Tg	385 99%Tg	1002 97%Tg	364 96%Tgh	175 100%Tg	150 99%Tg	63 99%	51 100%Tg	76 100%Tg	245 99%Ts	916 92%	451 98%Tu	725 91%
NET: At least monthly	1225 97%su	232 99%bd	306 96%	284 98%	165 96%	150 97%	1130 98%T	691 100%Tg	388 100%Tg	1024 99%Tg	365 100%Tg	176 100%Tg	151 100%Tg	63 100%	51 100%	76 100%	249 100%Ts	961 97%	457 99%Tu	768 96%
NET: Within the last 3 months	1259 100%	234 100%	320 100%	291 100%	171 100%	154 100%	1158 100%	692 100%	390 100%	1032 100%	365 100%	176 100%	151 100%	63 100%	51 100%	76 100%	249 100%	994 100%	460 100%	799 100%

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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 125

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (h)	Snapchat (k)	Twitch (l)	Vimeo (o)	Fruita b (n)	Bitchute (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
NET: At least yearly	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Ever	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 126

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

Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Several times a day	757	37	149	166	146	259	37	154	170	146	249
	60%abhi	21%	44%a	63%ab	81%Tabc	86%Tabc	21%	45%h	63%hi	82%Thj	86%Thj
At least once a day	282	38	112	76	27	30	39	112	76	26	30
	22%dekl	22%e	33%Tade	29%Tde	15%	10%	22%l	32%Thkl	28%Thj	15%	10%
At least once a week	137	40	62	21	4	10	40	62	21	4	9
	11%dekl	23%Tode	18%Tode	8%de	2%	3%	23%Tkl	18%Tkl	8%kl	2%	3%
At least once a month	49	31	14	1	2	1	34	11	2	1	1
	4%cejk	18%Tbcde	4%ce	-	1%	-	19%Tijk	3%l	1%	-	-
At least once in the last 3 months	34	29	5	-	-	-	29	5	-	-	-
	3%cdelk	17%Tbcde	2%e	-	-	-	16%Tijk	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	74	261	242	173	289	75	266	247	172	279
	83%abhi	43%	76%a	92%Tab	97%Tab	96%Tabc	42%	77%h	91%Thi	97%Thj	97%Thj
NET: At least weekly	1176	114	323	263	177	299	116	329	268	176	288
	93%ah	66%	94%a	95%Tab	99%Tab	100%Tab	65%	95%h	99%Thi	99%Thi	100%Thi
NET: At least monthly	1225	145	337	264	180	300	149	339	270	177	289
	97%ah	83%	98%a	100%Ta	100%Ta	100%Tab	84%	99%h	100%Th	100%Th	100%Th
NET: Within the last 3 months	1259	174	342	264	180	300	178	345	270	177	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: At least yearly	1259	174	342	264	180	300	178	345	270	177	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Ever	1259	174	342	264	180	300	178	345	270	177	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 127
Q2. Personalisation - Summary table
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Summary table

	You/Tube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	TwitCh (f)	BitChute (g)	OnlyFans (h)	Vimeo (i)	Fruittab (j)	NET: Any VSP (k)
Unweighted base	1175	794	516	1055	471	297	131	198	268	130	1259
Weighted base	1158	692	390	1032	365	176	51	76	151	63	1259
Effective base	907	605	379	816	336	208	96	162	179	71	978
Very personalised	(10) 124 11%fgj	69 10%fi	49 13%fji	115 11%lgi	35 10%ji	10 6%ji	2 4%	7 10%j	3 2%	5 9%j	239 19%abodefghij
9	(9) 121 10%e	65 9%	33 8%	96 9%	24 7%	15 9%	4 9%	8 10%	9 6%	3 4%	179 14%abodefj
8	(8) 198 17%cd	145 21%adel	64 17%	141 14%	49 13%	34 19%ide	7 14%	16 20%ide	20 13%	12 20%	264 21%acodei
7	(7) 192 17%	134 19%sh	70 18%	184 19%	75 21%h	32 18%	8 16%	10 13%	24 16%	8 13%	205 16%
6	(6) 126 11%k	98 14%ak	53 14%k	149 14%ak	39 11%	24 14%k	6 13%	9 11%	18 12%	8 12%	109 9%
5	(5) 179 15%bdk	83 12%k	55 14%k	127 12%k	66 18%bdk	24 14%k	12 24%abcdhjk	11 14%k	32 21%bcdfk	7 12%	115 9%
4	(4) 64 6%k	36 5%k	17 4%	64 6%k	22 6%k	11 6%k	4 7%k	4 6%	12 8%k	6 10%ck	38 3%
3	(3) 44 4%k	19 3%	22 6%bk	47 5%k	21 6%bk	9 5%k	3 4%	3 4%	13 9%abdk	5 8%bk	32 3%
2	(2) 16 1%	17 3%k	10 2%k	39 4%ak	15 4%ak	5 3%k	2 4%ak	2 2%	7 4%ak	4 6%ak	12 1%
1	(1) 23 2%k	8 1%	4 1%	17 2%k	4 1%	1 1%	-	1 2%k	4 3%k	-	8 1%
Not at all personalised	(0) 72 6%bcdk	18 3%	14 4%	45 4%b	14 4%	9 5%	2 3%	7 9%bodek	10 7%b	4 6%	57 5%b
NET: 8-10	443 38%degi	279 40%degi	146 37%egi	352 34%i	108 30%i	59 34%i	13 26%	30 40%agi	32 21%	21 33%i	682 54%abodefghij
NET: 4-7	560 48%k	351 51%k	195 50%k	534 52%k	203 56%ahk	92 52%k	31 60%ahjk	33 44%	85 56%ahk	30 47%	468 37%
NET: 0-3	155 13%k	62 9%	49 13%bk	147 14%bk	54 15%bk	25 14%bk	7 13%	12 16%bk	34 23%abcdefjk	13 21%bck	109 9%
Mean	6.35i	6.68adeefghij	6.51eoj	6.31i	6.13j	6.19i	5.93i	6.17i	5.34	5.82	7.20abodefghij
Standard deviation	2.66	2.29	2.47	2.57	2.47	2.45	2.28	2.63	2.49	2.68	2.51
Standard error	0.08	0.08	0.11	0.08	0.11	0.14	0.20	0.20	0.15	0.23	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: All Columns Tested (5% risk level)
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 128
Q2. Personalisation - YouTube
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Gender			Social Grade							Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1175	678	497	341	353	224	251	117	1058	150	225	204	201	140	104	34	278	138	960	199	59	103	31	461	59	59	570	
Weighted base	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61*	327	176	987	156	44*	86	19**	461	41*	60*	567	
Effective base	907	511	403	258	281	170	197	93	821	117	170	157	157	114	88	30	227	114	759	137	44	70	24	349	37	43	461	
Very personalised	(10) 124	78	46	38	29	27	30	21	103	20	31	21	20	5	6	-	12	6	95	24	8	13	3	37	7	6	69	
	11%bhhmp	13%Tb	8%	12%	9%	11%	12%	23%Thkl	10%umpq	15%hmno	15%Thmn	10%mpq	10%p	3%	6%	-	4%	4%	10%	16%r	19%r	15%	16%	8%	17%	9%	12%	
9	(9) 121	77	44	33	48	21	18	12	189	20	22	23	21	18	5	-	23	5	102	19	2	11	4	41	4	11	63	
	10%lppq	13%Tb	8%	10%	14%Tl	9%	7%	14%unopq	10%q	15%nopq	11%oq	12%oq	10%q	12%ppq	5%	-	7%q	3%	10%	12%	5%	13%	22%	9%	10%	18%	11%	
8	(8) 198	111	87	60	57	35	46	17	181	34	37	45	32	14	19	-	33	19	167	30	12	16	2	77	11	12	96	
	17%smopq	19%	15%	19%	17%	14%	18%	19%smop	17%umop	26%Thm	18%mp	23%Thmo	15%o	9%	16%opq	-	10%	11%	17%	19%	27%	19%	11%	17%	27%	20%	17%	
7	(7) 192	95	96	49	65	42	35	13	178	28	54	35	24	22	10	6	37	16	158	32	9	17	3	68	8	7	104	
	17%npq	16%	17%	15%	19%	17%	14%	15%	17%npq	21%lnpq	27%Tghi	18%nq	11%	14%	8%	10%	11%	9%	16%	20%	21%	20%	13%	15%	18%	12%	18%	
6	(6) 128	65	61	36	33	25	30	9	116	10	20	23	29	20	9	4	33	13	106	18	7	9	2	48	6	2	65	
	11%	11%	11%	11%	10%	10%	12%	11%	11%	8%	10%	12%	14%	13%	8%	7%	10%	8%	11%	11%	16%	10%	11%	10%	15%	4%	11%	
5	(5) 179	72	107	45	51	39	43	9	170	14	15	34	43	36	19	9	64	28	164	15	2	13	1	71	5	10	88	
	15%ajst	12%	18%Ta	14%	15%	16%	17%	10%	16%j	11%	6%	17%j	21%gjl	24%Tghl	17%j	15%	20%gjl	16%j	17%Tst	10%	3%	15%	6%	15%	12%	17%	16%	
4	(4) 64	24	40	12	21	19	12	1	63	2	15	4	18	10	10	4	24	14	59	5	2	3	*	32	-	3	27	
	6%aik	4%	7%sa	4%	6%	8%	5%	1%	6%ik	2%	7%gik	2%	9%gik	6%	9%gik	7%	7%gik	8%gik	6%	3%	4%	3%	3%	7%	-	4%	5%	
3	(3) 44	19	25	15	10	11	8	2	42	4	1	5	7	6	10	9	24	19	42	2	1	1	1	28	-	4	11	
	4%jA	3%	4%	5%	3%	4%	3%	4%j	3%	1%	3%	3%	4%	4%	9%Thk	15%Tghl	7%Thk	11%Tghl	4%	2%	2%	1%	3%	6%TA	-	7%A	2%	
2	(2) 16	2	14	7	7	1	*	2	15	1	2	1	2	3	5	-	8	5	15	1	-	*	1	11	-	-	5	
	1%a	*	2%Ta	2%	2%	*	*	2%	1%	1%	1%	1%	1%	2%	4%Thk	-	2%	3%	1%	1%	-	*	6%	2%	-	-	1%	
1	(1) 23	15	7	6	7	7	3	1	22	-	2	3	2	6	5	4	15	10	21	2	1	*	-	8	-	1	13	
	2%	3%	1%	2%	2%	3%	1%	1%	2%	-	1%	1%	1%	4%j	5%j	7%jij	5%Thij	5%Thij	2%	1%	1%	*	-	2%	-	2%	2%	
Not at all personalised	(0) 72	39	33	18	14	16	23	*	72	-	2	5	11	13	16	24	54	41	62	8	1	3	1	40	-	4	28	
	6%gik	6%	6%	6%	4%	6%	9%id	1%	7%gik	-	1%	2%	5%	9%gik	14%Tghl	40%Tghl	16%Tghl	23%Tghl	6%	5%	2%	4%	6%	9%TA	-	7%	5%	
NET: 8-10	443	267	177	131	134	83	93	50	393	74	91	86	73	37	30	-	88	30	364	73	23	40	9	155	22	28	228	
	38%abhmn	45%Tb	31%	41%	39%	34%	38%	57%Thm	37%smop	55%Thm	45%hmno	35%opq	25%o	26%oq	-	21%o	17%o	37%	47%Tr	51%	46%	50%	34%	55%Tx	47%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 128
Q2. Personalisation - YouTube
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
YouTube

	Gender			Social Grade						Age										Ethnicity					Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61*	327	176	987	156	44*	86	19**	461	41*	60*	567
NET: 4-7	560 48%ag	255 43%	305 54%Ta	142 44%	171 50%	124 51%	121 48%	33 37%	528 49%gIq	55 41%	105 52%kg	96 48%	114 55%gIq	86 57%Tgin	48 42%	23 38%	158 48%q	72 41%	485 49%	70 45%	20 44%	41 48%	7 36%	219 47%	19 45%	22 37%	284 50%
NET: 0-3	155 13%gIjk yA	75 13%	80 14%	47 15%	38 11%	34 14%	35 14%	5 6%	149 14%gIjk	5 4%	7 4%	14 7%	22 11%ij	28 18%gIjk	37 32%Tghi jkim	37 62%Tqhi jkimnpq	101 31%Tghi jkim	74 42%Tghi jkimnp	139 14%	14 9%	2 5%	5 6%	3 15%	87 19%TYA	-	9 16%y	56 10%y
Mean	6.35bhm nopqz	6.62Tb	6.05	6.42	6.49	6.18	6.21	7.54Thk lmnopq	6.25mno	7.50Thk lmnopq	7.19Thl mnopq	6.88Thl mnopq	6.22mno pq	5.56opq	4.91oq	2.63	4.79oq	4.12o	6.24	6.97Tr	7.32Tr	7.03Tr	6.93	5.89	7.61Tz A	6.45	6.59Tx
Standard deviation	2.66	2.72	2.56	2.68	2.49	2.70	2.79	2.17	2.67	1.81	2.06	2.19	2.51	2.68	3.02	2.60	2.98	3.07	2.65	2.50	2.11	2.33	2.87	2.80	1.60	2.81	2.54
Standard error	0.08	0.10	0.11	0.15	0.13	0.18	0.18	0.20	0.08	0.15	0.14	0.15	0.18	0.23	0.30	0.45	0.18	0.26	0.09	0.18	0.27	0.23	0.52	0.13	0.21	0.37	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 129
Q2. Personalisation - YouTube
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
YouTube

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education						
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1175	330	162	187	800	243	581	316	35	747	308	120	149	108	59	504	376	118	128	
Weighted base	1158	319	154	184	801	254	608	271	25**	791	277	104	124	98	52*	531	362	108	95	
Effective base	907	257	129	145	616	194	458	234	25	601	218	82	106	79	41	401	289	85	105	
Very personalised	(10)	124	27	15	10	88	15	68	37	4	68	35	14	16	9	8	43	41	10	19
		11%celo	8%ca	9%	6%	11%	6%	11%se	14%se	17%	9%	13%	14%	13%	9%	16%	8%	11%	10%	20%Top
9	(9)	121	37	19	22	82	17	69	31	3	76	32	10	11	14	5	50	38	14	13
		10%	12%	13%	12%	10%	7%	11%	12%	14%	10%	11%	9%	9%	14%	10%	10%	11%	13%	14%
8	(8)	198	50	27	23	140	47	90	55	6	138	43	15	26	13	6	93	61	21	16
		17%	16%	17%	13%	17%	19%	15%	20%	23%	18%	15%	14%	21%j	13%	11%	18%	17%	19%	17%
7	(7)	192	46	24	26	138	29	111	49	2	126	53	22	20	21	8	68	81	19	18
		17%eo	14%	16%	14%	17%	11%	18%	18%	7%	16%	19%	21%	16%	22%	15%	13%	22%To	18%	18%
6	(6)	126	31	16	14	91	28	66	29	3	78	37	18	14	14	9	62	35	15	10
		11%	10%	11%	8%	11%	11%	11%	13%	10%	13%	17%id	11%	14%	17%	12%	10%	14%	10%	10%
5	(5)	179	53	30	33	121	50	83	44	2	123	47	8	25	16	11	102	45	12	11
		15%ka	17%	19%	18%	15%	20%	14%	16%	9%	16%	17%ka	8%	20%ka	17%	21%ka	18%Tp	13%	11%	12%
4	(4)	64	20	9	11	43	13	42	8	1	44	18	12	6	2	2	41	16	3	1
		5%gr	6%	6%	6%	5%	7%g	3%	3%	6%	7%im	12%Tjlm	5%	2%	4%	8%Tr	4%	3%	1%	1%
3	(3)	44	18	4	14	26	8	27	9	1	36	6	1	3	4	2	17	14	3	4
		4%	6%b	3%	7%Tbd	3%	3%	4%	3%	4%	5%	2%	1%	2%	5%	3%	3%	4%	3%	5%
2	(2)	16	2	2	2	14	3	11	1	1	13	1	*	*	1	1	3	9	*	2
		1%	1%	1%	1%	2%	1%	2%	*	5%	2%	1%	*	*	1%	2%	1%	2%o	4%	2%
1	(1)	23	8	3	6	14	11	7	5	-	20	1	*	1	1	-	9	7	2	1
		2%	3%	2%	3%	2%	4%Ti	1%	2%	-	3%	1%	*	1%	1%	-	2%	2%	2%	1%
Not at all personalised	(0)	72	28	5	23	44	34	33	3	2	68	4	4	1	2	-	42	14	9	*
		6%jlor	9%b	3%	12%Tabd	5%	13%Tlg	6%g	1%	7%	9%Tjm	1%	4%	1%	2%	-	8%or	4%	8%r	*
NET: 8-10		443	115	61	55	310	79	227	124	13	283	110	39	53	35	19	187	140	45	48
		38%cel	36%ca	39%	30%	39%	31%	37%	46%Tef	53%	40%	37%	43%	36%	37%	35%	39%	42%	51%Top	42%
NET: 4-7		560	149	79	84	394	120	302	130	8	371	155	60	65	53	30	273	177	49	39
		48%	47%	51%	46%	49%	47%	50%	48%	32%	47%	56%Ti	58%	52%	54%	58%	51%	49%	46%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 129
Q2. Personalisation - YouTube
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
YouTube

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1158	319	154	184	801	254	608	271	25**	791	277	104	124	98	52*	531	362	108	95
NET: 0-3	155	56	14	45	98	55	78	17	4	137	12	5	6	9	3	71	44	14	7
Mean	6.35ace	6.01c	6.52ac	5.49	6.42ac	5.47	6.40e	7.00Tef	6.77	6.03	6.86Tl	6.76i	6.87Tl	6.69i	6.82	6.06	6.58o	6.50	7.32Topq
Standard deviation	2.66	2.83	2.41	2.99	2.59	2.87	2.61	2.16	2.87	2.81	2.11	2.30	2.10	2.23	2.12	2.67	2.51	2.70	2.19
Standard error	0.08	0.15	0.19	0.22	0.09	0.19	0.11	0.12	0.49	0.10	0.12	0.21	0.17	0.21	0.28	0.12	0.13	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 130
Q2. Personalisation - YouTube
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Base: All respondents who have used ... in the past 3 months
YouTube

	GEO Region										Urban/ Rural		Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (S)	Wales (W)	North Ireland (NI)	NET: England (E)	North East (NE)	North West (NW)	Yorkshire and the Humber (YH)	West Midlands (WM)	East Midlands (EM)	East of England (EE)	London (L)	South East (SE)	South West (SW)	Urban (U)	Rural (R)	More than 2 hours (M2)	1-2 hours (12)	Smart Phone only (SP)	Tablet or laptop only (TL)	Multiple devices (MD)	Working full time (FT)	Working part-time (PT)	Unemployed - looking for work (UW)	Unemployed - not looking for work (UNW)	Student (ST)	Retired (RT)	House/Other (HO)	Furloughed (FO)
Unweighted base	1175	95	51	29	1000	48	129	93	110	185	146	99	887	156	930	233	27	41	1078	481	219	50	51	44	138	36	38		
Weighted base	1158	92	51*	31**	984	48*	127	97	98	85	106	166	162	95	862	171	735	408	24**	48*	1061	454	224	50*	54*	36*	178	39*	33**
Effective base	907	75	43	23	767	36	101	73	83	61	91	134	115	77	681	126	803	212	19	32	841	370	164	41	43	36	115	30	28
Very personalised	(10) 124	12	7	3	101	4	17	7	18	6	7	20	16	7	100	17	86	37	2	-	119	64	12	6	4	6	5	4	1
	11%Tx	13%	14%	10%	10%	9%	13%	7%	19%Tdgj	7%	7%	12%	10%	7%	12%	10%	13%T	9%	8%	1%	11%	14%Tx	6%	13%Tx	7%	17%Tx	3%	11%	2%
9	(9) 121	12	7	4	98	5	10	11	13	10	17	14	8	91	18	96	25	1	2	117	49	24	5	8	5	8	4	5	
	10%Tx	13%	14%	13%	10%	10%	8%	11%	11%	16%	10%	8%	8%	11%	10%	13%To	6%	5%	4%	11%	11%Tx	11%	11%	15%Tx	15%Tx	4%	10%	16%	
8	(8) 198	12	6	10	170	10	15	16	13	20	22	29	33	13	148	29	145	53	3	7	188	86	39	9	13	6	17	2	9
	17%Tx	13%	12%	31%	17%	21%	12%	17%	14%	24%T	20%	17%	20%	13%	17%	17%	20%To	13%	14%	15%	19%Tx	17%	19%	24%Tx	16%	9%	6%	28%	
7	(7) 192	20	11	4	156	9	25	15	19	11	12	30	26	10	147	31	129	59	3	1	185	82	43	10	9	7	19	3	5
	17%Tx	22%	22%	14%	16%	19%	20%	15%	19%	12%	11%	18%	16%	11%	17%	18%	18%T	14%	14%	3%	17%Tq	18%	19%	20%	20%	11%	7%	14%	
6	(6) 126	13	3	1	109	3	14	11	12	9	13	16	15	97	13	78	45	2	6	116	54	27	4	4	4	16	3	4	
	11%	14%	7%	3%	11%	7%	11%	11%	13%	10%	13%	9%	10%	16%	11%	8%	11%	11%	8%	12%	11%	12%	12%	8%	11%	9%	8%	11%	
5	(5) 179	15	7	2	155	11	16	19	10	9	24	23	27	17	133	27	92	85	4	14	154	69	29	9	8	3	35	12	5
	15%nr	17%	13%	7%	16%	22%	13%	20%	10%	10%	22%h	14%	17%	15%	15%	12%	21%Tn	15%	29%Tr	14%	15%	13%	18%	15%	8%	20%	31%Tstw	16%	
4	(4) 64	2	2	2	58	2	9	4	5	10	3	6	9	11	43	13	28	34	4	1	56	23	20	-	2	-	13	5	-
	8%nr	3%	4%	6%	6%	4%	7%	4%	5%	12%Tajk	3%	4%	5%	11%Tadjk	5%	8%	4%	8%nr	17%	2%	5%	5%	9%Tu	-	4%	-	7%	12%low	-
3	(3) 44	1	2	-	41	2	6	6	3	4	5	5	8	27	10	26	17	2	5	36	9	8	*	1	3	17	3	-	
	4%Ans	1%	3%	-	4%	3%	5%	6%	3%	4%	4%	3%	3%	8%Ta	3%	6%	4%	4%	10%	11%Tr	3%	2%	4%	1%	1%	9%sa	10%Tst	8%sa	-
2	(2) 16	1	-	3	12	2	1	-	-	3	3	3	3	-	10	4	10	5	-	-	16	2	7	-	1	4	-	1	-
	1%sa	1%	-	10%	1%	5%dh	1%	-	-	2%	2%	2%	2%	-	1%	2%	1%	1%	-	2%	-	3%sa	-	-	3%sa	2%	-	2%	-
1	(1) 23	2	1	1	19	-	3	3	2	3	3	3	-	2	19	2	17	6	-	3	20	6	3	1	-	-	8	2	2
	2%	2%	2%	3%	2%	-	2%	3%	2%	3%l	3%l	2%	-	2%	1%	2%T	1%	-	7%Tr	2%	1%	1%	2%	-	-	5%Ts	4%	7%	
Not at all personalised	(0) 72	1	5	1	68	-	12	8	5	2	5	15	15	6	47	8	28	43	2	8	57	11	13	5	6	-	35	1	2
	6%ansra	1%	10%sa	3%	7%sa	-	9%sa	6%	6%	2%	5%	9%sa	9%sa	6%	6%	5%	4%	10%Tn	8%	17%Tr	5%	2%	6%sa	9%sa	10%sa	-	20%Tstwy	2%	5%
NET: 8-10	443	37	21	17	389	19	42	34	42	39	38	66	62	27	339	63	327	115	7	9	422	199	76	21	25	17	30	11	15
	38%soqx	40%	40%	54%	38%	40%	33%	35%	43%	46%im	36%	60%	38%	28%	39%	37%	44%To	28%	19%	40%Tq	44%Tx	34%Tx	42%Tx	46%Tx	48%Tx	17%	27%	45%	
NET: 4-7	560	50	23	10	477	25	64	49	45	38	52	74	78	53	420	84	328	223	13	22	510	228	118	23	23	14	83	23	14
	48%nr	55%	45%	30%	49%	52%	50%	50%	46%	44%	49%	45%	48%	55%	49%	49%	45%	55%Tn	54%	46%	48%	50%	53%	46%	40%	47%	59%	41%	

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



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Table 130
Q2. Personalisation - YouTube
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
YouTube

	GO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (S)	Wales (W)	Northern Ireland (NI)	NET: England (E)	North East (NE)	North West (NW)	Yorkshire and the Humber (YH)	West Midlands (WM)	East Midlands (EM)	East of England (EE)	London (L)	South East (SE)	South West (SW)	Urban (U)	Rural (R)	More than 2 hours (M2)	1-2 hours (12)	Smart Phone only (SP)	Tablet or laptop only (TL)	Multiple devices (MD)	Working full time (FT)	Working part-time (PT)	Unemployed - looking for work (UL)	Unemployed - not looking for work (UN)	Student (St)	Retired (Rt)	House person/ Other (HO)	Furloughed (FU)
Weighted base	1158	92	51*	31**	984	48*	127	97	98	85	106	166	162	95	862	171	735	408	24**	48*	1061	454	224	50*	54*	36*	178	39*	33**
NET: 0-3	155	5	8	5	138	4	22	15	10	8	15	26	22	16	104	24	80	70	4	17	128	27	30	6	6	4	65	6	5
	13%a	5%	15%	15%	14%a	8%	17%a	15%	10%	10%	14%	16%a	14%	16%a	12%	14%	11%	17%a	18%	35%Tr	6%	14%a	12%	11%	12%	36%Tstu	14%	14%	
Mean	6.35doq	6.96Tdf	6.47	6.69	6.27	6.66	6.08	6.13	6.84dm	6.58	6.12	6.32	6.22	5.79	6.46T	6.31	6.73To	5.71	5.64	4.40	6.48Tq	6.91Txy	6.14x	6.56x	6.51x	7.19by	4.41	5.80x	6.33
Standard deviation	2.66	2.13	2.86	2.73	2.68	2.13	2.89	2.61	2.68	2.42	2.55	2.87	2.74	2.56	2.61	2.56	2.50	2.80	2.70	2.84	2.60	2.26	2.53	2.79	2.75	2.25	2.88	2.54	2.69
Standard error	0.08	0.22	0.41	0.51	0.08	0.31	0.25	0.27	0.25	0.27	0.24	0.21	0.23	0.26	0.09	0.21	0.08	0.18	0.52	0.44	0.08	0.10	0.17	0.39	0.39	0.34	0.25	0.42	0.44

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 131
Q2. Personalisation - YouTube
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)			Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £38,399 (c)	£38,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapshot (k)	Twitch (l)	Vimeo (m)	Fruiteb (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	1175	221	294	272	160	158	1175	763	505	974	459	295	265	128	130	195	312	847	510	665	
Weighted base	1158	212	302	266	157	148	1158	658	378	934	353	175	149	62	51	75	243	900	434	725	
Effective base	907	163	234	208	124	120	907	579	372	748	326	206	176	69	95	160	219	681	384	531	
Very personalised (10)	124	26	25	22	23	21	124	89	52	99	52	34	23	10	8	11	40	83	64	59	
	11% _{kau}	12%	8%	8%	15%	14%	11%	13% _{Tgj}	14% _{Tgj}	11%	15% _{Tgj}	19% _{Tghi}	15% _{Tgj}	17%	17% _{Tgj}	15% _{Tgj}	18% _{Ts}	9%	15% _{Tu}	8%	
9	(9)	121	13	35	32	16	20	121	93	53	100	51	32	22	13	31	31	90	61	60	
		10% _{kau}	6%	12%	12% _{aa}	10%	13% _{aa}	10%	14% _{Tgj}	14% _{Tgj}	11%	15% _{Tgj}	18% _{Tghi}	15% _{Tgj}	13%	14%	18% _{Tgj}	13%	10%	14% _{Tu}	8%
8	(8)	198	38	48	41	34	30	198	128	80	164	70	42	15	13	15	54	142	92	106	
		17% _{ku}	18%	16%	16%	22%	20%	17%	19% _{Tg}	21% _{Tgj}	18%	20%	24% _{Tghi}	23% _{Tgj}	24%	26% _{Tgj}	20%	22% _{Ts}	16%	21% _{Tu}	15%
7	(7)	192	32	42	43	27	32	192	119	75	158	65	28	27	10	9	16	44	147	83	108
		17%	15%	14%	16%	17%	21%	17%	18%	20% _{Tg}	17%	18%	16%	18%	16%	18%	21%	18%	16%	19%	15%
6	(6)	126	25	32	29	10	11	126	66	37	102	37	18	16	4	5	6	17	108	49	77
		11% _{kr}	12%	11%	11%	7%	7%	11%	10%	10%	11%	11%	10%	11%	6%	10% _{kn}	8%	7%	12% _{kr}	11%	11%
5	(5)	179	32	45	51	30	13	179	99	48	140	45	11	15	12	5	7	34	140	46	133
		15% _{ehll}	15%	15%	19% _{ea}	19% _{ea}	9%	15% _{shllm}	14% _{slp}	13% _{sl}	15% _{slmp}	6%	10% _{sl}	18% _{lmop}	9%	9%	14%	16%	11%	18% _{Tt}	
4	(4)	64	13	18	15	9	4	64	34	14	57	13	2	4	1	2	7	57	12	52	
		6% _{akmno}	6%	6%	6%	3%	3%	6% _{akimo}	5% _{akimo}	4% _{sl}	6% _{akimo}	4% _{sl}	1%	2%	2%	3%	3%	6%	3%	7% _{Tt}	
3	(3)	44	7	17	8	1	8	44	17	9	34	10	1	2	1	*	1	8	34	13	31
		4% _{dhim}	3%	6% _d	3%	1%	5% _d	4% _{shim}	3%	2% _{sl}	4% _{shim}	3% _{sl}	1%	1%	1%	1%	2%	3%	4%	3%	4%
2	(2)	16	2	6	3	1	4	16	7	6	13	3	1	1	*	1	3	12	2	14	
		1% _{kt}	1%	2%	1%	*	3%	1%	1%	2%	1%	1%	*	1%	*	1%	1%	1%	1%	2%	
1	(1)	23	8	8	3	3	-	23	4	-	18	1	2	1	-	1	2	20	4	19	
		2% _{shkt}	4% _{ea}	3%	1%	2%	-	2% _{shkt}	1% _{sl}	-	2% _{shkt}	1% _{sl}	1% _{sl}	*	-	3% _{shkm}	1%	2%	1%	3%	
Not at all personalised	(0)	72	16	27	17	3	6	72	10	4	47	6	3	4	*	2	3	66	8	64	
		6% _{shhjk}	8% _d	9% _d	6%	2%	4%	6% _{shhjk}	2%	1%	5% _{shhko}	2%	2%	3% _{sl}	1%	-	3% _{sl}	1%	7% _{Tr}	2%	9% _{Tt}
NET: 8-10		443	77	107	96	73	70	443	310	185	363	174	108	79	29	40	125	315	218	226	
		38% _{kau}	36%	36%	36%	46% _{Tb}	47% _{Tbc}	38%	47% _{Tgj}	49% _{Tgj}	39%	49% _{Tgj}	62% _{Tghi}	53% _{Tgj}	54% _{Tgj}	57% _{Tghi}	53% _{Tgj}	51% _{Ts}	50% _{Tu}	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u. Overlap formulae used.

Prepared by Yonder



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Table 131
Q2. Personalisation - YouTube
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
YouTube

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages		
	Total (D)	Up to £15,599 (g)	£15,600 - £25,999 (h)	£26,000 - £36,399 (i)	£36,400 - £51,999 (j)	£52,000 + (k)	YouTube (l)	Instagram (m)	TikTok (n)	Facebook (o)	Snapchat (p)	Twitch (q)	Vimeo (r)	Fruita b (s)	Bitchute (t)	OnlyFans (u)	Any exposure (v)	No exposure (w)	Very/Quite aware (x)	Not at all/Not very aware (y)
Weighted base	1158	212	302	266	157	148	1158	658	378	934	353	175	149	62	51	75	243	900	434	725
NET: 4-7	560	102	136	139	76	59	560	309	174	457	160	59	62	27	19	30	102	452	190	371
	48% ^l op ^r t	48%	45%	52% ^e	49%	40%	48% ^l op	47% ^l p	46% ^l	49% ^l mop	45% ^l	34%	42% ^l	43%	38%	40% ^l	42%	50% ^l Tr	44%	51% ^l Tt
NET: 0-3	155	33	59	32	8	18	155	38	19	113	19	7	8	1	2	5	17	133	26	128
	13% ^l udh ^l	15% ^l d	19% ^l Td	12% ^l d	5%	12% ^l d	13% ^l h ^l jk ^l l ^l m ^l op ^l t	6%	5%	12% ^l h ^l kl ^l m ^l nop	5%	4%	5%	2%	5%	7% ^l n	7%	15% ^l Tr	6%	18% ^l Tt
Mean	6.35 ^l bsu	6.14	5.94	6.27	6.94 ^l Tab ^c	6.92 ^l Tab ^c	6.35	7.05 ^l Tj ^l	7.20 ^l Tgh ^j	6.42	7.18 ^l Tgj ^l	7.68 ^l Tgh ^l mp	7.30 ^l Tgj ^l	7.38 ^l Tgj ^l	7.51 ^l Tgh ^j	7.30 ^l Tj ^l	7.18 ^l Ts	6.15	7.22 ^l Tu	5.82
Standard deviation	2.66	2.62	2.88	2.58	2.26	2.51	2.66	2.18	2.05	2.57	2.13	2.05	2.16	1.97	2.01	2.29	2.23	2.71	2.15	2.79
Standard error	0.08	0.19	0.17	0.16	0.18	0.20	0.08	0.08	0.09	0.08	0.10	0.12	0.13	0.17	0.18	0.16	0.13	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 132
Q2. Personalisation - YouTube
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (g)	2 VSPs (h)	3 VSPs (i)	4 VSPs (j)	5+ VSPs (k)	1 VSP (l)	2 VSPs (m)	3 VSPs (n)	4 VSPs (o)	5+ VSPs (p)
Unweighted base	1175	81	258	222	172	442	82	263	231	171	428
Weighted base	1158	114	315	257	175	297	115	319	265	171	288
Effective base	907	69	219	191	147	314	69	223	198	145	303
Very personalised	(10)	124	11	19	26	24	44	11	20	26	24
		11%bl	9%	6%	10%	13%b	15%Tb	9%	6%	10%	14%bl
9	(9)	121	8	20	24	17	53	8	20	24	50
		10%bl	7%	6%	9%	10%	18%Tabcd	7%	6%	9%	17%Thij
8	(8)	198	8	42	52	29	67	8	42	56	65
		17%ah	7%	13%	20%a	17%	23%Tab	7%	13%	21%hi	16%
7	(7)	192	16	39	43	35	58	16	41	44	56
		17%	14%	13%	17%	20%	19%b	14%	13%	16%	20%
6	(6)	126	11	41	26	19	29	11	41	28	29
		11%	10%	13%	10%	11%	10%	10%	13%	11%	10%
5	(5)	179	20	68	38	24	30	20	68	39	29
		15%el	17%	21%Te	15%	14%	10%	17%	21%TI	15%	10%
4	(4)	64	4	18	25	10	6	4	18	26	8
		6%el	4%	6%e	10%Te	6%e	2%	4%	6%l	10%TI	5%
3	(3)	44	8	16	10	5	6	8	16	10	5
		4%el	7%e	5%e	4%	3%	2%	7%l	5%l	4%	3%
2	(2)	16	2	6	2	3	3	2	6	2	3
		1%	2%	2%	1%	2%	1%	2%	2%	1%	1%
1	(1)	23	3	14	4	1	*	3	14	4	*
		2%el	2%e	4%Te	2%	1%	*	2%l	4%TI	2%	*
Not at all personalised	(0)	72	24	32	6	9	1	24	33	6	8
		6%cej	21%Tcde	10%Tce	2%	5%e	*	21%Tjkl	10%TJ	2%	5%l
NET: 8-10	443	27	81	102	69	164	27	82	105	71	158
		38%abhi	23%	26%	40%ab	55%Tabcd	24%	26%	40%hi	41%hi	55%Thijk
NET: 4-7	560	52	166	133	87	123	52	168	137	83	120
		46%el	45%	52%e	50%	41%	45%	53%l	52%l	49%	42%
NET: 0-3	155	36	68	22	18	10	36	69	22	17	10
		13%cej	32%Tode	22%Tode	9%e	10%e	3%	31%Tjkl	22%TJkl	8%l	10%l
Mean	6.35abhi	4.99	5.44	6.55ab	6.61ab	7.50Tabcd	5.00	5.44	6.53hi	6.72hi	7.50Thjk
Standard deviation	2.66	3.30	2.81	2.33	2.54	1.88	3.30	2.82	2.31	2.52	1.89
Standard error	0.08	0.37	0.17	0.16	0.19	0.09	0.36	0.17	0.15	0.19	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 133
Q2. Personalisation - Instagram
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Instagram

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)		
Unweighted base	794	439	355	247	253	140	150	96	698	147	182	151	108	67	37	110	43	616	169	47	89	30	298	53	45	380		
Weighted base	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38*	108	45*	560	123	36*	68	18**	250	34*	41*	347		
Effective base	605	327	291	186	196	105	116	75	532	114	135	114	78	53	34	92	39	482	115	34	59	23	223	34	31	306		
Very personalised	(10)	69	29	40	24	22	11	13	12	58	11	23	8	13	2	2	3	2	53	16	5	8	2	29	6	1	30	
		10%mp	9%	11%	12%	10%	8%	10%	16%kmp	9%sp	8%	15%Thkmp	6%	13%mp	2%	4%	3%	4%	9%	13%	14%	13%	12%	17%	3%	3%	9%	
9	(9)	65	31	34	18	22	14	8	11	53	16	14	14	6	1	1	2	1	52	13	1	9	3	23	6	6	29	
		9%mp	10%	9%	9%	11%	11%	6%	15%mpq	9%sp	13%mp	9%sp	10%sp	6%	2%	3%	2%	3%	9%	11%sl	2%	13%	16%	9%	17%	15%	8%	
8	(8)	145	62	83	39	51	28	27	13	132	35	31	33	21	8	4	11	4	121	20	7	10	4	44	5	7	83	
		21%pq	20%	22%	19%	23%	22%	21%	18%	21%pq	20%pq	20%pq	20%pq	21%	12%	10%	10%	8%	22%	16%	20%	14%	20%	18%	14%	18%	24%	
7	(7)	134	67	67	43	40	29	22	11	123	33	29	27	16	9	8	18	9	106	27	9	18	-	35	10	9	77	
		19%lx	21%	18%	21%	17%	23%	17%	16%	20%	26%	19%	20%	17%	14%	21%	16%	20%	19%	22%	25%	26%	-	14%	30%lx	9	22%lx	
6	(6)	98	39	59	22	30	18	26	14	84	13	25	19	14	8	5	13	5	77	20	5	9	5	39	4	3	50	
		14%	12%	16%	11%	13%	14%	20%Tc	20%	14%	11%	16%	14%	14%	13%	14%	12%	12%	16%	15%	13%	28%	16%	12%	7%	14%		
5	(5)	83	44	39	22	29	15	17	3	80	9	15	21	7	20	7	28	9	70	12	5	4	1	42	3	2	35	
		12%g	14%	10%	11%	13%	12%	13%	4%	13%gl	7%	10%	16%gl	7%	31%Tghi	20%gil	26%Tghi	19%gil	13%	9%	13%	7%	7%	17%TA	8%	4%	10%	
4	(4)	36	17	18	9	7	6	4	2	34	5	5	3	5	10	5	15	5	31	5	2	2	*	12	1	3	17	
		5%	6%	5%	4%	6%	4%	3%	3%	5%	4%	4%	2%	5%	15%Tghl	14%Tghl	14%Tghl	12%jk	5%	4%	7%	3%	2%	5%	*	8%		
3	(3)	19	5	14	10	5	2	2	3	16	-	-	6	5	2	3	6	4	16	3	1	2	-	8	-	6		
		3%	2%	4%	5%	2%	2%	2%	4%ij	3%	-	-	4%ij	5%ij	3%	7%ij	5%ij	8%Thij	3%	2%	3%	3%	-	3%	-	4%		
2	(2)	17	7	10	7	5	3	1	2	15	3	5	-	4	1	1	3	2	16	1	-	*	1	8	-	9		
		3%	2%	3%	4%	2%	2%	1%	3%k	2%	2%	3%k	-	4%k	2%	2%	3%	4%k	3%	1%	-	*	6%	3%	-	3%		
1	(1)	8	5	3	1	5	-	1	-	8	1	3	1	-	-	2	3	3	4	3	1	3	-	4	-	3		
		1%A	1%	1%	1%	2%	-	1%	-	1%	*	2%	1%	-	-	5%Ti	3%	6%Tghik	1%	3%	2%	4%r	-	2%	-	8%TxA		
Not at all personalised	(0)	18	9	10	8	3	-	6	1	17	1	1	1	9	5	2	15	3	-	-	2	1	6	-	2	11		
		3%	3%	3%	4%e	1%	-	5%e	2%	3%	1%	1%	1%	9%Thjk	3%	-	5%	3%	3%	-	-	3%	8%	2%	-	5%		
NET: 8-10		279	122	156	81	95	53	48	36	243	63	66	55	40	10	7	17	7	225	49	13	27	9	96	17	15		
		40%mpq	39%	42%	40%	42%	37%	49%mpq	39%mpq	49%Thmn	49%mpq	42%mpq	40%mpq	17%	17%	16%	14%	40%	40%	40%	40%	49%	39%	49%	38%	41%		
NET: 4-7		351	167	183	96	112	69	70	31	320	61	74	69	42	46	26	74	28	284	63	21	34	7	127	18	17		
		51%	53%	49%	47%	50%	54%	54%	42%	52%	48%	48%	52%	42%	46%Tghl	69%Tghl	62%gl	62%gl	51%	51%	59%	50%	37%	51%	51%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 133
Q2. Personalisation - Instagram
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Instagram

	Gender		Social Grade					Age									Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Weighted base	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38*	108	45*	560	123	36*	68	18**	250	34*	41*	347
NET: 0-3	62 9%el	26 8%	37 10%	27 13%Te	19 8%	5 4%	11 9%	6 9%	56 9%el	4 3%	10 7%	8 6%	17 17%Thj	6 10%	5 14%l	17 15%Thj	10 23%Tghij	51 9%	11 9%	2 5%	7 10%	2 14%	26 10%	-	10 24%TyA	26 8%
Mean	6.68mnp q	6.65	6.70	6.56	6.69	6.96	6.52	7.17Tlm npq	6.62mnp q	7.23Thl mnpq	7.02Thl mnpq	6.83mnp q	6.31pq	5.47	5.67q	5.34	5.15	6.64	6.79	6.80	6.84	6.60	6.53	7.67Txz A	5.90	6.76z
Standard deviation	2.29	2.28	2.30	2.50	2.27	1.86	2.36	2.28	2.28	1.82	2.23	1.88	2.85	2.04	2.12	2.22	2.45	2.28	2.38	2.03	2.44	2.88	2.39	1.59	2.84	2.19
Standard error	0.08	0.11	0.12	0.16	0.14	0.16	0.19	0.23	0.09	0.15	0.17	0.15	0.27	0.25	0.35	0.21	0.37	0.09	0.18	0.30	0.26	0.53	0.14	0.22	0.42	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 134
 Q2. Personalisation - Instagram
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Instagram

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education						
	Total (T)	Any (e)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	794	206	107	105	554	123	380	264	27	440	256	97	126	90	49	312	266	84	106	
Weighted base	692	178	94	88	487	111	350	212	19**	408	210	75	95	73	39*	295	226	66	78	
Effective base	605	159	84	81	421	96	299	192	18	353	177	64	87	67	32	243	202	57	86	
Very personalised	(10)	69	15	7	7	51	7	36	26	1	35	23	8	7	10	5	23	24	7	11
	10%	8%	7%	9%	11%	6%	10%	12%	3%	8%	11%	10%	8%	13%	14%	8%	10%	11%	14%	
9	(9)	65	16	11	7	45	2	32	27	3	32	21	7	12	9	4	22	18	9	11
	9%	9%	12%	8%	9%	1%	9%	13%Te	18%	8%	10%	9%	13%	13%	11%	7%	8%	14%	14%	
8	(8)	145	38	19	16	100	20	76	47	2	83	49	16	26	14	3	70	45	13	13
	21%	21%	20%	18%	21%	18%	22%	22%	12%	20%	23%In	22%	28%In	19%	8%	24%	20%	20%	17%	
7	(7)	134	29	15	14	99	21	76	36	1	84	38	14	21	14	4	51	49	17	13
	19%	16%	16%	16%	20%	19%	22%	17%	7%	20%	18%	19%	22%	19%	9%	17%	22%	26%	17%	
6	(6)	98	25	13	12	67	19	41	30	8	51	32	13	8	17	10	42	30	6	16
	14%	14%	14%	13%	14%	17%	12%	14%	44%	13%	15%J	18%	9%	23%Tij	25%Jl	14%	13%	10%	20%	
5	(5)	83	21	13	11	59	19	35	26	3	51	29	14	14	7	6	42	25	8	4
	12%r	12%	13%	13%	12%	17%	10%	12%	14%	12%	14%	18%	15%	9%	15%	14%r	11%	13%	5%	
4	(4)	36	16	10	8	19	9	21	6	-	24	9	3	3	-	4	19	12	1	4
	5%dg	5%Td	10%Td	9%Td	4%	8%g	8%	3%	-	6%	5%cm	4%	3%	1%	11%cm	6%	5%	1%	5%	
3	(3)	19	7	1	7	12	7	10	1	-	13	3	-	1	2	-	5	8	1	3
	3%g	4%b	1%	7%Tabd	3%	6%Tg	3%	1%	-	3%	1%	-	1%	3%	-	2%	4%	2%	3%	
2	(2)	17	6	3	4	12	-	10	7	-	11	3	1	-	2	7	5	2	3	
	3%	3%	3%	5%	2%	-	3%	4%	-	3%	2%	1%	-	6%	2%	2%	4%	4%		
1	(1)	8	2	1	1	6	-	5	3	-	7	1	-	1	-	4	4	-	-	
	1%	1%	1%	1%	1%	-	1%	2%	-	2%	1%	-	1%	-	-	1%	2%	-	-	
Not at all personalised	(0)	18	3	2	1	15	7	9	2	-	17	-	-	-	-	10	7	-	1	
	3%g	2%	2%	1%	3%	6%Tg	3%	1%	2%	4%Tj	-	-	-	-	-	3%	3%	-	2%	
NET: 8-10	279	69	37	30	197	29	143	100	6	150	93	31	46	33	13	114	86	30	34	
	40%ei	39%	39%	34%	40%	26%	41%e	47%Te	33%	37%	44%	41%	48%J	45%	34%	39%	38%	45%	44%	
NET: 4-7	351	91	50	45	245	68	173	98	12	210	109	43	46	38	24	155	115	33	37	
	51%	51%	53%	51%	50%	62%Tg	49%	46%	64%	51%	52%	58%	49%	52%	61%	52%	51%	50%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 134
 Q2. Personalisation - Instagram
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Instagram

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	692	178	94	88	487	111	350	212	19**	408	210	75	95	73	39*	295	226	66	78
NET: 0-3	62	17	7	13	45	14	34	14	*	48	8	1	3	2	26	24	4	7	
	9% _{kl}	10%	7%	15% _a	9%	12%	10%	7%	2%	12% _{Tjklm}	4%	1%	3%	3%	9%	11%	5%	9%	
Mean	6.68 _{el}	6.51	6.55	6.23	6.70	5.97	6.69 _e	7.02 _{Te}	6.70	6.41	7.03 _{Tl}	7.00	7.13 _{Tl}	7.30 _{Tin}	6.57	6.49	6.58	7.18 _o	6.96
Standard deviation	2.29	2.27	2.25	2.37	2.32	2.32	2.32	2.17	1.85	2.44	1.90	1.74	1.80	1.72	2.23	2.29	2.38	1.92	2.26
Standard error	0.08	0.16	0.22	0.23	0.10	0.21	0.12	0.13	0.36	0.12	0.12	0.18	0.16	0.18	0.32	0.13	0.15	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 135
Q2. Personalisation - Instagram
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Instagram

	GEO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (S)	Wales (W)	Northern Ireland (NI)	NET: England (E)	North East (NE)	North West (NW)	Yorkshire and the Humber (YH)	West Midlands (WM)	East Midlands (EM)	East of England (EE)	London (L)	South East (SE)	South West (SW)	Urban (U)	Rural (R)	More than 2 hours (M)	1-2 hours (H)	Smart Phone only (SP)	Tablet or laptop only (TL)	Multiple devices (MD)	Working full time (FT)	Working part-time (PT)	Unemployed - looking for work (UW)	Unemployed - not looking for work (UNW)	Student (ST)	Retired (RT)	House person/ Other (HO)	Furloughed (FO)
Unweighted base	794	60	33	15	686	35	66	69	76	57	67	141	96	57	608	106	671	116	22	12	741	349	160	26	23	42	41	26	30
Weighted base	692	54*	29**	15**	594	32**	78	64	57	52*	58	109	96	50*	520	109	500	163	16**	11**	654	294	149	26**	23**	33*	43*	25**	24**
Effective base	605	48	28	12	517	26	66	53	56	43	56	101	76	43	461	84	557	101	16	8	569	259	118	20	20	35	37	23	21
Very personalised	(10) 69	9	2	1	57	3	9	2	6	7	7	9	9	4	56	11	51	16	3	-	62	31	13	-	2	4	2	4	4
	10%	17%g	6%	7%	10%	11%	12%	4%	11%	14%	12%	8%	9%	8%	11%	10%	9%	20%	-	9%	10%	9%	1%	7%	11%	4%	4%	14%	16%
9	(9) 65	4	1	3	57	1	10	6	5	3	5	9	9	8	52	9	45	19	1	2	61	22	14	3	4	5	5	3	2
	9%	7%	3%	22%	10%	5%	13%	10%	9%	6%	9%	8%	9%	17%	10%	8%	9%	11%	5%	17%	9%	7%	9%	13%	16%	16%k	-	11%	10%
8	(8) 145	12	8	3	122	3	13	21	13	7	15	18	19	12	104	25	108	35	3	2	138	70	34	7	4	6	6	3	4
	21%	22%	28%	18%	21%	11%	17%	33%Td	22%	14%	25%	17%	20%	24%	20%	23%	22%	18%	16%	21%	24%	24%	26%	17%	13%	13%	12%	16%	
7	(7) 134	9	4	2	119	6	12	18	14	5	16	20	18	10	96	26	95	37	3	2	128	62	26	5	2	8	8	5	5
	19%	18%	14%	14%	20%	18%	15%	28%k	25%	10%	28%k	18%	19%	20%	19%	23%	19%	20%	18%	18%	20%	21%	17%	19%	9%	25%	19%	22%	21%
6	(6) 98	9	3	-	85	5	15	2	6	12	8	16	16	5	76	12	73	24	4	-	94	38	23	4	4	4	5	3	3
	14%g	17%g	12%	-	14%g	19%g	3%	10%	23%g	15%g	15%g	17%g	9%	15%	11%	15%	13%	24%	-	14%	13%	15%	14%	16%	12%	12%	14%	14%	
5	(5) 83	5	7	4	67	4	8	10	8	3	3	17	8	6	62	14	61	22	1	3	77	41	15	2	3	2	7	4	4
	12%	9%	23%	29%	11%	13%	10%	16%	14%	6%	5%	16%	8%	12%	12%	13%	12%	8%	27%	12%	14%	10%	8%	15%	7%	17%	17%	19%	
4	(4) 36	2	1	1	32	4	4	2	2	3	1	8	6	1	24	4	23	13	-	-	35	9	9	1	4	3	6	1	1
	5%ns	3%	2%	7%	5%	14%	6%	3%	3%	7%	2%	7%	7%	2%	5%	4%	5%	7%	-	-	5%	3%	6%	6%	9%	13%Ts	3%	2%	
3	(3) 19	1	-	-	18	1	2	2	4	1	4	4	-	13	1	14	5	1	-	-	17	7	4	-	-	-	5	-	-
	3%	2%	-	-	3%	3%	-	4%	8%g	1%	4%	4%	-	2%	1%	3%	3%	7%	-	-	3%	2%	3%	-	-	-	11%Tst	-	-
2	(2) 17	2	2	-	13	1	1	1	3	1	1	3	2	14	2	15	2	-	-	-	17	8	3	-	-	-	2	1	1
	3%	4%	6%	-	2%	4%	1%	1%	6%	1%	1%	3%	3%	3%	2%	3%T	1%	-	-	-	3%	3%	2%	-	-	-	5%	4%	3%
1	(1) 8	-	-	-	8	-	1	-	-	4	1	2	1	-	7	1	5	3	-	-	8	2	3	-	-	-	2	-	-
	1%	-	-	-	1%	-	1%	-	-	7%Td	1%	2%	1%	-	1%	1%	1%	1%	-	-	1%	1%	2%	-	-	-	5%Ts	-	-
Not at all personalised	(0) 18	1	1	1	16	1	3	1	-	1	4	2	3	14	4	10	8	-	2	18	4	6	3	1	1	1	1	1	-
	3%ns	2%	3%	4%	3%	5%	4%	2%	-	1%	4%	2%	5%	3%	4%	2%	3%	-	22%	3%	1%	1%	4%	3%	1%	3%	2%	4%	-
NET: 8-10	279	25	11	7	236	8	33	30	24	17	27	36	37	24	213	45	204	70	7	3	261	123	60	10	9	15	7	9	10
	40%kx	46%	39%	47%	40%	26%	42%	33%	46%	33%	39%	49%	41%	41%	41%	39%	43%	33%	40%	42%kx	40%	38%	44%kx	40%	38%	44%kx	16%	37%	41%
NET: 4-7	351	25	15	7	304	20	39	32	30	24	29	61	48	21	259	55	251	97	8	5	334	150	72	12	14	18	26	14	13
	51%	47%	52%	49%	51%	62%	50%	51%	53%	46%	49%	56%	51%	42%	50%	51%	50%	53%	50%	45%	51%	51%	49%	47%	53%	61%	55%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 135
Q2. Personalisation - Instagram
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Instagram

	GEO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Tablet or laptop only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Unemployed - looking for work (n)	Unemployed - not looking for work (n)	Student (n)	Retired (n)	House person/ Other (n)	Furloughed (n)
Weighted base	692	54*	29**	15**	594	32**	78	64	57	52*	58	109	96	50*	520	109	500	183	16**	11**	654	294	149	26**	23**	33*	43*	25**	24**
NET: 0-3	62 9%	4 7%	3 10%	1 4%	55 9%	4 12%	7 9%	2 2%	3 5%	11 21%	3 5%	12 11%	10 11%	4 9%	48 9%	9 8%	45 9%	16 9%	1 7%	2 22%	59 9%	22 7%	16 11%	3 14%	1 3%	1 23%	10 Tsw	2 8%	1 3%
Mean	6.68x	7.06	6.37	6.75	6.65	6.02	6.74	7.04k	7.05k	6.06	7.22dk	6.29	6.56	6.91	6.70	6.75	6.70	6.59	7.19	5.42	6.65	6.82x	6.51x	6.13	6.48	7.09x	5.28	6.73	7.10
Standard deviation	2.29	2.24	2.30	2.44	2.29	2.49	2.40	1.78	1.87	2.70	1.94	2.38	2.33	2.42	2.33	2.31	2.25	2.32	2.03	3.34	2.29	2.12	2.44	2.83	2.26	2.12	2.30	2.43	1.99
Standard error	0.08	0.29	0.40	0.63	0.09	0.42	0.26	0.21	0.21	0.36	0.24	0.20	0.24	0.32	0.09	0.22	0.09	0.22	0.43	0.97	0.08	0.11	0.19	0.56	0.47	0.33	0.36	0.48	0.36

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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 136
Q2. Personalisation - Instagram
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income- per year					Regular users of VSP's (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages		
	Total (n)	Up to £15,599 (n)	£15,600 - £25,999 (n)	£26,000 - £36,399 (n)	£36,400 - £51,999 (n)	£52,000 + (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruita b (n)	Bitchute (n)	OnlyFans (n)	Any exposure (n)	No exposure (n)	Very/ Quite aware (n)	Not at all/ Not very aware (n)
Unweighted base	794	135	182	194	115	129	763	794	463	714	437	268	240	124	117	183	275	508	401	393
Weighted base	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374
Effective base	605	95	143	139	88	99	579	605	340	540	308	186	155	66	90	156	197	405	295	312
Very personalised	(10) 69	19	12	13	9	10	68	69	47	58	39	16	12	10	7	6	24	44	43	27
		10%su	17%Tbc	8%	8%	9%	10%j	10%	14%Tghj	9%	12%j	11%	10%	17%Thj	16%Tghj	9%	12%	13%Tu	7%	
9	(9) 65	5	11	14	11	19	60	65	42	60	47	22	19	10	7	9	25	40	41	23
		9%u	5%	7%	9%	11%	17%Tab	9%	9%	13%Tgh	10%	14%Tghj	15%Tghj	15%Tghj	17%Tghj	13%	13%	8%	13%Tu	6%
8	(8) 145	15	44	38	18	29	139	145	74	132	71	39	27	10	6	17	51	93	78	67
		21%a	13%	27%a	25%a	16%	26%a	21%	22%o	21%	22%o	26%Tghn	21%o	16%	14%	25%no	26%Ts	19%	25%Tu	18%
7	(7) 134	23	23	28	31	17	127	134	62	120	56	25	19	9	5	11	32	100	66	68
		19%	21%	14%	18%	30%Tbce	15%	19%	19%	19%	17%	17%	15%	15%	12%	17%	16%	20%	21%	18%
6	(6) 98	15	20	25	14	15	94	98	48	91	49	15	16	4	5	7	29	69	38	60
		14%ln	14%	12%	16%	13%	14%	14%ln	14%ln	14%ln	15%ln	15%ln	10%	12%	6%	12%ln	11%ln	15%	14%	12%
5	(5) 83	18	19	21	8	11	77	83	28	74	34	11	9	7	10	21	59	22	59	61
		12%t	16%	11%	13%	8%	10%	12%j	12%j	8%	12%j	10%	11%	9%	15%j	16%klm	14%lm	11%	12%	7%
4	(4) 36	6	15	6	5	2	34	36	12	28	14	6	11	5	2	5	8	28	10	26
		5%jt	5%	9%Te	4%	2%	5%j	5%j	4%	5%	4%	4%	8%Thjk	9%klo	5%	7%klk	4%	6%	3%	7%Tl
3	(3) 19	2	9	4	1	2	19	19	7	17	7	1	4	-	-	1	1	18	6	12
		3%r	2%	5%T	2%	1%	2%	3%j	2%	3%	2%	1%	3%j	-	-	2%	1%	4%r	2%	3%
2	(2) 17	2	2	3	4	4	13	17	7	17	6	4	4	3	*	1	4	13	5	12
		3%g	1%	1%	2%	4%	2%	3%g	2%	3%g	2%	3%	3%p	4%op	1%	1%	2%	3%	2%	3%
1	(1) 8	-	5	2	1	1	8	8	2	7	1	1	1	-	-	1	-	8	2	6
		1%k	-	3%	1%	*	1%k	1%k	1%	1%k	*	1%	1%	-	-	1%	-	2%	*	2%
Not at all personalised	(0) 18	6	5	4	3	*	18	18	5	15	4	4	4	*	2	-	-	18	7	11
		3%kr	5%e	3%	2%	3%	*	3%k	3%k	1%	2%k	1%	3%k	3%k	1%	4%kp	-	4%Tr	2%	3%
NET: 8-10	279	38	67	65	38	58	267	279	163	250	157	77	59	29	20	32	100	177	162	117
		40%su	35%	41%	42%	36%	53%Tad	41%	40%	49%Tghj	40%	48%Tghj	52%Tghj	46%	50%	47%	51%Ts	36%	51%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used.

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Table 136
Q2. Personalisation - Instagram
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Instagram

	Household income- per year					Regular users of VSP's (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitle (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very aware (s)	Not at all/Not very aware (t)
Weighted base	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374
NET: 4-7	351	62	77	80	57	45	333	351	150	313	153	62	57	26	20	33	90	256	135	215
	51%ait	56%ae	47%	51%	56%e	40%	51%al	51%al	45%	51%al	47%	42%	45%	48%	49%aj	46%	46%	52%	43%	58%Tt
NET: 0-3	62	10	21	12	9	8	58	62	20	56	17	10	12	3	2	2	5	57	21	41
	9%akprt	9%	13%	8%	9%	7%	9%akp	9%akp	6%	9%akp	5%	7%ip	9%akp	5%	3%	3%	12%Tr	7%	11%t	
Mean	6.68bsu	6.60	6.33	6.71	6.76	7.16Tb	6.69	6.68	7.15Tgh	6.68	7.11Tgh	7.05Tgh	6.75	7.12	7.00	7.02Tgh	7.28Ts	6.43	7.20Tu	6.23
Standard deviation	2.29	2.53	2.43	2.16	2.23	2.05	2.29	2.29	2.14	2.26	2.06	2.25	2.40	2.32	2.44	1.95	1.83	2.41	2.16	2.30
Standard error	0.06	0.22	0.18	0.16	0.21	0.18	0.06	0.06	0.10	0.08	0.10	0.14	0.15	0.21	0.23	0.14	0.11	0.11	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

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Table 137
Q2. Personalisation - Instagram

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Total (T)	No. of VSPs used in Past 3 months				No. of Selected VSPs used in Past 3 months			
		2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (f)	3 VSPs (g)	4 VSPs (h)	5+ VSPs (i)
Unweighted base	794	39	165	154	435	42	172	157	422
Weighted base	692	44*	196	160	292	46*	203	160	283
Effective base	605	35	144	132	309	37	149	133	298
Very personalised	(10)	69 10%	4 8%	15 8%	13 8%	38 13%T	5 11%	14 7%	13 8%
9	(9)	65 9% ^{cj}	4 9%	8 4%	13 8%	40 14%Tc	4 9%	8 10% ^{dj}	16 13%Tj
8	(8)	145 21%	9 22%	34 17%	32 20%	69 24%	9 21%	36 18%	68 24%
7	(7)	134 19%	7 17%	47 24%	26 16%	54 18%	7 16%	49 24%	52 18%
6	(6)	98 14%	2 5%	26 13%	29 18%	41 14%	2 5%	27 13%	39 14%
5	(5)	83 12% ^{el}	9 21% ^e	9 14%	22 14%	24 8%	9 20% ^l	30 15% ^{dj}	20 8%
4	(4)	36 5%	3 7%	12 6%	9 4%	12 7%	3 6%	12 5%	12 4%
3	(3)	19 3% ^{el}	-	8 4%	7 5%	4 1%	-	8 4%	7 1%
2	(2)	17 3%	4 10% ^{Tde}	5 3%	2 1%	6 2%	4 9% ^{Td}	6 3%	6 2%
1	(1)	8 1% ^{el}	-	6 3% ^{Te}	1 1%	1 -	-	6 3% ^{dj}	1 1%
Not at all personalised	(0)	18 3% ^{el}	1 2%	8 4%	6 3%	4 1%	1 2%	8 4%	4 1%
NET: 8-10	279 40% ^{cj}	17 39%	57 29%	58 36%	147 50% ^{Tcd}	19 41%	58 29%	60 37%	142 50% ^{Tjk}
NET: 4-7	351 51% ^{el}	22 50%	112 57% ^e	86 54%	130 45%	22 48%	118 58% ^{Tl}	84 53%	126 44%
NET: 0-3	62 9% ^{el}	5 12%	26 13% ^{Te}	16 10%	15 5%	5 11%	27 13% ^{Tl}	15 10%	15 5%
Mean	6.68 ^{cj}	6.33	6.15	6.44	7.21 ^{Tbcd}	6.48	6.12	6.52	7.20 ^{Tjk}
Standard deviation	2.29	2.44	2.43	2.29	2.05	2.48	2.39	2.29	2.07
Standard error	0.08	0.39	0.19	0.18	0.10	0.38	0.18	0.18	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 138
Q2. Personalisation - TikTok
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	516	312	204	174	144	94	101	91	425	101	111	95	70	30	16	48	18	395	116	30	61	23	207	40	32	227	
Weighted base	390	195	195	123	106	79	79	66	323	78	78	69	56*	25**	16**	43*	18**	318	68	18**	38*	12**	152	22**	25**	182	
Effective base	379	220	167	124	111	68	75	74	307	76	79	68	47	25	13	39	14	301	75	20	39	16	150	23	22	177	
Very personalised	(10) 49 13%ap	19 10%	30 15%	18 15%	12 11%	11 14%	8 10%	11 16%ap	38 12%p	13 17%p	11 15%p	8 11%p	6 10%p	-	-	-	-	42 13%	7 10%	1 8%	3 8%	2 18%	20 13%	2 10%	-	25 14%	
9	(9) 33 8%	13 7%	20 10%	10 8%	10 9%	5 6%	6 8%	5 8%	28 9%	7 9%	9 12%	4 6%	6 10%	1 6%	-	1 3%	-	26 8%	7 10%	1 8%	5 13%	1 6%	11 7%	3 15%	4 16%	14 6%	
8	(8) 64 17%hix	36 18%	29 15%	16 13%	18 17%	15 19%	16 21%	19 28%Thkl	46 14%j	16 21%j	16 20%j	6 9%	3 5%	3 13%	2 10%	5 11%	2 9%	55 17%	8 11%	2 12%	5 13%	1 6%	18 12%	4 16%	3 11%	36 20%	
7	(7) 70 18%kx	32 16%	38 19%	16 13%	22 21%	14 17%	18 22%	12 17%	59 20%	16 20%	9 12%	21 30%Thjp	8 14%	2 9%	2 11%	5 13%	2 13%	59 19%	11 16%	4 20%	5 13%	2 18%	16 11%	4 16%	3 14%	44 24%Tx	
6	(6) 53 14%kA	28 14%	25 13%	20 16%	11 10%	11 14%	11 14%	8 12%	45 14%	8 11%	10 13%	10 15%	11 19%	3 12%	2 14%	6 18%	3 13%	42 13%	10 15%	1 7%	2 18%	2 18%	31 20%TA	2 7%	2 27%	7 8%	14 9%
5	(5) 55 14%g	26 13%	29 15%	14 12%	22 21%T	10 13%	8 11%	3 5%	51 16%Tg	9 11%	13 16%g	10 18%g	6 17%g	1 25%	1 8%	7 17%g	1 7%	40 13%	13 20%	4 21%	8 22%	1 10%	21 14%	5 23%	6 24%	21 12%	
4	(4) 17 4%	10 5%	8 4%	7 6%	4 3%	4 5%	3 2%	2 3%	16 5%	6 8%	2 3%	5 7%	1 2%	-	1 5%	1 2%	15 4%	2 5%	4 7%	1 3%	1 2%	1 2%	8 5%	1 1%	-	9 5%	
3	(3) 22 6%dl	13 7%	8 4%	11 9%Td	2 2%	6 7%	2 3%	5 8%j	16 5%	1 1%	2 3%	2 3%	4 7%	2 9%	3 21%	3 17%Thij	5 28%	19 6%	3 4%	1 8%	1 2%	1 5%	15 10%TA	-	-	7 4%	
2	(2) 10 2%	4 2%	5 3%	2 2%	2 3%	2 4%	2 3%	3 4%	10 3%	1 1%	2 3%	-	3 6%	3 9%	2 4%	1 7%gk	1 4%	7 2%	2 3%	1 6%	-	1 10%	5 3%	-	1 3%	4 2%	
1	(1) 4 1%	3 2%	1 1%	2 1%	2 2%	-	-	-	4 1%	-	1 1%	-	1 2%	1 4%	1 5%	1 4%	4 4%	4 1%	3 1%	-	1 1%	-	2 1%	-	-	2 1%	
Not at all personalised	(0) 14 4%b	11 6%Tb	3 1%	6 5%	3 3%	2 2%	2 3%	1 2%	12 4%	1 1%	2 2%	1 6%	3 14%	3 18%	3 14%Tghi	6 14%jk	3 9%	10 3%	4 6%	1 5%	3 7%	1 8%	4 3%	3 11%	1 5%	6 3%	
NET: 8-10	146 37%hkp	68 35%	78 40%	44 36%	39 37%	30 39%	31 39%	35 52%Thkl	111 34%p	36 46%hkp	36 47%hkp	18 26%	15 26%	5 19%	2 10%	6 9%	2 39%	122 32%	22 27%	5 27%	13 34%	4 30%	50 33%	9 42%	7 27%	75 41%	
NET: 4-7	195 50%g	95 49%	100 51%	58 47%	58 55%	38 48%	40 51%	25 37%	170 53%Tg	39 50%	34 44%	48 70%Tghi	30 53%	11 46%	7 43%	19 44%	8 42%	156 49%	37 54%	10 55%	21 57%	6 48%	76 50%	10 47%	17 65%	88 49%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 138
Q2. Personalisation - TikTok
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Gender		Social Grade					Age									Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	390	195	195	123	106	79	79	66	323	78	78	69	56*	25**	16**	43*	18**	318	68	18**	38*	12**	152	22**	25**	182
NET: 0-3	49	32	17	21	9	10	8	7	42	3	7	3	12	9	7	18	9	39	10	3	4	3	26	3	2	18
	13%abik	16%Tb	9%	17%	9%	13%	10%	10%	13%ak	4%	9%	4%	21%ak	35%	47%	41%Tghl	49%	12%	14%	18%	9%	22%	17%TA	11%	8%	10%
Mean	6.51ahp	6.18	6.83Ta	6.28	6.57	6.56	6.67	7.15Thl	6.38p	7.12Thl	6.85p	6.64p	5.85p	4.64	4.16	4.43	4.14	6.58	6.18	5.88	6.33	6.05	6.20	6.43	6.18	6.77Tx
Standard deviation	2.47	2.60	2.28	2.71	2.36	2.40	2.31	2.24	2.49	2.10	2.42	1.91	2.76	2.83	2.76	2.60	2.44	2.62	2.59	2.51	3.11	2.55	2.89	2.17	2.40	
Standard error	0.11	0.15	0.16	0.21	0.20	0.25	0.23	0.24	0.12	0.21	0.23	0.20	0.33	0.52	0.69	0.39	0.61	0.12	0.24	0.47	0.32	0.65	0.18	0.46	0.38	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 139
 Q2. Personalisation - TikTok
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (e)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (l)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	516	134	76	66	360	59	221	209	27	237	186	70	96	67	39	187	160	55	97
Weighted base	390	96	60	45*	280	43*	177	151	18**	192	130	43*	63	48*	27**	157	114	33*	69
Effective base	379	101	61	46	263	43	170	149	18	182	124	45	62	46	26	141	115	34	81
Very personalised	(10)	49	12	9	5	34	3	19	24	2	19	19	6	9	5	20	15	3	7
		13%	12%	15%	11%	12%	8%	11%	16%	10%	15%	13%	10%	19%	18%	13%	13%	10%	10%
9	(9)	33	6	3	2	27	2	15	12	4	15	5	6	6	3	9	9	6	6
		8%	6%	5%	5%	10%	4%	8%	8%	22%	8%	10%	11%	10%	13%	11%	6%	8%	19%To
8	(8)	64	12	8	3	47	4	25	32	4	23	22	9	5	3	23	17	3	19
		17%cl	12%	13%	6%	17%	8%	14%	21%	22%	12%	17%	22%	15%	10%	12%	15%	8%	28%Topq
7	(7)	70	18	12	8	51	8	30	29	3	28	31	8	18	10	7	33	21	2
		18%	19%	20%	18%	18%	17%	19%	19%	19%	24%l	19%	28%l	20%	25%	21%q	18%	18%	6%
6	(6)	53	19	10	12	34	6	27	18	2	29	16	4	9	4	19	15	9	10
		14%	20%	16%	26%Td	12%	14%	15%	12%	14%	15%	10%	9%	19%	13%	12%	13%	26%To	14%
5	(5)	55	13	8	7	37	7	29	16	2	31	19	6	12	8	4	29	13	5
		14%	14%	13%	16%	13%	17%	16%	11%	12%	16%	15%	14%	18%	17%	16%	18%	11%	16%
4	(4)	17	2	1	1	15	3	7	-	11	5	2	2	1	-	9	5	2	2
		4%	2%	2%	2%	8%	7%	4%	5%	-	6%	4%	6%	4%	2%	6%	4%	6%	6%
3	(3)	22	8	6	4	13	4	10	7	-	15	2	2	2	-	5	7	1	5
		6%j	9%	10%	10%	5%	9%	6%	5%	-	8%j	1%	4%	3%	-	3%	6%	2%	8%
2	(2)	10	3	2	2	7	1	8	1	-	6	3	1	2	-	1	3	5	1
		2%g	3%	3%	5%	2%	3%	4%Tg	*	-	3%	2%	1%	3%	-	3%	2%	4%	2%
1	(1)	4	1	1	-	2	3	1	-	4	*	*	*	-	-	1	2	1	-
		1%	1%	1%	-	1%	6%Tg	*	*	-	2%	*	*	*	-	1%	1%	2%	-
Not at all personalised	(0)	14	2	1	1	11	3	6	5	-	12	*	*	-	-	5	7	*	1
		4%j	3%	2%	1%	4%	6%	3%	3%	6%Tj	*	-	1%	-	-	3%	6%	1%	2%
NET: 8-10		146	30	20	10	108	9	59	68	10	56	54	20	22	20	11	52	40	12
		37%cei	31%	33%	22%	39%c	20%	34%	45%Tef	53%	41%l	46%l	34%	42%	41%	33%	36%	37%	47%o
NET: 4-7		195	52	30	28	137	24	93	70	8	99	71	21	38	28	15	90	53	18
		50%	54%	50%	62%	49%	56%	52%	46%	44%	52%	54%	48%	60%	58%	55%	57%Tr	47%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 139
 Q2. Personalisation - TikTok
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 TikTok

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	390	96	60	45*	280	43*	177	151	18**	192	130	43*	63	48*	27**	157	114	33*	69
NET: 0-3	49	15	10	7	34	11	25	13	*	36	6	3	4	-	1	15	20	3	7
	13% _{ijm}	15%	17%	16%	12%	24% _{Tg}	14%	9%	3%	19% _{Tjklm}	4%	6%	6%	-	3%	10%	18%	8%	10%
Mean	6.51 _{ei}	6.35	6.43	6.13	6.52	5.41	6.32 _e	6.93 _{Tef}	7.39	5.90	7.07 _{Ti}	7.03 _i	6.75 _i	7.34 _{Tll}	7.25	6.47	6.25	6.57	6.91
Standard deviation	2.47	2.41	2.49	2.26	2.51	2.71	2.46	2.35	1.96	2.68	2.01	2.08	2.03	1.83	1.99	2.36	2.75	2.35	2.14
Standard error	0.11	0.21	0.29	0.28	0.13	0.35	0.17	0.16	0.38	0.17	0.15	0.25	0.21	0.22	0.32	0.17	0.22	0.32	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 140
Q2. Personalisation - TikTok
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
TikTok

	GQ Region													Urban/ Rural		Internet usage		Devices used to access internet		Working status						
	Total (n)	Scotland (n)	Wales (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Unemployed - not looking for work (n)	Student (n)	Retired (n)	House person/ Other (n)	Furloughed (n)
Unweighted base	516	47	20	441	21	55	41	51	41	96	60	35	409	60	444	70	23	470	222	100	16	28	16	13	18	
Weighted base	390	39*	16**	328	16**	44*	33**	30*	35**	31*	58	53*	27**	303	50*	293	95	18**	358	156	82	17**	20**	14**	14**	12**
Effective base	379	38	16	318	15	39	29	40	30	33	71	47	25	301	48	352	58	16	350	156	71	14	22	14	10	11
Very personalised	(10) 49 13%	4 10%	-	43 13%	3 8%	6 15%	2 5%	5 12%	5 15%	7 12%	10 29%#	3 8%	2 5%	42 10%	5 14%T	40 14%T	7 2%	1 3%	47 13%	19 5%	6 2%	-	21%	-	28%	23%
9	(9) 33 8%	4 10%	1 4%	26 8%	-	6 13%	3 7%	6 14%	* 20%Tkd	3 9%	2 4%	3 7%	3 7%	28 7%	3 8%	26 9%	6 2%	2 5%	31 9%	12 4%	9 3%	1 3%	4 11%	1 5%	1 7%	1 6%
8	(8) 64 17%	5 12%	2 13%	56 17%	2 12%	5 10%	5 14%	4 20%	7 20%	9 29%#	13 22%	5 10%	5 19%	52 17%	7 15%	51 17%	12 3%	1 3%	61 18%	23 7%	8 2%	1 3%	5 15%	-	2 13%	4 30%
7	(7) 70 18%	6 16%	5 32%	59 18%	-	7 17%	7 23%	7 20%	8 18%	8 14%	12 17%	4 14%	53 17%	8 20%	52 18%	18 5%	3 8%	62 17%	32 10%	15 4%	4 12%	2 5%	1 8%	2 7%	1 9%	
6	(6) 53 14%#n	3 7%	5 29%	45 14%	3 14%	10 23%	7 21%	7 8%	4 11%	4 12%	6 10%	7 14%	2 9%	4 13%	6 18%	9 13%	9 17%	16 13%	47 16%	24 7%	13 4%	2 3%	1 28%	4 10%	1 10%	
5	(5) 55 14%#n	8 20%	1 6%	46 14%	2 12%	8 18%	4 12%	4 13%	5 14%	2 7%	10 17%	2 6%	2 7%	44 12%	6 13%	37 18%	17 10%	2 14%	51 14%	21 7%	17 5%	3 12%	2 8%	1 7%	1 7%	3 27%
4	(4) 17 4%	4 10%	1 7%	12 4%	3 14%	2 4%	-	2 5%	1 2%	-	5 8%	1 2%	-	11 4%	3 5%	15 5%	3 3%	-	17 5%	11 3%	2 7%T	1 2%	1 6%	-	-	-
3	(3) 22 5%#n	1 3%	-	20 6%	-	4 12%	5 13%	2 5%	5 13%	1 2%	3 5%	3 7%	6 11%	14 5%	6 11%	12 4%	10 10%	3 8%	18 5%	4 3%	3 4%	15%#	-	4 30%	2 15%	
2	(2) 10 2%#r	2 6%	1 4%	7 2%	2 12%	-	-	1 2%	-	-	2 4%	1 3%	-	3 2%	-	10 3%T	-	3 14%	6 2%	2 3%	2 12%	-	1 10%	-	-	
1	(1) 4 1%A	-	-	4 1%	1 5%	-	-	1 3%	1 2%	* 1%	1 1%	-	-	1 3%	1 1%	3 1%	1 1%	4 1%	1 1%	1 1%	-	-	1 5%	-	1 4%	
Not at all personalised	(0) 14 4%	2 5%	1 5%	11 3%	3 14%	-	* 1%	-	* 1%	2 6%	1 4%	1 7%	4 5%	11 4%	2 4%	10 3%	4 4%	14 4%	5 3%	6 7%	1 3%	-	-	1 5%	-	
NET: 8-10	146 37%	13 33%	3 18%	125 38%	5 28%	17 38%	11 32%	12 41%	13 37%	16 53%	22 38%	11 34%	11 40%	122 40%T	15 40%T	118 40%T	29 27%	4 25%	139 39%T	55 35%	23 38%	2 10%	13 67%	1 5%	6 46%	7 59%
NET: 4-7	195 50%#n	21 53%	12 74%	162 49%	7 40%	27 62%	12 55%	15 49%	16 46%	12 38%	29 50%	18 56%	8 29%	148 49%	26 52%	141 48%	54 57%	8 43%	177 49%	89 57%T	47 57%	10 60%	7 33%	6 45%	5 33%	5 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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 140
Q2. Personalisation - TikTok
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
TikTok

	GQ Region													Urban/ Rural		Internet usage		Devices used to access internet		Working status						
	Total (T)	Scotland (S)	Wales (W)	NET: England (E)	North East (NE)	North West (NW)	Yorkshire and the Humber (YH)	West Midlands (WM)	East Midlands (EM)	East of England (EE)	London (L)	South East (SE)	South West (SW)	Urban (A)	Rural (B)	More than 2 hours (C)	1-2 hours (D)	Smart Phone only (E)	Multiple devices (F)	Working full time (G)	Working part-time (H)	Unemployed - not looking for work (I)	Student (J)	Retired (K)	House person/ Other (L)	Furloughed (M)
Weighted base	390	39*	16**	328	18**	44*	33**	30*	35**	31*	58	53*	27**	303	50*	293	95	18**	358	156	82	17**	20**	14**	14**	12**
NET: 0-3	49	6	1	42	6	-	4	3	6	3	7	6	3	9	34	15	6	42	12	12	5	-	7	3	1	4
	13% _s	14% _f	8%	13% _f	31%	-	13%	10% _f	17%	9% _f	12% _f	11% _f	28%	11%	18%	12%	15%	32%	12%	8%	15%	31%	-	50%	21%	4%
Mean	6.51	6.11	6.09	6.54	4.87	7.11	6.52	6.76	6.49	7.07	6.38	6.57	6.26	6.66T	6.09	6.61T	6.11	6.58	6.56	6.59	6.02	5.05	7.80	4.31	6.87	7.30
Standard deviation	2.47	2.67	2.02	2.46	3.38	1.82	2.06	2.24	2.44	2.50	2.40	2.67	2.83	2.45	2.53	2.49	2.35	2.59	2.48	2.31	2.61	2.28	1.90	2.32	2.98	2.38
Standard error	0.11	0.39	0.45	0.12	0.74	0.24	0.32	0.31	0.38	0.39	0.25	0.35	0.48	0.12	0.33	0.12	0.28	0.54	0.11	0.16	0.26	0.57	0.36	0.58	0.83	0.56

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 1.41
Q2. Personalisation - TikTok
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income- per year					Regular users of VSP's (last 3 months)							Exposure to harmful content (last 3 months)			Awareness of safety messages				
	Total (n)	Up to £15,999 (n)	£15,600 - £25,999 (n)	£26,000 - £36,999 (n)	£36,400 - £51,999 (n)	£52,000 + (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruita (n)	Bitchute (n)	OnlyFans (n)	Any exposure (n)	No exposure (n)	Very/Quite aware (n)	Not at all/Not very aware (n)
Unweighted base	516	92	106	109	83	93	505	463	516	467	360	229	209	116	102	157	228	281	300	216
Weighted base	390	65	87	75	64	70	378	333	390	349	248	116	103	51	32	54	151	235	207	182
Effective base	379	63	80	78	65	68	372	340	379	341	251	156	139	68	82	132	156	220	216	165
Very personalised	(10) 13%	9 15%	7 8%	12 16%	6 10%	11 16%	49 13%	45 14%	49 13%	43 12%	15%* 15%*	15% 15%	15% 13%	10% 10%	3 10%	7 13%	25 17%	23 10%	31 15%	17 10%
9	(9) 3%	3 8%*	6 10%	9 10%	3 4%	5 8%	7 30%	29 9%	33 8%	29 8%	26 10%*	16 14%	11 11%	7 14%	5 14%	6 11%	17 11%	16 7%	24 11%*	9 5%
8	(8) 6%	6 17%*	15 18%	15 20%	10 16%	12 17%	62 16%*	61 18%*	64 17%*	61 17%*	47 19%*	22 19%*	11 11%	10 20%*	5 15%	14 25%*	28 17%	37 16%	36 17%	29 16%
7	(7) 7%	14 18%	14 16%	13 17%	14 22%	10 14%	69 18%	60 18%	70 18%	61 17%	47 19%	23 19%	17 17%	10 19%	7 21%*	8 15%	8 17%	44 19%	37 18%	33 18%
6	(6) 5%	8 14%*	8 12%	11 13%	8 13%	8 12%	51 14%*	47 14%*	53 14%*	47 13%*	34 14%*	12 11%*	13 12%*	2 4%	3 8%*	7 13%*	21 14%	32 14%	23 11%	30 16%
5	(5) 5%	13 14%*	13 20%*	14 16%	8 8%	11 9%	53 14%*	42 13%*	55 14%*	47 13%*	31 12%*	10 9%	13 11%	6 11%	6 19%*	7 13%*	18 12%*	35 15%*	30 15%*	24 13%
4	(4) 4%	2 4%	2 3%	5 6%	4 6%	5 7%*	17 5%	16 5%	17 4%	15 4%	10 4%	4 3%	7 6%*	3 6%*	1 2%	2 4%	5 3%	12 5%	8 4%	9 5%
3	(3) 4%	2 8%*	7 8%	1 2%	4 7%	5 7%	22 8%*	14 4%*	22 4%*	21 3%*	8 5%*	6 5%*	3 5%*	3 3%*	1 3%*	1 2%	6 4%	15 6%	8 4%	14 8%
2	(2) 1%	2 2%*	4 4%	1 5%	2 3%	1 2%	8 2%*	8 2%*	10 2%*	8 2%*	4 2%*	2 3%	3 3%	-	1 4%*	-	2 1%	7 3%	6 3%	4 2%
1	(1) 1%	2 3%*	1 1%	1 1%	-	1 1%	4 1%*	4 1%*	4 1%*	3 1%*	1 1%*	1 2%*	2 2%*	1 2%*	1 3%*	1 2%*	2 1%	2 1%	1 1%	3 2%
Not at all personalised	(0) 14%	2 4%*	3 3%	5 6%*	-	4 6%	13 3%*	8 2%*	14 4%*	14 4%*	4 1%*	3 2%*	6 6%*	1 1%	-	1 3%	3 2%	10 4%	3 2%	11 6%*
NET: 8-10	146 37%*	22 33%	31 36%	29 39%	22 34%	30 43%	141 37%	136 41%*	146 37%	133 38%	110 44%*	56 44%*	38 36%	27 53%*	13 40%*	26 49%*	69 45%*	76 32%	91 44%*	55 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u Overlap formulae used.



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Table 1.41
Q2. Personalisation - TikTok
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (n)	£15,600 to £25,999 (n)	£26,000 to £36,399 (n)	£36,400 to £51,999 (n)	£52,000 + (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruita b (n)	Bitchut e (n)	OnlyFan s (n)	Any exposur e (n)	No exposur e (n)	Very/ Quite aware (n)	Not at all/ Not very aware (n)
Weighted base	390	65	87	75	64	70	378	333	390	349	248	116	103	51	32	54	151	235	207	182
NET: 4-7	195 50% _d	35 53% _d	41 47% _d	38 51% _d	36 57% _d	30 43% _d	191 50% _d	164 49% _d	195 50% _d	169 49% _d	122 49% _d	49 42% _d	49 48% _d	21 41% _d	16 50% _{nd}	24 44% _d	69 45% _d	124 53% _d	99 48% _d	96 53% _d
NET: 0-3	49 13% _h kpt	9 13% _h kpt	15 17% _d	7 10% _d	6 9% _d	10 14% _d	46 12% _h kp	33 10% _k	49 13% _h kp	46 13% _h knp	17 7% _d	12 10% _k	16 16% _h kno	3 6% _d	3 10% _{nd}	4 7% _d	14 9% _d	35 15% _d	18 9% _d	31 17% _T
Mean	6.51 _{su}	6.45	6.26	6.61	6.59	6.55	6.53	6.72 _T g _i	6.51	6.48	7.01 _T g _h	7.05 _T g _h	6.33	7.31 _T g _h	6.68	6.94 _T g _i	6.96 _T s	6.21	6.91 _T u	6.05
Standard deviation	2.47	2.60	2.49	2.57	2.07	2.74	2.45	2.36	2.47	2.51	2.17	2.37	2.80	2.19	2.40	2.33	2.38	2.50	2.29	2.58
Standard error	0.11	0.27	0.24	0.25	0.23	0.28	0.11	0.11	0.11	0.12	0.11	0.16	0.19	0.20	0.24	0.19	0.16	0.15	0.13	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

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Table 142
Q2. Personalisation - TikTok
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
TikTok

	Total (f)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months				
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	516	34	86	386	11	34	89	382	
Weighted base	390	40**	83	257	11**	40**	85	254	
Effective base	379	28	78	272	9	28	80	268	
Very personalised	(10)	49 13%dk	5 3%	3 4%	40 16%Td	-	5 14%	3 4%	40 16%Tk
9	(9)	33 8%	1 3%	6 7%	25 10%	1	1 3%	6 7%	25 10%
8	(8)	64 17%	3 8%	14 17%	48 19%	-	3 8%	14 17%	47 18%
7	(7)	70 18%	5 13%	16 19%	47 18%	2	5 13%	16 19%	47 19%
6	(6)	53 14%	6 15%	12 15%	34 13%	1	7 17%	12 15%	34 13%
5	(5)	55 14%el	7 18%	15 18%	29 11%	5 42%	6 15%	16 19%	28 11%
4	(4)	17 4%	-	6 7%	11 4%	1	-	6 8%	10 4%
3	(3)	22 6%e	6 15%	4 5%	11 4%	1	6 16%	4 5%	11 4%
2	(2)	10 2%e	1 3%	4 4%	4 2%	1	1 3%	4 4%	4 2%
1	(1)	4 1%	-	2 2%	2 1%	-	-	2 2%	2 1%
Not at all personalised	(0)	14 4%	5 12%	1 1%	7 3%	1	5 12%	1 1%	7 3%
NET: 8-10	146 37%k	10 24%	23 28%	112 44%Td	1	10 25%	24 28%	111 44%Tk	
NET: 4-7	195 50%	18 46%	49 59%	121 47%	8 69%	18 45%	51 60%Tl	119 47%	
NET: 0-3	49 13%el	12 30%	10 13%	24 9%	3 23%	12 31%	10 12%	24 9%	
Mean	6.51	5.45	6.08	6.87Td	4.89	5.48	6.07	6.89Tk	
Standard deviation	2.47	3.01	2.19	2.37	2.34	3.04	2.18	2.38	
Standard error	0.11	0.52	0.24	0.12	0.70	0.52	0.23	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 143
Q2. Personalisation - Facebook
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Gender		Social Grade					Age										Ethnicity				Religion						
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	1055	566	489	300	309	204	237	83	972	141	204	178	178	134	106	31	271	137	876	168	45	90	29	432	53	52	499	
Weighted base	1032	481	552	281	299	213	234	67	966	127	184	168	185	136	114	51**	302	166	894	129	34*	72	17**	422	37*	48*	507	
Effective base	816	422	402	226	248	156	184	65	754	109	150	134	138	112	91	28	225	115	698	110	32	58	22	331	33	37	401	
Very personalised	(10) 115	55	60	38	30	25	23	10	105	21	26	20	16	11	12	-	23	12	96	16	2	11	3	46	4	4	54	
	11% ^p	11%	11%	13%	10%	12%	10%	15%	11%	16% ^{pq}	14% ^p	12%	9%	8%	11% ^q	-	8%	7%	11%	13%	6%	15%	19%	11%	12%	8%	11%	
9	(9) 96	43	52	25	28	21	20	8	88	7	25	15	16	14	9	1	25	11	82	14	4	8	1	36	9	8	43	
	9%	9%	10%	9%	9%	10%	8%	12%	9%	5%	14% ^{nl}	9%	9%	10%	8%	2%	8%	6%	9%	11%	13%	12%	9%	8%	23% ^{TAA}	8	16%	9%
8	(8) 141	69	72	35	46	35	24	9	132	17	28	23	25	20	16	3	39	19	119	20	6	10	3	57	6	7	67	
	14%	14%	13%	12%	16%	17%	10%	14%	14%	13%	15%	14%	14%	15%	14%	3%	13%	11%	13%	16%	17%	14%	20%	13%	17%	15%	13%	
7	(7) 194	73	120	48	68	35	42	12	181	28	34	37	35	24	15	9	48	24	171	22	4	13	4	76	4	9	100	
	19% ^{sa}	15%	22% ^{Ta}	17%	23%	16%	18%	19%	19%	22%	18%	22%	19%	17%	13%	18%	16%	14%	19%	17%	13%	19%	22%	18%	11%	19%	20%	
6	(6) 149	80	69	41	44	33	29	11	138	21	26	33	20	11	7	38	18	125	21	7	12	2	65	8	5	68		
	14%	17%	12%	15%	15%	12%	16%	14%	16%	14%	20% ^{ln}	11%	15%	10%	14%	13%	11%	14%	16%	20%	17%	12%	15%	22%	10%	13%		
5	(5) 127	56	71	31	23	31	42	6	122	14	20	18	24	18	15	12	45	27	115	12	4	8	-	52	4	3	68	
	12% ^{sd}	12%	13%	11%	8%	15% ^{sd}	18% ^{Tod}	8%	13%	11%	11%	11%	13%	13%	14%	23%	15%	17%	13%	10%	13%	11%	-	12%	12%	6%	13%	
4	(4) 64	35	29	23	19	12	10	5	60	8	7	19	8	9	3	19	12	56	9	5	1	-	25	1	2	36		
	6%	7%	5%	8%	6%	4%	7%	6%	6%	4%	4%	10% ^{Thjk}	6%	8%	5%	6%	7%	6%	7% ^{su}	14% ^{su}	2%	-	6%	3%	3%	7%		
3	(3) 47	26	21	15	13	9	10	1	46	3	6	5	10	8	11	2	22	13	43	4	1	1	2	23	-	1	22	
	5%	5%	4%	5%	4%	4%	4%	1%	5%	3%	3%	3%	5%	10% ^{Tghl}	5%	7% ^T	8%	5%	3%	3%	1%	12%	5%	-	2%	4%		
2	(2) 39	14	25	11	4	12	2	36	7	7	6	7	2	2	5	1	9	7	36	3	-	2	*	18	-	3	17	
	4%	3%	4%	4%	2%	5%	4%	4%	4%	4%	4%	4%	2%	5%	2%	3%	4%	4%	4%	2%	-	3%	4%	-	4%	-	7%	
1	(1) 17	10	7	4	8	3	2	2	14	-	4	1	4	2	3	1	6	4	14	3	-	3	-	2	-	3	12	
	2% ^x	2%	1%	1%	3%	1%	1%	3% ⁱ	1%	-	2%	1%	2%	1%	3%	2%	2%	2%	2%	2%	-	4%	-	*	-	5% ^x	2% ^x	
Not at all personalised	(0) 45	19	26	10	10	5	21	*	45	1	2	3	10	10	7	12	29	19	39	5	-	2	*	23	-	3	18	
	4% ^j	4%	5%	3%	3%	2%	9% ^{Tode}	1%	5% ^j	1%	1%	2%	5% ^j	8% ^{jk}	6% ^j	23% ^{jk}	10% ^{Tghi}	11% ^{Tghj}	4%	4%	-	3%	3%	5%	-	7%	4%	
NET: 8-10	352	167	184	98	105	81	66	27	324	44	78	58	57	45	38	4	86	42	296	51	12	29	8	139	19	19	164	
	34% ^{pq}	35%	33%	35%	35%	38%	28%	41% ^q	34% ^q	43% ^{Thlp}	35%	31%	33%	33% ^q	7%	29%	25%	33%	39%	39%	40%	40%	8	48%	33%	52% ^{TxA}	39%	
NET: 4-7	534	244	290	143	154	111	123	33	500	71	87	94	98	69	50	31	151	81	467	64	20	35	6	217	18	19	272	
	52%	51%	52%	51%	51%	52%	53%	50%	52%	56%	47%	56%	53%	51%	44%	60%	50%	49% ^{ln}	52%	49%	61%	49%	35%	52%	48%	39%	54%	
NET: 0-3	147	69	78	40	41	21	45	6	141	12	19	15	30	22	26	17	65	42	131	14	1	8	3	65	-	11	70	
	14% ^y	14%	14%	14%	14%	10%	19% ^{Te}	9%	15% ^{sk}	9%	10%	9%	16%	16%	23% ^{Tghi}	32% ^{jk}	22% ^{Tghi}	28% ^{Tghi}	15%	11%	3%	11%	17%	16% ^y	-	22% ^y	14% ^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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom VSP Tracker - Wave 1
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Table 143

Q2. Personalisation - Facebook

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Gender			Social Grade					Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1032	481	552	281	299	213	234	67	966	127	184	168	185	136	114	51**	302	166	894	129	34*	72	17**	422	37*	48*	507
Mean	6.31pq	6.29	6.33	6.35	6.42f	6.58f	5.85	6.80lnp	6.27pq	6.70lnp	6.85Thl mmpq	6.68hln pq	6.01	6.08p	5.84q	4.29	5.69	5.36	6.26	6.58	6.59	6.72	7.03	6.22	7.44Tixz A	6.10	6.26
Standard deviation	2.57	2.57	2.57	2.59	2.49	2.35	2.81	2.41	2.58	2.29	2.37	2.23	2.64	2.68	2.83	2.82	2.83	2.91	2.57	2.53	1.93	2.56	2.58	2.61	1.75	3.03	2.53
Standard error	0.08	0.11	0.12	0.15	0.14	0.16	0.18	0.26	0.08	0.19	0.17	0.17	0.20	0.23	0.27	0.51	0.17	0.25	0.09	0.20	0.29	0.27	0.48	0.13	0.24	0.42	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 1.44
Q2. Personalisation - Facebook
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Facebook

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (e)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (l)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1055	298	138	171	722	199	552	280	24	671	298	119	147	101	56	474	332	106	94
Weighted base	1032	292	134	168	712	203	567	245	17**	695	269	108	121	90	48*	494	310	95	74
Effective base	816	232	109	132	559	160	437	205	15	541	211	81	105	73	39	380	254	75	76
Very personalised	(10) 115	23	9	13	86	15	56	41	3	57	48	27	22	13	8	56	27	14	10
	11%a	8%	7%	8%	12%	8%	10%	17%Tef	19%	8%	18%Ti	25%Tj	18%Tl	14%	17%	11%	9%	14%	14%
9	(9) 96	20	8	13	73	12	63	18	3	60	27	12	12	8	5	39	32	10	7
	9%	7%	6%	8%	10%	6%	11%Te	7%	9%	10%	11%	10%	9%	11%	8%	10%	11%	10%	10%
8	(8) 141	42	18	22	92	21	79	40	1	88	43	13	23	17	7	67	46	13	8
	14%	14%	13%	13%	13%	10%	14%	16%	4%	13%	16%	12%	19%	15%	13%	15%	15%	14%	11%
7	(7) 194	47	25	28	142	30	108	54	2	121	60	20	35	20	8	99	55	17	15
	19%	16%	18%	17%	20%	15%	19%	22%	13%	17%	22%	18%	27%Ti	23%	18%	20%	18%	18%	21%
6	(6) 149	36	18	19	105	29	77	38	5	99	39	16	13	16	7	71	42	15	13
	14%	12%	13%	11%	15%	15%	13%	15%	28%	14%	14%	11%	18%	14%	14%	14%	14%	16%	18%
5	(5) 127	44	14	27	83	33	74	20	-	97	25	11	10	5	3	62	42	9	7
	12%g	15%	11%	16%	12%	16%g	13%	8%	-	14%h	9%	11%	8%	6%	7%	13%	13%	9%	10%
4	(4) 64	27	17	14	37	13	39	13	-	44	16	6	5	5	4	22	27	4	6
	6%o	3%Td	12%Td	8%	5%	8%	7%	5%	-	6%	6%	6%	4%	5%	6%	4%	9%o	4%	9%
3	(3) 47	14	7	10	32	16	25	4	2	44	2	1	1	1	1	22	14	4	1
	5%gl	5%	5%	6%	5%	8%Tg	4%	1%	11%	6%Tj	1%	1%	1%	1%	3%	4%	4%	5%	1%
2	(2) 39	16	10	8	23	9	18	11	1	30	6	2	3	2	-	21	11	2	4
	4%	5%	7%Td	5%	3%	4%	3%	4%	6%	4%	2%	2%	2%	3%	-	4%	3%	3%	6%
1	(1) 17	1	-	1	16	5	7	5	-	12	2	*	*	-	2	9	5	1	-
	2%a	*	-	1%	2%	2%	1%	2%	-	2%	1%	*	*	-	4%l	2%	1%	1%	-
Not at all personalised	(0) 45	22	9	13	23	21	21	3	*	43	1	-	-	1	1	27	10	4	-
	4%ddl	7%Td	6%	8%Td	3%	10%Tg	4%	1%	3%	6%Tj	*	-	-	1%	3%	6%	3%	5%	1%
NET: 8-10	352	85	35	49	251	48	199	98	7	205	118	52	56	39	20	162	105	37	26
	34%ei	29%	26%	29%	35%	24%	35%e	40%Te	40%	29%	44%Ti	48%Ti	47%Ti	43%l	43%	33%	34%	40%	35%
NET: 4-7	534	154	74	88	367	105	297	125	7	361	139	53	61	47	23	254	166	45	42
	52%	53%	55%	52%	52%	52%	52%	51%	41%	52%	52%	50%	50%	52%	47%	51%	54%	48%	58%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 1.44
 Q2. Personalisation - Facebook
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Facebook

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1032	292	134	168	712	203	567	245	17**	695	269	108	121	90	48*	494	310	95	74
NET: 0-3	147	52	25	31	94	50	71	23	3	129	12	3	4	5	79	39	12	6	8%
Mean	6.31abc	5.82	5.72	5.81	6.46Tab	5.41	6.39e	6.83Tef	6.74	5.92	7.17Ti	7.44Ti	7.39Ti	7.09Ti	6.22	6.28	6.63	6.69	
Standard deviation	2.57	2.68	2.62	2.71	2.51	2.83	2.48	2.37	2.76	2.66	2.10	2.08	1.91	2.08	2.61	2.65	2.45	2.59	2.24
Standard error	0.08	0.16	0.22	0.21	0.09	0.20	0.11	0.14	0.56	0.10	0.12	0.19	0.16	0.21	0.35	0.12	0.13	0.25	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 145
Q2. Personalisation - Facebook
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Facebook

	GEO Region										Urban/ Rural		Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (S)	Wales (W)	Northern Ireland (NI)	NET: England (E)	North East (NE)	North West (NW)	Yorkshire and the Humber (YH)	West Midlands (WM)	East Midlands (EM)	East of England (EE)	London (L)	South East (SE)	South West (SW)	Urban (U)	Rural (R)	More than 2 hours (M2)	1-2 hours (12)	Smart Phone only (SP)	Tablet or laptop only (TL)	Multiple devices (MD)	Working full time (FT)	Working part-time (PT)	Unemployed - looking for work (UL)	Unemployed - not looking for work (UN)	Student (St)	Retired (Rt)	House person/ Other (H/O)	Furloughed (F)
Unweighted base	1055	83	51	29	892	45	107	83	104	74	91	160	132	96	789	147	834	214	23	38	976	434	209	42	45	40	131	38	32
Weighted base	1032	82	55*	33**	863	44*	105	82	92	78	87	139	142	94	767	160	655	368	21**	46**	955	402	212	41*	49*	33*	160	41*	27**
Effective base	816	66	41	23	686	36	85	65	79	55	75	115	105	75	609	118	715	195	15	29	764	332	157	34	38	33	110	32	23
Very personalised	(10) 115	11%nx	9	4	6	95	5	10	6	19	12	8	17	14	4	94	67	45	21%	4	103	58	21	3	5	3	8	5	2
			8%	19%	11%	10%	9%	8%	21%Tdlg lm	15%lm	10%	13%	10%	5%	12%	7%	10%	12%	8%	11%	15%Tx	10%	8%	10%	10%	5%	5%	12%	6%
9	(9) 96	7	2	5	82	2	8	8	12	5	12	11	17	5	69	15	62	34	1	*	93	33	23	5	5	*	13	6	2
	9%	8%	4%	16%	9%	4%	8%	9%	13%	7%	14%	8%	12%	6%	9%	9%	9%	5%	1%	10%	8%	11%	13%	11%	1%	8%	15%w	9%	
8	(8) 141	11	9	6	116	10	10	16	11	7	11	21	17	12	102	21	109	29	4	3	133	58	30	4	6	1	21	6	4
	14%w	13%	16%	17%	13%	23%	10%	19%	12%	9%	13%	15%	12%	13%	13%	13%	17%Td	8%	19%	5%	14%	15%	14%	10%	12%	4%	13%	14%	16%
7	(7) 194	21	8	6	158	7	15	19	13	15	15	23	26	24	150	26	124	70	3	8	178	74	49	5	9	9	24	6	5
	19%	26%	16%	18%	16%	16%	14%	24%	14%	19%	17%	17%	19%	26%	20%	16%	19%	19%	15%	17%	19%	19%	23%	12%	19%	26%	15%	15%	28%
6	(6) 149	11	6	-	132	3	27	11	8	11	11	27	22	11	120	20	88	61	-	6	142	62	31	5	5	4	23	*	8
	14%ny	14%	10%	-	15%	8%	28%Tbde hym	13%	8%	15%	13%	19%h	16%	11%	16%	13%	13%	16%	-	13%	15%	15%y	15%y	12%	9%	13%y	14%y	1%	28%
5	(5) 127	11	14	1	101	9	16	9	9	14	13	11	11	11	96	21	80	46	4	10	113	51	21	6	3	3	24	10	3
	12%	13%	26%Tdgk l	3%	12%	21%J	15%	11%	10%	11%	16%	9%	7%	12%	12%	13%	12%	12%	17%	21%	13%	10%	15%	10%	5%	10%	15%	25%Ttv	11%
4	(4) 64	3	3	3	55	5	6	2	4	5	8	11	5	10	40	17	40	23	2	2	62	25	14	2	1	4	10	3	-
	6%A	4%	5%	9%	6%	11%	6%	3%	4	5%	9%	8%	3%	10%	5%	11%TA	6%	6%	8%	4%	6%	6%	7%	5%	2%	12%	7%	8%	-
3	(3) 47	3	1	1	42	1	3	5	8	6	1	12	5	27	12	31	16	3	4	40	13	9	1	4	1	14	2	1	
	5%A	4%	2%	2%	5%k	2%	3%	6%k	9%Tj	6%k	1%	*	8%k	5%k	4%	8%A	5%	4%	16%	8%	4%	3%	4%	3%	4%	4%	3%Ts	5%	4%
2	(2) 39	2	4	3	30	1	3	3	3	5	2	5	4	4	24	9	22	16	-	1	38	11	1	5	7	4	7	1	1
	4%t	2%	7%	10%	3%	1%	3%	4%	3%	6%	2%	4%	3%	4%	3%	6%	3%	4%	-	2%	4%	3%	*	12%Tst	14%Tstx	13%Tst	4%t	2%	2%
1	(1) 17	2	1	-	14	-	1	1	2	3	2	*	3	2	11	6	10	7	-	2	16	8	4	-	-	-	3	-	-
	2%	2%	2%	-	2%	-	1%	1%	2%	3%	2%	*	2%	1%	4%	2%	2%	-	-	4%	2%	2%	2%	-	-	-	2%	-	-
Not at all personalised	(0) 45	1	3	2	39	1	5	2	3	1	2	9	10	6	35	1	22	22	-	8	37	8	9	5	2	13	1	2	
	4%Brs	1%	5%	5%	5%	3%	5%	2%	3%	1%	3%	6%	7%	6%	5%	1%	3%	6%	-	17%	4%	2%	4%	12%Ts	9%Ts	6%	3%Ts	4%	6%
NET: 0-10	352	26	15	17	293	16	28	30	42	24	32	50	46	22	264	47	238	168	9	7	329	150	73	12	15	5	42	17	8
	34%mw	32%	27%	52%	34%w	37%	27%	36%	46%Tdm	31%	37%	36%	34%	24%	34%	29%	36%T	29%	44%	14%	34%	37%wv	35%w	30%	33%	15%	26%	41%w	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 145
Q2. Personalisation - Facebook
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Facebook

	GO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (D)	Scotland (g)	Wales (h)	Northern Ireland (i)	NET: England (j)	North East (k)	North West (l)	Yorkshire and the Humber (m)	West Midlands (n)	East Midlands (o)	East of England (p)	London (q)	South East (r)	South West (s)	Urban (t)	Rural (u)	More than 2 hours (v)	1-2 hours (w)	Smart Phone only (x)	Tablet or laptop only (y)	Multiple devices (z)	Working full time (aa)	Working part-time (ab)	Unemployed - looking for work (ac)	Unemployed - not looking for work (ad)	Student (ae)	Retired (af)	House person/ Other (ag)	Furloughed (ah)
Weighted base	1032	82	55*	33**	863	44*	105	82	92	78	87	139	142	94	767	160	655	368	21**	46**	955	402	212	41*	49*	33*	160	41*	27**
NET: 4-7	534	47	31	10	445	25	64	42	34	39	48	74	64	56	406	85	332	199	9	25	495	212	116	17	17	21	81	20	16
	52%hv	58%h	57%h	31%	52%hj	56%	61%hl	51%	37%	50%	55%h	53%h	45%	59%h	53%	53%	51%	54%	40%	54%	52%	53%vw	55%w	43%	35%	62%sv	51%	48%	58%
NET: 0-3	147	8	8	6	125	3	12	11	16	15	7	15	30	16	97	29	85	61	3	14	131	40	23	11	16	7	36	5	3
	14%Ans	10%	16%	17%	14%	7%	12%	13%	17%	19%	8%	11%	21%Tdk	17%	13%	18%	13%	17%	16%	31%	14%	10%	11%	27%Tat	32%Tsty	23%ss	23%Tat	11%	12%
Mean	6.31wx	6.59m	5.81	6.80	6.30	6.40	6.12	6.50	6.72m	6.23	6.50	6.43	6.11	5.78	6.41T	5.93	6.42T	6.11	6.70	4.80	6.34	6.63Turwx	6.50uw	5.49	5.71	5.43	5.57	6.48	6.31
Standard deviation	2.57	2.28	2.56	2.98	2.58	2.30	2.44	2.31	2.82	2.65	2.41	2.59	2.84	2.52	2.55	2.46	2.47	2.72	2.51	3.00	2.54	2.40	2.43	3.10	3.13	2.69	2.71	2.57	2.36
Standard error	0.08	0.25	0.36	0.55	0.09	0.34	0.24	0.25	0.28	0.31	0.25	0.20	0.25	0.26	0.09	0.20	0.09	0.19	0.52	0.49	0.08	0.12	0.17	0.48	0.47	0.43	0.24	0.42	0.42

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 146
Q2. Personalisation - Facebook
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income- per year					Regular users of VSP's (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages		
	Total (T)	Up to £15,999 (U)	£15,600 - £25,999 (L)	£26,000 - £36,999 (M)	£36,400 - £51,999 (H)	£52,000 + (V)	YouTube (Y)	Instagram (I)	TikTok (T)	Facebook (F)	Snapchat (S)	Twitch (W)	Vimeo (V)	Fruita (F)	Bitchute (B)	OnlyFans (O)	Any exposure (A)	No exposure (N)	Very/Quite aware (V)	Not at all/Not very aware (N)
Unweighted base	1055	201	267	243	143	138	974	467	1055	433	267	248	125	120	183	295	749	478	577	
Weighted base	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623
Effective base	816	147	215	187	111	104	748	540	341	816	305	181	171	74	93	151	206	608	358	463
Very personalised	(10) 115	28	15	31	28	9	101	74	51	115	50	19	17	11	5	10	33	81	64	51
	11%bu	14%b	6%	13%b	18%Tbe	7%	11%	12%	15%Tghj	11%	15%Tghj	12%	12%	19%Tghj	12%	15%	15%	10%	16%Tu	8%
9	(9) 96	14	29	17	13	17	91	71	42	96	40	22	22	11	7	10	25	70	55	41
	9%u	7%	11%	7%	9%	13%	10%	11%Tj	12%Tj	9%	12%	14%Tj	16%Tghj	19%Tghj	16%Tj	14%Tj	11%	9%	13%Tu	7%
8	(8) 141	19	28	35	23	24	131	100	55	141	52	21	13	7	7	11	37	103	65	76
	14%	10%	11%	15%	16%	19%ab	14%	16%Tgm	16%u	14%	16%u	14%	10%	12%	16%u	16%	16%	13%	16%	12%
7	(7) 194	27	53	48	25	21	172	118	77	194	66	30	24	14	7	11	36	157	84	110
	19%	14%	20%	21%	18%	17%	18%	19%	22%ap	19%	20%	19%	18%	24%op	17%	16%	16%	20%	21%	18%
6	(6) 149	23	44	31	24	17	143	93	53	149	51	22	20	5	6	10	38	110	49	99
	14%	12%	17%	13%	17%	14%	15%Tj	15%	15%	14%	15%	14%	15%	9%	14%	15%u	17%	14%	12%	16%
5	(5) 127	35	39	25	12	12	114	66	27	127	28	16	13	4	5	7	19	108	43	64
	12%hikr	18%Td	15%	11%	8%	10%	12%hik	11%j	8%	12%hik	9%	10%	10%	7%	11%	11%	8%	13%r	11%	13%
4	(4) 64	10	17	19	5	11	60	33	16	64	17	10	9	5	1	2	20	44	16	49
	6%t	5%	7%	8%	3%	8%	6%p	5%	5%	6%	5%	7%p	7%op	8%op	3%	3%	9%	5%	4%	8%T
3	(3) 47	12	15	7	3	5	42	20	14	47	8	4	4	*	2	4	7	39	13	34
	5%hik	6%	6%	3%	2%	4%	5%hik	3%	4%	5%hik	3%	2%	3%	*	5%u	6%hikm	3%	5%	3%	5%
2	(2) 39	8	12	7	4	3	35	27	9	39	15	3	6	-	1	2	6	33	8	30
	4%t	4%	4%	3%	3%	3%	4%	4%il	3%	4%	4%il	2%	4%il	-	3%	3%	2%	4%	2%	5%t
1	(1) 17	3	4	5	2	-	14	9	1	17	2	3	1	-	*	-	1	16	2	14
	1%t	2%	2%	2%	1%	-	1%l	1%l	-	2%l	1%	2%ik	1%	-	1%	-	1%	2%	1%	2%
Not at all personalised	(0) 45	15	8	8	5	6	32	9	4	45	3	3	5	*	1	1	4	40	10	35
	4%ghkpp	8%	3%	3%	3%	5%	3%hik	1%	1%	4%ghkpp	1%	2%	3%hik	1%	3%	1%	2%	5%	3%	6%t
NET: 8-10	352	61	73	83	63	50	323	245	148	352	142	62	52	29	19	31	95	254	183	168
	34%bsu	31%	27%	36%	44%Tab	40%b	35%	40%Tj	42%Tj	34%	43%Tj	41%Tj	39%	50%Tjgm	44%Tj	45%Tjgm	42%Ts	32%	45%Tu	27%

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



Ofcom VSP Tracker - Wave 1
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Table 146
Q2. Personalisation - Facebook
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Facebook

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (n)	Up to £15,599 (n)	£15,600 - £25,999 (n)	£26,000 - £36,399 (n)	£36,400 - £51,999 (n)	£52,000 + (n)	You Tube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snappchat (n)	Twitch (n)	Vimeo (n)	Fruita b (n)	Blitcut e (n)	OnlyFan s (n)	Any exposur e (n)	No exposur e (n)	Very/ Quite aware (n)	Not at all/ Not very aware (n)
Weighted base	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623
NET: 4-7	534 52% ^t	95 49%	153 58% ^T	124 53%	66 46%	62 49%	489 52% ^p	310 50%	172 49%	534 82%	163 49%	76 51% ^p	67 50%	28 49%	19 45%	30 45%	112 50%	418 52%	192 47%	342 55% ^t
NET: 0-3	147 14% ^{ghik int}	38 20% ^{Tod}	40 15%	28 12%	14 10%	15 12%	122 13% ^{hikl n}	64 10% ^{sn}	29 8% ^{sn}	147 14% ^{ghikl n}	29 9% ^{sn}	13 9% ^{sn}	15 11% ^{sn}	1 1%	5 11% ^{sn}	7 10% ^{sn}	18 8%	128 16% ^{Tr}	34 8%	113 18% ^{Tt}
Mean	6.31 ^{su}	5.95	6.07	6.45	6.92 ^{Tab}	6.43	6.38 ^{Tj}	6.70 ^{Tgj}	6.99 ^{Tgh jm}	6.31	6.94 ^{Tgh j}	6.78 ^{Tgj}	6.63	7.53 ^{Tgh jklmop}	6.85 ^{Tj}	6.95 ^{Tgj m}	6.82 ^{Ts}	6.17	7.01 ^{Tu}	5.85
Standard deviation	2.57	2.88	2.39	2.53	2.48	2.48	2.48	2.33	2.21	2.57	2.27	2.37	2.54	2.00	2.42	2.32	2.34	2.61	2.33	2.62
Standard error	0.08	0.20	0.15	0.16	0.21	0.21	0.08	0.09	0.10	0.08	0.11	0.15	0.16	0.18	0.22	0.17	0.14	0.10	0.11	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 147
Q2. Personalisation - Facebook
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (g)	2 VSPs (h)	3 VSPs (i)	4 VSPs (j)	5+ VSPs (k)	1 VSP (l)	2 VSPs (m)	3 VSPs (n)	4 VSPs (o)	5+ VSPs (p)
Unweighted base	1055	44	228	199	156	430	48	229	207	155	416
Weighted base	1032	57*	286	237	161	290	61*	288	244	158	280
Effective base	816	38	193	172	136	305	41	195	178	134	294
Very personalised	(10)	115	9	29	19	14	44	28	19	14	44
		16%	10%	8%	9%	15%Tc	16%	10%	8%	9%	16%Tjk
9	(9)	96	-	16	25	18	38	-	17	23	33
		9%abh	-	5%	10%a	11%a	13%Tab	-	6%	9%h	14%Th
8	(8)	141	3	34	30	31	43	3	35	31	29
		14%	5%	12%	13%	19%Ta	15%	5%	12%	13%	19%h
7	(7)	194	13	52	39	24	65	13	53	40	23
		19%	23%	18%	16%	15%	23%T	13%	18%	17%	14%
6	(6)	149	2	35	46	24	41	2	35	46	25
		14%h	4%	12%	19%Ta	15%	14%	4%	12%	19%h	18%h
5	(5)	127	8	45	35	16	23	9	44	38	14
		12%el	14%	16%e	15%e	10%	8%	15%j	15%j	16%j	9%
4	(4)	64	3	25	14	7	16	3	25	17	5
		6%	5%	9%	6%	4%	5%	5%	9%k	7%	3%
3	(3)	47	4	16	13	7	8	4	15	13	7
		5%e	6%	5%	5%	4%	3%	7%	5%	5%	4%
2	(2)	39	2	10	8	10	8	2	10	8	10
		4%	3%	4%	3%	6%	3%	3%	4%	3%	6%
1	(1)	17	1	8	4	1	2	1	8	4	1
		2%	1%	3%	2%	1%	1%	1%	3%	2%	1%
Not at all personalised	(0)	45	13	18	4	8	1	13	19	4	7
		4%ej	22%Tbcde	6%ce	2%	5%e	-	22%Tijk	6%j	2%	5%j
NET: 8-10	352	12	78	74	63	125	13	80	73	66	119
		34%bi	21%	27%	39%ab	43%Tabc	21%	28%	30%	42%Thj	43%Thjk
NET: 4-7	534	26	156	134	72	145	28	157	142	67	141
		52%k	46%	55%	57%cd	45%	45%	54%k	55%k	42%	50%
NET: 0-3	147	19	52	29	26	20	21	52	29	25	20
		14%el	33%Tbcde	18%e	12%	16%e	7%	34%Tijk	18%j	12%	16%j
Mean	6.31abhi	5.00	5.82	6.29a	6.31a	7.07Tabcd	5.01	5.84	6.24h	6.46h	7.05Thjk
Standard deviation	2.57	3.45	2.70	2.32	2.63	2.17	3.46	2.70	2.29	2.62	2.18
Standard error	0.08	0.52	0.18	0.16	0.21	0.10	0.50	0.18	0.16	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 1
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Table 148
Q2. Personalisation - Snapchat
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Snapchat

	Gender		Social Grade					Age									Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	471	282	189	148	141	91	86	84	387	117	112	83	53	15	22	336	130	39	66	23	183	46	31	201	
Weighted base	365	179	186	105	111	74	69	66	299	96	82	59	42*	15**	21**	278	83	28**	42*	12**	138	26*	23**	170	
Effective base	336	191	151	101	105	65	61	65	271	88	75	59	33	12	17	248	85	26	44	16	124	32	20	153	
Very personalised	(10)	35	15	19	8	9	8	10	13	22	6	5	7	4	-	28	7	3	2	1	17	1	1	15	
		10%h	9%	10%	8%	8%	11%	14%	19%Thj	7%	6%	6%	11%	11%	-	10%	8%	12%	5%	8%	13%	5%	5%	9%	
9	(9)	24	16	8	8	5	4	1	23	2	9	9	2	-	1	16	8	3	4	1	10	2	2	10	
		7%	9%	4%	8%	7%	6%	2%	8%i	3%	11%gi	15%Tghl	6%	-	3%	6%	10%	10%	9%	12%	7%	9%	7%	6%	
8	(8)	49	25	25	13	16	13	7	17	32	10	11	6	5	+	39	9	3	6	1	17	5	4	22	
		13%h	14%	13%	12%	15%	17%	11%	26%Thk	11%	10%	14%	10%	12%	2%	14%	11%	10%	14%	6%	12%	17%	17%	13%	
7	(7)	75	38	37	26	16	17	13	16	59	26	17	8	5	1	2	52	22	8	14	*	24	9	32	
		21%	21%	20%	24%	15%	23%	19%	25%	20%	27%h	21%	14%	13%	6%	12%	19%	27%	27%	33%Tr	4%	18%	35%TxA	31%	19%
6	(6)	39	21	18	10	11	6	11	5	34	14	8	4	2	4	30	8	1	5	2	16	2	4	16	
		11%	12%	10%	10%	10%	8%	15%	8%	11%	15%	10%	7%	9%	16%	18%	11%	10%	4%	12%	12%	9%	16%	9%	
5	(5)	66	27	39	11	26	16	12	6	60	17	16	13	9	5	6	54	12	4	5	3	25	5	35	
		18%icg	15%	21%	10%	23%ic	22%ic	17%	9%	20%ig	18%	19%	22%ig	21%	36%	30%	19%	14%	14%	13%	21%	18%	19%	2%	20%
4	(4)	22	11	11	9	4	2	7	2	20	5	6	7	3	-	18	4	1	3	-	10	1	2	9	
		6%	6%	9%	4%	3%	10%	3%	7%	6%	7%	11%	7%	-	6%	5%	4%	7%	-	7%	5%	9%	5%	5%	
3	(3)	21	10	11	7	10	2	2	3	18	7	7	2	2	-	15	6	3	1	3	10	-	-	11	
		6%	6%	7%	9%	2%	3%	4%	6%	7%	8%	3%	5%	-	5%	8%u	10%	2%	22%	7%	-	-	-	7%	
2	(2)	15	10	5	7	4	2	2	1	14	3	2	-	4	3	5	11	3	-	2	1	5	-	2	
		4%	5%	3%	7%	3%	2%	3%	1%	5%	3%	3%	-	10%k	17%	21%	4%	4%	-	5%	8%	3%	-	9%	
1	(1)	4	1	3	1	3	-	-	-	4	1	-	3	-	-	4	-	-	-	-	-	-	-	3	
		1%	+	2%	1%	2%	-	-	-	1%	1%	-	-	-	7%Tj	-	-	-	-	-	-	-	-	-	
Not at all personalised	(0)	14	6	8	5	4	3	1	13	3	2	3	-	3	3	11	3	3	-	*	4	-	1	9	
		4%	3%	5%	5%	4%	5%	2%	2%	4%	4%	2%	6%	1%	23%	16%	4%	4%	9%	-	4%	3%	-	4%	5%
NET: 8-10	108	56	52	29	33	25	21	31	77	18	25	21	12	*	1	83	24	9	12	3	44	8	7	48	
		30%hi	31%	28%	27%	30%	34%	31%	47%Thj	26%	19%	30%	36%i	28%	2%	30%	29%	32%	28%	25%	32%	32%	29%	28%	
NET: 4-7	203	97	106	56	58	42	42	29	174	63	46	32	20	8	13	154	46	14	27	5	76	18	13	92	
		56%ig	54%	57%	53%	52%	56%	61%	45%	58%	66%Tg	56%	55%	49%	58%	59%	55%	56%	50%	65%	40%	55%	68%	54%	
NET: 0-3	54	26	27	21	21	7	5	5	49	15	11	5	10	8	8	41	13	5	3	4	18	-	3	30	
		15%iy	15%	15%	20%if	13%	9%	8%	8%	16%	15%	13%	9%	23%ig	40%	37%	15%	15%u	19%	8%	35%	13%iy	-	13%	
Mean	6.13h	6.22	6.05	5.91	5.91	6.46	6.47	7.14Ti	5.91	5.90	6.21	6.34	5.67	3.67	4.14	6.10	6.25	6.20	6.51	5.38	6.29	6.90A	6.29	5.90	
Standard deviation	2.47	2.43	2.51	2.63	2.52	2.38	2.29	2.22	2.47	2.27	2.29	2.59	2.74	2.55	2.58	2.50	2.42	2.85	1.94	2.79	2.44	1.55	2.39	2.60	

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



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Table 1.48
Q2. Personalisation - Snapchat
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Snapchat

	Gender		Social Grade				Age								Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	365	179	186	105	111	74	69	66	299	96	82	59	42*	15**	21**	278	83	28**	42*	12**	138	26*	23**	170
Standard error	0.11	0.14	0.18	0.22	0.21	0.25	0.25	0.24	0.13	0.21	0.22	0.28	0.38	0.66	0.55	0.14	0.21	0.46	0.24	0.58	0.18	0.23	0.43	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 1.49
 Q2. Personalisation - Snapchat
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Snapchat

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (e)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (l)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	471	119	68	59	326	48	198	200	25	202	183	73	92	67	34	171	143	50	90
Weighted base	365	92	57	44*	254	36*	167	145	17**	171	127	46*	57	48*	23**	145	105	29**	67
Effective base	336	85	51	40	232	33	144	145	16	148	123	46	63	47	22	127	98	29	73
Very personalised	(10)	35	12	10	4	23	1	15	17	1	11	4	6	3	2	13	8	*	9
	10%	13%	17%T	9%	9%	3%	9%	12%	8%	7%	9%	8%	10%	6%	7%	9%	8%	1%	13%
9	(9)	24	4	2	20	2	12	11	*	11	12	6	6	5	1	9	8	5	1
	7%	4%	4%	4%	8%	5%	7%	7%	1%	6%	10%	14%T	11%	11%	4%	6%	7%	18%	2%
8	(8)	49	7	4	39	4	18	23	4	13	19	7	6	8	5	13	11	5	17
	13%u	8%	8%	8%	15%	10%	11%	16%	26%	7%	15%u	14%	11%	17%	22%	9%	10%	19%	25%Top
7	(7)	75	12	6	3	58	4	36	32	3	36	22	10	9	7	3	25	21	7
	21%ac	13%	11%	7%	23%ac	12%	21%	22%	20%	21%	18%	21%	17%	15%	13%	17%	20%	25%	25%
6	(6)	39	17	9	10	21	6	19	11	3	18	16	4	6	8	5	18	10	4
	11%sd	19%Td	16%	22%Td	8%	16%	11%	8%	21%	11%	12%	8%	10%	17%	20%	12%	9%	12%	9%
5	(5)	66	18	13	11	42	6	33	27	1	34	26	9	14	8	6	37	16	3
	18%r	19%	22%	24%	16%	16%	20%	18%	7%	20%	20%	19%	24%	17%	24%	26%Tr	15%	9%	10%
4	(4)	22	1	1	-	20	2	10	10	-	10	11	4	5	4	-	9	8	2
	6%a	1%	2%	-	8%a	6%	6%	7%	2%	6%	8%	9%	9%	8%	-	6%	8%	8%	4%
3	(3)	21	9	5	7	12	4	9	6	2	15	3	1	1	1	1	6	10	-
	6%j	10%	8%	15%Td	5%	10%	5%	4%	13%	9%Tj	2%	2%	1%	2%	5%	4%	10%	-	7%
2	(2)	15	5	3	2	9	4	7	3	-	11	3	1	2	1	1	3	10	*
	4%	6%	6%	5%	4%	12%Tg	4%	2%	-	6%	3%	3%	3%	2%	3%	2%	9%To	1%	2%
1	(1)	4	1	-	3	1	1	2	-	2	-	-	-	2	-	4	-	-	-
	1%	1%	1%	-	1%	2%	1%	1%	-	1%	2%	-	-	4%	-	3%	-	-	-
Not at all personalised	(0)	14	6	3	3	8	3	8	3	-	11	2	1	2	1	-	6	3	2
	4%j	6%	5%	6%	3%	8%	5%	2%	3%	6%j	1%	2%	3%	1%	-	4%	3%	8%	3%
NET: 8-10	108	23	17	9	82	6	45	51	6	35	42	17	19	16	8	36	26	11	27
	30%u	25%	29%	21%	32%	18%	27%	35%	36%	20%	34%u	33%u	33%	34%	25%	25%	38%	38%	40%Top
NET: 4-7	203	49	29	23	140	18	97	80	8	98	75	26	34	28	13	90	55	16	32
	56%	53%	51%	53%	55%	49%	58%	55%	49%	57%	59%	57%	60%	58%	58%	62%	52%	54%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 1.49
 Q2. Personalisation - Snapchat
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Snapchat

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	Universally degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	365	92	57	44*	254	36*	167	145	17**	171	127	46*	57	48*	23**	145	105	29**	67
NET: 0-3	54	21	11	12	32	12	25	14	3	39	10	3	4	5	20	24	22%T	2	8
	15%gjl	22%Td	20%	26%Td	13%	33%Tfg	15%	10%	15%	23%Tjkl	8%	7%	7%	10%	8%	14%		8%	12%
Mean	6.13ae	5.78	5.99	5.43	6.28c	4.91	6.04e	6.51Te	6.44	5.54	6.42i	6.56i	6.39i	6.25	6.47	5.91	5.76	6.47	6.69Top
Standard deviation	2.47	2.71	2.78	2.57	2.42	2.69	2.50	2.33	2.24	2.60	2.22	2.26	2.33	2.28	1.93	2.48	2.56	2.45	2.33
Standard error	0.11	0.25	0.34	0.34	0.13	0.39	0.18	0.16	0.45	0.18	0.16	0.26	0.24	0.28	0.33	0.19	0.21	0.35	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 150
Q2. Personalisation - Snapchat
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	GEO Region														Urban/ Rural		Internet usage		Devices used to access internet		Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Student (t)	House person/ Other (v)	Furloughed (z)
Unweighted base	471	36	22	12	401	19	52	40	50	35	31	85	55	34	365	60	399	67	17	429	217	85	34	11	18
Weighted base	365	27*	18**	11**	309	14**	46*	32**	33*	29**	24**	53	52*	27**	277	55*	266	93	11**	338	155	72	25**	12**	13**
Effective base	336	31	19	9	279	15	35	29	35	26	26	55	40	23	260	46	304	56	11	310	152	57	27	9	11
Very personalised	(10)	35	5	1	*	29	*	5	1	3	3	5	3	4	4	27	5	28	7	1	33	14	4	1	3
		10%	17%	4%	4%	9%	2%	10%	3%	9%	11%	21%	6%	9%	15%	10%	9%	11%	7%	13%	9%	6%	5%	23%	2%
9	(9)	24	1	-	1	22	1	7	3	2	1	1	3	5	*	19	3	19	5	1	23	14	7	-	1
		7%	5%	-	6%	7%	9%	14%	8%	6%	3%	4%	6%	9%	1%	7%	6%	7%	5%	9%	7%	9%	9%	1%	-
8	(8)	49	1	6	3	39	2	7	3	8	7	2	7	2	1	30	9	39	10	3	44	17	5	5	2
		13%A	5%	33%	24%	13%	16%	15%	10%	23%al	23%	6%	14%	4%	5%	11%	16%	15%T	10%	29%	13%	11%	6%	18%	16%
7	(7)	75	7	1	2	65	2	8	5	8	3	7	11	10	12	62	7	53	21	2	72	29	13	6	4
		21%	28%	4%	17%	21%	15%	19%	15%	23%	11%	29%	21%	19%	45%	23%	14%	20%	23%	15%	19%	18%	24%	33%	14%
6	(6)	39	2	2	*	35	1	3	3	2	5	3	6	11	2	33	6	33	7	-	35	18	6	5	-
		11%	7%	11%	2%	11%	9%	6%	8%	6%	16%	13%	12%	21%T	6%	12%	10%	12%T	7%	-	10%	12%	8%	20%	-
5	(5)	66	4	1	1	61	3	8	12	4	2	3	14	12	2	54	10	41	21	2	60	31	16	2	2
		18%u	16%	5%	5%	20%	24%	17%	37%	13%	8%	13%	27%	23%	7%	19%	19%	16%	23%	13%	18%	20%	23%	7%	19%
4	(4)	22	2	2	-	18	1	2	2	5	2	1	2	3	2	11	6	13	9	1	19	8	9	1	-
		6%An	9%	10%	-	5%	5%	4%	6%	15%Td	6%	3%	3%	5%	6%	4%	11%	5%	10%	8%	6%	5%	12%T	2%	9%
3	(3)	21	2	3	3	14	2	1	1	4	1	2	2	-	15	4	18	3	1	20	15	1	3	-	-
		6%sd	7%	16%	23%	4%	14%	2%	2%	3%	13%	2%	4%	5%	-	5%	8%	7%T	3%	9%	6%	9%Tl	1%	12%	-
(2)	15	1	3	-	11	1	2	1	-	-	-	3	2	2	15	-	11	4	1	13	4	6	1	-	-
		4%	4%	16%	-	3%	6%	4%	2%	-	-	6%	4%	7%	5%T	-	4%	4%	5%	4%	3%	9%	3%	-	-
1	(1)	4	-	-	-	4	-	2	1	-	-	-	-	-	2	2	2	-	3	-	4	1	2	1	-
		1%	-	-	-	1%	-	6%	2%	-	-	-	-	-	5%	1%	4%	-	3%u	-	1%	3%	5%	-	-
Not at all personalised	(0)	14	1	-	2	11	-	4	-	3	2	+	1	1	10	2	10	5	-	14	6	4	1	-	2
		4%	4%	-	20%	4%	-	8%	2%	-	9%	8%	1%	2%	3%	4%	4%	5%	-	4%	4%	5%	2%	-	12%
NET: 8-10	108	7	6	4	91	4	18	7	12	11	7	14	11	6	76	17	87	21	6	100	44	16	6	5	4
		30%	27%	37%	34%	29%	40%	21%	38%	37%	31%	27%	22%	21%	27%	31%	33%T	23%	51%	30%	29%	21%	25%	39%	33%
NET: 4-7	203	16	6	3	179	7	21	21	18	12	14	33	35	17	159	29	140	58	4	186	86	44	13	7	7
		56%u	59%	31%	23%	58%	53%	46%	66%	56%	41%	59%	62%	67%	64%	58%	53%	53%	36%	55%	55%	61%	54%	61%	55%
NET: 0-3	54	4	6	5	39	3	7	4	2	6	2	6	6	4	42	8	39	14	2	51	25	12	5	-	2
		15%sd	14%	32%	43%	13%	21%	14%	13%	6%	22%	10%	11%	11%	14%	15%	15%	14%	14%	15%	16%	17%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 150
Q2. Personalisation - Snapchat
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Snapchat

	GEO Region														Urban/ Rural		Internet usage		Devices used to access internet		Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Student (w)	House person/ Other (v)	Furloughed (z)
Weighted base	365	27*	18**	11**	309	14**	46*	32**	33*	29**	24**	53	52*	27**	277	55*	266	93	11**	338	155	72	25**	12**	13**
Mean	6.13†	6.29	5.48	5.08	6.20	5.80	6.38	5.64	6.60	5.97	6.62	6.20	6.10	6.32	6.14	5.85	6.30†	5.78	6.77	6.14	6.09	5.54	5.89	7.20	5.90
Standard deviation	2.47	2.62	2.56	3.43	2.41	2.24	2.79	2.26	2.13	2.81	2.74	2.10	2.22	2.62	2.45	2.57	2.45	2.51	2.49	2.51	2.44	2.59	2.42	2.02	2.67
Standard error	0.11	0.44	0.54	0.99	0.12	0.51	0.39	0.36	0.30	0.48	0.49	0.23	0.30	0.45	0.13	0.33	0.12	0.31	0.60	0.12	0.17	0.28	0.41	0.61	0.63

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



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Table 151
Q2. Personalisation - Snapchat
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages	
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Unweighted base	471	78	100	105	76	81	459	437	360	433	471	228	192	124	105	153	213	247	195
Weighted base	365	56*	80	79	60	60	353	328	248	333	365	119	92	56	34	52	137	220	197
Effective base	336	47	77	71	56	59	326	308	251	305	336	152	122	73	81	128	149	185	192
Very personalised	(10) 35	9	9	6	4	7	34	30	26	30	35	13	10	8	4	5	12	23	24
	10%	15%	11%	7%	6%	11%	10%	9%	11%	9%	10%	11%	11%	15%	10%	9%	10%	12%	6%
9	(9) 24	3	6	4	5	5	23	23	19	24	24	18	12	8	5	8	12	13	18
	7%	5%	8%	5%	9%	8%	7%	7%	8%	7%	7%	15%Tghj	13%Tghj	14%Tghj	16%Tghj	14%Tghj	8%	6%	9%
8	(8) 49	5	10	12	12	7	45	44	39	45	49	20	14	10	6	7	20	28	23
	13%g	9%	13%	16%	21%	11%	13%	14%	16%g	14%	13%g	17%g	16%	17%	13%	15%	13%	13%	14%
7	(7) 75	12	10	12	10	17	72	69	58	69	75	24	20	13	6	10	29	42	29
	21%b	21%	13%	16%	16%	20%	21%	24%Tghj	21%	21%	20%	22%	23%o	17%	20%	21%	19%	24%	17%
6	(6) 39	7	11	10	6	4	39	36	26	37	39	12	6	3	4	6	17	22	17
	11%	12%	13%	13%	9%	7%	11%um	11%um	10%	11%um	11%	10%	7%	6%	11%mn	11%mn	12%	10%	11%
5	(5) 66	13	15	17	13	5	66	59	37	60	66	14	8	5	7	9	19	45	29
	18%aim	24%ae	19%	22%ae	21%	9%	19%ilmn	18%ilmn	15%um	18%ilmn	18%ilmn	11%	9%	9%	20%ilmn	18%ilmn	14%	21%	15%
4	(4) 22	2	1	10	2	5	21	19	15	20	22	5	7	2	1	2	9	13	11
	6%b	3%	1%	12%Tb	4%	9%b	6%	6%	6%	6%	6%	4%	8%op	4%	4%	4%	6%	6%	7%
3	(3) 21	1	7	1	3	6	20	18	12	18	21	9	7	6	1	3	10	11	7
	5%ct	3%	9%e	1%	5%	10%c	6%	6%	5%	6%	6%	7%o	8%o	10%op	3%	8%o	7%	5%	4%
2	(2) 15	3	3	1	3	4	15	14	7	15	15	2	2	-	-	-	3	11	5
	4%lp	5%	4%	1%	5%	6%	4%lp	4%lp	3%p	4%lp	4%lp	2%p	3%p	-	-	1%	-	2%	5%
1	(1) 4	-	3	-	-	-	4	4	4	4	4	-	1	-	-	1	4	-	3
	1%	-	3%	-	-	-	1%	1%	2%	1%	1%	-	1%	-	-	2%	3%Ts	-	2%
Not at all personalised	(0) 14	1	4	6	3	-	14	12	5	12	14	4	3	-	-	1	2	12	5
	4%r	2%	5%	7%	4%	1%	4%u	4%u	2%	3%u	4%u	4%	3%	-	1%	2%	1%	6%r	3%
NET: 8-10	106	17	26	23	21	18	102	97	84	99	108	51	37	25	15	19	44	63	68
	30%u	30%	32%	29%	35%	30%	29%	30%	34%Tghj	30%	30%	42%Tghj	40%Tghj	46%Tghj	43%Tghj	37%Tghj	32%	29%	34%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used. * small base



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Table 151
Q2. Personalisation - Snapchat
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Snapchat

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Weighted base	365	55*	80	79	60	60	353	328	248	333	365	119	92	56	34	52	137	220	197	168
NET: 4-7	203	34	37	48	31	32	198	183	136	165	203	53	42	24	18	28	74	123	109	94
	56%lmn	61%	46%	63%b	51%	53%	56%lmn	56%lmn	55%lmn	56%lmn	56%lmn	45%	46%	43%	52%n	53%lmn	54%	56%	55%	56%
NET: 0-3	54	6	18	7	8	10	53	48	28	49	54	15	13	6	2	5	19	34	21	33
	15%ot	10%	22%t	9%	14%	17%	15%o	15%o	11%o	15%o	15%o	13%o	14%op	11%o	5%	10%o	14%	16%	10%	20%t
Mean	6.13u	6.47	5.92	5.98	6.21	6.33	6.10	6.15	6.48Tgh	6.14	6.13	6.71Tgh	6.56Tgh	7.05Tgh	6.92Tgh	6.58Tgh	6.31	6.01	6.55Tu	5.64
Standard deviation	2.47	2.33	2.78	2.46	2.42	2.41	2.48	2.45	2.33	2.45	2.47	2.45	2.52	2.24	2.11	2.30	2.36	2.57	2.39	2.48
Standard error	0.11	0.26	0.28	0.24	0.28	0.27	0.12	0.12	0.12	0.12	0.11	0.16	0.18	0.20	0.21	0.19	0.16	0.16	0.14	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 152
Q2. Personalisation - Snapchat
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Total (f)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	471	22	66	376	22	70	372
Weighted base	365	23**	79	255	23**	83	251
Effective base	336	19	56	262	19	60	259
Very personalised	(10)	35 10%dk	2 11%	2 2%	27 11%kd	2 11%	27 11%k
9	(9)	24 7%	1 3%	2 2%	22 9%T	1 4%	4 9%
8	(8)	49 13%	3 15%	9 12%	36 14%	3 11%	9 14%
7	(7)	75 21%	5 24%	9 11%	60 23%Td	5 24%	11 13%
6	(6)	39 11%	3 14%	6 8%	30 12%	3 9%	6 12%
5	(5)	66 18%el	3 13%	24 31%Te	37 14%	3 13%	24 29%TI
4	(4)	22 6%el	1 4%	10 13%Te	11 4%	1 4%	10 13%TI
3	(3)	21 6%	1 2%	3 4%	16 6%	1 4%	3 6%
2	(2)	15 4%	1 5%	6 7%	8 3%	1 7%	6 3%
1	(1)	4 1%	-	-	4 2%	-	4 2%
Not at all personalised	(0)	14 4%el	2 10%	7 9%e	5 2%	7 8%l	5 2%
NET: 8-10	108 30%dk	6 28%	13 17%	85 33%Td	6 28%	15 18%	84 33%Tk
NET: 4-7	203 56%	12 56%	50 63%	137 54%	12 55%	52 63%	135 54%
NET: 0-3	54 15%	4 17%	16 20%	33 13%	4 17%	16 19%	33 13%
Mean	6.13dk	5.96	5.03	6.46Td	5.96	5.14	6.45Tk
Standard deviation	2.47	2.83	2.41	2.35	2.83	2.43	2.36
Standard error	0.11	0.60	0.30	0.12	0.60	0.29	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 153
Q2. Personalisation - Twitch
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Gender			Social Grade				Age							Ethnicity				Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18- (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	White (m)	BAME (n)	Mixed (o)	Asian (p)	Christi an (q)	Muslim (r)	None (A)	
Unweighted base	297	226	71	107	84	52	52	46	251	58	90	65	33	206	89	27	43	104	30	141	
Weighted base	176	126	51	59	52	34*	30*	33*	143	32*	54	40*	16**	134	41	13**	20*	53	13**	99	
Effective base	208	158	52	77	61	34	36	31	178	43	63	47	23	147	63	20	31	68	20	106	
Very personalised (10)	10	9	1	3	2	1	4	4	14sh	8	1	3	1	7	4	2	1	5	1	5	
9	(9)	15	10	5	4	4	5	2	3	13	4	2	5	2	10	6	1	3	4	3	
8	(8)	34	23	10	10	8	12	4	20%	27	6	11	7	3	28	5	2	2	9	1	
7	(7)	32	24	9	12	10	3	7	8	24	6	10	7	1	28	4	*	3	9	2	
6	(6)	24	17	7	9	8	4	2	3	22	5	9	5	3	16	8	2	5	7	3	
5	(5)	24	18	6	13	5	2	4	4	20	3	7	7	2	20	4	1	3	10	3	
4	(4)	11	7	4	2	4	2	3	2	9	1	3	5	*	8	3	2	*	2	1	
3	(3)	9	7	3	3	3	3	*	1	8	3	3	2	1	7	2	2	1	3	1	
2	(2)	5	2	4	1	4	1	-	*	5	2	2	-	1	3	2	-	*	2	-	
1	(1)	1	1	*	-	1	-	-	1	4	5	4	-	8	2	6	-	2	4	-	
Not at all personalised	(0)	9	7	2	1	4	-	4	-	8	1	4	1	2	6	2	2	-	3	-	
NET: 8-10		59	43	17	17	14	19	10	14	46	12	16	13	5	44	14	5	7	18	4	
NET: 4-7		92	66	25	37	27	12	16	17	75	15	28	24	6	73	18	5	11	27	9	
NET: 0-3		25	17	8	5	11	4	4	2	23	5	9	3	5	17	8	4	1	8	1	
Mean	6.19dh	6.24	6.05	6.30	5.62	6.91d	6.14	6.93	6.01	6.40	5.94	6.24	5.22	6.21	6.06	5.43	6.76s	6.19	6.55	6.12	
Standard deviation	2.45	2.47	2.43	2.02	2.72	2.08	2.99	2.14	2.49	2.33	2.57	2.10	3.15	2.35	2.83	3.22	2.01	2.58	1.85	2.48	
Standard error	0.14	0.16	0.29	0.20	0.30	0.29	0.41	0.32	0.16	0.31	0.27	0.26	0.55	0.16	0.30	0.62	0.31	0.25	0.34	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Table 154
 Q2. Personalisation - Twitch
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Twitch

	Total (T)	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Highest education			
		Any (e)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)	Secondarily school or equiv (o)	Universally degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	297	72	38	38	213	40	120	124	135	115	52	65	43	97	109	37	47
Weighted base	176	42*	24**	22**	129	27**	74	70	90	54	23*	30*	22*	59	66	15**	29*
Effective base	208	49	27	23	151	27	90	84	103	77	38	41	30	72	77	26	35
Very personalised	(10)	10	2	2	*	9	1	4	5	3	1	1	1	1	4	1	2
	6%o	4%	6%	1%	7%	4%	6%	7%	4%	5%	5%	3%	6%	2%	6%	5%	5%
9	(9)	15	2	1	13	1	5	8	6	6	1	3	4	4	5	3	3
	9%	4%	4%	7%	10%	3%	7%	12%	7%	12%	6%	12%	17%	6%	8%	23%	9%
8	(8)	34	5	3	1	28	4	20	9	18	10	5	3	11	12	4	5
	19%	12%	13%	6%	20%	14%	27%Tg	13%	20%	18%	21%	16%	12%	18%	18%	29%	16%
7	(7)	32	7	4	4	24	4	11	16	15	9	5	4	4	11	11	2
	18%	18%	18%	18%	18%	14%	15%	22%	17%	17%	23%	15%	16%	19%	17%	14%	25%
6	(6)	24	4	1	3	21	6	7	11	13	9	3	5	4	8	9	3
	14%	9%	5%	12%	18%	22%	9%	15%	14%	16%	14%	17%	19%	13%	14%	19%	12%
5	(5)	24	7	4	6	16	3	10	11	10	4	7	4	10	8	1	5
	14%	17%	16%	26%	12%	10%	14%	16%	11%	19%	15%	22%	21%	17%	12%	9%	16%
4	(4)	11	5	3	2	6	3	3	5	6	3	3	1	3	6	-	2
	6%	11%	11%	9%	5%	9%	5%	7%	6%	6%	11%	11%	3%	5%	8%	2%	8%
3	(3)	9	3	3	*	6	*	7	2	6	2	1	1	4	4	-	1
	5%	8%	13%	1%	5%	2%	9%T	3%	7%	4%	2%	2%	4%	7%	6%	-	3%
2	(2)	5	3	2	3	2	2	1	3	4	2	*	*	3	2	-	1
	3%	8%o	7%	12%	2%	6%	1%	5%	4%	3%	-	1%	2%	4%	3%	-	3%
1	(1)	1	1	1	-	1	1	*	*	*	*	*	*	1	*	-	-
	1%	1%	2%	-	*	2%	*	*	*	1%	1%	1%	-	2%	*	-	-
Not at all personalised	(0)	9	3	2	2	6	3	5	-	8	-	-	-	4	4	-	-
	5%g	8%	7%	8%	4%	12%	7%g	-	9%Tj	-	-	-	-	7%	7%	-	2%
NET: 8-10	59	8	5	3	48	6	30	22	27	18	7	9	8	16	21	9	9
	34%a	20%	23%	14%	37%a	22%	40%	32%	31%	35%	33%	31%	35%	27%	32%	56%	31%
NET: 4-7	92	23	12	14	67	15	32	42	43	31	15	19	13	32	34	7	18
	52%f	55%	49%	66%	52%	56%	43%	60%f	48%	58%	64%	65%	59%	54%	52%	44%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 154
 Q2. Personalisation - Twitch
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Twitch

	Impacting/ limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education					
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	1 (j)	2-3 (k)	4-5 (l)	No children aged 17 or under (m)	NET: Yes (n)	Aged under 5 (o)	Aged 5-10 (p)	Aged 11-15 (q)	Secondary school or equiv (r)	University degree or equiv (s)	Higher university degree (t)	Still in full time education (u)	
Weighted base	176	42*	24**	22**	129	27**	74	70	90	54	23*	30*	22*	59	66	15**	29*
NET: 0-3	25	10	7	5	14	6	13	6	19	4	1	1	11	11	-	2	8%
	14% ^g	14% ^h	14% ⁱ	14% ^j	14% ^k	14% ^l	14% ^m	14% ⁿ	14% ^o	14% ^p	14% ^q	14% ^r	14% ^s	14% ^t	14% ^u	14% ^v	14% ^w
Mean	6.19 ^{ao}	5.24	5.27	5.13	6.46 ^{ta}	5.27	6.17	6.52	5.72	6.51 ^{il}	6.53	6.35	6.68	5.70	5.99	7.46	6.43
Standard deviation	2.45	2.64	2.75	2.47	2.35	2.63	2.57	2.06	2.72	1.88	1.86	1.91	1.97	2.50	2.60	1.50	2.11
Standard error	0.14	0.31	0.45	0.40	0.16	0.45	0.24	0.19	0.23	0.18	0.26	0.24	0.30	0.25	0.25	0.25	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 155
Q2. Personalisation - Twitch
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Twitch

	Total (T)	GO Region											Urban/ Rural		Internet usage		Devices used to access internet	Working status		
		Scotland (a)	Wales (b)	NET: England (d)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)		Multiple devices (r)	Working full time (s)	Working part-time (t)
Unweighted base	297	30	13	246	32	21	33	21	18	61	31	20	236	34	276	21	276	156	44	
Weighted base	176	20**	10**	140	21**	11**	17**	15**	11**	28*	21**	10**	141	23**	157	19**	168	89	23*	
Effective base	208	24	9	169	20	17	22	14	15	44	24	14	165	24	195	16	195	107	34	
Very personalised	(10)	10	1	-	10	5	1	*	1	-	2	-	10	*	10	1	10	5	1	
	6%	5%	-	7%	23%	6%	1%	6%	-	7%	-	-	7%	2%	6%	3%	6%	5%	3%	
9	(9)	15	1	13	3	1	2	*	1	4	2	*	13	2	15	-	14	8	1	
	9%	8%	12%	9%	13%	5%	11%	2%	5%	13%	11%	4%	9%	7%	10%T	-	9%	9%	6%	
8	(8)	34	3	4	27	4	3	6	1	2	4	2	3	26	5	25	9	33	15	4
	19% ⁿ	17%	35%	19%	21%	28%	34%	7%	19%	15%	11%	26%	18%	23%	16%	46%	20%	17%	19%	
7	(7)	32	4	3	24	1	1	1	4	4	6	2	22	8	30	2	32	13	5	
	16%	19%	27%	17%	4%	12%	8%	28%	32%	15%	28%	16%	33%	19%	13%	19%	14%	22%		
6	(6)	24	5	-	19	3	2	1	2	2	5	3	1	22	1	24	*	22	15	3
	14%	25%	-	14%	14%	20%	7%	15%	14%	18%	14%	8%	16%	4%	15%T	2%	13%	17%	15%	
5	(5)	24	3	2	18	2	1	3	3	-	4	1	3	19	3	20	4	23	15	3
	14%	14%	15%	13%	10%	5%	18%	21%	-	15%	5%	31%	14%	14%	13%	20%	14%	16%	13%	
4	(4)	11	1	-	10	2	-	2	-	1	*	3	*	7	3	11	-	11	6	2
	6%	5%	-	7%	11%	-	11%	-	12%	2%	13%	5%	5%	11%	7%	-	6%	7%	7%	
3	(3)	9	*	1	8	1	*	1	1	*	1	2	1	7	1	9	-	8	5	2
	5%	1%	11%	6%	4%	2%	8%	7%	4%	3%	11%	6%	5%	6%	6%	-	5%	5%	10%	
2	(2)	5	-	-	5	-	1	*	2	-	1	1	-	5	-	5	1	5	2	-
	3%	-	-	4%	-	8%	2%	14%	-	3%	5%	-	4%	-	3%	4%	3%	3%	-	
1	(1)	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	1	1	-	
	1% ⁿ	-	-	1%	-	-	-	-	-	3%	-	-	1%	-	-	-	1%	-	1%	
Not at all personalised	(0)	9	1	-	5	-	2	-	1	2	-	-	8	-	7	2	9	5	1	
	5% ⁿ	7%	-	4%	-	14%	-	-	13%	7%	-	-	6%	-	4%	11%	5%	5%	3%	
NET: 8-10	59	6	5	49	12	4	8	2	3	10	5	3	49	7	50	9	58	28	7	
	34% ⁿ	29%	48%	35%	57%	39%	46%	15%	25%	34%	22%	30%	34%	31%	32%	50%	34%	31%	28%	
NET: 4-7	92	12	4	71	8	4	7	10	7	14	13	7	71	15	85	7	87	48	13	
	52%	63%	42%	51%	39%	37%	43%	64%	58%	49%	60%	63%	50%	63%	54%T	35%	52%	54%	58%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 155
Q2. Personalisation - Twitch
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Twitch

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet	Working status		
	Scotland (a)	Wales (b)	NET: England (d)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)		Multiple devices (r)	Working full time (s)	Working part-time (t)
Weighted base	176	20**	10**	140	21**	11**	17**	15**	11**	28*	21**	10**	141	23**	157	19**	168	89	23*
NET: 0-3	25 14%	2 8%	1 11%	20 14%	1 4%	3 24%	2 11%	3 21%	2 17%	5 17%	4 18%	1 6%	22 15%	1 6%	22 14%	3 15%	23 14%	13 15%	3 14%
Mean	6.19	6.23	6.87	6.24	7.31	5.81	6.40	5.75	5.72	6.10	5.89	6.26	6.16	6.51	6.19	6.15	6.21	6.00	6.09
Standard deviation	2.45	2.32	1.87	2.44	2.28	3.16	2.11	2.25	2.78	2.77	2.18	1.70	2.55	1.78	2.42	2.79	2.46	2.47	2.21
Standard error	0.14	0.42	0.52	0.16	0.40	0.69	0.37	0.49	0.66	0.35	0.39	0.38	0.17	0.30	0.15	0.61	0.15	0.20	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 156
Q2. Personalisation - Twitch
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income- per year					Regular users of VSP's (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety messages					
	Total (n)	Up to £15,999 (n)	£15,600 - £25,999 (n)	£26,000 - £36,999 (n)	£36,400 - £51,999 (n)	£52,000 + (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruita (n)	Bitchute (n)	OnlyFans (n)	Any exposure (n)	No exposure (n)	Very/Quite aware (n)	Not at all/Not very aware (n)
Unweighted base	297	55	62	69	46	49	295	268	229	267	228	297	174	114	102	136	144	148	196	101
Weighted base	176	30*	40*	39*	27*	28*	175	149	116	154	119	176	75	49	33	44	72	103	111	65
Effective base	208	37	44	46	36	33	206	186	156	181	152	208	118	66	78	115	98	110	134	74
Very personalised	(10) 10	3	3	2	1	2	9	9	8	9	10	6	5	3	4	5	6	7	4	4
	6%g	11%	8%	5%	2%	6%	5%	6%	5%	5%	6%g	3%g	10%g	4%	6%	7%	5%	6%	6%	6%
9	(9) 15	2	1	5	3	4	15	15	12	15	11	15	9	6	4	4	8	7	12	3
	9%	6%	3%	13%	11%	13%	9%	10%Tj	10%	10%	9%	12%	12%	12%	12%	9%	12%	7%	11%	4%
8	(8) 34	4	9	11	5	5	34	28	20	32	21	34	12	7	5	8	10	23	22	12
	19%	14%	23%	28%	17%	17%	19%	19%	17%	21%km	18%	19%	16%	14%	14%	19%n	15%	23%	19%	19%
7	(7) 32	6	6	7	7	4	32	26	24	27	22	32	13	9	6	8	12	21	22	10
	18%	21%	15%	19%	24%	15%	18%	18%	21%h	18%	18%	17%	17%	18%	18%	19%	16%	20%	20%	16%
6	(6) 24	3	7	5	5	3	24	18	14	20	16	24	8	7	5	5	13	11	15	9
	14%	11%	17%	13%	19%	12%	14%h	12%	12%	13%	13%	14%	11%	14%	14%	12%	18%	11%	14%	14%
5	(5) 24	4	3	3	5	5	24	22	18	21	18	24	12	8	6	8	8	15	17	7
	14%	14%	7%	8%	17%	18%	14%	15%	15%	14%	15%	14%	15%	17%	17%	17%	11%	15%	15%	11%
4	(4) 11	3	2	2	2	3	11	10	6	9	8	11	2	2	1	3	8	3	7	4
	6%ms	9%	5%	4%	6%	11%	6%u	7%u	6%u	6%u	6%u	6%u	3%	3%	3%	6%mn	11%Ts	3%	6%	6%
3	(3) 9	3	3	1	-	1	9	8	5	7	5	9	5	1	2	4	5	3	7	7
	5%t	10%	7%	2%	-	3%	5%	5%	5%	5%	4%	5%	7%knp	2%	7%u	4%	5%	5%	2%	10%Tt
2	(2) 5	-	3	1	1	1	5	5	5	5	4	5	2	2	-	1	3	2	3	2
	3%	-	8%	3%	3%	3%	4%	4%	4%	4%	3%	3%	5%o	1%	3%	5%	2%	3%	3%	4%
1	(1) 1	1	1	-	-	-	1	1	1	1	1	1	1	-	-	-	1	-	1	1
	1%	2%	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	-	1%	1%
Not at all personalised	(0) 9	1	2	2	-	-	9	5	2	8	4	9	5	2	1	1	-	9	3	6
	5%hprt	2%	6%	5%	-	2%	5%hprt	4%ip	2%	5%hkp	4%l	5%hprt	6%hko	4%	3%	1%	-	9%Tr	3%	9%t
NET: 8-10	59	9	14	18	8	10	58	52	41	54	41	59	28	17	11	16	24	36	40	19
	34%	31%	33%	46%	31%	33%	33%	35%	35%	34%	34%	37%	36%	34%	37%	33%	33%	35%	38%	29%
NET: 4-7	92	16	18	17	18	16	92	77	62	77	64	92	34	26	18	24	41	50	61	30
	52%u	55%	45%	44%	66%	57%	52%u	51%u	54%u	50%	53%u	52%u	46%	53%	53%u	54%u	56%	49%	55%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 156
Q2. Personalisation - Twitch
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety messages					
	Total (T)	Up to £15,999 (u)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (t)	
Weighted base	176	30*	40*	39*	27*	28*	175	149	116	154	119	176	75	49	33	44	72	103	111	65
NET: 0-3	25	4	9	4	1	2	25	20	13	22	14	25	13	6	4	4	9	17	9	16
	14% ^d pt	14%	21% ^d	10%	3%	8%	14% ^p	13% ^p	11%	14% ^p	12%	14% ^p	18% ^h knop	11%	12%	9%	11%	16%	8%	24% ^T
Mean	6.19u	6.25	5.90	6.69	6.60	6.36	6.16	6.25	6.48 ^{Tgh} jm	6.18	6.31	6.19	6.21	6.45	6.42	6.56 ^{Tgh} jm	6.34	6.10	6.52 ^{Tu}	5.62
Standard deviation	2.45	2.45	2.69	2.36	1.73	2.22	2.44	2.40	2.27	2.48	2.40	2.45	2.71	2.49	2.39	2.23	2.21	2.62	2.19	2.77
Standard error	0.14	0.33	0.34	0.28	0.28	0.32	0.14	0.15	0.15	0.16	0.14	0.21	0.23	0.24	0.19	0.18	0.22	0.16	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 157

Q2. Personalisation - Twitch

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

Twitch

	Total (f)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	297	12	23	255	13	22	255
Weighted base	176	12**	21**	136	13**	20**	136
Effective base	208	10	22	172	11	21	172
Very personalised	(10)	10	1	9	1	1	9
		6%	6%	3%	7%	5%	3%
9	(9)	15	-	2	13	-	2
		3%	-	9%	10%	-	10%
8	(8)	34	5	3	25	5	3
		19%	43%	16%	18%	41%	17%
7	(7)	32	-	5	24	-	5
		18%	-	23%	18%	-	23%
6	(6)	24	4	4	16	5	3
		14%	31%	17%	12%	35%	14%
5	(5)	24	1	-	22	1	22
		14%	12%	-	16%T	11%	-
4	(4)	11	1	1	8	1	8
		6%	8%	5%	6%	7%	5%
3	(3)	9	-	2	7	-	2
		5%	-	7%	5%	-	8%
2	(2)	5	-	1	5	-	1
		3%	-	5%	3%	-	5%
1	(1)	1	-	-	1	-	-
		1%	-	-	1%	-	-
Not at all personalised	(0)	9	-	3	5	-	3
		5%	-	16%	4%	-	16%
NET: 8-10		59	6	6	47	6	47
		34%	49%	28%	35%	46%	35%
NET: 4-7		92	6	9	70	7	70
		52%	51%	44%	52%	42%	52%
NET: 0-3		25	-	6	18	-	6
		14%	-	28%	13%	-	29%
Mean		6.19	6.82	5.49	6.26	6.78	5.47
Standard deviation		2.45	1.62	3.10	2.43	1.59	3.15
Standard error		0.14	0.47	0.65	0.15	0.44	0.67

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) - T/a/b/c/d/e - T/h/i/j/k/l

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



Table 158
 Q2. Personalisation - Bitchute
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Bitchute

	Gender		Social Grade			Age			Ethnicity		Religion		
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	16+ (h)	25-34 (i)	35-44 (k)	White (r)	BAME (s)	Christi an (u)	None (v)
Unweighted base	131	99	32	41	45	24	131	47	37	76	53	56	38
Weighted base	51	35	16**	15*	19*	10**	51	19*	16**	30	19*	18*	17**
Effective base	96	72	25	30	30	20	96	36	24	54	40	46	27
Very personalised	(10) 2	1	1	-	1	-	2	-	1	2	-	1	1
	4%	4%	4%	1%	3%	2%	4%	1%	6%	7%	-	6%	5%
9	(9) 4	3	1	2	2	1	4	1	2	3	2	2	2
	9%	10%	7%	13%	10%	7%	9%	6%	14%	10%	8%	10%	9%
8	(8) 7	5	2	1	3	1	7	2	2	3	4	3	1
	14%	14%	13%	8%	15%	11%	14%	10%	12%	10%	20%	15%	6%
7	(7) 8	5	3	3	5	1	8	1	6	3	5	2	2
	16%	14%	21%	18%	25%	10%	16%	7%	34%	10%	27%Tr	13%	14%
6	(6) 6	4	2	3	2	1	6	3	1	4	3	3	2
	13%	12%	14%	17%	10%	8%	13%	15%	8%	12%	15%	17%	13%
5	(5) 12	7	5	4	4	4	12	6	3	8	4	4	4
	24%	21%	30%	25%	22%	34%	24%	33%	18%	26%	18%	19%	23%
4	(4) 4	3	1	1	1	1	4	2	1	3	*	1	2
	7%a	9%	3%	4%	6%	14%	7%	8%	4%	10%	1%	4%	12%
3	(3) 3	2	1	1	1	1	3	2	-	2	1	1	1
	5%	6%	3%	3%	3%	14%	5%	9%	-	6%	5%	8%	8%
2	(2) 2	1	1	1	1	-	2	1	1	1	1	1	2
	4%	4%	5%	9%	3%	-	4%	5%	5%	4%	5%	3%	9%
1	(1) -	-	-	-	-	-	-	-	-	-	-	-	-
Not at all personalised	(0) 2	2	-	-	-	-	2	1	-	2	-	1	-
	3%	5%	-	-	3%	-	3%	7%	-	6%	-	6%	-
NET: 8-10	13	10	4	3	5	2	13	3	5	8	5	6	4
	26%	28%	24%	22%	28%	20%	26%	17%	32%	26%	28%	30%	21%
NET: 4-7	31	20	11	10	12	7	31	12	10	17	12	10	11
	60%	57%	68%	65%	63%	67%	60%	62%	64%	58%	62%	53%	62%
NET: 0-3	7	5	1	2	2	1	7	4	1	5	2	3	3
	13%	16%	8%	13%	9%	14%	13%	21%	5%	16%	10%	17%	17%
Mean	5.93	5.82	6.17	5.97	6.26	5.58	5.93	5.12	6.78	5.72	6.36	5.97	5.66
Standard deviation	2.28	2.45	1.91	2.10	2.15	1.96	2.28	2.33	1.92	2.55	1.83	2.57	2.28
Standard error	0.20	0.25	0.34	0.33	0.32	0.40	0.20	0.34	0.32	0.29	0.25	0.34	0.37

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



Table 159
 Q2. Personalisation - Bitchute
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Bitchute

	Total (f)	Number of people in household			Do any children aged 17 or under live in your household?			Highest education			
		No impact/limiting condition (g)	1 (e)	2-3 (h)	4-5 (a)	No children aged 17 or under (i)	NET: Yes (b)	Aged under 5 (k)	Aged 5-10 (l)	Secondary school or equiv (m)	University degree or equiv (n)
Unweighted base	131	93	26	47	52	53	77	36	44	47	57
Weighted base	51	38	12**	20*	18*	24*	26	13**	15*	19*	24*
Effective base	96	67	23	32	39	40	57	26	31	38	39
Very personalised	(10)	2	2	2	2	1	1	1	1	1	1
		4%	5%	2%	9%	4%	4%	7%	2%	6%	4%
9	(9)	4	3	1	2	2	2	1	2	1	2
		9%	8%	6%	8%	12%	9%	9%	8%	10%	6%
8	(8)	7	5	1	3	3	2	5	2	3	2
		14%	12%	5%	14%	18%	10%	17%	13%	17%	9%
7	(7)	8	7	1	4	4	5	3	3	2	6
		16%	18%	1%	21%	21%	4	15%	18%	9%	23%
6	(6)	6	6	2	1	2	3	2	2	3	2
		13%	16%	21%	7%	13%	14%	12%	15%	13%	9%
5	(5)	12	8	4	3	4	5	7	2	4	7
		24%	22%	35%	17%	25%	21%	26%	20%	27%	29%
4	(4)	4	3	2	1	1	3	1	1	2	2
		7%	7%	14%	6%	4%	11%	4%	5%	4%	7%
3	(3)	3	2	1	2	1	2	1	1	1	1
		5%	5%	8%	7%	2%	8%	4%	7%	7%	6%
2	(2)	2	2	1	1	1	1	1	1	1	1
		4%	4%	11%	3%	2%	8%	1%	2%	2%	4%
1	(1)	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-
Not at all personalised	(0)	2	1	1	1	2	-	-	-	1	1
		3%	3%	5%	6%	7%	-	-	-	3%	3%
NET: 8-10	13	10	2	6	5	8	4	4	4	5	5
	26%	25%	13%	31%	28%	22%	30%	28%	29%	29%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 159
 Q2. Personalisation - Bitchute
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Bitchute

	Total (d)	Number of people in household			Do any children aged 17 or under live in your household?			Highest education			
		1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (i)	NET: Yes (h)	Aged under 5 (k)	Aged 5-10 (l)	Secondary school or equiv (m)	University degree or equiv (n)	
Weighted base	51	38	12**	20*	18*	24*	26	13**	15*	19*	24*
NET: 4-7	31	24	8	10	11	15	16	8	9	10	16
	60%	63%	71%	52%	63%	60%	61%	65%	62%	55%	68%
NET: 0-3	7	4	2	3	1	4	2	1	1	3	3
	13%	12%	16%	17%	8%	17%	9%	6%	8%	16%	13%
Mean	5.93	6.02	4.99	6.08	6.32	5.51	6.34T	6.52	6.28	5.81	5.83
Standard deviation	2.28	2.22	2.23	2.65	1.81	2.59	1.91	1.94	1.88	2.41	2.16
Standard error	0.20	0.23	0.44	0.39	0.25	0.36	0.22	0.32	0.28	0.35	0.29

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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 160
 Q2. Personalisation - Bitchute
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Bitchute

	GO Region			Urban/ Rural	Interne Usage	Devices used to access internet	Working status	
	Total (n)	England (n)	London (n)	Urban (n)	More than 2 hours (n)	Multipl e devices (n)	Working full time (n)	Working part- time (n)
Unweighted base	131	120	33	104	120	107	77	29
Weighted base	51	46	11**	40	42	42	28	12**
Effective base	96	88	29	80	96	78	52	24
Very personalised	(10)	2 4%	1 4%	1 3%	1 3%	1 4%	1 5%	1 6%
9	(9)	4 9%	4 9%	2 15%	4 10%	4 10%	3 9%	1 12%
8	(8)	7 14%	7 15%	2 21%	5 12%	6 15%	5 11%	2 13%
7	(7)	8 16%	8 17%	1 14%	6 16%	5 11%	8 19%	2 13%
6	(6)	6 13%	6 12%	1 11%	4 10%	6 13%	5 13%	2 14%
5	(5)	12 24%	10 23%	2 21%	11 27%	10 23%	6 22%	3 23%
4	(4)	4 7%	4 8%	1 7%	3 7%	4 9%	2 6%	2 13%
3	(3)	3 5% ^{sd}	2 4%	- 2%	2 5%	2 6%	2 7%	1 5%
2	(2)	2 4%	2 5%	- 3%	2 5%	2 5%	2 7%	- 2%
1	(1)	-	-	-	-	-	-	-
Not at all personalised	(0)	2 3% ^{sd}	1 2%	- -	2 4%	2 4%	1 2%	-
NET: 8-10	13	13	4	10	12	11	7	4
	28%	28%	42%	25%	29%	28%	25%	30%
NET: 4-7	31	28	6	24	24	25	17	8
	60%	60%	53%	60%	56%	59%	60%	63%
NET: 0-3	7	5	-	6	6	6	4	1
	13%	11%	5%	15%	15%	15%	15%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 160
 Q2. Personalisation - Bitchute
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Bitchute

	GO Region			Urban/ Rural	Interne t Usage More than 2 hours	Devices used to access interne t Multipl e device s	Working status	
	Total (n)	England (n)	London (n)	Urban (n)	(n)	(n)	Working full time (n)	Working part- time (n)
Weighted base	51	46	11**	40	42	42	28	12**
Mean	5.93	6.07T	6.71	5.78	5.93	5.92	5.96	6.22
Standard deviation	2.28	2.22	2.06	2.35	2.39	2.36	2.27	2.12
Standard error	0.20	0.20	0.36	0.23	0.22	0.23	0.26	0.36

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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 161
Q2. Personalisation - Bitchute
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income: per year				Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (n)	Up to £15,599 (n)	£15,600 - £25,999 (n)	£26,000 - £36,399 (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruita (n)	Bitchute (n)	OnlyFans (n)	Any exposure (n)	No exposure (n)	Very/Quite aware (n)	Not at all/Not very aware (n)
Unweighted base	131	34	27	33	130	117	102	120	105	102	89	131	87	73	54	95	36	
Weighted base	51	12**	10**	13**	51	42	32	43	34	33	31	28	51	23	23	27*	35	16**
Effective base	96	28	23	21	95	90	82	93	81	78	87	69	96	78	60	40	72	25
Very personalised	(10)	2	-	-	2	1	1	1	1	1	1	2	1	2	1	2	-	-
		4%	2%	2%	4%	3%	4%	3%	4%	4%	4%	5%	4%	6%	5%	5%	6%	6%
9	(9)	4	1	1	2	4	4	4	4	4	4	4	4	3	2	2	3	1
		9%	5%	12%	12%	9%	11%Tgo	13%Tgo	10%Tgo	13%Tgo	11%Tgo	15%Tgmo	9%	14%Tgjo	11%	7%	10%	7%
8	(8)	7	3	1	2	7	6	5	6	5	6	5	7	6	4	3	5	2
		14%	26%	9%	13%	14%	14%	16%	15%	17%	16%	18%Tghj	20%Tgho	14%	25%Tghijmmo	18%	10%	15%
7	(7)	8	-	1	4	8	7	5	5	5	4	4	5	8	4	3	5	3
		16%ijm	2%	14%	32%	17%ijm	16%ijm	15%ijl	12%	15%im	12%	13%	18%ijmp	16%ijm	15%ijl	15%	19%	15%
6	(6)	6	1	2	2	6	5	4	6	3	4	4	3	6	2	3	3	3
		13%kt	11%	22%	14%	13%k	12%k	11%	14%k	9%	11%	12%kn	10%	13%k	11%k	13%	13%	9%
5	(5)	12	3	2	2	12	11	7	10	9	8	5	6	12	4	5	6	9
		24%mp	23%	18%	18%	24%mp	26%imp	22%mp	23%mp	26%imp	23%mp	17%	23%mp	24%mp	19%	22%	24%	26%
4	(4)	4	2	-	4	2	2	3	1	2	3	1	4	1	1	3	4	-
		7%hkn	13%	2%	4%	7%k	6%k	7%kn	7%k	4%	7%kn	9%Tghjk	4%	7%hkn	6%kn	5%	10%	11%T
3	(3)	3	1	1	-	3	3	2	3	3	3	2	3	1	1	1	1	2
		5%	6%	9%	-	5%	7%	7%sp	6%Tgo	8%Tgop	8%Tgop	9%Tghjn	6%sp	5%	5%	6%	5%	4%
2	(2)	2	1	-	1	2	2	1	2	1	2	-	2	-	1	2	2	1
		4%k	6%	-	6%	4%k	4%k	2%	5%Tiklo	2%	3%	5%kd	-	4%k	-	3%	6%	4%
1	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all personalised	(0)	2	1	1	-	2	1	-	2	-	1	-	2	-	-	2	1	1
		3%ukm	5%	11%	-	4%ukm	3%ukm	2%	4%Thkm	1%	3%ukm	2%	3%ukm	-	-	7%	2%	7%
NET: 8-10		13	4	2	4	13	12	11	12	11	10	11	13	10	9	5	11	3
		26%	33%	24%	27%	27%	28%	33%Tghj	28%Tgo	33%Tghj	32%Tgo	33%Tghj	39%Tghjmmo	26%	44%Tghijmmo	38%Ts	18%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 161
Q2. Personalisation - Bitchute
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Bitchute

	Household income- per year				Regular users of VSP's (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages	
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (t)
Weighted base	51	12**	10**	13**	51	42	32	43	34	33	31	28	51	23	23	27*	35	16**
NET: 4-7	31 60% ijk	6 50% mp	6 57% mp	9 67% p	30 60% ijklm	24 59% klmp	18 56% mp	24 56% mp	19 55% p	18 53% p	16 52% p	15 55% mp	31 60% ijklmp	12 51% mp	12 54% mp	17 65% mp	21 60% mp	10 62% mp
NET: 0-3	7 13% np	2 16% np	2 20% np	1 8% np	7 13% np	5 13% np	4 11% np	7 16% Tghlknop	4 12% np	5 15% np	5 15% knop	2 6% np	7 13% np	1 5% np	2 8% np	5 17% np	3 10% np	3 21% np
Mean	5.93j	5.51	5.63	6.53	5.94j	6.00j	6.26Tghjmo	5.83	6.27Tghjmo	6.04	6.07j	6.71Tghijklmo	5.93j	6.84Tghijklmno	6.58Ts	5.42	6.11	5.53
Standard deviation	2.28	2.49	2.76	1.85	2.28	2.23	2.18	2.38	2.17	2.37	2.32	1.90	2.28	1.90	2.10	2.34	2.24	2.39
Standard error	0.20	0.43	0.53	0.32	0.20	0.21	0.22	0.22	0.21	0.23	0.23	0.20	0.20	0.20	0.25	0.32	0.23	0.40

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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 162

Q2. Personalisation - Bitchute

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Total (f)	No. of VSPs used in Past 3 months 5+ VSPs (e)	No. of Selected VSPs used in Past 3 months 5+ VSPs (i)
Unweighted base	131	116	116
Weighted base	51	40	40
Effective base	96	90	90
Very personalised	(10)	2 4%	1 3%
9	(9)	4 9%	4 11%T
8	(8)	7 14%	6 14%
7	(7)	8 16%el	6 14%
6	(6)	6 13%el	4 10%
5	(5)	12 24%	10 26%
4	(4)	4 7%	3 7%
3	(3)	3 5%	3 7%T
2	(2)	2 4%	2 4%
1	(1)	-	-
Not at all personalised	(0)	2 3%	1 3%
NET: 8-10	13 26%	12 29%T	12 29%T
NET: 4-7	31 60%el	23 57%	23 57%
NET: 0-3	7 13%	5 14%	5 14%
Mean	5.93	5.96	5.96
Standard deviation	2.28	2.28	2.28

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) - T/a/b/c/d/e - T/h/i/j/k/l

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

Table 162
Q2. Personalisation - Bitchute
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Bitchute

	Total (f)	No. of VSPs used in Past 3 months 5+ VSPs (g)	No. of Selected VSPs used in Past 3 months 5+ VSPs (h)
Weighted base	51	40	40
Standard error	0.20	0.21	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 163
Q2. Personalisation - OnlyFans
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Gender		Social Grade				Age					Ethnicity			Religion	
	Total (n)	Male (a)	AB (c)	C1 (d)	C2 (e)	DE (f)	16+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	White (l)	BAME (m)	Asian (n)	Christi an (o)	None (A)
Unweighted base	198	173	63	59	33	42	198	40	67	47	36	131	65	36	74	84
Weighted base	76	67	23*	23*	12**	17*	76	13*	25	19*	14**	54	21	13**	26	37
Effective base	162	142	48	48	29	37	162	34	58	40	28	109	52	28	55	75
Very personalised	(10)	7	6	2	1	2	7	3	2	2	7	5	3	1	3	3
	10%	9%	7%	9%	12%	13%	10%	22%Th	8%	8%	7%	8%	13%	7%	12%	8%
9	8	7	2	4	*	1	8	*	3	2	2	5	2	1	3	3
	10%	11%	7%	19%T	4%	6%	10%	4%	12%	8%	17%	10%	11%	9%	11%	8%
8	(8)	16	12	5	3	3	16	3	4	5	3	10	5	4	5	7
	20%a	18%	20%	22%	25%	15%	20%	23%	15%	29%	23%	19%	24%	33%	18%	19%
7	(7)	10	8	3	3	1	3	10	2	4	3	7	2	1	2	6
	13%	13%	11%	11%	9%	20%	13%	18%	16%	16%	-	14%	10%	10%	8%	18%
6	(6)	9	8	3	2	1	9	1	2	4	1	6	3	2	3	3
	11%	12%	15%	11%	10%	8%	11%	4%	8%	22%Th	9%	11%	13%	15%	10%	8%
5	(5)	11	10	4	2	2	11	2	5	1	2	9	2	1	4	5
	14%	14%	19%	9%	18%	12%	14%	13%	18%	7%	12%	16%	9%	7%	17%	13%
4	(4)	4	4	1	1	1	4	1	2	1	*	3	1	*	2	2
	6%	6%	5%	5%	9%	6%	6%	8%	7%	6%	2%	6%	5%	3%	7%	7%
3	(3)	3	3	*	1	1	3	1	1	-	1	1	2	2	2	1
	4%r	4%	1%	5%	4%	5%	4%	4%	4%	-	9%	2%	10%Tr	13%	6%	2%
2	(2)	2	2	*	1	*	2	1	*	*	*	1	*	-	1	1
	2%	2%	1%	2%	4%	3%	2%	4%	1%	-	3%	2%	2%	-	2%	3%
1	(1)	1	1	-	1	*	1	-	1	-	1	*	*	-	1	1
	1%	1%	-	3%	3%	-	1%	-	4%	-	-	1%	2%	3%	-	2%
Not at all personalised	(0)	7	6	3	1	*	7	-	2	1	3	6	-	-	2	5
	9%a	9%	14%	5%	2%	12%	9%	-	7%	3%	19%	12%a	-	-	8%	13%
NET: 8-10	30	26	8	12	5	6	30	6	9	8	7	20	10	6	11	13
	40%	38%	35%	50%	41%	34%	40%	48%	35%	45%	47%	49%	49%	41%	41%	35%
NET: 4-7	33	30	12	8	6	8	33	6	13	10	3	25	8	5	11	17
	44%	44%	50%	35%	46%	47%	44%	44%	50%	52%	23%	46%	38%	35%	42%	46%
NET: 0-3	12	12	4	3	2	3	12	1	4	1	4	9	3	2	4	7
	16%k	17%	16%	15%	13%	19%	16%k	8%	15%k	3%	31%	16%	13%	16%	16%	19%
Mean	6.17	6.08	5.84	6.61	6.27	6.00	6.17	7.03Th	6.04	6.95Th	5.58	5.98	6.80T	6.64	6.20	5.85
Standard deviation	2.83	2.87	2.94	2.76	2.63	3.06	2.83	2.39	2.78	2.01	3.52	2.93	2.39	2.33	2.88	3.02
Standard error	0.20	0.22	0.37	0.36	0.46	0.47	0.20	0.38	0.34	0.29	0.59	0.26	0.30	0.39	0.34	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Table 164
 Q2. Personalisation - OnlyFans
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 OnlyFans

	Total (T)	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?					Highest education			
		Any (e)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)
Unweighted base	198	53	23	33	132	35	85	66	102	95	43	48	33	75	79	35
Weighted base	76	21*	10**	12**	51	15**	35	22	44	32	15*	14*	11**	30	30	12**
Effective base	162	42	19	26	110	29	72	54	87	75	34	43	26	62	67	25
Very personalised	(10)	7	3	3	1	4	2	3	2	4	2	1	1	3	2	1
	10%	14%	28%	10%	8%	11%	8%	11%	8%	12%	15%	8%	13%	11%	7%	8%
9	(9)	8	1	*	6	1	4	2	4	4	1	3	1	2	4	1
	10%	6%	5%	9%	12%	8%	12%	10%	9%	12%	8%	20%Tjk	7%	14%	12%	
8	(8)	16	4	2	2	10	2	7	5	8	3	4	3	4	7	4
	20%so	19%	18%	19%	21%	13%	21%	24%	17%	25%	22%	26%	28%	12%	22%	33%
7	(7)	10	2	1	1	6	*	5	3	6	4	3	1	5	4	1
	13%	10%	13%	7%	12%	3%	14%	14%	13%	13%l	18%l	5%	11%	15%	13%	6%
6	(6)	9	2	1	1	6	2	3	2	4	4	2	2	2	3	5
	11%	11%	9%	11%	12%	14%	9%	11%	10%	14%	13%	12%	14%	10%	16%	6%
5	(5)	11	3	1	2	8	3	5	3	7	4	2	2	1	6	3
	14%	12%	6%	18%	15%	20%	14%	12%	16%	12%	17%	14%	12%	19%	11%	13%
4	(4)	4	1	-	-	3	-	3	2	2	2	1	*	2	1	-
	6%	5%	3%	4%	5%	-	7%	8%	5%	7%	5%	8%	2%	3%	5%	3%
3	(3)	3	1	-	1	1	*	1	1	2	1	-	*	1	2	*
	4%	6%	-	11%	2%	2%	3%	6%	4%	4%	-	1%	10%	5%	2%	6%
2	(2)	2	-	-	-	2	*	1	1	1	1	*	*	1	1	-
	2%	-	-	-	3%	3%	1%	3%	2%	2%	2%	4%	3%	3%	2%	-
1	(1)	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-
	1%	-	-	-	2%	-	3%	-	2%	-	-	-	-	-	3%	-
Not at all personalised	(0)	7	3	2	1	3	4	2	*	7	-	-	-	3	2	2
	9%g	18%	19%	12%	6%	26%	7%	1%	15%Tjk	-	-	-	-	10%	6%	15%
NET: 8-10	30	8	5	5	21	5	15	10	15	15	7	8	5	9	13	6
	40%so	40%	50%	38%	42%	31%	42%	45%	34%	49%T	45%	55%Ti	48%	30%	42%	52%
NET: 4-7	33	8	3	5	23	6	16	10	19	14	8	6	4	16	14	3
	44%	37%	30%	40%	45%	37%	45%	45%	43%	45%	53%	39%	38%	52%	45%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 164
 Q2. Personalisation - OnlyFans
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 OnlyFans

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education				
	Any (e)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	
Weighted base	76	21*	10**	12**	51	15**	35	22	44	32	15*	14*	11**	30	30	12**
NET: 0-3	12 16% ^{kl}	5 23%	2 19%	3 23%	7 14%	5 31%	5 14%	2 10%	10 23% ^{lkl}	2 6%	*	1 2%	2 6%	5 18%	4 13%	2 20%
Mean	6.171	5.87	6.47	5.82	6.31	5.01	6.27	6.72	5.59	7.01 ^l	7.12 ^l	7.01 ^l	6.80	5.84	6.36	6.14
Standard deviation	2.83	3.32	3.75	3.09	2.70	3.62	2.76	2.31	3.15	2.08	1.96	2.21	2.34	2.89	2.69	3.25
Standard error	0.20	0.46	0.78	0.54	0.24	0.61	0.30	0.28	0.31	0.21	0.30	0.32	0.41	0.33	0.30	0.55

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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 165
 Q2. Personalisation - OnlyFans
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 OnlyFans

	GO Region			Urban/ Rural	Internet usage		Devices used to access internet	Working status	
	Total (n)	England (%)	London (%)	Urban (%)	More than 2 hours (%)	1-2 hours (%)	Multi- ple devices (%)	Working full time (%)	Working part- time (%)
Unweighted base	198	172	44	151	183	14	174	125	37
Weighted base	76	64	16*	57	65	10**	69	49	14**
Effective base	162	141	35	124	159	12	143	104	29
Very personalised	(10)	7	6	7	7	1	7	4	1
		10%	10%	10%	12%	10%T	6%	11%	8%
9	(9)	8	6	1	6	7	1	7	6
		10%	10%	8%	11%	10%	9%	11%	13%
8	(8)	16	12	4	12	13	2	14	8
		20%	20%	26%	22%	21%	20%	20%	17%
7	(7)	10	6	2	9	8	1	8	5
		13% ^d	10%	10%	15%	12%	10%	12%	11%
6	(6)	9	6	1	5	8	1	8	7
		11%	10%	5%	9%	12%	9%	12%	14%
5	(5)	11	10	1	8	10	1	9	8
		14%	16%	8%	14%	18% ^T	6%	14%	17%
4	(4)	4	4	2	4	4	1	3	3
		6%	7%	10%	6%	6%	6%	5%	5%
3	(3)	3	3	2	1	2	1	2	2
		4% ^{SA} ⁿ	5%	12% ^{Td}	2%	3%	11%	3%	4%
2	(2)	2	1	-	1	-	2	1	-
		2% ^A	2%	-	1%	2%	4%	2%	2%
1	(1)	1	1	1	1	1	-	1	1
		1%	2%	4%	2%	2%	-	1%	1%
Not at all personalised	(0)	7	6	1	4	5	2	6	4
		9% ⁿ	10%	3%	7%	7%	20%	9%	8%
NET: 8-10		30	25	7	25	27	4	29	18
		40%	40%	48%	44%	41% ^T	35%	42%	37%
NET: 4-7		33	27	5	26	30	3	29	23
		44%	43%	33%	45%	46% ^T	30%	42%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 165
 Q2. Personalisation - OnlyFans
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 OnlyFans

	GO Region			Urban/ Rural	Internet usage		Devices used to access internet	Working status	
	Total (%)	England (%)	London (%)	Urban (%)	More than 2 hours (%)	1-2 hours (%)	Multipl e devices (%)	Working full time (%)	Working part- time (%)
Weighted base	76	64	16*	57	65	10**	69	49	14**
NET: 0-3	12 16%An	11 18%	3 19%	6 11%	9 13%	4 35%	11 16%	8 15%	3 23%
Mean	6.17	6.02	6.38	6.53T	6.33T	5.16	6.22	6.11	5.91
Standard deviation	2.83	2.94	2.65	2.70	2.71	3.50	2.89	2.75	3.24
Standard error	0.20	0.22	0.43	0.22	0.20	0.94	0.22	0.25	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 166
Q2. Personalisation - OnlyFans
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages		
	Total (n)	Up to £15,599 (n)	£15,600 to £25,999 (n)	£26,000 to £36,399 (n)	£36,400 to £51,999 (n)	£52,000 + (n)	You Tube (n)	Instagr am (n)	TikTok (n)	Faceboo k (n)	Snapcha t (n)	Twitch (n)	Vimeo (n)	Frutlita b (n)	Bitchute (n)	OnlyFan s (n)	Any exposur e (n)	No exposur e (n)	Very/ Quite aware (n)	Not at all/ Not very aware (n)
Unweighted base	198	46	37	51	31	27	195	183	157	183	153	136	129	90	87	198	105	88	127	71
Weighted base	76	15*	16**	19*	13**	10**	75	66	54	68	52	44	40	26	23	76	37	37	44	32
Effective base	162	40	29	40	26	24	160	156	132	151	128	115	108	80	78	162	83	76	107	58
Very personalised	(10)	7	2	1	2	1	7	6	6	6	6	5	4	4	3	7	5	3	4	3
		10%	12%	5%	9%	10%	15%	10%	9%	12%hj	9%	11%	11%	15%Thgp	13%	10%	13%	7%	10%	9%
9	(9)	8	1	1	3	2	1	8	7	5	8	4	5	4	3	8	4	4	4	3
		10%k	5%	7%	16%	15%	6%	10%k	10%k	10%k	11%k	8%	11%k	10%	12%k	10%k	10%	10%	9%	11%
8	(8)	16	5	3	3	2	3	16	15	13	14	13	10	12	6	16	9	6	10	5
		20%	32%T	17%	15%	14%	32%	21%	22%Tgp	24%Tgp	21%	25%Tgp	22%	29%Tghi jtp	25%	20%	24%	17%	23%	17%
7	(7)	10	1	3	3	1	*	10	8	6	8	7	5	4	3	10	4	6	5	4
		13%	5%	20%	18%	9%	4%	13%	13%	11%	12%	13%	10%	13%	13%	13%	11%	15%	12%	14%
6	(6)	9	2	*	2	3	1	9	9	6	8	7	6	4	3	2	9	4	5	4
		11%	11%	2%	12%	20%	10%	11%	13%Tgmp	12%	12%	13%lm	15%Tmp	9%	11%	11%	10%	12%	10%	13%
5	(5)	11	2	2	3	2	1	10	10	8	10	7	6	6	3	3	11	4	6	8
		14%	14%	10%	16%	15%	12%	14%	15%	15%	15%	13%	13%	15%	13%	14%	10%	16%	19%Tu	7%
4	(4)	4	1	1	1	1	1	4	4	4	4	4	3	2	2	4	3	1	3	1
		6%	4%	7%	4%	5%	8%	6%	7%Tgp	7%	6%	7%	9%Tgp	6%	8%	6%	8%	4%	8%	3%
3	(3)	3	1	-	1	1	-	3	2	1	2	1	1	*	*	3	2	1	2	1
		4%hijlm no	7%	-	7%	4%	-	4%hijlm no	3%	2%	3%	3%	2%	1%	1%	4%hijlm no	5%	3%	4%	4%
2	(2)	2	1	-	-	1	-	2	2	1	2	1	1	1	1	2	1	1	-	1
		2%l	6%	-	-	5%	-	2%	2%j	1%	2%j	2%	3%j	2%	3%	2%	2%	1%	4%	
1	(1)	1	-	-	-	-	-	1	1	1	1	*	-	-	-	1	*	1	-	
		1%	-	2%	-	-	6%	1%	1%	2%	1%	2%	1%	-	-	1%	2%	1%	2%	
Not at all personalised	(0)	7	*	5	*	*	6	3	2	4	2	1	2	*	*	7	2	4	1	5
		9%ghjkl mnot	3%	29%	2%	4%	7%	8%hijkl mno	5%lno	4%lno	7%hikln o	4%lno	2%	5%lno	1%	1%	9%ghjkl mno	5%	12%	3%
NET: 8-10		30	8	4	8	5	6	30	28	24	28	23	19	21	13	12	30	18	13	19
		40%	49%	29%	40%	39%	54%	41%	42%Tp	45%Tgp	42%	44%	44%	51%Tghj ktp	49%Tgp kp	40%	47%	34%	42%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 166
Q2. Personalisation - OnlyFans
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £38,399 (c)	£38,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (t)	
Weighted base	76	15*	16**	19*	13**	10**	75	66	54	68	52	44	40	26	23	76	37	37	44	32	
NET: 4-7	33 44%	5 35%	6 40%	10 51%	6 49%	4 34%	33 44%	31 47%	24 Tgmp	45%	31 45%	24 45%	21 49%	16 41%	12 47%	10 44%	33 44%	15 39%	16 48%	22 49%	12 37%
NET: 0-3	12 16% hijk lmnot	2 16%	5 32%	2 9%	2 12%	1 13%	12 16% hijk lmno	8 11% hino	5 10% no	9 13% hilm no	6 11% lno	3 8%	3 8% no	1 4%	1 5%	12 16% hijk lmno	5 13%	7 18%	4 9%	8 25% T	
Mean	6.17	6.49	4.83	6.73	6.45	6.51	6.23	6.43Tgp	6.58Tgj	6.34Tp	6.51Tgp	6.69Tghp	6.77Tghp	7.01Tghkq	7.02Tghkq	6.17	6.55	5.87	6.49T	5.73	
Standard deviation	2.83	2.62	3.65	2.28	2.59	3.05	2.80	2.54	2.55	2.69	2.54	2.33	2.48	2.20	2.22	2.83	2.71	2.92	2.42	3.30	
Standard error	0.20	0.39	0.60	0.32	0.47	0.59	0.20	0.19	0.20	0.20	0.21	0.20	0.22	0.23	0.24	0.20	0.26	0.31	0.21	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 167
 Q2. Personalisation - OnlyFans
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 OnlyFans

	Total (f)	No. of VSPs used in Past 3 months 5+ VSPs (g)	No. of Selected VSPs used in Past 3 months 5+ VSPs (h)
Unweighted base	198	176	174
Weighted base	76	62	61
Effective base	162	149	147
Very personalised	(10) 7 10%	6 9%	6 9%
9	(9) 8 10%	6 10%	6 10%
8	(8) 16 20%	14 23%T	14 24%T
7	(7) 10 13%	8 13%	8 13%
6	(6) 9 11%	8 13%T	8 13%T
5	(5) 11 14%	9 14%	8 14%
4	(4) 4 6%	4 7%T	4 7%T
3	(3) 3 4%el	2 3%	1 2%
2	(2) 2 2%	2 3%	2 3%
1	(1) 1 1%	1 2%	1 2%
Not at all personalised	(0) 7 9%el	3 4%	3 4%
NET: 8-10	30 40%	26 42%T	26 43%T
NET: 4-7	33 44%	29 46%T	28 46%
NET: 0-3	12 16%el	7 11%	7 11%
Mean	6.17	6.46T	6.49T
Standard deviation	2.83	2.52	2.51

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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 167
Q2. Personalisation - OnlyFans
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Total (f)	No. of VSPs used in Past 3 months 5+ VSPs (g)	No. of Selected VSPs used in Past 3 months 5+ VSPs (h)
Weighted base	76	62	61
Standard error	0.20	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 168
Q2. Personalisation - Vimeo
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Gender			Social Grade						Age							Ethnicity				Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Christ an (x)	Muslim (y)	Other religio n (z)	None (A)
Unweighted base	268	203	65	109	75	44	40	30	238	46	70	56	47	15	19	179	87	22	45	108	31	19	106
Weighted base	151	104	48*	64	42*	23*	22**	18**	133	27*	37*	29*	26*	12**	14**	108	42	11**	22**	58	14**	11**	64
Effective base	179	141	44	73	48	32	26	22	157	31	46	38	32	9	12	123	55	15	27	71	20	11	82
Very personalised	(10)	3	2	1	1	1	1	1	2	1	1	1	1	1	1	2	2	1	1	2	1	1	1
	2%	2%	1%	2%	2%	1%	4%	2%	2%	1%	2%	2%	2%	1%	1%	1%	5%	9%	4%	3%	5%	1%	1%
9	(9)	9	6	3	4	2	2	1	2	7	4	3	2	1	1	5	4	1	2	6	1	2	1
	6%A	6%	6%	6%	4%	10%	6%	10%	6%	2%	2%	4%	12%	7%	1%	5%	10%	12%	9%	10%	4%	15%	2%
8	(8)	20	15	5	9	5	4	2	3	17	5	5	4	2	1	14	5	1	3	8	3	2	6
	13%	14%	11%	14%	13%	15%	9%	18%	13%	20%	14%	14%	8%	1%	1%	13%	12%	9%	15%	14%	20%	22%	9%
7	(7)	24	14	9	12	5	4	3	3	21	5	6	6	2	1	18	6	4	4	11	2	1	9
	16%	14%	20%	18%	13%	17%	12%	17%	16%	21%	16%	21%	8%	7%	6%	17%	14%	4%	20%	18%	15%	12%	15%
6	(6)	18	10	8	10	2	6	1	2	16	3	4	5	3	1	10	8	4	8	6	4	3	5
	12%a	9%	17%	15%	5%	25%Td	2%	12%	12%	10%	11%	18%	13%	6%	5%	9%	20%Tr	4%	35%	11%	4%	27%	8%
5	(5)	32	25	7	10	11	5	6	3	29	7	6	4	7	3	25	6	4	2	13	2	14	14
	21%	24%	15%	16%	27%	20%	28%	18%	21%	26%	17%	15%	27%	25%	28%	23%	14%	34%	9%	23%	16%	18%	22%
4	(4)	12	10	2	5	3	2	1	3	9	1	4	3	1	1	10	2	1	1	5	1	1	6
	6%	10%	3%	8%	8%	6%	16%	7%	3%	11%	11%	4%	1%	1%	9%	5%	6%	4%	9%	3%	1%	10%	10%
3	(3)	13	10	4	6	4	3	1	13	2	3	3	3	5	5	11	3	3	3	3	1	1	5
	9%	9%	8%	10%	9%	1%	13%	4%	9%k	7%	8%	1%	11%	40%	33%	10%	7%	22%	1%	6%	5%	7%	8%
2	(2)	7	2	4	3	3	1	1	7	1	2	2	1	1	1	5	2	1	1	1	1	1	6
	4%ax	2%	9%a	5%	8%	1%	2%	1%	5%	4%	5%	6%	3%	4%	9%	5%	4%	1%	1%	1%	1%	1%	10%Tx
1	(1)	4	3	1	1	1	1	1	4	1	1	1	1	1	1	3	2	1	1	1	1	1	3
	3%	3%	3%	1%	3%	2%	4%	1%	3%	4%	3%	1%	4%	4%	7%	2%	4%	1%	3%	2%	4%	1%	4%
Not at all personalised	(0)	10	7	3	4	3	1	3	9	1	4	1	3	2	2	8	2	1	1	3	1	1	7
	7%	7%	6%	6%	8%	1%	15%	3%	7%	3%	10%	1%	13%k	13%	11%	7%	5%	1%	1%	5%	1%	1%	11%
NET: 8-10	32	23	9	14	8	6	4	6	26	6	7	8	5	1	20	11	3	6	15	4	4	8	8
	21%A	22%	19%	22%	19%	26%	19%	32%	20%	24%	19%	28%	18%	1%	18%	27%	30%	29%	26%A	29%	4%	4%	12%
NET: 4-7	85	59	27	37	22	17	10	11	74	16	20	19	14	5	6	62	22	5	15	35	9	6	35
	56%	57%	56%	57%	52%	71%	47%	62%	56%	59%	55%	65%	52%	39%	40%	58%	54%	48%	68%	61%	62%	56%	54%
NET: 0-3	34	22	12	14	12	1	7	1	33	5	10	2	8	7	8	26	8	3	1	8	1	1	21
	23%kxx	21%	25%	21%e	30%e	3%	34%	6%	25%k	17%	26%k	7%	30%k	7%	60%	24%	20%	22%	4%	13%	9%	7%	33%Tx
Mean	5.34A	5.34	5.34	5.52	4.87	6.28Td	4.70	6.22	5.22	5.71	5.02	6.25Tj	4.83	3.47	3.40	5.16	5.77	5.82	6.61	5.85TA	6.27	6.60	4.53
Standard deviation	2.49	2.49	2.51	2.40	2.60	1.76	2.95	2.16	2.51	2.29	2.64	1.96	2.80	2.07	2.03	2.44	2.59	2.45	1.76	2.36	2.02	1.76	2.58

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

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
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Table 168
Q2. Personalisation - Vimeo
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Vimeo

	Gender		Social Grade				Age								Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	151	104	48*	64	42*	23*	22**	18**	133	27*	37**	29*	26*	12**	14**	108	42	11**	22**	58	14**	11**	64
Standard error	0.15	0.17	0.31	0.23	0.30	0.26	0.47	0.39	0.16	0.34	0.32	0.26	0.41	0.54	0.47	0.18	0.28	0.52	0.26	0.23	0.36	0.40	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 169
 Q2. Personalisation - Vimeo
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Vimeo

	Total (T)	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?					Highest education				
		Any (e)	Mental conditi on (b)	Physica l conditi on (c)	No impac t/ limin g conditi on (d)	1 (e)	2-3 (f)	4-5 (g)	No childre n aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5- 10 (k)	Aged 11-15 (l)	Seconda ry school or equiv (o)	Univer sity degree or equiv (p)	Higher univer sity degree (q)	Still in full time educati on (r)
Unweighted base	268	58	30	30	194	44	109	102	123	114	51	57	39	79	105	48	31
Weighted base	151	29*	18**	14**	114	26*	69	51	78	55	24*	22*	18**	45*	59	25*	19**
Effective base	179	37	20	15	131	31	74	69	91	66	33	45	24	48	75	32	21
Very personalised	(10)	3	-	-	3	-	1	2	1	1	1	1	*	1	1	1	-
	2%	-	-	-	2%	-	1%	3%	1%	3%	3%	4%	2%	2%	1%	3%	-
9	(9)	9	3	1	2	5	1	4	4	2	5	2	3	2	3	3	2
	6% _d	9%	5%	13%	5%	4%	6%	7%	2%	10% _d	9%	12% _d	11%	3%	5%	11%	9%
8	(8)	20	2	1	-	15	2	6	10	9	8	3	4	2	3	7	4
	13%	7%	7%	1%	13%	9%	8%	21% _{Ti}	11%	14%	14%	21% _d	12%	7%	13%	11%	22%
7	(7)	24	5	3	3	18	2	11	10	8	12	7	6	4	6	11	4
	16% _d	17%	17%	21%	16%	9%	16%	20%	11%	23% _d	30% _{Ti}	26% _{Ti}	21%	13%	18%	15%	17%
6	(6)	18	1	*	1	17	1	8	6	7	9	4	1	4	3	7	2
	12% _a	3%	1%	5%	15%	5%	12%	11%	9%	16% _d	16% _d	5%	23%	6%	12%	24% _{To}	11%
5	(5)	32	7	4	3	24	9	12	10	21	8	3	4	3	16	11	2
	21% _d	23%	21%	23%	21%	34%	18%	20%	26%	15%	14%	18%	18%	34% _{Tq}	19%	7%	17%
4	(4)	12	5	4	3	6	-	7	4	6	3	2	1	*	3	2	3
	8% _d	16% _{Td}	24%	19%	5%	2%	11%	8%	8%	5%	6%	7%	3%	3%	5%	10%	18%
3	(3)	13	1	1	-	12	1	10	2	7	6	1	1	2	5	7	1
	9%	4%	6%	-	11%	3%	15% _T	4%	9%	11% _d	6%	3%	8%	10%	11%	5%	4%
2	(2)	7	3	2	1	3	3	2	1	6	1	-	*	-	5	2	-
	4% _d	9%	12%	6%	2%	10%	4%	3%	7%	2%	-	2%	2%	-	8% _o	8% _o	-
1	(1)	4	1	-	4	2	2	1	3	1	1	1	*	-	2	2	-
	3%	2%	3%	-	3%	6%	2%	2%	4%	2%	2%	2%	-	5%	3%	1%	-
Not at all personalised	(0)	10	3	1	2	7	5	5	-	9	-	-	-	5	3	2	2
	7% _d	10%	4%	12%	6%	18% _{Tg}	7% _g	-	12% _{Tk}	-	-	-	-	11%	5%	6%	2%
NET: 8-10	32	5	2	2	23	3	11	16	11	15	6	8	5	6	11	6	6
	21% _d	16%	11%	14%	20%	13%	16%	31% _{Tef}	15%	27%	25%	37% _{Tj}	25%	13%	19%	25%	31%
NET: 4-7	85	17	12	9	65	13	39	30	42	32	16	12	12	27	32	14	12
	56%	59%	63%	68%	57%	50%	57%	59%	54%	59%	67%	56%	64%	61%	55%	55%	63%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 169
 Q2. Personalisation - Vimeo
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Vimeo

	Impacting/ limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (n)	University degree or equiv (o)	Higher university degree (p)	Still in full time education (r)
Weighted base	151	29*	18**	14**	114	26*	69	51	78	55	24*	22*	18**	45*	59	25*	19**
NET: 0-3	34	7	5	2	26	10	19	5	25	8	2	2	12	15	5	1	6%
	23%gkl	25%	26%	18%	23%	38%Tg	27%g	9%	32%Tjkl	14%l	8%	7%	11%	27%	26%	20%	
Mean	5.34elo	4.87	4.67	5.06	5.39	4.11	5.08	6.26Tef	4.55	6.19Ti	6.41Ti	6.60Tj	6.31	4.72	5.27	5.68	6.11
Standard deviation	2.49	2.61	2.32	2.69	2.45	2.80	2.45	2.02	2.60	2.06	1.87	2.06	1.88	2.55	2.43	2.60	2.04
Standard error	0.15	0.34	0.42	0.49	0.18	0.42	0.23	0.20	0.23	0.19	0.26	0.27	0.30	0.29	0.24	0.38	0.37

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/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 17D
Q2. Personalisation - Vimeo
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Vimeo

	Total (n)	GO Region					Urban/ Rural		Internet usage		Devices used to access internet	Working status		
		Scotland (n)	NET: England (n)	North West (n)	East Midlands (n)	London (n)	South East (n)	Urban (n)	Rural (n)	More than 2 hours (n)		1-2 hours (n)	Multiple devices (n)	Working full time (n)
Unweighted base	268	22	232	31	23	69	35	216	29	239	29	243	139	57
Weighted base	151	12**	130	20**	14**	34	24**	122	18**	120	32**	144	76	32*
Effective base	179	19	151	20	14	52	25	141	21	175	22	164	90	41
Very personalised	(10)	3	2%	2	1%	1	5%	1	1%	2	2%	3	2%	1
9	(9)	9	6%	1	11%	7	6%	1	7%	4	4%	7	5%	2
8	(8)	20	13%An	1	9%	19	15%	5	24%	1	10%	4	3%	4
7	(7)	24	16%	3	29%	19	15%	2	9%	1	10%	5	3%	7
6	(6)	18	12%	2	12%	18	12%	2	26%	1	18%	9	7%	12%
5	(5)	32	21%An	3	24%	28	21%	4	21%	1	10%	9	28%	6
4	(4)	12	8%	1	4%	10	8%	2	17%	3	12%	3	8%	7%
3	(3)	13	9%An	1	9%	9	7%	2	10%	2	8%	5	13%	3
2	(2)	7	4%	3	3%	6	5%	1	5%	1	2%	3	5%	8%
1	(1)	4	3%	4	3%	1	5%	1	8%	1	3%	4	2%	2%
Not at all personalised	(0)	10	7%	1	6%	9	7%	2	15%	4	12%	8	10	5
NET: 8-10	32	3	21%	23%	22%	32%	18%	6	18%	4	27%	31	15	19%
NET: 4-7	85	7	56%	73	56%	11	57%	8	54%	20	59%	16	79	18
NET: 0-3	34	2	23%	29	22%	2	28%	4	22%	7	25%	8	19	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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



Table 170
 Q2. Personalisation - Vimeo
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Vimeo

	GO Region							Urban/ Rural		Internet usage		Devices used to access internet	Working status	
	Total (n)	Scotland (n)	NET: England (n)	North West (n)	East Midlands (n)	London (n)	South East (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)		Multiple devices (n)	Working full time (n)
Weighted base	151	12**	130	20**	14**	34	24**	122	18**	120	32**	144	76	32*
Mean	5.34	5.83	5.33	6.11	4.69	5.05	4.94	5.38	4.98	5.35	5.28	5.35	5.25	5.37
Standard deviation	2.49	2.58	2.52	2.10	3.06	2.86	2.42	2.53	2.15	2.53	2.34	2.52	2.44	2.44
Standard error	0.15	0.55	0.17	0.38	0.64	0.32	0.41	0.17	0.40	0.16	0.43	0.16	0.21	0.32

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 171
Q2. Personalisation - Vimeo
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income- per year					Regular users of VSP's (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (n)	Up to £15,999 (n)	£15,600 - £25,999 (n)	£26,000 - £36,999 (n)	£36,400 - £51,999 (n)	£52,000 + (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruita b (n)	Bitchute (n)	OnlyFans (n)	Any exposure (n)	No exposure (n)	Very/ Quite aware (n)	Not at all/ Not very aware (n)
Unweighted base	268	55	55	61	32	51	265	240	209	248	192	174	258	116	102	129	128	135	169	99
Weighted base	151	24*	37*	33*	17**	32*	149	128	103	134	92	75	151	50	31	40	61	89	65	67
Effective base	179	44	35	41	25	33	176	155	139	171	122	118	179	61	87	108	80	97	119	66
Very personalised	(10) 3 2%	-	1 3%	1 4%	-	- 1%	2% 2%	3% 3%	3% 3%	2% 3%	3% 3%	4%Tghjm	3% 3%	3% 6%Tghjm	2% 4%Tghjm	2% 4%Tghjm	2% 2%	1% 2%	2% 3%	3% *
9	(9) 9 6%	1 5%	2 6%	2 6%	1 8%	3 8%	9 6%	9 7%	8 8%	9 7%Tm	8 9%Tm	8 10%Tghjm	9 6%	4 9%	3 11%Tghjm	3 13%Tghjm	5 9%	5 4%	4 8%	3 4%
8	(8) 20 13%gs	3 11%	6 15%	3 10%	1 8%	6 20%	16 12%	17 13%	16 15%g	18 13%g	16 17%Tghjm	16 15%	11 13%g	11 22%Tghjm	4 14%	6 14%	4 22%Ts	14 7%	14 15%	7 10%
7	(7) 24 16%	3 13%	6 16%	6 19%	3 18%	3 10%	24 16%	23 18%	18 17%	23 17%Tgm	16 18%	13 17%	24 16%	9 18%	5 17%	7 19%	8 12%	16 18%	16 19%	8 12%
6	(6) 18 12%lo	2 9%	3 9%	6 18%	4 23%	3 9%	18 12%lo	8 11%lo	4 11%lo	17 13%lo	11 12%lno	11 7%	18 12%lo	6 7%	4 7%	2 9%	4 10%	6 13%	12 15%	5 7%
5	(5) 32 21%k	5 19%	7 20%	7 21%	3 16%	3 19%	32 21%k	26 21%k	22 21%kl	27 21%	15 17%	13 17%	32 21%k	14 14%	7 23%kl	7 21%ln	8 22%	13 20%	18 21%	14 21%
4	(4) 12 8%	2 8%	1 4%	2 5%	2 13%	4 14%	12 8%	9 7%	9 7%	11 8%	7 7%	8 11%Thkm	12 8%	4 8%	3 9%	4 10%	6 7%	6 7%	6 9%	
3	(3) 13 9%jlop	2 9%	5 14%	3 9%	1 7%	2 7%	13 9%jlop	12 9%jlop	7 7%	7 7%	4 7%	4 9%jlo	13 10%lp	5 5%	1 10%lp	2 4%	2 4%	11 3%	3 16%Tt	
2	(2) 7 4%jkp	3 12%Tb	-	1 2%	* 2%	2 6%	7 4%jkp	6 4%jkp	3 3%	4 3%	2 3%	2 3%	7 4%jkp	* 1%	2 5%kp	1 2%	1 2%	5 8%	3 3%	4 6%
1	(1) 4 3%	1 4%	2 6%	1 3%	-	-	4 3%	4 3%	3 3%	4 3%	3 4%p	3 3%	4 1%	1 3%	1 3%	1 2%	2 3%	2 3%	2 4%	
Not at all personalised	(0) 10 7%shiko	2 10%	3 8%	* 1%	1 6%	2 5%	10 7%shikop	5 4%	3 3%	8 3%	3 4%	6 7%shiko	10 4%	2 4%	* 2%	1 3%	3 5%	7 8%	3 4%	7 10%
NET: 8-10	32 21%gs	4 16%	9 24%	7 20%	3 15%	9 30%	30 20%	29 23%g	27 26%Tghm	30 22%g	27 29%Tghjm	22 29%Tghjm	32 21%g	19 37%Tghjm	10 31%Tghjm	13 31%Tghjm	20 33%Ts	12 13%	22 26%T	10 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 171
Q2. Personalisation - Vimeo
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
Vimeo

	Household income- per year					Regular users of VSP's (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Vimeo (g)	Fruiteb (h)	Bitchute (i)	OnlyFans (j)	Any exposure (k)	No exposure (l)	Very/Quite aware (m)	Not at all/Not very aware (n)
Weighted base	151	24*	37*	33*	17**	32*	149	128	103	134	92	75	151	50	31	40	61	89	85	67
NET: 4-7	85	12	18	21	12	17	85	74	61	78	50	40	85	24	17	23	33	52	52	33
	56%	49%	49%	64%	69%	52%	57%Tm	57%	59%Mn	58%Tmn	54%	53%	56%	47%	55%	58%ln	54%	58%	82%T	50%
NET: 0-3	34	9	10	5	3	6	34	26	16	26	15	14	34	8	5	4	8	25	10	24
	23%hijk	35%Tc	27%	16%	15%	18%	23%hijk	20%ip	15%p	19%ip	17%ip	18%ip	23%hijk	16%ip	14%	11%	14%	28%Tr	12%	36%Tt
Mean	5.34asu	4.59	5.32	5.82a	5.48	5.59	5.30	5.58Tgm	5.79Tgh	5.51Tgm	5.89Tgh	5.68Tgm	5.34	5.19Tgh	6.00Tgh	6.17Tgh	5.84Ts	5.00	5.96Tu	4.54
Standard deviation	2.49	2.68	2.71	2.20	2.27	2.44	2.49	2.38	2.32	2.47	2.41	2.69	2.49	2.46	2.44	2.35	2.45	2.49	2.26	2.55
Standard error	0.15	0.36	0.36	0.28	0.40	0.34	0.15	0.15	0.16	0.16	0.17	0.20	0.15	0.23	0.24	0.21	0.22	0.21	0.17	0.26

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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 172
Q2. Personalisation - Vimeo
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Total (f)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	268	13	14	237	15	18	231
Weighted base	151	13**	14**	120	14**	17**	116
Effective base	179	12	10	160	14	13	155
Very personalised	(10)	3	-	3	-	-	3
		2%	-	2%	-	-	2%
9	(9)	9	-	9	-	1	8
		6%	-	6%T	-	5%	7%
8	(8)	20	2	18	2	2	16
		13%	13%	6%	15%	12%	11%
7	(7)	24	-	3	20	1	3
		16%	-	23%	17%	4%	15%
6	(6)	18	2	1	15	2	3
		12%	14%	10%	12%	13%	16%
5	(5)	32	6	1	25	6	1
		21%	45%	6%	21%	41%	8%
4	(4)	12	-	1	10	1	9
		8%	-	7%	8%	3%	6%
3	(3)	13	1	3	9	1	3
		9%e	7%	22%	7%	6%	18%
2	(2)	7	1	1	4	1	4
		4%e	8%	7%	3%	7%	6%
1	(1)	4	-	4	-	-	4
		3%	-	3%	-	-	3%
Not at all personalised	(0)	10	2	5	2	2	5
		7%el	15%	4%	2%	14%	4%
NET: 8-10		32	2	29	2	3	28
		21%	13%	6%	12%	16%	24%T
NET: 4-7		85	8	70	9	8	68
		56%	59%	46%	58%	44%	58%
NET: 0-3		34	4	7	4	7	21
		23%el	29%	49%	17%	26%	40%
Mean		5.34	4.43	4.07	5.68T	4.53	4.61
Standard deviation		2.49	2.44	2.72	2.37	2.40	2.38
Standard error		0.15	0.68	0.73	0.15	0.62	0.66

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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 173
 Q2. Personalisation - Fruitlab

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Gender		Social Grade			Age					Ethnicity			Religion			
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	13-17 (f)	18- (g)	18-24 (h)	25-34 (i)	35-44 (k)	White (l)	BAME (m)	Asian (n)	Christian (o)	Muslim (v)	None (A)
Unweighted base	130	97	33	48	38	23	18	112	26	40	32	71	58	30	66	24	28
Weighted base	63	39	25**	25**	21**	10**	13**	50	12**	17**	15**	39*	23*	12**	31*	10**	14**
Effective base	71	58	20	28	18	15	13	58	15	24	20	37	38	20	37	15	17
Very personalised	(10)	5	4	1	1	2	1	2	4	1	2	3	2	1	4	1	1
		9%	11%	5%	5%	7%	13%	14%	7%	9%	2%	12%	8%	11%	6%	12%	7%
9	(9)	3	2	*	1	1	*	-	3	*	1	1	2	1	*	2	*
		4%	6%	2%	5%	5%	2%	-	6%	4%	6%	5%	4%	5%	4%	6%	2%
8	(8)	12	7	5	6	4	2	1	12	2	3	7	5	4	4	3	3
		20%	18%	22%	24%	18%	21%	5%	23%	16%	17%	44%	17%	22%	29%	14%	34%
7	(7)	8	4	4	5	2	1	3	5	1	3	1	5	3	2	4	2
		13%	10%	18%	19%	9%	9%	26%	10%	9%	16%	4%	13%	14%	18%	12%	16%
6	(6)	8	5	3	2	3	2	2	6	2	2	2	6	2	1	3	1
		12%	12%	12%	7%	16%	20%	14%	12%	17%	9%	13%	14%	9%	11%	9%	8%
5	(5)	7	6	1	3	1	1	2	5	1	2	2	5	3	1	3	1
		12%	16%T	5%	14%	8%	10%	16%	11%	4%	13%	11%	12%	11%	11%	14%	15%
4	(4)	6	6	1	2	1	1	-	6	4	1	1	3	4	2	3	2
		10%	15%T	2%	10%	3%	14%	-	13%	30%	9%	9%	6%	16%	18%	10%	21%
3	(3)	5	4	1	4	1	1	3	3	1	1	1	5	1	4	1	1
		8%a	10%	6%	15%	4%	5%	21%	5%	12%	3%	2%	13%	2%	-	12%	-
2	(2)	4	*	4	-	4	1	-	4	-	1	-	4	*	*	1	*
		6%a	1%	14%	-	17%	5%	-	8%	-	6%	-	9%	2%	4%	2%	3%
1	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all personalised	(0)	4	*	3	*	3	-	3	-	3	-	2	2	-	4	-	-
		6%a	1%	10%	2%	16%	-	4%	6%	-	19%	-	4%	9%	-	12%	-
NET: 8-10		21	13	7	9	6	4	3	18	3	4	9	11	9	5	10	4
		33%	35%	29%	34%	30%	36%	20%	36%	28%	26%	60%	28%	38%	39%	31%	43%
NET: 4-7		30	20	9	12	7	5	7	22	7	8	6	18	12	7	14	6
		47%	53%T	38%	49%	33%	54%	56%	44%	60%	47%	38%	46%	50%	58%	43%	57%
NET: 0-3		13	5	8	4	8	1	3	10	1	5	*	10	3	*	8	-
		21%a	12%	33%	17%	36%	11%	25%	20%	12%	28%	2%	26%	12%	4%	26%	-
Mean		5.82	6.19T	5.25	6.13	5.04	6.34	5.93	5.79	5.87	5.03	7.19	5.64	6.07	6.50	5.57	6.62
Standard deviation		2.68	2.34	3.10	2.27	3.31	2.36	2.56	2.73	2.27	3.14	1.89	2.63	2.81	2.03	3.05	1.94
Standard error		0.23	0.24	0.54	0.33	0.54	0.49	0.60	0.60	0.26	0.45	0.50	0.33	0.31	0.37	0.38	0.40

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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom VSP Tracker - Wave 1
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Table 174

Q2. Personalisation - Fruitlab

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Impacting/limiting condition			Number of people in household		Do any children aged 17 or under live in your household?				Highest education			
	Total (f)	Any (a)	No impacting/limiting condition (d)	2-3 (f)	4-5 (a)	No children aged 17 or under (i)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondarily school or equiv (d)	Universally degree or equiv (b)	Still in full time education (t)
Unweighted base	130	26	93	47	64	35	76	31	42	27	38	50	18
Weighted base	63	12**	47	24**	31*	17**	33*	12**	17**	10**	19**	24**	13**
Effective base	71	12	52	23	38	19	39	20	27	18	18	29	12
Very personalised	(10)	5	1	5	2	3	*	3	1	2	*	3	1
	9%	6%	10%	11%	9%	2%	10%	5%	13%	18%	1%	12%	9%
9	(9)	3	-	3	1	1	2	1	1	1	1	1	-
	4%	2%	5%	5%	3%	3%	7%	7%	8%	7%	5%	3%	-
8	(8)	12	2	10	4	6	5	7	4	5	2	2	7
	20%	13%	21%	18%	20%	30%	20%	30%	29%	23%	11%	29%	6%
7	(7)	8	1	6	3	4	1	3	1	2	*	1	3
	13%	9%	12%	14%	12%	8%	11%	7%	14%	3%	6%	13%	27%
6	(6)	8	-	7	1	6	1	5	1	3	2	3	2
	12%	4%	14%	4%	19%	4%	15%	10%	18%	23%	17%	6%	17%
5	(5)	7	2	5	3	3	2	4	2	1	3	3	2
	12%	17%	11%	14%	9%	11%	11%	19%	6%	9%	14%	10%	16%
4	(4)	6	-	5	1	5	3	3	1	2	1	3	3
	10%	-	11%	4%	15%	20%	9%	6%	9%	10%	16%	11%	-
3	(3)	5	3	2	2	3	*	2	1	1	2	1	3
	8%	23%	5%	10%	10%	2%	7%	12%	5%	6%	10%	3%	22%
2	(2)	4	-	4	3	1	4	1	-	-	4	-	-
	6%	-	9%	13%	3%	3%	11%	4%	-	-	21%	-	-
1	(1)	-	-	-	-	-	-	-	-	-	-	-	-
0	(0)	4	3	*	2	-	3	-	-	-	-	3	*
Not at all personalised	6% ^d	26%	1%	7%	-	19%	-	-	-	-	-	13%	4%
NET: 8-10	21	3	17	8	10	6	12	5	8	5	3	11	2
	33%	21%	36%	34%	31%	35%	37%	42%	48%	48%	17%	44%	15%
NET: 4-7	30	7	23	9	18	7	15	7	8	5	10	10	6
	47%	30%	45%	36%	56%	42%	45%	42%	47%	46%	53%	40%	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/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 174

Q2. Personalisation - Fruitlab

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Impacting/limiting condition			Number of people in household					Do any children aged 17 or under live in your household?			Highest education		
	Total (f)	Any (a)	No impact/limiting condition (d)	2-3 (f)	4-5 (a)	No children aged 17 or under (i)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (e)	University degree or equiv (b)	Still in full time education (t)	
Weighted base	63	12**	47	24**	31*	17**	33*	12**	17**	10**	19**	24**	13**	
NET: 0-3	13	6	7	7	4	4	6	2	1	1	6	4	3	
	21% ^d	49%	15%	30%	13%	23%	18%	16%	5%	6%	31%	16%	25%	
Mean	5.82	4.20	6.20 ^T	5.61	6.14	5.08	6.17	6.25	7.00	6.95	4.87	6.07	5.72	
Standard deviation	2.88	3.32	2.43	3.01	2.18	3.13	2.47	2.30	2.00	2.28	2.25	3.07	2.41	
Standard error	0.23	0.65	0.25	0.44	0.27	0.53	0.28	0.41	0.31	0.44	0.37	0.43	0.57	

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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Table 1.75
 Q2. Personalisation - Fruitlab
 Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
 Base: All respondents who have used ... in the past 3 months
 Fruitlab

	Total (n)	GO Region			Urban/ Rural (n)	Internet usage		Devices used to access internet Multipl e devices (n)	Working status full time (n)	
		East England (n)	Midland s (n)	London (n)		More than 2 hours (n)	1-2 hours (n)			
Unweighted base	130	114	15	37	101	115	14	110	77	
Weighted base	63	53	11**	16**	51	50	13**	57	38*	
Effective base	71	60	9	26	54	65	9	60	39	
Very personalised	(10)	5 9% ^d	3 8%	1 11%	1 7%	5 10%	4 8%	1 10%	4 7%	3 7%
9	(9)	3 4%	3 5%	1 3%	1 7%	3 5%	3 6%	1 4%	2 6%	
8	(8)	12 20%	12 23%	1 5%	3 22%	11 21%	11 23% ^T	1 9%	12 21%	6 17%
7	(7)	8 13%	6 11%	1 2%	3 17%	7 14%	6 12%	2 13%	7 12%	3 8%
6	(6)	8 12%	6 10%	1 14%	1 5%	4 8%	8 15% ^T	1 13%	7 15%	6 15%
5	(5)	7 12%	7 13%	2 23%	1 7%	4 9%	7 13%	1 6%	6 10%	4 9%
4	(4)	6 10% ⁿ	6 11%	-	5 29%	5 9%	3 7%	3 22%	6 10%	4 12%
3	(3)	5 8%	5 9%	2 22%	1 2%	5 10%	4 7%	2 14%	5 8%	3 7%
2	(2)	4 6% ⁿ	4 8%	1 5%	1 3%	4 7%	1 2%	3 23%	4 7%	4 11%
1	(1)	-	-	-	-	-	-	-	-	-
Not at all personalised	(0)	4 6%	2 4%	2 15%	1 3%	4 7%	3 7%	1 4%	4 7%	3 9%
NET: 8-10	21	18 33%	18 34%	5 19%	6 35%	19 38%	19 37% ^T	21 33%	11 30%	11 30%
NET: 4-7	30	24 47% ^A	4 45%	4 39%	9 58%	20 40%	24 48%	5 41%	26 45%	16 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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 1.75
 Q2. Personalisation - Fruitlab

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	GO Region				Urban/ Rural	Internet usage		Devices used to access internet	Working status
	NET: England (n)	Midland (n)	East London (n)	West (n)		More than 2 hours (n)	1-2 hours (n)		
Weighted base	63	53	11**	16**	51	50	13**	57	98*
NET: 0-3	13 21%	11 21%	4 42%	1 7%	12 24%	8 16%	5 40%	13 22%	10 26%
Mean	5.82	5.80	4.67	6.08	5.85	6.12T	4.65	5.74	5.40
Standard deviation	2.68	2.55	3.13	2.44	2.87	2.59	2.83	2.71	2.88
Standard error	0.23	0.24	0.81	0.40	0.29	0.24	0.76	0.26	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 176
Q2. Personalisation - Fruittab
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income: per year				Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (n)	£15,600 - £25,999 (a)	£26,000 - £36,999 (b)	£52,000+ (c)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruittab (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	130	26	28	28	128	124	116	125	124	114	116	130	89	90	80	46	100	30	
Weighted base	63	14**	12**	15**	62	58	51	57	56	49	50	63	28	26	34*	29**	46	18**	
Effective base	71	12	16	16	69	66	68	74	73	66	61	71	69	80	47	26	63	13	
Very personalised	(10)	5% 9%	10%3%	12%12%	9% 5%	9%5%	11% 5%	Tghmmn Tghmmn	9% 5%	10% 5%	10% 5%	9% 5%	7% 5%	5%5%	2% 6%	3% 12%	5% 12%T	-	
9	(9)	3% 4%	1% 2%	1% 2%	3% 4%	3% 5%	3% 6%Tn	3% 5%	3% 5%	3% 6%Tn	3% 6%	3% 4%	3% 10%Tgjj	3% 11%	2% 6%	1% 3%	1% 3%	2% 7%	
8	(8)	12% 20%g	3% 23%	2% 13%	3% 22%	11% 18%	11% 18%	11% 22%Tghj	11% 19%	10% 19%	10% 20%	10% 19%	12% 20%g	8% 28%Tgjj	6% 23%	8% 25%	4% 15%	4% 18%	4% 23%
7	(7)	8% 13%	1% 6%	2% 15%	2% 15%	8% 13%	8% 14%j	6% 12%	8% 13%	8% 15%	7% 15%	6% 13%	4% 16%Tgin	4% 14%	5% 14%	3% 14%	7% 15%	2% 9%	
6	(6)	8% 12%mo	1% 4%	3% 25%	2% 15%	8% 12%mo	8% 13%um	6% 13%mo	8% 13%o	8% 14%o	6% 9%	5% 12%mo	8% 8%	2% 12%o	3% 11%	4% 13%	4% 12%	5% 14%	
5	(5)	7% 12%hl	1% 7%	2% 15%	1% 7%	12%hl	10% 13%hkl	4% 13%hkl	6% 13%kl	6% 10%	4% 15%hl	4% 12%hl	6% 14%Tgkl	3% 19%o	2% 14%	3% 8%	4% 14%	6% 6%	
4	(4)	6% 10%j	1% 10%	1% 4%	1% 3%	6% 10%	6% 11%j	4% 9%	6% 10%	6% 11%j	4% 9%mo	4% 8%	6% 10%j	3% 10%	2% 9%	3% 9%	4% 12%	6% 12%	
3	(3)	5% 8%ot	1% 5%	1% 12%	3% 18%	5% 9%o	5% 9%	5% 11%Tghln	5% 9%o	5% 9%o	4% 8%o	5% 11%j	1% 8%o	1% 4%	3% 10%	2% 6%	2% 5%	2% 17%	
2	(2)	4% 6%lor	3% 22%	-	3% 6%ilo	4% 7%ul	4% 7%ul	1% 1%	1% 2%uk	1% 1%	1% 2%uk	4% 7%ul	4% 6%ilo	1% 2%k	1% 2%	1% 12%	4% 1%	4% 20%	
1	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not at all personalised	(0)	4% 6%hi	2% 11%	-	3% 6%hi	4% 4%	2% 4%	2% 6%j	4% 7%j	4% 8%Thimn	2% 4%	4% 6%hi	-	-	2% 5%	2% 7%	4% 8%T	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 1.76
Q2. Personalisation - Fruitlab
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Household income - per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (n)	£15,000 - £25,999 (n)	£26,000 - £36,999 (n)	£52,000 + (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruitlab (n)	Bitchute (n)	OnlyFans (n)	Any exposure (n)	No exposure (n)	Very/Quite aware (n)	Not at all/Not very aware (n)
Weighted base	63	14**	12**	15**	62	58	51	56	49	50	63	28	26	34*	29**	46	18**	
NET: 8-10	21	5	3	5	20	19	19	19	17	17	21	12	10	12	8	15	5	
	33%	34%	29%	36%	32%	32%	38%Tghjkmn	33%	34%	36%Tghmn	33%	45%Tgjknp	39%	37%	29%	34%	30%	
NET: 4-7	30	4	7	6	29	28	23	28	23	23	30	13	14	16	13	24	6	
	47%	27%	59%	40%	47%	48%	46%	49%	47%	45%	47%	49%Tn	55%o	47%	45%	52%T	33%	
NET: 0-3	13	5	1	4	13	11	8	10	10	9	11	2	2	5	7	6	7	
	21%lot	38%	12%	25%	21%lo	20%j	15%o	17%o	17%o	18%o	22%ll	21%lo	6%	6%	16%	14%	37%	
Mean	5.82	5.00	6.33	6.13	5.79	5.95g	6.27Tghjkinn	5.97	6.03	6.07Tgm n	5.86	5.82	6.75Tgjklnp	6.57	6.11	5.53	6.03	5.29
Standard deviation	2.68	3.30	1.98	2.64	2.69	2.58	2.51	2.63	2.64	2.74	2.62	2.68	2.04	1.99	2.47	2.94	2.72	2.55
Standard error	0.23	0.65	0.37	0.50	0.24	0.23	0.23	0.24	0.24	0.26	0.24	0.23	0.22	0.21	0.28	0.43	0.27	0.46

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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 177
Q2. Personalisation - Fruitlab

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Total (f)	No. of VSPs used in Past 3 months % VSPs (g)	No. of Selected VSPs used in Past 3 months % VSPs (h)
Unweighted base	130	129	128
Weighted base	63	60	60
Effective base	71	77	76
Very personalised	(10)	5 9%	5 9%
9	(9)	3 4%	3 5%
8	(8)	12 20%	12 21%
7	(7)	8 13%	8 14%
6	(6)	8 12%	8 13%
5	(5)	7 12%	7 12%
4	(4)	6 10%	6 11%
3	(3)	5 8%	5 9%
2	(2)	4 6%	1 2%
1	(1)	-	-
Not at all personalised	(0)	4 6%	4 6%
NET: 8-10	21 33%	21 34%	21 35%
NET: 4-7	30 47%	30 49%	29 49%
NET: 0-3	13 21%	10 17%	10 17%
Mean	5.82	6.02	6.03
Standard deviation	2.68	2.60	2.61

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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 177
 Q2. Personalisation - Fruitlab

Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.

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

	Total (f)	No. of VSPs used in Past 3 months 5+ VSPs (g)	No. of Selected VSPs used in Past 3 months 5+ VSPs (h)
Weighted base	63	60	60
Standard error	0.23	0.23	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 178
Q2. Personalisation - NET: Any VSP
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Gender			Social Grade						Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)		
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610		
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613		
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494		
Very personalised (10)	239	125	113	70	67	52	49	29	210	47	57	42	33	16	15	-	31	15	195	37	12	19	6	90	9	8	123		
	19%shhmo	20%	18%	21%	18%	20%	18%	32%Thkl	18%umnop	32%Thkl	27%Thlm	21%mmnop	15%opq	9%	11%soq	-	8%	7%	18%	24%	27%	22%	17%	22%	17%	22%	13%	20%	
9	(9)	179	93	86	48	59	37	34	18	161	23	36	33	32	23	13	1	37	14	153	25	4	15	4	57	9	16	94	
	14%oppq	15%	14%	14%	16%	14%	12%	20%unopq	14%opq	16%soq	17%opq	16%opq	14%soq	13%so	9%q	2%	10%	7%	14%	16%	10%	17%	23%	11%	21%	26%Tx	15%		
8	(8)	264	130	134	66	89	55	54	21	243	39	60	49	37	29	27	3	58	29	224	38	13	19	5	99	13	11	138	
	21%oppq	21%	21%	19%	24%	21%	19%	24%soq	21%opq	27%imop	28%Thlm	24%opq	17%so	16%so	19%soq	3%	15%so	14%so	21%	24%	29%	22%	25%	19%	31%	18%	18%	22%	
7	(7)	206	97	109	61	60	34	50	10	195	23	32	44	31	17	15	64	33	175	28	9	17	-	75	6	9	108		
	16%	16%	17%	18%	16%	13%	18%	12%	17%	16%	15%	15%	20%	18%	12%	21%	17%	15%	16%	18%	20%	20%	-	15%	14%	14%	18%		
6	(6)	109	49	61	26	32	23	27	2	107	8	14	25	27	16	12	6	34	18	95	13	4	6	2	52	2	3	50	
	9%g	8%	9%	7%	9%	10%	2%	9%g	6%	6%	12%g	12%g	9%	9%	8%	9%g	8%	9%g	8%	9%	8%	9%	7%	12%	10%	6%	5%	8%	
5	(5)	115	56	59	31	23	31	29	6	109	4	9	15	21	26	16	11	11	11	109	6	2	4	1	53	2	6	50	
	9%djjs	9%	9%	9%	6%	12%kd	10%	6%	9%uj	3%	4%	7%	9%k	15%Thj	11%uj	25%Tghl	16%Tghl	34	109	6	2	4	1	53	2	6	50		
4	(4)	38	15	23	9	13	10	7	1	37	-	3	1	13	9	8	3	20	11	34	4	1	3	*	20	-	3	15	
	3%k	2%	4%	2%	3%	4%	2%	1%	3%k	-	1%	1%	6%Thijk	5%k	6%ujk	3%	5%Thik	5%k	3%	2%	1%	3%	*	3%	4%	-	4%	2%	
3	(3)	32	20	12	13	7	8	4	1	31	-	*	2	3	6	13	7	26	20	31	-	-	-	25	-	1	6		
	3%jsA	3%	2%	4%	2%	3%	2%	1%	3%j	-	*	1%	1%	3%ij	9%Tghl	10%Tghl	7%Tghl	9%Tghl	3%	-	-	-	-	5%TA	-	-	2%	1%	
2	(2)	12	3	9	6	3	2	1	-	12	-	1	2	3	-	3	3	6	6	10	2	-	2	-	3	-	2	7	
	1%	1%	1%	2%	1%	1%	*	-	1%	-	*	1%	1%	-	2%	4%im	2%	3%Th	1%	1%	-	2%	-	1%	-	3%	1%		
1	(1)	8	6	2	3	3	-	2	1	7	-	1	-	1	4	1	1	6	2	8	-	-	-	3	-	-	5		
	1%	1%	*	1%	1%	-	1%	1%	-	1%	-	*	-	2%h	1%	1%	1%	1%	1%	1%	-	-	-	1%	-	-	1%		
Not at all personalised	(0)	57	24	33	10	15	8	23	-	57	-	1	3	8	15	14	16	45	29	50	4	-	1	*	35	-	3	19	
	5%gjkA	4%	5%	3%	4%	3%	8%Tode	1%	5%jk	-	*	2%	3%	9%	9%Tghl	10%Tghl	21%Tghl	12%Tghl	14%Tghl	5%	3%	-	2%	2%	7%TA	-	5%	3%	
NET: 8-10	682	348	333	184	216	144	136	68	614	108	154	124	102	67	55	4	126	58	572	100	29	53	15	246	31	35	355		
	54%shhmn	56%	52%	54%	58%fd	55%	49%	77%Thkl	52%unopq	76%Thkl	71%Thkl	61%shhmn	46%opq	38%soq	39%soq	5%	33%so	28%so	53%	64%Tr	66%	61%	80%	48%	75%TxA	57%	58%Tx		
NET: 4-7	468	217	251	126	127	86	112	19	449	35	58	72	105	83	54	42	179	96	413	51	15	30	3	201	10	21	222		
	37%qj	35%	38%	37%	34%	38%	40%	21%	38%Tgl	24%	27%	35%gl	47%Tghl	47%Tghl	39%qj	46%Tghl	46%Tghl	45%Tghl	38%	32%	34%	35%	18%	39%	25%	33%	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/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



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Table 1.78
Q2. Personalisation - NET: Any VSP
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Gender			Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: 0-3	109 9%gjkls A	54 9%	56 9%	32 9%	28 8%	19 7%	31 11%	2 2%	107 9%gijk	-	3 1%	8 4%l	15 7%uj	25 14%Tghi q	30 22%Tghi j	27 37%Tghi kmp	82 21%Tghi jkm	57 27%Tghij kmp	99 9%t	7 4%	-	4 4%	-	2% 13%TjA	66 13%TjA	-	6 10%	36 6%
Mean	7.20fhn nopqrx	7.30	7.10	7.26	7.35f	7.25	6.87	8.32Thk lmnopq	7.11mno pq	8.46Thk lmnopq	8.14Thk lmnopq	7.69Thi mnopq	7.03mno pq	6.27opq	6.00oq	4.18	5.78oq	5.37o	7.12	7.78Tr	8.11Tr	7.72r	8.25	6.77	8.25Tx A	7.14	7.46Tx	
Standard deviation	2.51	2.48	2.53	2.45	2.42	2.39	2.77	1.81	2.53	1.37	1.71	1.99	2.35	2.79	2.97	2.71	2.94	3.00	2.52	2.13	1.53	2.09	2.10	2.75	1.38	2.59	2.30	
Standard error	0.07	0.09	0.11	0.13	0.12	0.15	0.17	0.17	0.07	0.11	0.11	0.14	0.16	0.22	0.27	0.42	0.16	0.23	0.08	0.15	0.20	0.20	0.38	0.12	0.18	0.33	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 179
Q2. Personalisation - NET: Any VSP
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education						
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
Very personalised	(10)	239	55	31	26	172	33	124	73	8	131	79	35	37	23	15	102	71	22	30
		19%ca	16%	19%	13%	20%cb	12%	19%ce	25%cf	32%	15%	26%Tj	31%Tl	27%Tl	22%	26%Tn	17%	19%	20%	31%Top
9	(9)	179	51	22	29	126	23	107	43	5	116	44	17	22	16	8	73	59	23	18
		14%ca	15%	14%	14%	15%	9%	16%ce	15%cf	20%	13%	15%	16%	15%	13%	12%	15%	21%Tn	15%	21%Top
8	(8)	264	65	33	34	187	56	124	75	9	167	75	30	38	22	8	128	86	17	23
		21%ca	18%	20%	16%	22%cb	21%	19%ce	28%cf	32%	19%	25%Tj	28%Tl	28%Tl	20%	13%	21%	23%	15%	24%
7	(7)	206	46	22	22	152	40	125	40	1	148	47	17	22	23	5	95	69	19	14
		16%ca	13%	14%	10%	18%cb	15%	19%ce	14%cf	3%	17%	15%	16%	16%	22%Tn	8%	16%	18%	17%	14%
6	(6)	109	32	17	21	74	23	59	26	-	78	30	8	8	14	10	61	25	11	3
		9%ca	9%	10%	10%	9%	9%	9%	9%	-	9%	10%Tj	7%	6%	13%Tn	16%Tn	10%Tr	7%	10%	3%
5	(5)	115	47	18	36	65	38	60	16	1	94	15	4	6	3	9	65	26	8	6
		9%ca	13%Td	11%	17%Td	8%	14%Tg	9%	5%	5%	11%Tjm	5%	4%	4%	3%	15%Tlm	11%	7%	8%	6%
4	(4)	38	14	5	9	24	13	19	6	1	33	4	3	1	1	-	18	13	2	1
		3%	4%	3%	4%	3%	5%	3%	2%	2%	4%T	1%	2%	1%	1%	-	3%	3%	2%	1%
3	(3)	32	12	3	7	20	10	16	5	1	28	4	*	3	3	1	10	13	3	1
		3%	3%	2%	3%	2%	4%	2%	4%	3%	1%	*	2%	3%	2%	2%	3%	3%	3%	1%
2	(2)	12	5	4	5	7	-	9	4	-	10	2	-	-	2	8	4	-	-	-
		1%	1%	2%	2%	1%	-	1%	1%	-	1%	1%	-	-	4%Tn	1%	1%	-	-	-
1	(1)	8	2	1	1	6	4	1	3	-	7	-	-	-	-	3	4	-	-	1
		1%ca	*	*	*	1%	2%Tf	*	1%	-	1%	-	-	-	-	*	1%	-	-	1%
Not at all personalised	(0)	57	23	6	19	33	31	25	1	-	55	2	1	-	1	1	36	12	5	-
		5%ca	7%b	3%	9%Tbd	4%	11%Tg	4%g	*	2%	6%Tj	1%	1%	-	1%	2%	6%Tr	3%	4%	-
NET: 8-10		682	171	85	89	485	112	356	191	22	414	198	82	97	60	31	303	216	61	71
		54%ca	49%cb	53%cb	43%	56%cb	41%	53%ce	66%cf	84%	48%	66%Tj	71%Tl	71%Tl	57%	53%	50%	57%	56%	74%Top
NET: 4-7		468	139	63	88	316	114	263	88	3	353	96	32	37	41	23	240	132	41	23
		37%ca	39%	39%	42%	36%	42%g	39%g	30%	10%	41%Tj	32%	28%	27%	39%Tn	40%	40%Tr	35%	37%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 1.79
Q2. Personalisation - NET: Any VSP
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	109	42	14	32	66	46	50	12	1	99	8	1	3	5	4	57	33	8	2
	9%gkjl	12%Td	8%	15%Tbd	8%	17%Tg	7%	4%	5%	11%Tjkin	3%	1%	2%	4%	8%	10%r	9%r	7%	2%
Mean	7.20aceio	6.76c	7.15ac	6.32	7.34Tac	6.19	7.29e	7.64Tef	8.25	6.82	7.95Tin	8.19Tin	8.15Tim	7.72Ti	7.31	6.97	7.32	7.43	8.26Topq
Standard deviation	2.51	2.73	2.47	2.90	2.41	2.97	2.38	2.00	2.11	2.67	1.86	1.75	1.63	1.91	2.46	2.60	2.40	2.40	1.78
Standard error	0.07	0.14	0.19	0.20	0.08	0.19	0.09	0.11	0.35	0.09	0.10	0.16	0.13	0.18	0.31	0.11	0.12	0.22	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 130
Q2. Personalisation - NET: Any VSP
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	GfO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (S)	Wales (W)	Northern Ireland (NI)	NET: England (E)	North East (NE)	North West (NW)	Yorkshire and the Humber (YH)	West Midlands (WM)	East Midlands (EM)	East of England (EE)	London (L)	South East (SE)	South West (SW)	Urban (U)	Rural (R)	More than 2 hours (M2)	1-2 hours (12)	Smart Phone only (SP)	Tablet or laptop only (TL)	Multiple devices (MD)	Working full time (FT)	Working part-time (PT)	Unemployed - looking for work (UW)	Unemployed - not looking for work (UNW)	Student (St)	Retired (Rt)	House person/ Other (H/O)	Furloughed (F)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	169	780	462	28**	61*	1145	482	248	53*	63*	36*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Very personalised	(10) 239	19%qx	20	11	8	199	11	24	12	33	20	17	34	35	14	185	36	163	73	7	4	223	115	33	10	12	14	10	7	20%
9	(9) 179	17	4	10	148	3	17	18	19	13	21	18	26	14	134	27	130	49	2	3	172	70	40	8	10	6	18	5	4	
8	(8) 264	18	13	6	226	15	26	27	19	23	39	35	21	201	31	192	69	6	7	247	111	53	11	13	8	28	8	11		
7	(7) 206	25	9	3	170	7	21	18	14	11	15	33	24	27	148	38	119	87	5	7	190	71	51	8	13	6	35	7	6	
6	(6) 109	10	4	1	95	4	15	8	8	7	11	19	20	3	86	17	60	47	*	6	103	51	22	3	3	5	22	2	*	
5	(5) 115	12	13	2	88	9	13	7	4	7	16	11	9	11	83	19	53	58	5	14	92	38	14	8	3	*	35	8	3	
4	(4) 38	3	-	4	31	2	5	2	3	4	1	3	3	6	24	9	21	15	1	3	36	10	15	*	2	-	10	1	-	
3	(3) 32	-	1	-	31	-	5	6	4	3	3	*	7	2	20	5	13	19	2	5	25	3	8	-	1	-	18	2	-	
2	(2) 12	-	1	-	11	-	2	-	1	-	3	-	2	3	9	1	5	8	-	-	12	2	3	-	2	-	3	1	1	
1	(1) 8	-	1	-	7	-	1	1	1	-	1	2	1	1	7	1	6	2	-	2	6	3	1	1	-	1	-	2	2	
Not at all personalised	(0) 57	-	4	2	52	1	7	3	2	1	4	13	14	7	41	5	19	35	2	10	40	10	5	5	-	25	1	2		
NET: 8-10	682	55	29	25	573	28	67	57	70	56	59	90	87	49	520	95	465	192	14	14	642	266	126	28	34	28	57	23	21	
	54%qx	53%	48%	67%	54%	55%	49%	56%	65%Tdm	62%tm	52%	53%	55%	45%	55%	50%	62%To	41%	50%	23%	56%Tq	61%Tx	51%kx	55%kx	73%Tx	28%	52%kx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 180
Q2. Personalisation - NET: Any VSP
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	GQ Region														Urban/Rural		Internet usage			Devices used to access internet			Working status						
	Total (T)	Scotland (S)	Wales (W)	Northern Ireland (I)	NET: England (E)	North East (NE)	North West (NW)	Yorkshire and the Humber (YH)	West Midlands (WM)	East Midlands (EM)	East of England (EE)	London (L)	South East (SE)	South West (SW)	Urban (U)	Rural (R)	More than 2 hours (M2)	1-2 hours (12)	Smart Phone only (SP)	Tablet or laptop only (TL)	Multiple devices (MD)	Working full time (FT)	Working part-time (PT)	Unemployed - looking for work (UL)	Unemployed - not looking for work (UN)	Student (St)	Retired (Rt)	House person/ Other (HO)	Furloughed (Fu)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 4-7	462	49	25	10	384	22	55	35	30	42	66	56	47	341	63	253	207	10	30	420	169	101	20	21	10	102	17	9	26*
	37%hn	47%hl	41%	28%	36%	42%	40%	34%	28%	33%	36%	39%	32%	43%h	36%	44%	32%	45%Tn	36%	50%	37%	35%	41%	37%	33%	49%Taw	38%	17	9
NET: 0-3	109	-	7	2	101	1	15	10	8	4	11	15	24	13	77	12	43	64	4	17	83	17	21	5	8	47	5	4	12%
	9%ans	-	11%a	4%	10%Ta	3%	11%a	10%a	7%a	5%	10%a	9%a	13%Ta	12%a	8%	7%	5%	14%Tn	14%	27%Tr	7%	4%	9%a	10%	12%aw	23%Taw	10%	10%	12%
Mean	7.20qx	7.67bm	6.74	7.61	7.16	7.27	6.92	7.21	7.80Tbd fjm	7.58m	7.07	7.14	7.04	6.73	7.26	7.24	7.60To	6.58	6.87	5.04	7.34Tq x	7.70Tux	7.07x	6.98x	7.07x	8.48Tst uvvy	5.58	7.10x	7.19
Standard deviation	2.51	1.72	2.75	2.57	2.55	2.22	2.60	2.28	2.36	2.13	2.49	2.66	2.84	2.68	2.49	2.33	2.22	2.78	2.86	3.02	2.38	2.11	2.40	2.82	2.83	1.45	2.83	2.57	2.81
Standard error	0.07	0.17	0.36	0.45	0.08	0.31	0.22	0.23	0.22	0.23	0.23	0.19	0.23	0.26	0.08	0.18	0.07	0.17	0.52	0.43	0.07	0.09	0.15	0.39	0.37	0.21	0.22	0.40	0.45

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 181
Q2. Personalisation - NET: Any VSP
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

		Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)			Awareness of safety measures				
		Total (f)	Up to £15,599 (g)	£15,600 - £25,999 (h)	£26,000 - £38,399 (i)	£38,400 - £51,999 (j)	£52,000 + (k)	YouTube (l)	Instagram (m)	TikTok (n)	Facebook (o)	Snapchat (p)	Twitch (q)	Vimeo (r)	Fruita (s)	Bitchute (t)	OnlyFans (u)	Any exposure (v)	No exposure (w)	Very/Quite aware (x)	Not at all/Not very aware (y)
Unweighted base		1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base		1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base		978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Very personalised	(10)	239	46	47	53	44	38	221	165	110	197	105	55	46	22	16	22	79	158	119	120
		19%hbsu	19%	15%	18%	25%Tb	24%lb	19%	24%Tg	28%Tgh	19%	29%Tghj	31%Tghj	30%Tghj	35%Tghj	32%Tghj	32%Ts	16%	28%Tu	15%	
9	(9)	179	25	47	36	29	33	172	136	82	160	73	42	30	10	8	20	45	134	90	90
		14%ku	11%	15%	12%	17%	22%Tac	15%	20%Tg	21%Tj	15%T	20%Tg	24%Tgin	20%Tg	15%	17%	27%Tghj	18%	13%	19%Tu	11%
8	(8)	264	43	64	69	34	37	255	176	101	230	95	46	31	18	12	17	63	199	117	147
		21%ku	18%	20%	24%	20%	24%	22%T	25%Tg	26%Tgm	22%T	26%Tgm	26%Tm	20%	28%	24%	23%	25%	20%	25%Tu	18%
7	(7)	206	43	39	55	29	16	188	101	52	169	44	13	21	3	6	8	26	178	72	134
		16%bek	18%	12%	19%be	17%	10%	16%klnp	15%ln	13%ln	16%kln	12%ln	8%	14%ln	5%	11%ln	10%ln	11%	18%Tr	16%	17%
6	(6)	109	18	45	20	11	7	106	51	17	91	24	10	9	2	4	3	17	91	24	85
		9%lpt	8%	14%Tade	7%	6%	5%	9%shkdp	7%ip	4%	9%ip	7%ij	6%	6%	3%	6%lmp	4%	7%	9%	5%	11%Ti
5	(5)	115	27	27	25	10	12	101	41	16	63	18	6	11	8	3	3	13	99	21	93
		9%shjk	12%	8%	9%	8%	8%	9%shkdp	6%il	4%	8%shkdp	5%	3%	7%ip	13%hkiko	6%	4%	5%	10%lr	5%	12%Ti
4	(4)	38	9	14	8	2	2	33	10	5	31	3	2	1	-	-	2	2	35	3	35
		3%shkim	4%	4%	3%	1%	2%	3%shkim	1%	1%	3%shkim	1%	1%	1%	-	-	2%tm	1%	4%lr	1%	4%Ti
3	(3)	32	6	15	10	1	-	27	3	4	24	*	*	*	*	*	1	30	6	26	
		3%shkim	3%	5%Tde	3%e	1%	-	2%shkim	*	1%shk	2%shkim	*	*	*	*	*	1%	2%shk	*	3%lr	1%
2	(2)	12	1	2	-	4	2	6	7	-	10	2	-	-	-	-	-	-	11	3	10
		1%g	1%	2	-	2%c	1%	1%	1%g	-	1%g	1%	-	-	-	-	-	-	1%	1%	1%
1	(1)	8	3	3	2	-	-	7	-	-	5	-	-	-	-	1	-	-	8	1	7
		1%	1%	1%	1%	-	-	1%	-	-	1%	-	-	-	-	1%hik	-	-	1%	*	1%
Not at all personalised	(0)	57	13	19	14	3	7	44	2	2	33	*	3	3	*	-	2	52	4	53	
		5%shjk	5%	6%cd	5%	2%	4%	4%shkdp	*	1%	3%shkdp	*	2%shk	2%hik	1%	-	1%	5%lr	1%	7%Ti	

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

Ofcom VSP Tracker - Wave 1
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Table 181
Q2. Personalisation - NET: Any VSP
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	682	113	157	158	107	108	648	477	293	587	273	142	106	49	37	59	167	491	325	357
	54%su	48%	49%	54%	62%Tab	70%Tabc	56%T	69%Tg	75%Tghj	57%T	75%Tghj	81%Tghjkm	70%Tgl	78%Tgj	72%Tgj	78%Tghjm	75%Ts	49%	71%Tu	45%
NET: 4-7	468	97	125	108	57	38	425	203	90	373	89	31	42	14	13	15	56	402	121	347
	37%shhk	42%e	39%e	37%e	33%	25%	37%shhklnoprt	29%knp	23%l	36%shhklnnop	24%l	18%	28%lp	22%	26%l	20%	23%	40%Tr	26%	43%Tr
NET: 0-3	109	24	38	25	8	9	84	12	6	72	3	3	3	*	1	1	3	101	14	96
	9%ghjklmnoprt	10%	12%ld	9%	4%	6%	7%shhklnnop	2%k	2%	7%shhklnnop	1%	2%	2%	1%	2%	2%	1%	10%Tr	3%	12%Tr
Mean	7.20bsu	6.94	6.82	7.20	7.78Tab	7.78Tabc	7.32T	8.04Tgj	8.28Tghj	7.37Tj	8.30Tghjm	8.40Tghjm	8.14Tgj	8.28Tgj	8.23Tgj	8.38Tghjm	8.29Ts	6.96	8.10Tu	6.68
Standard deviation	2.51	2.66	2.64	2.46	2.13	2.38	2.39	1.74	1.66	2.34	1.59	1.77	1.94	1.83	1.78	1.63	1.75	2.56	1.83	2.69
Standard error	0.07	0.17	0.15	0.14	0.16	0.19	0.07	0.06	0.07	0.07	0.07	0.10	0.12	0.16	0.16	0.12	0.10	0.08	0.08	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 182
Q2. Personalisation - NET: Any VSP
Q2. Thinking about the sites and apps listed below, on a scale of 0-10, to what extent would you say that the videos or content shown to you in your feed or homepage has been personalised for you, based on what you like, searches or viewing habits? Please use a scale of 0 to 10 where 0 means not at all personalised and 10 means very personalised.
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (g)	2 VSPs (h)	3 VSPs (i)	4 VSPs (j)	5+ VSPs (k)	1 VSP (l)	2 VSPs (m)	3 VSPs (n)	4 VSPs (o)	5+ VSPs (p)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Very personalised	(10)	239	21	42	49	33	94	22	42	48	33
		19%abhi	12%	12%	19%	18%	31%Tabcd	12%	12%	18%	19%
9	(9)	179	8	29	39	32	70	8	31	38	65
		14%abhi	5%	8%	15%ab	18%ab	23%Tabc	5%	8%	14%sh	21%Thi
8	(8)	264	11	60	62	52	79	11	61	66	50
		21%ah	6%	18%a	23%a	29%Tab	28%Tab	6%	18%h	24%h	28%Thi
7	(7)	206	30	66	50	27	32	30	68	52	25
		16%el	17%	19%e	19%e	15%	11%	17%	20%l	19%l	14%
6	(6)	109	13	36	33	14	12	13	36	35	14
		9%el	8%	11%e	13%Te	8%	4%	8%	11%l	13%Ti	8%
5	(5)	115	28	50	14	12	11	29	48	16	11
		9%cel	18%Tcde	15%Tcde	5%	7%	4%	17%Tjkl	14%Tjkl	6%	6%
4	(4)	38	7	10	1	2	7	19	10	10	2
		3%dekl	4%de	5%Tde	4%de	*	1%	4%l	5%Tkl	4%l	*
3	(3)	32	11	14	4	2	*	12	4	2	*
		3%el	6%Tode	4%e	2%	1%		7%Tjkl	4%l	2%	1%
2	(2)	12	4	6	1	2	*	4	6	1	2
		1%	2%e	2%e	*	1%		2%l	2%l	*	1%
1	(1)	8	4	4	1	*	4	4	1	*	*
		1%	2%e	1%	*	*	2%l	1%	*	*	*
Not at all personalised	(0)	57	37	15	1	4	37	16	1	3	*
		5%cej	21%Tbcde	4%ce	*	2%e	21%Tjkl	5%jl	*	2%	*
NET: 8-10	682	40	132	150	117	243	41	135	152	120	234
		54%abhi	23%	39%a	57%ab	81%Tabcd	23%	39%h	56%hi	68%Thi	81%Thijk
NET: 4-7	488	79	171	108	54	56	80	171	112	50	54
		37%ekj	45%de	50%Tde	41%de	30%e	19%	45%kl	50%Tkl	42%kl	19%
NET: 0-3	109	55	39	6	8	1	57	39	6	7	1
		9%cdelj	32%Tbcde	11%cde	2%e	*	32%Tjkl	11%jkl	2%l	4%l	*
Mean	7.20abhi	5.02	6.53a	7.64Tab	7.71Tab	8.53Tabcd	5.03	6.56h	7.59Thi	7.83Thi	8.54Thjk
Standard deviation	2.51	3.35	2.50	1.82	2.05	1.42	3.35	2.50	1.81	1.96	1.43
Standard error	0.07	0.30	0.15	0.12	0.15	0.07	0.29	0.15	0.12	0.15	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
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Table 193
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 (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Bitchute (n)	OnlyFans (n)	Vimeo (n)	Fruiteab (n)	NET: Any VSP (n)
Unweighted base	1175	794	516	1055	471	297	131	198	268	130	1259
Weighted base	1158	692	390	1032	365	176	51	76	151	63	1259
Effective base	907	605	379	816	336	208	96	162	179	71	978
Yes	105 9%	67 10%	95 24% ^{abdefhijk}	143 14% ^{ab}	40 11%	18 10%	9 17% ^{ab}	12 16% ^{abef}	15 10%	9 14%	249 20% ^{abdef}
No	1022 88% ^{cddeghjk}	610 88% ^{cddeghjk}	280 72%	869 84% ^{cghjk}	304 83% ^{cghk}	151 86% ^{cghjk}	37 72%	59 78%	130 86% ^{cghjk}	48 75%	994 79% ^c
Don't know	31 3% ^k	15 2% ^k	15 4% ^{cdk}	21 2%	21 6% ^{abdk}	7 4% ^{cdk}	6 11% ^{abcdelk}	4 6% ^{abdk}	7 4% ^{cdk}	7 11% ^{abcdlk}	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/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 194
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

	Gender			Social Grade						Age										Ethnicity				Religion			
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Christian (u)	Muslim (v)	Other religion (w)	None (x)		
Unweighted base	319	204	115	99	109	54	54	43	276	58	78	65	43	18	13	32	14	235	82	20	49	123	33	25	131		
Weighted base	249	136	112	74	89	42*	42*	31*	218	41*	58	54*	37*	13**	13**	28**	15**	197	49	11**	30*	96	18**	21**	108		
Effective base	225	138	90	67	84	35	36	33	192	44	53	43	30	17	10	24	10	171	53	14	30	81	20	16	103		
Facebook	143	87	56	39	52	24	27	13	130	22	36	31	23	9	9	18	9	117	25	9	14	58	9	12	61		
	57%	64%Tb	50%	53%	58%	57%	63%	42%	60%	53%	62%	58%	63%	71%	68%	63%	57%	59%	51%	79%	45%	61%	49%	58%	56%		
YouTube	105	62	43	34	34	16	18	16	90	12	22	30	13	4	6	12	8	78	26	5	18	35	9	17	43		
	42%	46%	38%	46%	38%	39%	44%	51%	41%	30%	38%	57%Th	35%	30%	43%	42%	52%	40%	52%	48%	59%Tr	36%	47%	82%	40%		
TikTok	95	48	46	33	32	15	14	21	73	21	23	16	8	3	3	5	3	69	24	3	17	39	10	8	34		
	38%hl	36%	41%	44%	36%	36%	34%	70%Thjk	34%	50%hl	40%	30%	20%	24%	19%	20%	16%	35%	49%	27%	56%Tr	41%	54%	40%	32%		
Instagram	67	36	31	26	21	7	12	10	57	18	17	14	7	2	-	-	48	17	6	8	22	5	8	28			
	27%	27%	27%	35%	23%	18%	28%	33%	26%	43%Th	30%	25%	18%	14%	-	6%	-	24%	35%	55%	6	26%	23%	29%	38%		
Snapchat	40	26	14	15	13	6	3	12	27	8	9	7	3	-	-	-	-	28	11	4	6	16	5	2	14		
	16%h	19%	13%	20%	15%	16%	6%	41%Thjk	13%	20%	16%	13%	8%	-	-	-	-	14%	23%	36%	21%	17%	26%	10%	13%		
Twitch	18	15	3	5	7	4	2	3	15	3	7	4	*	-	-	-	-	15	3	1	2	7	2	1	7		
	7%b	11%Tb	2%	6%	7%	9%	4%	8%	7%	8%	13%	8%	1%	-	-	-	-	7%	7%	6%	8%	8%	11%	5%	7%		
Vimeo	15	13	2	8	4	1	2	4	11	3	3	4	2	-	-	-	-	10	4	1	3	9	3	*	2		
	6%bA	10%Tb	2%	10%	4%	3%	5%	13%	5%	7%	5%	7%	4%	-	-	-	-	5%	8%	10%	9%	10%A	14%	1%	2%		
OnlyFans	12	11	1	2	4	2	4	-	12	3	4	3	3	-	-	-	-	7	5	1	4	6	2	*	4		
	5%b	6%Tb	1%	3%	4%	6%	9%	-	6%	7%	7%	6%	7%	-	-	-	-	3%	11%Tr	8%	13%Tr	6%	13%	2%	4%		
Fruiteab	9	7	2	3	2	2	2	-	7	1	3	*	1	-	-	-	-	4	4	2	2	4	2	-	2		
	4%r	5%	2%	4%	3%	4%	4%	5%	3%	2%	5%	6%	1%	-	-	-	-	2%	8%r	14%	6%	4%	12%	1%	2%		
Bitchute	9	8	1	2	2	1	2	-	9	1	3	3	*	1	-	1	-	5	4	*	2	3	2	1	3		
	3%b	6%Tb	1%	3%	3%	4%	6%	-	4%	3%	6%	5%	1%	4%	-	2%	-	2%	8%	4%	6%	3%	10%	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 185
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)	Aged 16-17 (m)	Secondary school or equiv (n)	University degree or equiv (o)	Higher university degree (p)	Still in full time education (q)
Unweighted base	319	94	53	43	209	46	144	116	155	120	45	55	43	22	118	96	46	53
Weighted base	249	73	44*	32*	166	38*	121	82	135	83	27**	31*	35**	15**	101	69	36**	38*
Effective base	225	72	41	32	143	32	107	78	117	74	25	34	28	17	85	70	28	41
Facebook	143	42	26	22	96	22	79	38	77	53	18	18	21	7	66	39	22	14
57%agr	57%	58%	58%	68%	58%	59%	65%Tg	46%	57%	53%	54%	50%	59%	51%	65%ov	57%ov	61%	37%
YouTube	105	32	17	11	69	17	53	32	51	39	14	14	15	7	36	29	17	19
42%	43%	38%	36%	41%	45%	44%	39%	38%	47%	52%	47%	43%	51%	35%	42%	47%	47%	51%
TikTok	95	29	21	12	62	10	41	40	44	29	11	14	9	7	30	28	11	25
38%so	40%	47%	37%	37%	28%	33%	48%Tef	33%	35%	42%	45%	24%	46%	30%	41%	31%	66%Top	
Instagram	67	23	16	10	38	11	31	24	32	25	7	12	7	4	27	19	9	12
27%	32%	35%	30%	23%	29%	26%	29%	24%	30%	25%	38%	21%	30%	27%	28%	24%	24%	31%
Snapchat	40	11	8	6	25	4	14	18	12	15	4	8	6	4	16	6	3	14
16%ap	15%	17%	19%	15%	12%	11%	21%	9%	18%	15%	25%l	18%	25%	16%	9%	7%	30%Top	
Twitch	18	4	3	1	13	4	7	6	10	6	3	4	1	*	5	6	3	3
7%	5%	6%	3%	8%	12%	6%	7%	7%	7%	10%	12%	3%	1%	5%	9%	8%	7%	
Vimeo	15	4	3	4	8	1	4	9	5	6	3	5	2	*	3	4	3	4
6%	6%	7%	11%	5%	3%	3%	11%Tl	3%	8%	9%	17%Tj	5%	2%	3%	6%	8%	10%	
OnlyFans	12	5	1	4	5	1	6	5	5	7	2	3	3	2	5	5	2	-
5%nd	8%	3%	11%nd	3%	4%	5%	6%	4%	9%	7%	9%	7%	16%	5%	8%	4%	-	
Fruiteab	9	2	1	1	5	2	3	4	2	5	1	4	1	*	3	2	2	2
4%l	3%	2%	4%	3%	4%	2%	5%	1%	6%	3%	13%Ti	4%	1%	3%	3%	4%	4%	
Bitchute	9	3	2	2	4	2	4	2	3	6	2	3	*	1	4	3	1	*
3%	4%	4%	5%	2%	4%	4%	2%	2%	7%	6%	10%Ti	1%	6%	4%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 196
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

	GO Region													Urban/ Rural		Internet usage			Working status				Devices used to access internet
	Total (n)	Scotland (n)	Wales (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Student (n)	Retired (n)	
Unweighted base	319	28	12	273	17	29	26	27	24	29	56	41	24	238	47	276	40	299	154	54	17	13	
Weighted base	249	21**	11**	211	18**	22**	23**	16**	22**	24**	37*	33*	16**	184	41*	183	62*	238	117	45*	15**	13**	
Effective base	225	22	10	189	14	19	18	22	15	23	34	34	16	163	39	215	33	213	105	35	14	10	
Facebook	143	9	10	121	9	15	17	10	16	11	20	16	7	104	26	109	33	139	74	23	5	9	
	57%	42%	87%	57%	47%	69%	72%	62%	72%	46%	55%	49%	44%	57%	62%	60%T	54%	59%	63%	51%	35%	68%	
YouTube	105	8	5	90	7	9	10	5	9	11	21	12	5	78	16	80	24	100	47	19	5	7	
	42%	40%	44%	43%	40%	39%	43%	33%	40%	47%	56%	37%	38%	43%	38%	43%	39%	42%	40%	42%	30%	58%	
TikTok	95	12	3	79	6	12	6	6	9	8	13	15	4	74	14	75	18	91	41	13	9	1	
	38%	56%	23%	37%	32%	56%	26%	39%	41%	35%	35%	44%	23%	40%	33%	41%T	29%	38%	35%	29%	61%	5%	
Instagram	67	6	3	59	3	4	5	4	11	7	13	6	5	52	9	54	11	62	28	13	7	1	
	27%	26%	24%	28%	18%	18%	22%	26%	49%	30%	36%	19%	30%	28%	22%	30%T	18%	26%	24%	28%	48%	5%	
Snapchat	40	3	1	36	1	6	3	5	6	2	7	2	4	30	6	31	6	36	14	6	3	-	
	16%	15%	8%	17%	7%	27%	13%	30%	27%	10%	18%	7%	22%	17%	15%	17%T	10%	15%	12%	14%	21%	-	
Twitch	18	2	1	15	1	3	*	2	2	-	3	3	1	15	3	16	2	16	12	1	1	-	
	7%	8%	5%	7%	7%	16%	2%	9%	8%	-	8%	8%	8%	7%	9%T	3%	7%	10%	2%	7%	-	-	
Vimeo	15	*	*	13	*	1	*	1	4	-	2	2	2	12	2	12	3	14	7	1	*	-	
	6%	1%	2%	6%	3%	6%	2%	4%	17%	-	7%	6%	13%	6%	5%	7%	5%	6%	6%	3%	2%	-	
OnlyFans	12	1	-	11	1	2	1	1	1	-	3	1	1	8	1	9	2	11	8	2	*	-	
	5%	4%	-	5%	5%	8%	5%	6%	6%	-	10%	3%	6%	4%	3%	5%	4%	5%	7%	5%	2%	-	
Fruitiab	9	1	-	7	*	*	*	1	1	2	-	1	1	7	1	7	2	7	4	1	-	-	
	4%	4%	-	4%	1%	1%	3%	5%	7%	-	6%	4%	4%	1%	4%	3%	3%	4%	3%	4%	3%	-	
Bitchute	9	*	-	8	*	1	1	-	2	-	2	1	1	7	*	7	1	6	5	3	*	-	
	3%r	2%	-	4%	1%	3%	4%	-	10%	-	5%	2%	8%	4%	*	4%T	2%	3%	4%	6%	2%	-	

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/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
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Table 187
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)	Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruita b (n)	Bitchut e (o)	OnlyFans (p)	Any exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (u)
Unweighted base	319	53	73	77	42	58	312	275	228	295	213	144	128	80	73	105	319	172	147
Weighted base	249	34*	59	56	32*	54*	243	194	151	225	137	72	61	34*	23	37	249	116	132
Effective base	225	34	55	54	30	43	219	197	156	206	149	98	80	47	60	83	225	117	110
Facebook	143	22	39	31	17	28	138	112	74	143	79	41	36	23	16	23	143	69	74
	57% _u	64%	67%	55%	52%	51%	57% _u	57% _u	49%	63% _{Tghi}	58% _u	57% _u	59% _u	68% _u	68% _u	63% _u	57%	59%	56%
YouTube	105	17	26	25	14	20	105	81	57	92	54	38	32	18	16	18	105	53	52
	42% _u	50%	45%	44%	43%	37%	43% _u	42%	38%	41%	40%	53% _{Tghi}	52% _{Thij}	54% _u	67% _{Tghi}	48% _u	42%	45%	40%
TikTok	95	14	24	17	11	24	93	86	95	88	76	36	28	18	11	18	95	51	44
	38%	40%	41%	31%	34%	44%	38%	44% _{Tg}	62% _{Tghj}	56% _{Tghj}	50% _{Tgj}	50% _{Tgj}	46%	54% _{Tgjo}	47%	49% _{Tgj}	38%	44%	33%
Instagram	67	12	15	18	5	14	65	67	45	57	47	32	23	15	10	13	67	40	26
	27% _u	35%	25%	31%	16%	25%	27%	34% _{Tg}	29%	26%	35% _{Tgj}	44% _{Tghj}	37% _{Tgj}	45% _{Tgj}	45% _{Tghj}	35% _{Tgj}	27%	35% _{Tu}	20%
Snapchat	40	5	13	5	6	6	39	36	33	36	40	24	17	14	9	10	40	29	11
	16% _u	15%	22%	9%	18%	11%	16%	19% _{Tg}	22% _{Tg}	16%	29% _{Tghj}	33% _{Tghj}	28% _{Tghj}	41% _{Tghj}	37% _{Tghj}	26% _{Tghj}	16%	25% _{Tu}	8%
Twitch	18	2	8	2	2	2	17	13	14	16	15	18	11	9	7	8	18	12	6
	7%	7%	14% _T	3%	6%	4%	7%	7%	9% _h	7%	11% _{Tghj}	25% _{Tghj}	18% _{Tghj}	27% _{Tghj}	31% _{Tghj}	22% _{Tghj}	7%	10%	5%
Vimeo	15	2	3	2	3	5	15	14	13	15	14	12	15	12	7	8	15	10	5
	6%	7%	4%	4%	9%	9%	6%	7%	9% _{Tg}	7%	10% _{Tghj}	17% _{Tghj}	25% _{Tghj}	35% _{Tghj}	28% _{Tghj}	22% _{Tghj}	6%	8%	4%
OnlyFans	12	2	4	4	1	*	12	10	9	10	9	8	7	7	7	12	12	8	4
	5%	7%	7%	6%	4%	1%	5%	5%	6%	4%	7% _u	12% _{Tghj}	12% _{Tghj}	22% _{Tghj}	30% _{Tghj}	33% _{Tghj}	5%	7%	3%
Fruita b	9	2	3	2	1	1	9	8	8	8	8	7	9	9	6	6	9	7	2
	4%	7%	5%	3%	4%	2%	4%	4%	5%	4%	6% _{Tgj}	10% _{Tghj}	15% _{Tghj}	27% _{Tghj}	27% _{Tghj}	15% _{Tghj}	4%	6%	1%
Bitchute	9	3	2	2	1	-	8	8	7	9	7	7	7	7	9	6	9	6	2
	3%	8% _e	4%	3%	2%	-	3%	4%	5%	4%	5% _{Tg}	10% _{Tghj}	12% _{Tghj}	21% _{Tghj}	37% _{Tghj}	16% _{Tghj}	3%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 188
Q3a. Exposure to harmful content - Summary - Experienced harms
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos on any VSP?
Base: All respondents who have come across any violent, abusive or inappropriate videos on any VSP

	Total (f)	No. of VSPs used in Past 3 months				No. of Selected VSPs used in Past 3 months			
		2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	319	24	41	42	211	25	42	43	208
Weighted base	249	35**	46*	39*	127	35**	48*	39*	126
Effective base	225	20	35	38	146	20	36	39	143
Facebook	143	21	27	22	71	21	30	21	70
	57%	61%	59%	57%	56%	60%	61%	54%	56%
YouTube	105	13	25	15	51	13	28	15	49
	42%	38%	55%	39%	40%	38%	58%T	38%	39%
TikTok	95	-	8	12	75	-	8	12	75
	38% ^{cj}	-	17%	29%	59% ^{Tod}	-	16%	30%	60% ^{Tjk}
Instagram	67	3	11	12	41	4	11	11	41
	27%	9%	24%	30%	32% ^T	11%	23%	29%	33% ^T
Snapchat	40	1	-	2	36	1	-	2	36
	16% ^{cj}	3%	-	6%	28% ^{Tod}	3%	-	6%	29% ^{Tjk}
Twitch	18	-	2	2	14	-	2	2	14
	7%	-	4%	4%	11% ^T	-	4%	4%	11% ^T
Vimeo	15	-	-	1	14	-	-	2	14
	6%	-	-	2%	11% ^{Tc}	-	-	4%	11% ^{Tj}
OnlyFans	12	1	1	1	10	1	1	1	10
	5%	3%	2%	2%	8% ^T	3%	1%	2%	8% ^T
Fruittab	9	-	-	-	9	-	-	1	8
	4%	-	-	-	7% ^T	-	-	1%	7% ^T
Bitchute	9	-	-	1	8	-	-	1	8
	3%	-	-	2%	6% ^T	-	-	2%	6% ^T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 189
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

	Gender		Social Grade					Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1175	678	497	341	353	224	251	117	1058	150	225	204	201	140	104	34	278	138	960	199	59	103	31	461	59	59	570	
Weighted base	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61*	327	176	987	156	44*	86	19**	461	41*	60*	567	
Effective base	907	511	403	258	281	170	197	93	821	117	170	157	157	114	88	30	227	114	759	137	44	70	24	349	37	43	461	
Yes	105	62	43	34	34	16	18	16	18%Thlmm opq	90	12	22	30	13	4	5	2	12	8	78	26	5	18	3	35	9	17	43
	9%shmpr	10%	8%	11%	10%	7%	7%	18%	8%mp	9%mp	11%mp	15%Thlmm pq	6%	2%	5%	4%	4%	12	8%	16%Tr	5	21%Tr	14%	7%	21%TA	17	29%TA	8%
No	1022	519	503	279	302	215	222	71	951	117	170	165	190	147	105	58	310	163	883	125	38	64	16	414	30	39	512	
	86%gks uyz	87%	90%	87%	88%	89%	89%	81%	89%gk	87%	84%	84%	91%g	97%Tghi kj	91%g	96%g	95%Tghi jk	93%gk	88%	89%Tau	80%	86%	75%	85%	90%yz	74%	65%	90%Tyz
Don't know	31	16	15	6	7	9	8	1	29	4	11	2	6	1	5	-	5	5	26	5	1	4	*	12	2	4	12	
	3%	3%	3%	2%	2%	4%	3%	2%	3%	3%	6%Thkmp	1%	3%	*	4%	-	2%	3%	3%	3%	2%	5%	1%	3%	5%	6%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 130
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

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education			
	Total ...T)	Any (B)	Mental conditi on (D)	Physica l conditi on (G)	No impacci ng/ limitin g conditi on (I)	1 (E)	2-3 (F)	4-5 (H)	6+ (J)	No childre n aged 17 or under (L)	NET: Yes (M)	Aged under 5 (N)	Aged 5- 10 (O)	Aged 11-15 (P)	Aged 16-17 (Q)	Seconda ry school or equiv (R)	Univer sity degree or equiv (S)	Higher univer sity degree (T)	Still in full time educati on (U)
Unweighted base	1175	330	162	187	800	243	581	316	35	747	308	120	149	108	59	504	376	118	128
Weighted base	1158	319	154	184	801	254	608	271	25**	791	277	104	124	98	52*	531	362	108	95
Effective base	907	257	129	145	616	194	456	234	25	601	216	82	106	79	41	401	289	85	105
Yes	105	32	17	11	69	17	53	32	2	51	39	14	14	15	7	36	29	17	19
	9% _{lo}	10% _c	11%	6%	9%	7%	9%	12%	10%	6%	14% _{Tl}	14% _l	12%	15% _{Tl}	14%	7%	8%	16% _{Top}	20% _{Top}
No	1022	282	134	169	712	232	537	232	21	725	224	79	106	78	42	479	323	89	74
	88% _{kmr}	88%	87%	92% _a	89%	91%	88%	86%	83%	92% _{Tkl}	81%	76%	85%	80%	82%	90% _{qr}	89% _{sr}	82%	78%
Don't know	31	6	4	3	21	6	17	7	2	15	14	10	4	5	2	16	9	2	1
	3% _l	2%	2%	2%	3%	2%	3%	2%	7%	2%	5% _{Tl}	10% _{Tlj}	3%	5%	4%	3%	3%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 191
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

	GEO Region												Urban/ Rural		Internet usage		Devices used to access internet			Working status									
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Unweighted base	1175	95	51	29	1000	48	129	93	110	80	110	185	146	99	887	156	930	233	27	41	1078	481	219	50	51	44	138	36	38
Weighted base	1158	92	51*	31**	984	48*	127	97	98	85	106	166	162	95	862	171	735	408	24**	48*	1061	454	224	50*	54*	36*	178	39*	33**
Effective base	907	75	43	23	767	36	101	73	83	61	91	134	115	77	681	126	803	212	19	32	841	370	164	41	43	36	115	30	28
Yes	105	8	5	1	90	7	9	10	5	9	11	21	12	6	78	16	80	24	1	1	100	47	19	2	3	5	7	3	4
	9% _x	9%	9%	5%	9%	15%	7%	10%	5%	10%	11%	12%	8%	6%	9%	9%	11% _{To}	6%	2%	9%	10% _x	9%	4%	6%	12%	4%	8%	11%	
No	1022	82	46	28	866	40	117	83	91	76	90	140	141	87	756	153	638	373	22	47	936	395	195	47	49	31	170	36	28
	88% _n	89%	91%	90%	88%	85%	92%	85%	94% _k	89%	85%	84%	87%	91%	88%	89%	87%	91%	92%	98%	88%	87%	87%	94%	90%	87%	95% _{Tst}	92%	83%
Don't know	31	1	-	2	28	-	2	4	1	1	4	5	9	2	28	3	17	11	1	-	25	13	10	1	2	1	-	2	
	3% _r	2%	-	5%	3%	-	1%	4%	1%	1%	4%	3%	5%	2%	3%	2%	2%	3%	2%	-	2%	3%	5% _x	2%	4%	1%	1%	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 192
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitter (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1175	221	294	272	160	1175	763	505	974	459	295	265	128	130	195	312	847	510	665	
Weighted base	1158	212	302	266	157	1158	658	378	934	353	175	149	62	51	75	243	900	434	725	
Effective base	907	163	234	208	124	120	907	579	372	748	326	206	176	69	95	160	219	681	384	531
Yes	105	17	26	25	14	20	105	81	57	92	54	38	32	18	16	18	105	-	53	52
	9%au	8%	9%	9%	9%	14%	9%	12%Tgj	15%Tghj	10%	15%Tghi	22%Tghj	21%Tghi	29%Tghj	31%Tghi	24%Tghi	43%Ts	-	12%Tu	7%
No	1022	188	271	234	140	1022	555	313	823	290	133	114	41	32	54	134	889	367	655	
	88%ahk imnoprt	89%	90%ae	88%	90%	81%	88%hkl mnop	84%klmn op	83%klmn op	88%hkl mnop	79%knop	76%kno	77%kno	66%	63%	72%o	55%	99%Tr	85%	90%Tt
Don't know	31	6	4	7	3	8	31	22	7	18	19	3	3	3	3	3	3	14	17	
	3%js	3%	1%	3%	2%	5%b	3%j	3%j	2%	2%	6%Tghj lm	2%	2%	5%	6%Tghj m	4%ij	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 193
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1175	81	258	222	172	442	82	263	231	171	428
Weighted base	1158	114	315	257	175	297	115	319	265	171	288
Effective base	907	69	219	191	147	314	69	223	198	145	303
Yes	105	-	13	25	15	51	-	13	28	15	49
	9%abhi	-	4%	10%ab	9%a	17%Tabcd	-	4%	10%hi	9%h	17%Thijk
No	1022	109	296	230	150	238	109	300	236	147	230
	88%el	95%de	94%Tde	89%e	86%	80%	95%kl	94%Tkl	89%l	86%	80%
Don't know	31	6	6	2	10	8	6	6	2	10	8
	3%cj	5%c	2%	1%	5%Tdc	3%	5%j	2%	1%	6%Tj	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

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Table 194
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

	Gender		Social Grade					Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Unweighted base	794	439	355	247	253	140	150	96	698	147	182	151	108	67	37	110	43	616	169	47	89	30	298	53	45	380
Weighted base	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38*	108	45*	560	123	36*	68	18**	250	34*	41*	347
Effective base	605	327	291	186	196	105	116	75	532	114	135	114	78	53	34	92	39	482	115	34	59	23	223	34	31	306
Yes	67	36	31	26	21	7	12	10	57	18	17	14	7	2	-	2	-	48	17	6	8	3	22	5	8	28
	10%pq	12%	8%	13%	9%	6%	9%	14%mpq	9%pq	14%mpq	11%npq	10%pq	7%	3%	-	2%	-	9%	17%	6	12%	19%	9%	15%	20%A	8%
No	610	270	340	174	201	117	115	62	548	107	131	117	89	60	36	104	44	501	101	29	57	14	220	27	33	315
	88%as	86%	90%	86%	88%	92%	89%	85%	88%	84%	85%	88%	91%	96%gjj	97%	97%Tghi	97%gjj	90%Ts	82%	81%	84%	78%	88%	79%	80%	91%Ty
Don't know	15	9	6	3	6	3	3	1	14	3	5	2	2	1	1	2	1	11	4	1	3	1	8	2	-	5
	2%	3%	2%	2%	2%	2%	2%	1%	2%	3%	3%	1%	2%	1%	3%	2%	3%	2%	4%	3%	4%	4%	3%	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 195
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	794	206	107	105	554	123	380	264	27	440	256	97	126	90	49	312	266	84	106
Weighted base	692	178	94	88	487	111	350	212	19**	408	210	75	95	73	39*	295	226	66	76
Effective base	605	159	84	81	421	96	299	192	18	353	177	64	87	67	32	243	202	57	66
Yes	67	23	18	10	38	11	31	24	*	32	25	7	12	7	4	27	19	9	12
	10% ^d	13% ^d	17% ^d	11%	8%	10%	9%	11%	2%	8%	12%	9%	15%	10%	11%	9%	8%	13%	15%
No	610	150	76	76	441	97	312	183	18	368	179	65	80	64	33	266	196	57	66
	88% ^b	84%	81%	87%	90% ^{Tab}	87%	89%	86%	98%	90%	85%	87%	84%	88%	84%	90%	87%	86%	84%
Don't know	15	4	2	2	8	3	7	5	-	8	6	3	3	2	2	10	1	1	1
	2% ^o	2%	2%	2%	2%	3%	2%	2%	-	2%	3%	4%	4%	3%	4%	1%	5% ^{To}	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 196
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

	GEO Region											Urban/ Rural		Internet usage			Devices used to access internet			Working status									
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Unweighted base	794	60	33	15	686	35	88	69	76	57	67	141	96	57	608	106	671	116	22	12	741	349	160	26	23	42	41	26	30
Weighted base	692	54*	29**	15**	594	32**	78	64	57	52*	58	109	96	50*	520	109	500	183	11**	654	294	149	26**	23**	33*	43*	25**	24**	
Effective base	605	48	28	12	517	26	66	53	56	43	56	101	76	43	461	84	557	101	16	8	569	259	118	20	20	35	37	23	21
Yes	67	6	3	-	59	3	4	5	4	11	7	13	6	5	52	9	54	11	2	-	62	28	13	3	2	7	1	1	3
10%	10%	10%	9%	-	10%	10%	5%	8%	7%	20%Tdl	13%	12%	7%	10%	10%	8%	11%T	6%	14%	-	9%	9%	9%	12%	9%	21%Tatx	2%	2%	13%
No	610	47	26	13	524	28	73	57	51	41	51	94	86	43	456	98	434	168	13	11	578	260	133	23	21	25	42	25	18
88%nw	87%	87%	91%	87%	88%	89%	94%sl	89%	91%	79%	87%	86%	90%	87%	88%	89%	87%	92%	83%	100%	88%	88%w	89%w	88%	91%	75%	98%Tw	98%	76%
Don't know	15	1	-	2	12	-	1	2	1	-	2	4	2	12	3	12	4	1	-	14	7	3	-	-	1	-	-	3	
	2%	3%	-	13%	2%	1%	1%	3%	2%	1%	*	2%	4%	3%	2%	2%	2%	3%	-	2%	2%	2%	-	-	4%	-	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 137
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (t)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitter (l)	Vimeo (m)	Fruitlet (n)	Bitchat (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	794	135	182	184	115	129	763	794	463	714	437	268	240	124	117	183	275	508	401	393
Weighted base	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374
Effective base	605	95	143	139	88	99	579	605	340	540	308	186	155	66	90	156	197	405	295	312
Yes	67	12	15	18	5	14	65	67	45	57	32	23	15	10	13	13	67	-	40	26
	10%su	11%	9%	11%	5%	12%	10%	10%	13%Tghj	9%	14%Tghj	21%Tghljk	18%Tghj	26%Tghjkm	25%Tghljk	20%Tghljk	34%Ts	-	13%Tu	7%
No	610	93	149	138	95	93	577	610	281	551	269	113	102	40	27	50	123	486	271	339
	88%ikmnopt	84%	90%	88%	93%	84%	88%ikmnopt	88%ikmnopt	84%inop	89%gklmnop	82%lnop	76%o	80%no	68%	66%	75%o	64%	99%Tr	85%	91%Tu
Don't know	15	5	2	1	2	4	15	15	8	11	12	5	3	3	4	4	4	4	6	9
	2%sa	5%bc	1%	1%	2%	4%	2%	2%	2%	2%	4%Tghj	3%	3%	5%k	9%Tghljk	6%Tghljk	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.

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Table 198
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

	Total (T)	No. of VSPs used in Past 3 months				No. of Selected VSPs used in Past 3 months			
		2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	794	39	165	154	435	42	172	157	422
Weighted base	692	44*	196	160	292	46*	203	160	283
Effective base	605	35	144	132	309	37	149	133	298
Yes	67	3	11	12	41	4	11	11	41
	10% _{cj}	8%	6%	7%	14% _{Tcd}	8%	5%	7%	14% _{Tjk}
No	610	38	183	146	242	40	191	146	233
	88% _{del}	88%	94% _{Te}	92% _{de}	83%	87%	94% _{Tl}	91% _{kl}	82%
Don't know	15	2	2	2	10	2	2	2	9
	2%	3%	1%	1%	3%	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 199
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

	Gender		Social Grade						Age								Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Unweighted base	516	312	204	174	144	94	101	91	425	101	111	95	70	30	16	48	18	395	116	30	61	23	207	40	32	227
Weighted base	390	195	195	123	106	79	79	66	323	78	78	69	56*	25**	16**	43*	18**	318	68	18**	38*	12**	152	22**	25**	182
Effective base	379	220	167	124	111	68	75	74	307	76	79	68	47	25	13	39	14	301	75	20	39	16	150	23	22	177
Yes	95	48	46	33	32	15	14	21	73	21	23	16	8	3	3	5	3	69	24	3	17	4	39	10	8	34
	24% _{rA}	25%	24%	27%	31%	19%	18%	32% _{lp}	23%	27%	30% _{lp}	24%	13%	12%	16%	13%	14%	22%	35% _{Tr}	3	16%	45% _{Tr}	37%	26%	44%	33%
No	280	140	140	86	68	60	62	44	236	51	52	52	46	22	10	34	13	236	41	15	19	7	108	11	17	138
	72% _{su}	72%	72%	70%	65%	76%	79% _{sd}	66%	73%	66%	67%	75%	81%	88%	65%	81%	70%	74% _{Tsu}	61%	83%	51%	59%	71%	48%	67%	76%
Don't know	15	7	9	4	5	4	2	1	15	5	2	1	3	-	3	3	3	13	2	*	2	*	4	2	-	9
	4%	3%	5%	3%	5%	5%	3%	1%	5%	7%	3%	2%	5%	-	18%	7%	16%	4%	4%	1%	5%	4%	3%	9%	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 200
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total ... (f)	Any (g)	Mental conditi on (h)	Physica l conditi on (i)	No impact ing/ limitin g conditi on (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No childre n aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5- 10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Seconda ry school or equiv (u)	Univers ity degree or equiv (v)	Higher univers ity degree (w)	Still in full time educati on (x)
Unweighted base	516	134	76	66	360	59	221	209	27	237	186	70	96	67	39	187	160	55	97
Weighted base	390	96	60	45*	280	43*	177	151	18**	192	130	43*	63	48*	27**	157	114	33*	69
Effective base	379	101	61	46	263	43	170	149	18	182	124	45	62	46	26	141	115	34	61
Yes	95	29	21	12	62	10	41	40	5	44	29	11	14	9	7	30	26	11	25
	24%	30%	35%Td	28%	22%	22%	23%	26%	23%	23%	23%	26%	18%	24%	19%	24%	24%	34%	38%To
No	280	61	35	31	212	31	131	104	14	138	96	31	49	37	21	122	80	19	43
	72%abqr	64%	58%	69%	76%Tab	71%	74%	69%	75%	72%	74%	71%	76%	77%	76%	78%Tqr	70%	57%	62%
Don't know	15	6	4	2	6	3	6	7	-	10	4	1	3	-	5	7	3	1	
	4%d	7%d	7%	5%	2%	7%	3%	5%	-	5%	3%	2%	2%	5%	-	3%	6%	10%r	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 201
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

	GQ Region												Urban/ Rural		Internet usage		Devices used to access internet		Working status							
	Total (n)	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	516	47	20	441	21	55	41	51	41	96	60	35	409	60	444	70	23	470	222	100	16	28	16	13	18	
Weighted base	390	39*	16**	328	18**	44*	33**	30*	35**	31*	58	53*	27**	303	50*	293	95	18**	358	156	82	17**	20**	14**	14**	12**
Effective base	379	38	16	318	15	39	29	40	30	33	71	47	25	301	48	352	58	16	350	156	71	14	22	14	10	11
Yes	95	12	3	79	6	12	6	6	9	8	13	15	4	74	14	75	18	2	91	41	13	1	9	1	3	4
24%	30%	16%	24%	32%	28%	18%	21%	25%	27%	22%	28%	13%	25%	27%	26%T	19%	11%	25%	26%	16%	5%	45%	5%	20%	31%	
No	280	25	13	237	12	30	25	23	24	22	43	37	22	218	34	208	70	15	253	112	62	16	11	12	11	7
72%	63%	84%	72%	68%	68%	76%	76%	69%	72%	74%	69%	80%	72%	68%	71%	74%	87%	71%	72%	76%	95%	54%	84%	80%	57%	
Don't know	15	3	-	13	-	2	2	1	2	-	2	1	2	11	3	9	6	1	14	3	7	-	2	-	1	1
4% _n	6%	-	4%	-	4%	6%	4%	6%	1%	4%	3%	7%	4%	5%	3%	7%	3%	4%	2%	8% _s	-	1%	11%	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 202
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

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (k)	Snapchat (r)	Twitch (j)	Vimeo (n)	Fruita b (h)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	516	92	106	109	83	93	505	463	516	467	360	229	209	116	102	157	228	281	300	216
Weighted base	390	65	87	75	64	70	378	333	390	349	248	116	103	51	32	54	151	235	207	182
Effective base	379	63	80	78	65	68	372	340	379	341	251	156	139	68	82	132	156	220	216	165
Yes	95	14	24	17	11	24	93	86	95	88	76	36	28	18	11	18	95	-	51	44
	24%*a	21%	28%	23%	17%	34%Td	25%	26%	24%	25%	31%Tghij	31%Tghij	27%	36%Tghij	33%Tghij	34%Tghij	62%Ts	-	25%	24%
No	280	46	58	56	52	44	269	233	280	247	161	75	69	31	19	34	51	229	145	134
	72%*hknopr	71%	67%	75%	81%e	63%	71%*hknopr	70%*hknopr	72%*hknopr	71%*hknopr	65%	64%	67%	61%	60%	63%	33%	98%Tr	70%	74%
Don't know	15	5	5	2	1	2	15	15	15	14	11	5	6	2	2	2	6	6	11	5
	4%	8%	5%	2%	2%	3%	4%	5%	4%	4%	5%	4%	6%	3%	7%un	4%	4%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

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Table 203
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months			
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (f)	3 VSPs (g)	4 VSPs (h)	5+ VSPs (i)
Unweighted base	516	34	86	386	11	34	89	382
Weighted base	390	40**	83	257	11**	40**	85	254
Effective base	379	28	78	272	9	28	80	268
Yes	95 24%dk	8 19%	12 14%	75 29%Td	-	8 20%	12 14%	75 30%Tk
No	280 72%el	33 81%	68 83%Te	169 66%	11 100%	32 80%	70 83%Tl	166 65%
Don't know	15 4%	-	3 3%	13 5%	-	-	3 3%	13 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 204
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			Social Grade						Age										Ethnicity						Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)		
Unweighted base	1055	566	489	300	309	204	237	83	972	141	204	178	178	134	106	31	271	137	876	168	45	90	29	432	53	52	499		
Weighted base	1032	481	552	281	299	213	234	67	966	127	184	168	185	136	114	51**	302	166	894	129	34*	72	17**	422	37*	48*	507		
Effective base	816	422	402	226	248	156	184	65	754	109	150	134	138	112	91	28	225	115	698	110	32	58	22	331	33	37	401		
Yes	143	67	56	39	52	24	27	13	130	22	36	31	22	9	9	-	18	9	117	25	9	14	3	58	9	12	61		
	14%bmq	18%Td	10%	14%	17%	11%	12%	19%mpq	13%mpq	17%mpq	19%Thnn	19%mpq	13%pq	7%	8%q	-	6%	5%	13%	25%	25%r	19%	3	18%	24%	14%	12%		
No	869	388	480	237	241	187	201	53	816	101	142	137	159	124	103	51	279	154	760	100	23	57	14	357	27	35	435		
	84%qtz	81%	87%Ta	85%	80%	87%	86%	79%	85%j	80%	77%	81%	86%	81%Tgh	90%gij	100%	92%Tghi	93%Tghi	85%t	78%	69%	79%	82%	85%	72%	72%	86%yz		
Don't know	21	6	15	4	7	3	7	1	20	4	7	*	3	3	2	-	6	2	17	3	2	1	-	6	1	1	11		
	2%	1%	3%	2%	2%	2%	3%	2%	2%	3%	4%k	*	2%	2%	2%	-	2%	1%	2%	2%	5%	2%	-	1%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 205
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1055	298	138	171	722	199	552	280	24	671	298	119	147	101	56	474	332	106	94
Weighted base	1032	292	134	168	712	203	567	245	17**	695	269	106	121	90	48*	494	310	95	74
Effective base	616	232	109	132	559	160	437	205	15	541	211	81	105	73	39	380	254	75	76
Yes	143	42	26	22	96	22	79	38	3	77	53	18	16	21	7	66	39	22	14
	14% _{sd}	14%	19%	13%	14%	11%	14%	16%	20%	11%	20% _{Ti}	16%	15%	23% _{Ti}	16%	13%	13%	23% _{Top}	19%
No	869	244	106	143	605	179	478	198	14	607	207	88	96	65	36	421	264	71	59
	84% _{mq}	84%	79%	85%	85%	88% _g	84%	81%	80%	87% _{Tjm}	77%	82%	79%	72%	76%	85% _q	85% _q	75%	80%
Don't know	21	6	2	3	10	1	10	9	-	11	9	2	7	4	4	8	7	2	1
	2%	2%	2%	2%	1%	1%	2%	4% _{Te}	-	2%	3%	2%	6% _{Ti}	5%	9% _{Ti}	2%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 206
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

	GEO Region												Urban/ Rural		Internet usage		Devices used to access internet			Working status									
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Unweighted base	1055	83	51	29	892	45	107	83	104	74	91	160	132	96	789	147	834	214	23	38	976	434	209	42	45	40	131	38	32
Weighted base	1032	82	55*	33**	863	44*	105	82	92	78	87	139	142	94	767	160	655	368	21**	46**	955	402	212	41*	49*	33*	160	41*	27**
Effective base	816	66	41	23	686	36	85	65	79	55	75	115	105	75	609	118	715	195	15	29	764	332	157	34	38	33	110	32	23
Yes	143	9	10	3	121	9	15	17	10	16	11	20	16	7	104	26	109	33	2	1	139	74	23	2	5	9	5	6	
	14%	11%	18%	11%	14%	19%	14%	20%	11%	20%	13%	14%	11%	7%	14%	16%	17%	9%	8%	2%	15%	18%	11%	6%	10%	16%	5%	13%	23%
No	869	71	45	29	724	35	90	65	80	62	76	117	118	82	647	131	534	325	19	45	797	319	185	37	43	27	150	35	20
	84%	87%	82%	86%	84%	79%	86%	79%	87%	79%	84%	84%	89%	88%	84%	82%	81%	89%	90%	98%	83%	79%	87%	91%	86%	83%	94%	85%	71%
Don't know	21	2	-	1	18	1	-	1	2	1	-	2	7	5	16	3	12	9	1	-	19	9	4	1	2	-	1	1	2
	2%	2%	-	3%	2%	1%	-	1%	2%	1%	-	2%	5%	5%	2%	2%	2%	2%	2%	-	2%	2%	2%	3%	4%	1%	1%	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 207
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitter (l)	Vimeo (m)	Fruitful (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	1055	201	267	243	143	138	974	714	467	1055	433	267	248	125	120	183	295	749	478	577	
Weighted base	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623	
Effective base	816	147	215	187	111	104	748	540	341	816	305	181	171	74	93	151	206	608	358	463	
Yes	143	22	39	31	17	28	138	112	74	143	79	41	36	23	16	23	143	63%Ts	-	69	74
	14%a	11%	15%	13%	12%	22%Ta	15%Tj	18%Tg	21%Tghi	14%	24%Tghj	27%Tghl	27%Tghm	40%Tghn	37%Tgho	35%Tghp	63%Ts	-	17%Tu	12%	
No	869	167	223	200	124	97	781	490	266	869	242	106	95	33	25	42	77	791	331	538	
	84%ehk	86%	84%	85%	87%	76%	84%hkl	79%klmn	76%knop	84%hkl	73%knop	69%knop	71%knop	57%	58%	62%	34%	99%Tr	81%	86%Tt	
Don't know	21	6	3	4	3	3	15	18	10	21	12	6	3	2	2	5	5	9	9	12	
	2%gs	3%	1%	2%	2%	2%	2%	3%Tg	3%g	2%g	4%Tg	4%g	2%	4%	5%Tgjm	3%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.

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Table 208
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

Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1055	44	226	199	156	430	48	229	207	155	416
Weighted base	1032	57*	286	237	161	290	61*	288	244	158	280
Effective base	816	38	193	172	136	305	41	195	178	134	294
Yes	143	1	21	27	22	71	1	21	30	21	70
14%abhi	1%	7%	11%	14%a	25%Tabcd	1%	7%	12%h	13%h	25%Thijk	
No	869	55	260	209	136	208	59	262	214	134	200
84%ef	96%Te	91%Te	88%e	84%e	72%	96%Ti	91%Ti	88%i	85%l	71%	
Don't know	21	2	5	1	3	11	2	5	3	11	
2%j	3%	2%	*	2%	4%Tc	3%	2%	*	2%	4%Tj	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base

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Table 209
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

	Gender		Social Grade						Age								Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	471	282	189	148	141	91	86	84	387	117	112	83	53	15	22	336	130	39	66	23	183	46	31	201	
Weighted base	365	179	186	105	111	74	69	66	299	96	82	59	42*	15**	21**	278	83	28**	42*	12**	138	26*	23**	170	
Effective base	336	191	151	101	105	65	61	65	271	88	75	59	33	12	17	248	85	26	44	16	124	32	20	153	
Yes	49	26	14	15	13	6	3	12	27	8	9	7	3	-	-	28	11	4	6	1	16	5	2	14	
	11%h	14%b	8%	14%f	12%	9%	4%	15%h	9%	9%	11%	12%	7%	-	-	10%	14%	15%	9%	12%	18%	9%	9%	8%	
No	304	143	161	83	94	64	61	52	252	85	66	49	35	13	17	237	64	23	30	10	117	18	18	146	
	83%uy	80%	87%	79%	84%	87%	88%	80%	84%	89%	81%	83%	85%	91%	79%	85%u	77%	80%	72%	85%	85%y	70%	80%	86%y	
Don't know	21	10	11	8	4	3	5	1	20	3	7	3	3	1	4	13	8	2	5	1	5	3	2	9	
	6%	6%	6%	7%	4%	4%	8%	1%	7%j	3%	8%	5%	8%	9%	21%	5%	9%	6%	13%t	6%	3%	13%x	11%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 210
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (C)	Any (B)	Mental condition (D)	Physical condition (E)	No impacting/limiting condition (F)	1 (G)	2-3 (H)	4-5 (I)	6+ (J)	No children aged 17 or under (K)	NET: Yes (L)	Aged under 5 (M)	Aged 5-10 (N)	Aged 11-15 (O)	Aged 16-17 (P)	Secondary school or equiv (Q)	University degree or equiv (R)	Higher university degree (S)	Still in full time education (T)
Unweighted base	471	119	68	59	326	48	198	200	25	202	183	73	92	67	34	171	143	50	90
Weighted base	385	92	57	44*	254	36*	167	145	17**	171	127	46*	57	48*	23**	145	105	29**	67
Effective base	336	85	51	40	232	33	144	145	16	148	123	46	63	47	22	127	98	29	73
Yes	40	11	8	6	25	4	14	18	4	12	15	4	8	6	4	16	6	3	14
	11%p	12%	13%	14%	10%	12%	8%	12%	23%	7%	12%	9%	13%	16%	11%	8%	6%	9%	20%Tp
No	304	76	48	35	218	30	141	121	13	151	100	36	45	40	16	124	87	25	53
	83%	82%	84%	80%	86%	82%	84%	83%	77%	88%Tj	79%	78%	79%	84%	67%	85%	82%	87%	79%
Don't know	21	5	1	3	11	2	12	7	-	9	12	6	5	1	4	6	12	1	1
	6%r	6%	2%	6%	4%	5%	7%	5%	-	5%	9%r	13%T	8%	3%	16%	4%	12%Tr	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 211
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

	GQ Region													Urban/ Rural		Internet usage		Devices used to access internet		Working status					
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Student (n)	House person/ Other (n)	Furloughed (n)
Unweighted base	471	36	22	12	401	19	52	40	50	35	31	85	55	34	365	60	399	67	17	429	217	85	34	11	18
Weighted base	365	27*	18**	11**	309	14**	46*	32**	33*	29**	24**	53	52*	27**	277	55*	266	93	111**	338	155	72	25**	12**	13**
Effective base	336	31	19	9	279	15	35	29	35	26	26	55	40	23	260	46	304	56	11	310	152	57	27	9	11
Yes	40	3	1	-	36	1	6	3	5	6	2	7	2	4	30	6	31	6	2	36	14	6	3	1	3
	11%	12%	5%	-	12%	9%	13%	9%	15%	20%	10%	12%	4%	13%	11%	11%	12%	7%	15%	11%	9%	9%	13%	10%	21%
No	304	22	17	9	256	12	37	29	27	23	19	42	45	22	232	46	223	80	9	284	132	60	21	9	9
	83%	83%	95%	82%	83%	91%	80%	88%	82%	78%	80%	80%	87%	83%	84%	84%	84%	86%	80%	84%	85%	84%	86%	74%	68%
Don't know	21	1	-	2	17	-	3	1	1	1	2	4	4	1	14	3	12	7	1	18	10	5	*	2	1
	6% ⁿ	5%	-	18%	6%	-	7%	3%	3%	2%	10%	8%	8%	3%	5%	5%	4%	8%	5%	5%	6%	8%	1%	16%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 212
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (t)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitcut (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (u)	Not at all/ Not very aware (v)
Unweighted base	471	78	100	105	76	81	459	437	360	433	471	228	192	124	105	153	213	247	276	195
Weighted base	365	56*	80	79	60	60	353	328	248	333	365	119	92	56	34	52	137	220	197	168
Effective base	336	47	77	71	56	59	326	308	251	305	336	152	122	73	81	128	149	185	192	145
Yes	40	5	13	5	6	6	39	36	33	36	40	24	17	14	9	10	40	-	29	11
	11% _{su}	9%	16%	7%	10%	10%	11%	11%	13% _{Tghj}	11%	11%	20% _{Tghl}	19% _{Tghj}	24% _{Tghl}	25% _{Tghl}	19% _{Tghl}	29% _{Ts}	-	15% _{Tu}	7%
No	304	46	63	70	51	52	294	274	204	279	304	88	72	39	21	38	91	214	156	148
	83% _{lnop}	82%	78%	89%	85%	86%	83% _{lnop}	84% _{lmno}	82% _{lnop}	84% _{lmno}	83% _{lnop}	74% _o	78% _{lnop}	69% _o	61%	73% _o	66%	97% _{Tr}	79%	88% _T
Don't know	21	5	4	3	3	3	21	18	11	18	21	7	4	5	4	4	6	7	13	8
	6% _{sa}	9%	6%	4%	6%	4%	6% _{ui}	5%	4%	5%	6%	6% _{sm}	3%	7% _{lm}	13% _{Tghij}	8% _{lm}	5%	3%	8%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base



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Table 213
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	471	22	66	376	22	70	372
Weighted base	365	23**	79	255	23**	83	251
Effective base	336	19	56	262	19	60	259
Yes	40	-	2	36	-	2	36
	11%dk	-	3%	14%Td	-	3%	14%Tk
No	304	22	70	207	22	74	203
	83%el	95%	89%	81%	95%	89%	81%
Don't know	21	1	7	12	1	7	12
	6%	5%	8%	5%	6%	8%	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 214
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			Social Grade					Age					Ethnicity				Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Christ an (v)	Muslim (y)	None (z)
Unweighted base	297	226	71	107	84	52	52	46	251	58	90	65	33	206	89	27	43	104	30	141
Weighted base	176	126	51	59	52	34*	30*	33*	143	32*	54	40*	16**	134	41	13**	20*	53	13**	99
Effective base	208	158	52	77	61	34	36	31	178	43	63	47	23	147	63	20	31	68	20	106
Yes	18	15	3	5	7	4	2	3	15	3	7	4	*	15	3	1	2	7	2	7
	10%	12%	6%	8%	13%	11%	5%	8%	11%	11%	14%	10%	3%	11%	6%	5%	12%	14%	16%	8%
No	151	106	44	50	43	29	28	30	121	27	43	34	15	114	35	11	17	43	11	88
	86%	85%	88%	85%	84%	86%	92%	92%	84%	80%	85%	93%	85%	87%	83%	86%	81%	81%	81%	90%
Don't know	7	4	3	4	2	1	1	-	7	2	3	2	1	5	2	2	*	3	1	3
	4%	3%	6%	7%	3%	3%	2%	-	5%	5%	7%	5%	4%	4%	5%	12%	2%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 215
 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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education					
	Total (n)	Any (n)	Mental condition (n)	Physical condition (n)	No impact/limiting condition (n)	1 (n)	2-3 (n)	4-5 (n)	No children aged 17 or under (n)	NET: Yes (n)	Aged under 5 (n)	Aged 5-10 (n)	Aged 11-15 (n)	Secondary school or equiv (n)	University degree or equiv (n)	Higher university degree (n)	Still in full time education (n)
Unweighted base	297	72	38	38	213	40	120	124	135	115	52	65	43	97	109	37	47
Weighted base	176	42*	24**	22**	129	27**	74	70	90	54	23*	30*	22*	59	66	15**	29*
Effective base	208	49	27	23	151	27	90	84	103	77	38	41	30	72	77	26	35
Yes	18	4	3	1	13	4	7	6	10	6	3	4	1	5	6	3	3
	10%	5%	11%	4%	10%	16%	10%	8%	11%	10%	13%	12%	5%	9%	9%	19%	9%
No	151	36	21	21	112	22	65	59	77	43	18	22	20	52	56	11	26
	86% ^(a)	87%	89%	94%	87%	82%	87%	85%	86%	80%	77%	74%	92% ^(b)	88%	85%	70%	91%
Don't know	7	2	-	1	4	*	2	5	3	5	2	4	1	2	4	2	-
	4%	4%	-	2%	3%	2%	3%	7%	3%	9% ^T	10%	14% ^{Tim}	3%	3%	6%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 216
 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

	Total (T)	GQ Region											Urban/ Rural		Internet usage		Devices used to access internet		Working status	
		Scotland (A)	Wales (B)	NET: England (C)	North West (D)	Yorkshire and the Humber (E)	West Midlands (F)	East Midlands (G)	East of England (H)	London (I)	South East (J)	South West (K)	Urban (L)	Rural (M)	More than 2 hours (N)	1-2 hours (O)	Multiple devices (P)	Working full time (Q)	Working part-time (R)	
Unweighted base	297	30	13	246	32	21	33	21	18	61	31	20	236	34	276	21	276	156	44	
Weighted base	176	20**	10**	140	21**	11**	17**	15**	11**	28*	21**	10**	141	23**	157	19**	168	89	23*	
Effective base	208	24	9	169	20	17	22	14	15	44	24	14	165	24	195	16	195	107	34	
Yes	18	2	1	15	3	*	2	2	-	3	3	1	15	3	16	2	16	12	1	
	10%	8%	5%	11%	16%	4%	9%	11%	-	10%	13%	12%	10%	12%	10%	10%	10%	13%	4%	
No	151	18	10	118	17	11	15	13	11	24	18	7	123	19	136	15	146	73	21	
	86%	90%	95%	85%	82%	94%	90%	86%	94%	84%	82%	73%	87%	80%	87%	77%	87%	82%	91%	
Don't know	7	*	-	6	*	*	*	1	1	1	2	4	2	5	2	6	4	1	1	
	4% ⁿ	2%	-	4%	1%	2%	1%	3%	6%	5%	5%	15%	3%	9%	3%	13%	4%	4%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 217
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

	Household income, per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,599 to £25,999 (b)	£26,000 to £36,999 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	297	55	62	69	46	49	295	268	229	267	228	297	174	114	102	136	144	148	196	101
Weighted base	176	30*	40*	39*	27*	28*	175	149	116	154	119	176	75	49	33	44	72	103	111	65
Effective base	208	37	44	46	36	33	206	186	156	181	152	208	118	66	78	115	98	110	134	74
Yes	18	2	8	2	2	2	17	13	14	16	15	18	11	9	7	8	18	-	12	6
	10%gs	8%	21%Tc	5%	8%	8%	10%	9%	12%sh	11%	13%Tghl	10%g	14%Tghj	18%Tghj	22%Tghj	19%Tghj	25%Ts	-	11%	10%
No	151	26	31	36	25	24	151	128	97	130	97	151	60	36	22	33	49	101	93	58
	86%kmno	87%	76%	91%	92%	85%	86%Tkm	86%kmno	84%nop	85%kmno	81%op	86%kmno	80%o	75%o	67%	75%o	69%	99%Tr	84%	89%
Don't know	7	2	1	2	-	2	7	7	5	7	7	7	4	3	4	3	5	2	6	1
	4%sa	6%	3%	4%	-	7%	4%	5%	4%	5%	6%	4%	6%	6%	11%Tghj	6%	7%sa	1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base



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Table 218
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	297	12	23	255	13	22	255
Weighted base	176	12**	21**	136	13**	20**	136
Effective base	208	10	22	172	11	21	172
Yes	18	2	2	14	2	2	14
	10%	15%	8%	11%	14%	8%	11%
No	151	11	20	114	11	19	114
	86%	85%	92%	84%	86%	92%	84%
Don't know	7	-	-	7	-	-	7
	4%	-	-	6%	-	-	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 219
 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		Social Grade			Age			Ethnicity		Religion		
	Total (f)	Male (g)	Female (h)	AB (i)	C1 (j)	C2 (k)	18+ (l)	25-34 (m)	35-44 (n)	White (o)	BAME (p)	Christan (q)	None (r)
Unweighted base	131	99	32	41	45	24	131	47	37	76	53	56	38
Weighted base	51	35	16**	15*	19*	10**	51	19*	16**	30	19*	18*	17**
Effective base	96	72	25	30	30	20	96	36	24	54	40	46	27
Yes	9	8	1	2	2	1	9	3	3	5	4	3	3
	17%	22%T	5%	16%	12%	14%	17%	19%	17%	15%	20%	16%	16%
No	37	23	14	10	14	8	37	12	12	21	14	13	14
	72%a	66%	87%	68%	78%	79%	72%	66%	73%	71%	73%	72%	77%
Don't know	6	4	1	2	2	1	6	3	1	4	1	2	1
	11%	12%	8%	16%	10%	7%	11%	15%	9%	14%	7%	10%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 220
 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

	Impacting condition	Number of people in household			Do any children aged 17 or under live in your household?			Highest education			
		No impacting condition	1	2-3	4-5	No children aged 17 or under	NET: Yes	Aged under 5	Aged 5-10	Secondarily school or equiv	University degree or equiv
Total	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	131	93	26	47	52	53	77	36	44	47	57
Weighted base	51	38	12**	20*	18*	24*	26	13**	15*	19*	24*
Effective base	96	67	23	32	39	40	57	26	31	38	39
Yes	9	4	2	4	2	3	6	2	3	4	3
	17% ^d	10%	14%	23%	10%	11%	22%	14%	21%	21%	12%
No	37	31	9	13	14	20	16	9	9	14	18
	72% ^e	80% ^T	79%	65%	78%	83% ^{TJ}	62%	73%	62%	73%	75%
Don't know	6	4	1	3	2	1	4	2	3	1	3
	11%	9%	7%	13%	12%	6%	16%	13%	18%	7%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 221
 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

	G/O Region			Urban/ Rural	Interne Usage More than 2 hours (m)	Devices used to access interne Multipl e devices (n)	Working status	
	Total (n)	NET: England (g)	London (k)	Urban (A)		Working full time (e)	Working part- time (r)	
Unweighted base	131	120	33	104	120	107	77	29
Weighted base	51	46	11**	40	42	42	28	12**
Effective base	96	88	29	80	96	78	52	24
Yes	9	8	2	7	7	6	5	3
	17%	18%	19%	16%	17%	14%	17%	22%
No	37	34	6	29	31	32	20	8
	72%	74%	61%	72%	72%	76%	71%	67%
Don't know	6	4	2	5	4	4	3	1
	11% ^d	9%	20%	11%	10%	9%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 222
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

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (f)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	YouTube (d)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitle (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	131	34	27	33	130	117	102	120	105	102	102	89	131	87	73	54	95	36
Weighted base	51	12**	10**	13**	51	42	32	43	34	33	31	28	51	23	23	27*	35	16**
Effective base	96	28	23	21	95	90	82	93	81	78	87	69	96	78	60	40	72	25
Yes	9	3	2	2	8	8	7	9	7	7	7	7	9	6	9	-	6	2
	17%a	23%	21%	13%	16%	19%Tgo	22%Tgo	20%Tgo	22%Tgo	22%Tgo	24%Tghj	25%Tgho	17%	26%Tghij	37%Ts	-	18%	14%
No	37	8	7	11	37	28	21	29	22	22	20	17	37	14	12	25	24	12
	72%hjk	63%	65%	86%	73%hijk	68%mp	64%	69%impr	66%p	66%p	64%	61%	72%hijk	62%	51%	93%Tr	69%	80%
Don't know	6	2	1	*	6	8	4	5	4	4	4	4	6	3	3	2	5	1
	11%	15%	14%	1%	11%	13%Tgo	14%To	12%	13%	13%	12%	14%	11%	12%	12%	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 223
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

	Total (f)	No. of VSPs used in Past 3 months	No. of Selected VSPs used in Past 3 months
		5+ VSPs (g)	5+ VSPs (h)
Unweighted base	131	116	116
Weighted base	51	40	40
Effective base	96	90	90
Yes	9 17%	8 20%T	8 20%T
No	37 72%el	27 67%	27 67%
Don't know	6 11%	6 14%T	6 14%T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 224
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

	Gender		Social Grade					Age					Ethnicity			Religion	
	Total (T)	Male (g)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	White (n)	BAME (o)	Asian (p)	Christi an (q)	None (A)	
Unweighted base	198	173	63	59	33	42	198	40	67	47	36	131	65	36	74	84	
Weighted base	76	67	23*	23*	12**	17*	76	13*	25	19*	14**	54	21	13**	26	37	
Effective base	162	142	48	48	29	37	162	34	58	40	28	109	52	28	55	75	
Yes	12	11	2	4	2	4	12	3	4	3	3	7	5	4	6	4	
	16%	17%	9%	17%	19%	22%	16%	20%	15%	16%	19%	13%	25%T	31%	22%	11%	
No	59	51	19	19	9	13	59	10	19	14	11	43	15	9	18	31	
	78%	77%	80%	82%	71%	77%	78%	76%	76%	77%	79%	81%	71%	64%	71%	85%T	
Don't know	4	4	3	.	1	.	4	1	2	1	.	4	1	1	2	1	
	6%	6%	11%	2%	9%	2%	6%	4%	9%	8%	1%	7%	4%	5%	7%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 225
 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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education				
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)	Secondary school or equiv (m)	University degree or equiv (n)	Higher university degree (o)
Unweighted base	198	53	23	33	132	35	85	66	102	95	43	48	33	75	79	35
Weighted base	76	21*	10**	12**	51	15**	35	22	44	32	15*	14*	11**	30	30	12**
Effective base	162	42	19	26	110	29	72	54	87	75	34	43	26	62	67	25
Yes	12	5	1	4	5	1	5	5	7	2	3	3	5	5	2	2
	16% ^d	26% ^d	15%	28%	9%	9%	17%	21%	11%	23% ^{Ti}	13%	20%	17%	17%	13%	13%
No	59	15	8	8	42	14	27	16	38	21	11	10	8	24	23	9
	78% ^j	72%	83%	67%	84% ^T	91%	77%	71%	86% ^{Tj}	67%	76%	67%	73%	78%	76%	79%
Don't know	4	1	*	1	3	-	2	2	1	3	2	2	*	1	2	1
	6%	2%	3%	4%	7%	-	6%	8%	3%	10%	11%	12% ^l	4%	5%	6%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 226
 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

	G/O Region			Urban/ Rural	Internet usage		Devices used to access internet	Working status	
	Total (n)	NET: England (g)	London (k)	Urban (A)	More than 2 hours (m)	1-2 hours (o)	Multipl e devices (n)	Working full time (s)	Working part- time (t)
Unweighted base	198	172	44	151	183	14	174	126	37
Weighted base	76	64	16*	57	65	10**	69	49	14**
Effective base	162	141	35	124	159	12	143	104	29
Yes	12	11	3	8	9	2	11	8	2
	16% _n	18%	22%	14%	14%	23%	16%	17%	14%
No	59	49	11	47	51	8	55	38	12
	79%	77%	72%	83% _T	79% _T	77%	80%	77%	81%
Don't know	4	3	1	2	4	-	3	3	1
	6% _A	5%	5%	4%	7% _T	-	5%	6%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 227
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Blitcut e (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	198	46	37	51	31	27	195	183	157	183	153	136	129	90	87	198	105	88	127	71
Weighted base	76	15*	16**	19*	13**	10**	75	66	54	68	52	44	40	26	23	76	37	37	44	32
Effective base	162	40	29	40	26	24	160	156	132	151	128	115	106	80	78	162	83	76	107	58
Yes	12	16%js	2	4	1	*	12	10	9	10	9	8	7	7	7	12	12	-	8	4
		15%	26%	19%	10%	3%	16%j	16%	16%	15%	18%j	19%j	18%	28%Tghi	30%Tghi	16%j	33%Ts	-	18%	14%
No	59	11	10	15	11	10	58	52	42	54	39	32	29	16	13	59	22	37	34	26
	78%ikmn	74%	67%	79%	86%	91%	78%lmno	78%lmno	77%lno	79%klmn	75%lno	72%no	73%no	61%	58%	78%ikmn	60%	98%Tr	76%	81%
Don't know	4	2	1	*	1	1	4	4	4	4	4	4	4	3	3	4	3	1	3	2
	6%sa	11%	7%	2%	4%	6%	6%	7%Tp	7%	7%	8%	9%Tgp	9%Tgp	11%Tghi	12%Tghj	6%	7%	2%	6%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 228
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

	Total (f)	No. of VSPs used in Past 3 months	No. of Selected VSPs used in Past 3 months
		5+ VSPs (g)	5+ VSPs (h)
Unweighted base	198	176	174
Weighted base	76	62	61
Effective base	162	149	147
Yes	12 16%	10 16%	10 16%
No	59 78%	48 77%	47 77%
Don't know	4 6%	4 7%T	4 7%T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 229
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

	Gender		Social Grade				Age								Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	268	203	65	109	75	44	40	30	238	46	70	56	47	15	19	179	87	22	45	108	31	19	106
Weighted base	151	104	48*	64	42*	23*	22**	18**	133	27*	37*	29*	26*	12**	14**	108	42	11**	22**	58	14**	11**	64
Effective base	179	141	44	73	48	32	26	22	157	31	46	38	32	9	12	123	55	15	27	71	20	11	82
Yes	15	13	2	8	4	1	2	4	11	3	3	4	2	-	-	10	4	1	3	9	3	-	2
	10%hA	13%T	4%	12%	9%	5%	10%	22%	8%	12%	7%	13%	6%	-	-	9%	10%	9%	13%	16%TA	19%	2%	4%
No	130	85	45	54	37	21	19	14	116	23	33	24	23	11	13	95	35	10	18	47	9	11	58
	86%a	82%	94%Ta	83%	87%	89%	86%	75%	87%	88%	89%	82%	88%	92%	89%	87%	83%	85%	82%	82%	66%	98%	92%T
Don't know	7	6	1	3	1	1	1	*	6	*	1	2	2	1	2	4	3	1	1	1	2	-	3
	4%	6%	1%	5%	3%	6%	4%	3%	5%	1%	3%	5%	6%	8%	11%	3%	7%	6%	5%	2%	15%	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 230
 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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)	Secondary school or equiv (m)	University degree or equiv (n)	Higher university degree (o)	Still in full time education (p)
Unweighted base	268	58	30	30	194	44	109	102	123	114	51	57	39	79	105	48	31
Weighted base	151	29*	18**	14**	114	26*	69	51	78	55	24*	22*	18**	45*	59	25*	19**
Effective base	179	37	20	15	131	31	74	69	91	66	33	45	24	46	75	32	21
Yes	15	4	3	4	8	1	4	9	5	6	3	5	2	3	4	3	4
	10% ^{sd}	14%	17%	28%	7%	4%	6%	18% ^{TI}	6%	11%	11%	25% ^{Tjk}	16%	7%	8%	12%	21%
No	130	23	14	9	102	24	62	40	71	45	20	15	15	39	52	21	14
	86% ^{gl}	78%	78%	66%	90% ^T	90%	90%	79%	91% ^{TI}	82% ^{jd}	84% ^{jd}	69%	85%	87%	89%	83%	77%
Don't know	7	2	1	1	4	2	3	2	3	3	1	1	1	3	2	1	*
	4%	8%	5%	8%	3%	6%	4%	4%	3%	6%	5%	7%	6%	6%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 231
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

	GO Region							Urban/ Rural		Internet usage		Devices used to access internet	Working status	
	Scotland (a)	NET: England (d)	North West (f)	East Midlands (i)	London (k)	South East (l)	Urban (A)	Rural (B)	More than 2 hours (m)	1-2 hours (n)	Multiple devices (r)		Working full time (s)	Working part time (t)
Unweighted base	268	22	232	31	23	69	35	216	29	239	29	243	139	57
Weighted base	151	12**	130	20**	14**	34	24**	122	18**	120	32**	144	76	32*
Effective base	179	19	151	20	14	52	25	141	21	175	22	164	90	41
Yes	15	*	13	1	4	2	2	12	2	12	3	14	7	1
10%	2%	10%	7%	26%	7%	8%	10%	12%	10%	9%	10%	9%	9%	5%
No	130	11	111	18	9	29	21	105	15	101	29	125	67	29
86% ⁿ	94%	85%	93%	66%	85%	88%	87%	82%	84%	91%	87%	87%	87%	91%
Don't know	7	*	6	-	1	3	1	5	1	7	-	5	3	1
4% ^r	4%	5%	-	8%	8%	4%	4%	6%	6% ^T	-	3%	4%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 232
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

	Household income, per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)				Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	268	55	55	61	32	51	265	240	209	248	192	174	268	116	102	129	128	135	169	99
Weighted base	151	24*	37*	33*	17**	32*	149	128	103	134	92	75	151	50	31	40	61	89	85	67
Effective base	179	44	35	41	25	33	176	155	139	171	122	118	179	61	87	108	80	97	119	66
Yes	15	2	3	2	3	5	15	14	13	14	12	12	15	12	7	8	15	-	10	5
	10%a	10%	7%	6%	18%	15%	10%	11%	13%Tghm	11%Tgm	15%Tghj	16%Tghj	10%	23%Tghj	21%Tghj	20%Tghj	25%Ts	-	12%	8%
No	130	19	32	30	14	26	128	108	85	113	73	58	130	37	21	29	42	87	71	59
	86%ijkl	80%	86%	93%	81%	83%	86%ijkl	84%ijkl	82%lnop	84%klno	80%nop	78%op	86%ijkl	73%	68%	73%	69%	98%Tr	84%	88%
Don't know	7	3	2	-	-	1	7	7	6	6	5	5	7	2	4	3	4	2	4	3
	4%a	11%Tc	7%	1%	2%	2%	4%	5%	5%	5%	5%	6%	4%	4%	12%Tghj	8%Tghmn	6%	2%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 233
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	268	13	14	237	15	18	231
Weighted base	151	13**	14**	120	14**	17**	116
Effective base	179	12	10	160	14	13	155
Yes	15	-	1	14	-	2	14
10%	-	-	7%	12%T	-	9%	12%
No	130	13	13	100	14	16	96
86%el	100%	100%	93%	83%	100%	91%	83%
Don't know	7	-	-	7	-	-	7
4%	-	-	5%T	-	-	-	6%T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 234
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

	Gender			Social Grade			Age					Ethnicity			Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	White (l)	BAME (m)	Asian (n)	Christi an (o)	Muslim (p)	None (A)
Unweighted base	130	97	33	48	38	23	18	112	26	40	32	71	58	30	66	24	28
Weighted base	63	39	25**	25**	21**	10**	13**	50	12**	17**	15**	39*	23*	12**	31*	10**	14**
Effective base	71	58	20	28	18	15	13	58	15	24	20	37	38	20	37	15	17
Yes	9	7	2	3	2	2	2	7	1	3	3	4	4	2	4	2	2
	14%	18%	8%	12%	11%	16%	12%	14%	7%	16%	21%	11%	17%	16%	13%	21%	13%
No	48	29	20	19	15	8	11	36	9	10	12	32	15	8	24	6	12
	75%	71%	81%	78%	72%	76%	88%	72%	80%	59%	76%	82%	66%	68%	78%	57%	85%
Don't know	7	4	3	3	4	1	-	7	2	4	1	3	4	2	3	2	-
	11%	11%	11%	10%	17%	5%	-	14%	13%	24%	4%	7%	17%	17%	10%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 235
 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

	Impacting/ limiting condition		Number of people in household		Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	No impact ing/ limitin g conditi on (d)	2-3 (f)	4-5 (g)	No childre n aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5- 10 (l)	Aged 11-15 (m)	Second ry school or equiv (n)	Univers ity degree or equiv (o)	Still in full time educati on (r)
Unweighted base	130	26	93	47	64	35	76	31	42	27	38	50	18
Weighted base	63	12**	47	24**	31*	17**	33*	12**	17**	10**	19**	24**	13**
Effective base	71	12	52	23	38	19	39	20	27	18	18	29	12
Yes	9	2	5	3	4	2	5	1	4	1	3	2	2
	14%	17%	10%	11%	12%	11%	16%	8%	24%	13%	18%	9%	13%
No	48	8	38	18	25	12	24	10	11	9	15	16	11
	75%	64%	81%	78%	80%	67%	74%	84%	85%	85%	79%	67%	87%
Don't know	7	2	4	3	3	4	3	1	2	-	1	6	-
	11%	19%	9%	11%	8%	22%	9%	8%	12%	2%	4%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 236
 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

	Total (f)	GO Region			Urban/ Rural (A)	Internet usage		Devices used to access internet Multipl e devices (r)	Working status Full time (s)
		NET: England (g)	East Midland s (i)	London (k)		More than 2 hours (m)	1-2 hours (o)		
Unweighted base	130	114	15	37	101	115	14	110	77
Weighted base	63	53	11**	16**	51	50	13**	57	38*
Effective base	71	60	9	26	54	65	9	60	39
Yes	9	7	2	2	7	7	2	7	4
	14%	14%	15%	13%	14%	14%	13%	13%	12%
No	48	40	7	11	39	37	10	44	27
	73%	78%	68%	70%	74%	74%	79%	78%	71%
Don't know	7	6	2	3	6	6	1	5	6
	11%	10%	17%	17%	11%	12%	8%	10%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 237
 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

	Household income- per year				Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)			Awareness of safety measures			
	£15,600 -	£26,000 -	£52,000 +		Instagram	Facebook	Snapchat	Twitch	Vimeo	Fruitlab	Bitchute	OnlyFans	Any exposure	No exposure	Very/ Quite aware	Not at all/ Not very aware		
	Total (t)	£25,999 (b)	£36,999 (c)	(e)	YouTube (a)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitlab (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	130	26	28	28	128	124	116	125	124	114	116	130	89	90	80	46	100	30
Weighted base	63	14**	12**	15**	62	58	51	57	56	49	50	63	28	26	34*	29**	46	18**
Effective base	71	12	16	16	69	66	68	74	73	66	61	71	69	80	47	26	63	13
Yes	9	3	2	1	9	8	8	8	7	9	6	6	9	6	9	-	7	2
	14%	19%	13%	7%	14%	14%	16%	15%	15%	15%	18%Tln	14%	22%Tgjjkn	22%	27%T	-	15%	10%
No	48	9	10	13	46	43	38	42	41	35	37	48	18	18	21	26	32	15
	75%lort	65%	84%	90%	75%lo	74%lj	76%lmo	74%lo	73%lo	71%lo	74%lj	75%lo	64%	68%lo	64%	90%	71%	86%
Don't know	7	2	-	-	7	7	4	7	7	4	7	4	3	3	3	6	1	1
	11%lj	17%	3%	3%	11%lj	11%lj	8%	12%lj	12%lj	14%Tghimn	9%	11%lj	14%Tgjin	10%	9%	10%	14%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 238
 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

	Total (f)	No. of VSPs used in Past 3 months	No. of Selected VSPs used in Past 3 months
		5+ VSPs (g)	5+ VSPs (h)
Unweighted base	130	129	128
Weighted base	63	60	60
Effective base	71	77	76
Yes	9 14%	9 15%	8 14%
No	48 75%	45 74%	45 75%
Don't know	7 11%	7 11%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 239
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

	Gender		Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Yes	249	136	112	74	89	42	42	31	218	41	58	54	37	13	13	2	29	15	197	49	11	30	8	96	15	21	108
	20% opqr	22% opqr	18% opqr	22% opqr	24% opqr	16% opqr	15% opqr	35% opqr	19% opqr	29% opqr	27% opqr	26% opqr	17% opqr	7% opqr	9% opqr	3% opqr	7% opqr	15% opqr	18% opqr	31% opqr	25% opqr	35% opqr	44% opqr	19% opqr	44% opqr	34% opqr	18% opqr
No	994	473	521	266	277	212	235	57	937	100	155	149	181	161	121	70	352	192	874	106	33	56	11	410	22	39	501
	79% ksuyz	76% ksuyz	81% ksuyz	78% ksuyz	75% ksuyz	81% ksuyz	84% ksuyz	64% ksuyz	80% ksuyz	70% ksuyz	72% ksuyz	73% ksuyz	82% ksuyz	82% ksuyz	87% ksuyz	97% ksuyz	91% ksuyz	91% ksuyz	81% ksuyz	67% ksuyz	74% ksuyz	64% ksuyz	56% ksuyz	80% ksuyz	53% ksuyz	62% ksuyz	82% ksuyz
Don't know	16	9	7	2	5	7	3	1	15	2	2	2	3	2	5	-	6	5	13	2	1	1	-	8	1	2	5
	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	3%	-	2%	2%	1%	1%	2%	1%	-	2%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w/v - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 240
 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

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (0)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Yes	249	73	44	32	166	38	121	82	7	135	83	27	31	35	15	101	69	36	38
	20%kalo	21%lc	27%lAcod	15%	19%	14%	18%	28%Tef	26%	16%	27%TI	24%l	22%	33%TIll	25%	17%	18%	33%Top	40%Top
No	994	275	115	173	693	229	540	207	19	721	215	86	105	69	41	491	308	73	57
	79%lbgjm	78%lb	71%	83%lab	80%lb	84%Tg	81%g	71%	70%	83%Tjmn	71%	75%	77%km	65%	71%	82%Tqr	81%qr	66%	60%
Don't know	16	4	2	3	7	5	8	3	1	12	4	2	1	2	2	8	5	1	1
	1%ld	1%	1%	2%	1%	2%	1%	1%	4%	1%	1%	1%	1%	2%	3%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 241
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

	GO Region													Urban/ Rural		Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House persons/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	651	242	21	38	905	387	184	43	49	38	133	36	29
Yes	249	21	11	5	211	18	22	23	16	22	24	37	33	16	184	41	183	62	3	2	238	117	45	7	5	15	13	7	9
20%oqv	20%	18%	15%	20%	35%Td	16%	23%	15%	24%	22%	21%	19%	15%	20%	22%	24%To	13%	11%	3%	21%Tq	24%Tv	18%Tx	14%	8%	39%Tatuv	6%	16%	26%	
No	994	82	49	31	832	33	114	77	91	69	85	133	139	92	739	148	587	397	25	59	897	360	197	46	57	23	193	37	24
79%answ	78%	82%	85%	79%e	65%	83%e	75%	85%e	76%	75%	77%	79%	85%e	79%	78%	75%	86%Tn	87%	97%Tr	78%	75%	79%w	86%w	91%Tsw	61%	93%Tstw	84%w	70%	
Don't know	16	1	-	-	15	-	1	2	*	1	3	2	4	1	15	1	10	4	1	-	10	5	6	-	1	*	1	-	1
1%r	1%	-	-	1%	-	1%	2%	*	1%	3%	1%	2%	1%	2%	2%	1%	1%	2%	-	1%	1%	3%	-	1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 242
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

	Household income: per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (k)	Snapchat (r)	Twitch (i)	Vimeo (n)	Fruitlet (b)	Bitchat (e)	OnlyFans (p)	Any exposure (f)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Yes	249 20% ^{su}	34 15%	59 18%	56 19%	32 19%	54 35% ^{Tabcd}	243 21% ^T	194 28% ^{Tgj}	151 38% ^{Tghj}	225 22% ^T	137 37% ^{Tghj}	72 41% ^{Tghj}	61 40% ^{Tghj}	34 53% ^{Tghjklm}	23 45% ^{Tghj}	37 49% ^{Tghjklm}	249 100% ^{Ts}	-	116 25% ^{Tu}	132 17%
No	994 79% ^{seqhijklmnop}	193 82% ^{se}	259 81% ^{se}	231 80% ^{se}	139 81% ^{se}	98 64%	900 78% ^{shklmnop}	490 71% ^{shklmnop}	235 60% ^{np}	800 78% ^{shklmnop}	220 60% ^{np}	103 58% ^{np}	89 59% ^{np}	29 46%	27 53% ^{np}	37 49%	-	994 100% ^{Tr}	340 74%	654 82% ^{Tt}
Don't know	16 1% ^{js}	7 3% ^{Td}	2 1%	3 1%	-	2 1%	14 1% ^j	7 1%	4 1%	7 1%	8 2% ^{hj}	1 1%	1 1%	1 1%	1 2%	1 2%	-	-	4 1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



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Table 243
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

Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Yes	249	1	35	46	39	127	1	35	48	39	126
20%abhi	*	*	10%a	18%ab	22%ab	42%Tabcd	*	10%h	18%hi	22%hi	43%Thijk
No	994	165	305	217	139	169	170	307	221	137	160
79%ef	95%Tcde	89%Tcde	82%e	77%e	56%	95%Tjkl	89%Tjkl	82%l	77%l	55%	
Don't know	16	7	2	1	2	4	7	2	1	2	4
1%	4%Tbc	1%	*	1%	1%	4%Tj	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

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Table 244
Q3b. Likelihood to come across harms - Summary table
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
Summary table

	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Bitchute (n)	OnlyFans (n)	Vimeo (n)	Fruiteab (n)	NET: Any VSP (n)
Unweighted base	1175	794	516	1055	471	297	131	198	268	130	1259
Weighted base	1158	692	390	1032	365	176	51	76	151	63	1259
Effective base	907	605	379	816	336	208	96	162	179	71	978
Very likely	(4) 61 5%	31 4%	36 9%ab	91 9%ab	26 7%b	15 9%ab	3 7%	7 9%ab	10 7%	7 11%ab	141 11%abdei
Somewhat likely	(3) 235 20%	151 22%	146 38%abdefhik	254 25%a	81 22%	34 19%	17 33%abdefi	19 25%	33 22%	19 29%f	352 28%abdef
Somewhat unlikely	(2) 561 48%cdk	328 47%ck	131 34%	460 45%ck	157 43%c	76 43%c	20 40%	33 44%c	73 48%ck	26 40%	508 40%c
Very unlikely	(1) 301 26%cdk	182 26%cdk	76 19%	227 22%	100 28%cdk	52 29%cdgjk	10 19%	17 22%	36 23%	12 19%	258 20%
NET: Likely	296 26%	182 26%	183 47%abdefhik	344 33%ab	107 29%	48 28%	20 40%abefi	25 34%ab	43 28%	25 40%abefi	493 39%abdefi
NET: Unlikely	862 74%cdghjk	510 74%cdghjk	207 53%	688 67%ck	258 71%cgjk	128 72%cgjk	30 59%	50 66%c	108 72%cgjk	38 59%	766 61%c
Don't know	-	-	-	-	-	-	- *adk	- *k	-	- 1%abdk	-
Mean	2.05	2.04	2.37abdefhi	2.20abef	2.09	2.07	2.28abefi	2.22abf	2.11	2.32abefi	2.30abdefi
Standard deviation	0.82	0.81	0.90	0.88	0.88	0.91	0.86	0.90	0.84	0.91	0.92
Standard error	0.02	0.03	0.04	0.03	0.04	0.05	0.08	0.06	0.05	0.08	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: All Columns Tested (5% risk level)
 Overlap formulae used.

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Table 245
Q3b. Likelihood 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

	Gender			Social Grade							Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)		
Unweighted base	1175	678	497	341	353	224	251	117	1058	150	225	204	201	140	104	34	278	138	199	59	103	31	461	59	59	570			
Weighted base	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61*	327	176	987	156	44*	86	19**	461	41*	60*	567		
Effective base	907	511	403	258	281	170	197	93	821	117	170	157	157	114	88	30	227	114	759	137	44	70	24	349	37	43	461		
Very likely	(4)	61 5%berA	42 7%Tb	19 3%	24 7%se	21 6%se	5 2%	11 4%	4 5%	56 5%	12 9%Thnp	12 6%	15 8%n	6 3%	6 4%	2 2%	3 5%	11 3%	5 3%	39 13%Tr	21 4%	3 6%	14 16%Tr	4 23%	7 16%TxA	8 13%TA	21 4%		
Somewhat likely	(3)	235 20%npq	115 19%	120 21%	63 20%	70 20%	54 22%	49 20%	26 30%Thim	209 19%npq	30 23%npq	56 28%Thim	44 22%npq	38 18%	21 14%	12 10%	7 11%	40 12%	19 11%	196 20%	36 23%	13 29%	17 20%	6 31%	99 22%	6 14%	20 33%TA	104 18%	
Somewhat unlikely	(2)	561 48%gjz	282 47%	279 50%	157 49%	168 49%	115 48%	118 47%	31 36%	530 49%gj	73 55%gj	74 47%	93 53%gj	112 47%	78 52%gj	67 58%gj	33 54%	178 55%Tj	100 57%gj	494 50%Ts	64 41%	17 38%	35 41%	7 35%	214 46%	19 33%	20 52%Tz	295 52%Tz	
Very unlikely	(1)	301 26%ni	158 27%	143 26%	75 24%	84 25%	28 28%	71 29%	26 29%j	276 26%ni	18 13%	60 30%j	46 23%j	53 26%j	46 30%j	34 30%j	18 30%j	98 30%j	53 30%j	258 26%	36 23%	12 28%	20 23%	2 11%	125 27%	9 23%	13 21%	147 26%	
NET: Likely		296 26%mpq	156 26%	139 25%	87 27%	90 26%	58 24%	60 24%	31 35%Thim	265 25%npq	43 32%mpq	69 34%Thim	59 30%mpq	44 21%	27 18%	14 12%	10 16%	51 15%	24 13%	235 24%	56 36%Tr	16 35%	31 36%Tr	10 54%	122 26%	13 30%	27 46%TxA	125 22%	
NET: Unlikely		862 74%gsu	441 74%	422 75%	232 73%	253 74%	183 76%	189 76%	57 65%	805 75%gj	91 68%	134 66%	139 70%	165 79%gj	124 82%Tgj	101 88%Tghj	51 84%gj	277 85%Tghj	152 87%Tghj	752 76%Tsu	99 64%	29 64%	55 64%	9 46%	339 74%tz	28 69%	32 54%	442 78%Tz	
Don't know		
Mean	2.05npq	2.07	2.03	2.11	2.08	1.98	2.00	2.11npq	2.04npq	2.28Thl	2.11npq	2.14mpq	1.98	1.92	1.84	1.91	1.89	1.86	2.02	2.27Tr	2.15	2.29Tr	2.66	2.04	2.24	2.38TxA	2.00		
Standard deviation	0.82	0.86	0.78	0.85	0.83	0.77	0.82	0.89	0.81	0.81	0.90	0.86	0.74	0.77	0.66	0.78	0.74	0.71	0.79	0.96	0.89	1.00	0.98	0.83	1.00	0.96	0.77		
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.08	0.03	0.07	0.06	0.06	0.05	0.07	0.07	0.13	0.04	0.06	0.03	0.07	0.12	0.10	0.18	0.04	0.13	0.13	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 246
Q3b. Likelihood 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

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1175	330	182	187	800	243	581	316	35	747	308	120	149	108	59	504	376	118	128
Weighted base	1158	319	154	184	801	254	608	271	25**	791	277	104	124	98	52*	531	362	108	95
Effective base	907	257	129	145	616	194	458	234	25	601	218	82	106	79	41	401	289	85	105
Very likely	(4) 61	20	8	7	38	13	22	24	2	32	24	12	10	7	8	23	20	8	8
	5%a	6%	5%	4%	5%	5%	4%	9%Ti	7%	4%	9%Ti	12%Ti	8%	7%	12%Ti	4%	5%	8%	8%
Somewhat likely	(3) 235	59	35	31	169	37	124	70	5	133	75	28	37	28	7	97	72	24	27
	20%aei	18%	22%	17%	21%	14%	20%	26%Te	19%	17%	27%Tin	27%l	30%Tin	29%Tin	14%	18%	20%	22%	29%To
Somewhat unlikely	(2) 561	174	87	103	372	120	310	121	11	413	116	34	50	42	28	275	168	53	37
	48%jkr	55%Td	56%Td	56%Td	46%	47%	51%	45%	42%	52%Tjkl	42%k	33%	40%	43%	55%k	52%r	46%	49%	39%
Very unlikely	(1) 301	66	25	42	223	86	152	56	8	213	63	29	27	20	10	136	102	22	22
	26%abg	21%	16%	23%	28%ab	34%Tfg	25%	21%	32%	27%	23%	28%	22%	20%	19%	26%	23%	21%	24%
NET: Likely	296	79	43	38	206	49	146	94	6	165	99	41	47	35	14	120	92	32	35
	26%aei	25%	28%	21%	26%	19%	24%	35%Tef	26%	21%	36%Ti	39%Ti	38%Ti	38%Ti	26%	23%	25%	30%	37%Top
NET: Unlikely	862	240	111	145	595	205	462	176	19	626	178	63	77	62	38	411	270	75	60
	74%sgjkl	75%	72%	79%	74%	81%Tg	76%g	65%	74%	79%Tjkl	64%	61%	62%	64%	74%	77%r	75%r	70%	63%
Don't know
Mean	2.05ei	2.10	2.17c	2.02	2.03	1.91	2.03	2.23Tef	2.00	1.98	2.22Ti	2.23Ti	2.24Ti	2.23Ti	2.20	2.01	2.03	2.17	2.22To
Standard deviation	0.82	0.80	0.76	0.75	0.82	0.82	0.77	0.88	0.91	0.77	0.90	0.99	0.89	0.86	0.90	0.79	0.84	0.85	0.90
Standard error	0.02	0.04	0.06	0.05	0.03	0.05	0.03	0.05	0.15	0.03	0.05	0.09	0.07	0.08	0.12	0.03	0.04	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 247
Q3b. Likelihood 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

	GO Region										Urban/ Rural		Internet usage		Devices used to access internet			Working status												
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)	
Unweighted base	1175	95	51	29	1000	48	129	93	110	80	110	185	146	99	887	156	930	233	27	41	1078	481	219	50	51	44	138	36	38	
Weighted base	1158	92	51*	31**	984	48*	127	97	98	85	106	166	162	95	862	171	735	408	24**	48*	1061	454	224	50*	54*	36*	178	39*	33**	
Effective base	907	75	43	23	767	36	101	73	83	61	91	134	115	77	681	126	803	212	19	32	841	370	164	41	43	36	115	30	28	
Very likely	(4)	61	5	2	52	2	11	8	5	2	8	10	9	1	46	8	45	15	2	1	57	25	16	2	2	4	5	*	3	
Somewhat likely	(3)	235	18	12	7	197	11	18	28	15	22	27	32	23	20	166	42	161	74	3	8	222	107	46	9	9	10	18	7	5
Somewhat unlikely	(2)	561	46	24	7	483	24	66	46	47	36	52	73	84	55	418	80	334	215	13	24	515	216	102	24	34	16	101	21	14
Very unlikely	(1)	301	22	12	15	252	10	32	21	30	25	19	50	46	19	232	41	193	104	7	15	267	106	61	16	10	6	55	11	11
NET: Likely		296	23	15	9	249	14	29	30	20	24	35	43	32	21	212	49	207	89	4	9	279	132	61	10	10	14	22	7	8
NET: Unlikely		862	68	36	22	795	34	98	67	77	61	71	123	130	74	650	122	528	319	19	39	782	322	163	40	44	23	156	32	25
Don't know		74	ns	75%	71%	75%	71%	69%	79%	71%	67%	74%	80%	78%	75%	71%	72%	78%	82%	81%	74%	71%	73%	73%	81%	62%	88%	Tstw	82%	75%
Mean	2.05x	2.06	2.10	1.87	2.05	2.12	2.06	2.12	1.95	2.02	2.22Tdn	2.02	1.97	2.04	2.03	2.09	2.08T	2.00	1.97	1.89	2.06T	2.11Tx	2.07x	1.94	2.04	2.30xy	1.84	1.89	1.89	1.99
Standard deviation	0.82	0.81	0.82	0.98	0.81	0.81	0.86	0.77	0.83	0.81	0.83	0.87	0.80	0.68	0.82	0.81	0.85	0.77	0.85	0.76	0.82	0.82	0.87	0.80	0.69	0.89	0.70	0.70	0.94	
Standard error	0.02	0.08	0.11	0.18	0.03	0.12	0.08	0.08	0.08	0.09	0.08	0.06	0.07	0.07	0.03	0.07	0.03	0.05	0.16	0.12	0.02	0.04	0.06	0.11	0.10	0.13	0.06	0.12	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 248
Q3b. Likelihood 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

	Household income - per year						Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,000 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1175	221	294	272	160	158	1175	763	505	974	459	295	265	128	130	195	312	847	510	665	
Weighted base	1158	212	302	266	157	148	1158	658	378	934	353	175	149	62	51	75	243	900	434	725	
Effective base	907	163	234	208	124	120	907	579	372	748	326	206	176	69	95	160	219	681	384	531	
Very likely	(4)	61 5%su	11 5%	16 5%	15 6%	9 6%	7 5%	61 5%	46 7%Tg	34 9%Tgh	49 10%Tgh	37 12%Tgh	20 13%Tgh	19 18%Tgh	12 22%Tgh	12 16%Tgh	41 17%Ts	20 2%	36 8%Tu	25 3%	
Somewhat likely	(3)	235 20%su	33 16%	53 18%	57 21%	35 22%	39 26%a	235 20%	165 25%Tg	108 29%Tgh	197 21%	96 27%Tg	49 27%Tg	40 32%Tg	20 28%Tg	14 26%Tg	20 38%Ts	93 15%	139 26%Tu	113 17%	122
Somewhat unlikely	(2)	561 48%shkl no	100 47%	165 54%Tc	118 44%	69 44%	71 48%	561 48%shkl no	296 45%io	156 41%io	455 43%io	152 40%io	71 44%io	65 44%io	23 36%io	14 27%	32 42%io	86 35%	467 52%Tr	187 43%	374 52%Tu
Very unlikely	(1)	301 26%shkl mnp	68 32%be	68 23%	76 28%	44 28%	31 21%	301 26%shkl mnp	151 23%kmp	80 21%np	232 25%kmp	68 19%	35 20%np	26 17%	7 12%	11 22%np	11 15%	23 10%	275 31%Tr	98 23%	204 28%
NET: Likely		296 26%su	44 21%	69 23%	72 27%	44 28%	46 31%	296 26%	210 32%Tg	142 38%Tgh	246 26%	133 38%Tgh	69 39%Tgh	58 39%Tgh	32 51%Tgh	26 51%Tgh	31 42%Tgh	134 55%Ts	158 18%	149 34%Tu	147 20%
NET: Unlikely		862 74%shkl mnp	167 79%	232 77%	194 73%	113 72%	102 69%	862 74%shkl mnp	447 68%kkm nop	236 62%no	687 74%shkl mnp	220 61%no	106 61%no	90 61%no	30 48%	25 49%	43 58%no	109 45%	742 82%Tr	284 66%	578 80%Tu
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		2.05su	1.94	2.06	2.05	2.06	2.15a	2.05	2.16Tg	2.25Tgh	2.07	2.29Tgh	2.31Tgh	2.35Tgh	2.59Tgh	2.52Tgh	2.42Tgh	2.62Ts	1.89	2.20Tu	1.96
Standard deviation		0.82	0.83	0.78	0.85	0.86	0.81	0.82	0.86	0.89	0.82	0.89	0.92	0.91	0.94	1.08	0.94	0.87	0.73	0.88	0.77
Standard error		0.02	0.06	0.05	0.05	0.07	0.06	0.02	0.03	0.04	0.03	0.04	0.05	0.06	0.08	0.09	0.07	0.05	0.03	0.04	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 249
Q3b. Likelihood 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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1175	81	258	222	172	442	82	263	231	171	428
Weighted base	1158	114	315	257	175	297	115	319	265	171	288
Effective base	907	69	219	191	147	314	69	223	198	145	303
Very likely	(4)	61 5%bi	2 2%	8 2%	10 4%	12 7%b	29 10%Tabc	2 2%	8 2%	10 4%	13 10%Thij
Somewhat likely	(3)	235 20%abhi	12 10%	44 14%	48 19%	87 25%ab	12 29%Tabc	47 15%	49 18%	43 25%hi	84 29%Thij
Somewhat unlikely	(2)	561 48%el	55 48%	178 57%Tde	126 49%	77 44%	124 42%	55 56%Tkl	179 59%	131 44%	75 42%
Very unlikely	(1)	301 26%el	46 40%Tbde	85 27%e	73 28%e	41 23%	57 19%	46 40%TKl	86 27%l	75 28%l	39 23%
NET: Likely	296	26%abhi	13 12%	52 16%	58 23%	56 32%Tabc	116 39%Tabc	14 12%	54 22%	57 33%Thij	111 39%Thij
NET: Unlikely	862	74%dekl	101 88%Tde	264 84%Tde	199 77%de	118 68%	181 61%	101 88%TKl	265 83%TKl	206 78%kl	115 67%
Don't know	-	-	-	-	-	-	-	-	-	-	-
Mean	2.05abhi	1.74	1.92	1.98a	2.16ab	2.29Tabc	1.74	1.93	1.98h	2.18Thij	2.29Thij
Standard deviation	0.82	0.71	0.71	0.79	0.86	0.89	0.71	0.71	0.79	0.88	0.89
Standard error	0.02	0.08	0.04	0.05	0.07	0.04	0.08	0.04	0.05	0.07	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 250
Q3b. Likelihood 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

	Gender		Social Grade							Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	794	439	355	247	253	140	150	96	698	147	182	151	108	67	37	110	43	616	169	47	89	30	298	53	45	380	
Weighted base	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38*	108	45*	560	123	36*	68	18**	250	34*	41*	347	
Effective base	605	327	291	186	196	105	116	75	532	114	135	114	78	53	34	92	39	482	115	34	59	23	223	34	31	306	
Very likely	(4)	31 4%bp	21 7%Tb	10 3%	15 8%Te	8 4%	3 2%	5 4%	6 8%mp	25 4%	8 6%sp	7 5%sp	7 5%sp	3 3%	-	-	-	21 4%	9 7%	3 8%	5 7%	1 6%	11 4%	3 4%	2 6%	13 4%	
Somewhat likely	(3)	151 22%mpA	71 23%	80 21%	45 22%	48 21%	28 22%	28 22%	17 23%mp	134 22%mp	29 22%mp	48 31%Thlm	29 22%mp	16 16%	5 8%	5 14%	13 12%	7 17%	113 20%	36 29%Tr	9 24%	18 27%	9 24%	60 28%	10 43%TxA	18 17%	
Somewhat unlikely	(2)	328 47%j	139 44%	189 50%	93 46%	118 52%	53 41%	62 48%	36 50%	291 47%j	64 50%	61 40%	62 47%	45 45%	30 48%	27 73%Tghi	60 56%j	30 66%Thjk	274 49%	53 43%	15 41%	31 41%	6 33%	120 49%	14 41%	17 41%	168 48%
Very unlikely	(1)	182 26%z	84 27%	98 26%	50 25%	53 23%	44 35%Td	34 26%	14 19%	169 27%un	27 21%	34 24%	35 26%	27 36%Tgin	5 1%	35 33%gnq	8 17%un	152 27%	25 20%	9 26%	14 20%	2 9%	59 24%	8 11%	4 31%Tz	107 31%Tz	
NET: Likely	182 26%mpA	92 29%	90 24%	60 30%	56 25%	30 24%	33 25%	23 32%mp	159 26%mp	37 29%mp	55 36%Thlm	36 27%mp	18 19%	5 8%	13 14%	7 12%	17 17%	134 24%	45 36%Tr	12 32%	23 34%	10 57%	70 28%	12 36%	20 48%TxA	73 21%	
NET: Unlikely	510 74%jsz	223 71%	287 76%	144 70%	171 75%	87 76%	96 74%	50 68%	460 74%j	91 71%	98 64%	96 73%	80 61%	58 92%Tghi	32 86%j	38 88%Tghi	38 83%j	426 76%Ts	78 63%	34 67%	45 66%	8 43%	179 72%z	22 64%	21 52%	274 79%Tyz	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	
Mean	2.04mp	2.09	2.01	2.13e	2.05	1.91	2.03	2.22mp	2.02mp	2.14mp	2.16hlm	2.07mp	1.86	1.65	2.02mp	1.79mp	1.99mp	2.01	2.23Tr	2.15	2.20	2.54	2.09A	2.22	2.43TxA	1.94	
Standard deviation	0.81	0.87	0.76	0.87	0.77	0.80	0.85	0.81	0.82	0.85	0.83	0.78	0.83	0.52	0.63	0.59	0.79	0.86	0.91	0.85	0.77	0.80	0.90	0.77	0.79		
Standard error	0.03	0.04	0.04	0.06	0.05	0.07	0.07	0.09	0.03	0.07	0.06	0.07	0.08	0.08	0.09	0.06	0.09	0.03	0.07	0.13	0.09	0.14	0.05	0.12	0.11	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 251
 Q3b. Likelihood 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (n)	Mental condition (n)	Physical condition (n)	No condition (n)	1 (n)	2-3 (n)	4-5 (n)	6+ (n)	No children aged 17 or under (n)	NET: Yes (n)	Aged under 5 (n)	Aged 5-10 (n)	Aged 11-15 (n)	Aged 16-17 (n)	Secondary school or equiv (n)	University degree or equiv (n)	Higher university degree (n)	Still in full time education (n)
Unweighted base	794	206	107	105	554	123	380	264	27	440	256	97	126	90	49	312	266	84	106
Weighted base	692	178	94	88	487	111	350	212	19**	408	210	75	95	73	39*	295	226	66	78
Effective base	605	159	84	81	421	96	299	192	18	353	177	64	87	67	32	243	202	57	66
Very likely	(4) 31	13	8	6	15	5	12	13	1	12	13	7	6	4	2	11	10	3	7
	4% _{cd}	7% _{cd}	9% _{cd}	7%	3%	5%	4%	6%	3%	3%	6%	9% _d	6%	6%	6%	4%	4%	5%	9% _{to}
Somewhat likely	(3) 151	39	17	19	105	20	68	60	3	80	54	19	27	15	6	54	50	20	21
	22%	22%	18%	22%	22%	18%	19%	28% _{Tl}	16%	20%	26%	25%	29%	21%	15%	18%	22%	31% _{so}	27%
Somewhat unlikely	(2) 328	82	47	38	237	51	172	95	9	195	97	31	46	37	22	149	102	27	38
	47%	46%	50%	43%	49%	46%	49%	45%	47%	48%	46%	42%	48%	50%	57%	51%	45%	41%	48%
Very unlikely	(1) 182	44	22	24	131	34	98	44	6	122	46	18	16	17	9	82	65	15	12
	26% _{gr}	25%	23%	28%	27%	31%	28%	21%	34%	30% _{Tl}	22%	24%	16%	23%	22%	29% _{hr}	29% _{hr}	23%	16%
NET: Likely	182	52	26	25	120	25	80	72	4	92	66	26	33	20	8	64	59	24	28
	26% _{so}	29%	27%	29%	25%	23%	34% _{Tef}	20%	23%	32% _d	34%	39% _{Tl}	27%	21%	22%	26%	26%	36% _{so}	36% _{to}
NET: Unlikely	510	125	69	62	367	86	270	139	15	316	143	49	62	53	31	231	166	42	50
	74% _{gr}	71%	73%	71%	75%	77% _g	66%	80%	77% _{Tl}	68%	66%	65%	73%	79%	78% _{Tqr}	74%	64%	64%	64%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.041	2.12	2.12	2.08	2.01	1.97	1.99	2.19 _{Tef}	1.89	1.96	2.15 _{Tl}	2.191	2.25 _{Tl}	2.10	2.05	1.98	2.02	2.19	2.29 _{Top}
Standard deviation	0.81	0.87	0.87	0.88	0.78	0.83	0.78	0.83	0.81	0.78	0.83	0.91	0.81	0.82	0.79	0.78	0.83	0.85	0.85
Standard error	0.03	0.06	0.08	0.09	0.03	0.07	0.04	0.05	0.16	0.04	0.05	0.09	0.07	0.09	0.11	0.04	0.05	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 252
Q3b. Likelihood 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

	G/O Region										Urban/ Rural		Internet usage		Devices used to access internet				Working status											
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)	
Unweighted base	794	60	33	15	686	35	88	69	76	57	67	141	96	57	608	106	671	116	22	12	741	349	160	26	23	42	41	26	30	
Weighted base	692	54*	29**	15**	594	32**	78	64	57	52*	58	109	96	50*	520	109	500	183	16**	11**	654	294	149	26**	23**	33*	43*	25**	24**	
Effective base	605	48	28	12	517	26	66	53	56	43	56	101	76	43	461	84	557	101	16	8	569	259	118	20	20	35	37	23	21	
Very likely	(4)	31	1	1	28	2	3	1	2	5	4	8	2	1	25	3	30	3	1	1	28	17	3	1	2	2	1	1	5	
		4%o	2%	5%	5%	7%	4%	1%	4%	10%	7%	7%	2%	2%	5%	3%	6%To	1%	8%	2%	4%	6%	2%	4%	6%	6%	1%	1%	5%	
Somewhat likely	(3)	151	11	8	128	9	13	15	10	11	16	23	19	13	116	23	110	41	1	3	144	62	39	4	3	10	5	4	6	
		22%	20%	27%	26%	22%	27%	17%	24%	17%	21%	28%	21%	20%	25%	22%	21%	22%	5%	27%	22%	21%	26%	17%	13%	31%kx	12%	16%	25%	
Somewhat unlikely	(2)	328	26	14	4	283	17	34	34	31	24	22	54	45	23	242	50	224	98	10	3	311	137	68	10	15	16	25	11	9
		47%n	49%	47%	30%	48%	53%	43%	54%	46%	38%	49%	47%	47%	47%	45%	45%	53%	61%	24%	47%	46%	41%	66%	49%	58%	43%	37%		
Very unlikely	(1)	182	16	6	154	4	28	14	14	12	16	24	29	12	137	33	137	43	4	5	171	79	39	10	5	5	13	10	8	
		26%	29%	21%	42%	26%	13%	36%id	22%	25%	23%	28%	22%	31%	25%	26%	31%	27%	24%	26%	47%	26%	27%	26%	39%	22%	14%	30%	40%	33%
NET: Likely		182	12	9	4	156	11	16	16	12	16	20	31	21	14	141	26	139	42	2	3	172	79	42	5	3	12	5	4	7
		26%kx	22%	32%	27%	26%	34%	21%	25%	21%	31%	34%	28%	22%	28%	27%	24%	28%T	23%	13%	29%	26%	27%kx	21%	13%	37%kx	12%	17%	30%	
NET: Unlikely		510	42	20	11	438	21	62	48	45	36	38	78	74	36	379	83	361	141	14	8	482	215	107	20	20	21	38	21	16
		74%n	78%	68%	73%	74%	66%	75%	75%	69%	66%	72%	78%	72%	73%	76%	72%	77%	67%	71%	74%	70%	72%	73%	87%	63%	88%Tstw	63%	70%	
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	2.04	1.95	2.16	1.86	2.05	2.28	1.88	2.04	2.00	2.18	2.13	1.94	2.05	2.06	1.97	2.06T	2.00	1.95	1.85	2.04	2.06	2.05	1.86	1.91	2.28x	1.81	1.78	2.02		
Standard deviation	0.81	0.76	0.82	0.88	0.82	0.79	0.82	0.71	0.77	0.91	0.90	0.84	0.78	0.78	0.82	0.80	0.85	0.70	0.82	0.94	0.81	0.84	0.78	0.85	0.59	0.79	0.63	0.76	0.90	
Standard error	0.03	0.10	0.14	0.23	0.03	0.13	0.09	0.09	0.09	0.12	0.11	0.07	0.08	0.10	0.03	0.08	0.03	0.07	0.18	0.27	0.03	0.05	0.06	0.17	0.12	0.12	0.10	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 253
Q3b. Likelihood 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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (f)	Up to £15,599 (g)	£15,600 - £25,999 (h)	£26,000 - £36,399 (i)	£36,400 - £51,999 (j)	£52,000 + (k)	YouTube (l)	Instagram (m)	TikTok (n)	Facebook (o)	Snapchat (p)	Twitch (q)	Vimeo (r)	Fruita (s)	Bitchute (t)	OnlyFans (u)	Any exposure (v)	No exposure (w)	Very/Quite aware (x)	Not at all/Not very aware (y)	
Unweighted base	794	135	182	184	115	129	763	794	463	714	437	268	240	124	117	183	275	508	401	393	
Weighted base	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374	
Effective base	605	95	143	139	88	99	579	605	340	540	308	186	155	66	90	156	197	405	295	312	
Very likely	(4)	31 4%su	8 7%	5 3%	7 4%	4 4%	7 7%	30 5%	31 4%	23 7%Tghj	29 5%	26 8%Tghj	19 12%Tghj	14 11%Tghj	10 17%Tghj	7 17%Tghj	9 14%Tghj	26 13%Ts	6 1%	22 7%Tu	9 3%
Somewhat likely	(3)	151 22%su	23 21%	32 20%	32 20%	21 21%	30 27%	145 22%	151 22%	91 27%Tghj	137 22%	87 26%Tghj	40 27%	36 28%Thkp	21 36%Tghj	13 32%Tghj	15 22%	74 38%Ts	74 15%	88 28%Tu	63 17%
Somewhat unlikely	(2)	328 47%ukknort	43 39%	82 50%	77 49%	54 53%	50 45%	308 47%ukknort	328 47%ukknort	136 41%	290 43%no	140 39%	56 41%no	53 41%no	19 33%	13 32%	30 44%lno	71 37%	253 52%Tr	128 40%	200 53%Tt
Very unlikely	(1)	182 26%ukmnp	36 33%	46 28%	41 26%	23 23%	24 21%	174 26%ukmnp	182 26%ukmnp	83 25%np	163 26%mp	75 23%np	34 23%np	26 20%	8 14%	8 18%	12 18%	23 12%	158 32%Tr	80 25%	102 27%
NET: Likely		182 26%su	31 28%	37 22%	39 25%	25 24%	37 33%	175 27%	182 26%	114 34%Tghj	167 27%	113 34%Tghj	58 39%Tghj	50 39%Tghj	31 53%Tghj jkmp	20 49%Tghj jkmp	24 36%Tghj	100 51%Ts	79 16%	110 34%Tu	72 19%
NET: Unlikely		510 74%ukknort	80 72%	128 78%	118 75%	77 76%	74 67%	482 73%ukmnp	510 74%ukknort	219 66%no	452 73%ukmnp	215 66%no	91 61%no	79 61%no	27 47%	21 50%	42 63%no	94 48%	411 84%Tr	208 65%	302 81%Tt
Don't know		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Mean	2.04su	2.02	1.97	2.03	2.05	2.19b	2.05	2.04	2.16Tghj	2.05	2.19Tghj	2.28Tghj	2.30Tghj	2.56Tghj jkmp	2.48Tghj jkmp	2.33Tghj jk	2.53Ts	1.85	2.16Tu	1.94	
Standard deviation	0.81	0.91	0.77	0.80	0.77	0.85	0.82	0.81	0.88	0.82	0.88	0.96	0.91	0.94	0.99	0.93	0.87	0.70	0.88	0.74	
Standard error	0.03	0.08	0.06	0.06	0.07	0.07	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.08	0.09	0.07	0.05	0.03	0.04	0.04	

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

Ofcom VSP Tracker - Wave 1
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Table 254
Q3b. Likelihood 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

	Total (T)	No. of VSPs used in Past 3 months				No. of Selected VSPs used in Past 3 months			
		2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	794	39	165	154	435	42	172	157	422
Weighted base	692	44*	196	160	292	46*	203	160	283
Effective base	605	35	144	132	309	37	149	133	298
Very likely	(4)	31 4% _{cj}	1 2%	1 1%	4 3%	25 8% _{Tcd}	1 2%	1 3%	25 9% _{Tjk}
Somewhat likely	(3)	151 22%	6 14%	37 19%	30 15%	78 27% _T	7 16%	29 18%	77 27% _{Tjk}
Somewhat unlikely	(2)	328 47% _{cd}	23 54%	106 54% _{ae}	73 46%	125 43%	23 51%	111 55% _{Tl}	74 42%
Very unlikely	(1)	182 26% _{el}	13 30%	52 27%	53 33% _{ae}	64 22%	14 30%	54 26%	62 33% _{jl}
NET: Likely		182 26% _{cj}	7 16%	38 19%	34 21%	103 35% _{Tbcd}	8 18%	39 21%	101 36% _{Tijk}
NET: Unlikely		510 74% _{el}	37 84% _{ae}	158 81% _{Te}	125 79% _{ae}	189 65%	37 82% _{jl}	165 81% _{Tl}	126 79% _{jl}
Don't know		-	-	-	-	-	-	-	-
Mean	2.04 _{cdjk}	1.88	1.93	1.91	2.22 _{Tbcd}	1.90	1.93	1.91	2.23 _{Tijk}
Standard deviation	0.81	0.73	0.69	0.79	0.88	0.74	0.68	0.78	0.89
Standard error	0.03	0.12	0.05	0.06	0.04	0.11	0.05	0.06	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 255
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

	Gender		Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)	
Unweighted base	516	312	204	174	144	94	101	91	425	101	111	95	70	30	16	48	18	395	116	30	61	23	207	40	32	227	
Weighted base	390	195	195	123	106	79	79	66	323	78	78	69	56*	25**	16**	43*	18**	318	68	18**	38*	12**	152	22**	25**	182	
Effective base	379	220	167	124	111	68	75	74	307	76	79	68	47	25	13	39	14	301	75	20	39	16	150	23	22	177	
Very likely	(4)	36 9%	23 12%T	13 7%	13 11%	11 10%	5 6%	7 9%	5 8%	31 10%	8 10%	9 12%	10 14%	2 4%	2 10%	-	2 6%	-	26 8%	9 13%	2 11%	6 15%	1 10%	13 8%	4 20%	3 12%	15 8%
Somewhat likely	(3)	146 38%	67 34%	80 41%	45 37%	43 41%	30 38%	28 35%	31 47%hp	115 36%	31 40%	34 44%jd	24 34%	15 26%	5 20%	6 40%	11 26%	6 35%	115 36%	31 46%	8 43%	16 42%	7 62%	60 40%	8 35%	10 40%	67 37%
Somewhat unlikely	(2)	131 34%	64 33%	67 34%	48 39%	43 29%	25 31%	26 33%	18 27%	113 35%	25 32%	23 29%	24 34%	23 42%	7 30%	9 60%	18 43%	11 61%	114 36%	17 25%	5 30%	10 27%	1 11%	54 36%	6 26%	11 42%	57 31%
Very unlikely	(1)	76 19%k	41 21%	35 18%	17 13%	21 20%k	20 23%k	18 23%	12 18%	64 20%	14 18%	12 15%	12 17%	16 28%	10 40%	-	11 25%	1 5%	63 20%	11 16%	3 15%	6 16%	2 16%	25 16%	4 18%	2 7%	44 24%T
NET: Likely		183 47%j	90 46%	93 47%	59 48%	54 51%	34 44%	35 44%	36 55%hp	146 45%jd	39 49%jd	43 56%hp	17 49%jd	7 30%	6 40%	14 32%	6 35%	141 44%	40 59%Tr	10 54%	22 58%	8 71%	22 48%	8 55%	12 51%	13 45%	81 45%
NET: Unlikely		207 53%k	104 54%	102 53%	64 52%	51 49%	44 56%	44 55%	30 45%j	177 50%	39 51%	34 44%	36 51%	39 70%Tghi k	17 70%	9 60%	29 68%gj	12 65%	177 56%Ts	28 41%	8 45%	16 42%	3 29%	79 52%	10 44%	12 49%	101 55%
Don't know
Mean	2.371	2.37	2.36	2.45	2.42	2.25	2.31	2.44i	2.35i	2.42i	2.53hp	2.46i	2.05	2.00	2.40	2.13	2.30	2.33	2.56Tr	2.50	2.58	2.63	2.40	2.57	2.56	2.28	
Standard deviation	0.90	0.95	0.85	0.86	0.92	0.90	0.93	0.88	0.90	0.90	0.89	0.94	0.84	1.02	0.51	0.86	0.57	0.89	0.92	0.91	0.93	0.92	0.86	1.03	0.80	0.92	
Standard error	0.04	0.05	0.06	0.07	0.08	0.09	0.09	0.09	0.04	0.09	0.08	0.10	0.10	0.19	0.13	0.12	0.13	0.04	0.09	0.17	0.12	0.19	0.06	0.16	0.14	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 256
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	516	134	76	66	360	59	221	209	27	237	186	70	96	67	39	187	160	55	97
Weighted base	390	96	60	45*	280	43*	177	151	18**	192	130	43*	63	48*	27**	157	114	33*	69
Effective base	379	101	61	46	263	43	170	149	18	182	124	45	62	46	26	141	115	34	61
Very likely	(4) 36	11	8	5	23	4	15	16	1	17	14	9	7	3	3	13	9	8	7
	9%	11%	13%	11%	8%	10%	9%	10%	5%	9%	11%	20%Tijm	11%	6%	13%	8%	8%	24%Top	10%
Somewhat likely	(3) 146	40	23	21	102	13	68	61	4	66	49	17	27	15	8	52	43	14	34
	38%	42%	39%	46%	37%	31%	38%	41%	23%	34%	38%	38%	43%	31%	28%	33%	37%	41%	49%To
Somewhat unlikely	(2) 131	31	21	14	95	16	65	43	7	73	40	9	15	20	11	60	40	7	18
	34%k	32%	35%	30%	34%	38%	37%	28%	39%	38%kl	31%	20%	23%	41%kl	42%	38%q	35%	20%	26%
Very unlikely	(1) 78	14	8	5	60	10	29	31	6	36	27	9	14	10	5	31	22	5	11
	19%	15%	14%	12%	21%	22%	16%	21%	33%	19%	21%	22%	22%	21%	17%	20%	20%	15%	16%
NET: Likely	183	51	31	26	125	18	83	77	5	83	63	25	34	19	11	65	51	21	40
	47%	53%	51%	57%	45%	40%	47%	51%	28%	43%	48%	58%lm	54%lm	37%	41%	41%	45%	64%To	59%To
NET: Unlikely	207	45	29	19	155	26	94	74	13	109	67	18	29	30	16	92	62	12	29
	53%qr	47%	49%	42%	55%	60%	53%	49%	72%	57%	52%	42%	46%	62%kl	59%	55%qr	35%	41%	41%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.37	2.49	2.50	2.57	2.32	2.28	2.39	2.41	2.00	2.34	2.38	2.56	2.43	2.23	2.37	2.30	2.33	2.73Top	2.52
Standard deviation	0.90	0.88	0.89	0.85	0.90	0.92	0.86	0.93	0.88	0.93	0.93	1.05	0.97	0.86	0.93	0.88	0.88	1.00	0.88
Standard error	0.04	0.08	0.10	0.11	0.05	0.12	0.06	0.06	0.17	0.06	0.07	0.13	0.10	0.11	0.15	0.06	0.07	0.14	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 257
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

	GO Region										Urban/ Rural		Internet usage		Devices used to access internet		Working status								
	Total (n)	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Unemployed - not looking for work (t)	Student (w)	Retired (x)	House person/ Other (y)
Unweighted base	516	47	20	441	21	55	41	51	41	96	60	35	409	60	444	70	23	470	222	100	16	28	16	13	18
Weighted base	390	39*	16**	328	18**	44*	33**	30*	35**	31*	58	53*	27**	303	50*	293	95	18**	358	156	82	17**	20**	14**	12**
Effective base	379	38	16	318	15	39	29	40	30	33	71	47	25	301	48	352	58	16	350	156	71	14	22	14	10
Very likely	(4)	36	6	30	1	7	1	2	3	5	7	3	1	31	5	28	9	1	34	18	7	1	4	-	1
		9%	15%	1%	9%	7%	16%	3%	8%	15%	11%	6%	5%	10%	9%	9%	7%	10%	11%	9%	5%	19%	-	2%	10%
Somewhat likely	(3)	146	15	8	122	7	16	13	11	16	19	20	9	113	21	109	36	2	141	60	30	2	7	3	5
		38%	38%	47%	37%	42%	36%	40%	35%	31%	52%	33%	38%	33%	37%	42%	37%	38%	11%	39%T	38%	37%	13%	35%	21%
Somewhat unlikely	(2)	131	15	5	109	6	10	13	11	15	7	21	17	8	100	13	98	33	9	115	51	26	12	6	9
		34%	38%	33%	33%	35%	24%	38%	38%	42%	23%	36%	33%	31%	33%	26%	33%	35%	49%	32%	33%	32%	72%	63%	28%
Very unlikely	(1)	76	4	3	67	3	11	7	6	7	3	11	12	8	59	11	58	16	6	68	27	19	2	3	
		19%	9%	18%	21%	18%	24%	20%	18%	20%	10%	20%	23%	31%	20%	23%	17%	32%	19%	18%	23%	10%	14%	17%	
NET: Likely		183	21	8	152	9	23	14	13	13	21	26	23	10	144	26	137	45	3	175	77	37	3	11	
		47%	53%	49%	46%	49%	52%	43%	43%	67%Tdk	45%	44%	38%	47%	51%	47%	19%	49%T	50%	46%	18%	55%	21%	38%	
NET: Unlikely		207	19	8	176	9	21	19	17	22	10	32	29	17	159	25	156	50	15	183	78	45	14	9	
		53%jr	47%	51%	54%j	51%	48%	57%	57%	62%	33%	55%j	56%	61%	52%	49%	53%	61%	51%	50%	54%	62%	45%	79%	
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	2.37	2.58	2.32	2.35	2.40	2.44	2.26	2.33	2.26	2.72Tdl	2.36	2.27	2.13	2.38	2.38	2.36	2.39	1.93	2.40T	2.43	2.32	2.13	2.60	2.04	
Standard deviation	0.90	0.86	0.80	0.91	0.86	1.04	0.81	0.88	0.88	0.85	0.93	0.89	0.93	0.91	0.94	0.91	0.88	0.87	0.90	0.91	0.93	0.66	0.97	0.63	
Standard error	0.04	0.13	0.18	0.04	0.19	0.14	0.13	0.12	0.14	0.13	0.10	0.11	0.16	0.05	0.12	0.04	0.11	0.18	0.04	0.06	0.09	0.16	0.16	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 258
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

	Household income - per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruita (b)	Bitchat (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	516	92	106	109	83	93	505	463	516	467	360	229	209	116	102	157	228	281	300	216
Weighted base	390	65	87	75	64	70	378	333	390	349	248	116	103	51	32	54	151	235	207	182
Effective base	379	63	80	78	65	68	372	340	379	341	251	156	139	68	82	132	156	220	216	165
Very likely (4)	36	8	6	11	3	6	36	31	36	31	20	15	9	8	11	29	7	27	9	5
	9%au	12%	7%	15%	5%	9%	10%	9%	9%	9%	12%Tghj	17%Tghj	14%Tghj	17%Tghj	25%Tghj	20%Tghj	19%Ts	3%	13%Tu	5%
Somewhat likely (3)	146	21	34	27	20	35	140	132	146	132	101	45	42	12	17	84	62	79	67	67
	38%a	32%	40%	36%	32%	50%Tad	37%	40%Tgip	38%	38%	41%p	38%p	41%p	48%Tgijlop	36%	32%	55%Ts	26%	38%	37%
Somewhat unlikely (2)	131	20	30	24	26	18	127	106	131	116	74	34	28	12	9	20	29	99	64	67
	34%hkmr	30%	34%	32%	41%	26%	34%hikm	32%	34%hikm	33%im	30%	29%	27%	25%	28%	38%kimmno	19%	42%Tr	31%	37%
Very unlikely (1)	76	17	17	13	14	11	75	64	76	69	43	17	19	5	4	5	9	67	37	39
	19%lnopr	26%	20%	17%	22%	15%	20%lnop	19%lnop	19%lnop	20%lnop	17%lnop	15%lp	18%lnop	10%	11%	10%	6%	28%Tr	18%	21%
NET: Likely	183	28	40	38	24	41	176	163	183	163	131	65	57	33	20	28	113	69	106	76
	47%a	44%	46%	51%	37%	59%Td	47%	49%Tgi	47%	47%	53%Tghj	56%Tghj	55%Tgij	65%Tghj	61%Tghj	52%	75%Ts	29%	51%	42%
NET: Unlikely	207	36	47	37	40	29	202	170	207	186	117	51	47	17	13	26	38	165	101	106
	53%ehldmoort	56%	54%	49%	63%e	41%	53%hklmno	51%klmno	53%hklmno	53%klmno	47%ln	44%ln	45%ln	34%	39%	47%no	25%	71%Tr	49%	58%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Mean	2.37su	2.30	2.33	2.48	2.21	2.53d	2.36	2.39	2.37	2.36	2.48Tghij	2.59Tghij	2.51Tghij	2.73Tghijk	2.75Tghijk	2.63Tghijk	2.88Ts	2.04	2.47Tu	2.26
Standard deviation	0.90	0.99	0.87	0.95	0.85	0.86	0.91	0.90	0.90	0.90	0.92	0.95	0.95	0.86	0.97	0.92	0.79	0.82	0.93	0.85
Standard error	0.04	0.10	0.08	0.09	0.09	0.09	0.04	0.04	0.04	0.04	0.05	0.06	0.07	0.08	0.10	0.07	0.05	0.05	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 259
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months			
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (f)	3 VSPs (g)	4 VSPs (h)	5+ VSPs (i)
Unweighted base	516	34	86	386	11	34	89	382
Weighted base	390	40**	83	257	11**	40**	85	254
Effective base	379	28	78	272	9	28	80	268
Very likely	(4) 36 9%	4 10%	4 5%	28 11%	-	4 10%	4 5%	28 11%
Somewhat likely	(3) 146 38%	13 33%	26 31%	106 41%T	3 25%	12 30%	28 33%	104 41%
Somewhat unlikely	(2) 131 34%el	15 38%	35 42%e	75 29%	6 54%	15 37%	35 42%h	75 29%
Very unlikely	(1) 76 19%	8 20%	18 22%	47 18%	2 21%	9 22%	17 21%	47 19%
NET: Likely	183 47% <i>d</i>	18 44%	30 36%	134 52% <i>Td</i>	3 25%	16 41%	32 38%	132 52% <i>Tk</i>
NET: Unlikely	207 53% <i>el</i>	23 56%	53 64% <i>Te</i>	123 48%	8 75%	23 59%	53 62% <i>h</i>	122 48%
Don't know	-	-	-	-	-	-	-	-
Mean	2.37	2.33	2.19	2.45 <i>Td</i>	2.04	2.29	2.22	2.44 <i>Tk</i>
Standard deviation	0.90	0.93	0.83	0.92	0.71	0.94	0.83	0.92
Standard error	0.04	0.16	0.09	0.05	0.21	0.16	0.09	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 260
Q3b. Likelihood 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

	Gender		Social Grade						Age										Ethnicity				Religion							
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)			
Unweighted base	1055	566	489	300	309	204	237	83	972	141	204	178	178	134	106	31	271	137	876	168	45	90	29	432	53	52	499			
Weighted base	1032	481	552	281	299	213	234	67	966	127	184	168	185	136	114	51**	302	166	894	129	34*	72	17**	422	37*	48*	507			
Effective base	816	422	402	226	248	156	184	65	754	109	150	134	138	112	91	28	225	115	698	110	32	58	22	331	33	37	401			
Very likely	(4)	91	60	30	42	24	10	15	12	79	18	19	24	14%Thimn	5	5	4	3	13	8	23	6	13	4	32	9	7	40		
		9%bahl	13%Tb	6%	15%Tdef	8%	5%	8%	17%Thimn	8%lp	14%Thim	10%lp	24	3%	5	4	6%	4%	8%	18%Tr	18%Tr	18%Tr	25%	24%TA	15%	15%	8%			
Somewhat likely	(3)	254	127	127	55	88	52	57	23	231	36	66	40	50	22	13	39	17	214	37	13	16	7	105	9	18	117			
		25%kcomp	26%	23%	20%	29%Tc	24%	24%	34%mpq	24%mpq	29%mpq	36%Thim	24%mpq	27%mpq	16%	11%	13%	10%	24%	26%	40%Tr	22%	40%	25%	25%	36%	23%			
Somewhat unlikely	(2)	460	184	277	123	129	103	104	20	440	58	62	70	86	67	28	164	97	411	47	8	29	4	193	13	14	235			
		45%agjt	38%	50%Ta	44%	43%	48%	44%	30%	46%Tgj	46%g	34%	42%	46%gj	49%gj	61%Tghi	54%	54%Tghj	59%Tghj	46%Tt	36%	24%	41%	26%	46%	35%	30%	46%		
Very unlikely	(1)	227	109	118	61	58	48	59	12	215	14	37	34	44	42	27	86	44	201	22	6	14	1	91	6	9	115			
		22%j	23%	21%	22%	19%	23%	25%	18%	22%j	11%	20%	20%	24%k	31%Thi	24%j	28%Thi	26%j	22%	17%	18%	20%	9%	22%	15%	19%	23%			
NET: Likely		344	187	157	97	112	62	71	34	52%Thim	32%mpq	43%Thim	46%Thim	38%mpq	30%mpq	20%	104	55	27	17	7	52	24	282	60	19	137	18	25	157
		33%bhm	39%Tb	28%	35%	37%	30%	30%	52%Thim	32%mpq	43%Thim	46%Thim	38%mpq	30%mpq	20%	104	55	27	17	7	52	24	282	60	19	137	18	25	157	
NET: Unlikely		688	293	395	184	187	151	163	32	656	72	99	104	130	109	97	44	250	141	612	69	14	44	6	285	19	23	350		
		67%saqj	61%	72%Ta	65%	63%	71%	69%	48%	68%Tgj	57%	54%	62%	70%gj	80%Tghj	85%Tghj	83%Tghj	85%Tghj	68%Tst	53%	42%	61%	35%	68%yz	50%	49%	69%yz			
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Mean		2.20bhm	2.29Tb	2.13	2.28	2.26	2.11	2.12	2.51Thi	2.18mp	2.46Thi	2.36Thi	2.33him	2.08	1.93	1.95	1.87	1.93	1.93	2.17	2.47Tr	2.58Tr	2.37	2.81	2.19	2.59TA	2.47A	2.16		
Standard deviation		0.88	0.96	0.81	0.97	0.86	0.81	0.88	0.99	0.87	0.92	0.96	0.78	0.79	0.71	0.80	0.76	0.74	0.86	0.98	1.00	1.00	0.94	0.86	1.03	0.97	0.86			
Standard error		0.03	0.04	0.04	0.06	0.05	0.06	0.06	0.11	0.03	0.07	0.06	0.07	0.06	0.07	0.07	0.07	0.07	0.03	0.08	0.15	0.11	0.18	0.04	0.14	0.13	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 261
 Q3b. Likelihood 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

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university by degree (q)	Still in full time education (r)
Unweighted base	1055	298	138	171	722	199	552	280	24	671	298	119	147	101	56	474	332	106	94
Weighted base	1032	292	134	168	712	203	567	245	17**	695	259	108	121	90	48*	494	310	95	74
Effective base	616	232	109	132	559	160	437	205	15	541	211	81	105	73	39	380	254	75	76
Very likely	(4) 91	30	16	15	58	10	45	34	1	44	34	19	17	7	6	31	28	14	12
	9%elo	10%	12%	9%	8%	5%	8%	14%Tef	8%	6%	13%Ti	11%Tl	14%lj	8%	13%	6%	9%	15%lo	16%To
Somewhat likely	(3) 254	69	34	41	178	42	131	75	6	144	86	36	43	26	11	116	73	27	26
	25%ej	23%	25%	24%	25%	21%	23%	31%Tef	37%	21%	32%Ti	33%Tl	36%Tl	29%	23%	24%	23%	29%	35%Top
Somewhat unlikely	(2) 460	143	71	82	306	99	265	93	4	344	96	32	39	38	21	237	141	30	25
	45%gkl	49%	53%	49%	43%	49%g	47%g	38%	26%	50%Tjl	36%	30%	32%	43%	44%	48%qr	45%qr	31%	34%
Very unlikely	(1) 227	50	14	30	169	52	127	43	5	162	52	22	22	18	9	110	69	24	11
	22%lab	17%lb	11%	18%b	24%ab	26%	22%	18%	29%	23%	19%	20%	18%	20%	20%	22%	22%	25%	15%
NET: Likely	344	98	49	55	237	52	176	109	8	188	120	54	60	34	17	148	100	41	38
	33%elo	34%	37%	33%	33%	25%	31%	45%Tef	45%	27%	45%Ti	50%Ti	50%Tim	37%	36%	30%	32%	43%o	51%Top
NET: Unlikely	688	193	85	112	475	151	392	136	9	507	148	53	61	56	30	347	210	53	36
	67%gkl	66%	63%	67%	67%	75%Tg	69%g	55%	55%	73%Tjl	55%	50%	50%	62%lj	64%	70%Tqr	68%qr	57%	49%
Don't know
Mean	2.20ei	2.27	2.38Td	2.24	2.18	2.05	2.17	2.41Tef	2.23	2.10	2.38Ti	2.46Ti	2.26	2.30	2.14	2.19	2.33	2.52Top	
Standard deviation	0.88	0.86	0.83	0.85	0.89	0.81	0.86	0.93	0.99	0.83	0.94	1.00	0.95	0.87	0.94	0.83	0.88	1.01	0.94
Standard error	0.03	0.05	0.07	0.07	0.03	0.06	0.04	0.06	0.20	0.03	0.05	0.09	0.08	0.09	0.13	0.04	0.05	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 262
Q3b. Likelihood 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

	GEO Region										Urban/ Rural		Internet usage		Devices used to access internet				Working status												
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)		
Unweighted base	1055	83	51	29	892	45	107	83	104	74	91	160	132	96	789	147	834	214	23	38	976	434	209	42	45	40	131	38	32		
Weighted base	1032	82	55*	33**	863	44*	105	82	92	78	87	139	142	94	767	160	655	368	21**	46**	955	402	212	41*	49*	33*	160	41*	27**		
Effective base	816	66	41	23	686	36	85	65	79	55	75	115	105	75	609	118	715	195	15	29	764	332	157	34	38	33	110	32	23		
Very likely	(4)	91 9% 4x	4 5%	3 13%	4 9%	80 6%	3 13% m	13 7%	14 15% Tam	5 7%	8 9%	15 11%	12 9%	3 3%	71 9%	13 8%	66 10% T	25 7%	1	*	88 9%	46 12% Tx	16 7%	1	2%	4	2	3	5	3	3
Somewhat likely	(3)	254 25% x	24 29%	19 35% d	9 29%	202 23%	12 28%	19 18%	24 29%	20 22%	22 30%	30 22%	22 19%	23 23%	32 32% T	27 27%	180 22%	178 27% T	76 21%	1	7	243 29% T	112 29% x	48 23% x	11 28% x	11 22%	13 40% Tby	17 11%	7	11	39%
Somewhat unlikely	(2)	460 45% ns	34 41%	24 44%	8 25%	395 46%	21 48%	52 50%	40 49%	39 43%	32 41%	38 45%	63 46%	45 48%	345 45%	59 37%	271 41%	183 50% n	13 59%	22 48%	419 44%	158 39%	100 47%	17 41%	34 68% Tstu	15 47%	88 55% Ts	22 53%	7	26%	
Very unlikely	(1)	227 22% ww	21 26%	8 16%	11 34%	187 22%	8 18%	21 20%	12 15%	19 24%	15 18%	30 22%	38 27%	25 26%	171 22%	37 23%	140 21%	85 23%	7 31%	16 35%	205 21%	85 21% ww	49 23% ww	12 29% ww	3 6%	2	49	9	7	25%	
NET: Likely		344 33% ox	27 33%	22 41%	14 41%	281 33%	15 34%	32 31%	30 36%	34 37%	34 39%	46 33%	39 27%	24 33%	252 33%	64 40%	244 37% Td	100 27%	2	10%	8	331 35% T	159 39% Tx	64 30% x	12 30% x	13 26%	16 48% x	23 14%	10	13	49%
NET: Unlikely		689 67% nrs	54 67%	32 59%	19 59%	581 67%	29 68%	73 69%	52 64%	58 65%	53 61%	93 67%	103 73%	69 74%	515 67%	96 60%	411 63%	267 73% Tn	19 50%	38 83%	625 65%	243 60%	148 70% s	28 70%	36 74%	17 52%	137 88% Tstu	31 75%	14	14	51%
Don't know	
Mean	2.20x	2.12	2.30	2.21	2.20	2.21	2.24	2.29	2.32m	2.17	2.31m	2.22	2.09	2.03	2.20	2.25	2.26To	2.11	1.83	1.82	2.22T	2.30Tx	2.15x	2.04	2.24x	2.50Thu	1.87	2.11	2.34		
Standard deviation	0.88	0.85	0.80	1.07	0.88	0.81	0.91	0.87	0.88	0.87	0.91	0.89	0.80	0.89	0.90	0.91	0.83	0.72	0.72	0.89	0.93	0.86	0.82	0.62	0.73	0.73	0.84	0.99			
Standard error	0.03	0.09	0.11	0.20	0.03	0.12	0.09	0.09	0.09	0.10	0.09	0.07	0.08	0.08	0.03	0.07	0.03	0.06	0.15	0.12	0.03	0.04	0.06	0.13	0.09	0.11	0.06	0.14	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 263
Q3b. Likelihood 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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagr am (h)	TikTok (i)	Faceboo k (j)	Snappcha t (k)	Twitch (l)	Vimeo (m)	Fruitta b (n)	Bitchut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1055	201	267	243	143	138	974	714	467	1055	433	267	248	125	120	183	295	749	478	577	
Weighted base	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623	
Effective base	816	147	215	187	111	104	748	540	341	816	305	181	171	74	93	151	206	608	358	463	
Very likely (4)	91	12	19	25	16	17	83	73	49	91	55	29	23	13	10	16	60	30	50	41	
	9%su	6%	7%	11%	11%	13%	9%	12%Tg	14%Tg	9%	17%Tgh	19%Tghi	17%Tghj	23%Tghi	24%Tghj	23%Tghj	27%Ts	4%	12%Tu	7%	
Somewhat likely (3)	254	39	66	51	42	39	238	177	111	254	103	50	46	25	13	22	93	159	129	124	
	25%su	20%	25%	22%	29%	31%a	25%Tj	29%Tg	32%Tg	25%	31%Tg	32%Tg	34%Tg	43%Tghj	29%	32%Tg	41%Ts	20%	32%Tu	20%	
Somewhat unlikely (2)	460	95	134	101	57	39	408	248	118	460	123	51	46	14	14	23	52	403	153	308	
	45%hik	49%e	51%Te	43%e	40%	31%	44%hik	49%in	34%	45%hik	37%un	33%	34%un	14	25%	33%un	23%	50%Tr	37%	49%Ti	
Very unlikely (1)	227	48	46	58	28	32	204	120	72	227	51	24	19	5	5	7	19	208	77	151	
	22%hik	25%	17%	25%	20%	25%	22%hik	19%knp	21%kmm	15%np	15%np	14%	9%	13%	10%	8%	26%Tr	19%	24%	24%	
NET: Likely	344	51	85	75	58	56	321	251	159	344	158	79	68	38	23	37	154	189	180	165	
	33%asu	26%	32%	32%	41%a	44%Tabc	34%Tj	40%Tg	46%Tghj	33%	48%Tghj	51%Tghj	51%Tghj	66%Tghj	54%Tghj	55%Tghj	68%Ts	24%	44%Tu	26%	
NET: Unlikely	688	143	180	159	85	71	612	369	189	688	174	75	65	19	20	30	71	611	229	458	
	67%echi	74%Tde	68%e	68%e	59%	56%	66%hik	60%ikm	54%knp	67%ghik	52%knp	49%np	49%un	19	33%	46%un	45%un	32%	76%Tr	56%	
Don't know

Mean	2.20su	2.08	2.22	2.18	2.32a	2.32a	2.21	2.33Tg	2.39Tg	2.20	2.49Tgh	2.55Tgh	2.54Tgh	2.81Tgh	2.66Tgh	2.68Tgh	2.87Ts	2.01	2.37Tu	2.09	
Standard deviation	0.88	0.83	0.82	0.93	0.92	1.00	0.89	0.92	0.97	0.88	0.94	0.97	0.94	0.90	1.00	0.95	0.91	0.78	0.93	0.83	
Standard error	0.03	0.06	0.05	0.06	0.08	0.08	0.03	0.03	0.04	0.03	0.05	0.06	0.06	0.08	0.09	0.07	0.05	0.03	0.04	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 264
Q3b. Likelihood 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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1055	44	226	199	156	430	48	229	207	155	416
Weighted base	1032	57*	286	237	161	290	61*	288	244	158	280
Effective base	816	38	193	172	136	305	41	195	178	134	294
Very likely	(4) 91	9%bi	11%b	8	13	15	6	8	14	15	47
			3%	6%	9%b	17%Tbcd	10%j	3%	6%	10%j	17%Tjk
Somewhat likely	(3) 254	25%abhi	5	47	63	44	5	52	61	44	92
		10%	16%	26%ab	27%ab	32%Tab	9%	18%	25%hj	28%hi	33%Thi
Somewhat unlikely	(2) 460	45%al	31	151	111	70	34	149	117	69	92
		53%e	53%Te	47%e	44%e	34%	55%j	45%j	43%j	43%j	33%
Very unlikely	(1) 227	22%el	15	80	51	32	16	79	53	31	49
		26%	28%Te	21%	20%	17%	26%	27%TI	22%	19%	17%
NET: Likely	344	33%bhi	12	55	76	59	143	12	60	59	139
		20%	19%	32%b	36%b	49%Tabcd	19%	21%	31%j	37%hi	50%Thjk
NET: Unlikely	688	67%el	46	231	161	102	50	228	170	99	141
		80%e	81%Tode	68%e	64%e	51%	81%Tkl	79%Tkl	69%j	63%j	50%
Don't know	-	-	-	-	-	-	-	-	-	-	-
Mean	2.20bi	2.04	1.94	2.16b	2.26b	2.49Tabcd	2.03	1.96	2.14i	2.28i	2.49Thjk
Standard deviation	0.88	0.89	0.75	0.82	0.88	0.96	0.87	0.75	0.82	0.89	0.97
Standard error	0.03	0.13	0.05	0.06	0.07	0.05	0.13	0.05	0.06	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 265
Q3b. Likelihood 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

	Gender		Social Grade					Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)		
Unweighted base	471	282	189	148	141	91	86	84	387	117	112	83	53	15	22	336	130	39	66	23	183	46	31	201		
Weighted base	365	179	186	105	111	74	69	66	299	96	82	59	42*	15**	21**	278	83	28**	42*	12**	138	26*	23**	170		
Effective base	336	191	151	101	105	65	61	65	271	88	75	59	33	12	17	248	85	26	44	16	124	32	20	153		
Very likely	(4)	26 7%	16 9%	10 5%	8 7%	10 9%	4 5%	5 7%	5 8%	21 7%	3 3%	10 12% <i>d</i>	5 8%	1 2%	2 15%	2 10%	17 6%	9 11%	2 7%	4 10%	3 8%	11 12%	3 7%	2 5%	9 5%	
Somewhat likely	(3)	81 22% <i>h</i> <i>i</i>	41 23%	40 22%	31 30% <i>T</i>	23 20%	15 20%	12 17%	22 34% <i>Th</i> <i>l</i>	59 20%	14 15%	23 28% <i>h</i> <i>i</i>	17 29% <i>i</i>	5 13%	-	61 22%	19 22%	9 32%	6 14%	4 29%	35 26%	3 10%	6 27%	33 19%		
Somewhat unlikely	(2)	157 43%	71 39%	86 47%	43 41%	58 52% <i>T</i> <i>T</i>	30 41%	25 36%	24 36%	133 45%	53 20%	29 36%	22 37%	20 48%	7 47%	10 46%	125 45%	32 39%	12 41%	17 42%	3 39%	53 45%	12 34%	8 49% <i>T</i>	83 49% <i>T</i>	
Very unlikely	(1)	100 28% <i>d</i>	52 29%	49 26%	23 22%	21 19%	25 34% <i>d</i>	28 40% <i>T</i> <i>d</i>	15 22%	86 29%	26 27%	20 24%	15 26%	16 37%	6 38%	9 42%	76 27%	23 27%	5 19%	14 34%	3 24%	38 27%	8 32%	7 32%	44 26%	
NET: Likely		107 29% <i>h</i> <i>l</i>	57 32%	50 27%	39 37% <i>T</i>	33 29%	19 25%	16 24%	27 41% <i>Th</i> <i>l</i>	80 27% <i>i</i>	17 18%	33 40% <i>Th</i> <i>l</i>	22 37% <i>h</i> <i>l</i>	6 15%	2 12%	3 12%	77 28%	11 39%	10 25%	6 53%	47 34%	6 22%	8 34%	42 25%		
NET: Unlikely		258 71% <i>o</i> <i>j</i>	122 68%	135 73%	66 63%	79 71%	55 76%	52 76%	39 59%	219 73% <i>T</i> <i>g</i> <i>k</i>	79 30%	49 63%	37 55% <i>T</i> <i>g</i> <i>h</i>	35 82% <i>T</i> <i>g</i> <i>h</i>	12 85% <i>T</i> <i>g</i> <i>k</i>	19 88%	201 72%	55 66%	17 60%	32 78%	6 47%	91 66%	20 76%	15 66%	128 75%	
Don't know	
Mean	2.091	2.12	2.06	2.23 ^f	2.19 ^f	1.96	1.90	2.26 ^l	2.05	1.94	2.27 ^h <i>i</i>	2.20 ^l	1.79	1.92	1.80	2.06	2.18	2.28	2.01	2.53	2.15	2.01	2.10	2.04		
Standard deviation	0.98	0.93	0.93	0.87	0.85	0.87	0.92	0.90	0.87	0.74	0.97	0.92	0.75	1.02	0.92	0.85	0.97	0.87	0.96	1.14	0.92	0.97	0.96	0.82		
Standard error	0.04	0.06	0.06	0.07	0.07	0.09	0.10	0.10	0.04	0.07	0.09	0.10	0.10	0.26	0.20	0.05	0.09	0.14	0.12	0.24	0.07	0.14	0.17	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 268
 Q3b. Likelihood 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (n)	Mental condition (n)	Physical condition (n)	No condition (n)	1 (n)	2-3 (n)	4-5 (n)	6+ (n)	No children aged 17 or under (n)	NET: Yes (n)	Aged under 5 (n)	Aged 5-10 (n)	Aged 11-15 (n)	Aged 16-17 (n)	Secondary school or equiv (n)	University degree or equiv (n)	Higher university degree (n)	Still in full time education (n)
Unweighted base	471	119	68	59	326	48	198	200	25	202	183	73	92	67	34	171	143	50	90
Weighted base	365	92	57	44*	254	36*	167	145	17**	171	127	46*	57	48*	23**	145	105	29**	67
Effective base	336	85	51	40	232	33	144	145	16	148	123	46	63	47	22	127	98	29	73
Very likely	(4) 26 7%	8 8%	2 4%	5 11%	17 7%	4 11%	10 8%	11 7%	1 4%	10 6%	11 8%	6 12%	5 9%	3 7%	2 10%	9 8%	7 7%	4 14%	5 7%
Somewhat likely	(3) 81 22%	19 20%	12 22%	9 22%	59 23%	4 10%	35 21%	40 27%	2 15%	23 13%	36 28%Ti	16 34%Ti	16 28%Ti	9 18%	4 17%	28 19%	23 21%	7 25%	22 32%To
Somewhat unlikely	(2) 157 43%	38 41%	25 43%	12 28%	110 43%	13 37%	78 47%	60 41%	6 35%	84 49%Tk	49 38%	13 28%	21 37%	25 37%	11 52%kl	65 46%	51 45%	9 30%	26 38%
Very unlikely	(1) 100 28%	28 30%	17 31%	17 40%	68 27%	15 41%g	43 26%	35 24%	8 47%	54 31%	31 25%	12 26%	14 25%	10 22%	6 27%	43 30%	24 23%	9 30%	15 22%
NET: Likely	107 29%	26 28%	15 28%	14 32%	76 30%	8 21%	46 27%	51 35%	3 19%	33 19%	47 37%Tim	21 46%Tim	21 38%	12 26%	6 27%	37 25%	30 28%	12 39%	27 40%To
NET: Unlikely	258 71% ^{jk}	66 71%	42 74%	29 70%	178 70%	28 79%	121 85%	95 65%	14 81%Tkl	138 83%	80 63%	25 54%	36 62%	36 74%k	17 73%	109 75%	75 72%	18 60%	41 60%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Mean	2.091	2.06	1.99	2.03	2.10	1.91	2.08	2.18	1.76	1.94	2.211	2.331	2.221	2.11	2.10	2.01	2.12	2.23	2.25
Standard deviation	0.88	0.92	0.84	1.03	0.87	0.99	0.85	0.88	0.87	0.83	0.91	1.00	0.94	0.83	0.93	0.86	0.85	1.05	0.89
Standard error	0.04	0.08	0.10	0.14	0.05	0.14	0.06	0.06	0.17	0.06	0.07	0.12	0.10	0.10	0.16	0.07	0.07	0.15	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 267
Q3b. Likelihood 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

	GO Region													Urban/ Rural		Internet usage		Devices used to access internet		Working status					
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Student (n)	House person/ Other (n)	Furloughed (n)
Unweighted base	471	36	22	12	401	19	52	40	50	35	31	85	55	34	365	60	399	67	17	429	217	85	34	11	18
Weighted base	365	27*	18**	11**	309	14**	46*	32**	33*	29**	24**	53	52*	27**	277	55*	266	93	111**	338	155	72	25**	12**	13**
Effective base	336	31	19	9	279	15	35	29	35	26	26	55	40	23	260	46	304	56	11	310	152	57	27	9	11
Very likely	(4) 26	3	-	-	22	-	5	-	2	4	4	4	2	1	21	4	23	3	1	25	15	3	1	-	1
	7%	12%	-	2%	7%	2%	11%	1%	5%	15%	17%	8%	4%	5%	8%	7%	9%	3%	7%	7%	9%	5%	3%	2%	10%
Somewhat likely	(3) 81	6	4	3	68	4	9	13	5	5	3	14	9	5	63	10	56	24	1	77	34	17	4	2	3
	22%	24%	25%	23%	22%	33%	19%	39%	14%	19%	11%	27%	18%	21%	23%	17%	21%	28%	7%	23%	22%	24%	15%	14%	19%
Somewhat unlikely	(2) 157	11	9	3	133	6	19	10	16	10	10	20	29	13	110	31	115	39	5	143	70	25	13	6	5
	43%A	42%	53%	26%	43%	44%	41%	32%	49%	33%	43%	38%	55%	51%	40%	57%TA	43%	42%	44%	42%	45%	35%	54%	51%	41%
Very unlikely	(1) 100	6	4	5	85	3	13	9	10	10	7	14	12	6	82	11	72	27	5	93	36	26	7	4	4
	28%	22%	22%	49%	28%	21%	29%	32%	34%	29%	27%	23%	23%	30%	19%	27%	29%	42%	28%	23%	36%	28%	33%	29%	
NET: Likely	107	10	8	3	90	5	14	13	6	10	7	18	11	7	85	13	79	27	2	101	48	21	5	2	4
	29%	36%	25%	25%	29%	34%	30%	40%	19%	33%	28%	35%	22%	26%	31%	24%	30%	29%	14%	30%	31%	29%	18%	16%	30%
NET: Unlikely	258	17	13	8	219	9	32	20	27	19	17	34	41	19	192	42	187	66	10	236	107	51	20	10	9
	71%	64%	75%	75%	71%	66%	70%	60%	81%	67%	72%	65%	78%	73%	69%	76%	71%	71%	86%	70%	69%	71%	82%	84%	70%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.09	2.26	2.03	1.78	2.09	2.15	2.11	2.11	1.92	2.14	2.15	2.16	2.02	2.09	2.12	2.11	2.03	1.78	2.10	2.17	1.97	1.93	1.86	2.10	
Standard deviation	0.88	0.95	0.70	0.91	0.88	0.80	0.96	0.85	0.81	1.06	1.05	0.91	0.75	0.82	0.91	0.80	0.91	0.82	0.89	0.89	0.90	0.90	0.75	0.76	0.98
Standard error	0.04	0.16	0.15	0.26	0.04	0.18	0.13	0.13	0.11	0.18	0.19	0.10	0.10	0.14	0.05	0.10	0.05	0.10	0.22	0.04	0.06	0.10	0.13	0.23	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 268
Q3b. Likelihood 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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (f)	Up to £15,599 (g)	£15,600 to £25,999 (h)	£26,000 to £36,399 (i)	£36,400 to £51,999 (j)	£52,000 + (k)	YouTube (l)	Instagram (m)	TikTok (n)	Facebook (o)	Snapchat (p)	Twitch (q)	Vimeo (r)	Fruita b (s)	Bitchat (t)	OnlyFans (u)	Any exposure (v)	No exposure (w)	Very/Quite aware (x)	Not at all/Not very aware (y)	
Unweighted base	471	78	100	105	76	81	459	437	360	433	471	228	192	124	105	153	213	247	276	195	
Weighted base	365	56*	80	79	60	60	353	328	248	333	365	119	92	56	34	52	137	220	197	168	
Effective base	336	47	77	71	56	59	326	308	251	305	336	152	122	73	81	128	149	185	192	145	
Very likely	(4)	26 7%su	6 11%	6 7%	7 3%	5 8%	26 7%	23 7%	25 10%Tghj	24 7%	26 7%	13 14%Tghj	13 15%Tghj	8 14%Tghj	6 16%Tghj	7 13%Tghj	19 14%Ts	3 3%	12%Tu	23 2%	
Somewhat likely	(3)	81 22%sa	8 15%	13 16%	18 23%	19 31%b	17 27%	80 23%	79 24%Tk	70 28%Tghj	76 23%	81 22%	26 29%Tghj	19 28%Tk	11 34%Tghj	16 31%Tghj	52 38%Ts	27 12%	49 25%	32 19%	
Somewhat unlikely	(2)	157 43%lir	22 40%	34 42%	33 42%	24 41%	31 52%	149 42%l	139 42%l	93 37%	141 42%l	157 43%l	45 38%	37 40%	20 35%	13 38%	21 40%	44 33%	107 49%Tr	70 36%	87 52%T
Very unlikely	(1)	100 28%uelin nopr	20 35%e	28 35%e	22 28%	15 25%	8 13%	98 28%lmm op	87 26%lmmo p	60 24%lmp	92 28%lmm op	23 19%	16 17%	9 16%	5 14%	8 16%	21 15%	78 36%Tr	55 28%	46 27%	
NET: Likely	107 29%su	14 25%	19 23%	24 30%	21 34%	21 35%	106 30%	102 31%Tk	95 38%Tghj	100 30%	107 29%	51 43%Tghj	40 43%Tghj	27 46%Tghj	16 48%Tghj	23 44%Tghj	71 52%Ts	35 16%	72 37%Tu	35 21%	
NET: Unlikely	258 71%hilm nopr	42 75%	62 77%	55 70%	39 66%	39 65%	247 70%lmm op	225 69%lmm op	153 62%no	233 70%lmm op	258 71%hilm nopr	68 57%	52 57%	29 52%	18 52%	29 56%	66 48%	186 84%Tr	125 63%	133 79%T	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	2.09su	2.01	1.96	2.10	2.13	2.29Tb	2.10	2.12Tk	2.24Tghj	2.10	2.09	2.38Tghj	2.41Tghj	2.46Tghj	2.50Tghj	2.41Tghj	2.50Ts	1.84	2.21Tu	1.95	
Standard deviation	0.88	0.97	0.90	0.89	0.83	0.80	0.89	0.88	0.94	0.89	0.88	0.95	0.94	0.93	0.94	0.92	0.91	0.77	0.98	0.73	
Standard error	0.04	0.11	0.09	0.09	0.10	0.09	0.04	0.04	0.05	0.04	0.04	0.06	0.07	0.08	0.09	0.07	0.08	0.05	0.06	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used. * small base

Table 269
 Q3b. Likelihood 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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	471	22	66	376	22	70	372
Weighted base	365	23**	79	255	23**	83	251
Effective base	336	19	56	262	19	60	259
Very likely	(4) 26 7%	-	3 3%	23 9%T	-	3 3%	23 9%T
Somewhat likely	(3) 81 22%	1 5%	12 15%	68 27%T	1 5%	12 15%	68 27%Tk
Somewhat unlikely	(2) 157 43%el	12 52%	39 49%	101 40%	12 52%	43 51%	97 39%
Very unlikely	(1) 100 28%el	10 44%	25 32%	62 24%	10 44%	25 31%	62 25%
NET: Likely	107 29%ck	1 5%	14 18%	92 36%Td	1 5%	15 18%	91 36%Tk
NET: Unlikely	258 71%el	22 95%	65 82%Te	163 64%	22 95%	68 82%Ti	160 64%
Don't know	-	-	-	-	-	-	-
Mean	2.09	1.61	1.89	2.21Td	1.61	1.91	2.21Tk
Standard deviation	0.88	0.59	0.78	0.92	0.59	0.76	0.92
Standard error	0.04	0.13	0.10	0.05	0.13	0.09	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 27D
Q3b. Likelihood 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

	Gender			Social Grade				Age						Ethnicity			Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	White (m)	BAME (n)	Mixed (o)	Asian (p)	Christi an (q)	Muslim (r)	None (s)
Unweighted base	297	226	71	107	84	52	52	46	251	58	90	65	33	206	89	27	43	104	30	141
Weighted base	176	126	51	59	52	34*	30*	33*	143	32*	54	40*	16**	134	41	13**	20*	53	13**	99
Effective base	208	158	52	77	61	34	36	31	178	43	63	47	23	147	63	20	31	68	20	106
Very likely (4)	15	13	2	4	7	1	2	2	13	3	3	3	1	10	5	2	2	5	2	6
	8%	11%	3%	7%	14%	3%	8%	6%	9%	12%	8%	8%	5%	8%	12%	16%	12%	10%	15%	6%
Somewhat likely (3)	34	25	9	12	7	10	4	6	27	4	13	10	1	23	10	2	6	11	4	17
	19%	20%	17%	21%	14%	28%	14%	20%	19%	11%	24%	25%	4%	17%	26%	14%	29%	20%	31%	17%
Somewhat unlikely (2)	76	49	27	24	24	17	9	17	59	13	21	14	10	60	14	5	6	29	4	38
	43%a	39%	53%	40%	47%	51%	29%	51%	41%	40%	40%	36%	62%	45%	34%	40%	30%	55%TA	28%	38%
Very unlikely (1)	52	38	13	18	13	6	14	7	44	13	13	13	5	40	11	4	6	8	3	39
	29%bc	31%	26%	31%	25%	18%	48%Tde	22%	31%	40%	24%	32%	30%	28%	29%	28%	15%	25%	39%Tx	
NET: Likely	48	38	10	17	14	11	7	9	40	6	19	13	1	33	15	4	8	16	6	23
	28%	30%	23%	28%	28%	31%	22%	26%	28%	20%	35%	33%	9%	25%	37%T	30%	42%	30%	46%	23%
NET: Unlikely	128	87	40	42	37	24	23	24	103	25	34	27	15	101	25	9	12	37	7	76
	72%a	70%	80%	72%	72%	69%	77%	74%	72%	80%	64%	67%	91%	75%	62%	69%	58%	70%	52%	77%
Don't know	1%
Mean	2.07A	2.10	1.97	2.05	2.18	2.15	1.82	2.10	2.06	1.88	2.23	2.08	1.84	2.02	2.21	2.17	2.26	2.25TA	2.37	1.89
Standard deviation	0.91	0.96	0.76	0.91	0.97	0.75	0.97	0.83	0.93	0.93	0.96	0.94	0.73	0.88	0.99	1.07	1.02	0.84	1.06	0.89
Standard error	0.05	0.06	0.09	0.09	0.11	0.10	0.14	0.12	0.06	0.12	0.10	0.12	0.13	0.06	0.11	0.21	0.16	0.08	0.20	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 271
 Q3b. Likelihood 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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Highest education				
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)	Secondary school or equiv (m)	University degree or equiv (n)	Higher university degree (o)	Still in full time education (p)
Unweighted base	297	72	38	38	213	40	120	124	135	115	52	65	43	97	109	37	47
Weighted base	176	42*	24**	22**	129	27**	74	70	90	54	23*	30*	22*	59	66	15**	29*
Effective base	208	49	27	23	151	27	90	84	103	77	38	41	30	72	77	26	35
Very likely	(4) 15	5	2	4	8	1	8	6	8	5	3	4	1	3	6	3	2
	8%	15%	8%	18%	7%	5%	10%	8%	9%	9%	12%	12%	6%	6%	9%	23%	7%
Somewhat likely	(3) 34	5	4	1	27	4	16	11	12	15	7	9	3	10	13	4	6
	19%	11%	15%	6%	21%	16%	22%	15%	13%	28%Tim	32%Ti	30%kl	15%	17%	19%	26%	21%
Somewhat unlikely	(2) 76	20	11	11	53	10	30	34	38	21	8	11	10	23	28	5	15
	43%	49%	45%	48%	41%	38%	40%	49%	42%	39%	35%	37%	47%	39%	43%	35%	51%
Very unlikely	(1) 52	10	8	6	41	11	21	19	32	12	4	6	7	22	19	2	6
	29%	25%	32%	28%	32%	40%	28%	27%	36%	23%	20%	21%	32%	38%	29%	15%	21%
NET: Likely	48	11	5	5	35	6	24	17	20	10	12	4	14	19	7	8	
	28%	26%	23%	24%	27%	21%	32%	24%	22%	37%Tim	45%Tim	42%Tim	21%	23%	28%	49%	28%
NET: Unlikely	128	31	18	17	94	21	50	53	70	33	13	17	17	45	47	8	21
	72%klj	73%	77%	75%	73%	79%	68%	68%	78%klj	62%	55%	58%	78%klj	77%	72%	50%	72%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	1%	-
Mean	2.07	2.17	1.99	2.14	2.02	1.86	2.14	2.05	1.95	2.23Ti	2.37Ti	2.33Ti	1.95	1.91	2.09	2.58	2.14
Standard deviation	0.91	0.98	0.90	1.04	0.89	0.89	0.95	0.88	0.92	0.92	0.96	0.95	0.86	0.89	0.92	1.04	0.84
Standard error	0.05	0.12	0.15	0.17	0.06	0.14	0.09	0.08	0.08	0.09	0.13	0.12	0.13	0.09	0.09	0.17	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 272
 Q3b. Likelihood 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

	Total (n)	GQ Region											Urban/ Rural		Internet usage		Devices used to access internet		Working status	
		Scotland (a)	Wales (b)	NET: England (c)	North West (d)	Yorkshire and the Humber (e)	West Midland s (f)	East Midland s (g)	East of England (h)	London (i)	South East (j)	South West (k)	Urban (A)	Rural (B)	More than 2 hours (l)	1-2 hours (m)	Multipl e devices (n)	Working full time (o)	Working part- time (p)	
Unweighted base	297	30	13	246	32	21	33	21	18	61	31	20	236	34	276	21	276	156	44	
Weighted base	176	20**	10**	140	21**	11**	17**	15**	11**	28*	21**	10**	141	23**	157	19**	168	89	23*	
Effective base	208	24	9	169	20	17	22	14	15	44	24	14	165	24	195	16	195	107	34	
Very likely	(4) 15	1	-	14	4	2	1	-	2	2	-	2	12	3	14	1	13	9	-	
	8%	5%	2%	10%	17%	14%	5%	2%	21%	8%	2%	17%	6%	13%	9%	3%	8%	11%	2%	
Somewhat likely	(3) 34	4	4	24	1	3	2	3	1	6	4	1	27	4	26	7	32	19	5	
	19% _n	22%	38%	17%	5%	25%	14%	20%	12%	20%	18%	13%	19%	15%	17%	38%	19%	21%	20%	
Somewhat unlikely	(2) 76	9	2	61	8	4	9	10	3	11	4	59	12	68	8	73	36	9		
	43%	44%	21%	44%	39%	31%	54%	67%	23%	39%	38%	42%	52%	43%	44%	44%	41%	38%		
Very unlikely	(1) 52	6	4	41	8	3	4	2	5	9	6	3	44	5	49	3	49	24	9	
	29%	29%	39%	29%	39%	31%	26%	11%	43%	33%	27%	31%	31%	20%	31% _T	15%	29%	27%	39%	
NET: Likely	48	5	4	37	5	4	3	3	4	8	4	3	36	7	41	8	45	28	5	
	28% _n	27%	40%	27%	22%	39%	20%	22%	33%	28%	20%	30%	27%	28%	26%	42%	27%	32%	22%	
NET: Unlikely	128	14	6	102	17	7	13	12	8	20	17	7	103	17	116	11	123	60	18	
	72%	73%	60%	73%	78%	61%	80%	78%	67%	72%	80%	68%	73%	72%	74% _T	58%	73%	68%	78%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	2.07	2.04	2.03	2.07	1.99	2.22	1.98	2.12	2.11	2.04	1.96	2.16	2.04	2.20	2.04	2.30	2.06	2.15	1.85	
Standard deviation	0.91	0.87	0.97	0.92	1.08	1.07	0.81	0.62	1.23	0.94	0.75	1.11	0.91	0.93	0.92	0.77	0.90	0.95	0.83	
Standard error	0.05	0.16	0.27	0.06	0.19	0.23	0.14	0.14	0.29	0.12	0.14	0.25	0.06	0.16	0.06	0.17	0.05	0.08	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 273
Q3b. Likelihood 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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	297	55	62	69	46	49	295	268	229	267	228	297	174	114	102	136	144	148	196	101
Weighted base	176	30*	40*	39*	27*	28*	175	149	116	154	119	176	75	49	33	44	72	103	111	65
Effective base	208	37	44	46	36	33	206	186	156	181	152	208	118	66	78	115	98	110	134	74
Very likely (4)	15	3	5	3	1	4	14	12	12	14	12	12	13	15	9	6	12	3	12	2
	8%gs	10%	12%	6%	2%	14%	8%	8%	11%gh	9%	11%gh	8%g	12%gh	14%	17%Tghi	12%Tghi	17%Ts	3%	11%	4%
Somewhat likely (3)	34	4	8	7	10	3	34	30	26	30	27	34	17	14	11	15	18	14	24	10
	19%sa	13%	21%	18%	35%Tae	10%	19%	20%	23%Tgj	19%	23%Tgj	19%	22%	28%Tghj	32%Tghj	34%Tghj	25%Ts	14%	21%	15%
Somewhat unlikely (2)	76	10	19	17	8	15	76	62	51	70	51	76	31	21	13	14	29	46	48	28
	43%ip	33%	46%	45%	29%	54%id	43%ip	42%ip	44%ip	45%hp	42%ip	43%ip	42%ip	43%ip	40%ip	33%	40%	45%	43%	43%
Very unlikely (1)	52	13	8	12	9	6	52	45	26	40	29	52	18	7	4	9	12	39	27	25
	29%ikm	44%Tbe	21%	31%	34%	22%	30%ikm	30%ikm	23%no	26%inop	24%no	29%ikm	24%no	14%	11%	20%no	17%	38%Tr	24%	38%t
NET: Likely	48	7	13	10	7	7	47	42	39	43	40	48	25	20	16	21	31	17	36	12
	28%au	23%	33%	25%	38%	24%	27%	28%	33%Tghj	28%	33%Tghj	28%	34%Tghj	42%Tghj	49%Tghj	47%Tghj	43%Ts	17%	32%Tu	19%
NET: Unlikely	128	23	27	30	17	21	127	107	77	110	79	128	49	28	17	23	41	86	75	53
	72%akmn	77%	67%	75%	62%	76%	73%akmn	72%akmn	66%op	72%akmn	66%inop	72%akmn	66%inop	57%o	50%	53%	57%	83%Tr	67%	81%T
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.07gsu	1.88	2.25	2.01	2.06	2.16	2.05	2.06	2.21Tghj	2.11g	2.20Tghj	2.07g	2.22Tghj	2.42Tghj	2.55Tghj	2.39Tghj	2.43Ts	1.81	2.19Tu	1.85
Standard deviation	0.91	0.99	0.93	0.88	0.89	0.94	0.90	0.91	0.92	0.90	0.93	0.91	0.95	0.91	0.91	0.95	0.97	0.77	0.94	0.82
Standard error	0.05	0.13	0.12	0.11	0.13	0.13	0.05	0.06	0.06	0.06	0.06	0.05	0.07	0.09	0.09	0.08	0.08	0.06	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used. * small base

Table 274
 Q3b. Likelihood 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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	297	12	23	255	13	22	255
Weighted base	176	12**	21**	136	13**	20**	136
Effective base	208	10	22	172	11	21	172
Very likely	(4) 15 8%	-	3 14%	12 9%	-	3 14%	12 9%
Somewhat likely	(3) 34 19%	1 6%	1 3%	30 22%T	1 5%	1 3%	30 22%T
Somewhat unlikely	(2) 76 43%	5 43%	7 33%	61 45%	6 46%	6 39%	61 45%
Very unlikely	(1) 52 29%el	6 51%	11 50%	33 24%	6 48%	11 52%	33 24%
NET: Likely	48 28%	1 6%	4 17%	42 31%T	1 5%	4 18%	42 31%T
NET: Unlikely	128 72%el	12 94%	18 83%	93 89%	12 96%	17 82%	93 89%
Don't know	-	-	-	-	-	-	-
Mean	2.07	1.55	1.81	2.16T	1.57	1.80	2.16T
Standard deviation	0.91	0.63	1.05	0.89	0.62	1.07	0.89
Standard error	0.05	0.18	0.22	0.06	0.17	0.23	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 275
 Q3b. Likelihood 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

	Total (n)	Gender		Social Grade			Age			Ethnicity		Religion	
		Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	18+ (f)	25-34 (g)	35-44 (h)	White (i)	BAME (j)	Christi an (k)	None (A)
Unweighted base	131	99	32	41	45	24	131	47	37	76	53	56	38
Weighted base	51	35	16**	15*	19*	10**	51	19*	16**	30	19*	18*	17**
Effective base	96	72	25	30	30	20	96	36	24	54	40	46	27
Very likely	(4)	3	3	-	1	1	-	3	2	1	2	2	1
		7%	9%	2%	8%	8%	2%	7%	8%	4%	5%	9%	12%
Somewhat likely	(3)	17	12	5	7	3	3	17	6	8	8	5	5
		33% ^d	34%	32%	46% ^d	16%	27%	33%	31%	48%	27%	47% ^{Tr}	34%
Somewhat unlikely	(2)	20	14	6	5	9	5	20	7	6	15	5	9
		40% ^{ax}	41%	39%	35%	50%	49%	40%	40%	36%	50% ^{Ts}	25%	28%
Very unlikely	(1)	10	5	4	1	5	2	10	4	2	6	3	2
		19%	16%	27%	9%	26%	23%	19%	20%	12%	18%	18%	14%
NET: Likely	20	15	5	8	4	3	20	7	8	10	11	8	6
		40% ^d	43%	34%	56% ^{Td}	24%	28%	40%	39%	52%	32%	55% ^{Tr}	46%
NET: Unlikely	30	20	11	7	14	7	30	11	8	21	8	10	12
		59% ^{cs}	58%	66%	44%	76% ^{Tc}	72%	59%	60%	48%	68% ^{se}	43%	66%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	1%	-	-	1%	-	
Mean	2.28	2.37	2.08	2.55 ^{Td}	2.05	2.07	2.28	2.28	2.44	2.19	2.47	2.32	2.23
Standard deviation	0.86	0.86	0.83	0.80	0.88	0.79	0.86	0.90	0.78	0.81	0.91	1.01	0.74
Standard error	0.08	0.09	0.15	0.13	0.13	0.16	0.08	0.13	0.13	0.09	0.13	0.14	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 276
 Q3b. Likelihood 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

	Impact limit condition	Number of people in household			Do any children aged 17 or under live in your household?			Highest education				
		No children aged 17 or under (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5- 10 (l)	Seconda ry school or equiv (o)	Univers ity degree or equiv (p)	
Unweighted base		131	93	26	47	52	53	77	36	44	47	57
Weighted base		51	38	12**	20*	18*	24*	26	13**	15*	19*	24*
Effective base		96	67	23	32	39	40	57	26	31	38	39
Very likely	(4)	3 7%	1 4%	1 6%	2 9%	1 5%	1 5%	2 9%	1 6%	2 10%	1 5%	1 5%
Somewhat likely	(3)	17 33%	13 33%	2 19%	6 32%	8 44%	6 23%	11 42%T	5 42%	6 41%	4 24%	9 39%
Somewhat unlikely	(2)	20 40%	16 41%	6 50%	8 38%	7 38%	11 44%	10 37%	5 38%	7 43%	9 48%	10 42%
Very unlikely	(1)	10 19%j	8 22%	3 25%	4 21%	2 11%	7 28%j	3 12%	2 15%	1 5%	4 23%	4 15%
NET: Likely		20 40%j	14 37%	3 25%	8 41%	9 50%	7 28%	13 51%Ti	6 47%	8 52%j	5 28%	10 43%
NET: Unlikely		30 59%j	24 62%	9 75%	12 59%	9 49%	17 72%Tj	13 49%	7 53%	7 48%	13 72%	13 57%
Don't know		-	-	-	-	-	-	-	-	-	-	-
Mean		2.28i	2.19	2.05	2.29	2.44	2.05	2.48Ti	2.38	2.56Ti	2.10	2.33
Standard deviation		0.86	0.83	0.85	0.92	0.78	0.85	0.82	0.84	0.77	0.83	0.80
Standard error		0.08	0.09	0.17	0.13	0.11	0.12	0.09	0.14	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 277
 Q3b. Likelihood 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

	GO Region			Urban/ Rural	Inteme Usage More than 2 hours (m)	Devices used to access inteme Multipl e devices (n)	Working status	
	Total (T)	NET: England (d)	London (k)	Urban (A)	Urban (A)	Working full time (e)	Working part- time (r)	
Unweighted base	131	120	33	104	120	107	77	29
Weighted base	51	46	11**	40	42	42	28	12**
Effective base	96	88	29	80	96	78	52	24
Very likely	(4)	3 7%	3 7%	1 11%	3 8%	3 8%	2 7%	1 5%
Somewhat likely	(3)	17 33%	14 31%	3 31%	14 35%	14 33%	10 37%	5 40%
Somewhat unlikely	(2)	20 40%	18 40%	4 37%	16 39%	15 35%	11 40%	6 47%
Very unlikely	(1)	10 19%	10 21%	2 21%	7 18%	10 23%	5 21%	1 16%
NET: Likely		20 40%	17 38%	4 42%	17 43%	17 41%	12 44%	5 45%
NET: Unlikely		30 59%	28 61%	6 58%	23 57%	25 58%	16 61%	7 55%
Don't know	
Mean	2.28n	2.24	2.33	2.33	2.26	2.25	2.35	2.42
Standard deviation	0.86	0.88	0.98	0.87	0.91	0.86	0.85	0.75
Standard error	0.08	0.08	0.17	0.09	0.08	0.08	0.10	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 278
Q3b. Likelihood 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

	Household income per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	131	34	27	33	130	117	102	120	105	102	102	89	131	87	73	54	95	36
Weighted base	51	12**	10**	13**	51	42	32	43	34	33	31	28	51	23	23	27*	35	16**
Effective base	96	28	23	21	95	90	82	93	81	78	87	69	96	78	60	40	72	25
Very likely	(4)	3 7%	1 8%	1 4%	5 5%	3 7%	3 8%Tgo	3 10%Tgo	3 8%Tgo	3 10%Tgo	3 10%Tgo	3 9%Tgo	2 7%	3 11%Tgno	2 12%Ts	3 2%	1 8%	3 4%
Somewhat likely	(3)	17 33%a	3 25%	3 32%	4 34%	17 33%	15 36%g	12 36%	13 35%Tgo	13 38%Tgo	12 38%Tgo	12 37%Tgo	17 45%Tghi	9 39%Tgo	11 47%Ts	6 22%	14 39%T	3 20%
Somewhat unlikely	(2)	20 40%hjk mrt	5 41%	5 45%	5 35%	20 40%hjk m	15 36%	13 39%	16 38%	12 36%	13 38%	11 36%	9 40%hjk m	20 36%n	8 29%	7 49%r	13 34%	9 55%
Very unlikely	(1)	10 19%k n	3 28%	2 19%	3 26%	10 19%k n	8 20%k n	5 15%	8 19%l np	5 16%np	4 13%	5 17%k np	3 12%	10 19%k n	3 13%n	2 11%	7 27%r	6 18%
NET: Likely	20 40%a	4 33%	4 36%	5 39%	20 40%	18 44%Tgo	15 46%Tgo	18 43%Tgo	16 48%Tgh o	16 48%Tgo	14 46%Tgo	15 54%Tgh o	20 40%	11 50%Tgh j	14 60%Ts	6 24%	17 47%T	4 24%
NET: Unlikely	30 59%h ijk lmnp	8 67%	7 64%	8 61%	30 60%h ijk lmnp	23 56%k np	17 53%n	24 57%k np	18 51%n	17 51%	17 53%n	12 45%	30 59%h ijk lmnp	11 49%n	9 40%	20 76%Tr	18 52%	12 76%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.28s	2.15	2.21	2.19	2.27	2.32Tgo	2.42Tgh jo	2.32Tgo	2.43Tgh jo	2.46Tgh jmo	2.38Tgo	2.52Tgh jkmop	2.28	2.47Tgh jkm	2.62Ts	1.98	2.37	2.07
Standard deviation	0.86	0.93	0.84	0.91	0.86	0.89	0.88	0.88	0.88	0.86	0.89	0.83	0.86	0.87	0.86	0.77	0.89	0.77
Standard error	0.08	0.16	0.16	0.16	0.08	0.08	0.09	0.08	0.09	0.09	0.09	0.09	0.08	0.09	0.10	0.10	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/l/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 279
Q3b. Likelihood 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

	Total (f)	No. of VSPs used in Past 3 months 5+ VSPs (n)	No. of Selected VSPs used in Past 3 months 5+ VSPs (i)
Unweighted base	131	116	116
Weighted base	51	40	40
Effective base	96	90	90
Very likely	(4) 3 7%	3 8%T	3 8%T
Somewhat likely	(3) 17 33%	15 37%T	15 37%T
Somewhat unlikely	(2) 20 40%	15 38%	15 38%
Very unlikely	(1) 10 19%el	6 16%	6 16%
NET: Likely	20 40%	18 46%T	18 46%T
NET: Unlikely	30 59%el	22 54%	22 54%
Don't know	-	-	-
Mean	2.28	2.38T	2.38T
Standard deviation	0.86	0.86	0.86
Standard error	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 280
 Q3b. Likelihood 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

	Total (f)	Gender					Age					Ethnicity			Religion	
		Male (g)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	White (l)	BAME (m)	Asian (n)	Christi an (o)	None (p)
Unweighted base	198	173	63	59	33	42	198	40	67	47	36	131	65	36	74	84
Weighted base	76	67	23*	23*	12**	17*	76	13*	25	19*	14**	54	21	13**	26	37
Effective base	162	142	48	48	29	37	162	34	58	40	28	109	52	28	55	75
Very likely	(4)	7	6	1	3	1	7	2	3	1	2	3	4	3	4	2
		9% ^a	9%	6%	14%	12%	6%	9%	13%	10%	7%	11%	6%	16% ^{Tr}	24%	16% ^A
Somewhat likely	(3)	19	15	6	6	3	4	19	3	7	6	3	13	6	4	9
		25%	23%	26%	24%	25%	23%	25%	23%	27%	30%	19%	24%	28%	25%	25%
Somewhat unlikely	(2)	33	31	10	11	6	5	33	5	11	7	7	25	7	4	11
		44%	46%	45%	49%	48%	32%	44%	35%	44%	40%	48%	47%	34%	30%	41%
Very unlikely	(1)	17	14	5	3	2	6	17	4	5	4	3	12	4	2	4
		22%	21%	23%	14%	15%	38% ^{Td}	22%	29%	18%	23%	21%	23%	20%	18%	17%
NET: Likely	26	22	8	9	5	5	26	5	9	7	4	16	10	7	11	11
		34%	33%	33%	37%	37%	39%	34%	36%	37%	31%	30%	46% ^T	52%	41%	29%
NET: Unlikely	50	45	16	15	8	12	50	9	16	12	10	38	11	6	15	26
		66% ^a	67%	67%	63%	63%	70%	66%	64%	62%	63%	69%	70% ^a	53%	48%	59%
Don't know
		1%	.	.	1%	.	.	1%	.	.	.
Mean	2.22	2.21	2.16	2.37	2.34	1.97	2.22	2.21	2.29	2.20	2.20	2.13	2.44 ^{Tr}	2.57	2.40	2.11
Standard deviation	0.90	0.89	0.86	0.91	0.91	0.96	0.90	1.04	0.90	0.90	0.94	0.84	1.03	1.08	0.97	0.81
Standard error	0.06	0.07	0.11	0.12	0.16	0.15	0.06	0.16	0.11	0.13	0.16	0.07	0.13	0.18	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 261
 Q3b. Likelihood 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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education				
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)	Secondary school or equiv (m)	University degree or equiv (n)	Higher university degree (o)
Unweighted base	198	53	23	33	132	35	85	66	102	95	43	48	33	75	79	35
Weighted base	76	21*	10**	12**	51	15**	35	22	44	32	15*	14*	11**	30	30	12**
Effective base	162	42	19	26	110	29	72	54	87	75	34	43	26	62	67	25
Very likely	(4) 7	3	-	2	4	1	2	4	2	5	2	3	3	3	2	2
	9%j	13%k	-	19%l	8%o	5%p	7%q	17%r	4%u	18%v	16%w	22%x	24%y	11%z	6%aa	17%ab
Somewhat likely	(3) 19	5	2	3	12	3	9	7	8	10	4	5	3	7	8	3
	25%ac	25%ad	22%ae	27%af	24%ag	17%ah	25%ai	32%aj	19%ak	32%al	27%am	34%an	31%ao	23%ap	27%aq	22%ar
Somewhat unlikely	(2) 33	7	5	4	23	8	15	9	22	11	5	5	3	14	12	5
	44%as	35%at	46%au	31%av	46%aw	51%ax	43%ay	39%az	51%ba	34%bb	36%bc	35%bd	31%be	46%bf	39%bg	44%bh
Very unlikely	(1) 17	5	3	3	11	4	9	2	12	5	3	1	1	6	8	2
	22%bi	26%bj	33%bk	22%bl	22%bm	27%bn	25%bo	10%bp	27%bq	15%br	21%bs	10%bt	12%bu	19%bv	28%bw	16%bx
NET: Likely	26	8	2	6	16	3	11	10	16	6	8	6	6	10	10	5
	34%cy	38%cz	22%da	45%db	32%dc	22%dd	32%de	50%df	23%dg	50%dh	43%di	56%dj	55%dk	34%dl	33%dm	39%dn
NET: Unlikely	50	13	8	7	34	12	24	11	34	16	8	6	5	20	20	7
	66%eo	61%ep	78%eq	53%er	68%es	78%et	68%eu	50%ev	77%ew	50%ex	57%ey	44%ez	43%fa	66%fb	67%fc	59%fd
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	1%fe	-	2%fg	-	-	-	1%fh	-	1%fi	-	-	2%fj	-	-	2%fk
Mean	2.22i	2.26	1.89	2.43	2.18	2.00	2.13	2.57Ti	1.99	2.53Ti	2.38i	2.68Ti	2.68	2.26	2.12	2.41
Standard deviation	0.90	1.01	0.77	1.08	0.87	0.82	0.88	0.92	0.79	0.97	1.02	0.95	1.03	0.91	0.90	0.99
Standard error	0.06	0.14	0.16	0.19	0.08	0.14	0.10	0.11	0.08	0.10	0.16	0.14	0.18	0.10	0.10	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 262
 Q3b. Likelihood 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

	G/O Region			Urban/ Rural	Internet usage		Devices used to access internet	Working status	
	Total (n)	NET: England (g)	London (k)	Urban (A)	More than 2 hours (m)	1-2 hours (o)	Multipl e devices (n)	Working full time (s)	Working part- time (t)
Unweighted base	198	172	44	151	183	14	174	126	37
Weighted base	76	64	16*	57	65	10**	69	49	14**
Effective base	162	141	35	124	159	12	143	104	29
Very likely	(4)	7 9% _n	7 11%	3 20% _T	5 9%	2 8%	7 17%	5 10%	1 11%
Somewhat likely	(3)	19 25%	16 23%	4 28%	13 22%	17 28% _T	2 17%	17 26%	4 25%
Somewhat unlikely	(2)	33 44%	29 45%	5 35%	25 44%	28 43%	5 46%	29 43%	6 44%
Very unlikely	(1)	17 22% _d	12 19%	3 20%	14 24%	15 22%	2 20%	15 22%	9 19%
NET: Likely		26 34%	23 36%	7 46%	18 31%	22 34%	4 34%	24 35%	18 26%
NET: Unlikely		50 66%	41 64%	8 54%	39 68%	42 65%	7 66%	31 65%	11 74%
Don't know	
Mean	2.22	2.28 _T	2.46	2.17	2.20	2.32	2.22	2.29	1.98
Standard deviation	0.90	0.90	1.05	0.91	0.89	1.03	0.91	0.91	0.80
Standard error	0.06	0.07	0.16	0.07	0.07	0.27	0.07	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 263
Q3b. Likelihood 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

	Household income- per year					Regular uses of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (a)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruita b (n)	Bitchute (e)	OnlyFans (b)	Any exposure (f)	No exposure (g)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	198	46	37	51	31	27	195	183	157	183	153	136	129	90	87	198	105	88	127	71	
Weighted base	76	15*	16**	19*	13**	10**	75	66	54	68	52	44	40	26	23	76	37	37	44	32	
Effective base	162	40	29	40	26	24	160	156	132	151	128	115	108	80	78	162	83	76	107	58	
Very likely (4)	7	1	1	3	2	2	19%h	6	6	6	6	6	5	4	4	7	6	2	5	2	
	9%hs	6%	9%	14%	2%	19%	10%h	8%	10%	9%	11%	13%Thjp	12%hj	16%Tghi	16%Tghij	9%h	15%Ts	5%	12%	6%	
Somewhat likely (3)	19	4	4	5	3	2	18	18	16	18	16	15	13	9	9	19	15	3	13	5	
	25%sa	27%	28%	29%	20%	16%	25%	27%Tgp	30%Tgp	26%Tp	30%Tgp	35%Tghijp	31%Tgp	36%Tghijp	38%Tghijp	25%	40%Ts	9%	30%T	17%	
Somewhat unlikely (2)	33	5	6	8	6	6	33	28	20	30	21	13	16	9	7	33	12	21	18	15	
	44%hkl	35%	42%	42%	45%	59%	44%hklno	42%hlo	37%l	44%hklno	39%lo	31%	40%lo	35%	32%	44%hklno	31%	56%Tr	41%	47%	
Very unlikely (1)	17	5	3	3	4	1	16	15	12	14	10	9	6	3	3	17	5	11	7	9	
	22%mmnor	32%	21%	16%	33%	6%	22%mmnor	22%jmno	23%mmno	20%mmno	20%mmno	22%mmno	15%	12%	13%	22%mmno	14%	30%Tr	16%	30%	
NET: Likely	26	5	6	8	3	4	26	23	22	24	21	21	18	13	13	26	21	5	19	7	
	34%su	33%	38%	42%	22%	35%	34%	35%	40%Tghj	35%	41%Tghj	47%Tghj	44%Tghj	52%Tghijp	54%Tghijp	34%	55%Ts	14%	42%Tu	23%	
NET: Unlikely	50	10	10	11	10	7	49	43	32	44	31	23	23	12	10	50	17	32	25	24	
	65%ukm	67%	62%	58%	78%	65%	65%ukmno	64%ukmno	59%hno	65%ukmno	59%hno	52%so	56%no	48%	45%	66%ukmno	44%	86%Tr	58%	77%Tu	
Don't know	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Mean	2.22su	2.06	2.26	2.40	1.91	2.47	2.23	2.22	2.28	2.24	2.32Tghj	2.39Tghj	2.41Tghijp	2.55Tghijp	2.58Tghijp	2.22	2.57Ts	1.88	2.38Tu	1.99	
Standard deviation	0.90	0.94	0.92	0.94	0.81	0.92	0.90	0.89	0.94	0.88	0.92	0.97	0.91	0.92	0.94	0.90	0.92	0.76	0.91	0.85	
Standard error	0.06	0.14	0.15	0.13	0.14	0.18	0.06	0.07	0.08	0.07	0.07	0.08	0.08	0.10	0.10	0.06	0.09	0.08	0.08	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 284
Q3b. Likelihood 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

	Total (f)	No. of VSPs used in Past 3 months 5+ VSPs (n)	No. of Selected VSPs used in Past 3 months 5+ VSPs (i)
Unweighted base	198	176	174
Weighted base	76	62	61
Effective base	162	149	147
Very likely	(4) 7 9%	6 9%	6 9%
Somewhat likely	(3) 19 25%	17 28%T	17 28%T
Somewhat unlikely	(2) 33 44%	26 42%	26 42%
Very unlikely	(1) 17 22%	13 21%	13 21%
NET: Likely	26 34%	23 37%T	23 37%T
NET: Unlikely	50 66%el	39 63%	38 62%
Don't know	-	-	-
Mean	2.22	2.25	2.26
Standard deviation	0.90	0.89	0.89
Standard error	0.06	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 265
Q3b. Likelihood 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

	Gender			Social Grade							Age							Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Christian (x)	Muslim (y)	Other religion (z)	None (A)		
Unweighted base	268	203	65	109	75	44	40	30	238	46	70	56	47	15	19	179	87	22	45	108	31	19	106		
Weighted base	151	104	48*	64	42*	23*	22**	18**	133	27*	37*	29*	26*	12**	14**	108	42	11**	22**	58	14**	11**	64		
Effective base	179	141	44	73	48	32	26	22	157	31	46	38	32	9	12	123	55	15	27	71	20	11	82		
Very likely	(4) 10	8	2	3	5	1	3	1	9	1	6	3	1	-	-	4	5	2	3	4	2	2	2		
	7% _f	8%	3%	4%	11%	1%	12%	3%	7%	2%	16% _{Thil}	10%	1%	-	-	4%	13% _{Tr}	14%	15%	7%	11%	19%	3%		
Somewhat likely	(3) 33	22	10	16	7	8	2	7	26	7	6	8	4	-	1	22	10	2	6	18	3	1	10		
	22% _{hA}	22%	22%	25%	16%	34%	9%	40%	19%	26%	17%	26%	15%	-	7%	20%	25%	17%	28%	30% _{TA}	25%	13%	15%		
Somewhat unlikely	(2) 73	50	23	34	21	8	10	5	67	12	15	14	17	8	9	56	16	4	8	24	5	6	34		
	48% _e	48%	49%	54% _e	50%	32%	45%	31%	50%	48%	41%	48%	63%	68%	52%	38%	38%	37%	42%	34%	34%	57%	53%		
Very unlikely	(1) 36	23	12	11	10	8	7	5	31	7	10	5	6	4	4	26	10	3	4	12	4	1	18		
	23%	22%	25%	17%	23%	33%	34%	26%	23%	27%	29%	16%	21%	32%	24%	23%	30%	20%	21%	29%	21%	11%	28%		
NET: Likely	43	31	12	19	11	8	5	8	35	7	12	11	4	-	1	26	16	4	9	22	5	4	12		
	28% _A	30%	25%	29%	27%	35%	21%	44%	26%	27%	33%	36%	18%	-	7%	24%	38%	31%	43%	38% _{TA}	36%	32%	18%		
NET: Unlikely	108	73	36	45	31	15	17	10	98	19	25	19	22	12	13	82	26	8	12	36	9	8	52		
	72% _{kx}	70%	75%	71%	73%	65%	78%	56%	74%	73%	67%	64%	84%	100%	93%	76%	61%	67%	57%	62%	62%	68%	82% _{TX}		
Don't know	*	*	-	-	-	-	1%	-	*	-	-	-	-	-	-	*	*	2%	-	-	1%	-	-		
Mean	2.11A	2.15	2.03	2.16	2.15	2.03	1.99	2.21	2.10	2.02	2.22	2.29	1.96	1.68	1.80	2.04	2.28	2.17	2.39	2.24A	2.19	2.40	1.93		
Standard deviation	0.84	0.86	0.79	0.75	0.90	0.86	0.98	0.89	0.84	0.78	1.02	0.87	0.64	0.49	0.56	0.78	0.88	1.07	0.99	0.87	1.02	0.96	0.75		
Standard error	0.05	0.06	0.10	0.07	0.10	0.13	0.16	0.16	0.05	0.12	0.12	0.09	0.13	0.13	0.06	0.11	0.23	0.15	0.08	0.19	0.22	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 206
Q3b. Likelihood 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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education					
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impact/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	No children aged 17 or under (n)	NET: Yes (o)	Aged under 5 (p)	Aged 5-10 (q)	Aged 11-15 (r)	Secondary school or equiv (s)	University degree or equiv (t)	Higher university degree (u)	Still in full time education (v)
Unweighted base	268	58	30	30	194	44	109	102	123	114	51	57	39	79	105	48	31
Weighted base	151	29*	18**	14**	114	26*	69	51	78	55	24*	22*	18**	45*	59	25*	19**
Effective base	179	37	20	15	131	31	74	69	91	66	33	45	24	48	75	32	21
Very likely	(4) 10	3	1	2	6	1	5	4	4	5	3	5	1	2	4	3	1
	7%	10%	7%	12%	5%	3%	7%	8%	5%	10%	11%	22%Tj	6%	5%	8%	10%	3%
Somewhat likely	(3) 33	6	4	4	22	2	13	9	16	8	6	5	10	10	5	6	
	22%lei	21%	24%	29%	20%	9%	18%	33%Tef	12%	30%li	34%li	30%li	29%	22%	17%	21%	31%
Somewhat unlikely	(2) 73	15	8	6	56	13	39	19	44	23	9	6	7	20	34	9	8
	48%lgl	50%	45%	48%	49%	51%	56%lg	37%	56%Ti	42%li	38%	29%	41%	45%	58%Tt	37%	42%
Very unlikely	(1) 36	6	4	1	30	10	12	11	21	10	4	4	4	13	10	8	5
	23%	19%	23%	10%	25%	37%hd	18%	22%	27%	18%	17%	20%	23%	29%	17%	31%	24%
NET: Likely	48	9	6	6	29	3	18	20	13	22	11	11	6	12	15	8	6
	28%lei	30%	32%	41%	25%	12%	28%	40%Te	17%	40%Ti	46%Ti	52%Tj	35%	27%	25%	31%	34%
NET: Unlikely	108	20	12	8	85	23	51	30	65	33	13	10	12	33	44	17	13
	72%gkj	69%	68%	58%	75%	88%Tg	74%	59%	83%Tkl	60%li	54%	48%	64%	73%	75%	68%	66%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	1%	-	1%	-	-	-	-	-	-	-	-	1%	-	-	-	1%
Mean	2.11ei	2.21	2.16	2.43	2.04	1.79	2.15e	2.26e	1.94	2.32Ti	2.40Ti	2.54Tj	2.18	2.03	2.15	2.10	2.13
Standard deviation	0.84	0.88	0.89	0.86	0.82	0.75	0.80	0.90	0.76	0.89	0.92	1.06	0.87	0.85	0.80	0.98	0.83
Standard error	0.05	0.12	0.16	0.16	0.06	0.11	0.08	0.09	0.07	0.08	0.13	0.14	0.14	0.10	0.08	0.14	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 267
 Q3b. Likelihood 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

	Total (n)	GO Region					Urban/Rural		Internet usage		Devices used to access internet	Working status		
		Scotlan d (a)	NET: England (d)	North West (f)	East Midland s (i)	London (k)	South East (l)	Urban (A)	Rural (B)	More than 2 hours (m)		1-2 hours (n)	Multipl e devices (r)	Working full time (s)
Unweighted base	268	22	232	31	23	69	35	216	29	239	29	243	139	57
Weighted base	151	12**	130	20**	14**	34	24**	122	18**	120	32**	144	76	32*
Effective base	179	19	151	20	14	52	25	141	21	175	22	164	90	41
Very likely	(4)	10 7%	-	10 7%	2 10%	2 13%	1 4%	9 7%	1 3%	9 8%T	1 2%	8 6%	7 10%	1 4%
Somewhat likely	(3)	33 22%	5 40%	27 21%	3 15%	5 33%	9 28%	5 30%	27 20%	3 23%	27 18%	6 22%	32 19%	15 15%
Somewhat unlikely	(2)	73 48% ⁿ	6 47%	63 48%	11 55%	7 47%	14 40%	11 47%	57 47%	10 57%	54 45%	18 58%	69 48%	40 53%
Very unlikely	(1)	36 23%	2 13%	30 23%	4 20%	1 7%	10 30%	7 29%	28 23%	4 21%	29 24%	7 24%	34 18%	13 32%
NET: Likely		43 28%	5 40%	37 28%	5 25%	6 46%	10 30%	6 24%	36 29%	4 22%	36 30%T	6 20%	40 28%	22 29%
NET: Unlikely		108 72% ⁿ	7 60%	93 72%	15 75%	8 54%	24 70%	18 76%	86 71%	14 78%	83 69%	103 80%	54 71%	26 81%
Don't know	
Mean	2.11	2.27	2.12	2.14	2.52	2.05	2.00	2.13	2.04	2.14T	2.00	2.10	2.22	1.91
Standard deviation	0.84	0.71	0.85	0.87	0.84	0.87	0.83	0.85	0.74	0.88	0.69	0.83	0.85	0.81
Standard error	0.05	0.15	0.06	0.16	0.17	0.10	0.14	0.06	0.14	0.06	0.13	0.05	0.07	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 268
Q3b. Likelihood 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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (t)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very aware (t)	Not at all/Not very aware (u)
Unweighted base	268	55	55	61	32	51	265	240	209	248	192	174	268	116	102	129	128	135	169	99
Weighted base	151	24*	37*	33*	17**	32*	149	128	103	134	92	75	151	50	31	40	61	89	85	67
Effective base	179	44	35	41	25	33	176	155	139	171	122	118	179	61	87	108	80	97	119	66
Very likely (4)	10	2	2	3	1	1	9	9	9	10	9	10	7	6	6	9	9	1	7	3
	7%sgs	8%	6%	9%	6%	4%	6%	7%	9%Tghm	7%Tgm	10%Tghm	12%Tghm	7%sg	13%Tghj	18%Tghj	16%Tghj	14%Ts	2%	8%	5%
Somewhat likely (3)	33	5	6	9	3	9	33	30	28	32	26	21	33	18	9	12	18	14	23	10
	22%sa	19%	17%	27%	15%	28%	22%	24%	27%Tghm	24%Tgm	29%Tghj	28%Tghm	22%	36%Tghj	28%	30%Tghj	29%Ts	16%	27%Tu	15%
Somewhat unlikely (2)	73	9	22	16	8	15	72	58	41	60	34	25	73	19	11	17	26	46	36	36
	48%hijklo	38%	60%	50%	49%	46%	48%hijklo	45%klo	39%l	45%klo	37%	34%	48%hijklo	38%	36%	42%lo	42%	52%	43%	55%
Very unlikely (1)	36	8	6	5	5	7	36	31	26	31	21	19	36	6	6	5	9	27	18	17
	23%unpr	35%c	17%	14%	30%	21%	24%unp	24%unp	25%unp	23%unp	26%unp	23%unp	26%unp	12%	19%p	11%	14%	30%Tr	21%	26%
NET: Likely	43	7	9	12	4	10	42	39	37	42	36	30	43	25	14	19	27	16	30	13
	28%au	27%	23%	36%	21%	33%	28%	30%	36%Tghj	31%Tgm	39%Tghj	40%Tghj	28%	49%Tghj	45%Tghj	46%Tghj	43%Ts	17%	39%Tu	19%
NET: Unlikely	108	18	28	21	13	21	107	89	66	92	56	45	108	25	17	22	34	73	55	54
	72%ijklnoprt	73%	77%	64%	79%	67%	72%ijklnop	69%iklnop	64%nop	69%iklnop	61%nop	60%nop	72%ijklnop	50%	54%	54%	56%	83%Tr	64%	81%Tr
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.11s	2.01	2.13	2.30	1.98	2.16	2.10	2.13	2.20Tghm	2.15Tgm	2.26Tghjm	2.26Tghjm	2.11	2.51Tghjkm	2.44Tghjkm	2.50Tghjkm	2.43Ts	1.89	2.22T	1.98
Standard deviation	0.84	0.95	0.77	0.83	0.87	0.82	0.83	0.86	0.92	0.87	0.93	0.98	0.84	0.88	1.01	0.90	0.91	0.72	0.88	0.77
Standard error	0.05	0.13	0.10	0.11	0.15	0.11	0.05	0.06	0.06	0.06	0.07	0.07	0.05	0.08	0.10	0.08	0.08	0.06	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 269
 Q3b. Likelihood 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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	268	13	14	237	15	18	231
Weighted base	151	13**	14**	120	14**	17**	116
Effective base	179	12	10	160	14	13	155
Very likely	(4) 10 7%	-	-	10 8%T	-	-	10 8%T
Somewhat likely	(3) 33 22%	1 8%	-	31 26%T	1 7%	1 8%	29 25%T
Somewhat unlikely	(2) 73 48%el	11 85%	11 76%	49 41%	13 87%	12 70%	47 40%
Very unlikely	(1) 36 23%	1 6%	3 24%	30 25%	1 5%	4 22%	30 26%
NET: Likely	43 28%	1 8%	-	41 34%T	1 7%	1 8%	39 34%T
NET: Unlikely	108 72%el	12 92%	14 100%	79 66%	13 93%	16 92%	77 66%
Don't know	-	-	-	-	-	-	-
Mean	2.11	2.02	1.76	2.17T	2.02	1.86	2.17T
Standard deviation	0.84	0.39	0.44	0.90	0.37	0.55	0.91
Standard error	0.05	0.11	0.12	0.06	0.10	0.13	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 230
Q3b. Likelihood 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

	Gender			Social Grade			Age						Ethnicity			Religion		
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	White (l)	BAME (m)	Asian (n)	Christian (o)	Muslim (p)	None (q)	
Unweighted base	130	97	33	48	38	23	18	112	26	40	32	71	58	30	66	24	28	
Weighted base	63	39	25**	25**	21**	10**	13**	50	12**	17**	15**	39*	23*	12**	31*	10**	14**	
Effective base	71	58	20	28	18	15	13	58	15	24	20	37	38	20	37	15	17	
Very likely	(4) 7	6	1	3	2	1	1	6	1	4	*	4	3	1	4	1	1	
	11%	16%T	3%	10%	11%	8%	7%	12%	7%	26%	2%	11%	12%	10%	14%	7%	10%	
Somewhat likely	(3) 19	11	7	9	4	4	4	14	2	4	8	8	9	6	9	4	3	
	29%	23%	29%	36%	20%	36%	32%	29%	16%	22%	52%	24%	37%	47%	26%	44%	20%	
Somewhat unlikely	(2) 26	12	14	10	10	4	7	19	4	6	5	19	6	3	12	3	7	
	40%as	31%	55%	39%	50%	38%	52%	37%	33%	35%	30%	49%	28%	24%	38%	27%	53%	
Very unlikely	(1) 12	9	3	4	4	2	1	11	5	2	2	7	5	2	7	2	2	
	19%	23%	12%	15%	19%	18%	9%	21%	44%	14%	16%	17%	22%	17%	21%	21%	17%	
NET: Likely	25	17	8	11	6	4	5	20	3	8	8	14	11	7	13	5	4	
	40%	46%	32%	46%	31%	44%	39%	40%	23%	48%	53%	34%	49%	57%	40%	50%	30%	
NET: Unlikely	38	21	17	14	14	6	8	30	9	8	7	26	12	5	19	5	10	
	59%	54%	68%	54%	69%	56%	61%	59%	77%	49%	47%	66%	50%	41%	59%	48%	70%	
Don't know	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	1%	1%	-	-	-	-	-	1%	-	3%	-	-	2%	2%	1%	2%	-	
Mean	2.32	2.39	2.23	2.41	2.24	2.35	2.38	2.31	1.87	2.61	2.39	2.28	2.39	2.51	2.33	2.37	2.23	
Standard deviation	0.91	1.02	0.72	0.88	0.91	0.78	0.95	0.98	1.06	0.80	0.88	0.99	0.93	0.97	0.94	0.89	0.89	
Standard error	0.08	0.11	0.12	0.13	0.15	0.19	0.18	0.09	0.19	0.17	0.14	0.10	0.13	0.17	0.12	0.20	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 291
 Q3b. Likelihood 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

	Impacting/ limiting condition			Number of people in household			Do any children aged 17 or under live in your household?				Highest education		
	Total (n)	Any (a)	No impact ing/ limitin g conditi on (d)	2-3 (f)	4-5 (g)	No childre n, aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5- 10 (l)	Aged 11-15 (m)	Seconda ry school or equiv (o)	Univers ity degree or equiv (p)	Still in full time educati on (r)
Unweighted base	130	26	93	47	64	35	76	31	42	27	38	50	18
Weighted base	63	12**	47	24**	31*	17**	33*	12**	17**	10**	19**	24**	13**
Effective base	71	12	52	23	38	19	39	20	27	18	18	29	12
Very likely	(4) 11%	7 9%	5 11%	2 10%	3 10%	3 16%	3 10%	2 15%	2 10%	1 9%	2 8%	3 11%	1 8%
Somewhat likely	(3) 29%	19 31%	4 28%	13 23%	5 37%	12 9%	13 39%	5 38%	9 54%	3 31%	4 23%	7 28%	3 27%
Somewhat unlikely	(2) 40%	26 40%	5 40%	19 50%	12 29%	9 40%	7 35%	12 48%	5 20%	4 17%	2 12%	10 33%	8 56%
Very unlikely	(1) 19%	12 15%	2 21%	10 15%	4 24%	8 34%	6 15%	5 2%	3 16%	4 40%	3 18%	6 26%	1 9%
NET: Likely	25 40%	5 40%	18 39%	8 33%	15 46%	4 25%	16 49%	6 52%	11 64%	4 41%	6 30%	10 40%	4 35%
NET: Unlikely	38 59%	7 56%	28 60%	16 66%	17 53%	13 74%	16 50%	6 48%	6 38%	6 57%	13 70%	14 59%	8 65%
Don't know	-	1%	2%	1%	1%	1%	1%	-	2%	-	-	1%	-
Mean	2.32	2.34	2.29	2.28	2.31	2.07	2.44	2.65	2.59	2.10	2.21	2.25	2.33
Standard deviation	0.91	0.89	0.93	0.86	0.96	1.07	0.88	0.78	0.90	1.10	0.84	1.00	0.78
Standard error	0.08	0.18	0.10	0.13	0.12	0.18	0.10	0.14	0.14	0.22	0.14	0.14	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 232
 Q3b. Likelihood 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

	Total (f)	GO Region				Urban/ Rural	Internet usage		Devices used to access internet	Working status
		NET: England (g)	East Midland s (i)	London (k)	Urban (A)	More than 2 hours (m)	1-2 hours (o)	Multipl e devices (r)	Working full- time (s)	
Unweighted base	130	114	15	37	101	115	14	110	77	
Weighted base	63	53	11**	16**	51	50	13**	57	38*	
Effective base	71	60	9	26	54	65	9	60	39	
Very likely	(4)	7	6	-	1	6	1	6	5	
		11%	12%	2%	9%	12%	4%	10%	14%	
Somewhat likely	(3)	19	15	5	4	17	14	5	10	
		29%	28%	48%	24%	33%	28%	30%	25%	
Somewhat unlikely	(2)	26	25	5	6	20	19	6	23	
		40%	48%T	49%	37%	39%	38%	47%	41%	
Very unlikely	(1)	12	7	-	5	8	10	2	10	
		19% ^d	13%	-	30%	18%	20%	14%	18%	
NET: Likely		25	21	5	5	23	20	5	23	
		40%	40%	51%	32%	44%	41%	38%	40%	
NET: Unlikely		38	32	5	11	28	29	8	24	
		59%	59%	49%	68%	55%	58%	62%	59%	
Don't know		-	-	-	-	-	-	-	-	
		1%	1%	-	-	1%	1%	-	1%	
Mean		2.32	2.39	2.53	2.11	2.40	2.34	2.28	2.32	
Standard deviation		0.91	0.87	0.57	0.96	0.90	0.96	0.78	0.89	
Standard error		0.08	0.08	0.15	0.16	0.09	0.09	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 293
 Q3b. Likelihood 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

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	£15,600		£26,000		YouTube (g)	Instagr am (h)	TikTok (i)	Faceboo k (j)	Snapcha t (k)	Twitch (l)	Vimeo (m)	Fruitla b (n)	Bitchut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
	Total (1)	£25,999 (b)	£36,399 (c)	£52,000 + (e)															
Unweighted base	130	26	28	28	128	124	116	125	124	114	116	130	89	90	80	46	100	30	
Weighted base	63	14**	12**	15**	62	58	51	57	56	49	50	63	28	26	34*	29**	46	18**	
Effective base	71	12	16	16	69	66	68	74	73	66	61	71	69	80	47	26	63	13	
Very likely	(4)	7 11%g	2 17%	1 9%	1 5%	6 9%	5 9%	6 12%gh	6 11%	6 11%	6 13%Tghn	7 14%ghi	7 11%g	5 18%Tgj	4 17%	6 19%T	2	5 10%	2 14%
Somewhat likely	(3)	19 29%	3 18%	2 21%	8 51%	19 30%	18 31%	16 Tmn	19 32%	18 32%	15 31%mn	14 28%	19 29%	11 39%Tgj	8 32%	12 35%	6 22%	13 29%	5 28%
Somewhat unlikely	(2)	26 42%dot	9 63%	6 54%	4 29%	26 41%lo	25 42%l	21 42%jko	20 35%o	19 35%o	16 33%o	22 43%lo	26 43%l	8 29%	9 34%o	11 32%	14 49%	16 36%	9 52%
Very unlikely	(1)	12 19%imor	2 16%	2 15%	2 19%imo	12 17%l	10 17%l	7 20%lo	12 21%lo	10 22%Thim	7 14%	12 19%imo	4 13%	4 15%o	4 12%	8 27%	11 24%T	1 6%	
NET: Likely	25 40%	5 35%	4 30%	8 56%	24 39%	23 40%	22 43%Tghn	25 43%	24 43%	22 44%Tghm	21 42%	25 40%	16 57%Tgj	13 49%	18 55%T	7 24%	18 39%	8 42%	
NET: Unlikely	38 59%lor	9 63%	8 70%	7 44%	38 60%lo	35 60%l	28 56%o	32 56%o	31 56%o	27 55%o	29 57%l	38 59%lo	11 42%	13 49%o	15 44%	22 76%	27 60%	10 58%	
Don't know	-	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	2%Tghn	2%	1%	-	1%	-	
Mean	2.32g	2.53	2.22	2.46	2.29	2.32	2.41Tgh	2.35	2.34	2.36g	2.42Tgh	2.32g	2.63Tgj	2.52	2.63T	1.96	2.25	2.50	
Standard deviation	0.91	0.80	0.86	0.83	0.89	0.87	0.88	0.94	0.95	0.98	0.91	0.91	0.94	0.97	0.95	0.76	0.95	0.82	
Standard error	0.08	0.16	0.16	0.16	0.08	0.08	0.08	0.08	0.09	0.09	0.08	0.08	0.10	0.10	0.11	0.11	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 294
 Q3b. Likelihood 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

	Total (f)	No. of VSPs used in Past 3 months		No. of Selected VSPs used in Past 3 months	
		5+ VSPs (g)		5+ VSPs (h)	
Unweighted base	130	129		128	
Weighted base	63	60		60	
Effective base	71	77		76	
Very likely	(4) 7 11%	7 12%		6 11%	
Somewhat likely	(3) 19 29%	19 31%		19 31%	
Somewhat unlikely	(2) 26 40%	23 37%		23 38%	
Very unlikely	(1) 12 19%	12 20%		12 20%	
NET: Likely	25 40%	25 42%		25 42%	
NET: Unlikely	38 59%	34 57%		34 58%	
Don't know	- 1%	- 1%		- 1%	
Mean	2.32	2.34		2.33	
Standard deviation	0.91	0.93		0.92	
Standard error	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 295
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

		Gender			Social Grade							Age										Ethnicity					Religion				
		Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	19-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)			
Unweighted base		1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610			
Weighted base		1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613			
Effective base		978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494			
Very likely	(4)	141	95	47	56	43	16	26	17	125	30	34	34	10	8	4	3	16	8	104	36	8	20	7	48	13	11	66			
		11%belm npg	15%Tb	7%	16%Taf	11%se	6%	9%	19%Thlm nopq	11%lmp q	21%Thlm npq	16%Thlm npq	17%Thlm nopq	5%	5%	3%	4%	4%	10%	23%Tr	19%r	23%Tr	37%	7%	48	9%	13	11%			
Somewhat likely	(3)	352	166	185	78	122	81	68	39	313	54	79	57	62	32	22	9	62	30	301	47	13	25	8	148	11	23	162			
		28%lchmn opq	27%	29%	23%	33%Tcf	31%c	24%	44%Thkl mnopq	27%lmp opq	35%Thmn opq	37%Thmn opq	26%lmp q	28%lmp q	18%	16%	12%	18%	14%	28%	30%	29%	43%	8	148	29%	28%	36%	26%		
Somewhat unlikely	(2)	508	228	280	138	138	110	122	17	491	46	65	76	103	84	77	40	201	117	458	46	13	26	2	208	10	19	259			
		40%agjs	37%	44%Ta	40%	37%	42%	44%	19%	42%Tgj	32%g	30%	37%g	46%gjl	48%gjl	56%Tghi jk	55%gjk	52%Tghi jk	56%Tghi jk	42%Tsu	29%	29%	30%	12%	41%	25%	31%	42%y			
Very unlikely	(1)	258	130	128	70	68	54	63	16	242	13	37	38	47	51	36	21	108	56	221	29	10	16	1	109	6	10	126			
		20%l	21%	20%	20%	18%	21%	23%	18%l	21%l	9%	17%l	18%l	21%l	29%Thj k	26%l	28%l	28%Thj k	27%l	20%	18%	23%	18%	8%	109	21%	14%	16%	21%		
NET: Likely		493	261	232	134	165	97	94	56	437	84	113	91	72	40	26	12	78	38	406	83	21	45	15	196	25	33	228			
		39%hmmo pq	42%T	36%	39%	45%Tl	37%	34%	63%Thkl mnopq	37%lmp q	59%Thkl mnopq	52%Thlm nopq	44%hlmn nopq	32%lmp q	23%	19%	16%	20%	18%	37%	53%Tr	48%	52%Tr	60%	196	38%	60%TxA	53%A	37%		
NET: Unlikely		766	358	408	208	206	163	185	33	733	59	102	113	149	135	113	61	309	174	679	74	23	42	4	317	16	29	385			
		61%adgj juy	58%	64%	61%	55%	63%	66%ld	37%	63%Tgj	41%	47%	56%gjl	68%gjk	77%Tghi jk	81%Tghi jk	84%Tghi jk	80%Tghi jk	82%Tghi jk	63%Tsu	47%	52%	48%	20%	62%y	40%	47%	63%yz			
Don't know			
Mean		2.30tbl mnopq	2.36Tb	2.24	2.35	2.38f	2.23	2.21	2.64Thl mnopq	2.27mno pq	2.71Thk lmpopq	2.51Thk nopq	2.43hlm nopq	2.16mpq	1.98	1.96	1.92	1.96	1.95	2.27	2.57Tr	2.45	2.57Tr	3.09	2.26	2.78TxA	2.54	2.27			
Standard deviation		0.92	0.98	0.85	0.98	0.91	0.84	0.90	0.99	0.91	0.90	0.96	0.98	0.81	0.81	0.74	0.76	0.78	0.74	0.89	1.03	1.06	1.04	0.92	0.90	1.07	0.96	0.91			
Standard error		0.03	0.04	0.04	0.05	0.05	0.05	0.05	0.09	0.03	0.07	0.06	0.07	0.06	0.06	0.07	0.12	0.04	0.06	0.03	0.07	0.14	0.10	0.16	0.04	0.14	0.12	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 236
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

	Impacting/ limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (n)	Any (n)	Mental conditi on (n)	Physica l conditi on (n)	No impaci ng/ limiti ng conditi on (n)	No children aged 17 or under				NET: Yes (n)	Aged under 5 (n)	Aged 5- 10 (n)	Aged 11-15 (n)	Aged 16-17 (n)	Seconda ry school or equiv (n)	Univers ity degree or equiv (n)	Higher univers ity degree (n)	Still in full time educati on (n)	
						1 (n)	2-3 (n)	4-5 (n)	6+ (n)										Yes (n)
Unweighted base	1259	357	167	207	855	258	634	531	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	659	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	653	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Very likely	(4) 141	49	24	26	87	24	58	56	3	74	51	28	26	11	9	50	47	17	20
	11%lo	14%	15%	12%	10%	9%	9%	15%Tef	10%	9%	17%Tim	25%Tjm	19%Tim	11%	16%	8%	12%	16%so	21%Top
Somewhat likely	(3) 352	85	44	45	258	48	185	108	10	201	111	39	56	40	15	160	98	35	43
	28%cei	24%	27%	21%	30%c	18%	28%e	37%Tef	37%	23%	37%Ti	34%j	41%Ti	38%Ti	26%	27%	26%	32%	45%Top
Somewhat unlikely	(2) 508	157	77	99	334	125	292	85	6	397	93	25	38	39	23	267	156	37	18
	40%gk	45%	47%	47%Td	39%	46%g	44%Tg	29%	24%	46%Tjd	31%k	22%	28%	37%uk	40%k	44%Tr	41%r	33%r	19%
Very unlikely	(1) 258	81	17	39	187	75	134	42	7	194	47	22	17	16	11	124	80	21	15
	20%bgj	17%b	11%	19%b	22%b	27%Tg	20%	14%	28%	22%Tj	16%	19%	13%	15%	18%	21%	21%	19%	15%
NET: Likely	493	134	68	70	345	72	244	164	13	275	161	68	81	52	24	210	145	52	63
	39%eio	38%	42%	34%	40%	27%	36%e	56%Tef	48%	32%	53%Ti	59%Ti	59%Tin	48%j	42%	35%	38%	47%so	66%Topq
NET: Unlikely	766	218	94	138	521	199	425	127	14	592	140	47	56	55	34	391	236	58	33
	61%gk	62%	58%	66%	73%Tg	64%g	44%	52%	68%Tjd	47%	41%	41%	51%	58%j	65%Tq	62%r	52%r	34%	34%
Don't know
Mean	2.30eio	2.35	2.46Tod	2.27	2.28	2.08	2.25e	2.61Tef	2.30	2.18	2.55Ti	2.64Ti	2.66Tim	2.44i	2.39	2.23	2.29	2.44o	2.72Top
Standard deviation	0.92	0.92	0.87	0.91	0.92	0.90	0.87	0.96	1.01	0.88	0.95	1.06	0.93	0.87	0.97	0.87	0.93	0.98	0.97
Standard error	0.03	0.05	0.07	0.06	0.03	0.06	0.03	0.05	0.17	0.03	0.05	0.09	0.07	0.08	0.12	0.04	0.05	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 237
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

	GQ Region										Urban/ Rural		Internet usage		Devices used to access internet			Working status												
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Very likely	(4) 141	12	3	6	121	6	21	8	16	9	13	22	21	4	110	20	109	33	3	1	136	68	26	3	4	8	7	3	5	
	11%max	11%	5%	16%	11%sm	11%	16%sm	7%	15%sm	10%	11%	13%sm	12%	4%	12%	10%	14%To	7%	10%	2%	12%T	14%Tx	11%xx	6%	7%	21%xx	4%	7%	14%	
Somewhat likely	(3) 352	31	21	12	288	16	25	35	25	31	39	41	43	31	256	62	232	119	4	15	330	154	70	12	11	17	27	9	13	
	28%lx	30%	34%lj	32%	27%lj	32%	18%	35%lj	23%	34%lj	35%lj	24%	25%	29%	27%	33%	30%T	26%	14%	24%	29%T	32%Txv	28%xx	23%	17%	45%Thvxy	13%	19%	38%	
Somewhat unlikely	(2) 508	37	26	6	438	22	66	44	44	29	41	71	69	52	375	68	291	205	16	28	455	172	101	25	41	10	112	21	8	
	40%ns	35%	44%	18%	41%	42%	48%w	43%	41%	32%	36%	41%	39%	48%w	40%	37%	44%n	56%	47%	40%	40%	36%	41%	47%	65%Tstw	4%	26%	54%Tstw	47%	24%
Very unlikely	(1) 258	25	10	12	211	8	24	15	22	21	19	37	43	20	197	39	148	105	6	17	225	87	51	13	7	4	61	12	8	
	20%nr	24%	17%	33%	20%	15%	18%	15%	23%	17%	22%	24%	19%	21%	21%	19%	23%	20%	23%	20%	20%	18%	20%	24%	11%	9%	29%Tsw	26%	24%	
NET: Likely	493	43	24	18	408	22	46	43	41	40	52	63	64	36	366	82	340	152	7	18	465	222	96	15	15	25	34	12	18	
	39%ovx	41%	39%	49%	39%	43%	34%	42%	38%	45%	47%	37%	36%	33%	39%	43%	44%To	33%	24%	26%	41%T	46%Tuvx	39%xx	29%	24%	65%Tstuvxy	16%	26%	52%	
NET: Unlikely	766	62	37	19	649	29	91	59	66	50	60	108	112	73	572	107	440	311	22	45	680	260	152	38	48	13	172	33	16	
	61%nsrw	59%	61%	51%	61%	57%	66%	56%	62%	55%	53%	63%	64%	67%	61%	57%	56%	67%Tn	76%	74%	59%	54%sw	61%sw	71%sw	76%Tsw	35%	84%Tstw	74%sw	48%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.30oqx	2.28	2.28	2.32	2.30	2.39	2.32	2.35	2.32	2.32	2.41	2.28	2.24	2.18	2.30	2.33	2.39To	2.17	2.14	2.00	2.33Tq	2.42Lux	2.29k	2.11	2.20x	2.77Tstuvxy	1.91	2.07	2.42	
Standard deviation	0.92	0.95	0.81	1.12	0.92	0.89	0.94	0.83	0.97	0.95	0.91	0.95	0.95	0.78	0.93	0.92	0.95	0.86	0.86	0.77	0.92	0.94	0.91	0.85	0.72	0.89	0.75	0.87	1.02	
Standard error	0.03	0.09	0.11	0.19	0.03	0.12	0.08	0.08	0.09	0.10	0.08	0.07	0.08	0.08	0.03	0.07	0.03	0.05	0.16	0.11	0.03	0.04	0.06	0.12	0.09	0.13	0.06	0.13	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 238
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (k)	Snapchat (l)	Twitch (j)	Vimeo (m)	Fruita (n)	Bitchat (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
Very likely	(4)	141 11% _{asu}	21 9%	32 10%	39 14%	22 13%	133 11%	22 16% _{Tgj}	110 21% _{Tghj}	84 12% _T	52 23% _{Tghj}	43 30% _{Tghi}	25 29% _{Tghi}	19 40% _{Tghi}	25 37% _{Tghi}	99 33% _{Tghi}	43 40% _{Ts}	79 17% _{Tu}	62 8%		
Somewhat likely	(3)	352 28% _{asu}	49 21%	83 26%	80 27%	52 31% _a	61 40% _{Tabc}	336 29% _T	248 36% _{Tgj}	161 41% _{Tghj}	309 30% _T	140 38% _{Tgjo}	50 34% _T	22 33% _o	14 27%	23 31%	122 49% _{Ts}	227 23%	165 36% _{Tu}	187 23%	
Somewhat unlikely	(2)	508 40% _{aghi} klnnoprt	104 44% _e	151 47% _{Tode}	106 37%	60 35%	43 28%	456 39% _{hikl} mnop	224 32% _{iklm} n	93 24%	404 39% _{hikl} mnop	99 27%	43 24%	39 26%	12 19%	12 24%	21 27% _{kn}	21 9%	478 46% _{Tr}	138 30%	370 46% _{Tt}
Very unlikely	(1)	258 20% _{hijk} lnnoprt	60 26% _b	54 17%	64 22%	36 21% _k	28 18%	233 20% _{hijk} lnnop	110 16% _{knp}	55 14% _{np}	194 19% _{hikl} mnop	42 12% _n	21 12% _n	19 12% _n	3 5%	6 11% _n	7 9%	7 3%	247 25% _{Tr}	78 17%	180 23% _t
NET: Likely		493 39% _{asu}	70 30%	114 36%	119 41% _a	75 44% _a	83 54% _{Tabc}	468 40% _T	358 52% _{Tgj}	242 62% _{Tghj}	435 42% _T	223 61% _{Tghj}	111 63% _{Tghj}	93 62% _{Tghj}	48 75% _{Tghi} jklmnop	33 65% _{Tghj}	48 64% _{Tghj}	220 89% _{Ts}	269 27%	244 53% _{Tu}	249 31%
NET: Unlikely		766 61% _{seghi} jklmnop	164 70% _{Tode}	206 64% _e	172 59% _e	97 56%	71 46%	690 60% _{hikl} mnop	334 48% _{iklm} nop	148 38% _n	598 58% _{hikl} mnop	141 39% _n	65 37% _n	58 38% _n	16 25%	18 35% _n	27 36% _n	28 11%	725 73% _{Tr}	216 47%	550 69% _{Tt}
Don't know	
Mean	2.30 _{asu}	2.13	2.29	2.32 _a	2.35 _a	2.50 _{Tab}	2.32 _T	2.52 _{Tgj}	2.69 _{Tgh}	2.36 _{Tg}	2.73 _{Tgh}	2.81 _{Tgh}	2.78 _{Tgh}	3.10 _{Tgh}	2.91 _{Tgh}	2.88 _{Tgh}	3.26 _{Ts}	2.06	2.53 _{Tu}	2.16	
Standard deviation	0.92	0.90	0.86	0.97	0.96	0.95	0.92	0.94	0.96	0.92	0.94	1.00	1.00	0.90	1.04	0.98	0.73	0.80	0.97	0.86	
Standard error	0.03	0.06	0.05	0.06	0.07	0.07	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.08	0.09	0.07	0.04	0.03	0.04	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 239
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Very likely	(4) 141	8 11%abhi	12 5%	23 9%ab	22 13%ab	76 25%Tabcd	8 5%	12 4%	23 9%j	24 13%hi	74 26%Thjk
Somewhat likely	(3) 352	17 28%abhi	67 10%	81 20%a	61 31%ab	125 42%Tabc	18 10%	73 21%h	79 29%hi	62 35%Thi	121 42%Thij
Somewhat unlikely	(2) 508	87 40%el	182 50%Tode	108 41%e	67 38%e	63 21%	90 50%Tij	180 52%Tjkl	114 45%j	65 37%j	59 23%
Very unlikely	(1) 258	20%el	62 36%Tbcde	80 23%e	52 20%e	29 16%	35 12%	63 35%Tijk	80 23%j	54 20%j	27 15%
NET: Likely	493	25 39%abhi	79 23%	104 39%ab	84 47%Tab	201 67%Tabcd	26 14%	85 25%h	102 38%hi	85 48%Thi	195 68%Thjk
NET: Unlikely	766	61%dekl	149 86%Tode	262 77%Tode	160 61%e	96 53%e	99 33%	152 86%Tijk	260 75%Tjkl	168 62%j	94 32%
Don't know	-	-	-	-	-	-	-	-	-	-	-
Mean	2.30abhi	1.84	2.03a	2.28ab	2.43ab	2.81Tabcd	1.84	2.05h	2.27hi	2.46Thij	2.81Thjk
Standard deviation	0.92	0.78	0.76	0.88	0.91	0.95	0.78	0.76	0.88	0.91	0.95
Standard error	0.03	0.07	0.05	0.06	0.07	0.05	0.07	0.05	0.06	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 300

Q4. Protected/unprotected- Summary table

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

Summary table

	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Bitchute (g)	OnlyFans (h)	Vimeo (i)	Fruittab (j)	NET: Any VSP (k)
Unweighted base	1175	794	516	1055	471	297	131	198	268	130	1259
Weighted base	1158	692	390	1032	365	176	51	76	151	63	1259
Effective base	907	605	379	816	336	208	96	162	179	71	978
Completely protected	(10) 86 7% ^d	49 7%	21 5%	59 6%	22 6%	12 7%	4 8%	5 7%	8 5%	7 11%	129 10% ^{abodei}
9	(9) 86 7%	66 10% ^{cd}	28 7%	66 6%	29 8%	22 12% ^{aacd}	5 9%	8 10%	13 8%	6 9%	155 12% ^{abode}
8	(8) 193 17% ^{cd}	123 18% ^{cd}	45 12%	147 14%	62 17% ^{cd}	29 16%	10 19% ^{cd}	12 16%	31 21% ^{cd}	10 16%	244 19% ^{aacd}
7	(7) 217 19%	139 20%	68 17%	207 20%	57 16%	43 24% ^{cd}	9 18%	14 18%	33 22%	13 21%	238 19%
6	(6) 154 13% ^{cd}	101 15% ^{cd}	53 14%	133 13%	43 12%	27 16%	11 22% ^{abodehik}	9 11%	20 13%	8 12%	142 11%
5	(5) 249 21% ^{bik}	112 16%	86 22% ^{bi}	214 21% ^{abk}	82 23% ^{bgik}	31 17%	7 14%	14 19%	23 15%	10 16%	230 18%
4	(4) 63 5% ^{cd}	43 6% ^{cd}	37 10% ^{abfk}	70 7% ^{cd}	24 6% ^{cd}	4 2%	2 4%	5 7% ^{cd}	12 8% ^{cd}	5 7% ^{cd}	46 4%
3	(3) 49 4% ^{cd}	27 4%	27% ^{abfk}	47 5% ^{cd}	19 5% ^{cd}	3 2%	1 2%	3 4% ^{cd}	5 4%	1 1%	34 3%
2	(2) 28 2% ^{cd}	17 2% ^{cd}	3% ^{cd}	12 3% ^{cd}	11 3% ^{cd}	4 2%	-	2 3%	2 2%	-	14 1%
1	(1) 9 1%	4 1%	2% ^{abfk}	19 2% ^{abk}	6 2% ^{cd}	-	1 2% ^{cd}	2 3% ^{abfk}	2 1%	1 1%	7 1%
Completely unprotected	(0) 24 2%	11 2%	5 1%	36 3% ^{abck}	11 3% ^{cd}	3 2%	1 1%	1 1%	2 1%	3 5% ^{abck}	20 2%
NET: 8-10	366 32% ^{cd}	238 34% ^{cd}	94 24%	271 26%	113 31% ^{cd}	62 35% ^{cd}	19 37% ^{cd}	25 33% ^{cd}	52 34% ^{cd}	23 37% ^{cd}	528 42% ^{abodehik}
NET: 4-7	683 59% ^{cd}	395 57% ^{cd}	244 63% ^{abek}	624 60% ^{cd}	206 57%	104 59% ^{cd}	30 58%	42 56%	87 58%	35 56%	655 52%
NET: 0-3	109 9% ^{cd}	59 9% ^{cd}	52 13% ^{abgik}	137 13% ^{abgik}	46 13% ^{abgik}	10 5%	3 5%	8 11% ^{cd}	12 8%	5 8%	76 6%
Mean	6.33 ^{cde}	6.50 ^{aacde}	5.92	5.99	6.09	6.76 ^{acdeh}	6.74 ^{cd}	6.30 ^c	6.46 ^{cde}	6.53 ^{cd}	6.85 ^{abodehik}
Standard deviation	2.18	2.13	2.19	2.32	2.32	1.97	1.98	2.29	2.08	2.44	2.12
Standard error	0.06	0.08	0.10	0.07	0.11	0.11	0.17	0.16	0.13	0.21	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: All Columns Tested (5% risk level)

Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 301

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

	Gender			Social Grade						Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1175	678	497	341	353	224	251	117	1058	150	225	204	201	140	104	34	278	138	960	199	59	103	31	461	59	59	570
Weighted base	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61*	327	176	987	156	44*	86	19**	461	41*	60*	567
Effective base	907	511	403	258	281	170	197	93	821	117	170	157	157	114	88	30	227	114	759	137	44	70	24	349	37	43	461
Completely protected	(10) 86	42	44	22	27	14	23	14	72	7	17	7	18	12	7	4	23	11	72	12	4	5	3	41	1	1	42
	7%shk	7%	8%	7%	8%	6%	9%	16%Thjk	7%	5%	8%	4%	9%	8%	6%	7%	8%	7%	8%	8%	9%	6%	14%	9%	3%	1%	7%
9	(9) 86	49	38	27	23	21	16	4	83	11	19	18	20	7	9	-	15	9	74	9	4	4	-	31	4	1	48
	7%	8%	7%	8%	7%	9%	8%	4%	8%p	9%	9%	9%	9%	4%	7%q	-	5%	5%	7%	6%	10%	5%	-	7%	11%	1%	8%
8	(8) 193	111	82	52	52	39	48	19	174	29	24	44	29	24	13	11	48	24	162	29	7	16	5	73	12	11	94
	17%	19%	15%	16%	15%	16%	19%	22%jn	16%	22%jn	12%	22%jn	14%	16%	11%	18%	15%	14%	16%	18%	16%	19%	27%	16%	30%TA	19%	17%
7	(7) 217	108	109	61	60	45	51	16	201	18	36	30	49	30	27	10	67	37	188	26	5	15	4	88	9	7	103
	19%	18%	19%	19%	17%	19%	21%	19%	19%	14%	18%	15%	24%	20%	23%	17%	21%	21%	19%	17%	11%	17%	23%	19%	23%	12%	18%
6	(6) 154	76	77	47	39	36	29	13	140	14	41	30	18	17	14	5	37	20	129	23	9	12	2	60	8	9	73
	13%j	13%	14%	15%	11%	15%	12%	15%	13%j	11%	20%Thil	15%	8%	12%	12%	8%	11%	11%	13%	15%	20%	14%	8%	13%	18%	14%	13%
5	(5) 249	120	128	53	93	43	58	10	238	27	40	44	37	45	31	15	91	46	211	35	11	19	4	100	1	20	126
	21%scgy	20%	23%	17%	27%Toe	18%	23%	12%	22%g	20%	20%	22%g	17%	30%Tghl	27%g	25%	28%Tghl	26%g	21%	22%	25%	22%	19%	22%y	4%	33%y	22%y
4	(4) 63	29	35	23	15	15	10	3	60	11	11	12	8	3	3	14	5	54	9	2	6	1	23	3	7	26	
	5%	5%	6%	7%	4%	6%	4%	4%	8%	6%	6%	6%	6%	2%	5%	4%	3%	6%	6%	4%	6%	4%	4%	5%	8%	11%	5%
3	(3) 49	25	24	18	17	11	4	4	45	9	6	9	10	2	7	2	11	9	46	3	1	1	-	22	-	-	25
	4%f	4%	4%	6%f	5%f	5%	1%	5%	4%	7%g	3%	4%	5%	1%	6%	4%	3%g	5%	5%	2%	3%	2%	-	5%	1%	-	4%
2	(2) 28	17	11	10	8	7	4	3	26	2	3	5	11	1	1	3	5	4	27	2	-	2	-	12	-	2	14
	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	1%	2%	5%Thjmp	1%	1%	5%	2%	2%g	3%	1%	-	2%	-	3%	-	3%	2%
1	(1) 9	3	5	1	3	4	1	1	8	-	3	-	1	2	1	-	4	1	7	1	-	1	-	3	1	-	4
	1%	1%	1%	-	1%	2%	-	1%	1%	-	2%	-	-	2%	1%	-	1%	1%	1%	1%	-	1%	-	1%	-	1%	1%
Completely unprotected	(0) 24	16	8	6	6	7	5	-	24	3	3	1	5	3	3	7	12	10	16	8	1	4	1	8	1	2	12
	2%r	3%	1%	2%	2%	3%	2%	-	2%	2%	1%	-	2%	2%	3%	11%Tghj	4%k	5%Tghkn	2%	5%Tr	2%	4%	5%	2%	2%	3%	2%
NET: 8-10	366	202	164	101	102	74	87	37	329	48	60	69	66	43	28	15	86	43	308	50	16	25	8	145	18	13	184
	32%p	34%	29%	32%	30%	31%	35%	42%Thjm	31%	36%	30%	35%	32%	28%	25%	25%	26%	25%	31%	32%	35%	30%	31%	44%z	31%	22%	32%
NET: 4-7	683	334	349	184	207	139	148	43	640	71	128	115	116	101	75	34	209	108	582	93	26	53	10	271	21	43	328
	59%ag	56%	58%	62%	58%	60%	58%	49%	60%	49%	63%g	58%	55%	67%gl	65%g	55%	64%g	62%	59%	59%	60%	61%	54%	59%	52%	71%	58%
NET: 0-3	109	61	48	34	34	28	14	8	102	14	15	14	27	8	12	12	32	24	96	13	2	8	1	45	2	4	56
	9%f	10%	9%	11%	10%	12%f	5%	9%	10%	11%	7%	7%	13%g	5%	10%	20%Tjkm	10%g	14%gmn	10%	9%	5%	9%	5%	10%	4%	7%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 301

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

	Gender		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61*	327	176	987	156	44*	86	19**	461	41*	60*	567
Mean	6.33oqz	6.36	6.31	6.33	6.24	6.21	6.59	6.89Thi nopq	6.29o	6.27	6.41o	6.42o	6.33	6.32	6.18q	5.48	6.11	5.93	6.33	6.26	6.56	6.11	6.77	6.36	6.85z	5.68	6.35
Standard deviation	2.18	2.24	2.11	2.18	2.17	2.28	2.08	2.15	2.17	2.20	2.12	1.90	2.36	2.04	2.14	2.72	2.23	2.37	2.16	2.32	2.06	2.29	2.31	2.18	1.94	1.95	2.20
Standard error	0.06	0.09	0.09	0.12	0.12	0.15	0.13	0.20	0.07	0.16	0.14	0.13	0.17	0.17	0.21	0.47	0.13	0.20	0.07	0.16	0.27	0.23	0.41	0.10	0.25	0.25	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 302

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1175	330	162	187	800	243	581	316	35	747	308	120	149	108	59	504	376	118	128
Weighted base	1158	319	154	184	801	254	608	271	25**	791	277	104	124	98	52*	531	362	108	95
Effective base	907	257	129	145	616	194	458	234	25	601	218	82	106	79	41	401	289	85	105
Completely protected	(10) 86 7%	24 7%	9 6%	11 6%	61 8%	20 8%	38 6%	26 10%	2 9%	50 6%	22 8%	8 8%	9 7%	11 11%	2 4%	36 7%	28 8%	5 7%	12 13%To
9	(9) 86 7%	24 7%	11 7%	11 6%	60 8%	15 6%	47 8%	23 8%	2 7%	61 8%	22 8%	10 10%	11 9%	9 8%	4 8%	40 8%	25 7%	9 8%	4 4%
8	(8) 193 17%	46 14%	24 15%	28 15%	135 17%	37 14%	104 17%	45 17%	7 29%	124 16%	49 18%	16 16%	29 23%jm	12 12%	6 13%	75 14%	70 19%	16 15%	22 23%o
7	(7) 217 19%	59 19%	29 18%	32 17%	152 19%	52 20%	107 18%	56 21%	2 9%	151 19%	49 18%	18 16%	18 15%	19 19%	16 31%TjM	113 21%	64 18%	15 14%	15 15%
6	(6) 154 13%	38 12%	22 14%	20 11%	109 14%	24 9%	87 14%	36 13%	7 27%	104 13%	36 13%	14 14%	20 16%	11 11%	8 15%	70 13%	44 12%	19 17%	14 15%
5	(5) 249 21%g	67 21%	29 19%	45 25%	175 22%	75 29%Tfj	134 22%g	38 14%	2 7%	191 24%Tj	47 17%	18 17%	18 14%	20 21%	10 18%	133 25%T	71 20%	22 21%	16 17%
4	(4) 63 5%	24 7%	13 9%	14 7%	39 5%	13 5%	28 5%	22 8%	1 2%	36 5%	24 9%Tin	9 9%	13 11%Tl	8 8%	1 4%	24 4%	27 8%	4 4%	5 6%
3	(3) 49 4%	11 3%	6 4%	5 2%	37 5%	7 3%	29 5%	11 4%	2 6%	30 4%	15 5%	11 10%Tjlm	5 4%	2 2%	-	21 4%	12 3%	6 6%	4 4%
2	(2) 28 2%	10 3%	6 4%	9 5%	18 2%	9 4%	12 2%	7 3%	-	19 2%	6 2%l	-	-	3 3%	4 8%TjM	9 2%	6 2%	8 7%Top	3 3%
1	(1) 9 1%	3 1%	-	2 1%	5 1%	1 1%	6 1%	2 1%	-	7 1%	1 1%	1 1%	-	-	-	3 1%	4 1%	1 1%	1 1%
Completely unprotected	(0) 24 2%l	14 4%Td	5 3%l	8 5%Td	9 1%	2 1%	16 3%	5 2%	1 4%	19 2%	5 2%	-	1 3%	3 2%	1 1%	8 1%	11 3%	2 2%	-
NET: 8-10	366 32%	93 29%	44 29%	50 27%	256 32%	72 28%	189 31%	94 35%	11 44%	235 30%	93 33%	34 39%l	49 33%	32 25%	13 28%	151 34%	123 28%	30 34%	37 39%o
NET: 4-7	683 59%	188 59%	93 60%	110 60%	476 59%	164 64%	356 56%	152 56%	12 46%	481 61%	157 57%	57 55%	69 55%	57 58%	34 66%	339 64%Tr	206 57%	61 56%	50 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 302

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (e)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1158	319	154	184	801	254	608	271	25**	791	277	104	124	98	52*	531	362	108	95
NET: 0-3	109	38	17	24	69	19	63	25	2	74	28	12	7	9	5	42	33	17	7
	9%	12%	11%	13%	9%	8%	10%	9%	10%	9%	10%	11%	5%	9%	10%	8%	9%	16%To	8%
Mean	6.33ac	6.09	6.11	5.90	6.41ac	6.29	6.26	6.51	6.70	6.26	6.36	6.36	6.62	6.40	6.35	6.34	6.34	5.99	6.68q
Standard deviation	2.18	2.41	2.27	2.40	2.08	2.04	2.20	2.23	2.25	2.16	2.21	2.14	2.00	2.38	2.08	2.04	2.26	2.29	2.11
Standard error	0.06	0.13	0.18	0.18	0.07	0.13	0.09	0.13	0.38	0.08	0.13	0.20	0.16	0.23	0.27	0.09	0.12	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 303

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

	GEO Region										Urban/ Rural		Internet usage			Devices used to access internet										Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)		
Unweighted base	1175	95	51	29	1000	48	129	93	110	80	110	185	146	99	887	156	930	233	27	41	1078	481	219	50	51	44	138	36	38		
Weighted base	1158	92	51*	31**	984	48*	127	97	98	85	106	166	162	95	862	171	735	408	24**	48*	1061	454	224	50*	54*	36*	178	39*	33**		
Effective base	907	75	43	23	767	36	101	73	83	61	91	134	115	77	681	126	803	212	19	32	841	370	164	41	43	36	115	30	28		
Completely protected	(10) 86	7	1	1	77	4	11	10	8	7	14	9	6	66	12	61	24	2	8	77	32	14	2	6	2	13	2	1			
	7%	8%	2%	3%	8%	8%	9%	10%	8%	10%	7%	9%	6%	6%	8%	8%	6%	6%	6%	17%	7%	6%	5%	12%	5%	7%	5%	3%			
(9)	86	8	2	5	71	3	9	7	11	8	3	14	11	5	69	15	67	20	2	3	80	39	15	4	5	3	8	5	3		
	7%	9%	4%	16%	7%	7%	8%	11%	9%	3%	8%	7%	5%	8%	9%	6%	9%	10%	6%	8%	8%	8%	7%	8%	9%	7%	5%	14%	8%		
(8)	193	23	8	3	159	7	19	14	11	12	16	32	30	17	150	25	125	67	6	4	177	78	36	9	8	8	22	4	8		
	17%	25%Tdh	17%	9%	16%	15%	15%	15%	12%	14%	15%	19%	18%	18%	17%	15%	17%	16%	24%	9%	17%	17%	16%	19%	15%	22%	12%	10%	23%		
(7)	217	16	10	6	185	12	24	15	21	17	18	28	35	15	149	39	138	79	1	7	208	80	36	11	14	6	42	7	5		
	19%A	17%	20%	18%	19%	26%	19%	15%	21%	20%	17%	17%	22%	16%	17%	23%	19%	19%	5%	15%	20%T	18%	16%	21%	25%	16%	24%	19%	15%		
(6)	154	14	5	4	130	5	18	18	14	12	14	13	17	19	121	21	93	56	2	8	140	64	28	1	7	4	24	7	5		
	13%ku	15%	10%	13%	13%k	10%	15%	19%k	14%	14%	13%	8%	10%	20%jd	14%	12%	13%	14%	8%	16%	13%	14%u	13%u	2%	13%	12%	14%u	18%u	16%		
(5)	249	13	13	5	217	11	28	19	16	18	23	47	37	18	185	29	145	96	7	9	219	84	50	18	11	10	41	8	6		
	21%nr	14%	26%	15%	22%	24%	22%	19%	16%	21%	22%	29%Tah	23%	19%	21%	17%	20%	24%	31%	20%	21%	21%	22%	35%Ts	20%	26%	23%	22%	19%		
(4)	63	4	4	-	56	3	7	7	3	3	10	5	13	5	50	8	38	26	1	6	54	23	21	-	2	2	8	1	4		
	5%	4%	7%	-	6%	6%	5%	8%	3%	3%	9%k	3%	8%	5%	6%	5%	5%	6%	6%	13%	5%	5%	9%Tu	-	4%	5%	4%	2%	13%		
(3)	49	3	1	3	42	1	5	4	7	4	6	4	7	5	34	11	29	20	1	-	48	17	11	2	-	2	8	3	1		
	4%	3%	2%	10%	4%	3%	4%	4%	7%	5%	6%	2%	4%	6%	4%	7%	4%	5%	4%	-	5%	4%	5%	-	-	7%	5%	7%	3%		
(2)	28	3	2	3	20	1	2	2	2	1	5	2	4	16	6	21	8	-	-	28	17	2	2	1	-	3	1	-	-		
	2%	3%	4%	10%	2%	2%	2%	2%	1%	1%	9%	1%	4%	2%	4%	3%	2%	-	-	3%	4%	1%	4%	1%	-	-	2%	2%	-		
(1)	9	1	-	2	6	-	-	-	2	-	2	-	-	1	4	2	9	-	-	2	1	3	2	-	1	*	1	1	-		
	1%A	1%	-	5%	1%	-	-	-	2%d	-	2%	-	-	1%	*	1%	1%T	-	-	5%Tr	1%	1%	1%	-	1%	1%	-	2%	-		
Completely unprotected	(0) 24	-	4	-	20	-	3	1	3	2	5	4	2	-	18	2	11	13	1	-	22	7	9	1	-	7	-	-	-		
	2%un	-	7%Tadm	-	2%	-	2%	1%	3%	2%	5%dm	3%	1%	-	2%	1%	2%	3%	4%	-	2%	1%	4%	2%	-	4%	-	-	-		
NET: 8-10	366	39	12	9	307	14	40	31	30	28	26	60	50	28	284	52	253	110	10	15	334	149	65	16	20	12	43	11	11		
	32%	42%Tbj	23%	28%	31%	30%	31%	32%	31%	33%	25%	36%	31%	29%	33%	31%	34%To	27%	42%	31%	31%	33%	29%	32%	36%	34%	24%	28%	34%		
NET: 4-7	663	47	33	15	589	31	78	59	53	50	65	93	102	57	506	97	413	257	12	31	621	261	135	29	34	21	115	24	21		
	59%un	51%	64%	46%	60%	66%	61%	61%	55%	61%	56%	63%	60%	59%	57%	56%	63%	51%	64%	59%	57%	60%	58%	62%	59%	65%	61%	62%	62%		
NET: 0-3	109	6	7	8	88	2	10	7	14	7	15	13	10	10	72	22	69	40	2	2	106	44	24	5	1	3	20	4	1		
	9%A	7%	13%	26%	9%	5%	8%	7%	15%	8%	14%	8%	6%	11%	8%	13%	9%	10%	8%	5%	10%T	10%	11%	11%	2%	8%	11%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 303

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**

	GO Region													Urban/Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1158	92	51*	31**	984	48*	127	97	85	106	166	162	95	862	171	735	408	24**	48*	1061	454	224	50*	54*	36*	178	39*	33**	
Mean	6.33 b	6.79 b	5.66	5.83	6.34 b	6.56	6.41	6.48	6.27	6.55 b	5.81	6.45 b	6.38	6.23	6.39	6.33	6.45 T	6.13	6.37	6.50	6.33	6.38	6.06	6.25	6.90 x	6.39	6.11	6.33	6.42
Standard deviation	2.18	1.99	2.36	2.59	2.16	1.89	2.14	2.08	2.43	2.16	2.40	2.21	1.97	2.04	2.15	2.20	2.20	2.13	2.37	2.33	2.18	2.16	2.30	2.14	1.91	1.92	2.24	2.09	1.78
Standard error	0.06	0.20	0.33	0.48	0.07	0.27	0.19	0.22	0.23	0.24	0.23	0.16	0.16	0.21	0.07	0.18	0.07	0.14	0.46	0.36	0.07	0.10	0.16	0.30	0.27	0.29	0.19	0.35	0.29

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 304

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

		Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £52,000 (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)	
Unweighted base		1175	221	294	272	160	158	1175	763	505	974	459	295	265	128	130	195	312	847	510	665
Weighted base		1158	212	302	266	157	148	1158	658	378	934	353	175	149	62	51	75	243	900	434	725
Effective base		907	163	234	208	124	120	907	579	372	748	326	206	176	69	95	160	219	681	384	531
Completely protected	(10)	86	17	22	19	16	9	86	52	31	68	24	15	12	7	6	6	10	76	43	43
		7%su	8%	7%	7%	10%	6%	7%	8%	8%	7%	7%	9%	8%	11%	13%Tg	9%	4%	8%r	10%Tu	6%
9	(9)	86	22	22	20	11	11	86	53	35	73	26	18	18	7	8	10	18	69	43	37
		7%su	10%	7%	8%	7%	7%	8%	8%	9%	8%	7%	10%	12%Tghj	11%	16%Tghj	13%Tghj	7%	8%	11%Tu	5%
8	(8)	193	29	60	45	26	25	193	122	72	163	71	46	38	14	13	18	39	151	85	108
		17%	13%	20%	17%	17%	17%	17%	19%Tg	19%	17%	20%Tg	26%Tghj	26%Tghj	23%	26%Tghj	23%Tgj	16%	17%	20%T	15%
7	(7)	217	47	49	45	27	34	217	124	71	176	63	39	24	14	9	13	38	178	76	141
		19%	22%	16%	17%	17%	23%	19%	19%	19%	19%	18%	22%um	16%	22%uo	17%	17%	16%	20%	18%	19%
6	(6)	154	19	48	32	18	22	154	89	51	119	45	21	19	9	5	7	29	121	49	104
		13%	9%	16%a	12%	12%	15%	13%	13%	14%	13%	12%	13%	15%op	9%	9%	12%	13%	11%	14%	
5	(5)	249	52	58	62	30	27	249	117	63	188	68	19	14	6	5	11	47	197	67	181
		21%hij	25%	19%	23%	19%	18%	21%hij	18%imo	17%imo	20%hilmnop	18%imno	11%	9%	10%	9%	14%mo	19%	22%	18%	25%Ti
4	(4)	63	13	15	18	10	7	63	45	27	53	26	7	12	2	2	4	24	38	25	38
		5%sa	6%	5%	7%	6%	5%	7%Tg	7%Tg	7%Tg	6%	7%l	4%	8%lnop	3%	4%	5%	10%Ts	4%	6%	5%
3	(3)	49	4	13	8	11	7	49	28	18	41	13	4	4	2	2	3	19	30	18	31
		4%sa	2%	4%	3%	7%sa	4%	4%	5%l	4%	4%	2%	3%	3%	4%	4%	8%Ts	3%	4%	4%	4%
2	(2)	28	2	5	11	4	5	28	16	5	23	7	2	4	-	1	3	9	18	6	22
		2%	1%	2%	4%	3%	3%	2%	2%	1%	2%	2%	1%	2%	-	1%	3%l	4%	2%	1%	3%
1	(1)	9	1	3	2	1	1	9	3	2	9	5	3	-	2	-	1	2	6	4	4
		1%	*	1%	1%	1%	1%	1%	*	1%	1%h	1%h	1%h	-	3%hm	-	1%	1%	1%	1%	1%
Completely unprotected	(0)	24	7	7	4	4	1	24	10	3	20	7	1	4	-	1	-	6	17	9	14
		2%u	3%	2%	1%	2%	1%	2%u	1%	2%hi	2%u	1%	1%	2%	-	1%	-	3%	2%	2%	2%
NET: 8-10		366	68	105	84	52	45	366	227	138	305	121	79	68	28	28	34	68	296	177	189
		32%su	32%	35%	32%	33%	30%	32%	34%Tg	36%Tgj	33%	34%	45%Tghj	46%Tghj	44%Tgjk	55%Tghj	45%Tghj	28%	33%	41%Tu	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 304

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	1158	212	302	266	157	148	1158	658	378	934	353	175	149	62	51	75	243	900	434	725
NET: 4-7	683	130	169	157	84	90	683	374	211	536	201	87	70	31	20	34	139	533	219	464
	59%ijmop	62%	56%	58%	54%	61%	59%ijmop	57%ijmop	56%ijmop	57%ijmop	57%ijmop	49%io	47%io	50%io	39%	46%	57%	59%	50%	64%Ti
NET: 0-3	109	14	28	25	20	13	109	57	29	93	31	9	11	4	3	7	37	71	38	72
	9%la	6%	9%	10%	13%	9%	9%l	9%l	8%	10%ll	9%l	5%	7%	6%	6%	9%l	15%Ts	8%	9%	10%
Mean	6.33ru	6.45	6.40	6.27	6.30	6.42	6.33	6.47Tgj	6.59Tgj	6.34	6.36	6.99Tgh	6.78Tgh	7.05Tgh	7.27Tgh	6.81Tgh	5.89	6.47Tr	6.68Tu	6.13
Standard deviation	2.18	2.21	2.19	2.19	2.35	2.02	2.18	2.14	2.07	2.21	2.18	1.96	2.21	1.98	2.10	2.15	2.29	2.14	2.27	2.10
Standard error	0.06	0.15	0.13	0.13	0.19	0.16	0.06	0.08	0.09	0.07	0.10	0.11	0.14	0.18	0.18	0.15	0.13	0.07	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 305

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**

	Total (n)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1175	81	258	222	172	442	82	263	231	171	428
Weighted base	1158	114	315	257	175	297	115	319	265	171	288
Effective base	907	69	219	191	147	314	69	223	198	145	303
Completely protected	(10) 86 7%	12 10%	19 6%	21 8%	9 5%	26 9%	12 10%	19 6%	21 8%	9 5%	26 9%
9	(9) 86 7%	6 5%	17 5%	23 9%	16 9%	25 9%	6 5%	17 5%	22 8%	16 9%	25 9%
8	(8) 193 17% ^{ah}	7 6%	59 19% ^{aa}	37 15%	21 12%	69 23% ^{taod}	8 7%	59 18% ^{ah}	37 14%	24 14%	66 23% ^{thjk}
7	(7) 217 19%	19 17%	55 17%	51 20%	38 22%	54 18%	19 17%	56 17%	53 20%	37 22%	52 18%
6	(6) 154 13%	22 19%	38 12%	34 13%	18 10%	42 14%	22 19%	38 12%	36 14%	17 10%	41 14%
5	(5) 249 21% ^{kel}	40 35% ^{tce}	79 29% ^{ae}	49 19%	39 22% ^{ae}	42 14%	40 35% ^{kdj}	82 29% ^{ae}	52 19%	35 20%	41 14%
4	(4) 63 5%	2 2%	13 4%	17 7%	10 6%	20 7%	2 2%	13 4%	17 7%	10 6%	20 7%
3	(3) 49 4%	3 3%	14 4%	12 5%	11 6%	9 3%	3 2%	14 4%	14 5%	10 6%	9 3%
2	(2) 28 2%	2 2%	10 3%	7 3%	6 3%	4 1%	2 2%	10 3%	7 3%	6 4%	4 1%
1	(1) 9 1%	-	3 1%	2 1%	-	1 1%	-	3 1%	2 1%	-	4 1%
Completely unprotected	(0) 24 2% ^{kel}	2 2%	9 3% ^e	4 1%	7 4% ^{ae}	2 1%	9 2%	4 3%	7 1%	4 4% ^{kl}	2 1%
NET: 8-10	366 32%	25 22%	94 30%	81 32%	46 26%	120 40% ^{tabod}	25 22%	95 30%	81 31%	49 28%	116 40% ^{thjk}
NET: 4-7	683 59% ^{kel}	83 72% ^{tboe}	185 59%	151 59%	105 50%	159 50%	83 72% ^{kdj}	189 59%	158 58%	100 53%	153 53%
NET: 0-3	109 9% ^{kel}	7 6%	36 11% ^e	25 10%	24 14% ^{ae}	19 6%	7 11% ^e	36 10%	23 13% ^{kl}	18 6%	6 1%
Mean	6.33	6.23	6.13	6.39	6.04	6.72 ^{tbd}	6.24	6.13	6.35	6.11	6.72 ^{tik}
Standard deviation	2.18	2.01	2.23	2.18	2.32	2.05	2.01	2.22	2.16	2.33	2.07
Standard error	0.06	0.22	0.14	0.15	0.18	0.10	0.22	0.14	0.14	0.18	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 306

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

	Gender			Social Grade					Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	794	439	355	247	253	140	150	96	698	147	182	151	108	67	37	110	43	616	169	47	89	30	298	53	45	380	
Weighted base	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38*	108	45*	560	123	36*	68	18**	250	34*	41*	347	
Effective base	605	327	291	186	196	105	116	75	532	114	135	114	78	53	34	92	39	482	115	34	59	23	223	34	31	306	
Completely protected	(10) 49	19	30	8	17	13	10	9	39	6	9	11	7	3	3	6	3	39	9	3	4	2	16	2	1	28	
	7% ^c	6%	8%	4%	8%	10% ^c	8%	13% Th	6%	5%	6%	9%	7%	5%	7%	6%	6%	7%	7%	7%	6%	9%	7%	7%	2%	8%	
9	(9) 66	28	39	19	22	14	12	4	63	13	15	17	11	4	1	6	2	54	12	3	9	-	26	5	2	32	
	10%	9%	10%	9%	10%	11%	9%	5%	10%	10%	10%	13%	11%	6%	2%	5%	4%	10%	10%	8%	13%	-	10%	15%	5%	9%	
8	(8) 123	60	63	38	39	20	25	13	109	26	22	25	20	11	2	16	5	103	17	8	7	3	46	3	6	60	
	18%	19%	17%	19%	17%	16%	19%	18%	18%	20%	15%	19%	20%	17%	7%	15%	11% ^{sn}	18%	14%	21%	10%	17%	19%	10%	14%	17%	
7	(7) 139	65	73	41	38	33	25	16	122	21	33	20	17	20	12	32	13	113	24	4	16	4	53	14	6	63	
	20%	21%	19%	20%	17%	26%	19%	22%	20%	16%	22%	15%	17%	32% ^{Thik}	31% ^k	30% ^{Thik}	28%	20%	20%	10%	24%	23%	21%	40% ^{TzxA}	15%	18%	
6	(6) 101	55	46	29	35	20	17	14	87	24	28	17	3	10	6	16	7	78	22	10	9	4	31	4	7	58	
	15% ^l	17% ^T	12%	14%	15%	15%	13%	19% ^l	14% ^l	19% ^l	18% ^l	13% ^l	3%	15% ^l	15% ^l	15% ^l	14%	18%	27% ^{Tr}	13%	21%	12%	11%	18%	17%		
5	(5) 112	44	68	32	39	14	26	8	105	21	20	21	22	11	10	20	10	91	20	5	13	1	39	3	10	57	
	16%	14%	18%	16%	17%	11%	20% ^e	10%	17%	16%	13%	16%	22%	17%	25% ^g	19%	21%	16%	16%	14%	19%	7%	16%	8%	24%	16%	
4	(4) 43	17	26	10	14	11	8	3	40	9	11	8	8	1	3	4	3	36	7	1	3	3	17	2	4	19	
	6%	5%	7%	5%	6%	8%	6%	4%	6%	7%	7%	6%	9%	1%	9%	4%	7%	6%	5%	2%	5%	16%	7%	5%	9%	5%	
3	(3) 27	12	15	14	11	5	2	3	24	6	8	5	4	1	1	2	1	21	6	1	4	1	11	1	1	13	
	4% ^e	4%	4%	7% ^{Tef}	5% ^e	*	1%	3%	4%	4%	5%	4%	4%	1%	2%	2%	4%	5%	3%	6%	3%	4%	3%	4%	3%	4%	
2	(2) 17	8	9	8	6	1	1	-	17	1	3	7	2	2	1	3	1	14	2	1	*	1	8	-	1	7	
	2%	2%	2%	4%	3%	1%	1%	-	3%	1%	2%	6% ^{Tghi}	2%	3%	2%	2%	2%	3%	2%	3%	1%	5%	3%	-	3%	2%	
1	(1) 4	2	3	*	2	1	1	1	4	-	3	-	-	1	-	1	-	4	-	-	-	-	-	-	*	4	
	1%	*	1%	*	1%	1%	1%	1%	1%	-	2%	-	-	2%	-	1%	-	1%	-	-	-	-	-	-	-	1%	
Completely unprotected	(0) 11	7	4	4	3	1	3	2	9	2	1	-	4% ^{nk}	-	-	2	2	4% ^{kk}	8	4	2	2	-	2	-	3	5
	2%	2%	1%	2%	1%	1%	2%	3% ^{kk}	1%	1%	1%	-	4%	-	-	2%	4% ^{kk}	1%	3%	5%	3%	-	1%	-	7% ^{TxA}	1%	
NET: 8-10	238	106	132	66	79	46	47	26	211	45	47	54	38	18	6	27	9	195	38	13	20	5	88	11	9	121	
	34% ^{np}	34%	35%	32%	35%	36%	36%	36% ^{np}	34% ^{np}	35% ^{np}	31%	41% ^{npq}	39% ^{kn}	29%	15%	25%	20%	35%	31%	36%	30%	25%	35%	32%	21%	35%	
NET: 4-7	395	181	214	111	126	77	76	41	354	74	92	66	50	41	30	73	32	318	73	19	41	12	140	22	27	196	
	57%	57%	57%	54%	56%	61%	59%	56%	57%	58%	60%	50%	51%	65%	51%	65% ^{Tghi}	68% ^{Thki}	71% ^{kl}	57%	59%	53%	61%	66%	64%	65%	57%	
NET: 0-3	59	28	31	27	22	4	6	6	54	9	15	12	10	4	2	7	4	47	12	4	7	1	21	1	6	30	
	9% ^e	9%	8%	13% ^{Tef}	10% ^e	3%	5%	8%	9%	7%	10%	9%	11%	6%	5%	7%	8% ^{sn}	8%	10%	11%	10%	8%	8%	3%	14%	9%	
Mean	6.50z	6.47	6.52	6.26	6.45	6.87 ^{Tc}	6.60	6.71	6.47	6.51	6.41	6.65	6.33	6.64	6.19	6.41	6.08	6.51	6.38	6.37	6.43	6.24	6.55z	7.05z	5.59	6.52z	
Standard deviation	2.13	2.12	2.14	2.20	2.18	1.97	2.10	2.24	2.12	1.98	2.09	2.17	2.43	1.81	1.76	1.97	2.16	2.12	2.21	2.34	2.20	2.07	2.08	1.70	2.34	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 306

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

	Gender		Social Grade				Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38*	108	45*	560	123	36*	68	18**	250	34*	41*	347
Standard error	0.08	0.10	0.11	0.14	0.14	0.17	0.17	0.23	0.08	0.16	0.15	0.18	0.23	0.22	0.29	0.19	0.33	0.09	0.17	0.34	0.23	0.38	0.12	0.23	0.35	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 307

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

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	794	206	107	105	554	123	380	264	27	440	256	97	126	90	49	312	266	84	106
Weighted base	692	178	94	88	487	111	350	212	19**	408	210	75	95	73	39*	295	226	66	78
Effective base	605	159	84	81	421	96	299	192	18	353	177	64	87	67	32	243	202	57	86
Completely protected	(10) 49	7	4	3	41	8	22	17	2	26	13	7	5	6	17	20	2	7	7
	7%	4%	4%	4%	8%	7%	6%	8%	11%	6%	6%	9%	5%	8%	1%	6%	9%	3%	9%
9	(9) 66	15	11	5	50	9	33	23	2	41	21	6	10	8	6	27	21	8	4
	10%	9%	12%	6%	10%	8%	9%	11%	10%	10%	10%	7%	11%	11%	16%	9%	9%	12%	5%
8	(8) 123	39	16	24	77	12	76	30	4	69	40	11	21	13	10	55	37	10	15
	18%	22%	17%	28%Td	18%	11%	22%Teg	14%	19%	17%	19%	15%	22%	18%	24%	19%	16%	18%	19%
7	(7) 139	35	18	17	97	16	69	47	6	76	46	16	18	16	9	65	42	12	15
	20%	20%	20%	20%	20%	15%	20%	22%	34%	19%	22%	21%	19%	22%	23%	22%	19%	19%	20%
6	(6) 101	22	14	9	76	14	52	33	2	63	24	12	11	6	1	39	34	11	13
	15%	12%	15%	10%	16%	13%	15%	16%	12%	15%	12%	16%	11%	8%	3%	13%	15%	17%	16%
5	(5) 112	23	12	13	83	30	57	25	*	72	33	12	14	16	7	55	35	8	11
	16%g	13%	13%	15%	17%	27%Tlg	16%	12%	1%	18%	16%	15%	21%	19%	19%	16%	12%	15%	
4	(4) 43	15	7	6	27	6	17	19	1	22	17	6	12	4	1	19	11	7	5
	6%	9%	7%	7%	5%	5%	5%	9%	8%	5%	8%	9%	13%Tjgm	5%	4%	7%	5%	10%	6%
3	(3) 27	6	5	4	19	7	12	7	1	17	8	3	2	3	1	7	13	3	4
	4%	4%	5%	5%	4%	6%	3%	3%	6%	4%	4%	2%	4%	3%	2%	6%	9%	5%	
2	(2) 17	6	2	3	9	6	7	3	-	12	4	2	2	2	1	5	8	4	-
	2%	3%	2%	3%	2%	6%T	2%	2%	-	3%	2%	3%	2%	3%	2%	3%	6%or	-	
1	(1) 4	*	*	*	4	1	2	1	-	3	*	*	*	-	2	2	-	1	
	1%	*	*	*	1%	1%	1%	1%	-	1%	*	1%	1%	-	1%	1%	-	1%	
Completely unprotected	(0) 11	6	5	3	4	2	3	6	-	7	2	-	-	-	2	5	4	-	2
	2%td	3%td	4%td	4%td	1%	2%	1%	3%	-	2%	1%	-	-	-	6%j	2%	2%	-	3%
NET: 8-10	238	61	30	32	168	29	132	74	7	136	74	24	36	27	16	99	77	20	27
	34%	35%	32%	37%	34%	26%	38%e	33%	40%	33%	35%	32%	38%	37%	41%	33%	34%	31%	34%
NET: 4-7	395	96	51	45	283	66	194	124	10	233	120	46	55	41	19	178	122	39	45
	57%	54%	55%	52%	58%	59%	56%	59%	54%	57%	58%	61%	58%	57%	48%	60%	54%	58%	57%

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



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Table 307

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

	Impairing/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	19**	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)
Weighted base	692	178	94	88	487	111	350	212	19**	408	210	75	95	73	39*	295	226	66	78
NET: 0-3	59 9%	20 11%	12 13%	10 12%	37 8%	17 15%	24 7%	18 8%	1 6%	39 9%	15 7%	5 7%	4 4%	5 7%	4 10%	18 6%	26 12%	7 11%	7 9%
Mean	6.50e	6.27	6.19	6.27	6.59	5.92	6.65e	6.48	7.09	6.42	6.56	6.51	6.59	6.69	6.47	6.51	6.43	6.25	6.45
Standard deviation	2.13	2.28	2.42	2.27	2.08	2.31	1.98	2.25	1.89	2.16	2.05	2.05	1.95	2.00	2.37	2.03	2.26	2.08	2.23
Standard error	0.08	0.16	0.23	0.22	0.09	0.21	0.10	0.14	0.36	0.10	0.13	0.21	0.17	0.21	0.34	0.12	0.14	0.23	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 308

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

	GEO Region													Urban/ Rural			Internet usage			Devices used to access internet										Working status			
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furlough (z)				
Unweighted base	794	60	33	15	686	35	88	69	76	57	67	141	96	57	608	106	671	116	22	12	741	349	160	26	23	42	41	26	30				
Weighted base	692	54*	29**	15**	594	32**	78	64	57	52*	58	109	96	50*	520	109	500	183	16**	11**	654	294	149	26**	23**	33*	43*	25**	24**				
Effective base	605	48	28	12	517	26	66	53	56	43	56	101	76	43	461	84	557	101	16	8	569	259	118	20	20	35	37	23	21				
Completely protected	(10) 49	7	-	1	41	4	7	3	3	8	6	4	4	2	39	6	33	14	5	-	41	21	8	1	-	1	3	3	3				
	7%r	13%k	-	7%	7%	12%	10%	5%	5%	15%Td	9%	3%	4%	4%	4%	6%	7%	8%	29%	-	6%	7%	6%	3%	-	2%	6%	12%	14%				
(9) 66	10	2	1	53	1	9	9	5	3	4	6	12	2	49	15	51	15	1	-	65	32	15	3	5	2	2	4	-	-				
	10%	19%Tdkm	8%	7%	9%	4%	12%	14%	9%	6%	7%	6%	13%	5%	9%	14%	10%	8%	7%	-	10%	11%	10%	13%	21%	5%	4%	14%	1%				
(8) 123	10	4	3	106	7	13	7	13	6	12	18	18	12	91	19	90	33	4	1	117	58	19	2	5	7	8	5	5	5				
	18%	19%	13%	20%	18%	21%	16%	11%	23%	11%	21%	17%	19%	24%	17%	18%	18%	18%	24%	6%	18%	20%	13%	9%	22%	22%	18%	19%	20%				
(7) 139	11	9	4	114	7	15	15	6	10	9	23	19	9	101	25	99	38	3	2	131	49	32	3	7	6	13	8	8	5				
	20%	21%	32%	28%	19%	22%	19%	24%	11%	20%	16%	21%	20%	19%	19%	23%	20%	21%	18%	20%	20%	17%	22%	13%	29%	18%	29%	30%	21%				
(6) 101	7	5	-	89	3	10	7	15	7	10	19	8	9	77	12	74	28	1	2	97	43	22	4	2	2	8	1	5					
	15%	13%	18%	-	15%	11%	13%	11%	27%Tdgj	13%	17%	17%	9%	19%	15%	11%	15%	14%	7%	22%	15%	15%	15%	16%	8%	6%	19%	6%	20%				
(5) 112	4	5	-	103	7	13	12	7	8	8	22	16	6	90	15	76	32	1	3	108	48	32	4	3	6	7	2	4					
	16%un	7%	19%	2%	17%	22%	17%	19%	13%	15%	14%	21%a	19%	12%	17%	14%	15%	17%	4%	25%	16%	21%	16%	11%	18%	16%	7%	16%					
(4) 43	3	1	1	37	1	5	7	2	3	4	7	5	4	29	8	29	14	1	2	37	16	8	2	2	2	5	2	2					
	6%r	5%	5%	8%	6%	2%	7%	11%	3%	6%	7%	6%	8%	6%	7%	6%	7%	6%	7%	8%	18%	6%	5%	5%	8%	9%	16%Tst	4%	9%				
(3) 27	1	1	1	24	1	2	3	1	2	3	4	5	4	22	3	24	3	1	-	26	10	7	2	-	4	1	-	-					
	4%	2%	3%	6%	4%	2%	5%	2%	3%	5%	4%	5%	6%	4%	3%	5%T	2%	4%	-	4%	3%	5%	9%	-	11%Ts	2%	-	-					
(2) 17	1	1	3	11	1	1	-	3	1	1	2	2	2	9	6	14	2	-	-	17	11	1	1	-	1	1	1	-					
	2%Ad	2%	3%	22%	2%	3%	1%	-	5%	2%	2%	2%	2%	1%	2%	5%A	3%T	1%	-	-	3%	4%	1%	5%	-	3%	2%	4%	-				
(1) 4	-	-	-	4	-	-	-	1	1	1	1	1	1	3	-	4	-	-	-	1	4	2	2	-	-	-	-	-					
	1%	-	-	1%	-	-	-	2%	2%	1%	1%	1%	1%	1%	-	1%T	-	-	-	10%	1%	1%	1%	-	-	-	-	-					
(0) 11	-	-	-	11	-	2	-	-	3	1	3	2	-	10	-	5	6	-	-	-	11	5	2	2	-	-	-	-					
	2%un	-	-	2%	-	3%	-	-	6%Td	1%	3%	2%	-	2%	-	1%	3%	-	-	-	2%	2%	1%	8%	-	-	-	-					
Completely unprotected	238	27	6	5	200	12	30	19	21	17	22	28	35	16	179	41	174	62	10	1	223	110	43	6	10	9	12	11	8				
	34%k	51%Tdkg	20%	35%	34%	38%	38%	30%	37%	32%	37%	26%	37%	33%	34%	37%	35%	34%	60%	6%	34%	38%	29%	25%	42%	28%	23%	44%	35%				
NET: 4-7	395	25	21	5	344	18	43	42	30	28	31	71	51	29	297	60	278	110	6	9	373	156	84	14	13	19	29	13	15				
	57%un	46%	74%	37%	58%	57%	65%	54%	53%	54%	65%a	53%	58%	57%	55%	56%	60%	60%	37%	85%	57%	53%	63%	53%	58%	68%	52%	65%					
NET: 0-3	59	2	2	4	51	2	5	3	5	7	5	10	10	5	44	9	48	11	1	58	28	13	6	-	5	2	1	-					
	9%	4%	6%	28%	9%	5%	6%	5%	9%	14%	9%	9%	10%	9%	8%	8%	10%T	6%	4%	10%	9%	9%	9%	22%	-	15%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 308

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

	GO Region										Urban/Rural		Internet usage		Devices used to access internet			Working status											
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House person/Other (aa)	Furloughed (ab)
Weighted base	692	54*	29**	15**	594	32**	78	64	57	52*	58	109	96	50*	520	109	500	183	16**	11**	654	294	149	26**	23**	33*	43*	25**	24**
Mean	6.50	7.35Tdg njdm	6.30	5.93	6.44	6.82	6.69	6.53	6.49	6.25	6.54	6.14	6.43	6.40	6.50	6.66	6.49	6.50	7.72	5.22	6.47	6.51	6.36	5.56	7.04	5.85	6.63	7.16	6.85
Standard deviation	2.13	1.93	1.62	2.80	2.14	1.95	2.20	1.90	2.06	2.75	2.20	2.03	2.22	1.87	2.15	2.06	2.13	2.17	2.09	1.88	2.13	2.20	2.07	2.70	1.58	2.05	1.68	2.00	1.80
Standard error	0.08	0.25	0.28	0.72	0.08	0.33	0.23	0.23	0.24	0.36	0.27	0.17	0.23	0.25	0.09	0.20	0.08	0.20	0.45	0.54	0.08	0.12	0.16	0.53	0.33	0.32	0.26	0.39	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 309

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,999 (c)	£36,999 - £51,999 (d)	£52,000 + (e)	YouTube (a)	Instagram (m)	TikTok (n)	Facebook (l)	Snapchat (k)	Twitch (o)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	794	135	182	184	115	129	763	794	463	714	437	268	240	124	117	183	275	508	401	393
Weighted base	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374
Effective base	605	95	143	139	88	99	579	605	340	540	308	186	155	66	90	156	197	405	295	312
Completely protected	(10) 49	13	10	11	9	4	48	49	25	43	22	11	6	9	7	5	8	41	32	16
	7%su	12%e	6%	7%	9%	4%	7%	7%	8%	7%	7%	8%	5%	15%Tghj	16%Tghj	7%	4%	8%	10%Tu	4%
9	(9) 66	15	18	9	7	16	62	66	34	56	28	15	12	4	4	7	10	56	35	31
	10%cr	13%c	11%	5%	7%	15%c	9%	10%	10%	9%	8%	10%	10%	8%	8%	11%	5%	12%Tr	11%	8%
8	(8) 123	12	41	22	16	25	119	123	60	110	63	35	35	16	8	12	39	83	64	59
	18%	11%	25%Tac	14%	15%	23%a	18%	18%	18%	18%	19%	23%Tghj	27%Tghj	28%Tghj	18%	19%	20%	17%	20%	18%
7	(7) 139	21	32	30	20	25	126	139	69	129	68	32	26	9	9	18	38	100	58	81
	20%g	19%	19%	19%	19%	22%	19%	20%g	21%	21%g	21%	21%	20%	16%	23%n	28%Tghj	19%	20%	18%	22%
6	(6) 101	11	22	29	16	15	99	101	51	90	45	22	17	7	5	7	27	73	48	54
	15%	10%	13%	18%	18%	13%	15%p	15%	15%p	14%	15%	13%	13%	10%	10%	14%	15%	15%	15%	14%
5	(5) 112	23	22	32	16	9	107	112	47	102	53	18	17	6	6	9	31	78	38	74
	16%elt	21%e	13%	20%e	15%	8%	16%l	16%l	14%	16%l	16%l	12%	13%	10%	14%n	13%	16%	16%	12%	20%T
4	(4) 43	10	9	11	5	7	43	43	22	36	20	4	5	2	1	3	16	26	19	24
	6%l	9%	6%	7%	5%	6%	7%l	6%l	7%lm	6%l	6%l	3%	4%	3%	3%	5%	8%	5%	6%	6%
3	(3) 27	3	7	4	6	6	25	27	15	22	12	5	6	3	1	4	12	15	11	16
	4%	2%	4%	2%	6%	5%	4%	4%	4%	4%	4%	4%	5%	4%o	2%	6%o	6%	3%	3%	4%
2	(2) 17	1	3	7	3	1	15	17	5	16	8	2	1	-	-	1	8	8	7	9
	1%	1%	2%	5%	3%	1%	2%	2%	2%	3%	2%	1%	1%	-	-	1%	4%Ts	2%	2%	2%
1	(1) 4	*	1	3	-	1	3	4	2	3	2	2	-	-	-	2	2	*	*	4
	1%	*	2%	-	1%	1%	1%	1%	1%	1%	*	1%	-	-	1%	1%	*	*	*	1%
Completely unprotected	(0) 11	2	-	1	4	2	9	11	4	11	7	3	3	2	-	-	3	8	5	6
	2%g	2%	-	1%	4%b	2%	1%	2%g	2%	2%	2%	2%	2%	4%p	-	-	2%	2%	2%	2%
NET: 8-10	238	40	69	41	32	46	229	238	119	209	113	61	54	39	19	24	57	180	131	106
	34%cu	38%	42%Tc	28%	32%	41%c	35%	34%	36%	34%	35%	41%Tghj	42%Tghj	51%Tghj	45%Tghj	37%	29%	37%	41%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



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Table 309

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitab (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Weighted base	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374
NET: 4-7	395	65	85	102	57	55	376	395	189	358	187	76	64	23	22	37	112	277	162	232
	57% _{mn}	59%	52%	65% _{Tbe}	56%	50%	57% _{lmm}	57% _{lmm}	57% _{lmm}	58% _{lmm}	57% _{lmm}	51% _{no}	50%	40%	53% _o	58% _{sn}	58%	56%	51%	52% _T
NET: 0-3	59	6	11	14	13	10	53	59	25	52	28	12	10	5	1	5	26	34	24	35
	9% _{os}	5%	7%	9%	13%	9%	8% _o	9% _o	8% _o	8% _o	9% _o	8% _o	8% _o	8% _o	3%	8% _o	13% _{Ts}	7%	8%	9%
Mean	6.50 _{ru}	6.67	6.78 _c	6.19	6.28	6.72	6.52	6.50	6.61	6.49	6.48	6.77 _{Tgh}	6.70	7.05 _{Tgh}	7.26 _{Tgh}	6.79 _{Thj}	6.07	6.67 _{Tr}	6.78 _{Tu}	6.25
Standard deviation	2.13	2.22	1.92	2.09	2.38	2.11	2.11	2.13	2.07	2.13	2.14	2.13	2.06	2.34	1.92	1.96	2.17	2.10	2.16	2.08
Standard error	0.08	0.19	0.14	0.15	0.22	0.19	0.08	0.08	0.10	0.08	0.10	0.13	0.13	0.21	0.18	0.14	0.13	0.09	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 310

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**

	Total (f)	No. of VSPs used in Past 3 months				No. of Selected VSPs used in Past 3 months			
		2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	794	39	165	154	435	42	172	157	422
Weighted base	692	44*	198	160	292	46*	203	160	283
Effective base	605	35	144	132	309	37	149	133	298
Completely protected	(10) 49 7%	4 8%	16 8%	8 5%	21 7%	4 8%	16 8%	8 5%	21 7%
9	(9) 66 10%	5 12%	20 10%	15 9%	26 9%	5 11%	21 10%	15 9%	26 9%
8	(8) 123 18%	4 10%	30 15%	28 17%	61 21%	5 10%	30 15%	32 20%	56 20%
7	(7) 139 20%	10 23%	36 19%	27 17%	65 22%	11 23%	37 18%	28 18%	63 22%
6	(6) 101 15%	5 12%	32 16%	25 13%	39 13%	5 12%	32 16%	26 16%	38 14%
5	(5) 112 16%	7 17%	34 17%	29 14%	41 14%	8 18%	37 18%	26 14%	40 14%
4	(4) 43 6%	1 2%	12 6%	14 9%	16 6%	1 2%	14 7%	12 8%	15 5%
3	(3) 27 4%	3 6%	7 3%	5 3%	13 4%	3 6%	7 3%	5 3%	13 5%
2	(2) 17 2%	1 2%	6 3%	5 3%	5 2%	1 2%	6 3%	5 3%	5 2%
1	(1) 4 1%	1 2%	2 1%	-	1 1%	2 1%	-	2 1%	2 1%
Completely unprotected	(0) 11 2%	2 5%	1 1%	3 2%	4 1%	2 5%	3 1%	3 2%	4 1%
NET: 8-10	238 34%	13 30%	66 34%	51 32%	108 37%	14 30%	67 33%	54 34%	103 37%
NET: 4-7	395 57%	24 54%	114 58%	96 50%	181 58%	25 58%	120 58%	93 58%	156 55%
NET: 0-3	59 9%	7 16%	16 8%	13 8%	23 8%	7 15%	16 8%	13 8%	23 8%
Mean	6.50	6.21	6.50	6.32	6.64	6.22	6.46	6.39	6.63
Standard deviation	2.13	2.58	2.15	2.11	2.06	2.54	2.14	2.10	2.08
Standard error	0.08	0.41	0.17	0.17	0.10	0.39	0.16	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 311

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

	Gender		Social Grade					Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	516	312	204	174	144	94	101	91	425	101	111	95	70	30	16	48	18	395	116	30	61	23	207	40	32	227
Weighted base	390	195	195	123	106	79	79	66	323	78	78	69	56*	25**	16**	43*	18**	318	68	18**	38*	12**	152	22**	25**	182
Effective base	379	220	167	124	111	68	75	74	307	76	79	68	47	25	13	39	14	301	75	20	39	16	150	23	22	177
Completely protected	(10) 21	12	9	3	8	3	6	6	15	2	6	3	3	1	-	1	-	14	6	2	2	2	7	1	-	13
	5%	6%	4%	3%	7%	4%	8%	9%	5%	2%	8%	4%	6%	2%	-	1%	-	4%	8%	10%	5%	13%	4%	4%	-	7%
9	(9) 28	13	16	10	4	8	6	6	23	6	5	3	6	2	1	3	1	26	2	*	1	1	18	1	*	10
	7%	6%	8%	8%	4%	10%	7%	9%	7%	8%	6%	4%	11%	8%	5%	7%	4%	8%	3%	2%	2%	6%	12%TA	3%	1%	5%
8	(8) 45	24	21	18	14	6	5	8	37	11	8	11	6	1	-	1	-	34	9	2	6	1	14	5	4	20
	12%p	12%	11%	14%	13%	8%	6%	12%	11%p	14%p	11%	16%p	11%	3%	-	2%	-	11%	14%	14%	15%	9%	9%	23%	14%	11%
7	(7) 68	33	35	22	15	12	18	11	58	13	13	9	10	6	4	13	7	55	13	2	8	3	26	3	6	31
	17%	17%	18%	18%	14%	15%	23%	16%	18%	17%	17%	13%	17%	25%	27%	30%Thk	37%	17%	20%	13%	22%	23%	17%	14%	24%	17%
6	(6) 53	29	24	20	13	8	12	10	43	10	11	13	6	2	2	3	2	44	8	2	4	2	23	4	6	19
	14%	15%	12%	16%	13%	10%	15%	15%	13%	13%	14%	19%	10%	6%	10%	8%	9%	14%	12%	11%	11%	19%	15%	17%	22%	11%
5	(5) 86	45	41	28	22	21	17	11	75	19	12	15	15	9	5	14	5	74	12	6	6	*	30	2	5	47
	22%	23%	21%	21%	21%	27%	21%	17%	23%	24%	16%	22%	27%	36%	29%	32%	25%	23%	18%	33%	15%	2%	20%	9%	21%	26%
4	(4) 37	15	23	11	9	12	5	8	30	2	8	10	5	2	3	4	3	27	10	1	8	1	14	5	3	15
	10%j	8%	12%	9%	8%	15%	7%	12%j	9%j	3%	11%j	15%j	9%	3%	16%	10%	14%	9%	15%	4%	21%Tr	10%	10%	23%	14%	8%
3	(3) 27	11	16	4	10	7	6	3	24	10	4	1	5	3	1	4	1	24	3	-	1	2	11	1	-	14
	7%	5%	8%	4%	10%	9%	7%	4%	7%k	5%	2%	8%	10%	8%	9%	7%	8%	4%	-	2%	18%	7%	4%	-	-	8%
2	(2) 12	6	5	3	6	*	2	3	9	2	4	2	1	-	1	1	1	10	2	1	1	-	3	*	*	8
	3%	3%	3%	3%	6%T	*	2%	4%	3%	3%	5%	2%	1%	-	4%	2%	4%	3%	3%	3%	4%	-	2%	1%	1%	4%
1	(1) 9	4	4	4	2	1	2	1	8	2	5	1	-	-	-	-	-	8	1	-	1	-	3	1	-	4
	2%	2%	2%	3%	2%	1%	2%	1%	2%	2%	6%Th	2%	-	-	-	-	-	2%	1%	-	2%	-	2%	3%	-	2%
Completely unprotected	(0) 5	3	1	1	2	1	1	2	3	1	1	1	-	-	-	-	-	3	2	2	-	-	1	-	1	2
	1%	2%	1%	1%	2%	1%	1%	3%	1%	1%	1%	2%	-	-	-	-	-	1%	2%	9%	-	-	1%	-	3%	1%
NET: 8-10	94	49	45	31	26	18	17	20	74	19	19	17	16	3	1	4	1	74	17	5	8	3	39	7	4	42
	24%p	25%	23%	25%	24%	22%	22%	29%p	23%p	24%	25%	24%	28%p	14%	5%	10%	4%	23%	25%	26%	23%	28%	26%	30%	15%	23%
NET: 4-7	244	122	122	79	59	52	52	39	205	44	44	47	35	19	13	34	15	199	44	11	26	6	94	14	20	111
	63%	62%	63%	64%	56%	66%	66%	59%	63%	57%	57%	68%	63%	76%	83%	80%Tghi	86%	63%	64%	61%	69%	54%	62%	62%	80%	61%
NET: 0-3	52	25	27	13	20	9	10	8	44	15	14	6	5	3	2	4	2	44	7	2	3	2	19	2	1	28
	13%	13%	14%	10%	19%T	11%	12%	11%	14%	19%	18%	8%	9%	10%	12%	10%	10%	11%	12%	8%	18%	12%	8%	5%	15%	
Mean	5.92	5.97	5.87	6.00	5.71	5.83	6.10	6.13	5.87	5.83	5.75	5.87	6.22	5.83	5.39	5.74	5.61	5.88	5.97	5.79	5.90	6.37	6.04	6.00	5.83	5.82
Standard deviation	2.19	2.23	2.16	2.10	2.37	2.11	2.19	2.38	2.15	2.16	2.52	2.07	2.02	1.79	1.68	1.72	1.66	2.17	2.29	2.69	2.08	2.35	2.18	2.13	1.77	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 311

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

	Gender		Social Grade				Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	390	195	195	123	106	79	79	66	323	78	78	69	56*	25**	16**	43*	18**	318	68	18**	38*	12**	152	22**	25**	182
Standard error	0.10	0.13	0.15	0.16	0.20	0.22	0.22	0.25	0.10	0.22	0.24	0.21	0.24	0.33	0.42	0.25	0.39	0.11	0.21	0.49	0.27	0.49	0.15	0.34	0.31	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
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Table 312

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

	Impacting/limiting condition				Number of people in household								Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (g)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)		
Unweighted base	516	134	76	66	360	59	221	209	27	237	186	70	96	67	39	187	160	55	97		
Weighted base	390	96	60	45*	280	43*	177	151	18**	192	130	43*	63	48*	27**	157	114	33*	69		
Effective base	379	101	61	46	263	43	170	149	18	182	124	45	62	46	26	141	115	34	81		
Completely protected	(10) 21	2	2	*	18	2	6	11	2	7	8	3	3	6	*	6	7	*	4		
	5%	2%	4%	*	7%	4%	3%	8%	10%	3%	6%	8%	5%	12% ^l	1%	4%	6%	1%	6%		
9	(9) 28	5	2	2	22	1	11	15	1	15	8	2	4	3	3	6	11	2	7		
	7% ^o	5%	3%	5%	8%	3%	6%	10%	8%	8%	6%	5%	6%	7%	11%	4%	9%	7%	10%		
8	(8) 45	8	5	3	33	3	17	20	6	18	18	5	10	9	3	15	11	7	8		
	12%	8%	8%	6%	12%	7%	9%	13%	32%	10%	14%	11%	16%	18%	13%	10%	10%	21%	12%		
7	(7) 68	22	12	12	44	7	32	26	2	33	25	7	11	9	7	33	18	3	9		
	17%	23%	20%	26%	16%	17%	18%	18%	12%	17%	19%	16%	17%	19%	26%	21%	16%	9%	13%		
6	(6) 53	16	11	7	35	13	19	18	3	27	16	9	7	5	2	16	16	9	12		
	14%	16%	18%	15%	12%	30% ^{Tg}	11%	12%	17%	14%	12%	20%	10%	10%	7%	11%	14%	28% ^{To}	17%		
5	(5) 86	15	9	7	70	8	54	23	1	49	26	7	12	7	7	46	22	4	12		
	22% ^g	16%	16%	15%	25%	17%	31% ^{Tg}	15%	5%	26%	20%	17%	19%	14%	27%	29% ^{Tq}	19%	4%	18%		
4	(4) 37	11	6	7	24	3	11	22	2	12	17	4	14	4	1	16	13	1	8		
	10% ^d	11%	11%	16%	9%	6%	6%	15% ^{Tt}	11%	6%	13% ^l	9%	22% ^{Tjkm}	9%	4%	10%	11%	4%	11%		
3	(3) 27	12	9	6	14	3	15	8	1	16	8	3	2	3	3	12	9	2	4		
	7% ^d	13% ^{Td}	15% ^{Td}	13% ^d	5%	6%	8%	7%	7%	8%	6%	7%	3%	7%	12%	8%	7%	6%	5%		
2	(2) 12	2	1	1	9	2	6	4	-	8	1	1	-	-	-	3	5	1	3		
	3%	2%	1%	1%	3%	5%	3%	2%	-	4%	1%	2%	-	-	2%	4%	3%	4%	4%		
1	(1) 9	2	2	1	7	1	5	2	-	5	3	2	2	2	-	3	1	3	1		
	2%	2%	3%	2%	2%	3%	3%	2%	-	2%	3%	4%	3%	4%	-	2%	1%	10% ^{Topr}	1%		
Completely unprotected	(0) 5	1	-	-	3	1	2	2	-	3	-	-	-	-	-	3	-	2	-		
	1%	1%	-	-	1%	3%	3%	1%	-	1%	-	-	-	-	-	2%	-	3% ^o	-		
NET: 8-10	94	15	9	5	74	6	34	46	9	40	34	10	17	18	7	27	29	10	19		
	24% ^{laco}	16%	15%	11%	27% ^{lac}	13%	19%	30% ^{Tef}	5%	21%	26%	24%	26%	37% ^{Tj}	25%	17%	26%	29%	27%		
NET: 4-7	244	64	38	33	172	31	116	89	8	121	84	27	43	25	17	112	68	17	41		
	63%	67%	63%	72%	62%	71%	66%	59%	44%	63%	64% ^{lm}	62%	68% ^{lm}	53%	64%	71% ^{Tq}	60%	51%	60%		

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



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Table 312

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	390	96	60	45*	280	43*	177	151	18**	192	130	43*	63	48*	27**	157	114	33*	69
NET: 0-3	52 13% _d	17 18%	13 21%	7 17%	33 12%	7 16%	28 16%	16 10%	1 7%	31 16% _d	13 10%	6 13%	3 5%	5 10%	3 12%	18 12%	17 15%	6 19%	9 13%
Mean	5.92 _f	5.64	5.48	5.52	6.01	5.55	5.67	6.19 _f	6.93	5.72	6.09	5.98	6.01	6.54 _{Ti}	6.20	5.77	5.90	5.76	5.94
Standard deviation	2.19	2.05	2.16	1.88	2.23	2.12	2.12	2.27	2.03	2.18	2.10	2.25	2.03	2.29	1.87	1.93	2.35	2.38	2.34
Standard error	0.10	0.18	0.25	0.23	0.12	0.28	0.14	0.16	0.39	0.14	0.15	0.27	0.21	0.28	0.30	0.14	0.19	0.32	0.24

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 313

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

	GQ Region										Urban/ Rural		Internet usage				Devices used to access internet		Working status							
	Total (n)	Scotland (a)	Wales (b)	NET: England (c)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multipl e devices (q)	Working full time (r)	Working part-time (s)	Unemplo yed - not looking for work (t)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	516	47	20	441	21	55	41	51	41	96	60	35	409	60	444	70	23	470	222	100	16	28	16	13	18	
Weighted base	390	39*	16**	328	18**	44*	33**	30*	35**	31*	58	53*	27**	303	50*	293	95	18**	358	156	82	17**	20**	14**	14**	12**
Effective base	379	38	16	318	15	39	29	40	30	33	71	47	25	301	48	352	58	16	350	156	71	14	22	14	10	11
Completely protected	(10) 21	2	-	18	1	7	16%Taj	1*	6*	4	10%	1*	3	2	18	3	2	17	10	3	-	-	-	1*	-	-
9	(9) 28	4	1	22	1	4	3	3	2	1	4	4	1	22	6	22	6	4	24	13	5	1	-	-	3	-
8	(8) 45	7	1	35	1	5	6	3	2	3	8	5	3	38	5	39	6	4	40	19	8	2	4	-	-	3
7	(7) 68	6	6	56	5	7	3	4	7	6	13	7	5	53	6	52	16	3	63	24	13	6	3	6	2	2
6	(6) 53	8	2	41	2	5	8	4	8	4	8	4	3	40	10	39	13	1	49	20	8	4	3	2	1	3
5	(5) 88	6	3	78	5	8	6	8	7	11	14	11	7	65	10	58	26	3	81	39	19	1	3	5	4	2
4	(4) 37	2	1	34	3	4	5	1	4	4	2	9	2	30	4	21	16	1	32	14	14	1	-	-	1	8
3	(3) 27	1*	-	26	2	3	1	4	2	1	4	3	19	5	22	5	-	27	5	8	2	5	1	2	-	-
2	(2) 12	3	1	8	-	-	-	1	-	1	4	1	9	2	11	1	-	11	5	2	-	2	-	-	1	-
1	(1) 9	1	-	8	-	2	2	-	1	-	-	1	7	1	6	2	-	9	5	1	-	-	-	-	1	-
Completely unprotected	(0) 5	1	-	4	-	-	-	-	-	2	2	-	3	1	5	-	-	5	3	-	-	-	-	-	-	-
NET: 8-10	94	13	3	78	2	15	9	7	8	4	15	11	4	78	13	79	15	10	81	42	16	3	5	-	4	3
NET: 4-7	244	21	12	207	14	23	21	17	25	22	36	31	16	188	30	170	72	8	226	97	54	12	10	13	7	8
NET: 0-3	52	5	1	46	2	5	3	6	2	5	7	11	5	37	8	44	8	-	51	17	12	2	6	1	3	1

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

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

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Table 313

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

	GO Region											Urban/ Rural		Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	NET: England (c)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House persons/ Other (y)	Furloughed (z)
Weighted base	390	39*	16**	328	18**	44*	33**	30*	35**	31*	58	53*	27**	303	50*	293	95	18**	358	156	82	17**	20**	14**	14**	12**
Mean	5.92r	6.21	6.24	5.85j	5.89	6.45j	5.84	5.76	6.34	5.12	6.09j	5.41	5.51	5.99	5.83	6.00T	5.70	7.47	5.84	5.98	5.65	6.37	5.57	5.81	5.99	6.16
Standard deviation	2.19	2.37	1.77	2.20	1.91	2.49	2.10	2.37	1.95	2.26	2.17	2.14	2.03	2.20	2.25	2.29	1.90	1.88	2.19	2.29	2.08	1.59	2.19	1.30	2.67	1.63
Standard error	0.10	0.35	0.40	0.10	0.42	0.34	0.33	0.33	0.30	0.35	0.22	0.28	0.34	0.11	0.29	0.11	0.23	0.39	0.10	0.15	0.21	0.40	0.41	0.32	0.74	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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

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Table 314

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (h)	TikTok (i)	Facebook (k)	Snapchat (l)	Twitch (n)	Vimeo (m)	Fruita b (o)	Bitchute (p)	OnlyFans (q)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	516	92	106	109	83	93	505	463	516	467	360	229	209	116	102	157	228	281	300	216
Weighted base	390	65	87	75	64	70	378	333	390	349	248	116	103	51	32	54	151	235	207	182
Effective base	379	63	80	78	65	68	372	340	379	341	251	156	139	68	82	132	156	220	216	165
Completely protected	(10) 21	5	5	3	4	3	20	20	21	19	16	9	8	6	3	4	5	16	13	8
	5%	7%	5%	4%	6%	5%	5%	6%	5%	5%	6%	8%g	8%	11%Tgij	11%Tghij	6%	3%	7%	6%	4%
9	(9) 28	8	8	5	4	7	28	22	28	25	17	9	7	6	3	4	6	22	14	15
	7%r	9%	9%	6%	6%	10%	7%	7%	7%	7%	8%	7%	11%	9%	8%	4%	10%r	7%	8%	8%
8	(8) 45	5	8	9	8	10	43	43	45	43	35	19	17	8	6	8	14	31	32	13
	12%u	8%	9%	12%	13%	14%	11%	13%Tgi	12%	12%	14%Tgi	16%Tgi	17%Tgi	16%	19%Tgij	15%	9%	13%	15%Tu	7%
7	(7) 68	16	8	7	10	15	66	59	68	58	42	22	17	9	8	12	19	48	41	27
	17%ubcr	25%bc	9%	9%	16%	21%bc	17%	18%	17%	17%	19%	18%	18%	25%kjmn	23%km	12%	21%r	20%	20%	15%
6	(6) 53	8	16	12	10	5	52	47	53	47	31	19	18	8	4	9	24	28	30	23
	14%	12%	19%	16%	16%	7%	14%	14%	14%	13%	12%	16%	17%ko	15%	11%	17%	16%	12%	14%	13%
5	(5) 86	15	21	19	17	10	84	65	86	78	50	16	18	6	4	7	33	52	42	44
	22%hino	23%	24%	26%	26%	14%	22%hino	19%lp	22%hino	22%hino	20%lp	14%	17%	13%	14%	13%	22%	22%	20%	24%
4	(4) 37	3	12	9	2	12	35	33	37	35	25	10	9	6	3	3	20	17	14	24
	10%dt	4%	13%d	12%id	3%	17%Tad	9%	10%	10%	10%	10%sp	8%	8%	12%op	8%	6%	13%	7%	7%	13%st
3	(3) 27	7	6	4	2	27	24	27	24	16	9	4	4	4	14	13	12	15	12	15
	7%uno	10%	6%	6%	4%	4%	7%no	7%mo	7%no	7%no	8%mo	4%no	1%	1%	7%mo	8%	5%	6%	8%	8%
2	(2) 12	1	1	4	2	3	11	10	12	8	6	1	4	2	1	1	8	3	3	8
	3%jst	1%	2%	5%	3%	4%	3%	3%l	3%j	2%	2%	1%	4%l	4%l	2%	2%	6%Ts	1%	2%	5%
1	(1) 9	-	2	2	2	2	9	9	9	8	6	1	1	*	*	1	6	2	5	4
	2%sa	-	3%	3%	3%	3%	2%	3%l	2%	2%	3%l	1%	1%	*	1%	1%	4%sa	1%	2%	2%
Completely unprotected	(0) 5	-	1	1	2	1	5	4	5	4	5	2	1	-	-	-	3	2	2	2
	1%	-	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	-	-	-	2%	1%	1%	1%
NET: 8-10	94	16	20	17	15	20	90	85	94	87	67	37	33	19	13	17	25	69	58	36
	24%r	24%	23%	22%	24%	28%	24%	25%	24%	25%	27%	32%Tghij	32%Tghij	38%Tghij	39%Tghij	31%Tgi	16%	29%Tr	28%T	20%
NET: 4-7	244	42	57	47	38	42	237	203	244	218	148	66	61	29	19	32	95	146	126	118
	63%h	65%	65%	63%	60%	60%	63%h	61%	63%h	63%	60%	67%	60%	59%	58%	57%	63%	62%	61%	65%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 314

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitab (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	390	65	87	75	64	70	378	333	390	349	248	116	103	51	32	54	151	235	207	182
NET: 0-3	52	7	10	11	10	8	50	46	52	44	33	13	10	2	1	6	31	29	22	29
	13%nos	11%	12%	15%	15%	12%	13%no	14%mnno	13%no	12%no	13%no	11%no	9%o	5%	4%	10%no	21%Ts	8%	11%	16%
Mean	5.92nu	6.31	5.78	5.61	5.87	5.98	5.91	5.95	5.92	5.95	5.97	6.35Tghjk	6.32Tghjk	6.72Tghjkm	6.88Tghjkmp	6.47Tghjk	5.26	6.34Tr	6.20Tu	5.60
Standard deviation	2.19	1.99	2.18	2.20	2.32	2.34	2.19	2.23	2.19	2.17	2.29	2.19	2.16	2.12	1.99	2.08	2.23	2.08	2.15	2.21
Standard error	0.10	0.21	0.21	0.21	0.26	0.24	0.10	0.10	0.10	0.10	0.12	0.15	0.15	0.20	0.20	0.17	0.15	0.12	0.12	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 315

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

	Total (f)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months			
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	516	34	86	386	11	34	89	382
Weighted base	390	40**	83	257	11**	40**	85	254
Effective base	379	28	78	272	9	28	80	268
Completely protected	(10) 21 5%	-	5	16	-	-	5	16
			6%	6%			5%	6%
9	(9) 28 7%	4	7	16	1	4	7	16
		10%	9%	6%	8%	10%	8%	6%
8	(8) 45 12%	2	5	38	1	1	5	38
		5%	7%	15%T	12%	1%	6%	15%T
7	(7) 68 17%	5	19	42	2	6	19	41
		13%	23%	16%	18%	15%	22%	16%
6	(6) 53 14%	6	10	36	1	6	11	35
		15%	12%	14%	7%	16%	13%	14%
5	(5) 88 22%	11	18	51	6	11	19	50
		28%	22%	20%	51%	29%	23%	19%
4	(4) 37 10%	6	7	23	1	6	7	23
		16%	9%	9%	4%	16%	8%	9%
3	(3) 27 7%	4	6	17	-	4	6	17
		9%	7%	7%	-	9%	7%	7%
2	(2) 12 3%	2	3	7	-	2	3	7
		4%	4%	3%	-	5%	4%	3%
1	(1) 9 2%	-	1	7	-	-	1	7
		-	2%	3%	-	-	2%	3%
Completely unprotected	(0) 5 1%	-	1	4	-	-	1	4
		-	1%	1%	-	-	1%	1%
NET: 8-10	94 24%	6 14%	17 21%	70 27%T	2 20%	4 11%	17 20%	70 28%T
NET: 4-7	244 63%el	29 72%	54 65%	152 59%	9 80%	30 75%	56 69%	149 59%
NET: 0-3	52 13%	5 13%	11 14%	35 14%	-	5 13%	11 14%	35 14%
Mean	5.92	5.48	5.93	5.99	6.05	5.41	5.92	5.99
Standard deviation	2.19	1.85	2.21	2.26	1.49	1.81	2.19	2.27
Standard error	0.10	0.32	0.24	0.12	0.45	0.31	0.23	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) - T/a/b/c/d/e - T/h/i/j/k/l

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

Ofcom VSP Tracker - Wave 1
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Absolutes/col percents

Table 316
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

	Gender			Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1055	566	489	300	309	204	237	83	972	141	204	178	178	134	106	31	271	137	876	168	45	90	29	432	53	52	499	
Weighted base	1032	481	552	281	299	213	234	67	966	127	184	168	185	136	114	51**	302	166	894	129	34*	72	17**	422	37*	48*	507	
Effective base	816	422	402	226	248	156	184	65	754	109	150	134	138	112	91	28	225	115	698	110	32	58	22	331	33	37	401	
Completely protected	(10) 59	29	30	23	14	9	13	9	50	8	9	7	11	6	5	4	15	9	50	8	2	5	1	27	2	1	29	
	6%h	6%	6%	8%	5%	4%	6%	13%h	5%	6%	5%	4%	6%	4%	4%	7%	5%	5%	6%	6%	6%	7%	7%	6%	5%	2%	6%	
9	(9) 66	29	36	20	14	18	13	3	62	8	9	13	8	9	7	7	24	15	62	4	*	2	1	35	2	3	26	
	6%	6%	7%	7%	5%	8%	6%	5%	6%	6%	5%	8%	5%	7%	7%	14%	8%	8%	7%	3%	1%	3%	5%	8%	4%	6%	5%	
8	(8) 147	72	75	40	46	27	34	11	136	22	19	23	30	24	13	6	43	18	127	18	6	9	3	66	7	3	69	
	14%	15%	14%	14%	15%	13%	14%	16%	14%	17%	10%	13%	16%	18%	11%	11%	14%	11%	14%	14%	18%	12%	18%	16%	19%	7%	14%	
7	(7) 207	90	117	55	61	50	40	13	193	22	35	39	39	26	23	9	58	32	171	32	7	17	6	83	12	9	99	
	20%	19%	21%	20%	20%	23%	17%	20%	18%	19%	23%	21%	19%	20%	17%	19%	19%	19%	25%	21%	23%	21%	36%	20%	32%	18%	19%	
6	(6) 133	62	71	32	35	30	37	9	124	16	16	14	17	4	35	21	113	18	6	10	2	44	4	4	7	75		
	13%	13%	13%	11%	12%	14%	16%	13%	13%	13%	11%	9%	10%	15%	7%	12%	13%	13%	14%	18%	14%	10%	10%	11%	11%	15%	15%	
5	(5) 214	93	121	47	66	39	59	14	201	24	30	36	45	30	29	6	66	36	194	19	4	14	1	91	5	10	106	
	21%	19%	22%	17%	22%	18%	25%c	21%	21%	19%	16%	21%	24%	22%	26%q	12%	22%	22%	22%	15%	11%	20%	7%	22%	13%	21%	21%	
4	(4) 70	30	40	19	21	20	10	1	69	13	16	9	12	6	5	23	11	59	10	2	7	1	24	2	8	31		
	7%	6%	7%	7%	7%	9%	4%	1%	7%	10%g	9%g	5%	5%	9%g	6%	9%	8%	7%	7%	8%	5%	9%	8%	6%	6%	16%tA	6%	
3	(3) 47	20	27	11	18	7	11	3	44	8	10	8	7	2	6	3	11	9	41	6	3	3	-	18	2	1	25	
	5%	4%	5%	4%	6%	3%	4%	6%	5%	6%	5%	4%	4%	1%	6%	5%	4%sm	5%	5%	9%	3%	3%	-	4%	4%	3%	5%	
2	(2) 35	25	10	18	9	4	5	-	35	3	8	10	8	3	2	-	6	2	31	3	1	1	-	13	1	-	20	
	3%b	6%tB	2%	6%tE	3%	2%	2%	-	4%	3%	4%	6%p	5%	3%	2%	-	2%	1%	4%	3%	3%	2%	-	3%	3%	-	4%	
1	(1) 19	10	9	9	2	2	7	3	16	1	5	5	1	2	1	2	5	3	19	*	-	*	-	10	-	1	8	
	2%	2%	2%	3%d	1%	1%	3%	5%l	2%	1%	2%	3%	1%	2%	1%	4%	2%	2%	2%	*	-	*	-	2%	-	2%	2%	
Completely unprotected	(0) 38	21	15	7	13	8	7	1	35	1	5	1	11	7	4	7	17	10	26	9	3	4	1	10	1	4	21	
	3%r	4%	3%	3%	4%	4%	3%	1%	4%k	1%	2%	1%	6%k	5%k	3%	13%	6%tK	6%kkn	3%	7%tR	8%	5%	5%	2%	2%	8%	4%	
NET: 8-10	271	130	141	82	74	54	60	23	249	37	43	50	39	25	17	81	42	239	30	8	16	5	128	11	7	123		
	26%	27%	26%	29%	25%	26%	26%	34%j	26%	30%	20%	25%	27%	22%	23%	27%	25%	27%	23%	23%	25%	22%	30%	30%T	29%	15%	24%	
NET: 4-7	624	274	350	153	183	138	146	37	587	75	120	101	109	83	76	23	182	100	537	80	19	48	10	242	23	35	310	
	60%ac	57%	63%	55%	61%	65%c	62%	55%	61%	59%	65%	60%	59%	61%	67%g	46%	60%	60%	62%	62%	55%	67%	61%	57%	62%	73%	61%	
NET: 0-3	137	76	61	45	42	21	29	7	130	14	27	24	27	14	13	11	38	24	118	19	7	8	1	51	4	6	73	
	13%	16%T	11%	16%	14%	10%	12%	11%	13%	11%	15%	14%	15%	10%	11%	22%	13%	15%un	13%	15%	20%	11%	8%	12%	9%	12%	14%	
Mean	5.99	5.90	6.06	6.03	5.88	6.08	5.98	6.53j	5.95	6.16	5.81	6.02	5.90	6.00	5.95	5.70	5.93	5.88	5.99	5.87	5.75	5.96	6.51	6.17	6.42	5.42	5.88	
Standard deviation	2.32	2.46	2.20	2.51	2.30	2.23	2.25	2.33	2.32	2.15	2.24	2.23	2.44	2.35	2.14	3.11	2.42	2.48	2.31	2.47	2.55	2.29	2.32	2.31	2.08	2.34	2.34	

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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom VSP Tracker - Wave 1
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Table 316

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

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1032	481	552	281	299	213	234	67	966	127	184	168	185	136	114	51**	302	166	894	129	34*	72	17**	422	37*	48*	507
Standard error	0.07	0.10	0.10	0.14	0.13	0.16	0.15	0.26	0.07	0.18	0.16	0.17	0.18	0.20	0.21	0.56	0.15	0.21	0.08	0.19	0.38	0.24	0.43	0.11	0.29	0.32	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Table 317

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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1055	298	138	171	722	199	552	280	24	671	298	119	147	101	56	474	332	106	94
Weighted base	1032	292	134	168	712	203	567	245	17**	695	269	108	121	90	48*	494	310	95	74
Effective base	816	232	109	132	559	160	437	205	15	541	211	81	105	73	39	380	254	75	76
Completely protected	(10) 59	10	2	7	49	7	26	25	1	30	20	14	11	7	1	29	16	5	7
	6%bi	3%	2%	4%	7%Tb	4%	5%	10%Tef	7%	4%	7%	13%Tjn	9%	7%	1%	6%	5%	5%	9%
9	(9) 66	18	8	9	47	13	38	13	1	47	15	5	5	4	3	29	12	8	4
	6%p	6%	6%	5%	7%	7%	7%	5%	9%	7%	6%	5%	4%	4%	7%	6%	4%	9%	5%
8	(8) 147	36	15	18	106	28	81	33	5	100	35	17	22	14	5	64	57	12	10
	14%	12%	11%	11%	15%	14%	14%	14%	27%	14%	13%	16%	18%	16%	11%	13%	18%T	12%	13%
7	(7) 207	58	23	40	142	33	116	55	3	135	59	12	27	21	16	108	55	18	14
	20%k	20%	17%	24%	20%	18%	20%	22%	18%	19%	22%k	11%	23%k	24%k	22%	22%	18%	19%	19%
6	(6) 133	36	23	14	94	25	69	37	2	86	37	18	17	9	4	70	37	11	11
	13%	12%c	17%c	8%	13%	12%	12%	15%	12%	12%	14%	17%	14%	10%	8%	14%	12%	11%	15%
5	(5) 214	60	29	36	146	50	118	44	2	148	52	23	20	17	11	109	56	20	18
	21%	20%	21%	22%	21%	25%	21%	18%	11%	21%	19%	21%	16%	19%	22%	22%	18%	21%	25%
4	(4) 70	21	9	12	46	15	37	17	1	50	19	8	8	7	2	29	30	6	2
	7%	7%	7%	7%	6%	7%	6%	7%	9%	7%	7%	6%	7%	6%	5%	6%	10%T	7%	3%
3	(3) 47	15	10	6	32	12	27	8	-	35	9	4	3	3	1	21	17	3	3
	5%	5%	7%	4%	6%	5%	3%	2%	5%	3%	3%	2%	3%	2%	4%	6%	3%	4%	4%
2	(2) 35	13	4	10	22	9	21	3	1	23	11	3	5	5	2	13	11	6	1
	3%g	4%	3%	6%	3%	5%	4%	1%	7%	3%	4%	3%	4%	6%	4%	3%	4%	7%	1%
1	(1) 19	8	3	8	11	3	13	4	-	13	3	2	1	1	-	9	3	5	3
	2%	3%	2%	5%Td	2%	1%	2%	2%	-	2%	1%	2%	1%	1%	-	2%	1%	5%Tp	4%p
Completely unprotected	(0) 36	17	8	9	18	8	22	6	-	27	8	-	2	2	3	13	16	1	1
	3%d	6%Td	6%	5%	3%	4%	4%	3%	-	4%	3%k	-	2%	3%	7%k	3%	5%	1%	1%
NET: 8-10	271	64	25	33	201	48	144	72	7	177	70	37	37	25	9	122	85	24	20
	26%b	22%	19%	20%	28%bc	24%	25%	29%	43%	26%	26%	34%l	31%	28%	19%	25%	27%	26%	28%
NET: 4-7	624	174	84	102	428	123	341	152	8	419	167	61	73	54	33	317	178	55	45
	60%	60%	63%	61%	60%	61%	60%	62%	48%	60%	62%	57%	60%	60%	66%	64%T	57%	58%	62%

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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 317

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

	Impacting/ limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1032	292	134	168	712	203	567	245	17**	695	269	108	121	90	48*	494	310	95	74
NET: 0-3	137 13%dg	54 18%Td	25 19%Td	32 19%Td	82 12%	31 15%	83 15%g	21 9%	2 9%	98 14%	32 12%	9 9%	11 9%	11 12%	6 13%	56 11%	47 15%	16 17%	8 11%
Mean	5.99abc	5.59	5.47	5.52	6.15Tabc	5.74	5.89	6.36Tef	6.65	5.89	6.10	6.40	6.36	6.10	5.86	6.07	5.82	5.83	6.22
Standard deviation	2.32	2.48	2.35	2.52	2.26	2.30	2.38	2.24	2.19	2.33	2.30	2.27	2.20	2.32	2.31	2.21	2.41	2.43	2.25
Standard error	0.07	0.14	0.20	0.19	0.08	0.16	0.10	0.13	0.46	0.09	0.13	0.21	0.18	0.23	0.31	0.10	0.13	0.24	0.23

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

Ofcom VSP Tracker - Wave 1
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Table 318

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

	GEO Region											Urban/ Rural		Internet usage				Devices used to access internet								Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House parent/ Other (aa)	Furloughed (ab)		
Unweighted base	1055	83	51	29	892	45	107	83	104	74	91	160	132	96	789	147	834	214	23	38	976	434	209	42	45	40	131	38	32		
Weighted base	1032	82	55*	33**	863	44*	105	82	92	78	87	139	142	94	767	160	655	368	21**	46**	955	402	212	41*	49*	33*	160	41*	27**		
Effective base	816	66	41	23	686	36	85	65	79	55	75	115	105	75	609	118	715	195	15	29	764	332	157	34	38	33	110	32	23*		
Completely protected	(10) 59	5	-	2	51	7	6	2	12	7	2	5	6	5	49	5	32	25	3	7	49	31	8	1	-	1	9	1	-		
	6%nr	7%	-	6%	6%	15%Tbdjkl	6%	2%	13%Tbdjkl	9%b	2%	3%	4%	6%	6%	3%	5%	7%	13%	15%	5%	8%	4%	1%	-	2%	5%	3%	-		
9	(9) 66	13	2	1	49	3	4	8	6	5	2	7	12	4	45	12	48	18	2	5	59	26	11	2	5	*	13	3	2		
	6%	16%Tadjkm	4%	3%	6%	6%	4%	10%	6%	7%	2%	5%	8%	4%	6%	8%	7%T	5%	11%	12%	6%	5%	4%	10%	1%	8%	7%	7%	7%		
8	(8) 147	13	7	2	125	4	17	13	8	6	14	23	26	14	106	24	99	48	3	1	137	54	36	7	6	3	21	4	4		
	14%	18%	13%	5%	15%	8%	16%	15%	9%	8%	16%	17%	19%	14%	14%	15%	15%	13%	14%	3%	14%	13%	17%	17%	10%	13%	9%	13%	13%		
7	(7) 207	12	12	11	172	9	19	18	14	16	15	27	30	24	151	33	129	77	5	7	195	71	42	7	15	9	33	12	5		
	20%	14%	21%	34%	20%	20%	18%	22%	15%	21%	17%	19%	21%	26%	20%	21%	20%	21%	22%	14%	20%	18%	20%	18%	30%	27%	20%	29%	18%		
6	(6) 133	13	9	3	109	6	14	14	12	11	15	12	14	11	104	22	82	51	3	3	127	59	27	3	3	4	24	2	4		
	13%	15%	16%	8%	13%	15%	13%	17%	13%	14%	17%	9%	10%	11%	14%	14%	13%	14%	13%	6%	13%	15%	13%	6%	5%	12%	15%	5%	14%		
5	(5) 214	16	6	7	188	8	26	12	20	20	15	38	28	19	173	21	121	87	4	10	197	73	52	11	13	6	29	10	6		
	21%Bn	19%	10%	21%	22%	18%	25%	15%	21%	25%	17%	28%B	20%	23%TB	13%	18%	24%	21%	22%	21%	18%	24%	28%	27%	19%	18%	25%	21%	21%		
4	(4) 70	1	11	2	56	3	5	4	6	4	5	10	11	8	44	21	47	23	1	7	62	26	14	1	5	6	11	3	4		
	7%A	1%	19%Tadjghijkl	6%	7%	7%	4%	5%	6%	5%	6%	7%	7%	9%	6%	13%TA	7%	23%	6%	16%	6%	7%	7%	3%	10%	17%Tatu	7%	7%	15%		
3	(3) 47	4	1	2	40	2	5	5	3	4	10	4	5	3	36	4	44	3	-	2	46	14	10	5	1	1	9	2	2		
	5%o	5%	2%	5%	5%	4%	6%	4%	5%	11%Tadjkl	3%	4%	3%	5%	2%	7%To	1%	-	5%	5%	4%	5%	12%Ts	1%	4%	5%	5%	8%	8%		
2	(2) 35	4	1	3	28	1	4	3	4	1	3	5	3	2	19	12	24	11	-	-	34	26	2	-	1	2	3	1	-		
	3%At	5%	2%	10%	3%	2%	4%	4%	5%	1%	3%	4%	2%	2%	8%TA	4%	3%	-	-	4%	6%Ti	1%	-	2%	7%t	2%	2%	-	-		
1	(1) 19	-	3	1	16	1	3	3	-	3	1	1	2	2	16	1	14	6	-	3	17	8	3	2	1	-	3	-	1		
	2%	-	5%	3%	3%	2%	4%	-	4%	2%	1%	1%	1%	2%	2%	1%	2%	2%	-	5%	2%	2%	1%	4%	1%	-	2%	-	5%		
Completely unprotected	(0) 36	1	4	-	31	1	3	1	7	-	5	7	5	2	25	4	16	19	-	1	34	13	7	2	1	*	7	4	-		
	3%un	1%	7%u	-	4%	2%	3%	1%	8%Tadjl	-	6%	5%	3%	2%	3%	2%	3%	5%	-	2%	4%	3%	3%	6%	2%	1%	5%	9%	-		
NET: 8-10	271	31	9	4	228	13	27	22	25	19	18	35	44	23	199	42	179	91	8	14	245	111	56	9	11	4	43	8	5		
	26%	38%Tbdj	17%	13%	28%	28%	28%	27%	27%	24%	21%	25%	31%	25%	26%	26%	27%	25%	38%	30%	26%	26%	23%	22%	13%	13%	27%	19%	20%		
NET: 4-7	624	41	37	23	523	26	64	48	51	51	50	88	83	62	472	97	379	237	13	27	580	229	135	22	36	25	96	26	19		
	60%un	50%	68%	70%	61%	59%	61%	59%	56%	66%	58%	63%	58%	66%	61%	60%	58%	65%	62%	58%	61%	57%	63%	55%	72%	75%a	60%	65%	68%		

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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

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Table 318

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

	G/O Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1032	82	55*	33**	863	44*	105	82	92	78	87	139	142	94	767	160	655	368	211**	46**	955	402	212	41*	49*	33*	160	41*	27**
NET: 0-3	137	9	8	6	114	5	14	12	15	7	19	17	15	9	96	22	98	39	-	6	131	62	22	9	3	4	21	7	3
	13%	11%	15%	17%	13%	12%	14%	14%	17%	10%	22%Tdim	12%	10%	10%	13%	13%	15%T	11%	-	12%	14%	15%	10%	22%w	6%	11%	13%	16%	12%
Mean	5.99j	6.56Tbj	5.33	5.74	5.98j	6.30	5.92	6.08	5.87	6.21	5.48	5.82	6.20bj	6.11	6.02	5.92	5.98	5.99	7.03	6.11	5.96	5.97	6.04	5.47	6.12	5.61	6.03	5.64	5.67
Standard deviation	2.32	2.22	2.40	2.22	2.32	2.49	2.28	2.19	2.77	2.18	2.37	2.27	2.26	2.17	2.30	2.29	2.31	2.37	1.85	2.68	2.31	2.45	2.15	2.44	1.90	1.93	2.37	2.52	2.00
Standard error	0.07	0.24	0.34	0.41	0.08	0.37	0.22	0.24	0.27	0.25	0.25	0.18	0.20	0.22	0.08	0.19	0.08	0.16	0.39	0.43	0.07	0.12	0.15	0.38	0.28	0.31	0.21	0.41	0.35

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

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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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (f)	Snapchat (k)	Twitch (n)	Vimeo (o)	Fruita b (m)	Blitshut e (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1055	201	267	243	143	138	974	714	467	1055	433	267	248	125	120	183	295	749	478	577
Weighted base	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623
Effective base	816	147	215	187	111	104	748	540	341	816	305	181	171	74	93	151	206	608	358	463
Completely protected	(10) 59	11	7	22	12	5	48	33	20	59	18	11	9	8	5	6	5	54	36	23
	6%bgru	6%	3%	9%Tb	8%b	4%	5%	5%	6%	6%	6%	7%	7%	14%Tghij	12%Tghj	9%ghk	2%	7%Tr	9%Tu	4%
9	(9) 66	13	21	14	7	11	62	36	25	66	19	11	14	5	5	5	14	51	32	33
	6%	7%	8%	6%	5%	9%	7%	6%	7%	6%	6%	7%	11%Tghjk	9%	11%Thjk	8%	6%	6%	8%	5%
8	(8) 147	26	37	33	16	24	136	90	50	147	49	25	26	8	7	12	30	114	63	84
	14%	14%	14%	14%	11%	19%	15%	15%	14%	14%	15%	16%	19%Tghij	15%	17%	18%	13%	14%	15%	13%
7	(7) 207	41	48	36	34	29	188	135	76	207	67	35	21	9	8	12	39	168	87	120
	20%	21%	18%	15%	23%	23%	20%	22%um	22%um	20%	20%	23%mp	16%	16%	19%	17%	17%	21%	21%	19%
6	(6) 133	22	53	34	13	8	120	90	48	133	44	19	19	7	6	6	22	110	60	73
	13%e	11%	20%Tade	14%e	9%	6%	13%	15%Tgip	14%sp	13%	13%	14%sp	13%	14%	9%	10%	14%	15%	15%	12%
5	(5) 214	48	56	38	29	19	196	105	64	214	67	22	17	10	5	12	37	175	62	152
	21%himo	25%	21%	16%	21%	15%	21%himo	17%	19%cm	21%himo	20%himo	15%	13%	18%co	12%	18%mo	17%	22%	15%	24%Ti
4	(4) 70	13	18	16	11	10	62	44	23	70	23	10	11	4	3	6	21	48	21	49
	7%	7%	7%	7%	8%	7%	7%	7%	7%	7%	7%	7%	8%	6%	7%	9%	9%	6%	5%	8%
3	(3) 47	9	8	16	7	4	42	30	17	47	15	7	3	1	3	4	21	26	18	29
	5%a	4%	3%	7%	5%	3%	5%	5%	5%	5%	4%	2%	2%	7%mm	5%mn	9%Ts	3%	4%	5%	
2	(2) 35	-	7	10	6	10	34	25	9	35	10	4	4	1	-	2	15	20	12	22
	3%as	-	3%a	4%a	4%a	4%	8%Tab	4%	4%u	3%	3%	3%	3%	1%	-	3%	7%Ts	2%	3%	4%
1	(1) 19	2	4	5	3	4	16	15	10	19	11	5	3	-	2	10	10	9	11	
	2%a	1%	2%	2%	2%	4%	2%	2%	3%g	2%	3%Tgi	4%g	4%Tgj	5%Tgj	-	3%	4%Ts	1%	2%	
Completely unprotected	(0) 36	9	6	10	5	2	30	17	6	36	9	4	5	-	-	1	10	25	9	27
	3%u	5%	2%	4%	3%	2%	3%u	3%	2%	3%u	3%	2%	3%no	-	-	1%	5%	3%	2%	4%
NET: 8-10	271	50	66	69	35	40	246	159	96	271	86	46	49	22	17	24	49	220	131	140
	26%u	26%	25%	29%	25%	32%	26%	26%	27%	26%	26%	30%	37%Tghij	38%Tghij	40%Tghij	35%Tghij	22%	27%	32%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



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Table 319

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (f)	Up to £15,599 (g)	£15,600 to £25,999 (h)	£26,000 to £36,399 (i)	£36,400 to £52,000+ (j)	YouTube (k)	Instagram (l)	TikTok (m)	Facebook (n)	Snapchat (o)	Twitch (p)	Vimeo (q)	Fruitle b (r)	Bitchute (s)	OnlyFans (t)	Any exposure (u)	No exposure (v)	Very/ Quite aware (w)	Not at all/ Not very aware (x)	
Weighted base	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623
NET: 4-7	624	124	175	124	87	85	566	374	212	624	202	87	68	30	22	36	119	500	231	394
	60%comp	64%face	66%ce	53%	61%	51%	61%mp	60%mp	61%mp	60%mp	61%mp	57%	51%	53%	52%	53%	53%	63%Tr	56%	63%a
NET: 0-3	137	20	25	42	21	22	122	86	42	137	45	20	17	5	3	8	56	81	48	89
	13%sa	10%	9%	18%Td	15%	17%	13%	14%	12%	13%	14%	13%o	9%	8%	13%o	25%Ts	10%	12%	14%	
Mean	5.99nu	6.05	6.05	5.94	5.96	6.02	6.00	6.00	6.14	5.99	5.96	6.20	6.25	6.59Tgh	6.85Tgh	6.26	5.32	6.17Tr	6.36Tu	5.74
Standard deviation	2.32	2.27	2.07	2.58	2.42	2.47	2.29	2.30	2.23	2.32	2.32	2.37	2.51	2.43	2.10	2.39	2.53	2.24	2.31	2.30
Standard error	0.07	0.16	0.13	0.17	0.20	0.21	0.07	0.09	0.10	0.07	0.11	0.14	0.16	0.22	0.19	0.18	0.15	0.08	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 320

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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1055	44	226	199	156	430	48	229	207	155	416
Weighted base	1032	57*	286	237	181	290	61*	288	244	158	280
Effective base	816	38	193	172	136	305	41	195	178	134	294
Completely protected	(10) 59 6% ^d	9 15% ^{Tbd}	15 5%	13 6%	4 2%	18 6%	9 14% ^{Tik}	15 5%	13 5%	4 2%	18 6%
9	(9) 66 5%	3 5%	18 9%	20 8%	6 4%	19 7%	3 4%	18 9%	19 8%	6 4%	19 7%
8	(8) 147 14%	5 8%	48 17%	27 11%	17 11%	50 17%	5 8%	50 17%	25 10%	21 13%	46 16%
7	(7) 207 20%	5 9%	55 19%	50 21%	35 21%	62 21%	5 8%	55 19%	53 22%	35 22% ^h	59 21%
6	(6) 133 13%	7 12%	29 10%	33 14%	31 19% ^{Tbe}	34 12%	8 12%	28 10%	36 15%	29 18% ^l	33 12%
5	(5) 214 21%	13 23%	70 24%	48 20%	31 19%	52 18%	16 20%	71 23%	50 20%	27 17%	51 18%
4	(4) 70 7%	7 13%	16 5%	15 6%	13 8%	19 7%	8 13%	15 5%	15 6%	13 8%	19 7%
3	(3) 47 5%	3 5%	10 4%	12 5%	8 5%	13 4%	3 5%	10 4%	13 5%	8 5%	12 4%
2	(2) 35 3%	-	10 4%	9 4%	9 6%	7 2%	-	10 4%	9 4%	9 6%	7 2%
1	(1) 19 2%	3 5%	2 1%	2 1%	2 1%	10 4% ^{Tb}	2 4%	2 1%	2 1%	2 1%	10 4% ^{Tl}
Completely unprotected	(0) 36 3%	3 5%	13 5%	9 4%	5 3%	2 5%	3 5%	13 5%	10 4%	4 2%	6 2%
NET: 8-10	271 26% ^{dk}	16 28%	81 28% ^{kd}	59 25%	27 17%	88 30% ^{kd}	16 26%	84 29%	57 23%	31 19%	83 30% ^{kk}
NET: 4-7	624 60%	33 5%	169 59%	146 52%	109 58% ^{ie}	167 58%	37 5%	168 53%	153 53%	104 56%	162 58%
NET: 0-3	137 13%	9 16%	36 13%	31 13%	25 15%	36 12%	9 15%	36 13%	33 14%	23 15%	35 13%
Mean	5.99	5.78	6.00	6.02	5.65	6.17 ^d	5.73	6.02	5.96	5.76	6.15
Standard deviation	2.32	2.75	2.35	2.31	2.15	2.31	2.67	2.35	2.32	2.13	2.33
Standard error	0.07	0.42	0.16	0.16	0.17	0.11	0.39	0.16	0.16	0.17	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 1
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Table 321

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

	Gender		Social Grade				Age							Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	471	282	189	148	141	91	86	84	387	117	112	83	53	15	22	336	130	39	66	23	183	46	31	201
Weighted base	365	179	186	105	111	74	69	66	299	96	82	59	42*	15**	21**	278	83	28**	42*	12**	138	26*	23**	170
Effective base	336	191	151	101	105	65	61	65	271	88	75	59	33	12	17	248	85	26	44	16	124	32	20	153
Completely protected	(10)	22	11	11	2	5	5	10	8	14	4	5	1	4	-	16	5	2	2	1	9	*	-	12
		6%sch	6%	6%	2%	4%	7%	15%Tcd	12%Thk	5%	4%	6%	2%	9%	-	6%	6%	7%	5%	8%	7%	2%	-	7%
9	(9)	29	16	13	13	4	6	6	5	24	9	5	6	4	-	22	7	2	4	1	14	3	2	10
		8%cd	9%	7%	12%cd	3%	8%	9%	7%	8%	10%	6%	11%	10%	-	8%	8%	7%	10%	6%	10%	11%	7%	6%
8	(8)	62	29	32	14	26	11	8	12	50	17	15	12	4	3	47	14	4	5	5	23	6	5	25
		17%	16%	17%	14%	22%T	15%	12%	18%	17%	18%	18%	20%	9%	18%	12%	17%	14%	13%	9%	17%	22%	22%	15%
7	(7)	57	32	24	22	13	13	9	8	49	16	16	6	5	2	5	40	15	3	11	1	20	7	5
		16%	18%	13%	21%	12%	18%	13%	12%	17%	17%	20%	11%	13%	17%	24%	14%	18%	11%	27%Tr	8%	15%	28%TA	24%
6	(6)	43	22	22	13	16	9	5	16	27	11	5	6	3	2	2	30	12	8	3	1	12	2	3
		12%h	12%	12%	12%	14%	12%	8%	24%Thjk	9%	12%	6%	9%	7%	13%	11%	11%	14%u	28%	7%	5%	9%	7%	14%
5	(5)	82	33	49	20	23	18	21	8	76	19	19	16	5	6	67	15	5	10	1	32	6	2	41
		23%ag	19%	26%	19%	21%	31%	9%	26%Tg	20%	23%g	27%g	39%Tgl	31%	29%	24%	19%	18%	24%	5%	23%	23%	10%	24%
4	(4)	24	13	11	7	4	8	5	3	20	6	4	5	3	1	19	4	1	3	1	10	1	2	11
		6%	7%	6%	7%	3%	10%	7%	5%	7%	7%	5%	8%	8%	9%	6%	7%	5%	2%	7%	6%	3%	9%	6%
3	(3)	19	11	8	7	8	2	2	4	15	5	6	1	2	-	16	3	1	-	1	7	-	-	11
		5%	6%	4%	7%	7%	2%	3%	6%	5%	5%	8%	2%	5%	-	6%	3%	4%	-	11%	5%	-	-	6%
2	(2)	11	2	9	4	5	-	1	10	2	4	4	-	-	-	9	2	-	-	2	8	-	-	3
		3%sa	1%	5%sa	3%	5%	2%	-	2%	3%	2%	5%	6%	-	-	3%	2%	-	-	13%	6%T	-	-	2%
1	(1)	6	3	3	2	2	1	1	3	3	1	1	-	1	1	4	2	1	1	-	2	1	*	3
		2%	1%	2%	2%	2%	1%	4%	1%	1%	1%	2%	-	5%	4%	2%	2%	2%	3%	-	1%	4%	2%	2%
Completely unprotected	(0)	11	7	3	2	5	2	2	1	10	5	1	1	-	1	3	6	4	2	2	-	1	-	3
		3%x	4%	2%	2%	5%	2%	2%	2%	2%	3%	6%	1%	1%	-	5%	13%	2%	5%	8%	5%	-	1%	-
NET: 8-10		113	56	56	29	35	22	24	88	31	24	19	11	3	3	85	26	8	12	6	46	9	6	48
		31%	31%	30%	27%	31%	30%	35%	37%	30%	32%	29%	33%	28%	18%	12%	31%	32%	27%	28%	6	34%	35%	28%
NET: 4-7		206	100	106	62	66	46	40	33	173	52	45	33	26	10	15	157	47	17	27	3	74	16	13
		57%	56%	57%	58%	51%	62%	59%	50%	55%	55%	56%	67%	71%	71%	56%	56%	59%	64%	24%	54%	61%	57%	59%
NET: 0-3		46	23	24	15	20	6	4	9	38	13	13	6	2	2	4	36	10	4	3	3	18	1	3
		13%	13%	13%	14%	18%Tf	9%	6%	13%	13%	13%	16%	11%	5%	10%	17%	13%	12%	14%	8%	24%	13%	4%	14%
Mean		6.09	6.15	6.03	6.03	5.81	6.19	6.47	6.42	6.01	6.07	6.03	6.03	6.27	5.46	5.11	6.05	6.15	5.94	6.21	6.33	6.19	6.66	5.73
Standard deviation		2.32	2.37	2.28	2.23	2.44	2.25	2.38	2.42	2.30	2.43	2.28	2.22	1.99	2.19	2.53	2.30	2.45	2.56	2.35	2.70	2.29	1.87	2.73

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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 321

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

	Gender		Social Grade				Age								Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	365	179	186	105	111	74	69	66	299	96	82	59	42*	15**	21**	278	83	28**	42*	12**	138	26*	23**	170
Standard error	0.11	0.14	0.17	0.18	0.21	0.24	0.26	0.26	0.12	0.22	0.22	0.24	0.27	0.57	0.54	0.13	0.22	0.41	0.29	0.56	0.17	0.28	0.49	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
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Table 322

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

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	471	119	68	59	326	48	198	200	25	202	183	73	92	67	34	171	143	50	90
Weighted base	365	92	57	44*	254	36*	167	145	17**	171	127	46*	57	48*	23**	145	105	29**	67
Effective base	336	85	51	40	232	33	144	145	16	148	123	46	63	47	22	127	98	29	73
Completely protected	(10) 22	3	3	*	18	1	9	11	2	9	6	4	1	3	*	9	5	*	5
	6%	4%	6%	1%	7%	3%	5%	7%	10%	5%	5%	9% ^d	2%	5%	1%	6%	4%	1%	7%
9	(9) 29	7	5	3	20	1	12	14	2	12	12	4	6	5	3	9	10	4	5
	8%	8%	9%	8%	8%	3%	7%	10%	11%	7%	10%	8%	11%	11%	14%	6%	9%	14%	8%
8	(8) 62	16	11	5	42	2	28	26	5	25	25	10	13	7	6	22	18	4	14
	17%	17%	20%	10%	18%	7%	17%	18%	31%	14%	20%	21%	22%	15%	25%	15%	17%	15%	21%
7	(7) 57	12	8	4	40	4	24	25	5	26	23	7	10	10	4	26	14	6	8
	16%	13%	16%	9%	16%	11%	14%	17%	29%	15%	18%	15%	17%	21%	16%	18%	14%	21%	12%
6	(6) 43	12	7	5	29	3	19	21	-	15	12	3	5	7	3	15	8	3	13
	12%	13%	12%	11%	12%	9%	12%	14%	-	9%	9%	6%	9%	15%	12%	10%	8%	10%	20% ^{Tr}
5	(5) 82	17	11	10	62	12	42	27	2	44	32	13	14	14	6	44	20	4	10
	23%	19%	20%	23%	24%	33%	25%	18%	11%	25%	26%	28%	24%	29%	28%	30% ^{Tr}	20%	4	14%
4	(4) 24	9	4	5	14	4	10	9	*	11	10	2	5	2	1	9	11	-	3
	6%	10%	7%	11%	5%	11%	6%	6%	1%	6%	8%	4%	9%	4%	3%	6%	11%	-	5%
3	(3) 19	7	3	6	12	1	10	9	-	11	4	2	3	-	-	6	5	3	5
	5%	8%	6%	14% ^{Td}	5%	1%	6%	6%	-	6%	3%	5%	5%	-	-	4%	5%	11%	7%
2	(2) 11	4	*	3	7	7	4	*	-	9	*	*	*	-	-	2	5	2	1
	3% ^{gj}	4% ^b	1%	7%	3%	18% ^{Tg}	2%	*	-	5% ^{Tj}	*	1%	1%	-	-	1%	5%	8%	2%
1	(1) 6	1	1	1	5	-	3	2	1	2	2	1	1	*	-	1	*	2	3
	2%	1%	1%	1%	2%	-	2%	1%	8%	1%	1%	3%	1%	*	-	1%	*	5%	5% ^{Tr}
Completely unprotected	(0) 11	4	2	2	6	1	7	2	-	10	-	-	-	-	2	7	-	-	1
	3%	4%	3%	3%	2%	3%	4%	2%	-	6% ^{Tj}	-	-	-	-	2%	7% ^{To}	-	-	1%
NET: 8-10	113	26	20	8	80	5	48	51	9	45	44	18	20	15	9	40	32	9	24
	31% ^e	28%	35%	19%	31%	13%	29%	35% ^e	52%	26%	35%	38%	35%	31%	40%	27%	31%	31%	35%
NET: 4-7	206	50	31	24	146	23	95	77	81	7	95	77	25	33	33	14	94	54	13
	57%	55%	54%	54%	57%	65%	57%	56%	40%	56%	61%	53%	58%	69%	60%	65% ^{Tr}	52%	45%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 322

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

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impact/ limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Weighted base	365	92	57	44*	254	36*	167	145	17**	171	127	46*	57	48*	23**	145	105	29**	67
NET: 0-3	46 13% _{kjmo}	16 17% _b	6 11%	12 27% _{Tabd}	29 11%	8 22% _g	23 14%	13 9%	1 8%	32 18% _{Tjm}	6 5%	4 9% _{um}	4 7% _{sm}	.	.	11 8%	18 17% _o	7 24%	10 14%
Mean	6.09 _{cei}	5.77 _c	6.27 _{ac}	5.08	6.18 _c	4.98	5.91 _e	6.45 _{Tef}	7.06	5.65	6.49 _{Ti}	6.50 _i	6.38 _i	6.65 _i	6.79	6.17	5.75	5.95	6.21
Standard deviation	2.32	2.41	2.29	2.39	2.28	2.25	2.37	2.18	2.35	2.50	1.91	2.18	1.92	1.69	1.58	2.06	2.62	2.49	2.38
Standard error	0.11	0.22	0.28	0.31	0.13	0.32	0.17	0.15	0.47	0.18	0.14	0.26	0.20	0.21	0.27	0.16	0.22	0.35	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 323

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

	GEO Region											Urban/ Rural		Internet usage		Devices used to access internet		Working status							
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Student (n)	House person/ Other (n)	Furloughed (n)
Unweighted base	471	36	22	12	401	19	52	40	50	35	31	85	55	34	365	60	399	67	17	429	217	85	34	11	18
Weighted base	365	27*	18**	11**	309	14**	46*	32**	33*	29**	24**	53	52*	27**	277	55*	266	93	11**	338	155	72	25**	12**	13**
Effective base	336	31	19	9	279	15	35	29	35	26	26	55	40	23	260	46	304	55	11	310	152	57	27	9	11
Completely protected	(10) 22 6%	3 9%	-	-	18 8%	1 10%	4 9%	1 3%	2 5%	5 17%	2 8%	2 5%	-	-	19 7%	1 1%	18 4%	4 25%	3 8%	19 6%	9 2%	2 5%	1 16%	2 -	-
9	(9) 29 8%	3 10%	2 9%	1 10%	24 8%	-	2 4%	3 10%	2 7%	2 6%	3 10%	5 10%	3 12%	3 12%	21 7%	8 14%	24 9%T	5 8%	-	28 8%	11 7%	8 11%	2 8%	1 8%	-
8	(8) 62 17%	5 17%	1 5%	3 30%	53 17%	1 8%	10 22%	2 7%	8 26%	3 11%	2 9%	9 16%	8 31%	8 16%	45 17%	10 17%	49 18%T	13 14%	2 18%	59 17%	21 14%	16 22%	5 20%	3 28%	2 13%
7	(7) 57 16%*	2 6%	4 12%	1 9%	50 16%	5 16%	7 20%	7 20%	5 17%	5 16%	5 22%	12 22%	3 9%	1 3%	44 16%	6 11%	39 15%	18 46%	5 14%	48 16%	24 14%	10 12%	3 12%	-	4 31%
6	(6) 43 12%	3 12%	3 12%	-	38 12%	2 7%	5 14%	5 15%	4 14%	4 14%	4 14%	8 15%	6 22%	5 13%	35 13%	7 13%	34 13%	9 9%	-	43 13%	15 10%	4 6%	4 14%	-	3 20%
5	(5) 82 23%*n	6 21%	6 35%	-	71 23%	4 31%	11 23%	6 19%	6 19%	4 14%	5 21%	12 23%	16 32%	6 21%	6 21%	59 27%	15 21%	56 21%	23 27%	77 25%	41 21%	15 30%	7 44%	5 18%	2 16%
4	(4) 24 6%*nr	2 9%	3 16%	-	19 6%	1 4%	1 2%	5 16%	2 6%	2 6%	2 6%	5 9%	-	5 9%	16 7%	4 5%	13 5%	11 12%	-	19 6%	12 8%	7 10%	-	-	1 7%
3	(3) 19 5%	3 10%	1 5%	1 8%	14 5%	1 5%	2 5%	-	2 6%	-	2 6%	2 4%	2 4%	1 3%	18 7%T	-	16 6%	3 3%	-	19 6%	8 5%	3 4%	2 7%	-	1 7%
2	(2) 11 3%	-	-	4 35%	7 2%	-	1 3%	1 2%	2 5%	-	2 5%	1 2%	1 2%	1 3%	7 3%	3 5%	3 4%	-	11 3%	10 6%T	-	-	-	-	-
1	(1) 6 2%	1 2%	-	1 5%	5 2%	-	1 3%	-	1 2%	1 2%	1 6%	1 1%	1 1%	1 1%	4 1%	1 1%	5 2%	1 2%	-	6 1%	1 1%	1 2%	1 2%	-	-
Completely unprotected	(0) 11 3%*n	1 4%	-	-	10 3%	-	4 8%	-	-	1 3%	1 3%	3 6%	2 5%	1 3%	8 3%	1 2%	6 2%	5 2%	-	11 3%	3 2%	5 8%T	-	-	1 4%
NET: 8-10	113 31%	10 36%	3 15%	4 39%	31 31%	3 20%	16 38%	3 21%	10 40%	7 34%	13 26%	13 28%	15 33%	14 31%	85 33%	18 33%	90 34%T	22 24%	5 45%	106 31%	41 27%	25 35%	8 33%	6 54%	2 13%
NET: 4-7	206 57%*n	13 48%	14 80%	1 13%	178 57%	10 76%	21 48%	22 70%	19 57%	14 47%	14 54%	33 64%	32 62%	13 47%	155 56%	32 59%	142 53%	59 63%	6 55%	187 55%	92 59%	37 51%	14 57%	6 46%	10 75%
NET: 0-3	46 13%	4 15%	1 6%	5 47%	36 12%	1 5%	8 18%	3 10%	3 19%	5 19%	5 19%	6 11%	3 9%	3 14%	37 8%	4 8%	34 13%	12 13%	-	46 14%	22 14%	10 13%	2 10%	-	2 12%
Mean	6.09	6.09	5.77	5.14	6.14	6.40	5.97	5.96	6.741	6.31	5.74	6.29	5.73	6.44	6.10	6.15	6.23T	5.71	7.76	6.06	5.91	5.92	6.32	7.09	5.75
Standard deviation	2.32	2.58	1.70	3.12	2.30	1.83	2.79	2.00	1.90	2.75	2.78	2.02	2.21	2.10	2.33	2.17	2.32	2.36	1.65	2.34	2.27	2.59	2.01	2.09	1.95

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 323

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

	GEO Region														Urban/ Rural		Internet usage		Devices used to access internet		Working status				
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Student (n)	House person/ Other (n)	Furloughed (n)
Weighted base	365	27*	18**	11**	309	14**	46*	32**	33*	29**	24**	53	52*	27**	277	55*	266	93	11**	338	155	72	25**	12**	13**
Standard error	0.11	0.43	0.36	0.90	0.11	0.42	0.39	0.32	0.27	0.47	0.50	0.22	0.30	0.36	0.12	0.28	0.12	0.29	0.40	0.11	0.15	0.28	0.35	0.63	0.46

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 324

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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (i)	Snapchat (k)	Twitch (l)	Vimeo (o)	Fruita b (r)	Bitchute (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	471	78	100	105	76	81	459	437	360	433	471	228	192	124	105	153	213	247	276	195
Weighted base	365	56*	80	79	60	60	353	328	248	333	365	119	92	56	34	52	137	220	197	168
Effective base	336	47	77	71	56	59	326	308	251	305	336	152	122	73	81	128	149	185	192	145
Completely protected	(10) 22	7	5	4	3	3	20	17	18	19	22	9	6	6	3	4	8	13	15	7
	6%	12%	7%	5%	5%	5%	6%	5%	7%	5%	6%	8%	7%	10%	7%	7%	6%	6%	8%	4%
9	(9) 29	8	5	6	4	6	25	28	23	28	29	12	15	7	5	7	9	20	20	9
	8%	15%	6%	7%	7%	11%	8%	9%	9%	8%	8%	10%	17%	15%	14%	14%	7%	9%	10%	5%
8	(8) 62	12	12	11	10	10	60	57	40	57	62	23	15	12	6	8	21	40	37	25
	17%	21%	15%	14%	16%	17%	17%	18%	16%	17%	17%	19%	16%	21%	9	15%	15%	18%	19%	15%
7	(7) 57	7	10	10	11	12	52	55	45	52	57	13	18	9	9	10	19	37	31	26
	16%gj	13%	13%	12%	18%	20%	15%	17%gj	18%Tgd	16%j	16%gj	11%	19%j	16%	27%Tghi	19%j	14%	17%	16%	15%
6	(6) 43	3	9	14	10	6	43	41	31	39	43	19	9	5	4	7	19	24	24	19
	12%	6%	11%	18%	17%	10%	12%	13%	13%	12%	12%	16%Tjkm	10%	9%	11%	14%mn	14%	11%	12%	11%
5	(5) 82	10	22	17	11	14	82	66	43	77	82	21	14	9	5	9	30	50	39	44
	23%hilm	18%	27%	21%	18%	23%	23%hilm	20%j	17%	23%hilm	23%hilm	18%	17%	15%	17%	22%	22%	20%	20%	26%
4	(4) 24	3	9	8	2	2	24	24	17	20	24	3	5	2	1	1	8	14	11	12
	6%lp	5%	11%	10%	3%	3%	7%lp	7%lp	7%lp	6%lp	6%lp	3%	5%lp	3%	4%	3%	6%	6%	6%	7%
3	(3) 19	2	1	5	3	6	17	16	14	16	19	7	4	3	*	3	12	7	8	10
	5%do	3%	1%	6%	4%	10%ab	5%o	5%o	6%o	5%o	5%o	6%o	4%o	5%o	1%	5%o	9%Ts	3%	4%	6%
2	(2) 11	-	3	3	3	1	11	9	6	11	11	5	3	3	-	1	5	6	5	5
	3%	-	3%	4%	4%	1%	3%	3%	2%	3%	3%	4%j	3%	6%j	-	3%	3%	3%	3%	3%
1	(1) 6	*	3	1	1	1	6	5	5	5	6	2	2	*	*	2	5	1	2	4
	2%	1%	4%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%kn	3%	1%	1%	1%	3%
Completely unprotected	(0) 11	4	2	1	4	-	11	9	6	8	11	3	2	*	*	1	2	9	4	6
	3%	7%	2%	2%	6%	-	3%	3%	3%	3%	2%	3%	2%	*	1%	2%	2%	4%	2%	4%
NET: 8-10	113	27	23	20	17	19	108	103	81	104	113	44	36	25	14	19	38	73	72	41
	31%u	47%Tbcd	28%	25%	28%	32%	31%	31%	33%	31%	31%	37%Tghk	39%Tghj	44%Tghj	41%Tghj	35%	28%	33%	36%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 1
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Table 324

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchut e (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	365	56*	80	79	60	353	328	248	333	365	119	92	56	34	52	137	220	197	168	
NET: 4-7	206	24	50	49	34	33	201	186	196	206	57	46	25	19	27	76	124	106	101	
	57% ^{aln}	42%	62% ^{ca}	62% ^{ca}	56%	55%	57% ^{ln}	57% ^{ln}	55% ^{ln}	57% ^{ln}	48%	50%	45%	57% ^{ln}	53% ^{ln}	56%	56%	54%	60%	
NET: 0-3	46	6	8	10	10	8	44	39	31	41	46	18	10	7	1	6	23	23	20	
	13% ^o	10%	10%	13%	16%	13%	13% ^o	12% ^o	12% ^o	12% ^o	13% ^o	15% ^{mo}	11% ^o	12% ^o	3%	12% ^o	17%	10%	10%	
Mean	6.09 ^u	6.66	5.93	5.89	5.95	6.30	6.05	6.14 ^g	6.25 ^{Tgk}	6.13	6.09	6.25	6.57 ^{Tgh}	6.69 ^{Tgh}	7.02 ^{Tgh}	6.45 ^{Tgj}	5.90	6.22	6.41 ^{Tu}	5.70
Standard deviation	2.32	2.66	2.33	2.18	2.50	2.12	2.32	2.29	2.35	2.29	2.45	2.35	2.30	1.88	2.33	2.34	2.33	2.27	2.34	
Standard error	0.11	0.30	0.23	0.21	0.29	0.24	0.11	0.11	0.12	0.11	0.11	0.16	0.17	0.21	0.18	0.19	0.16	0.15	0.14	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 1
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Table 325

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

	Total (f)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	471	22	66	376	22	70	372
Weighted base	365	23**	79	255	23**	83	251
Effective base	336	19	56	262	19	60	259
Completely protected	(10) 22 6%	2 9%	1 1%	18 7%	2 9%	1 1%	18 7%
9	(9) 29 8%	-	5 6%	25 10%T	-	6 7%	24 9%
8	(8) 62 17%	6 25%	11 14%	45 18%	6 25%	13 15%	44 17%
7	(7) 57 16%	3 12%	10 13%	44 17%	3 12%	11 13%	43 17%
6	(6) 43 12%	-	11 14%	31 12%	-	11 13%	31 12%
5	(5) 82 23%el	8 28%	26 33%Te	45 18%	6 28%	27 33%TI	45 18%
4	(4) 24 6%	2 9%	6 8%	16 6%	2 9%	6 7%	16 6%
3	(3) 19 5%	3 11%	2 3%	13 5%	3 11%	2 2%	13 5%
2	(2) 11 3%	-	2 3%	8 3%	-	2 3%	8 3%
1	(1) 8 2%	1 3%	-	5 2%	1 3%	-	5 2%
Completely unprotected	(0) 11 3%	1 3%	5 6%	5 2%	1 3%	5 6%	5 2%
NET: 8-10	113 31%	8 35%	16 21%	87 34%Td	8 35%	19 23%	85 34%T
NET: 4-7	209 57%el	11 48%	53 68%e	136 53%	11 48%	55 68%	135 54%
NET: 0-3	46 13%	4 17%	9 11%	32 13%	4 17%	9 11%	32 13%
Mean	6.09	5.89	5.59	6.27Td	5.89	5.69	6.25T
Standard deviation	2.32	2.51	2.19	2.34	2.51	2.20	2.35
Standard error	0.11	0.53	0.27	0.12	0.53	0.26	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) - T/a/b/c/d/e - T/h/i/j/k/l

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

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Table 326

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

	Gender		Social Grade				Age						Ethnicity				Religion			
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	13-17 (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Christ an (n)	Muslim (n)	None (n)
Unweighted base	297	226	71	107	84	52	52	46	251	58	90	65	33	206	89	27	43	104	30	141
Weighted base	176	126	51	59	52	34*	30*	33*	143	32*	54	40*	16**	134	41	13**	20*	53	13**	99
Effective base	208	158	52	77	61	34	36	31	178	43	63	47	23	147	63	20	31	68	20	106
Completely protected	(10) 12	9	3	3	4	1	4	5	7	2	1	3	7	5	1	2	3	6	3	8
	7%h	7%	7%	6%	7%	4%	12%	15%h	5%	7%	2%	3%	16%	5%	12%	10%	9%	5%	3%	8%
9	(9) 22	14	7	8	4	3	6	4	18	4	5	7	2	16	5	3	2	7	1	12
	12%	11%	15%	13%	8%	10%	19%	11%	13%	12%	10%	18%	14%	12%	12%	22%	8%	13%	9%	13%
8	(8) 29	23	6	10	7	7	5	3	25	7	7	10	1	23	5	2	3	9	3	16
	16%	18%	12%	17%	14%	20%	16%	10%	18%	23%	13%	25%	5%	17%	13%	15%	14%	16%	20%	17%
7	(7) 43	29	14	13	14	9	6	5	38	8	16	7	6	32	9	3	4	9	2	27
	24%	23%	27%	23%	27%	26%	21%	14%	27%	25%	29%	19%	38%	24%	23%	22%	20%	18%	19%	27%
6	(6) 27	20	7	11	10	5	2	9	18	4	8	4	1	21	7	2	4	10	3	14
	16%h	16%	14%	18%	20%l	13%	5%	27%h	13%	13%	15%	11%	7%	15%	16%	13%	21%	19%	19%	14%
5	(5) 31	19	12	9	8	7	5	6	25	4	10	6	3	24	7	1	4	12	3	14
	17%	15%	24%	16%	18%	20%	17%	18%	17%	14%	20%	16%	16%	18%	16%	7%	19%	22%	23%	14%
4	(4) 4	3	1	*	*	5%	5%	-	4	2	*	*	2	1	-	-	1	1	1	1
	2%	2%	1%	-	-	5%	5%	-	2%	2%	4%	1%	3%	2%	3%	-	5%	2%	5%	1%
3	(3) 3	3	-	2	1	-	-	-	3	1	2	*	-	3	-	-	-	-	-	2
	2%	2%	-	3%	1%	-	-	-	2%	4%	3%	1%	-	2%	-	-	-	-	-	2%
2	(2) 4	3	1	1	1	*	1	3	1	-	3	-	3	1	1	*	1	1	-	2
	2%	3%	1%	2%	2%	1%	4%	2%	2%	1%	-	7%Tj	-	2%	3%	4%	2%	2%	-	2%
1	(1) *	*	-	*	-	-	-	-	*	-	*	-	-	*	-	-	-	*	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completely unprotected	(0) 3	3	-	1	2	-	-	1	2	-	2	-	-	2	1	1	-	1	-	1
	2%	2%	-	2%	4%	-	-	3%	1%	-	3%	-	-	1%	2%	6%	-	2%	-	1%
NET: 8-10	62	45	17	21	15	11	14	12	50	13	13	18	6	47	15	6	6	18	4	37
	35%j	36%	33%	36%	33%	33%	48%	36%	35%j	42%	25%	46%j	36%	35%	37%	47%	32%	35%	32%	37%
NET: 4-7	104	71	33	34	33	22	14	19	85	17	37	18	10	79	24	6	13	33	9	57
	59%k	57%	66%	58%	64%	64%	48%	59%	59%k	54%	69%k	46%	64%	59%	58%	42%	66%	61%	67%	57%
NET: 0-3	10	9	*	4	3	1	1	2	8	1	4	3	-	8	2	1	*	2	*	5
	5%	7%	1%	6%	7%	3%	5%	5%	6%	5%	7%	8%	-	6%	5%	11%	2%	4%	2%	5%
Mean	6.76j	6.69	6.92	6.77	6.58	6.71	7.14	6.82	6.74j	7.02	6.34	6.89	7.34	6.72	6.88	6.97	6.71	6.62	6.58	6.94
Standard deviation	1.97	2.08	1.66	1.96	2.07	1.69	2.12	2.22	1.91	1.75	1.97	2.00	1.77	1.94	2.12	2.65	1.85	1.98	1.65	1.91
Standard error	0.11	0.14	0.20	0.19	0.23	0.23	0.29	0.33	0.12	0.23	0.21	0.25	0.31	0.13	0.22	0.51	0.28	0.19	0.30	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

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Table 327

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

	Impacting/limiting condition					Number of people in household			Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	297	72	38	38	213	40	120	124	135	115	52	65	43	97	109	37	47
Weighted base	176	42*	24**	22**	129	27**	74	70	90	54	23*	30*	22*	59	66	15**	29*
Effective base	208	49	27	23	151	27	90	84	103	77	38	41	30	72	77	26	35
Completely protected (10)	12	4	3	1	8	1	3	7	3	4	2	2	2	2	3	1	2
	7%	9%	12%	7%	6%	3%	4%	10%	4%	7%	7%	11%	11%	4%	5%	5%	6%
9	22	5	5	2	16	4	11	7	13	5	2	2	2	6	9	3	4
	12%	13%	20%	9%	12%	14%	14%	10%	15%	9%	10%	7%	10%	11%	14%	17%	12%
8	29	5	3	2	23	3	14	10	14	11	4	7	5	12	10	3	4
	16%	11%	14%	10%	18%	11%	18%	14%	16%	21%	18%	23%	23%	20%	15%	21%	14%
7	43	9	3	5	31	10	14	19	25	13	6	7	4	17	17	4	4
	24%	22%	11%	24%	24%	38%	19%	27%	28%	25%	27%	25%	18%	28%	26%	26%	15%
6	27	3	2	1	24	3	12	12	12	7	3	3	3	8	7	2	9
	16%a	7%	9%	5%	19%	11%	17%	13%	12%	13%	12%	13%	13%	11%	14%	33%Top	
5	31	10	5	7	20	6	12	12	14	11	3	7	5	9	14	2	4
	17%	24%	20%	32%	16%	23%	16%	17%	16%	20%	14%	23%	25%	15%	21%	16%	13%
4	4	1	-	1	3	-	2	1	2	1	-	-	-	2	1	-	-
	2%	2%	2%	3%	2%	-	3%	2%	2%	3%	5%	1%	-	4%	2%	-	-
3	3	1	1	1	1	-	2	1	3	-	-	-	-	2	1	-	-
	2%	3%	3%	3%	1%	-	3%	1%	3%	1%	2%	-	-	4%	1%	-	-
2	4	2	-	2	2	-	2	1	2	1	1	-	-	1	2	-	1
	2%	5%	2%	7%	1%	2%	3%	2%	2%	2%	4%	2%	-	2%	3%	-	2%
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	-	-	2%	-
Completely unprotected (0)	3	2	2	-	1	-	3	-	2	-	-	-	-	2	-	-	1
	2%	4%	7%	-	1%	-	4%	-	2%	-	-	-	-	4%	-	-	3%
NET: 8-10	62	14	11	6	47	8	27	24	31	20	8	11	9	20	22	7	10
	35%	33%	46%	26%	37%	28%	37%	34%	34%	37%	35%	37%	43%	35%	34%	43%	34%
NET: 4-7	104	23	10	14	78	19	40	44	53	32	13	18	12	35	39	8	17
	59%	55%	42%	64%	60%	70%	54%	63%	59%	60%	58%	61%	56%	60%	59%	56%	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/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Table 327

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

	Impacting/ limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (n)	University degree or equiv (o)	Higher university degree (p)	Still in full time education (q)
Weighted base	176	42*	24**	22**	129	27**	74	70	90	54	23*	30*	22*	59	66	15**	29*
NET: 0-3	10	5	3	2	4	.	7	2	6	2	2	1	.	3	5	.	2
	5% ^d	12% ^{Td}	12%	10%	3%	2%	9%	3%	7%	4%	7%	2%	1%	5%	7%	2%	6%
Mean	6.76	6.37	6.62	6.21	6.88	6.82	6.52	6.91	6.70	6.81	6.69	6.84	7.06	6.77	6.61	7.15	6.70
Standard deviation	1.97	2.49	2.81	2.13	1.78	1.58	2.23	1.80	1.98	1.81	2.02	1.73	1.80	1.74	2.11	1.69	2.12
Standard error	0.11	0.29	0.46	0.35	0.12	0.25	0.20	0.16	0.17	0.17	0.28	0.22	0.27	0.18	0.20	0.28	0.31

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

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Table 328

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

	GEO Region											Urban/ Rural		Internet usage		Devices used to access internet		Working status	
	Total (T)	Scotland (a)	Wales (b)	NET: England (d)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full-time (s)	Working part-time (t)
Unweighted base	297	30	13	246	32	21	33	21	18	61	31	20	236	34	276	21	276	156	44
Weighted base	176	20**	10**	140	21**	11**	17**	15**	11**	28*	21**	10**	141	23**	157	19**	168	89	23*
Effective base	208	24	9	169	20	17	22	14	15	44	24	14	165	24	195	16	195	107	34
Completely protected	(10)	12	2	10	3	*	1	1	*	1	3	*	10	1	11	*	11	4	*
		7%	9%	7%	16%	3%	4%	4%	4%	5%	13%	3%	7%	6%	7%	2%	7%	4%	*
9	(9)	22	3	18	7	1	3	-	2	3	1	1	18	2	20	1	21	9	5
		12%	17%	-	13%	34%	6%	-	14%	12%	3%	11%	13%	9%	13%	8%	12%	10%	20%
8	(8)	29	4	4	20	*	2	2	*	5	2	2	25	3	27	2	26	19	2
		16%	19%	37%	14%	2%	20%	4%	18%	11%	19%	17%	12%	17%	11%	16%	21%	9%	9%
7	(7)	43	5	3	33	5	4	1	2	4	7	8	36	6	34	9	42	18	9
		24% ⁿ	23%	29%	24%	25%	37%	6%	13%	33%	26%	39%	25%	24%	22%	48%	25%	21%	38%
6	(6)	27	2	1	24	1	2	1	7	6	2	23	3	25	2	26	15	2	2
		16%	12%	10%	17%	6%	17%	9%	15%	10%	26% ^T	28%	20%	16%	14%	16%	12%	15%	17%
5	(5)	31	2	2	24	3	2	3	8	2	4	*	1	21	5	28	3	29	6
		17%	12%	16%	17%	16%	15%	20%	49%	14%	13%	2%	12%	15%	23%	18%	15%	17%	18%
4	(4)	4	-	-	3	-	-	1	1	-	-	1	*	3	-	4	-	3	1
		2%	2%	2%	2%	-	-	6%	3%	-	-	5%	2%	2%	-	2%	-	2%	2%
3	(3)	3	-	1	2	1%	-	-	-	-	-	-	1	2	3	-	3	2	-
		2%	-	5%	2%	1%	-	1%	-	-	-	-	13%	1%	2%	-	2%	3%	-
2	(2)	4	-	-	3	-	-	-	2	*	-	*	2	1	3	1	4	2	*
		2%	-	-	2%	-	2%	-	14%	2%	-	5%	1%	6%	2%	5%	2%	3%	1%
1	(1)	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-
		*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-
Completely unprotected	(0)	3	1	2	-	-	1	-	1	-	-	-	2	1	3	-	3	2	-
		2%	5%	-	1%	-	6%	-	7%	-	-	-	1%	4%	2%	-	2%	2%	-
NET: 8-10	62	9	4	49	11	3	8	3	3	9	6	3	53	6	58	4	58	32	7
		35%	45%	37%	35%	52%	29%	51%	19%	22%	34%	26%	34%	38%	27%	37% ^T	22%	35%	36%
NET: 4-7	104	10	6	84	10	8	7	12	7	18	16	5	83	14	91	14	101	51	16
		59% ⁿ	50%	58%	60%	47%	69%	41%	81%	57%	64%	74%	48%	59%	61%	56%	74%	60%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 328

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

	GO Region												Urban/ Rural		Internet usage		Devices used to access internet		Working status	
	Total (T)	Scotland (a)	Wales (b)	NET: England (d)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	
Weighted base	176	20**	10**	140	21**	11**	17**	15**	11**	28*	21**	10**	141	23**	157	19**	168	89	23*	
NET: 0-3	10	1	1	7	1	1	1	1	2	1	2	6	3	9	1	9	7	7	1	
	5%A	5%	5%	5%	1%	2%	8%	1%	21%	2%	18%	4%	13%	6%	5%	6%	7%	1%		
Mean	6.76	7.00	6.68	6.78	7.75	6.85	6.57	6.05	5.87	6.96	7.07	6.25	6.92T	6.18	6.77	6.68	6.76	6.57	6.89	
Standard deviation	1.97	2.30	1.49	1.95	1.82	1.44	2.58	1.49	2.81	1.52	1.51	2.23	1.86	2.37	2.01	1.61	1.97	2.01	1.50	
Standard error	0.11	0.42	0.41	0.12	0.32	0.31	0.45	0.32	0.66	0.19	0.27	0.50	0.12	0.41	0.12	0.35	0.12	0.16	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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

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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

	Total (f)	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
		Up to £15,599 (g)	£15,600 - £25,999 (h)	£26,000 - £36,399 (i)	£36,400 - £51,999 (j)	£52,000 + (k)	YouTube (l)	Instagram (m)	TikTok (n)	Facebook (o)	Snapchat (p)	Twitch (q)	Vimeo (r)	Fruita (s)	Blitche (t)	OnlyFans (u)	Any exposure (v)	No exposure (w)	Very/Quite aware (x)	Not at all/Not very aware (y)
Unweighted base	297	55	62	69	46	49	295	268	229	267	228	297	174	114	102	136	144	148	196	101
Weighted base	176	30*	40*	39*	27*	28*	175	149	116	154	119	176	75	49	33	44	72	103	111	65
Effective base	208	37	44	46	36	33	206	186	156	181	152	208	118	66	78	115	98	110	134	74
Completely protected	(10) 12	3	3	2	1	2	12	11	9	11	9	12	4	3	3	4	8	8	10	2
	7%	10%	8%	5%	3%	9%	7%	7%	7%	7%	7%	6%	7%	1%	8%	6%	6%	9%	9%	3%
9	(9) 22	7	4	5	1	4	20	19	15	16	13	22	10	5	3	5	8	13	10	11
	12%g	25%Td	9%	13%	5%	14%	12%	13%	13%	11%	11%	12%g	13%	10%	10%	11%	12%	13%	9%	17%
8	(8) 29	4	8	5	7	5	29	24	18	24	17	29	13	10	5	10	10	19	21	8
	16%	12%	19%	13%	25%	19%	16%	16%	16%	14%	16%	17%	21%	16%	23%Tghijklmo	14%	18%	19%	12%	
7	(7) 43	6	10	4	7	4	43	33	27	22	33	19	7	10	8	13	30	27	16	
	24%hknp	19%	24%	16%	24%	24%	24%hknp	22%kn	23%kn	25%hknp	19%	24%hknp	19%	14%	30%hiknp	19%kn	18%	29%	24%	24%
6	(6) 27	1	6	8	8	4	27	24	20	26	23	27	10	9	5	5	13	14	17	11
	16%ap	4%	14%	20%a	30%Ta	15%	16%ap	17%mp	19%Tghlmp	16%p	13%	16%p	13%	14%	11%	18%	14%	15%	15%	16%
5	(5) 31	5	7	7	3	4	31	28	19	26	26	31	15	12	5	8	15	15	16	15
	17%	16%	18%	18%	12%	14%	18%	19%	17%	17%	22%Tgjl	17%	20%	25%jop	17%	18%	21%	14%	14%	23%
4	(4) 4	2	1	*	*	-	4	2	2	2	2	4	2	2	2	1	3%hijk	2	1	3
	2%	6%	2%	1%	2%	-	2%	2%	2%	2%	2%	2%	3%	3%	3%Tghijkl	3%	1%	3%	1%	
3	(3) 3	1	*	*	1	1	3	2	2	3	2	3	*	*	1	2	3	-	2	1
	2%	2%	1%	1%	2%	3%	2%	2%	2%	2%um	2%	1%	1%	3%lmn	4%Tghjlm	4%ls	-	2%	2%	
2	(2) 4	1	1	-	1	1	3	4	2	4	3	4	1	*	*	2	3	1	3	1
	2%	2%	2%	-	5%	2%	2%	2%	2%	2%	2%	2%	1%	*	1%	4%imno	4%	1%	2%	1%
1	(1) -	-	-	-	-	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	-	-	
Completely unprotected	(0) 3	1	1	1	-	-	3	1	2	2	2	3	1	-	-	-	1	2	2	1
	2%h	3%	2%	2%	-	-	2%h	1%	2%h	1%h	2%h	2%h	1%	-	-	-	1%	2%	2%	1%
NET: 8-10	62	14	15	12	9	12	61	54	42	52	39	62	27	18	10	18	22	40	42	20
	35%	48%	38%	32%	33%	42%	35%	37%jk	36%	34%	33%	35%	35%	38%o	30%	41%Tgkimo	31%	39%	38%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used. * small base

Prepared by Yonder



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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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£25,999 - £36,399 (c)	£36,399 - £51,999 (d)	£51,999 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (j)	Vimeo (o)	Fruita b (r)	Bitchute (p)	OnlyFans (q)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	176	30*	40*	39*	27*	28*	175	149	116	154	119	176	75	49	33	44	72	103	111	65
NET: 4-7	104	13	24	26	16	15	104	87	68	93	73	104	46	29	22	22	43	60	63	42
	59%p	45%	58%	66%	60%	53%	60%p	59%p	59%p	61%p	61%p	59%p	62%p	60%p	66%p	51%	60%	59%	56%	64%
NET: 0-3	10	2	2	1	2	2	9	7	6	9	7	10	2	1	2	3	7	3	7	3
	5%a	7%	5%	3%	7%	5%	5%	5%	5%	6%	6%mm	5%	3%	2%	5%n	8%hmm	9%Ts	3%	6%	4%
Mean	6.76r	6.99	6.73	6.79	6.50	7.04	6.75	6.82k	6.81k	6.75	6.60	6.76	6.80	6.75	6.64	6.75	6.40	7.03Tr	6.81	6.66
Standard deviation	1.97	2.43	2.07	1.80	1.79	1.90	1.96	1.89	1.97	1.93	2.00	1.97	1.84	1.77	1.73	2.05	2.11	1.82	2.04	1.84
Standard error	0.11	0.33	0.26	0.22	0.26	0.27	0.11	0.12	0.13	0.12	0.13	0.11	0.14	0.17	0.17	0.18	0.18	0.15	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 330

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

	Total (f)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	297	12	23	255	13	22	255
Weighted base	176	12**	21**	136	13**	20**	136
Effective base	208	10	22	172	11	21	172
Completely protected	(10) 12 7%	1 12%	1 5%	9 7%	1 11%	1 5%	9 7%
9	(9) 22 12%	2 16%	3 15%	15 11%	2 15%	3 16%	15 11%
8	(8) 29 16%	2 15%	3 15%	22 16%	2 14%	3 16%	22 16%
7	(7) 43 24%	3 27%	7 31%	30 22%	3 25%	7 32%	30 22%
6	(6) 27 16%	1 9%	3 13%	23 17%	2 14%	2 10%	23 17%
5	(5) 31 17%	2 14%	2 8%	27 20%T	2 13%	2 8%	27 20%T
4	(4) 4 2%	-	-	2 2%	-	-	2 2%
3	(3) 3 2%	-	1 3%	2 2%	-	1 3%	2 2%
2	(2) 4 2%	-	1 5%	3 2%	-	1 5%	3 2%
1	(1) -	-	-	-	-	-	-
Completely unprotected	(0) 3 2%el	1 8%	1 5%	1 1%	1 7%	1 5%	1 1%
NET: 8-10	62 35%	5 42%	8 36%	46 34%	5 40%	8 37%	46 34%
NET: 4-7	104 59%	6 50%	11 52%	83 61%	7 53%	10 50%	83 61%
NET: 0-3	10 5%	1 8%	3 12%	6 4%	1 7%	3 13%	6 4%
Mean	6.76	6.90	6.64	6.74	6.85	6.66	6.74
Standard deviation	1.97	2.61	2.40	1.86	2.55	2.44	1.86
Standard error	0.11	0.75	0.50	0.12	0.71	0.52	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) - T/a/b/c/d/e - T/h/i/j/k/l

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

Table 331

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

	Gender			Social Grade			Age			Ethnicity		Religion	
	Total (n)	Male (%)	Female (%)	AB (%)	C1 (%)	C2 (%)	18+ (%)	25-34 (%)	35-44 (%)	White (%)	BAME (%)	Christ (%)	None (%)
Unweighted base	131	99	32	41	45	24	131	47	37	76	53	56	38
Weighted base	51	35	16**	15*	19*	10**	51	19*	16**	30	19*	18*	17**
Effective base	96	72	25	30	30	20	96	36	24	54	40	46	27
Completely protected	(10)	4	2	1	2	1	4	-	2	3	1	1	3
		8%	6%	14%	5%	9%	12%	8%	-	12%	9%	7%	6%
9	(9)	5	4	1	2	2	5	1	2	3	1	3	*
		9%	11%	4%	11%	12%	2%	9%	7%	10%	10%	8%	17%T
8	(8)	10	6	3	3	4	10	1	4	7	2	2	4
		19%jx	18%	21%	17%	23%	27%	19%j	7%	27%	25%	12%	11%
7	(7)	9	6	3	2	4	9	4	2	4	4	3	3
		18%	17%	22%	13%	20%	9%	18%	24%	13%	15%	21%	17%
6	(6)	11	7	4	4	4	11	6	5	6	3	4	4
		22%r	21%	25%	28%	23%	25%	22%	31%	28%	15%	32%	16%
5	(5)	7	5	2	2	3	7	3	1	4	3	4	2
		14%	15%	11%	13%	14%	13%	14%	5%	14%	14%	21%	9%
4	(4)	2	1	1	*	-	2	1	2	*	2	*	*
		4%	4%	3%	2%	-	10%	4%	7%	3%	5%	2%	10%T
3	(3)	1	1	-	1	-	1	-	1	-	-	*	1
		2%	3%	-	6%	-	3%	2%	5%	2%	4%	-	1%
2	(2)	-	-	-	-	-	-	-	-	-	-	-	-
1	(1)	1	1	-	*	-	1	1	-	1	-	*	-
		2%	2%	-	2%	-	2%	5%	-	3%	-	1%	-
Completely unprotected	(0)	1	1	-	1	-	1	-	-	1	-	-	1
		1%	1%	-	3%	-	1%	-	-	-	3%	-	3%
NET: 8-10		19	12	6	5	8	19	3	8	13	5	6	7
		37%j	35%	39%	33%	44%	41%	37%j	14%	49%	44%	27%	34%
NET: 4-7		30	20	10	8	10	30	14	8	15	14	12	9
		58%r	57%	61%	56%	56%	57%	58%	76%Th	49%	49%	70%Tr	63%
NET: 0-3		3	3	-	2	-	3	2	*	2	1	*	1
		5%	7%	-	11%	-	3%	5%	10%	2%	7%	3%	7%
Mean	6.74j	6.56	7.15	6.36	7.23	6.76	6.74j	5.93	7.30	6.82	6.62	6.64	6.93
Standard deviation	1.98	2.11	1.65	2.27	1.54	1.94	1.98	1.84	1.69	2.11	1.88	1.99	2.17
Standard error	0.17	0.21	0.29	0.35	0.23	0.40	0.17	0.27	0.28	0.24	0.26	0.27	0.35

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

Table 332

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

	Total (f)	No impact/ limitin g conditi on (d)	Number of people in household			Do any children aged 17 or under live in your household?				Highest education	
			1 (e)	2-3 (f)	4-5 (g)	No childre n aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5- 10 (l)	Seconda ry school or equiv (m)	Univers ity degree or equiv (n)
Unweighted base	131	93	26	47	52	53	77	36	44	47	57
Weighted base	51	38	12**	20*	18*	24*	26	13**	15*	19*	24*
Effective base	96	67	23	32	39	40	57	26	31	38	39
Completely protected	(10)	4	4	1	2	2	2	1	*	2	3
9	(9)	5	4	-	2	2	4	2	2	1	2
8	(8)	10	8	2	5	3	6	3	2	4	6
7	(7)	9	7	3	4	2	6	3	2	3	5
6	(6)	11	9	2	4	5	3	8	4	3	5
5	(5)	7	4	3	1	2	4	3	2	4	2
4	(4)	2	2	-	1	1	*	1	1	1	1
3	(3)	1	*	-	1	*	1	*	*	1	*
2	(2)	-	-	-	-	-	-	-	-	-	-
1	(1)	1	*	1	-	1	*	*	*	-	-
Completely unprotected	(0)	1	-	-	1	-	1	-	-	-	1
NET: 8-10	19	16	3	8	7	10	9	4	5	6	10
	37%	42%	26%	39%	39%	41%	33%	33%	33%	34%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 332

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

	Total (T)	Number of people in household			Do any children aged 17 or under live in your household?			Highest education			
		1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Secondarily school or equiv (o)	Universally degree or equiv (p)	
Weighted base	51	38	12**	20*	18*	24*	26	13**	15*	19*	24*
NET: 4-7	30	22	8	11	10	13	16	8	10	11	12
	58%	57%	69%	54%	59%	54%	62%	63%	64%	61%	53%
NET: 0-3	3	1	1	1	1	1	1	1	1	1	1
	5% ^d	1%	5%	7%	3%	5%	5%	4%	3%	5%	3%
Mean	6.74	7.13 ^T	6.39	6.77	6.89	6.91	6.61	6.59	6.72	6.56	7.11
Standard deviation	1.98	1.72	2.08	2.03	1.96	1.92	2.04	1.89	1.74	1.90	1.93
Standard error	0.17	0.18	0.41	0.30	0.27	0.26	0.23	0.31	0.26	0.28	0.26

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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Table 333

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

	GO Region			Urban/ Rural	Interne Usage More than 2 hours (n)	Devices used to access interna t Multipl e devices (n)	Working status	
	Total (n)	NET: England (g)	London (h)	Urban (A)		Working full time (s)	Working part- time (r)	
Unweighted base	131	120	33	104	120	107	77	29
Weighted base	51	46	11**	40	42	42	28	12**
Effective base	96	88	29	80	96	78	52	24
Completely protected	(10) 4	4	1	2	4	3	2	2
	8% _A	9%	5%	6%	10%	7%	5%	14%
9	(9) 5	4	1	4	5	4	4	-
	9%	9%	13%	11%	11%	10%	14%	2%
8	(8) 10	10	2	7	6	7	6	1
	19%	21%	15%	17%	15%	17%	21%	12%
7	(7) 9	8	2	8	9	8	2	5
	18% _s	18%	20%	19%	21%	18%	7%	41%
6	(6) 11	9	2	11	8	11	7	2
	22% _d	19%	23%	27% _T	18%	25%	26%	19%
5	(5) 7	6	2	5	6	5	4	1
	14%	14%	20%	13%	15%	13%	13%	12%
4	(4) 2	2	-	1	2	2	2	-
	4%	3%	-	3%	5%	4%	7%	-
3	(3) 1	1	1	1	1	1	1	-
	2%	3%	5%	2%	3%	2%	4%	-
2	(2) -	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
1	(1) 1	1	-	1	1	1	*	-
	2%	2%	-	2%	2%	2%	1%	-
Completely unprotected	(0) 1	1	-	1	1	1	1	-
	1%	1%	-	1%	1%	1%	2%	-
NET: 8-10	19	18	3	13	15	15	11	3
	37%	39%	32%	33%	35%	35%	40%	28%
NET: 4-7	30	25	7	25	25	26	15	9
	58% _d	55%	62%	61%	59%	60%	53%	72%
NET: 0-3	3	3	1	2	3	2	2	-
	5%	6%	5%	6%	6%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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

Table 333

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

	GO Region			Urban/ Rural	Interne Usage More than 2 hours (n)	Devices used to access internet Multipl e devices (n)	Working status	
	Total (n)	NET: England (g)	London (k)	Urban (A)		Working full time (s)	Working part- time (r)	
Weighted base	51	46	11**	40	42	42	28	12**
Mean	6.74	6.79	6.72	6.63	6.72	6.68	6.56	7.15
Standard deviation	1.98	2.03	1.78	1.97	2.11	1.98	2.11	1.53
Standard error	0.17	0.19	0.31	0.19	0.19	0.19	0.24	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 334
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

	Household income- per year			Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	131	34	27	33	130	117	102	120	105	102	102	89	131	87	73	54	95	36
Weighted base	51	12**	10**	13**	51	42	32	43	34	33	31	28	51	23	23	27*	35	16**
Effective base	96	28	23	21	95	90	82	93	81	78	87	69	96	78	60	40	72	25
Completely protected	(10)	4	1	1	4	4	3	3	2	2	2	2	4	1	2	2	3	2
		8%ijp	6%	10%	3%	8%jip	9%jip	7%	7%ip	5%	7%ij	6%	8%jip	6%	8%	9%	7%	10%
9	(9)	5	1	1	5	5	4	5	4	4	4	4	5	4	3	2	2	2
		9%	8%	7%	9%	9%	11%Tgo	13%Tgo	11%Tgo	13%Tgo	13%Tgo	14%Tghj	14%Tgo	9%	18%Tghjklmno	12%	9%	7%
8	(8)	10	2	2	10	5	5	6	5	5	4	5	10	3	2	8	7	3
		19%hijkmp	16%	20%	17%	19%hijkmp	12%	15%	14%	15%	16%h	14%	18%hmp	19%hijkmp	15%	10%	28%r	20%
7	(7)	9	3	2	4	9	8	6	9	6	6	5	5	9	5	4	8	1
		18%	28%	18%	27%	18%	20%um	20%	22%Tgmo	19%	18%	17%	18%	18%	20%	24%	15%	22%
6	(6)	11	1	3	4	11	10	5	10	7	7	6	4	11	3	3	8	4
		22%unpr	9%	26%	31%	22%inpr	24%ukmnp	16%	23%immp	19%ip	20%ip	20%ip	16%ip	22%inpr	14%	14%	30%	21%
5	(5)	7	3	1	1	7	7	6	6	6	5	6	5	7	4	4	3	1
		14%	21%	12%	10%	14%	16%Tgjo	18%Tgjo	13%	17%Tgjo	16%	19%Tgj	17%	14%	19%Tgjo	16%	10%	16%
4	(4)	2	1	1	*	2	2	1	2	2	2	2	2	1	2	-	1	1
		4%	4%	5%	2%	4%	5%	5%	5%To	6%To	6%To	6%To	7%Tgo	4%	8%Tgo	3%Ts	-	3%
3	(3)	1	*	*	-	1	1	1	1	1	1	1	1	1	1	-	*	1
		2%ht	2%	3%	-	2%h	1%	2%	3%h	2%	4%hikm	2%	2%h	2%k	5%T	-	1%	6%
2	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	(1)	1	1	-	-	1	*	*	*	*	*	*	1	-	*	1	*	1
		2%hikm	5%	-	-	2%hikm	1%	1%	2%hikm	1%	1%	1%	1%	2%hikm	1%	1%	2%	1%
Completely unprotected	(0)	1	-	-	-	1	1	1	1	1	1	-	1	-	1	-	1	-
		1%	-	-	-	1%	1%	2%	1%	1%	2%	-	1%	-	2%	-	1%	-
NET: 8-10	19	4	4	4	19	13	12	13	12	11	11	10	19	9	7	12	12	7
	37%hj	31%	36%	29%	37%hj	32%	37%hj	31%	35%	34%	34%	38%hjm	37%hj	38%hjk	30%	43%	34%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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ONLINE Fieldwork: 22nd September - 4th October 2021

Table 334

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

	Household income- per year				Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (j)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£25,999 - £36,399 (c)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (k)	Snapchat (l)	Twitch (n)	Vimeo (m)	Fruita b (r)	Bitchute (o)	OnlyFans (p)	Any exposure (f)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	51	12**	10**	13**	51	42	32	43	34	33	31	28	51	23	23	27*	35	16**
NET: 4-7	30 58%	8 62%	6 61%	9 71%	29 58%	27 65%Tgk mnp	19 59%	27 63%Tgo	21 61%p	20 61%	19 62%	16 59%	30 58%	13 59%	14 61%	15 54%	22 63%	8 48%
NET: 0-3	3 5%h	1 7%	* 3%	-	3 5%h	1 3%	1 4%	3 6%Tghk mnp	1 4%	2 6%hikm p	1 4%	1 3%	3 5%h	1 3%	2 8%	1 2%	1 3%	2 10%
Mean	6.74j	6.48	6.88	6.87	6.74j	6.72	6.81jm	6.59	6.70	6.57	6.64	6.78m	6.74j	6.81jd	6.49	7.03	6.76	6.70
Standard deviation	1.98	2.16	1.81	1.35	1.98	1.92	2.05	2.00	1.99	2.00	2.04	1.87	1.98	1.92	2.24	1.72	1.85	2.31
Standard error	0.17	0.37	0.35	0.23	0.17	0.18	0.20	0.18	0.19	0.20	0.20	0.20	0.17	0.21	0.26	0.23	0.19	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

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

Table 335

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

	Total (f)	No. of VSPs used in Past 3 months 5x VSPs (g)	No. of Selected VSPs used in Past 3 months 5x VSPs (h)
Unweighted base	131	116	116
Weighted base	51	40	40
Effective base	96	90	90
Completely protected	(10)	4	3
	8%	7%	7%
9	(9)	5	5
	9%	11%T	11%T
8	(8)	10	6
	13%sel	14%	14%
7	(7)	9	8
	18%	21%T	21%T
6	(6)	11	9
	22%	22%	22%
5	(5)	7	6
	14%	16%T	16%T
4	(4)	2	2
	4%	5%	5%
3	(3)	1	1
	2%sel	1%	1%
2	(2)	-	-
	-	-	-
1	(1)	1	1
	2%sel	1%	1%
Completely unprotected	(0)	1	1
	1%	1%	1%
NET: 8-10	19	13	13
	37%sel	33%	33%
NET: 4-7	30	26	26
	58%	64%T	64%T
NET: 0-3	3	1	1
	5%sel	3%	3%
Mean	6.74	6.72	6.72
Standard deviation	1.88	1.91	1.91
Standard error	0.17	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) - T/a/b/c/d/e - T/h/i/j/k/l

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

Prepared by Yonder

.YONDER

Table 336

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

	Gender		Social Grade					Age					Ethnicity			Religion	
	Total (N)	Male (%)	AB (%)	C1 (%)	C2 (%)	DE (%)	18+ (%)	18-24 (%)	25-34 (%)	35-44 (%)	45-54 (%)	White (%)	BAME (%)	Asian (%)	Christian (%)	None (%)	
Unweighted base	198	173	63	59	33	42	198	40	67	47	36	131	65	36	74	84	
Weighted base	76	67	23*	23*	12**	17*	76	13*	25	19*	14**	54	21	13**	26	37	
Effective base	162	142	48	48	29	37	162	34	58	40	28	109	52	28	55	75	
Completely protected (10)	5	5	2	1	1	1	5	2	1	1	3	2	1	2	2	2	
9	8	7	3	2	*	2	8	1	3	2	2	6	2	1	3	3	
8	12	10	5	3	3	2	12	3	3	4	2	7	5	4	3	6	
7	14	13	4	5	1	3	14	2	5	4	2	11	3	2	5	7	
6	9	7	1	4	2	2	9	2	5	1	1	6	2	1	3	4	
5	14	13	5	4	2	2	14	2	5	4	3	10	4	2	6	6	
4	5	5	2	1	1	1	5	*	2	2	1	4	1	1	2	3	
3	3	3	*	1	1	*	3	1	1	1	2	1	*	1	2	2	
2	2	2	*	*	1	1	2	*	1	1	2	*	*	*	2	2	
1	2	2	*	1	*	1	2	*	1	1	1	1	1	1	1	1	
Completely unprotected (0)	1	*	*	*	*	1	1	*	*	1	1	*	*	*	*	1	
NET: 8-10	25	21	9	6	4	5	25	6	7	6	5	16	8	5	9	11	
NET: 4-7	42	38	13	14	6	9	42	6	15	10	7	32	10	6	15	20	
NET: 0-3	8	8	1	3	2	2	8	1	3	2	2	6	2	2	2	6	
Mean	6.30	6.29	6.70	6.15	5.97	6.16	6.30	7.02Th	6.18	6.15	6.09	6.19	6.68	6.35	6.33	6.09	
Standard deviation	2.29	2.28	2.09	2.24	2.55	2.54	2.29	2.09	2.19	2.28	2.85	2.28	2.29	2.47	2.36	2.35	
Standard error	0.16	0.17	0.26	0.29	0.44	0.39	0.16	0.33	0.27	0.33	0.48	0.20	0.28	0.41	0.27	0.26	

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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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 337

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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (n)	University degree or equiv (o)	Higher university degree (p)
Unweighted base	198	53	23	33	132	35	85	66	102	95	43	48	33	75	79	35
Weighted base	76	21*	10**	12**	51	15**	35	22	44	32	15*	14*	11**	30	30	12**
Effective base	162	42	19	26	110	29	72	54	87	75	34	43	26	62	67	25
Completely protected	(10)	5	2	1	3	1	2	2	3	2	1	1	1	1	3	1
		7%	10%	14%	6%	6%	4%	9%	6%	7%	8%	5%	13%	4%	10%	5%
9	(9)	8	1	1	6	1	4	2	3	4	2	3	1	2	4	1
		10%	6%	9%	5%	13%	7%	12%	11%	8%	14%	12%	22%Tj	12%	7%	14%
8	(8)	12	3	2	1	7	1	5	6	7	4	2	1	5	3	3
		16%	14%	22%	7%	15%	7%	15%	23%	13%	21%	25%	16%	17%	10%	25%
7	(7)	16	3	2	9	3	7	3	9	5	2	3	1	4	6	2
		18%	21%	12%	28%	17%	20%	21%	14%	21%	15%	22%	4%	15%	21%	21%
6	(6)	9	1	1	7	1	4	4	5	3	2	1	1	2	5	1
		11%	6%	8%	4%	13%	3%	12%	16%	12%	10%	11%	5%	8%	17%	2%
5	(5)	14	4	2	2	11	5	6	3	9	5	2	2	7	4	3
		19%	17%	21%	15%	21%	33%	18%	13%	20%	17%	16%	18%	24%	14%	21%
4	(4)	5	1	1	1	4	1	3	1	3	2	1	1	2	3	1
		7%	6%	5%	7%	8%	9%	8%	4%	7%	7%	5%	8%	14%	9%	6%
3	(3)	3	1	1	2	1	3	1	3	1	1	1	1	1	2	1
		4%	6%	4%	11%	4%	4%	7%	1%	7%J	1%	1%	1%	1%	4%	6%
2	(2)	2	1	1	1	1	1	1	2	1	1	1	1	2	1	1
		3%	5%	5%	4%	2%	8%	1%	2%	4%	2%	3%	3%	6%P	1%	1%
1	(1)	2	2	2	2	1	1	1	1	1	1	1	2	2	1	1
		3%Q	8%Td	14%	14%	1%	2%	6%	1%	6%TI	2%	2%	18%	6%	1%	2%
Completely unprotected	(0)	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%
NET: 8-10		25	6	5	2	17	3	11	10	12	13	7	6	4	8	10
		33%	30%	45%	18%	33%	20%	31%	43%	27%	42%TI	45%	44%	37%	27%	35%
NET: 4-7		42	11	5	7	30	10	20	10	27	15	7	5	17	18	6
		56%	50%	46%	53%	59%	64%	58%	46%	61%	48%	47%	51%	45%	55%	50%
NET: 0-3		8	4	1	4	4	2	4	2	6	3	1	1	2	5	2
		11%	19%	9%	29%	8%	16%	11%	11%	13%	9%	8%	5%	16%	16%	7%

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 Proportions/Means: Columns: Tested (5% risk level) - T/a/b/c/d - T/a/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Table 337

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

	Impacting/ limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)
Weighted base	76	21*	10**	12**	51	15**	35	22	44	32	15*	14*	11**	30	30	12**
Mean	6.30o	5.98	6.76	5.32	6.39	5.64	6.33	6.61	6.14	6.53	6.73	6.90T	5.81	5.67	6.72To	6.66
Standard deviation	2.29	2.67	2.38	2.77	2.15	2.42	2.14	2.48	2.20	2.44	2.32	2.17	3.10	2.48	2.16	2.16
Standard error	0.16	0.37	0.50	0.48	0.19	0.41	0.23	0.31	0.22	0.25	0.35	0.31	0.54	0.29	0.24	0.36

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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 338

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

	GO Region			Urban/ Rural	Internet usage		Devices used to access internet		Working status	
	Total (n)	NET: England (g)	London (k)	Urban (A)	More than 2 hours (n)	1-2 hours (o)	Multipl e devices (r)	Working full time (s)	Working part-time (t)	
Unweighted base	198	172	44	151	183	14	174	126	37	
Weighted base	76	64	16*	57	65	10**	69	49	14**	
Effective base	162	141	35	124	159	12	143	104	29	
Completely protected	(10) 5	5	1	3	5	-	5	3	2	
	7%	8%	7%	6%	8%T	-	7%	6%	11%	
9	(9) 8	7	2	7	7	1	8	5	2	
	10%	10%	14%	12%	11%T	6%	11%	11%	15%	
8	(8) 12	9	2	10	10	2	10	7	3	
	16%r	15%	11%	17%	16%	22%	14%	15%	19%	
7	(7) 14	14	3	10	12	2	14	9	2	
	18%	21%T	22%	18%	19%	15%	20%	19%	11%	
6	(6) 9	7	2	7	8	-	7	6	1	
	11%	11%	14%	13%	12%	4%	10%	12%	8%	
5	(5) 14	11	1	11	10	4	13	8	4	
	19%kn	17%	7%	20%	15%	42%	19%	16%	27%	
4	(4) 5	4	2	4	5	-	5	4	1	
	7%	7%	12%	7%	8%T	-	8%	8%	9%	
3	(3) 3	2	-	2	3	-	3	3	-	
	4%	4%	3%	4%	5%T	-	4%	5%	-	
2	(2) 2	2	-	1	2	-	2	2	-	
	3%	3%	-	2%	3%T	-	3%	3%	-	
1	(1) 2	1	1	1	1	1	2	1	-	
	3%An	2%	7% ^d	1	1%	11%	3%	3%	-	
Completely unprotected	(0) 1	1	1	1	1	-	1	1	-	
	1%r	1%	3%	1%	2%	-	1%	2%	-	
NET: 8-10	25	21	5	20	22	3	23	16	6	
	33%	33%	31%	35%	34%T	28%	33%	32%	45%	
NET: 4-7	42	36	9	33	35	6	39	27	8	
	56% ^{kn}	57%	55%	58%	54%	61%	56%	54%	55%	
NET: 0-3	8	7	2	4	7	1	7	6	-	
	11%A	10%	13%	7%	11%	11%	11%	13%	-	

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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

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

	GO Region			Urban/ Rural	Internet usage		Devices used to access internet	Working status	
	Total (f)	NET: England (g)	London (h)	Urban (A)	More than 2 hours (i)	1-2 hours (j)	Multi ple devices (k)	Working full time (l)	Working part- time (m)
Weighted base	76	64	16*	57	65	10**	69	49	14**
Mean	6.30	6.41	6.14	6.50T	6.38T	5.81	6.34	6.21	6.92
Standard deviation	2.29	2.28	2.69	2.10	2.31	2.29	2.29	2.39	2.02
Standard error	0.16	0.17	0.41	0.17	0.17	0.61	0.17	0.21	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 339

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

	Household income: per year						Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita (h)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	198	46	37	51	31	27	195	163	157	183	153	136	129	90	87	198	105	88	127	71
Weighted base	76	15*	16**	19*	13**	10**	75	66	54	68	52	44	40	26	23	76	37	37	44	32
Effective base	162	40	29	40	26	24	160	156	132	151	128	115	108	80	78	162	83	76	107	58
Completely protected	(10)	5	1	1	1	1	5	4	4	3	3	3	3	2	2	5	2	3	2	3
9	(9)	7%	9%	1%	8%	9%	3%	7%	6%	7%	6%	7%	8%	7%	7%	4%	4%	9%	5%	9%
8	(8)	12	2	2	2	2	12	10	9	11	9	9	8	5	4	12	8	4	8	4
7	(7)	14	3	4	4	1	14	14	14	16%	17%h	20%hj	19%h	19%	17%	22%	11%	18%	18%	14%
6	(6)	9	1	2	2	3	8	9	7	8	7	6	3	3	3	9	4	4	5	3
5	(5)	14	3	3	5	1	14	11	10	13	9	8	8	5	4	14	6	7	7	7
4	(4)	5	1	1	1	2	5	5	4	5	4	3	3	1	1	5	2	3	4	2
3	(3)	3	1	1	1	1	3	3	2	3	2	1	1	1	1	3	2	2	2	1
2	(2)	2	1	1	1	1	2	2	1	2	2	2	1	1	1	2	1	1	2	1
1	(1)	2	1	1	1	1	2	1	1	1	1	1	1	1	1	2	2	1	1	1
Completely unprotected	(0)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
NET: 8-10	25	6	4	6	6	4	25	21	19	22	17	17	15	11	9	25	13	12	15	10
NET: 4-7	42	8	9	11	6	6	42	39	32	39	30	23	23	14	12	42	19	22	24	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTub e (g)	Instagr am (h)	TikTok (i)	Faceboo k (j)	Snapcha t (k)	Twitch (l)	Vimeo (m)	Fruttia b (n)	Bitchut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	76	15*	16**	19*	13**	10**	75	66	54	68	52	44	40	26	23	76	37	44	32	
NET: 0-3	8	1	3	2	1	1	8	6	4	6	5	4	2	1	1	8	5	5	4	
	11%hijmno	9%	19%	12%	9%	7%	11%imno	9%imn	7%	9%imno	10%imno	10%imno	6%	5%	5%	11%hijmno	13%	8%	11%	
Mean	6.30	6.57	5.70	6.31	6.67	6.33	6.34	6.37	6.54Tghkjp	6.41Tp	6.31	6.47	6.67Tghkjp	6.83Tghkjp	6.83Tghkjp	6.30	6.22	6.48	6.32	6.27
Standard deviation	2.29	2.21	2.59	2.39	2.16	2.26	2.24	2.20	2.08	2.16	2.20	2.21	2.09	2.11	2.15	2.29	2.30	2.21	2.24	2.38
Standard error	0.16	0.33	0.43	0.33	0.39	0.44	0.16	0.16	0.17	0.16	0.18	0.19	0.18	0.22	0.23	0.16	0.22	0.24	0.20	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 340

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

	Total (f)	No. of VSPs used in Past 3 months 5x VSPs (g)	No. of Selected VSPs used in Past 3 months 5x VSPs (h)
Unweighted base	198	176	174
Weighted base	76	62	61
Effective base	162	149	147
Completely protected	(10) 7%	4 7%	4 7%
9	(9) 10%	8 11%	7 10%
8	(8) 16%e	12 15%	9 15%
7	(7) 18%	14 21%T	13 21%T
6	(6) 11%	9 14%T	9 14%T
5	(5) 19%el	14 16%	10 16%
4	(4) 7%	5 8%	5 8%
3	(3) 4%	3 5%	3 5%
2	(2) 3%	2 2%	2 2%
1	(1) 3%el	1 *	1 *
Completely unprotected	(0) 1%el	1 1%	1 1%
NET: 8-10	25 33%	20 33%	20 33%
NET: 4-7	42 56%	37 59%T	36 59%T
NET: 0-3	8 11%el	5 8%	5 8%
Mean	6.30	6.49T	6.48T
Standard deviation	2.29	2.11	2.11
Standard error	0.16	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) - T/a/b/c/d/e - T/h/i/j/k/l

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

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 341

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

	Gender		Social Grade				Age								Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (o)	BAME (p)	Mixed (q)	Asian (r)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	268	203	65	109	75	44	40	30	238	46	70	56	47	15	19	179	87	22	45	108	31	19	106
Weighted base	151	104	48*	64	42*	23*	22**	18**	133	27*	37*	29*	26*	12**	14**	108	42	11**	22**	58	14**	11**	64
Effective base	179	141	44	73	48	32	26	22	157	31	46	38	32	9	12	123	55	15	27	71	20	11	82
Completely protected	(10)	8	5	3	3	1	1	2	6	2	1	*	1	1	4	4	2	*	5	*	*	-	3
		5%	5%	7%	4%	7%	5%	9%	5%	9%	4%	1%	5%	9%	7%	4%	9%	14%	1%	8%	1%	-	5%
9	(9)	13	8	5	5	1	1	11	2	3	4	2	-	-	7	6	*	*	3	7	2	1	2
		8%A	7%	10%	8%	12%	5%	6%	8%	9%	9%	12%	7%	-	-	6%	14%	2%	15%	12%	15%	11%	4%
8	(8)	31	20	12	11	6	4	5	26	6	6	6	6	2	2	22	8	3	4	12	3	2	13
		21%	15%	24%	16%	26%	25%	20%	23%	16%	20%	21%	14%	17%	21%	21%	20%	25%	18%	21%	21%	21%	21%
7	(7)	33	20	13	13	9	6	6	3	30	5	7	6	7	5	6	24	9	3	6	9	5	4
		22%	20%	26%	19%	21%	25%	27%	16%	23%	17%	19%	21%	25%	39%	41%	22%	22%	25%	29%	16%	37%	34%
6	(6)	20	15	5	10	4	3	3	2	18	2	5	6	3	1	2	15	4	1	2	10	1	8
		13%	14%	10%	15%	10%	13%	12%	13%	6%	13%	21%	13%	13%	13%	14%	10%	7%	11%	17%	6%	5%	12%
5	(5)	23	18	6	12	5	3	3	1	22	8	5	3	5	1	1	20	3	1	2	8	2	-
		15%a	17%	12%	18%	12%	13%	15%	6%	17%	29%Th	14%	10%	18%	12%	10%	19%	7%	6%	10%	14%	11%	-
4	(4)	12	8	4	7	3	1	1	4	8	1	2	3	2	-	6	6	1	3	5	1	2	4
		8%b	8%	6%	11%	7%	5%	4%	20%	6%	2%	6%	11%	7%	2%	5%	14%r	10%	16%	8%	8%	21%	6%
3	(3)	5	4	1	1	*	2	1	-	5	1	3	1	1	-	5	*	-	1	*	1	*	5
		4%	4%	3%	2%	1%	9%	7%	-	4%	4%	8%	2%	4%	-	5%	1%	-	1%	1%	2%	-	7%T
2	(2)	2	2	-	-	1	-	1	-	2	-	2	-	-	-	2	-	-	-	1	-	-	1
		2%	2%	-	-	3%	-	6%	-	2%	-	6%T	1%	-	-	2%	-	-	-	2%	-	-	2%
1	(1)	2	2	-	2	-	-	-	-	2	*	1	1	-	1	2	1	-	-	*	-	-	2
		1%	2%	-	3%	-	-	-	-	2%	1%	3%	2%	-	4%	4%	2%	1%	-	*	-	-	3%
Completely unprotected	(0)	2	2	-	1	-	-	-	2	-	1	-	-	1	1	1	1	1	1	-	-	1	1
		1%	2%	-	2%	2%	-	-	1%	-	3%	-	-	7%	6%	1%	2%	7%	-	1%	-	7%	1%
NET: 8-10		52	32	20	18	19	8	7	8	44	11	10	9	3	3	33	18	5	7	24	5	4	19
		34%	31%	41%	29%	45%	35%	30%	46%	33%	42%	29%	33%	23%	24%	31%	43%	45%	34%	41%	37%	33%	29%
NET: 4-7		87	61	27	41	21	13	13	10	78	14	19	18	17	8	65	22	5	14	32	8	7	37
		58%	59%	56%	64%	49%	56%	57%	54%	58%	54%	52%	63%	63%	67%	60%	53%	48%	65%	55%	61%	60%	57%
NET: 0-3		12	10	1	5	2	2	3	-	12	1	7	1	1	1	10	2	1	-	2	-	1	9
		8%	10%T	3%	7%	6%	9%	12%	-	9%	4%	19%Th	5%	4%	11%	10%	4%	7%	1%	4%	2%	3%	13%Tx
Mean		6.45a	6.24	6.95a	6.19	6.86	6.59	6.39	6.89	6.41	6.79	5.91	6.51	6.63	6.20	6.36	6.31	6.85	6.76	6.68	6.79A	6.96	6.24
		6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05
Standard deviation		2.08	2.10	1.74	2.15	2.10	1.86	2.05	1.84	2.10	1.93	2.49	1.85	1.74	2.59	2.39	2.03	2.19	2.62	1.73	1.99	1.61	2.49
Standard error		0.13	0.15	0.22	0.21	0.24	0.28	0.32	0.35	0.14	0.28	0.30	0.25	0.25	0.67	0.55	0.15	0.23	0.56	0.26	0.19	0.29	0.57

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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 342

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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (n)	University degree or equiv (o)	Higher university degree (p)	Still in full time education (q)
Unweighted base	268	58	30	30	194	44	109	102	123	114	51	57	39	79	105	48	31
Weighted base	151	29*	18**	14**	114	26*	69	51	78	55	24*	22*	18**	45*	59	25*	19**
Effective base	179	37	20	15	131	31	74	69	91	66	33	45	24	48	75	32	21
Completely protected	(10)	8	1	1	7	2	3	3	5	2	*	*	1	2	3	1	1
		5%	4%	3%	1%	6%	4%	6%	6%	3%	2%	2%	7%	5%	6%	3%	5%
9	(9)	13	3	1	2	9	2	5	5	4	7	2	3	2	7	3	1
		8%	10%	5%	15%	8%	7%	8%	9%	5%	13%	9%	15%	17%	11%	12%	7%
8	(8)	31	7	6	2	23	6	12	13	15	11	3	6	5	11	12	2
		21% ^q	25%	32%	17%	20%	22%	17%	25%	20%	19%	11%	28% ^{jk}	28%	25% ^q	20%	7%
7	(7)	33	2	2	1	28	6	15	10	17	13	6	3	3	11	13	4
		22% ^{ka}	8%	10%	6%	25% ^{ka}	32%	22%	20%	22%	23% ^{ld}	22%	14%	15%	24%	22%	16%
6	(6)	20	2	1	1	16	6	8	5	10	7	3	4	1	5	8	5
		13%	8%	8%	6%	14%	23%	12%	10%	13%	14%	14%	19%	8%	10%	13%	19%
5	(5)	23	7	3	3	15	5	13	5	14	8	2	2	10	8	4	1
		15%	23%	19%	22%	13%	17%	19%	10%	18%	15%	25%	11%	13%	22%	13%	17%
4	(4)	12	3	2	3	8	-	3	8	4	1	1	2	1	4	3	4
		8% ^o	10%	13%	22%	7%	1%	4%	16% ^{Tef}	5%	8%	4%	6%	12%	7%	11%	19%
3	(3)	5	*	*	*	5	*	4	1	4	1	1	*	3	1	1	-
		4%	1%	-	2%	4%	2%	6%	2%	5%	2%	5%	1%	-	7%	2%	4%
2	(2)	2	1	1	-	1	-	2	-	2	*	*	-	*	-	2	-
		2%	4%	6%	-	1%	-	3%	-	3%	1%	-	-	1%	-	8% ^{tp}	-
1	(1)	2	1	-	1	2	*	1	1	1	1	1	*	1	1	*	-
		1%	2%	-	4%	2%	1%	2%	2%	1%	2%	3%	4%	1%	1%	2%	2%
Completely unprotected	(0)	2	2	1	1	-	-	2	-	2	-	-	-	-	2	-	-
		1% ^d	8% ^{Td}	4%	6%	-	-	3%	-	3%	-	-	-	-	3%	-	-
NET: 8-10		52	12	7	4	39	9	20	24	19	5	10	9	15	22	8	7
		34%	39%	40%	33%	34%	35%	29%	40%	31%	35% ^{kl}	22%	45% ^{jk}	52%	33%	37%	22%
NET: 4-7		87	14	9	8	66	17	40	28	45	33	16	11	9	26	33	16
		58%	49%	49%	56%	58%	63%	57%	56%	58%	60% ^{ld}	68%	51%	47%	58%	55%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Table 342

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

	Impacting/ limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (n)	University degree or equiv (o)	Higher university degree (p)	Still in full time education (q)
Weighted base	151	29*	18**	14**	114	26*	69	51	78	55	24*	22*	18**	45*	59	25*	19**
NET: 0-3	12	3	2	2	8	1	9	2	9	3	2	1	*	4	4	4	-
	8%	12%	10%	12%	7%	2%	14%	4%	11%	5%	10%	5%	1%	9%	7%	14%	-
Mean	6.46	6.02	6.07	5.64	6.60	6.82	6.10	6.67	6.27	6.61k	6.14	6.76	7.06	6.47	6.55	5.86	6.73
Standard deviation	2.08	2.56	2.43	2.66	1.97	1.61	2.28	1.99	2.21	1.91	1.96	1.96	1.96	1.86	2.26	2.22	1.77
Standard error	0.13	0.34	0.44	0.49	0.14	0.24	0.22	0.20	0.20	0.18	0.27	0.26	0.31	0.21	0.22	0.32	0.32

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

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

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

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

Table 343

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

	Total (n)	GO Region						Urban/Rural		Internet usage		Devices used to access internet	Working status		
		Scotland (a)	NET: England (g)	North West (f)	East Midlands (i)	London (h)	South East (j)	Urban (A)	Rural (B)	More than 2 hours (m)	1-2 hours (n)		Multiple devices (o)	Working full time (p)	Working part-time (q)
Unweighted base	268	22	232	31	23	69	216	29	239	29	243	139	57		
Weighted base	151	12**	130	20**	14**	34	24**	122	18**	120	32**	144	76	32*	
Effective base	179	19	151	20	14	52	25	141	21	175	22	164	90	41	
Completely protected	(10)	8	8	1	2	3	6	1	8	1	7	2	2		
	5%	3%	6%	7%	8%	7%	13%	5%	6%T	1%	5%	2%	5%		
9	(9)	13	9	3	2	1	12	1	10	2	12	8	2		
	8%	22%	7%	14%	13%	6%	4%	10%	2%	8%	8%	11%	6%		
(8)	31	2	27	4	2	9	3	26	3	29	3	29	14	7	
	21%	15%	21%	20%	14%	25%	13%	21%	17%	24%T	9%	20%	19%	21%	
7	(7)	33	2	26	5	4	5	6	26	3	19	14	17	6	
	22% <u>n</u>	21%	20%	23%	26%	14%	25%	22%	17%	16%	44%	22%	22%	17%	
6	(6)	20	1	18	2	1	8	2	17	3	20	11	6		
	13%	7%	14%	12%	4%	24%Td	8%	14%	16%	14%T	9%	14%	15%	20%	
5	(5)	23	2	20	5	1	5	2	18	4	16	7	22	13	4
	15% <u>n</u>	20%	16%	23%	6%	15%	6%	15%	20%	14%	22%	15%	16%	14%	
4	(4)	12	1	11	1	3	1	4	9	1	9	2	11	4	4
	8%	4%	8%	2%	24%	3%	18%	8%	3%	8%	7%	7%	5%	13%	
3	(3)	5	1	5	1	2	1	3	1	5	1	5	4	1	
	4%	7%	4%	5%	5%	6%	1%	3%	7%	5%T	1%	4%	5%	1%	
2	(2)	2	1	2	1	1	1	1	2	1	2	1	1	1	
	2%	1%	2%	1%	1%	1%	1%	1%	6%	2%T	1%	2%	1%	3%	
1	(1)	2	1	2	1	1	2	1	2	1	2	2	2	1	
	1%	1%	2%	1%	1%	4%	1%	3%	2%T	1%	2%	3%	1%	1%	
Completely unprotected	(0)	2	2	1	1	1	1	1	2	1	2	1	1		
	1%	1%	2%	1%	1%	3%	1%	5%	2%T	1%	1%	2%	1%		
NET: 8-10	52	5	44	7	5	13	7	44	4	46	6	48	25	10	
	34%	41%	34%	32%	36%	38%	30%	36%	24%	39%T	18%	34%	32%	32%	
NET: 4-7	87	6	75	12	8	19	14	70	10	62	26	83	44	21	
	58% <u>n</u>	52%	58%	60%	59%	56%	57%	55%	52%	52%	82%	58%	58%	64%	
NET: 0-3	12	1	11	1	1	2	3	7	4	12	1	12	8	1	
	8%	7%	8%	6%	5%	6%	13%	6%	21%	10%T	1%	8%	10%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 343

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

Total (T)	GO Region						Urban/ Rural		Internet usage		Devices used to access internet	Working status		
	Scotland (a)	NET: England (g)	North West (f)	East Midlands (i)	London (h)	South East (e)	Urban (A)	Rural (B)	More than 2 hours (m)	1-2 hours (n)	Multiple devices (l)	Working full time (s)	Working part time (r)	
Weighted base	151	12**	130	20**	14**	34	24**	122	18**	120	32**	144	76	32*
Mean	6.46	6.82	6.39	6.60	6.58	6.68	6.59	6.63	6.44	6.56	6.43	6.36	6.43	
Standard deviation	2.08	2.00	2.13	1.74	2.19	1.80	2.71	2.01	2.51	2.23	1.40	2.08	2.10	1.88
Standard error	0.13	0.43	0.14	0.31	0.46	0.22	0.46	0.14	0.47	0.14	0.28	0.13	0.18	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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

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Table 344

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

	Household income: per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (n)	Up to £15,599 (a)	£15,599 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (n)	Snapchat (k)	Twitch (j)	Vimeo (i)	Fruita b (f)	Blitche (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	268	55	55	61	32	51	265	240	209	248	192	174	268	116	102	129	128	135	169	99
Weighted base	151	24*	37*	33*	17**	32*	149	128	103	134	92	75	151	50	31	40	61	89	85	67
Effective base	179	44	35	41	25	33	176	155	139	171	122	118	179	61	87	108	80	97	119	66
Completely protected	(10)	8	1	1	2	2	8	5	6	7	5	5	8	4	2	3	3	5	5	3
9	(9)	13	1	4	3	2	3	11	11	12	13	11	10	9	5	7	8	4	7	5
8	(8)	31	8	6	7	2	6	30	29	22	22	29	17	31	11	7	7	13	19	22
7	(7)	21*	32%T	16%	23%	14%	19%	20%	22%pp	21%	22%gp	24%ip	21%	23%p	24%p	17%	21%	21%	26%Tu	14%
6	(6)	20	4	5	3	3	4	20	17	12	16	9	11	20	4	5	7	6	14	11
5	(5)	23	5	4	6	2	4	23	21	17	21	15	12	23	5	4	6	10	13	13
4	(4)	12	1	3	3	1	5	11	11	9	11	9	5	12	4	1	2	6	5	6
3	(3)	5	1	1	2	2	2	5	3	3	5	2	5	1	1	2	4	2	4	2
2	(2)	2	-	1	1	-	2	1	1	1	1	1	-	2	-	-	-	2	1	1
1	(1)	2	-	-	1	-	2	2	2	2	2	1	2	-	1	1	1	1	2	-
Completely unprotected	(0)	2	-	1	1	-	2	1	1	2	1	1	2	-	-	-	-	2	-	2
NET: 8-10	52	10	11	12	6	11	50	46	41	49	38	32	52	24	14	16	24	28	35	17
	34%g	42%	29%	36%	37%	35%	33%	36%	39%Tghm	36%Tgm	41%Tghm	43%Tghj	34%g	48%Tghj	46%Tghj	41%Tgm	39%	31%	41%Tu	26%
NET: 4-7	87	13	23	17	9	19	87	75	55	74	48	38	87	25	15	21	32	55	43	44
	58%jkl	53%	63%	52%	55%	59%	59%jkl	58%iklo	53%	56%p	52%	51%	58%jkl	49%	47%	51%	52%	62%	51%	67%t

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

Prepared by Yonder



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Table 344

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	151	24*	37*	33*	17**	32*	149	128	103	134	92	75	151	50	31	40	61	89	85	67
NET: 0-3	12	1	3	4	1	2	12	8	8	11	6	5	12	2	3	3	6	6	7	5
	8%h	4%	8%	13%	8%	6%	8%h	6%	7%	8%hn	7%n	6%	8%h	3%	7%	8%sn	9%	7%	8%	7%
Mean	6.46	6.76	6.48	6.10	6.73	6.50	6.44	6.51	6.56	6.48	6.61	6.74Tghjm	6.46	7.14Tghjkmp	6.90Tghjkm	6.68	6.49	6.47	6.58	6.31
Standard deviation	2.08	1.71	2.05	2.38	2.44	1.99	2.08	2.02	2.17	2.12	2.14	2.15	2.08	1.88	2.08	2.20	2.17	2.03	2.07	2.09
Standard error	0.13	0.23	0.28	0.31	0.43	0.28	0.13	0.13	0.15	0.13	0.15	0.16	0.13	0.17	0.21	0.19	0.19	0.17	0.16	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 345

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

	Total (f)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	268	13	14	237	15	18	231
Weighted base	151	13**	14**	120	14**	17**	116
Effective base	179	12	10	160	14	13	155
Completely protected	(10)	8 5%	-	7 6%	-	-	7 6%
9	(9)	13 8%	1 6%	-	12 10%T	1 6%	-
8	(8)	31 21%	2 12%	1 9%	28 23%T	2 11%	27 23%
7	(7)	33 22%el	3 19%	6 45%	23 19%	3 18%	8 44%
6	(6)	20 13%	3 20%	2 15%	15 12%	3 23%	2 13%
5	(5)	23 15%	2 14%	3 24%	18 15%	2 13%	3 20%
4	(4)	12 8%	1 8%	1 7%	10 8%	2 11%	2 9%
3	(3)	5 4%	2 14%	-	3 3%	2 13%	-
2	(2)	2 2%	-	-	1 1%	-	-
1	(1)	2 1%	-	-	2 2%	-	-
Completely unprotected	(0)	2 1%	1 6%	-	1 1%	1 6%	1 1%
NET: 8-10	52 34%	2 18%	1 9%	1 39%T	2 17%	2 14%	45 39%T
NET: 4-7	87 58%el	8 61%	13 91%	66 55%	9 54%	15 86%	63 54%
NET: 0-3	12 8%	3 21%	-	8 7%	3 19%	-	8 7%
Mean	6.46	5.52	6.24	6.59T	5.49	6.33	6.60T
Standard deviation	2.08	2.32	1.17	2.07	2.24	1.24	2.09
Standard error	0.13	0.64	0.31	0.13	0.58	0.29	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) - T/a/b/c/d/e - T/h/i/j/k/l

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 346

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

	Gender		Social Grade			Age					Ethnicity			Religion			
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	13-17 (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	White (n)	BAME (n)	Asian (n)	Christian (n)	Muslim (n)	None (n)
Unweighted base	130	97	33	48	38	23	18	112	26	40	32	71	58	30	66	24	28
Weighted base	63	39	25**	25**	21**	10**	13**	50	12**	17**	15**	39*	23*	12**	31*	10**	14**
Effective base	71	58	20	28	18	15	13	58	15	24	20	37	38	20	37	15	17
Completely protected	(10)	7	6	2	2	2	2	5	1	2	2	3	4	1	8	1	-
		11%	17%T	1%	9%	10%	18%	12%	10%	9%	10%	15%	7%	17%	8%	18%T	7%
9	(9)	6	4	2	2	3	1	1	5	2	1	1	4	2	3	1	2
		9%	10%	9%	7%	12%	6%	10%	9%	18%	6%	7%	11%	7%	9%	8%	16%
8	(8)	10	7	3	7	1	1	2	8	2	2	5	4	6	4	3	4
		16%	19%	13%	28%	4%	9%	16%	17%	18%	9%	30%	9%	26%T	33%	9%	42%
7	(7)	13	6	7	5	6	1	2	12	3	4	1	8	5	4	4	2
		21%	17%	28%	19%	30%	15%	12%	23%	22%	24%	9%	21%	21%	30%	14%	23%
6	(6)	8	4	3	3	3	*	2	5	3	1	*	5	2	1	4	*
		12%	12%	13%	13%	14%	5%	19%	10%	22%	8%	2%	14%	10%	10%	11%	4%
5	(5)	10	4	5	3	2	3	2	8	1	2	4	7	2	1	3	1
		16%a	12%	22%	10%	11%	28%	13%	16%	8%	13%	28%	19%	10%	10%	11%	10%
4	(4)	5	5	-	3	-	2	2	*	1	1	4	1	*	4	*	-
		7%h	12%T	-	11%	-	15%	18%	4%	2%	4%	7%	10%	3%	2%	13%	5%
3	(3)	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-
		1%	2%	-	1%	2%	-	2%	2%	2%	2%	2%	-	-	-	2%	3%
2	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	(1)	1	*	1	*	-	1	-	1	-	1	-	-	-	1	-	-
		1%	1%	2%	1%	-	5%	-	1%	-	4%	-	-	-	2%	-	-
Completely unprotected	(0)	3	-	3	-	3	-	3	-	3	-	2	2	-	3	-	-
		5%	-	13%	-	16%	-	6%	-	19%	-	4%	7%	-	10%	-	-
NET: 8-10		23	18	6	11	6	3	5	18	5	4	8	11	6	11	6	4
		37%	43%T	23%	44%	27%	33%	38%	38%	44%	25%	52%	28%	49%T	48%	36%	55%
NET: 4-7		35	20	15	13	11	6	8	27	6	9	7	25	10	6	16	4
		56%a	52%	62%	54%	55%	62%	62%	54%	54%	50%	46%	64%	44%	52%	49%	42%
NET: 0-3		5	1	4	1	4	1	-	5	*	4	*	3	2	-	5	*
		8%a	3%	15%	2%	18%	5%	-	10%	2%	25%	2%	9%	7%	-	15%T	3%
Mean		6.53	7.05T	5.73	6.91	6.05	6.37	6.75	6.48	7.28	5.38	7.04	6.22	7.02	7.35	6.13	7.26
Standard deviation		2.44	2.11	2.73	1.89	3.11	2.56	2.06	2.54	1.70	3.38	2.06	2.38	2.53	1.39	3.10	1.68
Standard error		0.21	0.21	0.48	0.27	0.50	0.53	0.49	0.24	0.33	0.53	0.36	0.28	0.33	0.25	0.38	0.34

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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 347

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

	Total (n)	Impacting/ limiting condition		Number of people in household		Do any children aged 17 or under live in your household?				Highest education			
		Any (a)	No impacting/ limiting condition (d)	2-3 (f)	4-5 (g)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5- 10 (l)	Aged 11-15 (m)	Second- ary school or equiv (o)	Univer- sity degree or equiv (p)	Still in full time educati- on (r)
Unweighted base	130	26	93	47	64	35	76	31	42	27	38	50	18
Weighted base	63	12**	47	24**	31*	17**	33*	12**	17**	10**	19**	24**	13**
Effective base	71	12	52	23	38	19	39	20	27	18	18	29	12
Completely protected	(10)	7	1	6	3	3	2	4	1	2	*	4	1
9	(9)	6	2	4	1	4	1	4	2	1	2	2	1
8	(8)	10	1	8	1	8	3	6	2	5	3	3	2
7	(7)	13	1	11	8	5	4	8	2	3	1	5	2
6	(6)	8	1	7	4	3	2	3	2	1	2	2	3
5	(5)	10	2	7	3	4	3	5	2	3	1	5	2
4	(4)	5	3	2	1	3	*	2	*	1	1	2	2
3	(3)	1	*	1	*	*	1	1	*	*	*	1	*
2	(2)	-	-	-	-	-	-	-	-	-	-	-	-
1	(1)	-	-	-	-	-	-	-	-	-	-	-	-
Completely unprotected	(0)	3	3	-	2	-	3	-	-	-	-	3	-
NET: 8-10	23	3	18	5	15	5	13	5	8	6	5	10	4
NET: 4-7	35	6	27	16	15	9	18	6	8	4	13	11	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 347

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

	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?				Highest education		
	Total (T)	Any (a)	No impacting/limiting condition (d)	2-3 (f)	4-5 (g)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondarily school or equiv (n)	Universally degree or equiv (p)	Still in full time education (r)
Weighted base	63	12**	47	24**	31*	17**	33*	12**	17**	10**	19**	24**	13**
NET: 0-3	5 8% ^d	3 28%	1 3%	2 9%	1 4%	3 20%	1 5%	1 12%	*	3%	1 4%	4 16%	-
Mean	6.53	4.56	7.03 ^T	6.32	6.93	5.68	6.91	6.50	7.08	7.60	6.40	6.36	6.56
Standard deviation	2.44	3.41	1.92	2.50	2.10	3.21	2.04	2.42	2.02	2.23	1.88	3.16	1.94
Standard error	0.21	0.67	0.20	0.36	0.26	0.54	0.23	0.44	0.31	0.43	0.30	0.45	0.46

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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Table 348

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

	Total (n)	GO Region			Urban/ Rural (A)	Internet usage		Devices used to access internet		Working status Full time (S)
		NET: England (g)	East Midland (i)	London (k)		More than 2 hours (n)	1-2 hours (o)	Multipl e devices (r)	Working full time (s)	
Unweighted base	130	114	15	37	101	115	14	110	77	
Weighted base	63	53	11**	16**	51	50	13**	57	38*	
Effective base	71	60	9	26	54	65	9	60	39	
Completely protected	(10)	7	5	1	2	6	-	5	4	
		11%	10%	11%	12%	12%	13%	4%	10%	10%
9	(9)	6	4	1	1	4	5	1	4	4
		9%	8%	5%	6%	7%	10%	9%	8%	11%
8	(8)	10	9	*	4	9	7	3	10	5
		16%	17%	3%	25%	17%	15%	23%	17%	14%
7	(7)	13	11	1	5	12	9	4	12	9
		21% ⁿ	21%	7%	32%	23%	17%	32%	21%	24%
6	(6)	8	7	2	1	5	6	2	7	4
		12%	13%	23%	6%	10%	12%	14%	13%	10%
5	(5)	10	9	1	2	8	7	3	9	5
		16%	17%	9%	11%	16%	15%	20%	16%	13%
4	(4)	5	4	2	1	4	5	-	4	2
		7%	8%	22%	5%	8%	9% ^T	-	6%	5%
3	(3)	1	1	-	1	1	1	-	1	1
		1%	1%	-	3%	1%	2%	-	1%	2%
2	(2)	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-
1	(1)	1	1	1	-	*	1	-	1	1
		1%	1%	5%	-	*	2%	-	1%	2%
Completely unprotected	(0)	3	2	2	-	3	3	-	3	3
		5% ^d	3%	15%	-	6%	7%	-	6%	9%
NET: 8-10		23	18	2	7	18	19	5	20	13
		37%	35%	19%	43%	36%	37%	35%	35%	35%
NET: 4-7		35	32	7	9	29	26	9	32	20
		56%	60%	61%	54%	56%	53%	65%	56%	53%
NET: 0-3		5	3	2	1	4	5	-	5	5
		8%	6%	20%	3%	8%	10% ^T	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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

Table 348

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

	GO Region				Urban/ Rural (A)	Internet usage		Devices used to access internet Multipl e devices (f)	Working status Full time (g)
	NET: England (d)	East Midland (e)	London (h)			More than 2 hours (i)	1-2 hours (j)		
Weighted base	63	53	11**	16**	51	50	13**	57	38*
Mean	6.53	6.56	5.05	7.18	6.49	6.41	6.97	6.46	6.33
Standard deviation	2.44	2.22	3.17	1.79	2.51	2.66	1.40	2.45	2.75
Standard error	0.21	0.21	0.82	0.29	0.25	0.25	0.37	0.23	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 349

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

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (T)	£15,000 - £25,999 (b)	£26,000 - £36,999 (c)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitlab (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	130	26	28	28	128	124	116	125	124	114	116	130	89	90	80	46	100	30
Weighted base	63	14**	12**	15**	62	58	51	57	56	49	50	63	28	26	34*	29**	46	18**
Effective base	71	12	16	16	69	66	68	74	73	66	61	71	69	80	47	26	63	13
Completely protected	(10) 7	3	-	2	6	6	7	7	7	6	5	7	2	2	2	4	5	2
	11%go	16%	2%	11%	9%so	10%	13%Tghmno	12%so	12%so	13%Tghmno	10%	11%go	8%	9%	7%	15%	11%	
9	(9) 6	1	2	2	6	6	4	6	5	5	6	6	3	3	5	1	5	1
	9%	7%	17%	11%	10%	10%u	8%	10%u	10%	11%Tin	12%u	9%	11%Tgin	11%	14%	5%	11%	6%
8	(8) 10	1	1	3	10	10	10	10	10	9	8	10	6	4	6	4	10	1
	16%	8%	12%	19%	17%	17%	19%Tghmn	18%	19%	18%im	15%	16%	22%Tgjknp	14%	19%	15%	21%T	5%
7	(7) 13	4	3	1	13	13	6	9	10	9	10	13	7	6	5	8	9	5
	21%u	30%	22%	8%	21%u	23%u	12%	16%u	18%u	19%u	20%u	21%u	24%Tgjknp	21%	16%	28%	19%	26%
6	(6) 8	1	3	1	7	7	8	8	6	5	6	8	5	4	2	5	6	1
	12%so	7%	26%	5%	12%so	11%	15%Tghklmno	13%ko	11%	11%	12%so	10%	14%so	7%	18%	14%	8%	
5	(5) 10	1	2	4	10	9	9	8	8	6	8	10	4	5	6	3	6	4
	16%bo	8%	17%	27%	16%bo	16%u	18%Tghklno	14%	14%	11%	17%u	16%bo	14%	20%so	19%	11%	13%	22%
4	(4) 5	2	-	3	5	5	4	5	5	4	4	5	1	1	3	1	1	3
	7%ot	11%	-	18%	7%so	8%	9%Tno	8%so	8%so	7%	8%	7%so	5%	6%	10%	3%	3%	19%
3	(3) 1	-	-	-	1	1	1	1	1	1	1	1	1	1	1	1	1	-
	1%	-	4%	-	2%	2%	2%	2%	2%	2%	2%	1%	3%Tgjklnp	4%	2%	1%	2%	-
2	(2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	(1) 1	-	-	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	1%u	-	-	2%	1%u	1%u	1%	1%u	1%u	2%u	2%u	1%u	3%Tgjklnp	1%	2%	-	1%	3%
Completely unprotected	(0) 3	2	-	-	3	2	2	3	3	2	3	-	-	-	2	2	3	-
	5%him	11%	-	-	5%him	3%	3%	6%u	6%u	7%Thimn	3%	5%him	-	-	5%	6%	7%T	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 349

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

	Household income- per year			Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	£15,000 - £25,999 (b)	£26,000 - £36,999 (c)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitlab (n)	Bitchat (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	63	14**	12**	15**	62	58	51	57	56	49	50	63	28	26	34*	29**	46	18**
NET: 8-10	23 37%	5 34%	4 31%	6 42%	22 36%	21 37%	21 41%Tghmn	23 40%	23 40%	20 42%Tghmn	19 38%	23 37%	11 41%Tgnp	9 34%	13 39%	10 34%	19 42%T	4 22%
NET: 4-7	35 56%lot	8 55%	8 65%	8 57%	35 56%lo	34 58%lo	27 54%l	29 51%	29 51%	23 48%	28 56%lo	35 56%lo	15 53%l	16 61%o	17 52%	17 59%	22 48%	13 76%
NET: 0-3	5 8%hio	2 11%	* 4%	* 2%	5 8%hio	3 6%	3 5%	5 9%l	5 9%lo	5 10%Tghim	3 7%	5 8%hio	2 6%p	1 5%	3 9%	2 7%	4 10%	1 3%
Mean	6.53	6.44	6.76	6.55	6.48	6.67g	6.66Tgn	6.55	6.56	6.59	6.64	6.53	6.83Tgjkmp	6.71	6.38	6.78	6.66	6.21
Standard deviation	2.44	3.02	1.64	2.24	2.42	2.22	2.32	2.55	2.56	2.67	2.32	2.44	2.03	1.95	2.52	2.38	2.55	2.16
Standard error	0.21	0.59	0.31	0.42	0.21	0.20	0.22	0.23	0.23	0.25	0.22	0.21	0.22	0.21	0.28	0.35	0.26	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 350

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

	Total (f)	No. of VSPs used in Past 3 months 5x VSPs (g)	No. of Selected VSPs used in Past 3 months 5x VSPs (h)
Unweighted base	130	129	128
Weighted base	63	60	60
Effective base	71	77	76
Completely protected	(10) 7 11%	7 11%	7 11%
9	(9) 6 9%	6 10%	6 10%
8	(8) 10 16%	10 17%	10 17%
7	(7) 13 21%	10 17%	10 17%
6	(6) 8 12%	8 13%	8 13%
5	(5) 10 16%	10 16%	9 16%
4	(4) 5 7%	5 8%	5 8%
3	(3) 1 1%	1 2%	1 2%
2	(2) - -	- -	- -
1	(1) 1 1%	1 1%	1 1%
Completely unprotected	(0) 3 5%	3 5%	3 5%
NET: 8-10	23 37%	23 38%	23 39%
NET: 4-7	35 56%	32 53%	32 53%
NET: 0-3	5 8%	5 8%	5 8%
Mean	6.53	6.51	6.53
Standard deviation	2.44	2.50	2.51
Standard error	0.21	0.22	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) - T/a/b/c/d/e - T/h/i/j/k/l

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

Prepared by Yonder

.YONDER

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Table 351
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

	Gender		Social Grade					Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (A)		
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610		
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613		
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494		
Completely protected (10)	129	66	64	37	36	25	31	17	112	19	25	16	22	18	7	7	31	13	110	17	4	10	3	56	4	1	66		
	10%shnz	11%	10%	11%	10%	10%	11%	19%Thkd npq	10%	13%ln	12%	8%	10%	10%	5%	9%	8%	6%	10%	11%	9%	11%	17%	11%z	10%	2%	11%		
9	(9)	155	86	69	49	40	34	32	9	146	27	30	35	26	11	10	8	29	19	128	23	7	12	3	58	8	5	80	
		12%mp	14%	11%	14%	11%	13%	11%	10%	13%mp	19%Thmn pq	14%mp	17%kmnpq	12%	6%	8%	12%	8%	9%	12%	14%	15%	14%	13%	11%	8	21%	9%	13%
8	(8)	244	129	115	56	80	47	58	25	219	32	40	45	39	33	20	10	63	30	216	26	10	11	5	96	8	12	120	
		19%	21%	18%	16%	22%	18%	21%	28%Thln pq	19%	22%	18%	22%	18%	19%	15%	13%	16%	14%	20%	17%	23%	13%	28%	19%	19%	20%	20%	
7	(7)	238	104	134	70	57	55	15	222	22	40	34	46	33	34	14	80	47	199	36	8	21	4	97	14	13	107		
		19%	17%	21%	21%	15%	21%	20%	17%	19%	15%	17%	21%	19%	24%	19%	21%	22%	18%	23%	18%	21%	19%	21%	19%	35%TxA	21%	18%	
6	(6)	142	69	72	40	39	33	29	11	131	17	34	21	20	20	16	3	39	19	122	18	7	10	1	57	3	8	70	
		11%	11%	11%	12%	10%	13%	10%	12%	11%	12%	16%Th	10%	9%	11%	12%	4%	10%	9%	11%	12%	16%	11%	6%	11%	7%	12%	11%	
5	(5)	230	104	126	53	84	40	52	9	221	17	30	41	39	45	36	13	94	49	204	24	5	16	1	99	2	16	112	
		18%gyl	17%	20%	15%	23%Tc	15%	19%	10%	19%gl	12%	14%	20%g	18%	26%Tghl j	26%Tghl j	18%	24%Tghl j	23%gjl	19%	15%	12%	19%	7%	19%ky	5%	28%y	18%ky	
4	(4)	46	17	29	9	13	13	10	1	45	4	7	6	9	8	5	18	10	41	4	2	2	*	17	1	4	20		
		4%	3%	5%	3%	4%	5%	4%	1%	4%	3%	3%	3%	4%	5%	4%	6%	5%	4%	3%	4%	2%	3%	3%	2%	6%	3%		
3	(3)	34	19	15	15	9	6	3	2	32	5	6	2	8	1	4	5	10	9	31	3	1	2	-	14	1	-	16	
		3%	3%	2%	4%l	3%	2%	1%	2%	3%	4%	3%	1%	4%	*	3%	7%rn	3%rn	4%rn	3%	2%	1%	2%	-	3%	2%	-	3%	
2	(2)	14	10	4	7	4	1	2	-	14	-	1	4	7	1	1	3	2	12	2	-	1	1	7	-	1	6		
		1%	2%	1%	2%	1%	1%	1%	-	1%	-	1%	2%	3%Th	*	1%	1%	1%	1%	1%	1%	-	1%	5%	1%	-	1%		
1	(1)	7	3	4	-	2	1	5	-	7	-	1	-	1	3	1	2	6	3	7	-	-	-	3	-	-	5		
		1%	1%	1%	-	1%	2%c	-	1%	1%	-	*	-	2%	*	3%	1%	1%	1%	1%	-	-	-	*	-	-	-		
Completely unprotected (0)	20	11	9	5	7	5	3	-	20	1	1	-	4	4	3	7	14	10	15	5	1	2	-	8	-	2	9		
		2%	2%	1%	2%	2%	1%	-	2%	1%	*	-	2%	2%k	2%	9%Tghj kl	4%Thjk	5%Thkn	1%	3%	2%	2%	-	2%	-	3%	2%		
NET: 8-10	528	281	247	143	156	106	120	51	477	78	94	96	87	61	38	25	123	62	454	66	21	33	11	210	20	19	267		
		42%bhpq	45%Tb	39%	42%	42%	41%	43%	57%Thj	57%Thj mnopq	41%npq	54%Thim nopq	44%npq	47%mpq	39%ln	35%	27%	34%	32%	29%	42%	42%	47%	38%	58%	41%	49%	30%	44%
NET: 4-7	655	294	361	172	193	141	146	36	619	60	112	103	114	105	92	34	231	126	564	82	22	49	7	270	20	41	309		
		52%agl	48%	56%Ta	50%	52%	54%	52%	41%	53%gl	42%	52%	50%	52%	60%gl	47%	60%Tghl jloq	59%gl	52%	52%	50%	57%	37%	53%	48%	66%A	50%		

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



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Table 351
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

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: 0-3	76 6%	43 7%	32 5%	27 8%	22 6%	14 5%	13 5%	2 2%	74 6%k	6 4%	9 4%	6 3%	20 9%gk	9 5%	9 7%	14 20%Tghj kmp	33 8%gkm	24 11%Tghj kn	66 6%	10 6%	1 3%	5 6%	1 5%	32 6%	1 2%	3 5%	37 6%	
Mean	6.95hno pq	6.91	6.78	6.89	6.74	6.87	6.91	7.60Thj klnopq	6.79nop q	7.36Thl mnopq	7.07hmn opq	7.06mno pq	6.68	6.53	6.33	5.93	6.34	6.19	6.83	6.93	7.10	6.87	7.53	6.82	7.59Txz	6.29	6.89	
Standard deviation	2.12	2.17	2.06	2.16	2.13	2.08	2.09	1.75	2.13	1.94	1.85	2.25	2.17	2.00	2.91	2.28	2.36	2.11	2.21	1.97	2.14	2.02	2.13	1.54	1.97	2.13		
Standard error	0.06	0.08	0.09	0.11	0.11	0.13	0.13	0.16	0.06	0.15	0.13	0.13	0.16	0.17	0.18	0.45	0.13	0.18	0.07	0.16	0.26	0.21	0.36	0.10	0.20	0.25	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 352

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

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Completely protected	(10) 129	32	14	17	95	22	59	44	3	74	39	21	19	14	3	60	42	7	15
	10%j	9%	8%	11%	11%	8%	9%	15%Tef	13%	9%	13%	19%Ti	14%	13%	6%	10%	11%	7%	16%Tq
9	(9) 155	40	22	20	110	26	81	43	6	102	43	17	22	15	9	67	45	19	10
	12%	11%	13%	9%	13%	9%	12%	15%	21%	12%	14%	15%	16%	14%	16%	11%	12%	17%	10%
8	(8) 244	63	31	32	169	47	139	48	10	156	62	21	33	18	10	112	76	13	25
	19%q	18%	19%	15%	19%	17%	21%	16%	38%	18%	21%	18%	24%	17%	16%	19%	20%	11%	26%q
7	(7) 238	64	25	37	167	53	120	60	5	167	56	17	21	23	16	118	68	21	19
	19%	18%	16%	19%	19%	19%	18%	21%	18%	19%	18%	14%	15%	21%	27%	20%	18%	19%	30%
6	(6) 142	34	24	18	100	27	75	38	1	97	33	16	16	8	3	72	34	19	12
	11%	10%	15%ac	9%	12%	10%	11%	13%	6%	11%	11%	14%	12%	8%	5%	12%	9%	18%p	13%
5	(5) 230	68	28	49	157	67	130	33	1	178	42	16	16	19	10	124	70	17	11
	18%g	19%	17%	23%a	18%	25%Tg	19%g	11%	2%	21%Tj	14%	14%	12%	18%	17%	21%r	18%	16%	12%
4	(4) 46	19	7	12	25	12	18	16	-	32	13	6	9	3	-	19	21	3	1
	4%	5%	5%	6%	3%	4%	3%	6%	-	4%	4%	5%	7%	3%	-	3%	5%	3%	1%
3	(3) 34	8	3	5	26	9	19	5	1	27	4	1	*	2	1	13	8	6	2
	3%	2%	2%	2%	3%	3%	3%	2%	2%	3%	1%	1%	*	2%	2%	2%	2%	6%	2%
2	(2) 14	7	5	6	7	6	7	2	-	9	5	-	-	2	4	4	4	4	-
	1%	2%	3%Td	3%Td	1%	2%	1%	1%	-	1%	2%	-	-	2%	7%Tijk	1%	1%	4%To	-
1	(1) 7	4	-	3	3	1	7	-	-	7	-	-	-	-	6	2	-	-	-
	1%	1%	-	2%	*	-	1%	-	-	1%	-	-	-	-	1%	*	-	-	-
Completely unprotected	(0) 20	13	3	9	7	3	14	3	-	16	4	-	-	2	2	6	11	-	-
	2%d	4%Td	2%	5%Td	1%	1%	2%	1%	-	2%	1%	-	-	2%	4%l	1%	3%	-	-
NET: 8-10	528	136	66	69	374	95	279	135	19	332	144	59	74	47	22	238	164	39	50
	42%col	38%c	41%	33%	43%c	35%	42%	46%e	72%	38%	48%Ti	51%l	54%Ti	44%	39%	40%	43%	35%	53%Toq
NET: 4-7	655	185	85	116	450	158	343	147	7	474	144	55	62	53	29	333	193	61	43
	52%	53%	52%	56%	52%	58%T	51%	50%	26%	55%T	48%	48%	46%	50%	49%	55%	51%	56%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
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Table 352

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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	277**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	76	32	11	24	43	18	47	10	1	60	14	1	*	7	30	24	10	2	
	6% ^{sdgkl}	9% ^{td}	7%	11% ^{td}	5%	7%	7%	3%	2%	7% ^{kl}	5% ^{kl}	1%		6% ^{kl}	12% ^{kl}	5%	6%	9% ^r	2%
Mean	6.85 ^{ace}	6.52 ^c	6.72 ^c	6.21	6.97 ^{ac}	6.56	6.76	7.22 ^{ef}	7.98	6.68	7.12 ^l	7.41 ^{lmn}	7.42 ^{lm}	6.98	6.61	6.82	6.79	6.68	7.47 ^{topq}
Standard deviation	2.12	2.38	2.17	2.47	2.00	2.07	2.16	2.03	1.41	2.14	2.08	1.91	1.79	2.22	2.41	2.03	2.26	2.05	1.72
Standard error	0.06	0.13	0.17	0.17	0.07	0.13	0.09	0.11	0.24	0.08	0.12	0.17	0.14	0.21	0.30	0.09	0.11	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 353
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

	GO Region										Urban/ Rural		Internet usage				Devices used to access internet			Working status									
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House person/ Other (aa)	Furloughed (ab)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60	37	1057	52	137	102	107	91	112	171	176	108	938	189	780	462	28	61	1145	482	248	53	63	38	206	44	34
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Completely protected	(10) 129	12	11	1	3	114	8	16	13	14	11	10	16	19	8	103	16	85	43	7	8	114	56	20	4	6	15	3	3
9	(9) 155	22	5	8	122	3	15	14	17	12	8	20	21	13	110	32	117	38	4	7	144	70	29	7	9	3	20	7	3
8	(8) 244	22	9	7	206	11	20	16	23	15	26	34	38	23	186	36	161	82	4	5	229	101	36	10	12	11	31	8	9
7	(7) 238	16	13	6	203	12	30	23	17	22	14	33	36	17	168	36	142	95	4	9	223	72	55	8	16	8	47	9	8
6	(6) 142	13	8	1	120	6	15	15	13	10	13	15	14	18	118	15	81	56	2	8	129	62	28	2	4	2	25	5	3
5	(5) 230	14	13	7	196	10	31	13	14	16	20	40	36	16	176	26	128	84	6	13	199	77	52	18	13	5	40	9	6
4	(4) 46	4	2	3	39	1	4	4	4	4	8	6	5	8	28	12	23	22	1	8	35	13	14	3	1	9	2	2	2
3	(3) 34	5	1	2	27	2	2	4	1	1	7	2	3	3	23	7	24	9	1	1	33	13	3	3	1	2	9	1	-
2	(2) 14	2	-	3	9	-	2	-	2	-	2	3	-	-	7	6	9	5	-	-	14	11	2	1	-	-	1	-	-
1	(1) 7	-	2	-	6	-	1	2	-	1	-	1	1	5	1	6	2	-	3	5	2	2	2	-	1	-	3	-	-
Completely unprotected	(0) 20	-	4	-	17	-	2	-	4	-	3	3	4	1	15	1	4	16	-	-	20	5	8	-	-	-	7	1	-
NET: 8-10	528	56	15	15	442	21	51	43	54	38	44	69	77	43	400	84	363	163	15	19	487	227	84	21	25	20	66	18	15
NET: 4-7	655	42	39	17	550	28	81	54	44	51	55	94	91	59	488	90	374	267	13	37	587	224	149	28	36	17	121	25	19
NET: 0-3	76	6	7	5	58	2	6	5	9	1	13	8	8	6	50	16	43	33	1	4	72	31	15	4	1	2	20	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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



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Table 353

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

	GO Region										Urban/ Rural		Internet usage			Devices used to access Internet			Working status										
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Mean	6.85bjo	7.31Tbj	5.90	6.53	6.87bj	7.06b	6.82b	7.10bj	7.04b	7.16bj	6.40	6.79b	6.93b	6.72b	6.90	6.84	7.05To	6.54	7.46	6.39	6.87	7.00tx	6.56	6.65	6.98	7.27x	6.41	6.84	7.10
Standard deviation	2.12	1.96	2.37	2.38	2.09	1.88	2.06	1.94	2.41	1.80	2.32	2.07	2.10	2.00	2.08	2.20	2.03	2.23	2.11	2.38	2.11	2.12	2.20	2.00	1.88	1.90	2.26	1.98	1.69
Standard error	0.06	0.19	0.31	0.42	0.06	0.26	0.17	0.20	0.22	0.20	0.22	0.15	0.17	0.19	0.07	0.17	0.06	0.14	0.39	0.34	0.06	0.09	0.14	0.28	0.25	0.28	0.18	0.30	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 354

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

		Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Total (f)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Unweighted base		1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base		1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base		978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Completely protected	(10)	129	26	29	33	27	11	118	79	48	106	43	28	20	15	12	12	23	106	72	57
		10%u	11%	9%	11%	16%Te	7%	10%	11%	12%	10%	12%	16%Tghj	13%	23%Tghij	24%Tghij	16%Tghj	9%	11%	16%Tu	7%
9	(9)	155	31	39	35	16	32	147	109	66	135	55	39	33	12	10	17	37	118	83	72
		12%u	13%	12%	12%	10%	20%Tbcd	13%	16%Tgj	17%Tgj	13%	15%	22%Tghj	22%Tghj	20%	19%T	22%Tghj	15%	12%	18%Tu	9%
8	(8)	244	37	75	53	27	34	233	157	88	209	94	42	40	13	14	19	58	184	99	145
		19%	16%	23%a	18%	16%	22%	20%T	23%Tgj	23%T	20%	26%Tgj	24%	27%Tgj	20%	27%un	24%	23%	18%	21%	18%
7	(7)	238	55	48	43	37	32	219	136	82	196	61	35	27	10	7	14	45	191	78	159
		19%	24%bc	15%	15%	22%	21%	19%	20%	21%ko	19%	17%	20%o	18%	16%	13%	18%	18%	19%	17%	20%
6	(6)	142	15	51	32	19	12	132	77	41	109	31	13	11	7	3	3	22	115	48	94
		11%akmp	6%	16%Tae	11%	11%	8%	11%kmp	11%kmp	11%sp	11%sp	9%sp	7%	7%	11%op	6%	4%	9%	12%	10%	12%
5	(5)	230	48	58	60	21	23	211	84	46	176	57	13	13	5	4	8	36	189	50	180
		16%dhj	20%	18%	21%cd	12%	15%	16%hilmnop	12%j	12%j	17%hilmnop	7%	9%	8%	6%	11%j	14%	19%	11%	23%T	
4	(4)	46	12	7	15	9	2	37	23	10	37	9	2	3	1	1	1	6	36	15	31
		4%gjp	5%	2%	5%	2%	2%	3%p	3%p	3%p	4%ip	3%	1%	2%	1%	1%	1%	3%	4%	3%	4%
3	(3)	34	5	3	6	8	6	28	12	6	29	8	2	3	*	1	2	14	20	8	26
		3%bghs	2%	1%	2%	5%b	4%b	2%	2%	3%h	2%	1%	2%	*	3%n	2%	6%Ta	2%	2%	3%	
2	(2)	14	-	3	8	1	2	14	9	-	10	3	*	-	-	-	2	4	10	3	11
		1%l	-	1%	3%Ta	1%	1%	1%l	1%l	-	1%	1%	*	-	-	-	2%ikm	1%	1%	1%	
(1)		7	1	2	4	1	-	4	2	-	7	1	-	-	-	-	1	7	1	7	
		1%g	*	1%	1%	*	-	*	*	-	1%gh	*	-	-	-	-	*	*	*	1%	
Completely unprotected	(0)	20	5	5	3	4	-	15	5	1	18	3	1	1	-	-	1	20	3	17	
		2%ight	2%	2%	1%	2%	-	1%hi	1%	*	2%ghi	1%l	1%	1%	-	-	*	2%	1%	2%	
NET: 8-10		528	94	144	121	71	76	497	345	203	450	192	110	93	40	35	47	118	407	254	274
		42%u	40%	45%	42%	41%	49%	43%T	50%Tgj	52%Tgj	44%T	53%Tgj	62%Tghj	62%Tghj	63%Tghj	70%Tghj	62%Tghj	46%	41%	55%Tu	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used.



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Table 354

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £38,399 (c)	£38,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 4-7	655 52% lmmoprt	130 55%	163 51%	150 51%	86 50%	70 45%	600 52% hklm nop	320 46% lmop	180 46% lmop	517 50% hklm nop	158 43% lmop	63 36% o	54 36% o	23 36% o	14 28% o	26 34% o	111 45%	531 53% r	191 42%	464 59% t
NET: 0-3	76 6% ghkl mst	11 5%	13 4%	20 7%	14 8%	8 5%	61 5% hln	27 4% s	7 2%	65 6% ghkl m	14 4% s	4 2%	4 3%	*	1 3% n	3 4% ln	19 8%	56 6%	15 3%	61 8% t
Mean	6.85u	6.88	6.93	6.73	6.90	7.18	6.92T	7.24Tgj	7.43Tgh	6.89	7.25Tgj	7.80Tgh	7.66Tgh	7.98Tgh	8.00Tgh	7.68Tgh	7.00	6.83	7.47Tu	6.49
Standard deviation	2.12	2.13	2.02	2.22	2.30	1.86	2.05	1.93	1.74	2.14	1.95	1.72	1.77	1.66	1.78	1.88	2.05	2.14	1.95	2.13
Standard error	0.06	0.14	0.11	0.13	0.18	0.15	0.06	0.07	0.08	0.07	0.09	0.10	0.11	0.15	0.16	0.13	0.11	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

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Table 355

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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Completely protected	(10) 129 10%	21 12%	26 8%	28 10%	12 7%	42 14%Tbd	21 12%	26 8%	28 10%	12 7%	42 15%Tik
9	(9) 155 12%ah	9 5%	31 9%	34 13%a	26 14%a	55 18%Tab	9 5%	32 9%	35 13%h	26 15%h	54 19%Thi
8	(8) 244 19%ah	12 7%	65 19%a	47 18%a	38 21%a	82 27%Tabc	12 7%	67 19%h	45 17%h	42 23%h	78 27%Thij
7	(7) 238 19%	24 14%	64 19%	58 22%	40 22%	51 17%	24 14%	65 19%	60 22%	41 23%	47 16%
6	(6) 142 11%ef	28 16%e	33 10%	34 13%	22 12%	24 8%	29 16%j	32 9%	37 14%j	19 11%	24 8%
5	(5) 230 18%ef	54 31%Tcde	76 23%e	39 15%	28 18%	33 11%	56 32%Tjkl	77 22%jkl	39 15%	26 15%	32 11%
4	(4) 46 4%ef	10 6%	13 4%	11 4%	6 3%	6 2%	10 6%j	12 4%	13 5%	5 3%	5 2%
3	(3) 34 3%	6 4%	14 4%	6 2%	3 2%	5 2%	6 3%	14 4%	6 2%	3 2%	5 2%
2	(2) 14 1%ef	2 1%	6 2%	4 2%	2 1%	-	2 1%	4 2%	4 1%	2 1%	-
1	(1) 7 1%	3 2%	3 1%	2 1%	-	-	3 2%	3 1%	2 1%	-	-
Completely unprotected	(0) 20 2%ef	5 3%e	11 3%Te	2 1%	2 1%	1 *	5 3%j	11 3%TI	2 1%	2 1%	1 *
NET: 8-10	528 42%abhi	42 24%	122 36%a	108 41%a	76 42%a	180 60%Tabcd	42 24%	125 36%h	107 40%h	80 45%h	174 60%Thijk
NET: 4-7	655 52%ef	116 67%Bcde	186 54%e	143 54%e	97 54%e	113 38%	120 68%Tjkl	186 54%j	150 56%j	91 51%j	108 37%
NET: 0-3	76 6%ef	16 9%e	33 10%Tde	13 5%	7 4%	7 2%	16 9%j	33 10%Tkl	13 5%	7 4%	7 2%
Mean	6.85abhi	6.10	6.43	6.95ab	6.96ab	7.51Tabcd	6.08	6.44	6.91hi	7.05hi	7.62Thijk
Standard deviation	2.12	2.29	2.28	2.00	1.89	1.75	2.28	2.28	2.00	1.87	1.77
Standard error	0.06	0.20	0.14	0.13	0.14	0.08	0.20	0.13	0.13	0.14	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) - T/a/b/c/d/e - T/h/i/j/k/l

Overlap formulae used.

Table 356

Q5. Responsibility - Summary table

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

Summary table

		The company who run the site or app itself (a)	Adults (18+) who use the sites or apps (b)	Parents of children (under 18) who use the sites or apps (c)	Children (under 18) who use the sites or apps (d)	A third party or external body such as a regulator (e)	The police (f)
Unweighted base		1259	1259	1259	1259	1259	1259
Weighted base		1259	1259	1259	1259	1259	1259
Effective base		978	978	978	978	978	978
Full responsibility	(10)	617 49%bcdef	409 33%def	392 31%def	165 13%	282 22%df	173 14%
9	(9)	184 15%bdef	138 11%cdf	152 12%def	55 4%	118 9%cd	92 7%cd
8	(8)	203 16%cd	232 18%cd	227 18%cd	105 8%	271 22%acdf	200 16%cd
7	(7)	106 8%	162 14%ad	170 14%a	136 11%a	205 16%ad	197 16%ad
6	(6)	45 4%	113 9%a	137 11%a	119 9%a	126 10%a	160 13%abde
5	(5)	69 5%	115 9%a	122 10%a	219 17%abce	161 13%abc	215 17%abce
4	(4)	11 1%	18 1%	21 2%	91 7%abcef	44 3%abc	61 5%abc
3	(3)	5 *	19 1%a	14 1%	106 8%abcef	16 1%a	50 4%abce
2	(2)	4 *	7 1%	10 1%	85 7%abcef	11 1%a	31 2%abce
1	(1)	4 *	6 1%	10 1%	62 5%abcef	5 *	22 2%abce
no responsibility	(0)	11 1%	20 2%c	5 *	115 9%abcef	20 2%c	56 5%abce
NET: 8-10		1004 80%bcdef	779 62%def	770 61%def	325 26%	671 53%df	465 37%cd
NET: 4-7		230 18%	428 34%a	450 36%a	567 45%abc	536 43%abc	633 50%abode
NET: 0-3		25 2%	52 4%a	38 3%	368 29%abcef	52 4%a	161 13%abce
Mean		8.64bcdef	7.84def	7.85def	5.30	7.38df	6.39d
Standard deviation		1.87	2.18	2.06	3.04	2.17	2.59
Standard error		0.05	0.06	0.06	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/Means: All Columns Tested (5% risk level)

Overlap formulae used.

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 357

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			Social Grade						Age										Ethnicity					Religion			
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Full responsibility	(10) 617	271	346	158	185	127	146	48	569	52	85	78	104	109	62%Thj	94	48	251	142	544	67	17	37	10	277	16	28	281
	A	49%ajk	44%	54%Ta	46%	50%	49%	52%	54%ijk	49%ijk	36%	39%	38%	47%	62%Thj	68%Thj	66%Thj	65%Thj	67%Tghl	50%	43%	38%	42%	52%	54%TA	40%	44%	46%
9	(9) 184	92	92	48	54	39	43	8	176	23	29	39	20	16	9	46	25	166	17	6	10	1	67	7	12	97		
	15%	15%	14%	14%	15%	15%	15%	9%	15%	16%	13%	19%gp	18%	12%	12%	12%	12%	15%	11%	14%	12%	4%	13%	16%	19%	19%		
8	(8) 203	115	88	71	57	37	37	19	184	25	38	40	37	22	13	10	44	23	171	27	10	14	4	74	5	14	105	
	16%np	19%Tb	14%	21%Tl	15%	14%	13%	21%npq	16%np	17%	18%n	19%npq	17%	13%	9%	14%	12%	11%	16%	17%	22%	15%	20%	14%	11%	23%	17%	
7	(7) 106	56	50	27	29	30	20	7	98	16	30	19	14	9	4	5	18	8	83	21	5	10	4	36	7	2	59	
	8%npq	9%	8%	8%	8%	12%	7%	8%	8%npq	11%npq	14%Thimn	9%np	6%	5%	3%	6%	5%	4%	8%	14%Tr	11%	12%	19%	7%	17%kxz	4%	10%	
6	(6) 45	24	21	17	13	6	9	4	41	10	10	8	1	2	6	7	6	36	8	3	8	9%Tr	-	14	3	2	23	
	4%l	4%	3%	5%	4%	2%	3%	4%l	4%l	10%Thimo	5%l	4%l	1%	1%	4%	-	2%	3%	3%	5%	-	-	-	3%	8%	3%	4%	
5	(5) 69	33	36	15	26	11	15	2	67	8	12	15	21	7	3	1	11	4	60	9	3	5	1	26	3	2	37	
	5%pq	5%	6%	4%	7%	4%	5%	2%	6%pq	6%	6%	7%npq	9%Tghnp	4%	2%	2%	3%	2%	6%	6%	8%	6%	4%	5%	7%	3%	6%	
4	(4) 11	7	4	1	1	1	8	-	11	4	2	-	2	2	1	-	2	1	6	4	2	2	-	7	-	1	2	
	1%A	1%	1%	-	-	-	3%Tod	-	1%	3%Thk	1%	-	1%	1%	1%	-	1%	-	1%	2%r	4%Tr	1%	1%	1%	1%	2%	-	
3	(3) 5	5	-	1	3	1	-	1	5	1	2	1	-	1	-	-	1	-	5	-	-	-	-	2	-	-	3	
	-	1%Tb	-	-	1%	-	-	1%	-	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	
2	(2) 4	2	1	2	-	1	1	-	4	-	1	-	-	1	-	-	2	1	3	1	-	1	-	3	-	-	1	
	-	-	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	
1	(1) 4	2	2	1	2	1	1	-	4	-	2	2	-	-	1	-	1	1	3	1	-	-	-	2	-	1	1	
	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	2%A	
no responsibility	(0) 11	11	-	2	3	5	1	-	11	-	4	1	2	2	1	-	3	1	7	2	1	1	-	5	-	-	5	
	1%b	2%Tb	-	1%	1%	2%	-	-	1%	-	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	-	1%	-	-	1%	
NET: 8-10	1004	478	526	276	296	203	226	75	929	100	152	157	180	151	123	67	341	190	881	112	33	60	14	418	28	54	482	
	80%ajls	77%	82%	81%	80%	78%	81%	84%ij	84%ij	79%ij	69%	70%	81%ij	86%Thj	89%Thj	92%ijk	88%Thj	90%Thj	81%Tsu	71%	75%	69%	76%	81%y	67%	86%y	86%y	
NET: 4-7	230	120	111	60	68	49	52	13	217	43	54	43	39	19	13	6	38	19	185	42	10	25	5	82	13	8	121	
	18%mpq	19%	17%	18%	18%	19%	18%	15%	19%mpq	30%Tghl	25%Tghm	21%mpq	18%pq	11%	9%	8%	10%	9%	17%	27%Tr	23%	29%Tr	24%	16%	33%Tzx	12%	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 357

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		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: 0-3	25	21	4	5	7	9	2	1	24	1	9	4	2	5	3	-	7	3	19	4	1	2	-	13	-	1	10
	2% ^b	3% ^{Tb}	1%	2%	2%	4%	1%	1%	2%	1%	4% Th	2%	1%	3%	2%	-	2%	1%	2%	3%	2%	2%	-	3%	-	2%	2%
Mean	8.64 ^{aj}	8.42	8.85 ^{Ta}	8.63	8.66	8.56	8.73	8.90 ^{jk}	8.62 ^l	8.26	8.19	8.41	8.63 ^j	8.95 ^{Thi}	9.14 ^{Thi}	9.33 ^{Thi}	9.09 ^{Thi}	9.21 ^{Thi}	8.71 ^{Tau}	8.28	8.25	8.26	8.72	8.71	8.39	8.66	8.60
Standard deviation	1.87	2.08	1.63	1.75	1.85	2.07	1.80	1.45	1.90	1.78	2.18	1.87	1.87	1.89	1.73	1.13	1.71	1.55	1.80	2.08	2.09	2.06	1.58	1.86	1.70	1.80	1.81
Standard error	0.05	0.08	0.07	0.09	0.10	0.13	0.11	0.13	0.06	0.14	0.14	0.13	0.13	0.15	0.15	0.18	0.09	0.12	0.06	0.15	0.27	0.20	0.28	0.09	0.22	0.23	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 358
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Full responsibility	(10) 617	193	80	119	409	142	340	124	11	446	123	42	54	47	24	312	180	40	46
	49%klq	55%Td	49%	57%Td	47%	52%g	51%g	43%	42%	52%Tj	41%	36%	39%	45%	41%	52%q	47%	36%	48%
9	(9) 184	44	24	22	135	38	101	44	1	120	55	25	23	13	10	81	58	24	9
	15%	13%	15%	11%	16%	14%	15%	15%	5%	14%	16%	22%Ti	17%	12%	16%	14%	15%	22%or	9%
8	(8) 203	60	33	32	135	41	104	54	4	133	51	22	22	21	8	86	69	19	23
	16%	17%	21%	15%	16%	15%	15%	19%	14%	15%	17%	20%	16%	20%	14%	18%	18%	17%	24%To
7	(7) 106	22	13	17	80	21	58	25	3	67	31	11	15	9	5	48	27	13	11
	8%	6%	8%	8%	9%	8%	9%	8%	10%	8%	10%	11%	9%	8%	8%	7%	12%	12%	12%
6	(6) 45	10	3	2	31	6	18	17	4	29	12	7	7	4	2	24	10	7	4
	4%	3%c	2%	1%	4%	2%	3%	6%l	16%	3%	4%	6%	5%	3%	4%	3%	4%	6%	4%
5	(5) 69	18	6	14	49	15	32	19	3	46	21	7	11	9	7	39	18	7	2
	5%	5%	4%	7%	6%	6%	5%	6%	13%	5%	7%	6%	6%	8%	13%Ti	6%	5%	6%	2%
4	(4) 11	*	*	*	9	*	7	3	*	7	4	1	1	1	2	9	*	*	*
	1%	*	*	*	1%	*	1%	1%	*	1%	1%	1%	1%	1%	3%	1%	*	*	*
3	(3) 5	1	*	1	4	1	3	1	*	5	*	*	*	*	*	1	4	*	1
	*	*	*	1%	*	*	*	*	1%	1%	*	*	*	*	*	1%	*	*	1%
2	(2) 4	*	*	*	4	1	2	1	*	3	1	*	*	*	1	1	2	1	*
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	1%	*
1	(1) 4	2	*	2	3	*	4	1	*	4	*	*	*	*	1	4	*	*	*
	*	*	*	1%	*	*	1%	*	*	1%	*	*	*	*	*	*	1%	1%	*
no responsibility	(0) 11	2	2	*	10	6	1	4	*	7	4	*	4	2	*	10	*	*	*
	1%bo	*	1%	*	1%	2%Ti	*	1%l	*	1%	1%	*	3%T	2%	*	3%To	*	*	*
NET: 8-10	1004	298	138	173	679	221	544	223	16	699	229	89	99	81	42	479	306	83	78
	80%l	85%Td	85%	83%	78%	81%	81%	76%	61%	81%l	76%	78%	72%	76%	73%	80%	80%	75%	81%
NET: 4-7	230	50	22	33	167	43	114	63	10	148	68	25	34	23	15	119	55	27	17
	18%ap	14%	14%	16%	19%	16%	17%	22%	38%	17%	22%	22%	25%	21%	26%	20%	14%	24%ap	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 358
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	25	5	2	3	20	8	10	6	*	19	5	-	4	2	1	3	20	1	1
	2% ^{so}	1%	1%	1%	2%	3%	2%	2%	1%	2%	2%	-	3%	2%	1%	*	5% ^{Tor}	1%	1%
Mean	8.64g	8.86Td	8.82	8.87	8.57	8.67	8.75g	8.41	8.05	8.69i	8.43	8.53	8.23	8.39	8.28	8.73	8.46	8.47	8.76
Standard deviation	1.87	1.69	1.62	1.71	1.94	2.02	1.75	1.98	1.99	1.89	1.92	1.54	2.19	2.08	2.03	1.71	2.25	1.64	1.45
Standard error	0.05	0.09	0.13	0.12	0.07	0.13	0.07	0.11	0.33	0.07	0.11	0.14	0.17	0.19	0.26	0.07	0.11	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 359
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

	GEO Region											Urban/ Rural				Internet usage				Devices used to access internet										Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)						
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39						
Weighted base	1259	105	60*	37**	1057	52*	137	107	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**						
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29						
Full responsibility	(10) 617 49%ns	45 43%	32 52%	15 41%	526 50%g	30 58%	70 51%	39 38%	55 52%	41 45%	63 56%g	94 55%g	87 49%	47 43%	444 47%	97 51%	353 45%	259 56%Tn	9 32%	32 52%	562 49%	190 39%	129 52%sa	33 62%sw	48*	14 38%	135 85%Tstvw	19 44%	19 57%						
9	(9) 184 15%	16 15%	7 12%	4 11%	157 15%	6 12%	21 15%	26 25%Tdh	14 13%	12 13%	13 12%	22 13%	25 14%	18 17%	144 15%	23 12%	119 15%	64 14%	4 16%	10 15%	170 15%	68 14%	42 17%	11 21%	9 14%	6 16%	26 12%	11 26%	4 10%						
8	(8) 203 16%	16 15%	8 14%	10 28%	168 16%	4 8%	23 16%	18 17%	20 22%	14 12%	20 11%	33 18%	21 20%	160 17%	34 18%	128 16%	74 9%	3 11%	7 17%	191 20%Tu	32 13%	32 13%	4 7%	12 18%	5 14%	26 13%	4 9%	5 16%							
7	(7) 106 8%	14 13%	6 9%	2 7%	84 8%	5 10%	11 8%	11 10%	7 6%	5 6%	7 7%	13 10%	17 8%	9 9%	88 9%	11 6%	76 10%T	28 6%	4 13%	5 9%	95 8%	48 10%	16 6%	2 5%	6 10%	6 16%Tt	10 5%	5 11%	3 10%						
6	(6) 45 4%	7 7%	3 4%	- -	35 3%	- 3%	4 1%	5 4%	7 8%g	1 1%	5 5%	9 1%	5 3%	4 4%	36 4%	6 3%	33 4%T	10 2%	2 1%	41 4%	22 5%	8 3%	- -	3 5%	2 6%	4 2%	2 5%	- -							
5	(5) 69 5%Ar	5 5%	3 4%	2 6%	59 6%	3 5%	7 5%	5 4%	5 7%	6 10%	11 6%	10 4%	8 5%	5 5%	43 5%	12 6%	45 6%	21 22%	6 6%	3 5%	53 6%Tx	39 6%	14 4%	2 4%	1 2%	2 4%	5 2%	2 4%	2 7%						
4	(4) 11 1%	1 1%	1 1%	1 1%	9 1%	- -	- -	2 2%	2 2%	2 2%	2 1%	2 1%	2 1%	- -	7 1%	2 1%	6 1%	5 1%	1 2%	1 1%	9 1%	5 1%	3 1%	- -	1 2%	1 1%	1 1%	- -	- -						
3	(3) 5 *A	1 *	1 1%	- -	2 4%Tdkl	- -	- -	- -	- -	1 1%	1 1%	1 1%	- -	1 1%	1 1%	2 1%	5 1%T	- -	- -	5 1%	3 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -					
2	(2) 4 *	- -	- -	1 2%	3 *	- -	1 1%	1 1%	- -	- -	- -	1 1%	- -	- -	2 1%	4 1%	4 1%T	- -	- -	4 1%	2 1%	2 1%	- -	1 1%	- -	- -	- -	1 1%	- -	- -					
1	(1) 4 *	- -	- -	2 5%	3 *	- -	1 1%	- -	- -	- -	- -	1 1%	- -	1 1%	4 *	4 *	4 1%T	- -	- -	4 1%	4 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -					
no responsibility	(0) 11 1%	1 1%	1 2%	- -	9 1%	1 3%	1 1%	1 1%	1 1%	- -	- -	2 1%	- -	2 2%	9 1%	2 1%	8 1%	4 4%	1 1%	10 1%	6 1%	3 1%	1 2%	- -	1 3%kx	- -	- -	- -	- -						
NET: 8-10	1004 80%ns	77 73%	47 78%	29 81%	851 80%	40 78%	114 83%	81 79%	87 81%	73 80%	90 80%	135 79%	144 82%	86 80%	747 80%	154 81%	599 77%	396 86%Tn	16 57%	48 80%	924 81%T	353 73%	203 82%sa	47 90%sw	51 80%	26 68%	187 91%Tstvw	35 78%	28 83%						
NET: 4-7	230 18%ns	27 25%	12 20%	5 13%	187 18%	8 15%	22 16%	18 17%	18 17%	21 20%	33 19%	32 19%	18 18%	173 18%	30 16%	159 20%To	63 14%	10 37%	12 20%	199 17%	113 24%Tux	41 17%	4 8%	12 19%	11 29%ux	19 9%	9 20%	6 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 359
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

	GO Region														Urban/ Rural		Internet usage				Devices used to access internet			Working status						
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
NET: 0-3	25	2	2	2	19	3	1	4	2	-	1	4	-	4	17	6	21	4	2	-	23	16	5	1	1	1	-	1	-	
	2%	1%	3%	6%	2%	7%	Tdill	1%	4%	2%	-	1%	2%	-	4%	2%	3%	T	1%	6%	-	3%	Tx	2%	1%	1%	3%	x	-	
Mean	8.64ns	8.46	8.61	8.24	8.67	8.61	8.82	8.47	8.66	8.62	8.75	8.67	8.79	8.48	8.63	8.62	8.49	8.92Tn	7.54	8.81	8.67	8.23	8.72s	9.11sw	8.72	8.15	9.26Tat	8.70	8.92	
Standard deviation	1.87	1.86	2.04	2.33	1.85	2.33	1.65	2.02	1.96	1.60	1.83	1.99	1.51	2.05	1.84	1.98	1.97	1.66	2.64	1.62	1.85	2.10	1.90	1.78	1.64	2.22	1.24	1.67	1.53	
Standard error	0.05	0.18	0.27	0.40	0.06	0.33	0.14	0.20	0.18	0.17	0.17	0.14	0.12	0.20	0.06	0.15	0.06	0.10	0.48	0.23	0.05	0.09	0.12	0.25	0.22	0.33	0.10	0.26	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 360

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitcut e (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
Full responsibility	(10)	617 63% 15%	121 52% 12%	169 53% 13%	136 47% 16%	82 48% 17%	66 43% 19%	560 48% 15%	317 40% 16%	155 40% 17%	500 38% 15%	140 38% 15%	67 38% 16%	56 37% 15%	14 22% 12%	8 16% 12%	20 27% 12%	106 43% 14%	504 51% 14%	187 41% 14%	430 54% 15%
9	(9)	184 15%	29 12%	43 13%	46 16%	29 17%	29 19%	172 15%	112 16%	67 17%	158 15%	53 15%	29 16%	23 15%	8 12%	6 12%	18 24% 16%	40 16% 14%	142 14%	65 14%	119 15%
8	(8)	203 16%	38 16%	43 13%	49 17%	29 17%	32 20%	188 16%	117 17%	71 18%	168 16%	71 19% Tg	35 20%	43 20%	20 31% Tgh jklp	13 25% Tgh jklmno	16 22% Tg	49 20%	152 15%	87 19%	116 14%
7	(7)	106 8%	18 8%	24 7%	29 10%	14 8%	13 8%	102 9%	61 9%	37 10%	92 9%	42 12% Tghj	17 10%	12 8%	8 12%	9 14% Tgh jklmn	11 9%	23 8%	81 10%	47 10%	59 7%
6	(6)	45 4%	7 3%	11 3%	15 5%	3 2%	4 3%	41 4%	30 4%	19 5%	36 3%	17 5%	10 6% p	6 4%	3 5%	4 7% Tg mp	2 3%	11 4%	34 3%	24 5% Tu	21 3%
5	(5)	69 5%	15 6%	20 6%	11 4%	7 4%	8 5%	60 5%	37 5%	29 7% ghj	50 5%	28 5%	10 6%	7 5%	4 7%	7 13% Tgh klmp	4 6%	16 7%	50 5%	34 7% T	36 4%
4	(4)	11 1% u	1 2%	5 2%	2 1%	-	-	11 1%	5 1%	9 1%	7 1%	2 2% Tghj	3 1%	3 2%	1 4% Tghj l	2 2% Tghj	1 1%	2 1%	8 2% Tu	10 1%	1 2% Tu
3	(3)	5 *	2 1%	* -	- -	3 2% bc	-	5 *	5 1%	3 1%	5 1%	3 1%	2 1%	1 1%	1 1%	1 2% Tghj km	2 1%	1 1%	4 *	1 *	4 *
2	(2)	4 *	- *	1 *	2 1%	1 1%	-	4 *	3 *	2 *	2 *	-	1 *	1 *	-	1 3% Tghj kl	-	-	4 *	1 *	3 *
1	(1)	4 *	1 *	- *	- *	2 1%	4 *	2 *	1 *	3 *	2 *	2 1%	-	2 3% Tghj km	-	-	-	4 *	3 *	2 1%	
no responsibility	(0)	11 1% h	2 1%	5 1%	1 *	3 2%	-	11 1% h	2 *	2 1%	8 1% h	1 *	1 1%	-	1 2% hk	1 2% hkm	-	-	11 1%	3 1%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 360
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (i)	Facebook (k)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitle (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	1004	188	254	231	141	127	920	546	293	826	264	131	122	42	27	55	195	796	339	665
	80%ikn	80%	79%	79%	82%	82%	79%ikn	79%ikn	75%no	80%ikn	72%o	74%o	81%ikn	66%o	54%	73%o	79%	80%	74%	83%T
NET: 4-7	230	41	60	57	24	26	214	133	90	188	94	40	28	18	20	19	52	173	113	117
	18%u	18%	19%	20%	14%	17%	18%	19%	23%Tghj	18%	26%Tghjm	23%	18%	29%Tghjm	40%Tghjkmnp	25%Tghjm	21%	17%	25%Tu	15%
NET: 0-3	25	5	6	3	7	2	25	12	8	19	6	5	2	4	3	2	1	23	7	18
	2%	2%	2%	1%	4%	1%	2%	2%	2%	2%	2%	3%	1%	6%Tghjkmnp	6%Tghjkmnp	2%	1%	2%	2%	2%
Mean	8.64klnp	8.67	8.65	8.69	8.65	8.65	8.62klnp	8.60klnp	8.38no	8.66klnp	8.29no	8.29no	8.45nop	7.56o	7.25	8.20no	8.58	8.66	8.34	8.81T
Standard deviation	1.87	1.89	1.98	1.66	1.96	1.68	1.89	1.78	1.89	1.83	1.89	2.00	1.69	2.32	2.22	1.75	1.64	1.93	1.93	1.82
Standard error	0.05	0.12	0.11	0.10	0.15	0.13	0.06	0.06	0.08	0.06	0.09	0.12	0.10	0.20	0.19	0.12	0.09	0.06	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 361

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Full responsibility	(10) 617 49%el	102 59%Tde	180 53%e	148 56%Tde	77 43%	110 37%	105 59%Tkl	181 53%kl	150 55%Tkl	74 42%	107 37%
9	(9) 184 15%	19 11%	45 13%	44 17%	23 13%	53 18%	19 10%	46 13%	44 16%	26 15%	50 17%
8	(8) 203 16%cj	24 14%	58 17%	28 11%	28 15%	64 21%Tc	25 14%	59 17%	29 11%	27 16%	63 22%Tj
7	(7) 106 8%	7 4%	26 8%	17 7%	26 14%Tabc	29 10%a	7 4%	26 8%	21 8%	23 13%Th	29 10%h
6	(6) 45 4%	7 4%	6 2%	9 3%	8 4%	15 5%b	7 4%	6 2%	9 3%	9 5%	14 5%l
5	(5) 69 5%	11 6%	17 5%	11 4%	14 8%	16 5%	12 7%	18 5%	11 4%	14 8%	15 5%
4	(4) 11 1%	1 1%	2 1%	2 1%	-	5 2%	1 1%	2 1%	2 1%	-	5 2%T
3	(3) 5 -	-	-	1 -	2 1%	2 1%	-	-	1 -	2 1%	2 1%
2	(2) 4 -	-	1 -	1 -	1 -	1 -	-	1 -	1 -	2 1%	1 -
1	(1) 4 -	1 1%	-	1 -	1 1%	2 1%	1 1%	-	1 -	1 1%	2 1%
no responsibility	(0) 11 1%	2 1%	6 2%	1 1%	-	1 -	2 1%	6 2%	2 1%	-	1 -
NET: 8-10	1004 80%dek	145 83%kd	284 83%de	220 83%d	128 71%	228 76%	149 83%k	285 83%k	222 82%k	128 72%	220 76%
NET: 4-7	230 18%	28 15%	52 15%	40 15%	48 27%Tabc	65 22%b	27 15%	53 15%	43 16%	45 23%Thj	63 22%
NET: 0-3	25 2%	3 2%	7 2%	4 2%	4 2%	7 2%	3 2%	7 2%	4 2%	5 3%	6 2%
Mean	8.64el	8.81e	8.75e	8.87Tde	8.39	8.35	8.82f	8.74f	8.86kl	8.38	8.35
Standard deviation	1.87	1.93	1.88	1.88	1.87	1.87	1.92	1.76	1.76	1.91	1.86
Standard error	0.05	0.17	0.11	0.12	0.14	0.09	0.17	0.11	0.12	0.14	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) - T/a/b/c/d/e - T/h/i/j/k/l

Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 362

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

	Gender		Social Grade					Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Full responsibility	(10)	409	176	234	107	113	85	101	21	388	25	51	65	57	73	74	43	191	117	361	42	7	29	4	188	12	22	176
		33%ajj	28%	36%Ta	31%	30%	33%	36%	24%	33%ij	17%	24%	32%i	26%	42%Tghi	53%Tghi	59%Tghi	49%Tghi	55%Tghi	33%t	26%	16%	33%	22%	37%TA	29%	35%	29%
9	(9)	138	69	68	34	47	37	19	10	128	13	18	19	27	24	21	6	50	26	122	16	1	11	2	65	6	8	56
		11%fd	11%	11%	10%	15%fd	14%fd	7%	11%	13%	9%	9%	9%	12%	14%	15%	8%	13%	12%	11%	10%	3%	12%	13%	13%	14%	13%	9%
8	(8)	232	120	112	73	62	44	53	22	210	26	39	35	45	34	17	11	62	27	199	30	14	13	2	90	8	11	120
		18%	19%	18%	21%	17%	19%	24%iq	18%	18%	18%	17%	22%in	20%	12%	15%	16%	13%	18%	19%	32%Trau	15%	10%	18%	20%	18%	17%	20%
7	(7)	182	92	90	54	62	32	34	13	170	26	41	35	33	17	12	5	34	17	157	23	12	8	3	68	4	7	98
		14%pq	15%	14%	16%	17%	12%	14%	15%pq	18%unpq	19%unpq	17%unpq	15%p	10%	9%	7%	9%	8%	14%	15%u	28%Trau	9%	16%	13%	4	10%	11%	18%
6	(6)	113	57	56	29	32	20	31	7	106	20	26	18	21	14	5	2	21	7	90	3	12	4	20%	34	3	10	64
		9%npqx	9%	9%	9%	8%	11%	7%	9%npq	14%Thp	12%npq	9%q	9%q	8%	4%	3%	6%	3%	8%	14%Tr	7%	14%	7%	20%	7%	7%	15%kx	10%lx
5	(5)	115	57	58	21	39	24	29	9	106	20	23	24	28	8	3	1	12	4	100	13	5	6	*	40	3	2	68
		9%cnpq	9%	9%	6%	10%	9%	11%	10%npq	9%npq	14%unpq	11%npq	12%unpq	13%unpq	5%	2%	1%	3%	2%	9%	9%	12%	7%	1%	8%	7%	3%	11%T
4	(4)	18	11	7	4	7	5	2	2	16	4	5	2	5	1	-	1	-	14	4	*	3	1	5	1	1	9	
		1%p	2%	1%	1%	2%	2%	1%	2%p	1%p	3%pq	2%p	1%	2%p	-	-	-	-	1%	3%	*	3%	6%	1%	3%	2%	2%	
3	(3)	19	14	5	9	3	4	2	3	16	7	4	-	1	-	3	-	3	14	5	-	4	2	5	3	2	9	
		1%	2%	1%	3%	1%	2%	1%	3%km	1%	5%Thkm	2%	-	1%	-	2%k	-	1%	2%	1%	3%	-	4%r	8%	1%	6%TA	3%	1%
2	(2)	7	6	1	4	1	1	1	-	7	*	2	3	1	-	1	-	1	2	6	1	*	1	-	4	1	-	2
		1%	1%	*	1%	*	*	1%	-	1%	-	1%	1%	-	-	1%	*	*	1%	1%	1%	1%	-	1%	-	1%	3%	-
1	(1)	6	3	3	1	3	2	-	2	4	1	1	1	-	1	-	-	-	5	1	-	1	-	2	-	-	4	
		1%h	1%	*	*	1%	1%	-	2%Thpq	*	1%	1%	1%	-	*	-	-	*	*	1%	-	1%	-	*	-	-	-	1%
no responsibility	(0)	20	14	6	5	3	6	5	1	18	1	5	1	1	3	4	10	7	16	*	-	-	*	12	-	-	7	
		2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	3%	2%	3%	3%	2%	1%	1%	-	-	2%	2%	-	-	1%
NET: 8-10		779	365	414	215	221	165	173	52	726	64	106	119	132	131	112	59	302	171	683	87	23	53	9	343	26	41	352
		62%ajjA	59%	65%	63%	60%	63%	62%	59%il	62%ij	45%	50%	58%il	60%il	75%Tghi	80%Tghi	78%Tghi	81%Tghi	63%	55%	52%	61%	45%	67%TA	63%	65%	69%	57%
NET: 4-7		428	217	211	108	139	82	97	30	399	69	95	80	86	40	20	8	68	28	361	63	21	29	8	146	11	20	239
		34%unpq	35%	33%	32%	38%	31%	35%	33%unpq	34%unpq	44%Thmn	39%unpq	39%unpq	23%pp	14%	11%	18%q	13%	33%	40%	47%	33%	44%	28%	28%	32%	39%Tx	

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

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

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 362
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

	Gender		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: 0-3	52	37	15	19	10	13	9	7	45	10	12	5	3	3	7	5	16	12	41	8	*	6	2	24	4	2	22
	4%bl	6%Tb	2%	6%	3%	5%	3%	7%lm	4%l	7%l	6%l	2%	1%	2%	5%	7%	4%	6%l	4%	5%	1%	6%	11%	5%	9%	3%	4%
Mean	7.84aj	7.61	8.05Ta	7.83	7.83	7.81	7.88	7.46	7.86ij	7.07	7.35	7.82j	7.76i	8.40Tgh	8.67Tgh	8.55Tgi	8.53Tgh	8.63Tgh	7.89	7.56	7.53	7.73	7.10	8.01TA	7.67	8.06	7.68
Standard deviation	2.18	2.31	2.03	2.19	2.07	2.33	2.18	2.38	2.17	2.14	2.27	2.05	1.90	1.94	2.11	2.61	2.14	2.29	2.16	2.12	1.58	2.28	2.50	2.26	2.31	1.94	2.12
Standard error	0.06	0.09	0.09	0.12	0.11	0.15	0.13	0.22	0.06	0.17	0.15	0.14	0.13	0.15	0.19	0.41	0.12	0.18	0.07	0.15	0.20	0.22	0.45	0.10	0.30	0.25	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 363
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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Full responsibility	(10) 409	131	51	89	266	105	231	69	4	317	71	31	33	18	11	202	121	28	21
	33%g jm	37%	32%	43%Tabd	31%	39%Tg	35%g	24%	16%	37%Tjn	24%	27%	24%	17%	18%	34%r	32%r	25%	21%
9	(9) 138	36	12	23	99	25	75	36	2	90	38	17	12	12	12	67	47	10	10
	11%	10%	9%	11%	11%	9%	11%	12%	7%	10%	13%	15%	9%	12%	21%Til	11%	12%	9%	10%
8	(8) 232	58	27	33	169	45	127	54	6	148	62	26	29	19	9	100	73	28	23
	18%	17%	16%	16%	19%	17%	19%	18%	22%	17%	21%	23%	21%	18%	15%	17%	19%	25%	24%
7	(7) 182	44	23	25	133	37	99	41	5	117	51	14	18	19	14	94	47	20	13
	14%	12%	14%	12%	15%	14%	15%	14%	18%	14%	17%	13%	13%	18%	25%Ti	16%	12%	18%	13%
6	(6) 113	27	22	9	80	26	50	33	4	76	30	12	17	12	4	62	29	9	10
	9%sc	8%ac	14%Tac	5%	9%	10%	8%	11%	15%	9%	10%	12%	12%	7%	10%	8%	9%	10%	
5	(5) 115	38	19	21	71	20	50	40	5	69	36	9	23	20	6	53	39	7	12
	9%	11%	11%	10%	8%	7%	8%	14%Tel	17%	8%	12%	8%	17%Tjk	19%Tjk	10%	9%	10%	6%	13%
4	(4) 18	4	3	*	14	3	9	5	1	12	4	2	2	2	1	10	4	1	2
	1%	1%	2%	-	2%	1%	1%	2%	4%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%
3	(3) 19	6	2	2	12	3	9	6	-	14	2	1	*	1	-	3	9	3	4
	1%o	2%	2%	1%	1%	1%	2%	-	2%	1%	1%	*	1%	-	*	2%o	3%	5%To	
2	(2) 7	1	-	*	6	2	3	3	-	6	2	*	2	-	-	3	2	1	-
	1%	*	-	*	1%	1%	*	1%	-	1%	*	1%	-	-	-	1%	1%	1%	-
1	(1) 6	3	2	1	3	1	5	-	-	3	1	1	-	-	-	3	1	-	-
	1%	1%	1%	1%	*	*	1%	-	-	*	*	1%	-	-	-	1%	1%o	-	-
no responsibility	(0) 20	4	-	4	14	4	10	5	*	14	4	1	1	1	1	7	7	2	1
	2%	1%	-	2%	2%	2%	1%	2%	2%	2%	1%	1%	*	1%	2%	1%	2%	2%	2%
NET: 8-10	779	225	90	145	534	175	433	159	12	555	171	74	75	50	31	369	241	65	53
	62%gm	64%b	56%	69%Tab	62%	64%g	65%g	55%	44%	64%Tjm	57%im	64%im	55%	47%	54%	61%	63%	59%	55%
NET: 4-7	428	113	67	56	297	87	209	119	14	275	122	37	60	54	26	219	119	38	37
	34%co	32%c	42%ac	27%	34%	32%	31%	41%Ti	54%	32%	40%Ti	32%	44%Ti	51%Tjk	44%	38%	31%	34%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 363
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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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Highest education						
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impacting/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	52 4%o	15 4%	4 3%	8 4%	36 4%	10 4%	27 4%	14 5%	*	37 4%	9 3%	4 3%	2 2%	2 2%	1 2%	13 2%	21 6%o	7 7%o	6 6%o
Mean	7.84gmr	7.93	7.70	8.18Tab	7.81	8.02g	7.96g	7.46	7.08	7.95Tjm	7.62m	7.83m	7.53	7.24	7.65	7.94r	7.78	7.57	7.35
Standard deviation	2.18	2.23	2.08	2.22	2.16	2.18	2.16	2.20	2.03	2.20	2.05	2.06	1.98	1.99	1.95	2.04	2.30	2.26	2.19
Standard error	0.06	0.12	0.16	0.15	0.07	0.14	0.09	0.12	0.34	0.08	0.11	0.18	0.16	0.19	0.25	0.09	0.12	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 364
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

	GO Region										Urban/ Rural		Internet usage				Devices used to access internet				Working status									
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House person/ Other (aa)	Furloughed (ab)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Full responsibility (10)	409	37	18	16	338	13	35	22	42	27	37	56	66	40	298	59	210	196	8	21	366	122	83	13	29	6	113	14	8	
	33%gnsw	36%	31%	43%	32%g	24%	25%	22%	39%fg	30%	33%	33%	38%fg	37%g	32%	31%	27%	42%Tn	27%	35%	32%	25%	33%sw	25%	47%Tsuw	15%	55%Tsuw	32%	22%	
9	(9)	138	15	4	6	113	8	21	10	8	9	14	15	17	10	103	21	86	46	3	10	124	48	30	3	7	2	26	9	3
		11%	14%	6%	16%	11%	16%	16%	10%	7%	10%	13%	9%	10%	9%	11%	11%	11%	10%	16%	11%	10%	12%	6%	11%	4%	13%	20%	9%	
8	(8)	232	14	10	6	201	4	29	32	20	12	17	29	38	19	186	25	151	81	2	13	215	82	52	7	10	5	30	13	11
		18%	14%	16%	17%	19%	8%	21%	32%Tade	19%	13%	15%	17%	22%	18%	20%T	13%	19%	18%	6%	22%	19%	17%	21%	14%	15%	13%	15%	30%w	
7	(7)	182	13	18	4	147	10	22	18	13	17	11	23	22	12	128	31	128	53	7	5	170	97	25	5	4	8	21	2	5
		14%	13%	30%Tadff	10%	14%	19%	16%	18%	12%	19%	10%	13%	12%	11%	14%	16%	16%T	11%	26%	8%	15%	20%Tvx	10%	10%	6%	22%svy	10%	5%	16%
6	(6)	113	11	3	2	96	5	14	6	6	11	16	23	7	9	90	17	67	44	4	7	101	53	19	10	8	5	2	4	
		9%lx	11%	5%	6%	9%j	9%	10%	5%	5%	12%j	14%Nl	13%j	4%	9%	10%	9%	9%	16%	11%	9%	11%lx	8%lx	19%Tx	13%lx	8	5	2	4	
5	(5)	115	10	1	2	102	3	15	8	7	12	13	14	17	12	81	24	82	29	3	2	105	47	28	11	4	7	6	4	
		9%lx	10%	2%	5%	10%	6%	11%	8%	7%	13%b	11%	8%	10%	11%	9%	13%	11%To	6%	9%	2%	9%	10%lx	11%lx	20%Tsvv	6%	19%Txv	3%	9%	1%
4	(4)	18	1	1	-	16	2	-	3	1	2	5	2	1	14	4	15	2	1	-	16	9	2	3	-	3	-	-	-	
		1%	1%	1%	-	2%	4%f	-	3%	1%	1%	3%	1%	1%	1%	2%	2%T	2%	4%	-	1%	2%	1%	5%tx	-	8%Tsvx	-	-	-	
3	(3)	19	1	1	-	17	3	-	2	2	2	3	4	-	16	2	14	4	-	3	16	10	4	-	-	1	1	-	-	
		1%	1%	2%	-	2%	5%	-	2	3%	2%	2%	2%	-	2%	1%	2%T	1%	5%	1%	2%	1%	2%	-	-	3%	-	-	-	
2	(2)	7	-	1	6	-	-	2	2	-	1	1	-	-	5	2	7	-	-	-	7	5	-	1	-	-	-	-	-	
		1%	-	-	3%	1%	-	2%	2%	-	1%	-	-	-	1%	1%	1%T	-	-	-	1%	1%	-	2%	-	-	-	-	-	
1	(1)	6	-	-	6	1	1	1	3	-	-	-	-	-	3	2	6	-	-	1	6	-	2	-	-	1	-	-	1	
		1%	-	-	1%	2%	1%	1%	3%Tdk	-	-	-	-	-	1%	1%	1%T	-	1%	1%	-	1%	-	1%	-	3%Tax	-	-	4%	
no responsibility (0)	20	1	5	-	14	3	-	2	-	-	3	1	5	14	2	13	7	-	-	-	19	8	4	-	1	-	4	-	1	
	2%	1%	8%Tdfh	-	1%	5%j	-	2%	-	-	2%	1%	4%Tdfj	1%	1%	2%	1%	-	-	-	2%	2%	-	1%	-	2%	-	-	4%	
NET: 8-10	779	67	32	28	652	25	85	65	70	48	68	101	122	69	586	105	447	324	13	44	705	253	165	23	46	12	169	36	22	
	62%unsw	64%	53%	76%	62%	49%	62%	63%	65%	53%	61%	59%	69%el	64%	63%	56%	57%	70%Tn	45%	73%	62%	53%w	66%sww	44%	73%sww	32%	82%Tsuw	81%Tsuw	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 364
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

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet			Working status						
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 4-7	428	36	23	8	362	20	51	32	30	41	41	64	49	34	313	76	295	127	15	13	392	206	74	29	16	24	31	8	10
	34% _{xy}	34%	38%	21%	34%	39%	37%	31%	28%	45% _{kl}	37%	37%	28%	32%	33%	40%	38% _{To}	28%	54%	22%	34%	43% _{Thxy}	30% _{lx}	54% _{Thxy}	26%	62% _{Tstv}	15%	19%	28%
NET: 0-3	52	2	5	1	43	6	2	5	8	2	3	7	5	5	38	9	41	11	*	4	48	23	10	1	1	2	6	-	3
	4%	2%	9% _f	3%	4%	12% _{Tadjl}	1%	5%	7% _f	3%	3%	4%	3%	5%	4%	5%	5% _T	2%	1%	6%	4%	5%	4%	2%	1%	6%	3%	-	7%
Mean	7.84 _{ens}	8.06 _e	7.50	8.45	7.81 _e	7.10	7.90 _e	7.64	7.85	7.71	7.87	7.73	8.12 _e	7.81	7.84	7.64	7.58	8.28 _{Tn}	7.63	8.16	7.82	7.52 _w	7.91 _{suw}	7.16	8.42 _{suw}	6.62	8.77 _{tst}	8.42 _{suw}	7.57
Standard deviation	2.18	2.02	2.68	1.91	2.17	2.80	1.80	2.15	2.45	1.96	2.02	2.22	2.00	2.47	2.15	2.29	2.24	2.01	1.92	2.03	2.19	2.15	2.18	2.14	1.97	2.18	1.94	1.54	2.41
Standard error	0.06	0.20	0.35	0.33	0.07	0.39	0.15	0.22	0.22	0.21	0.19	0.16	0.16	0.24	0.07	0.18	0.07	0.12	0.35	0.29	0.06	0.10	0.14	0.30	0.26	0.32	0.15	0.24	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 365

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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Full responsibility	(10) 409	87	102	93	55	45	373	186	93	326	86	33	26	11	11	14	50	354	128	281
	33%hkl	37%	32%	32%	32%	29%	32%hkl	27%imnp	24%imnp	32%hkl	24%imnp	19%	17%	17%	22%fn	18%	20%	36%Tr	28%	35%Tt
9	(9) 138	17	38	35	21	20	122	69	43	114	38	20	20	9	5	9	18	116	40	98
	11%r	7%	12%	12%	12%	13%	11%	10%	11%	11%	10%	11%	13%	15%o	10%	12%	7%	12%	9%	12%
8	(8) 232	34	76	43	32	29	214	137	81	205	70	30	31	11	6	13	51	180	93	139
	18%	14%	24%Tac	15%	19%	19%	19%	20%	21%o	20%T	19%	17%	21%o	17%	13%	17%	20%	18%	20%	17%
7	(7) 182	36	42	41	28	23	163	119	64	148	67	41	31	16	14	15	44	138	79	104
	14%	15%	13%	14%	16%	15%	14%	17%Tg	16%	14%	18%Tg	23%Tghj	21%Tg	25%Tg	27%Tghj	20%Tg	18%	14%	17%	13%
6	(6) 113	24	19	35	15	11	109	70	36	92	38	14	15	5	6	9	28	83	44	69
	9%b	10%	6%	12%b	9%	7%	9%	10%	9%	9%	11%	8%	10%	8%	13%n	12%	11%	8%	10%	9%
5	(5) 115	22	29	30	12	11	108	64	43	91	38	22	18	8	5	8	32	81	46	69
	9%a	10%	9%	10%	7%	7%	9%	9%	11%	9%	11%	12%j	12%	13%	9%	11%	13%Ts	8%	10%	9%
4	(4) 18	3	4	3	4	3	18	14	9	14	8	5	2	1	2	3	7	11	8	10
	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	3%	1%	2%	3%km	4%Tghj	3%	1%	2%	1%
3	(3) 19	3	4	4	1	5	19	14	12	18	11	6	5	2	*	2	11	8	13	6
	1%au	1%	1%	1%	1%	4%	2%	2%	3%Tghj	2%	3%Tg	3%T	3%T	3%o	1%	3%T	4%Ts	1%	3%Tu	1%
2	(2) 7	1	-	1	3	7	1	5	1	6	1	1	2	-	*	1	1	6	3	4
	1%	1%	-	1%	2%b	1%	1%	1%	-	1%	-	1%	1%	1%	1%	2%Tgjk	1%	1%	1%	1%
1	(1) 6	2	1	3	-	-	6	6	1	4	3	3	1	-	-	-	1	5	-	6
	1%	1%	*	1%	-	-	1%Tj	*	*	1%j	2%Tg	1%	-	-	-	-	1%	1%	-	1%
no responsibility	(0) 20	4	5	2	3	5	19	9	5	13	5	2	1	*	1	*	6	12	5	14
	2%	2%	2%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%
NET: 8-10	779	137	216	171	108	94	709	391	218	645	194	83	76	31	23	36	119	651	261	518
	62%hkl	59%	68%Tc	59%	63%	61%	61%hkl	57%lop	56%lop	62%hkl	53%j	47%	50%	48%	45%	47%	48%	65%Tr	57%	65%Tt

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 365
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £38,399 (c)	£38,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (f)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitlet (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 4-7	428 34% ^{su}	86 37%	94 30%	109 37%	58 34%	47 31%	398 34%	267 39% ^{Tgj}	152 39% ^{Tgj}	346 33%	151 41% ^{Tgj}	81 46% ^{Tghi}	66 44% ^{Tgj}	30 47% ^{Tgj}	26 52% ^{Tghi}	36 47% ^{Tghi}	110 44% ^{Ts}	312 31%	177 39% ^{Tu}	251 31%
NET: 0-3	52 4%	11 5%	9 3%	11 4%	5 3%	13 8% ^{Td}	51 4%	34 5%	20 5%	42 4%	19 5%	12 7% ^{Tj}	9 6%	3 5%	2 3%	4 6%	19 8% ^{Ts}	31 3%	22 5%	30 4%
Mean	7.84 ^{ghi}	7.80	7.98	7.79	7.95	7.63	7.79 ^{hik}	7.60 ^p	7.51 ^p	7.84 ^{hik}	7.46	7.21	7.32	7.36	7.41	7.22	7.11	8.03 ^{Tr}	7.63	7.95 ^{Tt}
Standard deviation	2.18	2.31	2.05	2.15	2.06	2.45	2.22	2.18	2.16	2.14	2.17	2.23	2.08	2.00	2.05	2.12	2.32	2.09	2.13	2.21
Standard error	0.06	0.15	0.12	0.13	0.16	0.19	0.06	0.08	0.10	0.07	0.10	0.13	0.13	0.18	0.18	0.15	0.13	0.07	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 366

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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Full responsibility	(10) 409	82	130	84	45	67	83	134	84	44	66
		33%dek	47%Tode	38%Tde	32%ue	25%	47%Tjk	39%Tki	31%kj	25%	23%
9	(9) 138	21	44	20	19	34	21	44	20	21	31
		11%	12%	13%	7%	10%	11%	12%	7%	12%	11%
8	(8) 232	15	75	43	32	64	19	74	44	33	61
		18%ah	10%	22%a	16%	21%a	11%	21%ah	16%	19%	21%h
7	(7) 182	24	33	33	38	54	26	32	33	38	52
		14%bi	14%	10%	12%	21%Tbc	15%	9%	12%	22%Ti	18%Ti
6	(6) 113	13	26	24	24	26	13	26	28	20	26
		9%	8%	9%	13%	9%	7%	8%	10%	11%	9%
5	(5) 115	10	20	43	14	29	10	22	43	13	27
		9%b	6%	16%Tabde	8%	10%	5%	6%	16%Thakl	7%	9%
4	(4) 18	2	2	3	4	8	2	2	3	3	8
		1%	1%	1%	2%	3%T	1%	1%	1%	2%	3%Ti
3	(3) 19	-	1	4	2	10	-	1	4	2	10
		1%	-	2%	1%	3%Tab	-	-	2%	1%	4%Thi
2	(2) 7	1	1	3	1	1	1	1	3	1	1
		1%	1%	1%	-	-	-	-	1%	-	1%
1	(1) 6	-	1	2	-	3	-	1	2	-	3
		1%	-	1%	-	1%	-	1%	-	-	1%
no responsibility	(0) 20	3	7	5	2	3	3	7	5	2	3
		2%	2%	2%	1%	1%	2%	2%	1%	1%	1%
NET: 8-10	779	121	249	147	96	165	123	252	148	98	158
		62%dej	70%code	73%Tode	56%	55%	69%k	73%Tki	55%	55%	55%
NET: 4-7	428	48	81	102	79	117	51	82	107	74	114
		34%bi	28%	24%b	44%Tab	39%Tab	29%b	24%b	40%bi	42%Thi	39%Thi
NET: 0-3	52	4	11	15	5	18	4	11	15	5	18
		4%	4%	3%	6%	6%	2%	3%	5%	3%	6%T
Mean	7.84cej	8.41Tode	8.20Tode	7.52	7.65	7.47	8.39Tki	8.21Tki	7.48	7.70	7.45
Standard deviation	2.18	2.05	2.10	2.39	1.97	2.16	2.04	2.11	2.37	1.94	2.18
Standard error	0.06	0.18	0.13	0.16	0.15	0.10	0.18	0.13	0.15	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 367

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

	Gender		Social Grade				Age										Ethnicity				Religion							
	Total (f)	Male (b)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Full responsibility (10)	392	160	232	95	111	87	95	13	379	24	49	52	56	77	75	47	199	122	346	41	7	28	5	196	10	24	154	
	31%agj	26%	36%Ta	28%	30%	34%	34%	15%	32%Tgjj	17%	23%	25%	25%	44%Tghl	54%Tghj	64%Tghi	51%Tghl	57%Tghl	32%t	26%	16%	32%	24%	38%TA	24%	38%A	25%	
9	(9)	152	78	73	48	39	33	12	140	14	20	29	18	26	20	12	59	32	128	21	7	10	4	73	7	8	62	
		12%	13%	11%	14%	10%	11%	13%	12%	10%	9%	14%	8%	15%	14%	17%	15%j	15%j	12%	13%	15%	12%	20%	14%	18%	13%	10%	
8	(8)	227	125	102	65	61	55	45	13	213	22	29	38	55	39	23	6	69	29	192	31	8	20	3	90	9	12	109
		18%	20%	16%	19%	16%	21%	16%	15%	18%	15%	14%	19%	25%Thjo	23%j	17%	9%	18%	14%	20%	17%	23%	15%	17%	22%	19%	18%	
7	(7)	170	92	78	48	61	26	36	14	156	23	40	37	35	11	9	2	22	11	147	21	7	8	3	50	4	10	104
		14%innop	15%	12%	14%	16%e	10%	13%	16%innop	13%innop	16%innop	18%Thmn	18%innop	16%innop	6%	9%	2%	6%	5%	14%	13%	16%	9%	18%	10%	9%	16%	17%Tx
6	(6)	137	73	64	38	43	24	31	13	124	29	40	15	22	9	7	1	18	8	120	16	6	9	1	44	5	4	77
		11%innop	12%	10%	11%	12%	9%	11%	15%innop	11%innop	20%Thkl	18%Thklm	8%	10%pp	5%	5%	1%	5%	4%	11%	10%	14%	10%	6%	9%	13%	6%	13%
5	(5)	122	55	67	29	37	23	31	14	108	23	20	26	28	7	2	2	11	4	101	21	8	9	1	38	5	4	74
		10%innop	9%	10%	9%	10%	9%	11%	16%Thmo	9%innop	16%Thmo	9%innop	13%innop	13%innop	4%	1%	3%	2%	9%	9%	13%	11%	6%	11%	7%	13%	6%	12%Tx
4	(4)	21	15	6	6	6	5	4	3	18	5	4	3	4	1	1	-	2	1	18	3	-	2	-	5	1	1	14
		2%	2%	1%	2%	2%	1%	3%p	3%p	2%	4%pp	2%	1%	2%	1%	1%	-	1%	*	2%	-	-	-	1%	2%	2%	2%	
3	(3)	14	8	6	7	2	2	2	3	11	-	8	-	1	2	-	-	2	-	11	3	1	-	2	5	-	-	7
		1%	1%	1%	2%	1%	1%	1%	3%kpp	1%	-	4%Thkl	-	1%	-	-	-	-	1%	1%	2%	2%	-	8%	1%	1%	-	1%
2	(2)	10	7	3	2	5	1	2	3	7	1	1	3	-	1	-	1	1	9	1	-	1	-	5	-	-	5	
		1%	1%	-	1%	1%	-	1%	3%Thmp	1%	-	1%	1%	-	1%	-	-	-	1%	1%	-	-	-	1%	-	-	-	1%
1	(1)	10	4	6	2	3	2	2	-	10	2	2	2	-	1	-	2	3	2	9	1	-	-	1	7	-	-	3
		1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	-	-	3%j	1%	1%	1%	1%	-	-	-	3%	1%	-	-	1%
no responsibility (0)	(0)	5	3	2	-	2	2	1	1	4	-	2	1	-	1	-	1	1	5	-	-	-	-	-	-	-	-	4
		1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	-	-	1%	-	1%	1%	1%	1%	-	-	-	-	-	-	-	1%
NET: 8-10		770	363	408	209	211	176	171	38	732	61	98	119	128	143	66	327	183	666	93	22	58	11	359	26	44	325	
		61%gjA	59%	64%	61%	57%	67%sd	61%	43%	63%Tgjj	42%	45%	58%gj	58%gj	82%Tghl	85%Tghl	85%Tghl	87%Tghl	61%	59%	49%	67%	59%	70%TA	64%	71%A	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 367
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

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: 4-7	450	234	216	122	147	78	101	44	406	80	104	81	89	29	19	5	53	24	385	61	21	28	6	137	15	18	269	
	38% ^{uhmno}	38%	34%	36%	40% ^e	30%	36%	50% ^{Thmn}	35% ^{mnop}	56% ^{Thkl}	48% ^{Thmn}	40% ^{mnop}	40% ^{mnop}	17%	14%	7%	14%	11%	35%	39%	49%	32%	30%	27%	36%	29%	44% ^{Tx}	
NET: 0-3	36	22	17	12	13	7	7	6	32	3	14	4	4	3	2	2	7	4	34	4	1	1	2	17	*	-	19	
	3%	4%	3%	3%	3%	3%	2%	7% ^{Thklm}	3%	2%	6% ^{Thmp}	2%	2%	1%	1%	3%	2%	3%	3%	3%	2%	1%	12%	3%	1%	-	3%	
Mean	7.85 ^{agj}	7.68	8.00 ^{Ta}	7.82	7.72	7.99	7.90	6.95	7.91 ^{Tgi}	7.12	7.26	7.74 ^{gij}	7.67 ^{gil}	8.63 ^{Tgh}	8.89 ^{Tgh}	9.08 ^{Tgh}	8.81 ^{Tgh}	8.95 ^{Tgh}	7.86	7.69	7.36	7.97	7.57	8.17 ^{TA}	7.84	8.38 ^A	7.53	
Standard deviation	2.06	2.05	2.05	1.98	2.12	2.07	2.06	2.21	2.03	1.88	2.18	1.99	1.90	1.67	1.86	1.90	1.72	1.75	2.07	2.00	1.85	1.92	2.42	2.05	1.83	1.66	2.07	
Standard error	0.06	0.08	0.09	0.10	0.11	0.13	0.12	0.20	0.06	0.16	0.14	0.14	0.13	0.13	0.15	0.30	0.09	0.14	0.06	0.14	0.24	0.19	0.43	0.09	0.24	0.21	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 368
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Base: All respondents
Parents of children (under 18) who use the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	96	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Full responsibility	(10) 392	142	54	94	239	101	223	81	7	306	73	37	27	26	6	215	111	25	14
	31% ^d g	40% ^T b	33%	45% ^T b	28%	37% ^T g	33% ^g	21%	27%	35% ^T j	24%	32% ^T k	20%	25%	14%	36% ^T o	29% ^r	22%	14%
9	(9) 152	33	13	23	117	36	82	35	*	108	32	12	17	11	6	65	51	14	11
	12%	9%	8%	11%	14% ^T	13%	12%	12%	1%	12%	11%	11%	13%	10%	10%	11%	13%	13%	12%
8	(8) 227	61	29	32	159	42	131	50	4	155	59	14	29	17	16	102	71	24	14
	18%	17%	18%	15%	18%	15%	20%	17%	13%	18%	19% ^k	13%	21%	16%	27% ^k	17%	19%	22%	15%
7	(7) 170	36	23	25	128	40	81	44	5	108	48	14	25	15	12	74	47	28	17
	14% ^a	10%	14%	12%	15%	15%	12%	15%	20%	12%	16%	12%	18%	14%	20%	12%	12%	25% ^T o	18%
6	(6) 137	29	12	12	102	22	68	44	3	85	39	18	18	14	4	60	47	8	17
	11% ^c	8%	7%	6%	12% ^c	8%	10%	15% ^T e	12%	10%	13%	16%	13%	14%	7%	10%	12%	7%	18% ^T o
5	(5) 122	37	24	16	81	22	54	39	7	67	40	15	15	20	9	65	32	5	12
	10% ^d	10%	15% ^T a	8%	9%	8%	8%	13% ^T i	26%	8%	13% ^T i	13%	11%	19% ^T i	15%	11%	8%	5%	13%
4	(4) 21	4	3	3	15	2	13	6	*	13	6	1	1	2	2	9	7	*	3
	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	4%	1%	2%	*	4%
3	(3) 14	3	1	2	11	2	7	5	-	9	3	2	2	-	-	3	7	1	3
	1%	1%	*	1%	1%	1%	2%	1%	1%	1%	2%	2%	-	-	*	2%	1%	3% ^T o	
2	(2) 10	5	3	-	4	3	3	4	-	6	1	*	1	1	1	3	3	-	3
	1%	1%	2% ^d	-	1%	*	1%	*	-	1%	*	*	1%	1%	2%	1%	1%	-	3% ^T o
1	(1) 10	3	1	2	6	1	6	3	-	9	1	1	-	-	-	3	3	4	-
	1%	1%	1%	1%	1%	*	1%	1%	-	1%	*	1%	-	-	*	1%	4% ^T o	-	-
no responsibility	(0) 5	-	-	-	5	2	2	1	-	3	1	-	1	-	-	2	2	-	1
	*	-	-	-	1%	1%	*	*	-	*	*	*	*	-	-	1%	1%	-	1%
NET: 8-10	770	235	96	149	515	178	436	146	11	568	164	64	73	55	30	382	233	63	39
	61% ^g i	67% ^T b	59%	71% ^T b	59%	66% ^g	65% ^T g	50%	41%	66% ^T j	54%	56%	53%	51%	51%	64% ^r	61% ^r	57% ^r	41%
NET: 4-7	450	106	61	56	327	85	216	134	16	272	133	48	60	51	27	208	133	41	50
	36% ^a d	30%	36% ^a c	27%	38% ^a c	31%	32%	46% ^T e	59%	31%	44% ^T i	42%	44% ⁱ	48% ^T i	47% ⁱ	35%	35%	38%	52% ^T o

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 368
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (e)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	38	11	5	3	25	9	17	12	-	27	5	3	4	1	1	10	15	5	6
	3%o	3%	3%	2%	3%	3%	3%	4%	-	3%	2%	3%	3%	1%	2%	2%	4%	5%	7%To
Mean	7.85gjr	8.08Tbd	7.76	8.38Tabd	7.77	8.10Tg	7.99Tg	7.34	7.30	8.03Tjmm	7.60	7.74	7.52	7.50	7.31	8.01Tr	7.78r	7.70r	6.96
Standard deviation	2.06	2.09	2.13	1.92	2.02	2.06	2.01	2.10	1.97	2.06	1.92	2.06	1.90	1.96	1.85	2.00	2.10	2.04	2.14
Standard error	0.06	0.11	0.17	0.13	0.07	0.13	0.08	0.12	0.33	0.07	0.11	0.18	0.15	0.18	0.23	0.08	0.11	0.19	0.19

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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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 369
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Base: All respondents
Parents of children (under 18) who use the sites or apps

		GO Region										Urban/ Rural		Internet usage				Devices used to access internet										Working status				
		Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)		
Unweighted base		1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39		
Weighted base		1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**		
Effective base		978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29		
Full responsibility	(10)	392	31	24	13	325	11	43	28	38	28	36	54	55	31	281	56	203	186	12	26	341	109	87	11	25	3	121	16	7		
		31%nsuw	29%	40%	35%	31%	22%	31%	28%	36%	31%	32%	32%	31%	28%	30%	29%	28%	40%Tn	42%	42%	30%	23%	35%sw	20%	40%suw	9%	59%Tstu	35%w	19%		
9	(9)	152	10	5	2	135	9	22	16	8	11	17	21	23	7	109	29	95	55	4	8	140	45	37	5	6	5	33	4	5		
		12%sa	10%	8%	5%	13%	18%am	16%am	8%	12%	15%am	12%	13%	6%	12%	15%	13%	12%	15%	13%	12%	9%	15%	9%	10%	12%	16%sa	9%	14%			
8	(8)	227	22	13	4	188	11	21	22	16	18	15	31	26	29	181	24	145	80	2	12	211	99	41	6	12	6	32	8	9		
		18%	21%	21%	11%	18%	22%	15%	21%	15%	19%	13%	18%	15%	26%Tdj	19%	13%	19%	17%	9%	19%	18%	17%	12%	16%	12%	16%	15%	18%	26%		
7	(7)	170	19	9	13	130	8	12	16	14	11	15	19	31	5	128	28	120	46	3	7	160	83	27	9	7	8	10	6	5		
		14%dmx	18%um	19%um	34%	12%um	15%um	9%	15%um	13%um	12%	14%um	11%	17%um	5%	14%	15%	15%To	10%	10%	11%	14%	13%Tx	11%	16%ix	12%	21%ix	5%	14%	15%		
6	(6)	137	9	4	2	122	4	24	9	14	4	9	19	22	16	111	19	89	44	2	4	127	63	22	9	7	8	3	7	5		
		11%ix	9%	7%	6%	11%	8%	17%Tdi	9%	13%	5%	8%	11%	12%	15%	12%	10%	11%	9%	8%	7%	11%	13%ix	9%ix	17%ix	11%ix	20%ix	1%	17%ix	14%		
5	(5)	122	6	4	1	110	5	12	8	12	13	11	20	16	12	86	23	82	37	4	4	108	54	27	10	5	5	3	3	2		
		10%ix	6%	7%	3%	10%	10%	9%	8%	12%	14%	10%	12%	9%	11%	9%	12%	11%T	8%	15%	7%	9%	11%ix	11%ix	19%Tx	7%ix	12%ix	1%	7%ix	5%		
4	(4)	21	4	-	-	17	1	2	1	2	5	3	1	2	16	3	16	5	-	1	20	13	1	1	-	3	1	-	-	-		
		2%	4%	-	-	2%	1%	1%	1%	2%	4%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	-	2%	-	7%Thx	-	-	-		
3	(3)	14	3	-	1	10	1	+	+	1	2	2	1	1	2	9	4	12	2	-	14	9	1	-	-	-	1	-	-	-		
		1%	3%	-	1%	1%	1%	-	-	1%	2%	2%	1%	1%	2%	1%	2%	1%T	-	1%	-	1%	2%	-	-	-	-	-	-	-		
2	(2)	10	1	-	-	9	1	-	1	1	1	2	2	1	-	8	2	8	2	-	-	10	3	1	-	1	-	-	-	2		
		1%	1%	-	-	1%	2%	-	1%	1%	1%	2%	1%	1%	-	1%	1%	1%T	-	-	-	1%	1%	-	-	-	3%ix	-	-	5%		
1	(1)	10	-	-	2	8	-	1	1	-	-	-	1	-	5	1	6	4	-	-	10	3	2	2	-	-	2	-	1	1		
		1%	-	-	5%	1%	-	1%	-	-	-	-	1%	-	4%Tdj	1%	1%	1%	1%	-	-	1%	1%	1%	5%Tst	-	-	1%	-	3%		
no responsibility	(0)	5	-	2	-	3	-	-	-	1	2	-	-	-	-	-	-	4	-	-	5	1	3	-	-	-	-	-	-	-		
		*	-	3%Td	-	*	-	-	-	3%	2%td	-	-	-	-	-	-	1%T	-	-	-	-	-	-	-	-	-	-	-	-		
NET: 8-10		770	62	42	19	648	32	86	66	62	57	68	106	104	66	571	108	443	322	19	45	692	253	165	44	14	186	27	20			
		61%nsuw	60%	69%	51%	61%	62%	63%	65%	63%	61%	62%	62%	59%	61%	61%	57%	57%	70%Tn	66%	74%	60%	53%	66%suw	41%	70%suw	37%	90%Tstu	62%w	59%		
NET: 4-7		450	38	17	16	380	18	50	34	42	30	40	61	70	35	340	73	307	132	9	16	415	212	77	29	23	17	17	11			
		36%uox	36%	28%	43%	36%	35%	36%	33%	39%	33%	40%	35%	40%	32%	36%	39%	39%To	29%	33%	26%	36%	44%Ttx	31%ix	55%Thx	30%ix	60%Thx	8%	38%ix	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 369
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

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet								Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)				
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**				
NET: 0-3	38	4	2	2	30	2	1	2	3	4	4	5	2	7	27	8	30	8	-	-	38	16	6	2	-	1	3	-	3				
	3%	4%	3%	6%	3%	3%	1%	2%	3%	4%	3%	3%	1%	7%Tall	3%	4%	4%T	2%	1%	-	3%	3%	3%	5%	-	3%	2%	-	7%				
Mean	7.85nrs	7.79	8.18	7.80	7.83	7.75	7.97	7.96	7.82	7.75	7.83	7.86	7.94	7.46	7.83	7.72	7.63	8.24Tn	8.22	8.48r	7.80	7.48	8.04suw	7.01	8.35suw	6.88	9.10tat	8.09uw	7.48				
Standard deviation	2.06	2.00	2.13	2.23	2.06	1.92	1.90	1.90	2.15	2.27	2.13	2.05	1.87	2.37	2.02	2.14	2.10	1.95	1.99	1.68	2.07	2.00	2.09	2.27	1.69	1.89	1.52	1.74	2.22				
Standard error	0.06	0.20	0.28	0.39	0.06	0.27	0.16	0.19	0.20	0.25	0.20	0.15	0.15	0.23	0.07	0.16	0.07	0.12	0.36	0.24	0.06	0.09	0.13	0.31	0.22	0.28	0.12	0.27	0.36				

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 370
Q5. Responsibility - Parents of children (under 18) who use the sites or apps
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Base: All respondents
Parents of children (under 18) who use the sites or apps

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Full responsibility	(10) 392	86	104	92	58	30	346	172	91	320	75	26	26	9	8	13	53	332	119	273
		31%h	37%e	32%e	32%e	34%e	20%	30%hikl mnop	25%klmn op	31%hikl mnop	21%j	15%	17%	14%	16%	17%	21%	33%Tr	26%	34%Tt
9	(9) 152	29	39	40	5	36	140	90	53	130	48	26	17	8	6	11	32	120	60	92
		12%h	12%h	14%h	3%	23%Tabc d	12%	13%	14%	13%	13%	15%	11%	13%	12%	14%	13%	12%	13%	12%
8	(8) 227	34	72	47	34	27	214	116	65	184	54	29	34	16	11	15	31	196	75	152
		18%h	22%Ta	16%	20%	18%	18%k	17%	18%	15%	16%	16%	22%hikl	25%kl	21%	20%k	20%Tr	16%	16%	19%
7	(7) 170	26	42	39	25	23	157	100	58	145	50	33	24	6	8	12	49	120	71	99
		14%h	11%	13%	14%	15%	14%	15%	14%	14%	19%Tgjk	16%	10%	15%h	16%h	20%Ts	12%	15%	12%	
6	(6) 137	26	22	34	24	15	129	94	48	109	60	23	19	9	7	10	31	103	53	84
		11%h	11%	7%	12%	14%b	10%	11%	14%Tj	12%	11%	16%Tghi	13%	14%	13%	13%	12%	10%	12%	10%
5	(5) 122	26	23	31	15	12	115	84	49	99	52	21	19	8	6	10	30	88	54	68
		16%h	7%	11%	9%	8%	10%	12%Tj	13%Tj	10%	14%Tj	12%	12%	13%	12%	13%	12%	9%	12%	8%
4	(4) 21	1	7	3	4	4	20	12	9	15	12	7	4	3	3	4	8	13	10	12
		2%	2%	1%	2%	3%	2%	2%	2%	1%	3%Tghj	4%Tghj	3%	5%j	6%Tghij	5%Tghij	3%Ts	1%	2%	1%
3	(3) 14	*	5	2	3	3	14	11	8	12	4	4	4	2	1	1	6	8	9	5
		1%	2%	1%	2%	2%	1%	2%	2%	1%	1%	3%T	3%T	4%T	2%	1%	2%	1%	2%	1%
2	(2) 10	2	4	2	3	-	10	7	4	7	4	1	1	*	*	3	5	5	5	5
		1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	*	*	2%	1%	1%	1%	1%
1	(1) 10	3	-	-	-	4	10	5	3	8	5	4	3	2	-	-	4	6	4	5
		1%	1%	-	-	3%Tbc	1%	1%	1%	1%	1%	2%Tghij	2%h	3%	-	-	2%	1%	1%	1%
no responsibility	(0) 5	1	3	2	-	-	5	2	1	4	1	2	1	-	1	-	2	3	*	4
		2%	1%	1%	-	-	2%	2%	1%	2%	1%	1%Thjk	-	-	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



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ONLINE Fieldwork: 22nd September - 4th October 2021

Table 370
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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (f)	Up to £15,599 (g)	£15,600 - £25,999 (h)	£26,000 - £36,399 (i)	£36,400 - £51,999 (j)	£52,000 + (k)	YouTube (l)	Instagram (m)	TikTok (n)	Facebook (o)	Snapchat (p)	Twitch (q)	Vimeo (r)	Facebook (s)	Bitchute (t)	OnlyFans (u)	Any exposure (v)	No exposure (w)	Very/ Quite aware (x)	Not at all/ Not very aware (y)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	770	149	215	179	97	94	699	378	209	634	177	81	77	33	25	38	115	648	253	517
	61%hkl	64%	67%Td	62%	57%	61%	60%hkl	55%kl	54%kl	61%hkl	48%	46%	51%	52%	49%	50%	46%	65%Tr	55%	65%Ti
NET: 4-7	450	80	94	107	68	54	421	290	165	367	174	83	66	26	23	36	119	324	188	263
	36%bsu	34%	29%	37%	40%bd	35%	36%	42%Tgj	42%Tgj	36%	48%Tghi	47%Tgj	44%Tgj	42%	46%Tgj	48%Tgj	48%Ts	33%	41%Tu	33%
NET: 0-3	38	5	11	5	6	7	38	24	15	31	14	12	8	4	2	1	15	22	19	20
	3%sa	2%	4%	2%	3%	5%	3%	4%	4%	3%	4%	7%Tghj	5%p	7%p	5%p	2%	6%Ts	2%	4%	2%
Mean	7.85ghi	8.02	7.98	7.94	7.73	7.66	7.79hik	7.57kln	7.50kl	7.87ghi	7.28	7.07	7.25	7.06	7.15	7.35l	7.25	8.00Tr	7.59	7.99Ti
Standard deviation	2.06	2.06	2.05	1.96	2.07	2.10	2.08	2.07	2.09	2.04	2.14	2.25	2.11	2.19	2.15	1.90	2.23	1.97	2.10	2.02
Standard error	0.06	0.13	0.12	0.11	0.16	0.16	0.06	0.07	0.09	0.06	0.10	0.13	0.13	0.19	0.19	0.13	0.13	0.06	0.09	0.07

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

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Base: All respondents
Parents of children (under 18) who use the sites or apps

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Full responsibility	(10) 392 31%el	89 51%Tbcde	119 35%de	80 30%e	45 25%	59 20%	90 51%Tjkl	122 36%kl	77 28%l	46 26%	57 20%
9	(9) 152 12%	18 10%	44 13%	27 10%	19 11%	44 15%	18 10%	45 13%	27 10%	20 11%	43 15%
8	(8) 227 18%	23 13%	69 20%	54 21%	36 20%	45 15%	24 13%	69 20%	57 21%	35 20%	42 14%
7	(7) 170 14%	14 8%	45 13%	38 14%	29 16%	44 15%	16 9%	43 12%	39 15%	30 17%	41 14%
6	(6) 137 11%bl	20 12%b	19 5%	22 8%	32 18%Tbc	44 15%Tbc	20 11%l	19 5%	27 10%	28 18%l	44 15%Ti
5	(5) 122 10%ah	7 4%	30 9%	28 11%a	14 8%	43 14%Tabd	7 4%	31 9%	29 11%h	13 8%	42 14%Thk
4	(4) 21 2%	2 1%	5 1%	5 2%	2 1%	7 2%	2 1%	5 2%	5 2%	2 1%	7 3%
3	(3) 14 1%	* 1%	2 1%	6 2%	1 1%	5 2%	* 1%	2 1%	6 2%	1 1%	5 2%
2	(2) 10 1%	- 1%	3 1%	2 1%	2 1%	3 1%	- 1%	3 1%	2 1%	2 1%	3 1%
1	(1) 10 1%	- 1%	4 1%	1 1%	- 1%	5 2%	- 1%	4 1%	1 1%	- 1%	5 2%
no responsibility	(0) 5 *	- 1%	3 1%	1 *	- *	1 *	- 1%	3 1%	1 *	- *	1 *
NET: 8-10	770 61%el	130 75%Tcde	232 68%Tde	161 61%e	100 56%	147 49%	132 74%Tjkl	236 68%Tkl	160 59%l	101 57%	142 49%
NET: 4-7	450 36%abh	43 23%	98 29%	93 35%ab	77 43%ab	139 46%Tabc	46 26%	97 28%	100 37%h	73 41%hi	134 46%Thj
NET: 0-3	38 3%	* 3%	12 3%	10 4%	3 2%	14 5%a	* 3%	12 4%	10 4%	3 2%	14 5%h
Mean	7.85el	8.64Tbcde	8.05e	7.79e	7.72e	7.28	8.62Tjkl	8.06l	7.72l	7.78l	7.27
Standard deviation	2.06	1.71	2.10	2.06	1.83	2.15	1.71	2.11	2.05	1.82	2.16
Standard error	0.06	0.15	0.13	0.14	0.14	0.10	0.15	0.13	0.13	0.14	0.10

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 372
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Base: All respondents
Children (under 18) who use the sites or apps

	Gender		Social Grade					Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Full responsibility	(10)	165	85	80	42	38	33	49	12	153	14	25	14	21	30	23	27	80	50	143	18	3	13	2	75	6	16	63
		13%kA	14%	13%	12%	10%	13%	18%Td	14%	13%k	10%	12%	7%	9%	17%kM	16%k	37%Tgh kjmnpq	21%Thj k	23%Thj kin	13%	12%	6%	15%	12%	15%A	16%	26%TA	10%
9	(9)	55	25	30	8	18	15	13	6	49	8	6	11	4%	3%	6%	15	9	44	10	1	7	2	29	6	1	17	
		4%zA	4%	5%	2%	5%	6%	5%	6%	4%	5%	3%	5%	4%	3%	2%	4%	4%	4%	6%	2%	8%	3%	6%A	15%TzA	2%	1	3%
8	(8)	105	53	52	37	30	22	16	10	95	7	15	20	13	16	15	9	40	24	88	17	5	10	1	46	4	11	43
		8%	9%	8%	11%f	8%	9%	6%	11%	8%	5%	7%	10%	6%	9%	11%	13%	10%	12%	8%	10%	11%	4%	9%	10%	18%TA	7%	
7	(7)	138	73	64	37	42	36	23	10	128	16	29	23	17	26	11	5	42	16	110	26	8	16	2	50	8	5	65
		11%	12%	10%	11%	11%	14%	8%	11%	11%	11%	14%	11%	8%	15%	8%	7%	11%	8%	10%	16%Tr	17%	19%Tr	11%	10%	20%	8%	11%
6	(6)	119	58	62	31	28	36	24	10	110	15	24	22	17	15	7	9	32	17	104	14	4	9	1	59	5	6	48
		9%	9%	10%	9%	8%	14%Td	9%	11%	9%	11%	11%	8%	9%	5%	13%	8%	8%	8%	10%	9%	9%	10%	6%	11%	12%	10%	8%
5	(5)	219	91	128	52	72	38	55	11	208	29	42	38	44	29	21	5	55	28	186	31	11	16	2	77	4	10	123
		17%sa	15%	20%sa	15%	19%	14%	20%	12%	18%	21%o	19%	20%	17%	15%	6%	14%	12%	17%	20%	24%	18%	12%	15%	10%	16%	20%T	
4	(4)	91	39	52	30	24	17	10	81	7	19	16	18	9	13	-	21	13	86	5	*	1	2	45	1	2	43	
		7%sa	6%	8%	9%	5%	9%	6%	12%op	7%	5%	9%	8%	5%	9%oq	-	6%	6%	8%	3%	1%	2%	11%	9%	2%	4%	7%	
3	(3)	106	56	50	29	32	16	29	11	96	17	12	16	18	17	8	6	31	14	91	14	5	5	3	43	6	3	51
		8%	9%	8%	9%	9%	6%	11%	12%	8%	12%j	6%	8%	8%	10%	6%	8%	8%	7%	8%	9%	12%	6%	17%	8%	14%	6%	8%
2	(2)	85	49	35	25	31	18	11	5	80	11	19	16	10	5	3	19	9	80	3	-	3	-	27	-	3	53	
		7%sa	8%	6%	7%	8%	7%	4%	5%	7%	7%	9%	8%	7%	6%	4%	5%	4%	7%sa	2%	-	3%	-	5%	-	4%	9%T	
1	(1)	62	37	25	22	20	6	13	1	61	11	5	16	17	4	8	-	12	8	54	9	4	3	2	21	*	4	36
		5%	6%	4%	6%e	5%	2%	5%	2%	5%	8%jp	2%	8%gmp	7%jp	2%	6%q	-	3%	4%	5%	5%	8%	4%	10%	4%	1%	7%	6%
no responsibility	(0)	115	52	62	29	41	16	29	4	111	8	21	13	31	13	19	7	38	26	101	11	4	4	2	42	1	*	72
		9%z	8%	10%	8%	11%	6%	10%	4%	9%	6%	10%	6%	14%Tghk	7%	13%gi	10%	10%	12%g	9%	7%	9%	4%	8%	8%	1%	1%	12%Tz
NET: 8-10		325	163	162	87	86	70	78	28	297	29	45	45	44	51	46	37	135	83	274	45	8	30	5	150	17	28	123
		26%A	26%	25%	26%	23%	27%	28%	31%u	25%	20%	21%	22%	20%	29%	33%ju	51%Tgh k	35%Thj kin	39%Thj kin	25%	28%	19%	34%	25%	29%A	40%TA	45%TA	20%
NET: 4-7		567	261	306	150	162	134	119	41	526	67	113	99	96	79	52	19	151	72	485	76	23	43	7	231	18	24	278
		45%oppq	42%	48%	44%	44%	43%	41	46%o	45%oppq	47%oq	53%Thno pq	48%oq	43%	45%op	38%	26%	39%	34%	45%	48%	51%	49%	45%	44%	38%	45%	
NET: 0-3		368	194	173	104	123	56	83	30	347	47	61	82	44	40	16	101	57	325	37	13	15	7	132	7	11	212	
		29%su	31%	27%	31%e	33%e	22%	30%	23%	30%	33%	30%	30%	37%Tghj mp	25%	29%	22%	26%	30%u	23%	29%	17%	35%	26%	16%	17%	35%Tyxz	

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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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 372
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

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Mean	5.30IA	5.29	5.30	5.19	5.01	5.70Td	5.39	5.82kl	5.26l	5.07	5.24	5.08	4.60	5.76hkl	5.36	6.77Thi jkn	5.81Thi ki	5.85Thk ln	5.23	5.72	5.13	6.29Trs t	5.11	5.56TA	6.80TxA	6.57TxA	4.80
Standard deviation	3.04	3.09	3.00	3.03	3.06	2.83	3.18	2.79	3.06	2.86	2.91	2.82	3.10	2.99	3.36	3.36	3.23	3.42	3.05	2.89	2.78	2.73	3.22	3.03	2.45	2.86	3.03
Standard error	0.09	0.12	0.13	0.16	0.16	0.18	0.19	0.26	0.09	0.23	0.19	0.20	0.21	0.23	0.30	0.52	0.18	0.27	0.09	0.20	0.36	0.27	0.58	0.14	0.32	0.36	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 373
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

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/hg/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Full responsibility	(10) 165	64	27	41	96	43	78	40	4	122	32	16	17	11	3	88	43	5	11
	13%dq	18%Td	17%	20%Td	11%	16%	12%	14%	15%	14%	10%	14%	12%	10%	6%	15%q	11%	4%	12%
9	(9) 55	18	6	12	35	7	25	20	3	30	19	7	9	7	2	24	15	5	5
	4%i	5%	4%	6%	4%	3%	4%	7%Te	3%	6%	6%	6%	7%	6%	4%	4%	4%	5%	5%
8	(8) 105	24	10	16	78	18	57	27	3	70	25	7	10	10	6	45	31	11	11
	8%	7%	6%	8%	9%	7%	9%	10%	10%	8%	8%	6%	7%	10%	11%	7%	8%	10%	12%
7	(7) 138	26	10	18	108	24	74	38	3	88	39	11	21	13	10	60	46	15	13
	11%ab	7%	6%	8%	13%Tab	8%	11%	13%	9%	10%	13%	10%	16%	12%	18%	10%	12%	14%	13%
6	(6) 119	28	14	12	87	15	74	29	2	81	29	12	16	10	5	61	31	11	10
	9%e	8%	9%	6%	10%	5%	11%e	10%	6%	9%	10%	10%	12%	10%	9%	10%	8%	10%	10%
5	(5) 219	54	19	37	157	48	123	44	4	146	61	26	23	19	14	111	67	22	13
	17%	15%	12%	18%	18%	18%	15%	16%	17%	20%	23%	17%	18%	17%	24%	18%	18%	20%	13%
4	(4) 91	19	8	12	66	18	44	26	3	58	23	7	14	10	3	40	30	7	11
	7%	6%	5%	6%	8%	7%	7%	9%	12%	7%	8%	6%	10%	9%	5%	7%	8%	6%	11%
3	(3) 106	35	21	19	67	24	57	22	2	77	18	7	6	5	5	46	30	7	12
	8%	10%	13%Td	9%	8%	9%	8%	9%	8%	9%	6%	6%	4%	5%	8%	8%	8%	7%	13%
2	(2) 85	18	9	7	67	13	52	18	2	55	25	9	7	7	5	40	28	11	5
	7%	5%	6%	3%	8%cd	5%	8%	6%	7%	6%	8%	9%	7%	7%	9%	7%	7%	10%	5%
1	(1) 62	18	11	10	41	22	27	13	-	46	15	5	7	8	2	34	15	10	1
	5%	5%	7%	5%	5%	8%Tf	4%	5%	-	5%	5%	4%	5%	7%	3%	6%	4%	9%Tpr	2%
no responsibility	(0) 115	48	26	25	65	39	59	15	1	93	18	6	7	7	2	52	45	6	5
	9%dj	14%Td	16%Td	12%	7%	14%Tg	9%	5%	4%	11%Tj	6%	5%	6%	5%	3%	9%	12%r	6%	5%
NET: 8-10	325	106	44	69	208	68	160	86	10	222	75	31	36	28	12	157	89	21	27
	26%	30%cd	27%	33%Td	24%	25%	24%	30%	37%	25%	25%	27%	26%	26%	21%	26%	23%	19%	28%
NET: 4-7	567	127	51	79	419	105	314	137	11	373	152	56	74	52	32	272	175	55	46
	45%abce	36%	32%	38%	48%Tabc	38%	47%e	47%	43%	43%	50%	49%	54%Tl	49%	56%	45%	46%	50%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 373
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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education						
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	27**	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	58*	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96			
NET: 0-3	368 29%g	119 34%T	67 41%Tacd	61 29%	240 28%	99 36%Tg	195 29%	69 24%	5 20%	271 31%TI	75 25%	28 24%	27 20%	26 25%	14 24%	172 29%	118 31%	35 31%	23 24%			
Mean	5.30e	5.25	4.83	5.53b	5.31	4.89	5.25	5.72Tef	6.05	5.19	5.45	5.57	5.71	5.41	5.45	5.34	5.09	4.91	5.66			
Standard deviation	3.04	3.39	3.45	3.34	2.90	3.35	2.95	2.90	2.89	3.13	2.84	2.91	2.82	2.93	2.51	3.07	3.06	2.75	2.75			
Standard error	0.09	0.18	0.27	0.23	0.10	0.21	0.12	0.16	0.48	0.11	0.16	0.26	0.22	0.27	0.32	0.13	0.15	0.25	0.24			

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 374
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

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status				
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House person/ Other (aa)	Furlough (ab)					
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	961	265	30	49	1152	502	242	52	58	46	159	42	39					
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**					
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29					
Full responsibility (10)	165	13	10	4	139	7	21	5	23	11	12	20	23	17	124	18	80	85	2	18	139	44	30	6	14	3	49	5	3					
9	55	4	5	1	45	1	9	8	6	1	6	6	5	4	43	6	33	22	3	1	49	17	8	-	6	1	9	6	2					
8	105	14	1	5	85	1	14	11	7	8	8	10	16	11	85	9	67	38	1	3	101	34	17	3	4	4	24	6	3					
7	138	5	9	3	121	10	16	12	5	13	8	27	19	11	104	21	79	56	2	5	127	71	26	2	5	11	2	4	4					
6	119	11	3	6	99	6	18	8	12	8	10	11	10	16	94	15	76	41	5	3	109	51	22	4	4	3	20	1	4					
5	219	14	10	4	191	10	26	22	21	13	19	29	34	19	157	39	144	68	7	11	194	86	52	10	10	6	27	13	5					
4	91	9	4	3	75	4	8	8	6	4	8	18	11	8	74	10	58	31	2	7	82	32	20	2	3	2	12	4	5					
3	106	16	6	3	82	6	7	10	9	10	11	14	12	4	76	21	71	35	5	7	96	41	22	9	3	2	16	2	-					
2	85	6	1	4	74	1	5	6	9	9	10	12	17	4	57	18	52	33	1	1	82	42	11	3	3	6	11	4	1					
1	62	5	3	2	53	1	5	7	4	7	10	6	7	6	41	12	46	14	-	1	60	24	9	6	5	3	11	-	4					
no responsibility (0)	115	9	9	2	94	6	8	5	6	6	10	21	23	8	83	19	73	40	1	5	107	39	32	9	6	1	17	2	4					
NET: 8-10	325	31	16	10	268	10	44	24	35	20	25	35	43	32	251	34	180	145	6	22	289	95	54	9	24	8	82	16	8					
NET: 4-7	567	39	26	16	487	29	68	50	44	38	46	84	74	54	429	85	358	196	16	26	511	241	121	18	22	17	70	21	18					
	45%ix	37%	42%	43%	46%	56%	49%	49%	41%	42%	41%	49%	42%	50%	46%	45%	46%	42%	55%	43%	45%	50%Tuwx	49%ix	33%	34%	44%	34%	47%	53%					

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



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Table 374
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

	GQ Region													Urban/Rural		Internet usage				Devices used to access internet										Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)						
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**						
NET: 0-3	368	35	19	11	303	13	26	28	28	32	41	53	59	22	258	70	242	121	7	13	345	146	74	26	17	13	54	7	8						
	29%JA	34%Jf	31%	30%	29%Jd	26%	19%	28%	26%	36%Jm	37%Jn	31%Jk	34%Jl	20%	27%	37%TA	31%T	28%	23%	21%	30%T	30%	30%	49%Tstvx	27%	34%	26%	17%	24%						
Mean	5.30Bnr u	5.19	5.28	5.34	5.31	5.36	5.97Tdj kl	5.21	5.74j	5.07	4.82	5.04	5.00	5.74j	5.39B	4.74	5.08	5.71Tn	5.50	6.07	5.23	5.10u	5.04	4.12	5.85u	5.01	5.93Tst u	5.94u	5.10						
Standard deviation	3.04	3.06	3.39	2.94	3.03	2.96	2.87	2.72	3.12	3.03	3.09	3.04	3.17	2.98	3.02	2.95	2.98	3.13	2.43	3.18	3.04	2.87	3.04	3.19	3.46	2.86	3.31	2.74	3.05						
Standard error	0.09	0.30	0.45	0.51	0.09	0.41	0.24	0.27	0.29	0.33	0.29	0.22	0.25	0.29	0.10	0.23	0.09	0.19	0.44	0.45	0.09	0.13	0.20	0.44	0.45	0.42	0.26	0.42	0.49						

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 375
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

	Total (n)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Vimeo (g)	Fruita (h)	Blitche (i)	OnlyFans (j)	Any exposure (k)	No exposure (l)	Very/ Quite aware (m)	Not at all/ Not very aware (n)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Full responsibility (10)	165	42	32	37	27	14	140	69	43	143	36	17	16	10	5	5	23	140	53	112
	13%hklp	18%Tbe	10%	13%	16%	9%	12%hlp	10%	11%	14%ghklp	10%	9%	11%	15%op	9%	7%	9%	14%	12%	14%
9	(9)	55	4	21	15	5	6	47	33	20	47	21	14	9	7	5	7	11	43	29
		4%u	2%	7%a	5%	3%	4%	4%	5%	5%	5%	6%	8%Tghj	6%	11%Tghij	10%Tghij	9%Tghij	4%	4%	6%Tu
8	(8)	105	15	24	27	10	19	95	61	32	89	33	13	18	8	6	8	25	78	33
		8%	6%	7%	9%	6%	12%	8%	9%	8%	9%	7%	12%u	13%u	12%	9%	10%	8%	7%	9%
7	(7)	138	23	37	22	20	26	130	92	47	112	49	22	20	11	7	8	29	108	65
		11%u	10%	12%	8%	12%	17%Tc	11%	13%Tg	12%	11%	13%	13%	17%p	14%	10%	12%	11%	14%Tu	9%
6	(6)	119	18	33	30	12	17	106	69	39	92	43	13	12	6	5	6	20	97	47
		9%	8%	10%	10%	7%	11%	9%	10%	10%	9%	12%gjl	7%	10%	10%	8%	8%	10%	10%	10%
5	(5)	219	46	49	47	38	21	203	126	68	177	56	29	22	7	9	16	37	177	80
		17%	19%	15%	16%	22%	19%	18%	18%	17%	17%	15%	17%	14%	10%	18%un	21%kmn	15%	18%	17%
4	(4)	91	11	19	32	11	13	85	49	25	73	19	11	10	3	5	5	20	71	35
		7%	5%	6%	11%Tab	6%	9%	7%	7%	6%	7%	5%	6%	7%	4%	10%kn	5	7%	8%	7%
3	(3)	106	27	33	18	14	9	100	57	44	90	36	22	9	2	1	8	23	83	40
		8%o	12%	10%	6%	8%	9%o	8%o	11%Tghjmno	9%o	10%umno	12%Tghmmno	6%	3%	3%	11%mmo	9%	8%	9%	8%
2	(2)	85	8	17	29	14	12	80	48	25	66	28	12	8	4	4	7	20	65	24
		7%a	3%	5%	10%Ta	8%	8%	7%	7%	6%	8%	8%	12	7%	6%	6%	7%	9%um	8%	7%
1	(1)	62	9	19	15	8	6	62	33	19	50	15	9	12	2	1	3	17	44	27
		5%	4%	6%	5%	4%	5%	5%	5%	4%	5%	5%	8%hknop	3%	3%	4%	7%	4%	6%	4%
no responsibility (0)	115	31	36	20	12	11	109	54	27	94	28	15	15	4	2	4	25	88	27	87
		9%ot	13%Tc	11%	7%	7%	9%hiop	8%	7%	9%o	8%	9%o	10%op	7%o	3%	5%	10%	9%	6%	11%T
NET: 8-10	325	61	77	79	43	39	282	163	96	278	90	43	44	25	16	19	59	261	115	210
		26%gh	26%	24%	27%	29%	25%	24%	24%	25%	27%gh	25%	25%	29%	39%Tghijkmop	31%	25%	24%	26%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 375
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 4-7	567	98	137	131	81	77	524	336	179	454	168	75	64	26	27	35	105	454	228	339
	45%u	42%	43%	45%	47%	50%	45%	49%Tg	46%	44%	46%	43%	42%	41%	33%lmn	46%	42%	48%Tu	42%	42%
NET: 0-3	368	75	106	81	48	38	352	193	115	300	107	57	43	12	8	22	84	280	117	250
	29%ot	32%	33%	28%	28%	25%	30%Thno	28%o	29%no	29%o	29%no	33%no	29%no	19%	16%	29%no	34%	28%	25%	31%u
Mean	5.30g	5.24	5.08	5.31	5.40	5.48	5.19	5.29	5.33	5.35g	5.35	5.18	5.36	6.27Tgh	5.94Tgh	5.32	4.99	5.37	5.50	5.18
														jkmp	jkmp					
Standard deviation	3.04	3.25	3.09	2.99	2.99	2.82	3.03	2.89	2.91	3.07	2.91	3.00	3.13	3.00	2.65	2.78	3.04	3.04	2.88	3.13
Standard error	0.09	0.21	0.18	0.17	0.23	0.22	0.09	0.10	0.13	0.09	0.13	0.17	0.19	0.26	0.23	0.20	0.17	0.10	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 376
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Full responsibility	(10) 165 13%dk	34 19%Tode	58 17%Tde	28 11%	14 8%	31 10%	34 19%Tjd	60 18%Tjk	27 10%	12 7%	31 11%
9	(9) 55 4%bi	11 6%	7 2%	12 5%	6 3%	18 6%b	11 6%	7 2%	12 5%	6 4%	18 6%j
8	(8) 105 8%	17 10%	28 8%	17 6%	12 7%	31 10%	18 10%	23 8%	16 6%	16 9%	27 9%
7	(7) 138 11%bi	19 11%	20 6%	27 10%	29 16%Tb	42 14%Tb	19 11%	20 6%	32 12%j	26 15%j	40 14%Ti
6	(6) 119 9%	17 10%	30 9%	28 10%	19 10%	27 9%	17 9%	30 10%	28 10%	19 11%	26 9%
5	(5) 219 17%	23 13%	63 19%	54 20%	31 17%	47 16%	25 14%	63 20%	55 20%	28 18%	47 16%
4	(4) 91 7%	13 7%	26 8%	18 7%	17 9%	17 6%	13 7%	27 8%	18 7%	18 10%	16 5%
3	(3) 106 8%	9 5%	30 9%	19 7%	17 10%	31 10%	9 5%	30 9%	19 7%	16 9%	31 11%
2	(2) 85 7%	7 4%	26 8%	17 7%	14 8%	20 7%	7 4%	26 8%	19 7%	14 8%	19 7%
1	(1) 62 5%	9 5%	18 5%	11 4%	11 6%	13 4%	9 5%	18 5%	11 4%	11 6%	13 5%
no responsibility	(0) 115 9%	16 9%	33 10%	33 12%id	10 6%	22 7%	16 9%	34 10%	33 12%k	10 6%	21 7%
NET: 8-10	325 26%dk	61 35%Tcd	94 27%id	57 22%	32 18%	80 27%id	63 35%Tjk	96 28%	56 21%	34 19%	76 26%
NET: 4-7	567 45%	71 41%	140 41%	127 48%	96 53%Tab	133 44%	74 42%	140 49%	133 52%j	92 52%j	128 44%
NET: 0-3	368 29%	41 24%	108 32%	80 30%	52 29%	86 29%	41 23%	109 32%	82 30%	51 29%	85 29%
Mean	5.30	5.85Tcd	5.20	5.03	5.10	5.43	5.87Tjk	5.22	5.02	5.10	5.42
Standard deviation	3.04	3.22	3.18	3.04	2.71	2.94	3.20	3.19	3.01	2.72	2.95
Standard error	0.09	0.29	0.19	0.20	0.20	0.14	0.28	0.19	0.20	0.21	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 377
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

	Gender			Social Grade					Age										Ethnicity				Religion						
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)		
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610		
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613		
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494		
Full responsibility	(10)	282	110	171	80	68	64	69	13	268	18	27	32	50	63	38%Tghi	50	29	141	78	239	39	4	27	4	138	9	17	112
		22%adij	18%	27%Ta	23%	18%	25%	25%	15%	23%ijk	13%	13%	16%	22%ij	16%	36%Tghi	36%Tghi	39%Tghi	37%Tghi	22%	25%lt	10%	31%t	22%	27%TA	22%	27%	18%	
9	(9)	118	62	56	35	42	16	25	13	106	10	17	19	16	21	10	12	44	22	110	9	4	3	1	60	2	4	50	
		9%	10%	9%	10%	11%	6%	9%	14%	9%	7%	8%	9%	7%	12%	7%	16%	11%	11%cn	10%	5%	9%	4%	8%	12%T	5%	7%	8%	
8	(8)	271	121	150	71	89	56	55	24	247	29	37	38	60	46	25	11	82	36	239	30	10	18	2	127	7	15	114	
		22%A	20%	23%	21%	24%	22%	20%	27%	21%	20%	17%	19%	27%hjq	27%p	18%	15%	21%	17%	22%	19%	22%	21%	12%	25%A	17%	25%	19%	
7	(7)	205	108	98	59	63	43	40	10	196	28	37	33	16	21	11	48	32	182	21	4	12	6	67	10	6	117		
		16%mpx	17%	15%	17%	17%	14%	14%	11%	17%mp	19%um	23%Tghi	18%um	15%	9%	15%	16%	13%	15%	17%	14%	9%	13%	30%	13%	24%	9%	19%Tx	
6	(6)	126	67	59	29	41	36	19	9	117	26	26	25	15	8	10	7	25	17	102	20	8	10	2	40	5	8	69	
		10%mp	11%	9%	8%	11%	14%t	7%	10%	10%mp	18%Thm	12%mp	12%mp	7%	5%	7%	10%	6%	8%	9%	13%	18%	12%	10%	8%	12%	8%	13%	11%
5	(5)	161	82	78	43	41	28	47	10	151	15	35	41	33	9	16	2	27	18	139	20	4	11	3	48	7	6	99	
		13%mpx	13%	12%	13%	11%	11%	17%T	11%	13%mp	11%	16%mpq	20%Thm	15%mp	5%	11%pq	3%	7%	9%	13%	9%	9%	13%	13%	9%	17%	10%	16%Tx	
4	(4)	44	28	16	10	16	5	12	5	39	9	10	4	10	4	1	1	6	2	35	9	5	4	-	17	-	3	23	
		3%p	5%	2%	3%	4%	2%	4%	6%npq	3%p	7%hnpq	5%pq	2%	4%	2%	1%	1%	1%	3%	6%	12%Tr	4%	-	3%	1%	5%	4%		
3	(3)	16	11	5	5	3	4	5	2	15	6	1	3	-	2	2	-	5	2	9	6	4	1	1	4	-	1	9	
		1%r	2%	1%	1%	1%	1%	2%	2%	1%	4%Thjp	-	1%	-	1%	2%	-	1%	1%	1%	4%Tr	8%Tr	2%	5%	1%	-	2%	1%	
2	(2)	11	9	2	3	2	4	2	9	1	5	1	1	-	1	-	2	1	11	-	-	-	-	-	4	-	-	7	
		1%	1%	-	1%	1%	1%	1%	2%k	1%	1%	2%Th	-	-	1%	1%	-	1%	-	-	-	-	-	-	1%	-	-	1%	
1	(1)	5	5	1	1	2	1	1	-	5	-	1	3	1	-	1	-	1	1	3	2	-	1	-	3	-	2	1	
		0	1%	-	-	1%	-	-	-	-	-	1%	1%	-	-	1%	-	-	-	1%	-	1%	-	-	1%	-	3%TA	-	
no responsibility	(0)	20	15	5	6	4	6	3	1	18	1	5	3	3	3	-	5	3	15	2	2	-	-	-	5	1	-	12	
		2%b	2%Tb	1%	2%	1%	2%	1%	1%	2%	1%	3%	2%	1%	2%	-	1%	1%	1%	1%	3%	-	-	-	1%	2%	-	2%	
NET: 8-10		671	294	377	186	199	136	148	50	621	57	82	89	126	131	85	267	136	588	78	18	48	8	326	18	36	276		
		53%aijk	47%	59%Ta	55%	54%	52%	53%	56%ij	53%ijk	40%	38%	44%	57%ijk	70%Tghi	61%jk	69%Tghi	64%Thij	54%	49%	41%	55%	41%	63%TyA	44%	58%	45%		
NET: 4-7		536	285	250	141	160	112	118	34	502	78	121	106	91	37	47	22	106	69	458	70	21	37	10	172	22	23	308	
		43%bmq	46%Tb	39%	41%	43%	43%	42%	38%im	43%mpq	54%Tghi	56%Tghi	52%Tghi	41%mp	21%	34%im	30%	27%im	32%im	42%	45%	47%	42%	54%	33%	54%x	37%	50%Tx	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 377

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

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: 0-3	52	40	13	14	12	13	13	5	47	8	12	9	5	7	7	-	13	7	39	10	5	2	1	16	1	3	29	
	4%br	6%Tb	2%	4%	3%	5%	5%	6%	4%	6%	6%	4%	2%	4%	5%		3%	3%	4%	6%	12%Tr	3%	5%	3%	2%	5%	5%	
Mean	7.38aj	7.06	7.70Ta	7.46	7.38	7.39	7.34	7.22	7.40jk	6.87	6.79	7.02	7.44j	8.17Tgh	7.82Thi	8.46Tgh	8.10Tgh	8.04Tgh	7.44t	7.18t	6.42	7.56st	7.36	7.76TA	7.33	7.45	7.09	
	kA													ijk	jk	ijk	ijk	ijk										
Standard deviation	2.17	2.32	1.88	2.17	2.05	2.23	2.26	2.20	2.17	2.03	2.20	2.14	2.10	2.07	2.28	1.81	2.06	2.09	2.12	2.32	2.43	2.14	1.97	2.06	2.01	2.29	2.19	
Standard error	0.06	0.09	0.08	0.11	0.11	0.14	0.14	0.20	0.06	0.16	0.14	0.15	0.14	0.16	0.20	0.25	0.11	0.15	0.07	0.16	0.32	0.21	0.35	0.09	0.26	0.29	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 378
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

	Impacting/ limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Full responsibility	(10) 282 22%dj nqr	102 29%Td	38 24%	67 32%Td	171 20%	70 26%g	158 24%	52 18%	2 8%	217 25%Tj	52 17%j	23 20%	17 12%	25 23%ln	5 9%	154 26%Tq	89 23%q	12 11%	14 14%
9	(9) 118 9%b	25 7%b	6 4%	18 9%b	88 10%b	25 9%	61 9%	30 10%	2 9%	77 9%	28 9%	14 12%	16 12%	8 7%	4 7%	54 9%	29 8%	12 11%	10 10%
8	(8) 271 22%e	72 20%	37 23%	37 18%	180 22%	42 16%	158 23%e	67 23%e	5 20%	182 21%	65 21%j	21 18%	21 15%	16 15%	21 38%Tjk lm	120 20%	87 23%	25 23%	27 23%
7	(7) 205 16%	48 14%	25 15%	24 12%	152 18%	46 17%	102 15%	53 18%	5 18%	129 15%	66 22%Ti	23 20%	38 28%Tj	22 21%	11 19%	91 15%	67 18%	23 21%	11 12%
6	(6) 126 10%	33 9%	13 8%	17 8%	89 10%	22 8%	66 10%	31 11%	7 25%	86 10%	31 10%ln	15 13%ln	16 12%	11 10%	1 2%	60 10%	30 8%	14 13%	13 14%
5	(5) 161 13%	49 14%	27 17%	37 18%	106 12%	43 16%	74 11%	40 14%	4 15%	105 12%	46 11%	12 17%	23 20%Ti	21 20%	12 14%	81 14%	45 12%	14 13%	9 9%
4	(4) 44 3%	14 4%	9 6%	5 2%	28 3%	7 3%	28 4%	8 3%	1 3%	30 3%	9 3%	4 2%	2 2%	2 3%	2 3%	20 3%	11 3%	6 6%	5 6%
3	(3) 16 1%	1 *	1 1%	1 *	13 2%	2 1%	8 1%	6 2%	1 1%	13 *	1 *	1 1%	1 1%	1 *	9 *	3 1%	3 1%	1 *	3 4%Tp
2	(2) 11 1%	2 1%	2 1%	2 *	9 1%	2 1%	8 1%	1 *	1 *	9 1%	1 *	1 *	1 *	1 *	5 1%	5 1%	5 1%	2 2%	2 2%
1	(1) 5 *	2 *	2 1%	2 *	4 1%	2 *	3 *	1 *	1 *	5 1%	1 *	1 *	1 *	1 *	1 *	1 *	3 1%	1 1%	1 *
no responsibility	(0) 20 2%o	4 1%	2 2%	3 1%	16 2%	10 4%Ti	6 1%	4 1%	1 *	14 1%	4 1%	1 2%	1 2%	1 3%	5 1%	11 3%To	2 2%	1 2%	1 1%
NET: 8-10	671 53%l	199 56%b	81 50%b	123 59%b	449 52%	137 51%	375 56%	149 51%	10 37%	476 55%j	144 48%j	58 51%	54 39%	48 48%	31 53%	329 55%	206 54%	49 44%	51 53%
NET: 4-7	536 43%l	145 41%	74 46%	82 40%	375 43%	119 44%	269 40%	131 45%	16 62%	349 40%	152 50%Ti	54 48%	80 58%Tj	56 53%l	26 44%	252 42%	154 40%	58 53%Tp	38 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 378
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	52 4%	9 3%	7 4%	4 2%	42 5%	16 6%	24 4%	12 4%	1 1%	42 5%	6 2%	2 2%	3 2%	2 2%	2 3%	19 3%	21 6%	3 3%	7 7%
Mean	7.38	7.57b	7.18	7.71Tbd	7.30	7.28	7.49	7.29	6.94	7.43	7.30	7.47	7.10	7.33	7.04	7.52q	7.34	7.01	7.09
Standard deviation	2.17	2.16	2.29	2.17	2.18	2.45	2.12	2.06	1.64	2.25	1.95	1.98	1.91	2.05	2.04	2.11	2.34	2.04	2.19
Standard error	0.06	0.11	0.18	0.15	0.07	0.15	0.08	0.11	0.27	0.08	0.11	0.18	0.15	0.19	0.26	0.09	0.12	0.19	0.19

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
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Base: All respondents
A third party or external body such as a regulator

	GO Region										Urban/Rural		Internet usage				Working status												
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Full responsibility	(10) 282	12	16	11	243	12	24	18	26	20	26	50	42	26	199	44	145	135	5	22	241	72	69	9	17	3	77	11	9
	22%answ	12%	26%a	29%	23%a	23%	17%	17%	24%a	22%	23%	29%Tal	24%a	24%a	21%	23%	19%	29%Tn	19%	36%Tr	21%	15%	28%Tsw	17%	27%aw	9%	37%Taw	25%	27%
9	(9) 118	7	5	3	104	5	19	9	15	6	10	17	16	7	99	14	76	39	4	6	107	45	16	6	2	23	5	3	
	9%	7%	8%	8%	10%	10%	14%	9%	14%	6%	9%	10%	9%	7%	11%T	7%	10%	8%	13%	10%	9%	9%	6%	11%	9%	6%	11%	11%	9%
8	(8) 271	29	10	5	227	12	31	31	16	17	22	30	50	19	204	40	163	101	2	8	255	100	63	11	13	7	37	8	7
	22%	28%h	18%	13%	22%	24%	22%	31%Tdhk	15%	19%	20%	18%	28%hkk	17%	22%	21%	21%	22%	7%	14%	22%T	21%	25%	21%	18%	18%	19%	21%	
7	(7) 205	20	15	8	162	7	24	21	19	13	23	19	26	12	151	31	119	86	5	7	194	96	31	9	7	7	33	7	6
	16%un	19%	25%km	22%	15%	13%	17%	20%	18%	14%	21%k	11%	14%	11%	16%	18%	15%	19%	18%	12%	17%	20%Tt	13%	18%	11%	18%	16%	15%	17%
6	(6) 126	8	6	2	110	5	15	9	13	12	12	17	14	13	93	22	93	33	5	7	116	52	24	5	2	10	15	6	3
	10%	8%	10%	7%	10%	10%	11%	9%	12%	13%	10%	10%	8%	12%	10%	11%	12%To	7%	19%	11%	10%	11%	10%	10%	3%	27%Tatvx	7%	13%	9%
5	(5) 161	20	2	6	133	4	17	8	12	14	13	26	21	17	127	17	110	47	4	9	141	71	28	10	13	3	18	5	3
	13%b	19%bg	3%	16%	13%b	9%	12%	8%	11%	16%b	11%	15%b	12%	16%b	9%	14%T	10%	15%	14%	12%	15%	15%	11%	18%	20%cx	7%	9%	10%	9%
4	(4) 44	4	3	1	36	2	5	3	2	6	4	3	4	7	28	13	30	13	2	1	40	21	10	-	3	2	2	-	2
	3%	4%	5%	3%	3%	5%	4%	3%	2%	6%	3%	2%	2%	6%	3%	7%TA	4%	3%	8%	2%	4%	4%	4%	-	4%	5%	1%	-	5%
3	(3) 1%	-	1	-	15	3	-	1	-	1	2	5	-	2	11	1	12	4	-	-	16	5	3	1	2	2	1	1	-
	1%	-	1%	-	1%	5%Tll	-	1%	-	1%	2%	3%	-	2%	1%	1%	2%	1%	-	-	1%	1%	1%	2%	3%	5%kx	-	3%	-
2	(2) 11	3	1	1	6	-	-	-	1	1	1	1	1	7	4	11	-	-	-	-	11	5	1	-	1	-	-	1	2
	1%sd	3%Td	2%	2%	1%	-	-	-	1%	1%	1%	1%	1%	1%	2%	1%To	-	-	-	-	1%	1%	-	-	1%	-	-	1%	5%
1	(1) 5	-	-	-	5	-	-	-	-	-	-	1	1	5	-	5	-	-	-	-	5	3	1	-	1	1	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	1%	3%Tx	-	-	-
no responsibility	(0) 20	1	2	-	16	1	3	-	2	2	-	2	3	3	13	4	15	3	-	1	18	12	3	1	1	1	-	1	-
	2%	1%	4%	-	2%	3%	2%	-	2%	2%	-	1%	2%	3%	1%	2%	2%T	1%	-	1%	2%	2%	1%	2%	1%	3%kx	-	2%	-
NET: 8-10	671	48	30	19	574	29	73	58	57	43	58	97	107	52	502	98	384	276	11	36	603	217	148	26	36	12	138	24	19
	53%unsw	46%	50%	51%	54%	57%	53%	57%	53%	47%	52%	57%	61%a	48%	54%	52%	49%	60%Tn	39%	53%	60%aw	50%	60%aw	50%	57%w	32%	67%Taw	55%	57%
NET: 4-7	536	52	26	17	440	19	60	41	47	44	51	65	64	49	399	82	352	179	17	24	492	239	93	24	24	22	68	17	13
	43%ax	50%	43%	47%	42%	36%	44%	40%	44%	49%	46%	38%	37%	46%	43%	43%	45%T	39%	60%	39%	43%	50%Tx	38%	46%	38%	57%dx	33%	39%	39%

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



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Base: All respondents
A third party or external body such as a regulator

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 0-3	52	5	4	1	43	4	4	4	4	4	3	9	5	7	36	9	44	7	1	50	25	7	2	4	4	1	3	2	
	4% _{sox}	4%	7%	2%	4%	8%	3%	4%	3%	4%	3%	5%	3%	7%	4%	5%	6% _{To}	2%	1%	4%	5% _{sox}	3%	4% _{sox}	6% _{sox}	11% _{Tx}	2%	6% _{sox}	5%	
Mean	7.38 _{nsw}	6.94	7.39	7.63	7.42	7.34	7.37	7.48	7.54	7.13	7.52	7.52	7.61 _a	7.03	7.39	7.26	7.14	7.82 _{Tn}	7.12	7.87	7.35	7.00	7.62 _{sw}	7.22	7.36	6.41	8.24 _{Totuw}	7.51 _w	7.57
Standard deviation	2.17	2.04	2.45	2.05	2.17	2.36	2.11	1.93	2.17	2.26	1.92	2.29	2.06	2.50	2.13	2.31	2.26	1.94	2.03	2.16	2.16	2.21	2.12	2.13	2.38	2.31	1.74	2.23	2.21
Standard error	0.06	0.20	0.33	0.36	0.07	0.33	0.18	0.19	0.20	0.25	0.18	0.17	0.16	0.24	0.07	0.18	0.07	0.12	0.37	0.31	0.06	0.10	0.14	0.30	0.31	0.34	0.14	0.34	0.35

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Base: All respondents

A third party or external body such as a regulator

	Total (n)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages		
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
Full responsibility	(10) 282	59	68	70	44	26	257	122	70	227	57	23	21	9	5	10	43	233	83	199	
		25%	21%	24%	26%	17%	22%hkl	18%lo	18%lop	22%hkl	16%	13%	14%	10%	13%	17%	23%	23%	18%	25%Tl	
9	(9) 118	17	29	35	17	13	104	59	34	100	30	18	14	5	4	6	20	98	38	80	
		9%	7%	9%	12%	10%	8%	9%	9%	10%	8%	10%	9%	8%	8%	8%	8%	10%	8%	10%	
8	(8) 271	50	87	55	30	31	248	172	85	224	86	36	40	16	8	17	56	212	83	188	
		22%ht	21%	27%Tcd	19%	17%	20%	21%	25%Tgjj	22%	22%	24%lo	20%	27%lo	26%o	15%	23%o	23%	21%	18%	24%ht
7	(7) 205	25	51	52	30	30	186	123	64	177	55	35	31	14	10	15	41	162	90	115	
		16%au	11%	16%	18%a	18%	19%a	16%	18%	17%	15%	20%k	20%k	21%	19%	20%k	16%	16%	20%Tu	14%	
6	(6) 126	23	21	29	21	21	123	76	43	107	42	20	17	7	5	7	30	96	49	77	
		10%b	10%	7%	10%	13%b	11%T	11%	11%	10%	12%	11%	11%	10%	10%	9%	12%	10%	11%	10%	
5	(5) 161	40	36	29	17	26	148	85	55	124	53	27	16	9	8	13	33	123	72	88	
		13%u	13%c	11%	10%	10%	17%	13%	12%	14%	15%fm	11%	15%	11%	17%cm	13%hjm	13%	12%	16%Tu	11%	
4	(4) 44	9	17	10	5	3	40	24	17	35	24	10	5	1	3	4	9	34	21	22	
		3%	4%	17%	3%	3%	2%	3%	4%	3%	6%Tghj	6%n	3%	1%	6%n	5%n	4%	3%	5%	3%	
3	(3) 16	3	2	5	3	-	16	13	10	12	7	2	3	2	1	2	5	11	9	7	
		1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	2%	3%	2%	2%	2%	1%	2%	1%	
2	(2) 11	2	4	1	1	2	11	7	5	8	4	6	2	1	3	1	6	5	6	5	
		1%a	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%Tghj	1%	1%	6%Tghj	2%	2%Ts	
1	(1) 5	2	1	-	-	2	5	3	1	3	1	-	1	-	-	1	1	5	2	3	
		1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	
no responsibility	(0) 20	4	4	3	1	1	20	7	6	15	6	1	2	1	3	4	5	15	6	14	
		2%h	2%	1%	1%	2%	1%	2%h	1%	1%	1%	1%	1%	1%	7%Tghj	1%	2%	2%	1%	2%	
NET: 8-10	671	126	184	160	91	69	609	354	189	550	173	76	75	30	17	33	119	543	204	467	
		53%ekl	54%	58%e	55%	53%	45%	53%ako	51%lop	48%o	48%o	43%o	50%lo	48%o	34%	44%o	48%	55%	44%	58%Tl	

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Base: All respondents
A third party or external body such as a regulator

	Household income: per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Blchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 4-7	536	97	125	120	73	79	497	308	179	444	174	91	69	30	26	39	113	415	232	303
	43%u	41%	39%	41%	42%	52%Tb	43%	45%	46%	43%	49%Tg	51%Tgh	45%	48%	51%	51%Tgh	45%	42%	51%Tu	38%
NET: 0-3	52	11	11	10	7	5	52	30	22	38	18	9	8	3	8	4	16	36	23	29
	4%	5%	3%	4%	4%	3%	5%Tj	4%	6%	4%	5%	5%	5%	5%	15%Tghj	5%	7%T	4%	5%	4%
Mean	7.38ghi	7.29	7.45	7.56	7.51	7.15	7.34k	7.27lop	7.12o	7.42ghi	7.02o	6.94o	7.18o	7.18o	6.16	6.94o	7.06	7.46Tr	7.07	7.57Tl
Standard deviation	2.17	2.33	2.12	2.10	2.19	2.05	2.20	2.05	2.20	2.12	2.17	2.10	2.04	1.96	2.68	2.06	2.25	2.15	2.17	2.16
Standard error	0.06	0.15	0.12	0.12	0.17	0.16	0.06	0.07	0.10	0.07	0.10	0.12	0.12	0.17	0.23	0.15	0.13	0.07	0.09	0.08

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

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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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Full responsibility	(10) 282 22%dek	60 34%Tcde	87 25%de	62 23%de	26 15%	47 16%	60 33%Tjkl	89 26%kl	61 23%	26 15%	46 16%
9	(9) 118 9%	19 11%	41 12%	20 7%	12 7%	27 9%	19 10%	42 12%	21 8%	13 7%	25 9%
8	(8) 271 22%	29 16%	69 20%	57 22%	48 27%a	68 23%	31 17%	67 20%	57 21%	52 29%Thi	63 22%
7	(7) 205 16%	24 14%	48 14%	55 21%	28 15%	50 17%	25 14%	48 14%	58 21%Ti	26 15%	49 17%
6	(6) 126 10%ah	8 4%	35 10%	28 11%	21 12%a	35 12%a	8 5%	36 10%	29 11%	20 11%	33 12%ah
5	(5) 161 13%	22 13%	44 13%	28 11%	27 15%	40 13%	22 12%	46 13%	29 11%	26 15%	38 13%
4	(4) 44 3%	7 4%	8 2%	5 2%	8 4%	16 5%TC	8 4%	7 2%	5 2%	7 4%	16 6%Tij
3	(3) 16 1%	1 1%	1 *	4 2%	3 1%	7 2%Tb	1 1%	1 *	6 2%	2 1%	7 2%Ti
2	(2) 11 1%	- -	3 1%	1 *	3 1%	5 2%	- -	3 1%	1 *	3 1%	5 2%
1	(1) 5 1%	1 1%	2 1%	1 *	1 *	1 *	1 1%	2 1%	1 *	1 *	1 *
no responsibility	(0) 20 2%	4 2%	6 2%	1 1%	3 2%	4 1%	4 2%	6 2%	3 1%	3 2%	4 1%
NET: 8-10	671 53%ef	107 61%de	197 58%e	139 53%	87 48%	142 47%	109 61%kl	198 57%kl	139 51%	91 51%	135 47%
NET: 4-7	536 43%	61 35%	134 39%	116 44%	83 46%	141 47%a	63 35%	136 39%	121 45%	79 44%	137 47%Th
NET: 0-3	52 4%	6 4%	11 3%	9 3%	9 5%	17 6%	6 4%	11 3%	10 4%	8 4%	17 6%
Mean	7.38del	7.76de	7.58de	7.52de	7.02	7.04	7.74kl	7.59kl	7.47i	7.10	7.02
Standard deviation	2.17	2.36	2.17	2.01	2.13	2.17	2.34	2.17	2.03	2.10	2.19
Standard error	0.06	0.21	0.13	0.13	0.16	0.10	0.20	0.13	0.13	0.16	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 382

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

	Gender			Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Full responsibility (10)	173	89	104	45	45	38	44	8	166	15	21	20	28	38	28	15	81	43	149	20	2	15	2	95	7	9	60	
	14%aA	11%	16%Ta	13%	12%	15%	16%	9%	14%j	11%	10%	10%	13%	22%Tghi	21%Tghi	20%	21%Tghi	20%Tghi	14%	12%t	4%	18%u	12%	18%TA	16%	14%	10%	
9	(9)	92	35	57	28	18	23	22	8	84	15	12	19	15	7	10	6	23	16	79	12	2	8	2	41	5	5	40
		7%ad	6%	9%	9%	5%	9%	8%	9%	7%	10%	5%	10%	7%	4%	7%	8%	6%	7%	7%	8%	4%	10%	11%	8%	13%	8%	6%
8	(8)	200	89	111	66	49	44	41	22	177	25	33	31	27	26	21	14	60	35	180	19	5	14	*	88	6	11	89
		16%	14%	17%	19%	13%	17%	15%	25%Thjk	15%	18%	15%	15%	12%	15%	15%	19%	16%	16%	17%	12%	12%	16%	1%	17%	14%	17%	15%
7	(7)	197	90	107	48	73	40	37	14	183	23	41	29	37	25	18	9	53	27	168	28	5	16	4	76	7	12	98
		16%	15%	17%	14%	20%T	15%	13%	16%	18%	16%	14%	17%	14%	13%	13%	14%	13%	13%	15%	18%	12%	18%	21%	15%	18%	18%	16%
6	(6)	160	76	84	39	43	37	42	9	151	17	25	28	31	26	9	14	50	24	139	18	8	7	3	62	3	5	80
		13%u	12%	13%	11%	12%	14%	15%	10%	13%u	12%	12%	14%	14%	15%u	7%	20%u	13%u	11%u	13%	11%	18%	8%	16%	12%	8%	8%	13%
5	(5)	215	105	110	48	74	42	48	9	206	27	38	46	34	30	24	7	61	31	183	31	9	13	5	76	5	9	124
		17%g	17%	17%	14%	20%	16%	17%	10%	18%	19%	18%	22%g	15%	17%	17%	9%	16%	15%	17%	19%	21%	15%	25%	15%	12%	14%	20%Tx
4	(4)	61	40	22	23	23	9	6	4	57	11	14	6	19	4	2	1	8	3	53	8	1	6	*	21	4	5	31
		5%blpq	6%Tb	3%	7%l	6%l	3%	2%	5%	5%pq	7%npq	6%pq	3%	8%Thkmn	2%	2%	2%	2%	2%	5%	5%	3%	7%	1%	4%	9%	8%	5%
3	(3)	50	33	17	16	15	8	11	3	47	1	12	8	10	7	5	4	16	10	45	5	2	3	1	13	2	4	30
		4%b	5%Tb	3%	5%	4%	3%	4%	3%	4%l	1%	5%l	4%	4%	4%	4%	6%	4%	5%	4%	3%	4%	3%	3%	3%	4%	7%	5%
2	(2)	31	26	5	11	5	7	8	2	29	6	5	-	6	2	9	1	12	10	26	4	2	2	-	13	1	1	15
		2%bk	4%Tb	1%	3%	1%	3%	3%	2%	2%k	4%k	2%k	-	3%k	1%	7%Thkmp	1%	3%km	5%k	2%	2%	5%	2%	-	2%	2%	2%	3%
1	(1)	22	19	3	2	12	2	6	-	22	2	5	6	3	3	-	5	3	19	4	3	-	-	1	5	-	1	16
		2%b	3%Tb	1%	1%	3%Tc	1%	2%	-	2%	2%	3%	1%	1%	2%	-	1%	1%	2%	2%	6%Tu	-	-	5%	1%	-	1%	3%T
no responsibility (0)	58	38	20	17	13	12	15	10	48	1	9	10	12	7	8	2	17	10	44	10	5	3	1	23	2	1	31	
		5%bhi	6%Tb	3%	5%	4%	6%	11%Thjm	4%l	*	4%	5%l	5%l	4%	6%l	3%	4%l	5%l	4%	7%	11%Tr	4%	6%	5%	4%	2%	5%	
NET: 8-10	465	193	272	138	113	105	108	38	427	55	66	71	71	71	60	34	165	93	408	51	9	38	5	224	18	25	189	
	37%ad	31%	42%Ta	40%l	30%	40%l	38%	43%j	36%	39%	30%	35%	32%	41%	43%j	47%	43%Thj	44%hjl	38%l	32%t	20%	43%u	24%	44%TA	43%	40%	31%	
NET: 4-7	633	310	323	158	213	128	133	36	597	78	119	109	120	86	54	31	171	85	542	84	24	42	12	235	19	30	332	
	50%npqx	50%	50%	46%	57%Tcf	49%	48%	41%	51%npq	54%uq	55%gnpq	53%uq	54%gnpq	49%	39%	43%	44%	40%	50%	53%	55%	48%	62%	46%	47%	48%	54%Tx	

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

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

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

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 382
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

	Gender			Social Grade				Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: 0-3	161	115	46	46	46	28	40	14	147	10	31	25	30	18	25	8	51	33	134	23	11	8	3	54	4	8	92
	13%bi	19%Tb	7%	13%	12%	11%	14%	16%ai	13%ai	7%	14%	12%	14%	10%	18%ai	10%	13%	16%ai	12%	14%au	26%Trsu	9%	14%	11%	10%	12%	15%T
Mean	6.39atA	5.91	6.88Ta	6.42	6.21	6.62	6.40	6.27	6.40	6.61	6.11	6.27	6.19	6.75j	6.44	6.99	6.69Th	6.63	6.44t	6.15i	5.09	6.80st	6.09	6.74TA	6.75	6.57	6.05
Standard deviation	2.59	2.75	2.34	2.62	2.50	2.52	2.72	2.86	2.57	2.23	2.49	2.53	2.62	2.57	2.95	2.45	2.69	2.79	2.55	2.72	2.81	2.51	2.74	2.61	2.57	2.46	2.57
Standard error	0.07	0.10	0.10	0.14	0.13	0.16	0.16	0.26	0.08	0.18	0.16	0.18	0.18	0.20	0.26	0.38	0.15	0.22	0.08	0.19	0.37	0.24	0.49	0.12	0.34	0.31	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 383
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Full responsibility	(10) 173	66	22	44	103	40	93	39	1	125	40	16	18	16	5	99	44	12	8
	14% ^d	19% ^{Tbd}	14%	21% ^{Td}	12%	15%	14%	13%	4%	13%	13%	14%	13%	15%	9%	16% ^{Tr}	11%	11%	8%
9	(9) 92	26	11	12	64	16	42	30	5	52	32	17	13	11	8	43	25	9	8
	7% ^{jd}	7%	7%	6%	7%	6%	6%	10% ^{Tl}	17%	6%	10% ^{Tl}	15% ^{Tl}	9%	10%	14% ^l	7%	7%	8%	8%
8	(8) 200	43	18	28	151	37	110	48	4	136	41	17	20	13	7	79	65	20	23
	16% ^{ko}	12%	11%	13%	17% ^{Ta}	14%	16%	17%	15%	16%	14%	14%	14%	12%	12%	13%	17%	18%	24% ^{To}
7	(7) 197	49	24	32	142	38	113	39	7	130	52	12	19	21	12	89	68	14	15
	16%	14%	15%	15%	16%	14%	17%	13%	27%	15%	17% ^{ka}	10%	14%	20%	21%	15%	18%	13%	18%
6	(6) 160	49	19	23	103	31	83	42	4	106	45	14	26	18	10	81	40	17	13
	13%	14%	12%	11%	12%	11%	12%	15%	15%	12%	15%	12%	19% ^T	16%	18%	13%	11%	15%	14%
5	(5) 215	61	34	37	145	48	113	50	3	151	55	20	30	15	10	112	70	14	10
	17%	17%	21%	18%	17%	18%	17%	17%	11%	17%	18%	18%	22%	14%	18%	19%	18%	12%	11%
4	(4) 61	13	11	7	45	16	34	11	1	43	14	9	2	3	-	30	19	8	4
	5% ^l	4%	7% ^{ca}	4%	5%	6%	5%	4%	2%	5%	5% ^{ld}	8% ^l	1%	3%	1%	5%	5%	7%	4%
3	(3) 50	13	5	5	36	13	28	9	-	38	8	2	2	5	1	27	9	7	4
	4%	4%	3%	3%	4%	5%	4%	3%	-	4%	3%	1%	2%	5%	2%	4%	2%	7%	4%
2	(2) 31	11	7	7	19	7	18	5	1	26	3	2	*	1	-	13	11	3	2
	2%	3%	4%	3%	2%	2%	3%	2%	2%	3%	1%	1%	*	1%	-	2%	3%	3%	2%
1	(1) 22	6	2	4	16	7	12	3	-	19	3	2	3	1	-	8	12	-	1
	2%	2%	2%	2%	2%	3%	2%	1%	-	2%	1%	2%	2%	1%	-	1%	3% ^T	-	1%
no responsibility	(0) 58	15	8	10	43	18	24	15	2	39	10	5	4	3	3	19	19	7	8
	5% ^o	4%	5%	5%	5%	7%	4%	5%	7%	4%	3%	4%	3%	3%	3%	2%	5%	6%	8% ^o
NET: 8-10	465	135	51	84	318	94	245	117	9	314	113	49	50	39	20	221	133	40	39
	37%	38% ^b	32%	40%	37%	34%	37%	40%	35%	36%	37%	43%	37%	37%	35%	37%	35%	36%	41%
NET: 4-7	633	172	88	99	434	134	342	143	15	430	165	55	77	56	33	313	197	53	43
	50%	49%	55%	48%	50%	49%	51%	49%	55%	50%	55%	48%	56%	53%	56%	52%	52%	48%	45%

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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 383
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	161 13%j	45 13%	22 14%	26 12%	114 13%	44 16%	82 12%	32 11%	2 9%	123 14%j	24 8%	10 9%	10 7%	11 10%	4 7%	67 11%	51 13%	17 16%	14 14%
Mean	6.39	6.52b	6.13	6.59	6.34	6.12	6.43	6.55	6.56	6.32	6.65	6.60	6.61	6.72	6.68	6.51	6.25	6.20	6.31
Standard deviation	2.59	2.68	2.66	2.74	2.58	2.80	2.52	2.55	2.45	2.64	2.36	2.61	2.34	2.39	2.30	2.52	2.62	2.64	2.68
Standard error	0.07	0.14	0.21	0.19	0.09	0.17	0.10	0.14	0.41	0.09	0.13	0.23	0.19	0.22	0.29	0.11	0.13	0.24	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 384
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

	GO Region										Urban/Rural		Internet usage				Working status													
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Full responsibility	(10) 173	15	14	23%gim	4	141	7	15	7	25	8	17	32	23	8	128	18	90	81	4	13	148	57	28	8	11	3	47	7	4
	14%nr	14%	23%gim	10%	13%	13%	11%	7%	24%Tdfgim	9%	15%	18%gm	13%	7%	14%	10%	12%	18%un	15%	21%	13%	12%	11%	15%	18%	7%	23%Tstw	16%	12%	
9	(9) 92	12	4	3	73	*	14	3	5	7	8	14	12	9	65	16	52	40	3	5	86	32	15	6	5	-	14	8	4	
	7%in	11%ag	7%	9%	7%	1%	10%	3%	5%	7%	8%	8%	7%	9%	8%	8%	7%	9%	10%	8%	7%	7%	6%	11%	7%	-	7%	19%Tstwx	12%	
8	(8) 200	20	10	12	158	7	27	18	14	15	12	22	31	10	145	32	127	88	2	7	186	71	42	7	9	8	28	3	7	
	16%	19%	17%	33%	15%	14%	20%im	18%	13%	17%	11%	13%	18%	10%	15%	17%	16%	15%	6%	12%	16%	15%	17%	13%	15%	24%	14%	7%	21%	
7	(7) 197	14	10	2	171	13	25	14	15	11	17	28	27	21	154	31	121	74	10	7	180	74	43	8	5	10	31	6	7	
	16%	13%	17%	5%	16%	25%	18%	14%	14%	12%	15%	16%	15%	20%	16%	16%	16%	16%	34%	11%	16%	15%	17%	15%	7%	25%w	15%	13%	19%	
6	(6) 160	16	9	1	135	10	16	21	13	12	12	19	18	14	125	24	94	62	4	8	148	68	34	5	8	8	24	2	2	
	13%	15%	15%	2%	13%	19%	12%	21%Tdf	12%	14%	11%	11%	10%	13%	13%	13%	12%	13%	15%	13%	14%	14%	10%	13%	22%y	12%	4%	6%		
5	(5) 215	14	-	6	195	6	29	21	17	14	31	27	28	22	173	21	142	68	5	13	186	84	52	10	12	7	26	11	4	
	17%bBr	13%b	1%	15%	18%Td	11%b	21%b	21%b	16%b	16%b	28%Tabd ehkl	16%b	16%b	20%b	18%TB	11%	18%T	15%	16%	21%	16%	17%	21%	18%	20%	17%	13%	25%	12%	
4	(4) 61	6	5	-	50	1	2	2	7	9	5	5	11	9	36	20	41	20	-	2	59	32	12	4	1	-	4	2	3	
	5%A	6%	8%f	-	5%	1%	2%	2%	6%	10%Tdfgk	5%	3%	6%	8%f	4%	11%TA	5%	4%	-	4%	5%	7%sx	5%	8%	1%	-	2%	5%	7%	
3	(3) 50	3	-	3	44	2	2	5	4	3	3	12	6	8	32	11	28	22	1	1	48	23	5	2	2	1	1	3	-	
	4%	3%	-	8%	4%	4%	1%	5%	4%	3%	3%	7%f	4%	7%f	3%	6%	4%	5%	3%	1%	4%	5%	2%	4%	3%	2%	5%	7%	-	
2	(2) 31	1	1	3	26	-	2	2	3	1	1	5	10	1	25	3	19	12	-	3	28	9	6	-	-	6	-	8	-	
	2%	1%	2%	8%	2%	-	1%	2%	2%	1%	1%	3%	6%Td	1%	3%	2%	2%	3%	-	5%	2%	2%	2%	1%	9%Tat	-	4%	-	-	
1	(1) 22	-	-	2	21	2	1	2	*	4	1	3	5	2	15	4	17	6	-	-	22	11	4	2	1	1	1	4	1	
	2%	-	-	5%	2%	4%	1%	2%	*	5%	1%	2%	3%	2%	2%	2%	2%T	1%	-	-	2%	2%	1%	4%	1%	1%	2%	-	3%	
no responsibility	(0) 58	4	7	2	45	4	5	5	5	6	4	6	4	3	39	10	49	9	-	3	54	21	9	1	4	1	7	2	3	
	5%o	4%	11%Tdf	5%	4%	8%	4%	5%	5%	6%	4%	3%	3%	4%	4%	5%	6%To	2%	-	5%	5%	4%	4%	2%	6%	3%	4%	5%	8%	
NET: 8-10	465	46	28	19	372	15	56	29	45	30	37	67	66	28	338	66	270	190	9	25	420	161	84	21	25	12	91	18	15	
	37%dmn	44%gm	48%gm	52%	35%dm	28%	41%dm	28%	42%gm	33%	33%	39%dm	37%	23%	36%	33%	35%	41%	31%	41%	37%	33%	34%	38%	40%	30%	44%	41%	45%	
NET: 4-7	633	50	25	8	550	29	72	59	51	47	65	79	84	65	488	96	398	224	19	30	573	257	141	27	26	24	85	21	15	
	50%lx	48%	41%	23%	52%T	56%	52%	57%	47%	52%	58%	46%	48%	60%bk	52%	51%	51%	48%	65%	49%	50%	53%lx	57%lx	51%	41%	64%wx	41%	47%	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 384
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

	GO Region													Urban/Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	482	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 0-3	161	8	8	9	135	8	10	15	12	14	9	26	26	16	112	28	112	49	1	6	152	64	24	5	12	2	31	5	4
	13%	8%	13%	25%	13%	16%	7%	14%	11%	15%	8%	15%	15%	14%	12%	15%	14%	11%	3%	11%	13%	13%	10%	10%	19%	6%	15%	12%	11%
Mean	6.39n	6.78gim	6.71	6.14	6.35	6.18	6.71gim	5.98	6.71	5.92	6.42	6.56	6.30	5.98	6.43	6.17	6.17	6.76Tn	7.10	6.63	6.36	6.23	6.38	6.56	6.23	6.54	6.76s	6.61	6.55
Standard deviation	2.59	2.43	3.07	3.02	2.56	2.72	2.29	2.40	2.71	2.73	2.45	2.67	2.62	2.41	2.53	2.60	2.67	2.44	1.80	2.71	2.60	2.55	2.38	2.53	2.95	1.94	2.75	2.67	2.63
Standard error	0.07	0.24	0.41	0.53	0.08	0.38	0.19	0.24	0.25	0.30	0.23	0.19	0.21	0.23	0.08	0.20	0.09	0.15	0.33	0.39	0.08	0.11	0.15	0.35	0.39	0.29	0.22	0.41	0.45

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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 385
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

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (m)	TikTok (i)	Facebook (h)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruita b (l)	Blitcut e (g)	OnlyFan s (o)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	288	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Full responsibility (10)	173	39	41	41	31	11	154	77	45	143	40	17	12	8	2	7	22	149	59	114
	14% ^{op}	17% ^{oe}	13%	14%	18% ^{oe}	7%	13% ^{hmo}	11% ^o	12% ^o	14% ^{hmo}	11% ^o	9%	8%	12% ^o	5%	9%	9%	15% ^{Tr}	13%	14%
9	(9)	92	10	25	22	13	14	78	54	37	79	36	12	15	5	4	8	16	74	42
		7% ^{sg}	4%	8%	7%	8%	9%	7%	8%	10% ^{Tg}	8% ^{sg}	10% ^{Tg}	7%	10%	7%	11% ^{gl}	6%	7%	9%	6%
8	(8)	200	26	65	39	27	29	185	130	66	166	70	39	30	13	10	15	44	151	75
		16% ^{na}	11%	20% ^{Ta}	14%	16%	19%	16%	19% ^{Tg}	17%	16%	19% ^T	22% ^{Tgj}	20%	19%	20%	18%	15%	16%	16%
7	(7)	197	31	49	45	29	27	180	114	67	170	55	25	20	9	8	11	43	154	71
		16%	13%	15%	15%	13%	15%	16%	17%	17%	16%	15%	14%	13%	15%	13%	14%	17%	15%	15%
6	(6)	160	41	34	42	15	16	149	87	43	128	39	16	21	7	5	8	28	132	55
		13%	18% ^{Tbd}	11%	14%	9%	10%	13%	13%	11%	12%	9%	14% ^d	12%	11%	11%	11%	13%	12%	13%
5	(5)	215	37	57	48	31	24	194	117	60	168	56	26	8	7	12	33	176	76	139
		17%	16%	18%	17%	18%	15%	17%	15%	16%	15%	15%	14%	13%	15%	15%	13%	18%	16%	17%
4	(4)	61	6	15	16	9	13	60	36	19	53	29	14	13	8	3	5	18	42	25
		5%	3%	5%	6%	9%	8% ^a	5%	5%	5%	8% ^{Tghj}	8% ^{Ti}	9% ^{Tghj}	12% ^{Tghj}	6%	6%	7% ^{sa}	4%	5%	5%
3	(3)	50	10	8	18	7	6	50	24	18	42	11	10	5	1	3	5	21	28	18
		4% ^{sa}	4%	3%	6%	4%	4%	4%	4%	5% ^{ka}	4%	3%	5% ^{ka}	4%	2%	3% ^{kmm}	6% ^{kn}	9% ^{Ts}	3%	4%
2	(2)	31	8	5	7	3	6	29	11	8	26	10	2	5	1	2	6	25	7	24
		2% ^{nh}	4%	1%	3%	2%	4%	2% ^{nh}	2%	3% ^{nh}	3% ^{nh}	1%	3% ^d	2%	3%	3%	2%	3%	1%	3%
1	(1)	22	7	5	4	2	1	22	12	7	15	6	7	3	2	2	1	6	16	13
		2% ^{ju}	3%	2%	1%	1%	*	2% ^j	2%	2%	1%	2%	4% ^{Tghj}	2%	3%	4%	2%	2%	3% ^{Tu}	1%
no responsibility (0)	58	17	16	9	4	7	57	29	20	41	13	9	6	1	6	2	12	46	19	39
		5% ^j	7%	5%	3%	2%	4%	5% ^j	4%	5%	4%	5%	4%	2%	12% ^{Tghj}	3%	5%	3%	4%	5%
NET: 8-10	465	75	131	101	72	55	417	262	149	388	146	68	57	25	16	30	82	375	176	289
		37% ^{sg}	32%	41%	35%	42%	35%	36%	38%	38%	38%	38%	38%	40% ^o	31%	40% ^o	33%	38%	38%	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 385
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 4-7	633	115	156	151	84	80	584	354	188	520	179	81	75	33	22	35	122	504	227	406
	50%	49%	49%	52%	49%	52%	50%	51%	49%	50%	49%	46%	50%	52%o	43%	47%	49%	51%	49%	51%
NET: 0-3	161	43	34	38	16	20	157	76	53	124	40	28	19	6	13	10	44	116	57	104
	13%h	19%Tbd	11%	13%	9%	13%	14%Th	11%	14%h	12%	11%	16%hk	13%	9%	25%Tghi jkimpp	14%	18%Ts	12%	12%	13%
Mean	6.39gor	6.07	6.52	6.39	6.78a	6.23	6.32o	6.45o	6.40o	6.47Tglo	6.46lo	6.15o	6.25o	6.47o	5.44	6.38o	6.05	6.47r	6.42	6.38
Standard deviation	2.59	2.89	2.54	2.50	2.44	2.48	2.61	2.47	2.61	2.54	2.50	2.67	2.52	2.45	2.97	2.48	2.59	2.59	2.59	2.59
Standard error	0.07	0.19	0.14	0.15	0.19	0.19	0.08	0.09	0.11	0.08	0.12	0.15	0.15	0.22	0.26	0.18	0.15	0.09	0.11	0.10

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 386
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Full responsibility	(10) 173	35	57	33	13	35	35	59	32	12	35
	14%dk	20%Tde	17%kd	12%	7%	12%	20%k	17%k	12%	7%	12%
9	(9) 92	15	17	19	15	27	15	17	19	16	25
	7%	8%	5%	7%	8%	9%	8%	5%	7%	9%	9%
8	(8) 200	24	44	40	31	61	24	46	39	32	59
	16%	14%	13%	15%	17%	20%Tb	13%	13%	14%	18%	20%Ti
7	(7) 197	25	46	50	32	43	25	46	55	29	42
	16%	15%	13%	19%	18%	14%	14%	13%	20%Ti	16%	14%
6	(6) 160	22	45	33	33	27	22	45	34	32	27
	13%el	13%	13%	12%	18%Te	9%	13%	13%	13%	18%Ti	9%
5	(5) 215	35	56	53	24	46	37	57	51	25	45
	17%	20%	18%	20%	13%	18%	21%	17%	18%	14%	16%
4	(4) 61	3	20	9	9	21	3	20	9	10	20
	5%	2%	6%	3%	5%	7%Ta	2%	6%	3%	6%	7%h
3	(3) 50	4	18	10	6	12	4	18	13	4	11
	4%	2%	5%	4%	3%	4%	2%	5%	5%	2%	4%
2	(2) 31	1	14	6	3	7	3	12	6	3	7
	2%	1%	4%	2%	2%	2%	2%	4%	2%	2%	2%
1	(1) 22	2	7	4	4	6	2	7	4	4	6
	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%
no responsibility	(0) 58	9	18	8	11	12	9	18	8	11	12
	5%	5%	5%	3%	6%	4%	5%	5%	3%	6%	4%
NET: 8-10	465	73	119	91	58	123	73	122	90	60	119
	37%	42%	35%	35%	32%	41%	41%	36%	33%	34%	41%
NET: 4-7	633	85	166	145	99	139	87	167	150	95	134
	50%	49%	49%	50%	50%	48%	49%	49%	50%	54%	48%
NET: 0-3	161	15	57	28	23	38	17	55	30	22	36
	13%	9%	17%T	11%	13%	13%	10%	16%	11%	12%	13%
Mean	6.39	6.80	6.20	6.47	6.20	6.43	6.72	6.25	6.44	6.20	6.44
Standard deviation	2.59	2.59	2.77	2.40	2.50	2.58	2.62	2.76	2.38	2.52	2.59
Standard error	0.07	0.23	0.17	0.16	0.19	0.12	0.23	0.16	0.16	0.19	0.12

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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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 387

Q5. 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

	Gender			Social Grade						Age													Ethnicity				Religion			
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)			
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	82	610			
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	82*	613			
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494			
Very aware (4)	84	57	28	30	18	12	20	12	72	16	21	13	12	5	3	3	10	5	68	16	5	10	11%	26	8	4	45			
	7% 37% 19%	9% 31% 29%	4% 29% 32%	9% 27% 32%	5% 27% 32%	5% 29% 36%	7% 29% 36%	14% 36% 41%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%	11% 40% 35%		
Quite aware (3)	376	192	184	111	100	84	81	32	344	73	96	72	58	30	18	7	55	24	312	57	16	30	10	137	21	20	188			
	30% 31% 29%	31% 31% 29%	32% 29% 32%	27% 27% 32%	29% 29% 36%	29% 29% 36%	29% 29% 36%	36% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%	35% 40% 35%		
Not very aware (2)	629	289	340	158	205	129	134	40	589	46	86	96	128	112	82	38	233	121	554	70	18	38	8	267	12	29	307			
	50% 47% 53%	47% 53% 46%	46% 55% 50%	48% 50% 48%	48% 50% 48%	48% 50% 48%	48% 50% 48%	46% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	
Not at all aware (1)	170	81	89	43	48	35	44	4	166	8	22	24	23	28	25	89	61	150	15	5	10	1	83	1	9	74				
	14% 13% 14%	13% 14% 13%	13% 13% 14%	13% 13% 14%	14% 14% 16%	16% 16% 18%	16% 16% 18%	4% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	14% 14% 6%	
NET: Very/ Quite aware	460	249	211	141	118	96	101	44	415	89	107	85	70	35	20	9	65	30	381	73	22	40	10	163	29	24	233			
	37% 40% 33%	37% 40% 33%	33% 41% 32%	32% 37% 37%	37% 37% 36%	37% 37% 36%	37% 37% 36%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	
NET: Not at all/ Not very aware	799	370	429	201	253	164	178	44	755	54	108	120	151	140	118	63	322	182	704	85	23	48	8	350	12	39	381			
	63% 60% 67%	63% 60% 67%	67% 59% 68%	68% 68% 63%	64% 64% 64%	64% 64% 64%	64% 64% 64%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%	50% 50% 46%
Mean	2.30	2.36	2.23	2.37	2.24	2.28	2.28	2.60	2.27	2.68	2.49	2.36	2.27	2.07	1.91	1.82	1.96	1.88	2.28	2.47	2.50	2.45	2.55	2.20	2.89	2.30	2.33			
	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00			
Standard deviation	0.78	0.82	0.74	0.82	0.73	0.75	0.81	0.78	0.78	0.75	0.81	0.77	0.72	0.66	0.68	0.75	0.69	0.70	0.78	0.80	0.85	0.84	0.56	0.77	0.73	0.81	0.78			
Standard error	0.02	0.03	0.03	0.04	0.04	0.05	0.05	0.07	0.02	0.06	0.05	0.05	0.05	0.05	0.05	0.12	0.04	0.05	0.02	0.06	0.11	0.08	0.10	0.03	0.10	0.10	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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



Table 388
 Q5. 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

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	98
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Very aware	(4) 84	18	6	8	63	11	30	36	8	39	33	17	20	11	4	39	22	5	9
Quite aware	(3) 376	95	46	54	266	61	191	117	7	215	127	51	61	46	18	173	114	39	39
Not very aware	(2) 629	183	91	105	431	151	351	117	11	467	121	40	48	45	30	292	201	51	43
Not at all aware	(1) 170	57	19	41	107	49	97	22	1	146	21	6	9	4	6	97	45	15	5
NET: Very/ Quite aware	460	113	52	63	328	72	221	153	15	254	160	68	80	57	22	212	136	44	48
NET: Not at all/ Not very aware	799	239	110	145	538	200	448	139	12	613	142	46	57	50	36	389	245	66	48
Mean	2.30ace	2.21	2.25	2.14	2.33ac	2.12	2.23	2.57ef	2.80	2.17	2.57Tin	2.69Tin	2.66Tin	2.60Ti	2.36	2.26	2.30	2.30	2.55Topq
Standard deviation	0.78	0.77	0.70	0.76	0.74	0.75	0.80	0.84	0.75	0.76	0.79	0.80	0.74	0.77	0.80	0.75	0.76	0.76	0.74
Standard error	0.02	0.04	0.05	0.05	0.03	0.05	0.03	0.04	0.16	0.03	0.04	0.07	0.06	0.07	0.10	0.03	0.04	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 389

Q5. 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

	GO Region													Urban/ Rural		Internet usage			Devices used to access Internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Very aware (4)	84	10	4	4	67	2	8	3	18	9	4	13	7	4	72	8	56	26	3	4	74	46	9	2	2	3	4	3	4	
	7% _x	9%	6%	10%	6%	3%	6%	3%	16% _{Tdef}	10%	3%	8%	4%	4%	8% _T	4%	7%	6%	11%	6%	6%	9% _{Tbx}	4%	4%	3%	7%	2%	6%	4	11%
Quite aware (3)	376	35	11	11	318	14	47	26	35	33	37	47	54	25	284	59	266	106	6	7	351	169	68	22	16	18	25	8	18	
	30% _{oqx}	34%	18%	31%	30%	26%	34% _b	26%	33%	36% _b	33%	28%	30%	23%	30%	31%	34% _{To}	23%	22%	12%	31% _{Tq}	35% _{Txy}	27% _x	41% _{xy}	25% _x	47% _{Thx}	12%	17%	18	52%
Not very aware (2)	629	50% _{hAns}	46	30	542	31	70	64	41	42	53	85	88	68	449	107	372	250	15	37	577	219	144	20	33	15	123	28	8	
	50% _{hAns}	44%	50%	32%	51% _h	61% _h	51%	63% _{Tadh}	38%	47%	47%	50%	50%	50%	62% _{Tadh}	48%	57%	48%	54%	52%	60%	50%	45%	58% _{Tsuw}	37%	53%	38%	60% _{Tsuw}	62% _{uw}	23%
Not at all aware (1)	170	14	15	10	131	5	13	9	14	7	18	26	28	11	133	15	86	82	4	13	144	48	28	9	12	3	54	6	5	
	14% _{dBnr}	13%	26% _{Tdlg}	27%	12%	9%	10%	9%	13%	7%	16%	15%	16%	10%	14% _B	8%	11%	18% _{Tn}	15%	21%	13%	10%	11%	18%	19%	7%	26% _{Tstw}	14%	14%	
NET: Very/ Quite aware	460	45	15	15	385	15	54	29	53	42	41	61	60	29	356	67	322	131	9	11	425	215	77	24	18	21	29	10	21	
	37% _{oqx}	43% _{bm}	25%	41%	36%	30%	40%	29%	49% _{Tbde}	46% _{bgm}	37%	35%	34%	27%	38%	35%	41% _{To}	28%	33%	19%	37% _{iq}	45% _{Thvx}	31% _x	45% _x	28% _x	54% _{Thx}	14%	23%	63%	
NET: Not at all/ Not very aware	799	60	46	22	672	36	83	73	54	49	71	111	116	79	582	122	458	331	19	49	720	267	172	29	45	17	177	34	13	
	63% _{hnsaw}	57%	75% _{hah}	56%	64% _h	70% _h	60%	71% _h	51%	54%	63%	65% _h	66% _h	73% _{hah}	62%	65%	59%	72% _{Tn}	67%	81% _{Tr}	63%	55%	69% _{saw}	55%	72% _{saw}	46%	86% _{Tsu}	77% _{saw}	37%	
Mean	2.30 _{boq}	2.39 _b	2.06	2.23	2.30 _b	2.24	2.36 _b	2.23	2.53 _{Tbd}	2.48 _{Tbg}	2.24	2.28	2.22	2.20	2.31	2.32	2.37 _{To}	2.16	2.29	2.04	2.31 _q	2.44 _{Tv}	2.23 _x	2.31 _x	2.11	2.54 _{Tv}	1.90	2.15	2.59	
Standard deviation	0.78	0.83	0.84	0.97	0.77	0.67	0.73	0.64	0.92	0.78	0.76	0.81	0.76	0.67	0.81	0.68	0.77	0.78	0.87	0.77	0.77	0.80	0.69	0.81	0.74	0.74	0.68	0.75	0.88	
Standard error	0.02	0.08	0.11	0.17	0.02	0.09	0.06	0.06	0.08	0.08	0.07	0.06	0.06	0.06	0.03	0.05	0.02	0.05	0.16	0.11	0.02	0.04	0.04	0.11	0.10	0.11	0.05	0.12	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z. Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 390

Q5. 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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Blitcut (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Very aware (4)	84	19	17	14	18	10	69	52	38	76	48	22	18	15	10	12	26	58	84	-
	7%gsu	8%	5%	5%	10%	6%	6%	8%g	10%Tghj	7%g	13%Tghi	12%Tghj	12%Tghj	23%Tghij	19%Tghij	16%Tghij	11%Ts	6%	18%Tu	-
Quite aware (3)	376	63	84	95	55	56	364	266	169	333	149	89	66	31	25	32	90	282	376	-
	30%su	27%	26%	33%	32%	37%b	31%T	38%Tg	43%Tghj	32%T	41%Tgj	51%Tghij	44%Tgj	49%Tgj	50%Tghij	42%Tgj	36%Ts	28%	82%Tu	-
Not very aware (2)	629	123	176	133	76	71	577	324	146	508	142	55	53	14	12	26	110	511	-	629
	50%hikl mnopr	53%	55%cd	46%	44%	46%	50%hikl mnop	47%iklm nop	38%hno	49%iklm nop	39%hno	31%ko	35%hno	23%	23%	34%hno	44%	51%	-	79%Tu
Not at all aware (1)	170	29	43	49	23	17	147	50	36	116	26	10	13	3	4	6	23	143	-	170
	14%ghij klmnop	12%	13%	17%	13%	11%	13%ghij klmnop	7%	9%hkl	11%hkl	7%	6%	9%	5%	8%	8%	9%	14%r	-	21%Tu
NET: Very/ Quite aware	460	82	101	109	72	66	434	318	207	409	197	111	85	46	35	44	116	340	460	-
	37%su	35%	32%	38%	42%b	43%b	37%T	46%Tg	53%Tghj	40%Tg	54%Tghj	63%Tghij	56%Tghj	72%Tghij	69%Tghij	58%Tghj	47%Ts	34%	100%Tu	-
NET: Not at all/ Not very aware	799	152	219	182	99	88	725	374	182	623	168	65	67	18	16	32	132	654	-	799
	63%hij klmnop t	66%	68%de	62%	58%	57%	63%hij klmnop t	54%iklm nop	47%hno	60%hikl mnop	46%hno	37%	44%hno	28%	31%	42%hno	53%	66%Tr	-	100%Tu
Mean	2.30su	2.30	2.23	2.26	2.39	2.39	2.31	2.46Tg	2.54Tghj	2.36Tg	2.60Tghj	2.70Tghj	2.59Tghj	2.90Tghj	2.81Tghj	2.67Tghj	2.48Ts	2.26	3.18Tu	1.79
Standard deviation	0.78	0.79	0.74	0.79	0.84	0.76	0.77	0.74	0.80	0.78	0.80	0.76	0.82	0.84	0.85	0.80	0.77	0.39	0.41	0.41
Standard error	0.02	0.05	0.04	0.05	0.06	0.06	0.02	0.03	0.04	0.02	0.04	0.04	0.05	0.07	0.07	0.06	0.04	0.03	0.02	0.02

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Table 391

Q5. 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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Very aware	(4)	84 7%bcd	13 8%	14 4%	10 4%	13 7%	35 12%Tbc	13 7%	14 4%	10 4%	34 12%Tij
Quite aware	(3)	376 30%abhi	17 10%	68 20%a	88 33%ab	56 31%ab	146 49%Tabcd	18 10%	70 20%h	89 33%hi	55 31%hi
Not very aware	(2)	629 50%e	89 51%e	201 55%Te	145 53%e	95 33%e	100 33%	82 55%Ti	202 55%j	148 54%j	93 32%
Not at all aware	(1)	170 14%cejk	54 31%Tbcde	59 17%cde	22 8%	15 9%	19 6%	55 31%Tijk	59 17%jkl	23 8%	14 7%
NET: Very/ Quite aware	460	30 37%abhi	82 24%	98 37%ab	69 38%ab	181 60%Tabcd	31 17%	84 24%	99 37%hi	68 38%hi	178 61%Thijk
NET: Not at all/ Not very aware	799	143 83%e	260 83%Tcde	167 76%Tcde	111 62%e	119 40%	147 83%Tjkl	261 76%Tkl	170 62%j	109 62%j	112 39%
Mean	2.30abhi	1.94	2.11	2.32ab	2.37ab	2.66Tabcd	1.94	2.11h	2.32hi	2.38hi	2.67Thijk
Standard deviation	0.78	0.84	0.72	0.68	0.74	0.77	0.84	0.72	0.68	0.74	0.77
Standard error	0.02	0.07	0.04	0.04	0.06	0.04	0.07	0.04	0.04	0.06	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 392
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

	Gender		Social Grade							Age										Ethnicity					Religion			
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (A)		
Unweighted base	531	322	209	170	141	102	115	61	470	101	130	99	75	39	21	65	26	413	112	32	61	17	191	45	30	253		
Weighted base	460	249	211	141	118	96	101	44*	415	89	107	85	70	35*	20**	65	30**	381	73	22**	40*	10**	163	29**	24**	233		
Effective base	400	234	166	127	111	74	87	50	352	78	91	74	57	33	17	52	20	320	77	23	40	13	137	30	22	202		
NET: Rules / action taken against harmful content	148	83	65	39	47	38	24	16	132	28	30	26	27	10	8	22	12	124	23	7	13	2	51	9	7	79		
	32%j	34%	31%	28%	40%Td	39%j	23%	35%	32%	31%	28%	31%	38%	29%	39%	34%	39%	32%	31%	33%	33%	24%	31%	32%	23%	34%		
Inappropriate content/ there are rules/ action taken against inappropriate content	47	29	18	13	19	8	7	5	42	5	7	9	12	4	3	9	6	42	4	2	2	-	14	1	5	30		
	10%	12%	8%	9%	16%T	8%	7%	11%	10%	6%	6%	10%	17%k	11%	16%	14%	19%	11%	6%	10%	6%	-	8%	5%	1	13%		
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	39	18	22	8	14	11	6	5	34	6	9	6	7	3	2	7	4	31	7	3	5	-	13	3	4	18		
	9%	7%	10%	6%	12%	11%	6%	12%	8%	7%	8%	7%	9%	9%	9%	10%	12%	8%	10%	12%	11%	-	8%	11%	16%	8%		
Removal of content/ videos/ posts	26	12	14	8	6	6	5	6	19	3	4	4	1	4	3	6	3	23	3	3	-	-	8	*	-	17		
	6%h	5%	6%	6%	5%	7%	5%	14%Thj	5%	3%	4%	5%	2%	11%	13%	9%	6%	4%	4%	13%	-	-	5%	2%	-	7%		
Violent content/ there are rules/ action taken against violent content	21	13	9	6	4	7	4	*	21	5	4	2	3	2	3	7	5	18	4	2	1	1	12	-	2	7		
	5%	5%	4%	5%	3%	8%	3%	1%	5%	6%	4%	2%	4%	6%	13%	11%T	16%	5%	5%	10%	2%	6%	8%	-	7%	3%		
Censored videos/ images/ content	15	8	7	3	5	5	2	-	15	6	1	4	2	-	1	1	1	12	2	1	-	2	4	1	1	9		
	3%	3%	3%	2%	5%	5%	2%	-	4%	7%T	1%	5%	3%	-	5%	2%	3%	3%	3%	4%	-	16%	2%	3%	3%	4%		
Adult/ mature content/ there are rules/ action taken against adult content	10	7	3	5	2	2	1	2	8	3	1	1	-	-	1	3	3	10	1	-	-	1	3	*	-	7		
	2%	3%	2%	4%	2%	2%	1%	5%	2%	4%	1%	1%	-	-	3%	4%	10%	3%	1%	-	-	6%	2%	2%	-	3%		
Harmful content/ there are rules/ action taken against harmful content	9	5	4	4	1	4	-	-	9	*	4	2	2	-	1	1	1	5	3	-	3	-	1	2	-	5		
	2%r	2%	2%	3%	1%	4%	-	-	2%	*	4%	3%	2%	-	3%	1%	2%	1%	5%	-	8%Tr	-	1%	7%	-	2%		
Sexual content/ there are rules/ action taken against sexual content	8	6	1	2	4	-	2	1	7	4	1	*	2	-	-	-	7	*	-	-	-	2	-	-	-	5		
	2%	3%	1%	1%	3%	-	2%	2%	2%	4%	1%	*	2%	-	-	-	2%	*	-	-	-	1%	-	-	-	2%		

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 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

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (u)	Christi an (v)	Muslim (w)	Other religio n (x)	None (A)		
Weighted base	460	249	211	141	118	96	101	44*	415	89	107	85	70	35*	20**	65	30**	381	73	22**	40*	10**	163	29**	24**	233		
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	7	7	*	2	3	-	2	1	6	-	1	2	2	-	1	1	6	1	-	1	-	3	1	-	-	3		
Offensive content/ there are rules/ action taken against offensive content	7	3	4	2	1	1	3	1	5	3	-	-	*	1	-	2	2	5	2	-	1	*	2	1	1	3		
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	5	4	1	2	1	1	1	-	5	-	3	-	3	-	-	-	-	4	1	-	1	-	2	1	*	2		
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	5	2	3	3	*	2	-	2	4	*	1	-	-	2	-	2	-	5	*	*	-	-	2	-	-	4		
Bullying/ there are rules/ action taken against bullying	5	2	4	2	2	1	*	1	4	1	2	1	-	1	-	1	-	5	-	-	-	-	4	-	-	1		
Illegal content/ there are rules/ action taken against illegal content	5	3	2	2	2	-	-	-	5	2	*	2	*	-	-	-	-	5	-	-	-	-	1	-	-	4		
Child abuse/ there are rules/ action taken against child abuse	3	-	3	-	-	2	1	-	3	1	-	-	2	-	-	-	-	3	-	-	-	-	2	-	-	1		
NET: Button / mechanism to report harmful content and accounts	104	57	47	29	37	17	21	10	95	18	27	26	14	5	4	9	4	87	16	6	7	3	30	4	6	63		
Reporting buttons/ function/system	58	29	28	18	18	10	12	5	53	8	16	19	6	3	-	3	-	49	8	2	4	2	16	3	2	35		
Able to report content	21	15	6	6	6	4	5	3	18	3	4	3	4	2	1	3	1	18	2	1	1	-	6	-	1	13		

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Absolutes/col percents

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Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Gender		Social Grade							Age											Ethnicity				Religion			
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (u)	Christi an (v)	Muslim (w)	Other religio n (x)	None (y)		
Weighted base	460	249	211	141	118	96	101	44*	415	89	107	85	70	35*	20**	65	30**	381	73	22**	40*	10**	163	29**	24**	233		
Able to report pictures/ videos	16	10	6	2	10	2	2	*	15	3	3	3	4	1	2	2	2	12	4	3	*	1	4	1	2	9		
Able to report posts	13	5	7	2	6	1	3	2	11	5	4	1	*	*	2	2	12	1	-	1	-	2	-	-	1	9		
Able to report users/ accounts	5	2	2	1	1	-	3	1	4	2	1	-	*	-	-	-	4	1	-	-	1	1	-	-	2			
NET: Tools / people that check for potentially harmful content	91	47	44	25	26	19	20	5	86	7	23	19	19	10	4	20	10	77	13	6	2	2	33	1	1	55		
NET: System to block or ban harmful content and accounts	20%u	19%	21%	18%	22%	19%	20%	11%	21%u	7%	21%u	22%u	29%u	29%u	20%	31%Tg	33%	20%u	18%u	38%	4%	20%	20%	4%	6%	23%		
Monitoring/ checking / reviewing (non-specific/ other)	31	15	16	8	8	5	10	2	29	*	4	7	6	5	2	12	7	30	1	-	*	1	17	-	-	15		
Human moderators that check content	30	17	14	10	9	7	4	2	29	1	10	3	9	2	2	4	2	25	4	4	-	*	10	-	-	20		
Filters are put in place	20	13	7	5	5	5	1	19	2	8	6	2	1	-	-	-	16	4	2	1	1	4	1	1	14			
Key words are monitored/ muted	14	5	10	4	5	4	2	1	14	3	4	3	1	2	-	3	1	10	3	2	-	*	5	-	-	9		
NET: Age restrictions	74	41	33	27	20	15	12	5	69	19	15	14	16	11	5	3	8	64	9	2	5	*	25	2	5	39		
Age verification/ restrictions /8+	16%	16%	16%	19%	17%	16%	12%	12%	17%	21%	14%	19%	15%	14%	14%	12%	9%	17%	12%	10%	14%	2%	16%	9%	21%	17%		
NET: System to block or ban harmful content and accounts	63	32	30	18	15	13	7	55	18	14	12	5	3	2	6	4	50	12	1	9	1	17	5	5	31			
NET: System to block or ban harmful content and accounts	14%	13%	14%	13%	12%	16%	12%	16%	13%	20%u	13%	15%	7%	9%	10%	13%	13%	13%	17%	7%	22%	10%	11%	18%	33%	13%		
Banning users from user accounts can be banned	19	11	8	3	8	5	3	1	18	7	4	5	2	*	1	1	1	15	4	-	4	-	3	2	1	13		
Banning users from user accounts can be banned	4%	4%	4%	2%	7%	5%	3%	1%	4%	7%	4%	6%	3%	1%	3%	1%	2%	4%	5%	-	9%	-	2%	7%	3%	5%		
Blocking function/ system	17	6	11	4	4	1	6	4	13	1	5	5	2	-	-	-	12	5	1	3	*	5	3	3	5			
Blocking function/ system	4%	2%	5%	3%	3%	1%	6%	8%p	3%	1%	5%	6%	3%	-	-	-	3%	7%	7%	8%	4%	3%	11%	13%	2%			
Able to block users/ accounts	16	10	6	4	2	6	4	1	15	6	3	1	1	1	4	3	12	3	-	2	1	4	-	4	-	7		
Able to block users/ accounts	3%	4%	3%	3%	1%	6%	4%	2%	4%	6%	3%	1%	1%	2%	6%	6%	11%	3%	4%	-	6%	6%	2%	-	18%	3%		
Able to block content	8	6	2	6	-	2	-	2	6	2	2	1	1	1	-	1	-	6	2	-	1	-	4	1	-	3		
Able to block content	2%	2%	1%	4%Td	-	2%	-	3%	2%	2%	2%	1%	1%	2%	-	1%	-	2%	3%	-	2%	-	3%	3%	-	1%		

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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

	Gender		Social Grade						Age										Ethnicity					Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (v)	Christi an (y)	Muslim (z)	Other religio n (z)	None (A)		
Weighted base	460	249	211	141	118	96	101	44*	415	89	107	85	70	35*	20**	65	30**	381	73	22**	40*	10**	163	29**	24**	233		
Able to block posts	7	1	5	2	1	2	2	1	6	2	1	3	-	-	-	-	-	7	-	-	-	-	2	-	-	5		
	1%a	1%	3%	1%	1%	2%	2%	2%	1%	2%	1%	4%	-	-	-	-	-	2%	-	-	-	-	1%	-	-	2%		
Able to block pictures/ videos	2	1	1	-	2	*	-	-	2	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	2		
	*	*	1%	-	2%	*	-	-	*	1%	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	1%		
NET: Site settings / terms of use	51	32	19	18	16	9	8	7	44	10	15	10	6	2	-	2	-	41	9	4	3	2	18	-	2	28		
	11%	13%	9%	13%	13%	9%	8%	16% ^p	11%	11%	14% ^p	12%	8%	7%	-	4%	-	11%	13%	20%	8%	15%	11%	-	7%	12%		
Community guidelines/ standards/ not being able to post anything that does not meet community guidelines/ standards/ terms and conditions/ terms of service	30	19	12	10	12	4	4	3	27	6	7	7	5	2	-	2	-	23	6	3	1	2	9	-	1	19		
	6%	7%	6%	7%	10%	4%	4%	7%	6%	7%	6%	9%	7%	5%	-	2%	-	5%	8%	14%	3%	15%	6%	-	3%	8%		
Restrictions/ limits on usage/ access	9	7	3	4	-	4	2	2	7	*	4	2	-	1	-	1	-	9	1	-	1	-	3	-	-	6		
	2%	3%	1%	3%	-	4%	2%	5%	2%	1%	4%	2%	-	2%	-	1%	-	2%	1%	-	2%	-	2%	-	-	3%		
Privacy settings	8	4	4	4	2	1	1	1	7	2	3	1	-	1	-	1	-	6	2	1	1	-	3	-	-	3		
	2%	2%	2%	3%	2%	1%	1%	2%	2%	3%	3%	1%	-	2%	-	1%	-	2%	3%	6%	2%	-	2%	-	-	1%		
Safety settings are in place	6	3	2	2	3	-	1	1	5	1	3	-	1	-	-	-	-	3	2	-	1	2	4	-	1	1		
	1%	1%	1%	1%	3%	-	1%	2%	1%	1%	3%	-	1%	-	-	-	-	1%	3%	-	2%	15%	3%	-	4%	-		
NET: Parental controls / child safety mechanisms	39	21	17	14	2	12	10	3	35	4	10	6	6	4	4	7	4	31	6	1	5	*	13	2	3	20		
	8% ^d	9%	8%	10% ^d	2%	13% ^d	10% ^d	7%	9%	4%	10%	8%	11%	10%	18%	11%	12%	8%	8%	5%	12%	4%	8%	7%	11%	9%		
Parental controls/ locks/ methods to restrict children	26	15	11	8	1	8	8	2	23	3	6	5	6	2	2	4	2	21	5	1	4	*	6	2	2	16		
	6% ^d	6%	5%	6% ^d	1%	9% ^d	8% ^d	6%	6%	3%	5%	6%	9%	6%	10%	7%	7%	5%	7%	5%	9%	4%	4%	7%	6%	7%		
Child safety protocols	10	3	6	4	1	4	1	-	10	1	5	1	2	-	2	2	2	8	1	-	1	-	4	-	1	3		
	2%	1%	3%	3%	1%	4%	1%	-	2%	1%	4%	1%	2%	-	7%	2%	5%	2%	1%	-	2%	-	3%	-	4%	1%		
Child friendly versions of websites/ apps	3	3	1	2	-	-	1	1	3	-	*	1	-	1	-	1	-	3	*	-	*	-	3	-	-	1		
	1%	1%	*	1%	-	-	1%	1%	1%	-	*	1%	-	4% th	-	2%	-	1%	*	-	1%	-	2%	-	-	*		
NET: Warnings / tips on staying safe	32	17	15	9	6	10	7	3	29	8	5	3	6	4	2	7	4	25	7	1	2	4	12	1	2	17		
	7%	7%	7%	6%	5%	10%	7%	6%	7%	9%	5%	4%	8%	10%	8%	11%	13%	7%	9%	4%	4%	39%	8%	3%	6%	7%		
Warnings of content the user is about to see the option to view content or not	23	13	10	6	4	9	3	1	22	8	2	2	4	2	2	6	4	20	3	-	1	2	7	1	1	14		
	5%	5%	5%	5%	3%	9%	3%	2%	5%	9% ^j	2%	2%	6%	6%	8%	9% ^j	13%	5%	3%	-	1%	19%	5%	2%	3%	6%		

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	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (A)
Weighted base	460	249	211	141	118	96	101	44*	415	89	107	85	70	35*	20**	65	30**	381	73	22**	40*	10**	163	29**	24**	233
Warnings are given (non-specific/ other)	4	-	4	1	2	1	-	3	1	-	2	1	-	1	-	1	-	2	2	-	-	2	3	-	-	1
Security tips are provided	3	3	1	1	-	-	2	1	2	-	2	-	-	1	-	1	-	3	-	-	-	2	-	-	-	1
Warnings about sharing personal information	2	2	-	-	-	-	1	-	2	-	-	1	1	-	-	-	-	2	2	2%	2%	3%Tr	-	-	2%	4%
Artificial intelligence/algorithms that check content	24	15	10	8	11	3	2	1	24	5	7	6	3	3	-	3	-	20	4	3	3	4	-	-	-	19
NET: Account verification processes	23	14	9	7	6	5	6	2	21	3	9	3	4	1	2	3	2	20	3	1	3	-	8	2	2	12
Passwords/ pin numbers required	12	6	7	2	2	4	4	1	11	-	5	2	2	2	2	2	11	1	1	-	1	-	4	1	-	7
Sign in for users before they can view content/ users must have an account to view content	5	5	-	2	2	*	1	1	4	*	2	-	1	1	-	1	-	3	1	-	1	-	2	*	1	2
Verification methods are used	4	2	2	3	1	-	*	1	4	3	*	-	*	-	-	-	-	3	1	*	*	-	1	*	-	3
Identification/ users have to provide ID before use	3	3	-	-	1	1	1	3	-	1	1	1	1	-	-	-	-	3	-	-	-	2	-	-	1	*
Two factor authentication	2	2	-	*	*	1	-	2	-	1	1	-	-	-	-	-	-	2	*	*	-	2	-	-	-	-
NET: Regulatory bodies to regulate sites / apps	5	2	3	1	1	1	1	-	5	1	-	2	-	2	-	2	-	4	1	-	1	-	2	-	1	2
There are regulatory bodies/ sites/ apps are regulated	5	2	3	1	1	1	1	-	5	1	-	2	-	2	-	2	-	4	1	-	1	-	2	-	1	2
NET: Other/ None DK	95	53	42	28	25	18	23	4	91	22	20	20	18	10	*	11	*	78	15	3	11	1	31	12	3	46
Other answers	33	20	13	11	11	3	7	1	31	6	6	8	6	3	-	3	-	29	3	2	2	-	12	2	1	16

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 392
 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

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (u)	Christi an (v)	Muslim (w)	Other religio n (x)	None (A)		
Weighted base	460	249	211	141	118	96	101	44*	415	89	107	85	70	35*	20**	65	30**	381	73	22**	40*	10**	163	29**	24**	233		
Nothing	25	13	12	6	7	5	6	1	25	8	6	8	2	1	-	1	-	17	6	-	6	-	4	5	1	14		
	6% ^x	5%	6%	5%	6%	5%	6%	2%	6%	10% ^p	5%	9%	3%	2%	-	1%	-	4%	9%	-	16% ^{Trs}	-	2%	17%	4%	6%		
Don't know/ No comment/ Invalid answer	37	20	17	10	7	10	10	2	35	8	8	5	9	6	*	6	*	32	5	1	3	1	15	5	1	15		
	8%	8%	8%	7%	6%	10%	9%	4%	9%	9%	7%	5%	12%	17% ^{gkp}	2%	10%	2%	8%	7%	4%	9%	10%	9%	16%	5%	7%		

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

	Impacting/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	531	138	62	80	367	78	245	189	19	277	190	85	95	65	31	218	166	61	67
Weighted base	480	113	52	63	328	72	221	153	15**	254	160	68	80	57*	22**	212	136	44*	48
Effective base	400	109	51	62	274	58	192	137	13	218	132	57	65	47	24	172	121	42	56
NET: Rules / action taken against harmful content	148 32%o	38 33%	14 27%	22 35%	107 33%	21 29%	64 29%	58 38%	5 36%	87 34%	44 28%	17 26%	23 28%	19 34%	8 36%	54 25%	52 38%o	20 45%o	15 32%
Inappropriate content/ there are rules/ action taken against inappropriate content	47 10%	10 9%	4 7%	7 11%	35 11%	10 14%	18 8%	18 12%	1 9%	31 12%	11 7%	3 4%	7 8%	7 12%	2 7%	17 8%	18 13%	7 15%	5 10%
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	39 9%	10 8%	5 9%	6 9%	29 9%	2 3%	19 8%	17 11%	1 10%	18 7%	15 9%	4 6%	12 15%k	4 7%	3 13%	16 8%	9 7%	5 12%	3 7%
Removal of content/ videos/ posts	26 6%j	4 3%	1 2%	1 1%	21 7%	2 3%	11 5%	11 7%	1 8%	16 6%	3 2%	-	1 2%	1 2%	*	7 3%	9 7%	2 5%	4 9%
Violent content/ there are rules/ action taken against violent content	21 5%d	11 10%Td	6 12%Td	6 9%Td	10 3%	3 4%	12 6%	6 4%	-	14 6%	6 4%	2 4%	4 5%	2 4%	-	5 3%	9 7%	4 9%	1 1%
Censored videos/ images/ content	15 3%	3 3%	2 3%	2 3%	11 3%	3 4%	5 2%	7 4%	-	9 4%	6 4%	-	1 1%	4 7%k	2 9%	9 4%	3 2%	2 4%	1 3%
Adult/ mature content/ there are rules/ action taken against adult content	10 2%b	3 3%	2 4%	1 1%	7 2%	3 4%	2 1%	5 4%	-	5 2%	3 2%	2 2%	2 3%	1 2%	-	1 4%o	5 4%o	2 4%o	2 5%o
Harmful content/ there are rules/ action taken against harmful content	9 2%o	2 1%	-	1 1%	6 2%	3 5%f	2 1%	1 1%	2 13%	5 2%	3 2%	3 5%	1 1%	1 2%	-	1 4%	5 3%	3 7%To	-

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

	Impacting/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	15**	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	460	113	52	63	328	72	221	153	15**	254	160	68	80	57*	22**	212	136	44*	48	
Sexual content/ there are rules/ action taken against sexual content	8 2%	3 2%	2 4%	2 3%	5 1%	*	3 1%	5 3%	-	3 1%	4 2%	*	2 3%	4 7%Tij	-	5 2%	1	1	1	1
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	7 2%	3 2%	1 2%	2 3%	5 1%	-	5 2%	2 1%	-	3 1%	3 2%	2 3%	1 1%	1 2%	1 5%	3 2%	1 1%	-	1	1
Offensive content/ there are rules/ action taken against offensive content	7 1%	2 2%	-	3 1%	5 1%	1%	2%	2%	4%	1%	3 2%	*	-	2 4%	1%	4	*	1	2%	3%
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	5 1%	3 3%	2 4%	1 1%	3 1%	1 2%	3 1%	1	-	3 1%	2 1%	1 1%	-	1 2%	1 4%	2 1%	2 2%	1 3%	-	-
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	5 1%	*	-	1 1%	5 1%	-	4 2%	1 1%	-	4 1%	-	-	-	-	-	-	3 2%o	*	1	2 3%o
Bullying/ there are rules/ action taken against bullying	5 1%	3 3%	-	3 4%Td	2 1%	*	3 2%	1 1%	-	3 1%	1 1%	1 2%	*	-	*	1 1%	3 2%	-	1	2%
Illegal content/ there are rules/ action taken against illegal content	5 1%	-	-	-	5 1%	3 4%l	-	2 1%	-	5 2%	-	-	-	-	-	-	1 2%	3 2%	1	-
Child abuse/ there are rules/ action taken against child abuse	3 1%l	2 2%l	1 2%l	1 2%	1	-	1 1%	2 1%	-	1 1%	2 1%	2 3%	-	1 2%	-	2 1%	1 1%	-	-	-

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher by degree (q)	Still in full time education (r)
Weighted base	460	113	52	63	328	72	221	153	15**	254	160	68	80	57*	22**	212	136	44*	48
NET: Button / mechanism to report harmful content and accounts	104	24	14	13	75	15	53	36	1	58	35	17	19	9	2	53	27	11	12
Reporting buttons/function/ system	58	10	6	6	44	6	30	21	*	31	22	11	14	3	1	35	9	7	6
Able to report content	21	7	4	3	12	3	11	7	-	14	3	2	2	1	-	8	8	2	3
Able to report pictures/ videos	16	3	2	2	12	3	8	5	-	7	8	3	3	3	1	8	6	2	*
Able to report posts	13	4	3	2	9	3	6	4	-	7	4	2	1	2	-	5	5	-	3
Able to report user/ accounts	5	2	2	1	2	*	2	2	-	2	2	1	-	1	-	1	1	1	2
NET: Tools / people that check for potentially harmful content	91	24	13	15	66	27	47	14	3	64	21	6	10	3	43	31	6	6	12%
Monitoring/ checking / reviewing (non-specific/ other)	31	7	4	3	24	13	15	3	-	23	6	3	2	3	-	13	10	2	2
Human moderators that check content	30	10	4	6	20	5	18	5	2	22	7	2	3	3	1	12	14	2	1
Filters are put in place	20	4	2	2	16	8	9	4	1	13	6	1	4	3	1	12	4	2	1
Key words are monitored/ muted	14	4	2	3	10	3	9	2	-	11	3	1	1	1	1	8	5	-	2
NET: Age restrictions	74	16	7	9	55	12	33	28	1	36	32	11	19	11	5	35	22	9	7
Age verification/ restrictions /18+	74	16	7	9	55	12	33	28	1	36	32	11	19	11	5	35	22	9	7
NET: System to block or ban harmful content and accounts	63	16	7	7	46	5	27	28	2	33	23	8	13	8	2	27	19	7	7

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 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

	Impacting/ limiting condition					Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Weighted base	460	113	52	63	328	72	221	153	15**	254	160	68	80	57*	22**	212	136	44*	48	
Banning users from user accounts can be banned	19 4%	3 2%	3 5%	-	16 5%	2 3%	8 4%	9 6%	-	11 4%	7 5%	2 3%	5 6%	2 4%	2 8%	8 4%	8 6%	2 5%	1 2%	
Blocking function/ system	17 4%	3 2%	1 2%	1 2%	14 4%	1 2%	6 3%	7 5%	2 12%	6 2%	8 5%	3 7%	5 1%	1 -	5 2%	3 2%	3 7%	3 7%	4 8%	
Able to block users/ accounts	16 3%	7 6%	2 3%	4 6%	9 3%	-	7 3%	8 5%	-	11 4%	4 2%	3 4%	2 3%	1 2%	-	9 4%	3 2%	2 5%	-	
Able to block content	8 2%	3 3%	-	1 2%	5 1%	-	5 2%	3 2%	-	3 1%	3 2%	-	1 1%	3 6%T	1 4%	3 1%	4 3%	-	2 3%	
Able to block posts	7 1%	1 1%	1 2%	-	6 2%	2 2%	1 3%	4 3%	-	3 1%	3 2%	-	2 3%	1 2%	-	5 2%	1 1%	-	1 1%	
Able to block pictures/ videos	2 *	-	-	-	2 *	-	1 *	1 *	-	2 *	-	-	-	-	-	2 *	-	-	-	
NET: Site settings / terms of use	51 11%o	14 12%	5 10%	9 14%	37 11%	9 12%	22 10%	20 13%	-	25 10%	19 12%	4 6%	11 13%	10 17%	1 4%	16 8%	23 17%To	4 8%	7 14%	
Community guidelines/ standards/ not being able to post anything that does not meet community guidelines/ standards/ terms and conditions/ terms of service	30 6%o	8 7%	4 7%	5 8%	22 7%	7 10%	14 6%	9 6%	-	19 7%	8 5%	2 3%	3 3%	5 9%	1 4%	7 3%	17 13%To	2 6%	4 8%	
Restrictions/ limits on usage/ access	9 2%o	1 1%	-	1 1%	8 3%	-	4 2%	5 3%	-	2 1%	4 3%	-	4 6%o	2 4%	-	5 2%	2 1%	-	2 5%	
Privacy settings	8 2%	1 1%	1 2%	-	7 2%	1 2%	3 1%	4 3%	-	3 1%	4 3%	2 3%	3 4%	1 2%	-	2 1%	4 3%	1 3%	-	
Safety settings are in place	6 1%o	5 4%Td	-	1 8%Tbd	1 *	2 2%	2 1%	2 1%	-	3 1%	2 1%	-	1 1%	2 2%	-	2 1%	3 2%	-	1 2%	
NET: Parental controls / child safety mechanisms	39 8%	7 6%	3 5%	3 5%	30 9%	7 10%	22 10%	7 5%	2 13%	27 11%	8 5%	2 8%	4 5%	3 5%	-	14 7%	12 9%	8 19%To	4 8%	

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 Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Impacting/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	460	113	52	63	328	72	221	153	15**	254	160	68	80	57*	22**	212	138	44*	48
Parental controls/ locks/ methods to restrict children	26 6%	6 5%	3 5%	3 5%	19 8%	5 7%	12 5%	7 5%	2 13%	19 7%	4 3%	2 2%	4 5%	2 4%	-	9 4%	11 8%	3 7%	2 5%
Child safety protocols	10 2%	1 1%	-	-	8 2%	2 3%	8 3%g	-	-	7 3%	2 2%	2 4%	-	-	-	4 2%	1 *	4 9%Top	1 2%
Child friendly versions of websites/ apps	3 1%	-	-	-	3 1%	-	3 1%	-	-	1 1%	1 1%	1 2%	-	-	-	1 1%	-	1 3%	1 1%
NET: Warnings / tips on staying safe	32 7%o	12 11%	6 11%	5 7%	18 5%	8 11%	14 6%	9 6%	1 8%	21 8%	8 5%	3 4%	5 7%	4 7%	1 4%	7 3%	17 12%To	3 8%	4 8%
Warnings of content the user is about to see/ the option to view content or not	23 5%o	7 7%o	5 9%	1 1%	14 4%	5 8%	11 5%	6 4%	1 4%	16 6%	6 4%	1 2%	3 4%	2 4%	1 4%	4 2%	13 10%To	2 6%	2 4%
Warnings are given (non-specific/ other)	4 1%	2 1%	-	2 3%	3 1%	2 2%	1 1%	1 1%	-	2 1%	1 *	1 1%	1 1%	-	-	1 *	2 2%	-	1 3%
Security tips are provided	3 1%	2 2%	1 2%	1 2%	2 1%	1 1%	1 1%	1 *	-	2 3%	1 1%	1 1%	1 1%	1 1%	-	2 1%	-	1 2%	1 2%
Warnings about sharing personal information	2 *	1 1%	-	1 2%	-	-	1 1%	1 *	-	1 *	1 1%	1 1%	1 1%	1 1%	-	-	2 1%	-	-
Artificial intelligence/ algorithms that check content	24 5%	9 8%	5 10%	6 9%	15 5%	4 5%	12 6%	7 4%	2 14%	17 7%	7 5%	3 4%	4 5%	1 2%	2 9%	9 4%	10 7%	3 7%	2 4%
NET: Account verification processes	23	7	3	7	16	1	17	5	-	10	11	7	4	2	2	10	9	1	2
Passwords/ pin numbers required	12 3%	3 2%	1 1%	3 4%	9 3%	-	8 4%	4 2%	-	4 2%	7 4%	4 5%	3 4%	2 4%	1 3%	5 3%	4 3%	-	1 1%
Sign in for users before they can view content/ users must have an account to view content	5 1%	2 1%	1 1%	2 2%	3 1%	1 1%	3 1%	1 1%	-	3 1%	1 1%	1 1%	-	-	1 3%	1 2%	2 2%	1 2%	1 1%

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Table 393
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

	Impacting/ limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	460	113	52	63	328	72	221	153	15**	254	160	68	80	57*	22**	212	136	44*	48
Verification methods are used	4	1	-	1	3	-	4	-	-	1	2	2	-	-	-	2	1	-	-
Identification/ users have to provide ID before use	3	2	1	2	1	-	2	-	-	3	-	-	-	-	-	1	2	-	-
Two factor authentication	2	-	-	-	2	-	2	-	-	2	-	2	1	-	-	2	-	-	-
NET: Regulatory bodies to regulate sites / apps	5	1	-	1	4	-	2	3	-	5	2	2	2	-	1	4	-	1	-
There are regulatory bodies/ sites/ apps are regulated	5	1	-	1	4	-	2	3	-	5	2	2	2	-	1	4	-	1	-
NET: Other/ None DK	95	17	8	11	72	15	46	31	3	52	39	18	21	12	7	49	31	8	5
Other answers	33	8	2	6	25	7	16	10	-	18	14	7	10	3	1	13	14	4	1
Nothing	25	5	3	15	-	13	9	2	14	11	4	6	5	2	14	5	2	2	2
Don't know/ No comment/ Invalid answer	37	4	3	1	32	7	18	12	*	20	15	6	5	4	4	22	12	2	2

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	GO Region													Urban/ Rural		Internet usage		Devices used to access internet		Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Tablet or laptop only (p)	Multipl 4+ devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	531	50	16	15	450	18	57	37	64	45	45	86	64	34	417	66	443	83	10	489	247	89	26	18	27	25	12	25
Weighted base	460	45*	15**	15**	385	15**	54*	29**	53*	42*	41*	61	60	29**	356	67	322	131	11**	425	215	77	24**	18**	21**	29**	10**	21**
Effective base	400	37	12	12	339	14	43	28	45	34	37	62	51	26	312	54	366	73	6	374	184	62	23	15	22	20	10	18
NET: Rules / action taken against harmful content	148	19	4	7	117	7	17	9	11	9	10	16	27	11	108	29	110	37	4	139	60	24	9	3	9	13	4	10
	32%	43%h	30%	46%	30%	43%	31%	32%	21%	23%	23%	27%	44%Tdhj	j	30%	43%	34%T	28%	35%	33%	28%	32%	37%	16%	42%	43%	36%	48%
Inappropriate content/ there are rules/ action taken against inappropriate content	47	6	2	1	38	3	5	2	4	3	5	6	8	3	33	9	33	14	*	44	17	7	3	1	1	8	1	4
	10%	13%	15%	4%	10%	16%	9%	8%	7%	7%	13%	10%	14%	10%	9%	14%	10%	11%	3%	10%	8%	10%	11%	3%	6%	26%	12%	17%
Bad language/ abusive/offensive language/ there are rules/ action taken against bad language/ abusive/offensive language	39	4	-	3	33	1	9	3	2	2	3	8	3	27	8	25	12	1	36	15	9	-	-	2	3	3	3	3
	9%	9%	-	17%	8%	4%	17%Tdk	11%	4%	4%	6%	5%	13%	9%	8%	12%	8%	9%	7%	9%	7%	11%	-	-	9%	10%	24%	13%
Removal of content/ videos/ posts	26	4	1	-	21	2	4	1	2	2	1	2	4	3	21	2	20	5	-	24	8	3	1	1	1	3	-	1
	6%	8%	7%	-	5%	14%	8%	3%	4%	4%	2%	3%	6%	10%	6%	3%	6%T	4%	-	6%	4%	4%	5%	8%	5%	12%	-	7%
Violent content/ there are rules/ action taken against violent content	21	2	-	-	19	1	3	1	1	*	-	2	11	-	10	7	13	8	2	19	7	5	2	-	3	5	-	-
	5%A	4%	-	-	5%	8%	5%	3%	2%	1%	-	3%	18%Tdhj	k	3%	10%TA	4%	8%	17%	5%	3%	6%	8%	-	13%	17%	-	-
Censored videos/ images/ content	15	2	1	-	11	-	*	2	3	2	-	1	3	10	4	13	2	-	15	9	3	1	1	1	1	1	-	-
	3%	5%	9%	-	3%	-	*	6%	5%	4%	-	2%	12%	3%	7%	4%T	1%	-	3%	4%	4%	4%	3%	6%	2%	-	-	-
Adult/ mature content/ there are rules/ action taken against adult content	10	1	-	1	8	-	1	-	1	2	1	3	-	6	3	8	2	-	10	1	1	2	-	1	3	-	-	
	2%a	1%	-	8%	2%	-	2%	1%	-	2%	5%	2%	8%	-	2%	5%	3%	2%	-	2%	1%	1%	8%	-	5%	10%	-	-
Harmful content/ there are rules/ action taken against harmful content	9	3	-	-	6	*	3	-	-	1	-	1	-	1	6	1	7	2	-	9	5	1	-	-	1	-	2	
	2%	8%d	-	-	2%	2%	6%d	-	-	1%	-	2%	-	3%	2%	1%	2%	1%	-	2%	3%	1%	-	-	2%	-	9%	

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Table 394
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

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet		Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Tablet or laptop only (p)	Multipl 4+ devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	460	45*	15**	15**	385	15**	54*	29**	53*	42*	41*	61	60	29**	356	67	322	131	11**	425	215	77	24**	18**	21**	29**	10**	21**
Sexual content/ there are rules/ action taken against sexual content	8	2	2	-	3	1	1	-	-	-	-	1	1	*	5	2	7	1	-	7	5	-	1	-	1	-	-	-
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	7	2	-	1	5	*	-	2	-	1	-	1	-	-	5	2	7	1	-	7	2	1	1	-	-	1	-	1
Offensive content/ there are rules/ action taken against offensive content	7	-	1	-	5	-	2	-	2	*	1	-	*	1	5	1	5	-	1	4	2	1	*	-	1	-	2	-
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	5	2	-	-	3	-	1	-	-	-	1	1	-	4	1	5	-	-	5	3	-	2	1	-	-	-	-	-
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	5	-	-	-	5	-	-	-	1	1	-	2	-	3	2	3	1	-	5	2	2	2	-	-	-	-	-	-
Bullying/ there are rules/ action taken against bullying	5	1	-	3	2	-	-	-	-	-	-	2	*	4	1	4	1	-	5	3	-	-	-	1	-	1	-	-
Illegal content/ there are rules/ action taken against illegal content	5	1	-	-	4	-	-	1	-	-	4	-	-	5	*	3	2	-	5	2	*	-	-	-	-	-	-	2
Child abuse/ there are rules/ action taken against child abuse	3	-	-	-	3	1	-	2	-	-	-	-	-	3	-	3	-	-	3	-	2	1	-	-	-	-	-	-
NET: Button / mechanism to report harmful content and accounts	104	7	8	2	87	4	13	6	13	14	12	7	16	4	81	15	79	24	1	102	55	13	7	4	4	5	4	2
	23%k	17%	52%	15%	23%k	24%	24%	19%	25%	33%k	28%k	12%	26%	13%	23%	23%	25%T	18%	9%	24%T	26%	17%	29%	25%	16%	16%	40%	6%

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	GO Region											Urban/ Rural		Internet usage		Devices used to access internet		Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Tablet or laptop only (p)	Multipl 4+ devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	460	45*	15**	15**	385	15**	54*	29**	53*	42*	41*	61	60	29**	356	67	322	131	11**	425	215	77	24**	18**	21**	29**	10**	21**
Reporting buttons/function/ system	58	7	5	1	45	1	7	5	7	5	6	3	8	2	45	10	41	16	1	55	32	9	3	2	3	1	2	2
Able to report content	21	-	-	1	19	1	2	1	2	4	4	2	3	1	17	1	18	3	-	21	12	1	1	2	-	1	2	-
Able to report pictures/ videos	16	-	2	-	13	-	3	-	2	3	1	1	3	1	11	3	13	3	-	16	8	2	2	-	-	2	1	-
Able to report posts	13	-	2	-	11	2	1	-	1	2	1	1	2	1	8	2	11	2	-	13	6	1	1	-	1	2	-	-
Able to report users' accounts	5	-	-	1	4	-	1	-	-	1	1	1	-	-	5	-	5	-	-	5	-	3	2	1	1	1	-	-
NET: tools / people that check for potentially harmful content	91	7	2	5	77	3	12	7	8	11	7	11	17	2	67	14	69	21	4	84	39	15	6	5	2	12	1	4
Monitoring/ checking / reviewing (non-specific/ other)	31	4	1	-	27	-	5	3	3	5	1	4	5	1	24	4	19	12	3	29	11	3	3	1	-	9	1	1
Human moderators that check content	30	2	-	3	25	1	3	2	4	3	4	6	-	20	5	25	6	1	29	12	8	1	1	-	2	1	4	
Filters are put in place	20	1	-	1	18	2	2	-	3	1	3	2	4	1	14	4	16	4	-	19	12	3	2	1	-	-	-	1
Key words are monitored/ muted	14	-	1	1	12	-	3	2	2	1	-	2	3	-	12	1	14	-	1	13	6	1	2	2	1	-	1	3
NET: Age restrictions	74	9	2	3	60	1	8	4	10	5	5	12	10	5	64	6	50	23	2	70	35	15	3	1	5	3	1	6
Age verification/ restrictions 18+	74	9	2	3	60	1	8	4	10	5	5	12	10	5	64	6	50	23	2	70	35	15	3	1	5	3	1	6
NET: System to block or ban harmful content and accounts	63	4	3	2	53	2	9	7	7	3	3	9	10	4	49	8	50	13	3	57	28	13	1	1	4	2	2	4
Banning users from user accounts can be banned	19	-	-	1	18	-	2	4	4	-	-	1	7	-	13	2	17	2	1	16	9	4	-	1	3	-	1	2

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Absolutes/col percents

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	GEO Region											Urban/ Rural		Internet usage		Devices used to access internet		Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Tablet or laptop only (p)	Multipl 4+ devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	460	45*	15**	15**	385	15**	54*	29**	53*	42*	41*	61	60	29**	356	67	322	131	11**	425	215	77	24**	18**	21**	29**	10**	21**
Blocking function/system	17	4	-	1	12	-	1	3	-	1	2	1	2	16	1	13	4	-	17	9	3	-	-	-	-	-	1	-
Able to block users/accounts	16	-	3	-	12	-	4	1	1	2	2	-	1	10	4	12	4	-	16	6	5	1	-	2	1	-	-	-
Able to block content	8	-	-	-	8	1	1	-	-	1	1	2	-	8	-	5	3	2	6	4	-	-	-	-	-	1	-	1
Able to block posts	7	-	-	-	7	-	2	-	1	-	3	-	1	4	1	5	2	-	5	3	2	-	-	-	-	-	-	1
Able to block pictures/videos	2	-	-	1	1	-	-	-	-	-	-	-	-	1	1	2	-	-	2	-	-	-	-	1	-	-	1	-
NET: Site settings/terms of use	51	6	2	-	40	3	4	4	3	4	8	8	3	34	11	37	14	2	46	23	10	3	1	2	1	-	-	4
Community guidelines/standards/ not being able to post anything that does not meet community guidelines/standards/terms and conditions/terms of service	30	3	1	-	26	1	4	2	4	2	3	5	5	-	21	7	24	6	30	13	7	3	1	1	-	-	2	-
Restrictions/ limits on usage/ access	9	4	-	-	5	-	2	-	1	1	-	-	1	5	2	5	4	2	5	4	2	-	-	-	1	-	-	-
Privacy settings	8	1	1	-	6	-	-	-	-	-	2	1	3	4	3	5	3	-	8	4	1	-	-	-	1	-	1	-
Safety settings are in place	6	-	1	-	5	2	-	-	2	-	2	-	2	-	6	-	6	-	6	3	-	-	-	1	-	-	-	1
NET: Parental controls/child safety mechanisms	39	2	-	1	36	1	8	2	3	1	6	7	4	4	32	3	23	16	37	18	9	3	-	1	5	-	-	-
Parental controls/locks/methods to restrict children	26	-	-	1	25	-	5	2	3	1	6	4	2	1	21	3	16	10	24	13	5	3	-	-	2	-	-	-

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Weighted base	460	45*	15**	15**	385	15**	54*	29**	53*	42*	41*	61	60	29**	356	67	322	131	11**	425	215	77	24**	18**	21**	29**	10**	21**
Child safety protocols	10	1	-	-	8	1	2	-	-	-	2	2	1	8	-	5	5	-	10	3	4	-	-	1	2	-	-	-
Child friendly versions of websites/ apps	3	-	-	-	3	-	1	-	1	-	-	-	-	1	3	-	2	1	-	3	1	-	-	-	1	-	-	-
NET: Warnings / tips on staying safe	32	5	-	2	25	-	3	3	2	2	2	7	5	21	9	25	7	1	31	11	3	4	3	2	4	1	1	
Warnings of content the user is about to see/ the option to view content or not	23	5	-	1	17	-	1	2	1	2	2	5	4	12	9	16	7	-	23	6	3	3	2	2	4	-	1	
Warnings are given (non-specific/ other)	4	-	-	-	4	-	-	2	2	-	-	1	-	4	-	4	-	-	4	2	-	-	1	-	-	-	-	-
Security tips are provided	3	-	-	1	3	-	2	-	-	-	-	-	-	3	-	3	-	1	3	1	-	1	-	-	-	1	-	-
Warnings about sharing personal information	2	*	-	-	2	-	-	-	-	-	-	1	-	2	-	2	-	-	2	2	*	-	-	-	-	-	-	-
Artificial intelligence/ algorithms that check content	24	2	-	1	22	-	3	1	-	2	3	11	1	21	4	24	-	1	23	10	4	1	2	2	-	1	4	
NET: Account verification processes	23	2	-	-	21	-	3	2	7	2	-	5	*	21	1	15	8	-	22	11	5	1	2	-	2	*	-	
Passwords/ pin numbers required	12	1	-	-	10	-	1	2	2	-	-	3	*	11	-	6	5	-	10	2	5	1	1	-	2	-	-	
Sign in for users before they can view content/ users must have an account to view content	5	1	-	-	4	-	1	-	1	-	2	1	-	5	-	4	1	-	5	4	-	-	-	-	-	-	-	-
Verification methods are used	4	*	-	-	4	-	-	3	-	-	-	-	-	4	-	2	2	-	4	3	-	-	-	-	-	*	-	-

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 394
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

	GEO Region											Urban/ Rural		Internet usage		Devices used to access internet		Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Tablet or laptop only (p)	Multipl 4+ devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	460	45*	15**	15**	385	15**	54*	29**	53*	42*	41*	61	60	29**	356	67	322	131	11**	425	215	77	24**	18**	21**	29**	10**	21**
Identification/ users have to provide ID before use	3	-	-	-	3	-	1	-	1	-	-	-	1	-	2	1	3	-	-	3	2	-	-	1	-	-	-	-
1%	1%	-	-	-	1%	-	2%	-	2%	-	-	-	2%	-	2%	1%	1%	-	-	1%	1%	-	-	5%	-	-	-	-
Two factor authentication	2	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	2	-	-	1	2	-	-	-	-	-	-	-
*dr	3%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-
NET: Regulatory bodies to regulate sites/ apps	5	1	-	-	3	-	1	-	-	1	-	-	-	1	5	-	3	1	-	5	2	1	-	-	-	-	-	1
1%	3%	-	-	1%	-	2%	-	-	-	2%	-	-	-	5%	1%	-	1%	1%	-	1%	1%	1%	-	-	-	-	-	7%
There are regulatory bodies/ sites/ apps are regulated	5	1	-	-	3	-	1	-	-	1	-	-	-	1	5	-	3	1	-	5	2	1	-	-	-	-	-	1
1%	3%	-	-	1%	-	2%	-	-	-	2%	-	-	-	5%	1%	-	1%	1%	-	1%	1%	1%	-	-	-	-	-	7%
NET: Other/ None DK	95	10	3	3	79	3	9	5	12	7	14	15	9	5	74	13	64	28	*	85	58	13	3	9	2	1	1	4
21%	23%	20%	18%	21%	18%	16%	18%	23%	16%	35%Tdl	25%	14%	18%	21%	19%	20%	21%	2%	20%	27%T	17%	13%	53%	10%	2%	14%	17%	
Other answers	33	4	-	2	27	-	2	3	2	5	7	5	1	25	2	20	12	-	31	18	4	1	5	*	-	-	3	
7%	8%	-	10%	7%	-	4%	10%	6%	4%	13%	11%	8%	3%	7%	3%	6%	9%	-	7%	8%	6%	2%	30%	2%	-	-	12%	
Nothing	25	5	-	-	20	1	4	-	4	3	3	3	1	1	20	3	21	3	-	22	14	4	1	2	2	1	1	
6%	11%	-	-	5%	3%	7%	2%	8%	8%	8%	4%	2%	5%	6%	5%	6%T	3%	2%	5%	6%	5%	4%	13%	9%	2%	14%		
Don't know/ No comment/ Invalid answer	37	2	3	1	32	2	3	2	5	2	6	6	2	3	29	7	23	12	-	32	26	5	1	2	-	-	1	
8%	3%	20%	7%	8%	15%	6%	7%	9%	4%	14%	10%	4%	10%	8%	11%	7%	9%	-	8%	12%T	7%	6%	9%	-	-	-	5%	

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Table 395

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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure	
	Total (T)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£26,000 - £36,999 (c)	£36,999 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)		No exposure (s)
Unweighted base	531	104	111	121	79	86	510	401	300	478	276	196	169	100	95	127	172	353	531
Weighted base	460	82	101	109	72	66	434	318	207	409	197	111	85	46	35	44	116	340	460
Effective base	400	76	87	87	63	64	384	295	216	358	192	134	119	63	72	107	117	282	400
NET: Rules / action taken against harmful content	148	26	29	34	22	29	141	108	66	127	58	29	27	10	8	16	33	115	148
Inappropriate content/ there are rules/ action taken against inappropriate content	47	9	4	11	8	11	47	28	15	37	12	6	9	3	1	5	9	37	47
Bad language/ abusive/offensive language/ there are rules/ action taken against bad language/ abusive/offensive language	39	6	9	12	5	6	34	29	17	32	12	8	5	1	2	4	5	35	39
Removal of content/ videos/ posts	26	7	3	5	2	8	24	23	15	21	8	5	5	1	1	2	6	19	26
Violent content/ there are rules/ action taken against violent content	21	4	6	4	2	5	21	16	14	17	12	5	6	3	2	4	5	16	21
Censored content/ images/ content	15	2	3	6	1	2	15	14	3	15	6	2	4	2	2	2	4	11	15
Adult/ mature content/ there are rules/ action taken against adult content	10	1	3	2	-	4	10	5	4	6	4	2	1	1	-	-	4	7	10
Harmful content/ there are rules/ action taken against harmful content	9	1	3	1	1	2	9	8	4	9	4	3	4	-	1	-	-	9	9

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

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

Table 395

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

	Household income - per year						Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure - Very/ Quite aware (m)
	Total (n)	Up to £15,599	£15,600 - £25,999	£26,000 - £36,999	£37,000 - £52,000	£52,000 +	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	
		(a)	(b)	(c)	(d)	(e)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(r)	(s)	
Weighted base	460	82	101	109	72	66	434	318	207	409	197	111	85	46	35	44	116	340	460
Sexual content/ there are rules/ action taken against sexual content	8 2%	-	4 4%T	3 2%	-	1 1%	7 2%	5 1%	4 2%	7 2%	6 3%h	3 2%	3 3%	3 6%Tghj	1 2%	1 3%	3 3%	4 1%	8 2%
Prejudicial/ racism, homophobia etc/ there are rules/ action taken against prejudicial/ racism, homophobia etc	7 2%	3 4%	3 3%	-	1 1%	-	7 2%	4 1%	6 3%hj	5 1%	4 3%hj	4 1%	1 1%	-	-	2 4%hjmn	3 3%	4 1%	7 2%
Offensive content/ there are rules/ action taken against offensive content	7 1%	2 2%	* *	4 3%	-	-	6 1%	5 1%	3 2%	6 2%	4 2%	1 1%	2 2%	1 3%o	1 1%	1 2%	3 2%	4 1%	7 1%
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	5 1%	1 1%	2 2%	1 1%	1 2%	* 1%	5 1%	2 1%	3 2%k	5 1%k	* 1%	1 1%	-	-	-	* 1%	2 2%	3 1%	5 1%
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	5 1%	-	2 2%	3 3%	-	-	5 1%	5 2%	3 2%	4 1%	2 1%	1 1%	1 1%	1 2%	1 1%	1 2%	-	5 1%	5 1%
Bullying/ there are rules/ action taken against bullying	5 1%	-	* *	* *	1 2%	2 2%	4 1%	3 1%	2 1%	5 2%	4 2%	4 3%Tghj	* 1%	2 5%Tghj	1 1%	2 4%Tghj	1 1%	4 1%	5 1%
Illegal content/ there are rules/ action taken against illegal content	5 1%	-	2 2%	-	3 4%Tc	* *	5 1%	4 1%	2 1%	5 1%	3 2%	1 1%	1 1%	1 1%	1 2%	1 1%	-	5 1%	5 1%
Child abuse/ there are rules/ action taken against child abuse	3 1%	1 1%	1 1%	1 1%	-	-	3 1%	2 1%	1 *	3 1%	1 *	1 1%	1 1%	-	-	-	2 1%	1 *	3 1%
NET: Button / mechanism to report harmful content and accounts	104 23%	15 19%	26 26%	23 21%	18 25%	17 26%	100 23%	75 24%p	44 21%	96 23%	48 24%p	24 22%	17 20%	7 16%	6 16%	7 17%	30 26%	73 22%	104 23%

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



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Table 395
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 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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure - Very/ Quite aware (m)	
	Total (T)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000+ (d)	£52,000+ (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (o)	Snapchat (k)	Twitch (l)	Vimeo (p)	Fruita b (q)	Bilibili (r)	OnlyFans (s)	Any exposure (r)		No exposure (s)
Weighted base	460	82	101	109	72	66	434	318	207	409	197	111	85	46	35	44	116	340	460
Reporting buttons/function/ system	58	8	12	15	9	9	54	40	25	53	29	15	8	4	2	5	13	43	58
Able to report content	21	4	4	3	5	5	21	15	8	18	8	4	5	1	2	1	8	13	21
Able to report pictures/ videos	16	3	4	4	2	3	16	8	4	14	5	3	2	2	2	1	7	9	16
Able to report posts	13	2	6	2	3	-	12	11	7	13	7	3	2	2	-	1	4	9	13
Able to report users' accounts	5	1	3	-	-	1	5	4	3	5	4	1	1	-	1	-	2	3	5
NET: Tools / people that check for potentially harmful content	91	14	20	24	12	14	87	53	25	76	22	17	13	3	7	8	24	67	91
Monitoring/ checking / reviewing (non-specific/ other)	31	8	5	8	2	6	29	11	7	26	5	3	3	1	3	6	25	31	31
Human moderators that check content	30	5	6	10	4	5	30	21	11	27	9	8	5	1	4	3	6	24	30
Filters are put in place	20	2	6	4	5	2	19	12	2	15	4	5	5	1	1	2	9	10	20
Key words are monitored/ muted	14	1	4	5	1	3	14	12	5	11	5	3	*	-	2	*	3	12	14
NET: Age restrictions	74	10	13	30	8	10	69	52	28	60	26	12	11	6	3	6	17	55	74
Age verification/ restrictions / 18+	74	10	13	30	8	10	69	52	28	60	26	12	11	6	3	6	17	55	74
NET: System to block or ban harmful content and accounts	63	7	12	15	12	11	59	49	32	55	36	11	13	6	3	5	18	45	63
Banning users from user accounts can be banned	19	3	5	6	3	3	19	14	10	14	10	5	4	1	2	2	8	11	19

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 Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure	
	Total (T)	Up to	£15,000	£26,000	£36,400	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)		Very/Quite aware (m)
		£15,599 (a)	£25,999 (b)	£36,399 (c)	£51,999 (d)														
Weighted base	460	82	101	109	72	66	434	318	207	409	197	111	85	46	35	44	116	340	460
Blocking function/system	17	1	3	3	3	4	15	13	7	16	11	3	3	2	1	2	3	14	17
Able to block users/accounts	16	1	4	3	3	3	14	13	6	15	9	3	5	1	-	-	4	12	16
Able to block content	8	2	-	4	2	-	8	8	7	3	*	*	*	*	-	3	3	5	8
Able to block posts	7	-	1	4	1	1	7	7	5	5	5	1	1	1	-	1	2	5	7
Able to block pictures/ videos	2	1	1	-	-	-	2	1	1	2	-	-	-	-	-	*	*	2	2
NET: Site settings / terms of use	51	6	10	13	12	8	50	39	28	43	27	13	10	6	2	4	18	33	51
Community guidelines/standards/ not being able to post anything that does not meet community guidelines/standards/ terms and conditions/ terms of service	30	5	9	6	4	7	30	24	15	28	18	8	6	3	2	3	14	16	30
Restrictions/ limits on usage/ access	9	-	*	6	3	*	9	5	5	5	4	3	2	*	1	3	7	9	
Privacy settings	8	-	-	2	4	1	8	6	4	8	3	1	2	1	-	-	-	8	8
Safety settings are in place	6	1	2	-	2	-	5	5	2	4	3	2	2	-	*	*	3	3	6
NET: Parental controls / child safety mechanisms	39	7	14	6	4	7	37	22	14	35	14	9	4	2	1	1	8	31	39
Parental controls/ locks/ methods to restrict children	26	4	11	3	3	5	24	14	9	24	9	8	2	2	1	4	22	26	

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 Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure - Very/ Quite aware (m)	
	Total (n)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£26,000 - £36,999 (c)	£36,999 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)		No exposure (s)
Weighted base	460	82	101	109	72	66	434	318	207	409	197	111	85	46	35	44	116	340	460
Child safety protocols	10 2%	1 1%	3 3%	2 2%	1 2%	2 3%	10 2%	7 2%	5 2%	9 2%	5 2%	1 1%	1 1%	-	-	-	3 3%	6 2%	10 2%
Child friendly versions of websites/ apps	3 1%	1 2%	1 1%	1 1%	-	-	3 1%	1 *	-	3 *	-	1 1%	1 2%	1 2%	1 1%	1 1%	-	3 1%	3 1%
NET: Warnings / tips on staying safe	32 7%	6 8%	10 10%	7 7%	2 3%	6 9%	30 7%	23 7%	15 7%	28 7%	10 5%	11 10%	6 7%	3 7%	1 4%	3 6%	11 9%	20 6%	32 7%
Warnings of content the user is about to see the option to view content or not	23 5%	3 4%	7 7%	7 7%	1 1%	5 7%	22 5%	16 5%	10 5%	19 5%	5 3%	5 5%	2 2%	-	-	2 4%	8 7%	14 4%	23 5%
Warnings are given (non-specific/ other)	4 1%	-	3 3%	-	1 1%	1 1%	4 1%	3 1%	3 1%	3 1%	2 1%	3 2%	2 2%	2 3%	-	-	2 1%	3 1%	4 1%
Security tips are provided	3 1%	2 2%	-	-	1 1%	1 1%	3 1%	3 1%	2 1%	3 1%	2 1%	3 2%	1 1%	-	-	-	1 1%	2 1%	3 1%
Warnings about sharing personal information	2 1%	1 2%	-	-	-	-	1 *	1 *	1 *	2 *	1 1%	1 1%	1 1%	1 2%	1 3%	1 2%	1 1%	1 1%	2 *
Artificial intelligence/ algorithms that check content	24 5%	3 4%	3 3%	8 7%	4 5%	4 6%	23 5%	17 5%	6 3%	21 5%	9 4%	7 7%	3 3%	-	3 6%	2 4%	5 4%	20 6%	24 5%
NET: Account verification processes	23 5%	4 5%	4 4%	10 9%	2 3%	2 3%	22 5%	17 5%	7 4%	18 4%	10 5%	5 4%	4 5%	4 5%	2 4%	3 7%	5 4%	19 5%	23 5%
Passwords/ pin numbers required	12 3%	2 2%	3 3%	4 4%	2 2%	-	12 3%	9 3%	4 2%	10 2%	7 3%	3 3%	1 1%	2 5%	1 1%	1 3%	2 1%	10 3%	12 3%
Sign in for users before they can view content/ users must have an account to view content	5 1%	2 2%	1 1%	1 1%	-	2 2%	4 1%	2 1%	1 1%	4 1%	1 1%	-	2 3%	1 2%	-	1 3%	1 1%	3 1%	5 1%
Verification methods are used	4 1%	-	-	3 2%	1 1%	1 1%	4 1%	4 1%	1 1%	3 1%	1 *	1 1%	1 2%	1 2%	1 1%	-	1 1%	3 1%	4 1%

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 Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure	
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £52,000 (d)	£52,000+ (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (j)	Snapchat (k)	Twitch (i)	Vimeo (n)	Fruita b (o)	Bitchute (p)	OnlyFans (q)	Any exposure (r)		No exposure (s)
Weighted base	460	82	101	109	72	66	434	318	207	409	197	111	85	46	35	44	116	340	460
Identification/ users have to provide ID before use	3 1%	1 1%	-	2 2%	-	-	3 1%	3 1%	1 *	1 *	1 1%	1 1%	1 1%	1 2%	-	1 1%	1 1%	2 1%	3 1%
Two factor authentication	2 *	-	-	-	2 2%	-	2 *	2 1%	2 1%	2 *	2 1%	2 2%	-	2 3%	-	1 1%	-	2 *	2 *
NET: Regulatory bodies to regulate sites / apps	5 1%	-	1 1%	3 2%	-	1 1%	5 1%	2 1%	3 1%	5 1%	1 *	1 1%	1 1%	-	-	1 1%	1 1%	4 1%	5 1%
There are regulatory bodies/sites/apps are regulated	5 1%	-	1 1%	3 2%	-	1 1%	5 1%	2 1%	3 1%	5 1%	1 *	1 1%	1 1%	-	-	1 1%	1 1%	4 1%	5 1%
NET: Other/ None DK	95 21%	19 23%	22 22%	18 17%	19 27%	10 15%	87 20%	60 19%	39 19%	90 22%	43 22%	25 23%	17 20%	14 31%	13 36%	10 22%	20 17%	74 22%	95 21%
Other answers	33 7%	4 5%	11 11%	5 4%	9 12%	4 6%	33 8%	23 7%	13 6%	33 8%	13 7%	7 7%	6 7%	4 9%	4 10%	3 7%	6 5%	26 8%	33 7%
Nothing	25 6%	7 8%	4 3%	5 4%	5 7%	1 2%	23 5%	18 6%	10 5%	22 5%	14 7%	7 6%	2 3%	4 9%	3 9%	3 7%	5 4%	20 6%	25 6%
Don't know/ No comment/ Invalid answer	37 8%	8 9%	8 8%	9 8%	5 7%	5 7%	32 7%	19 6%	16 8%	36 9%	16 8%	11 10%	9 11%	6 13%	6 18%	4 9%	9 8%	28 8%	37 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 396
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	531	21	75	84	69	282	22	77	86	69	277
Weighted base	460	30**	82	98	69	181	31**	84	99	68	178
Effective base	400	17	67	73	58	198	18	69	75	59	194
NET: Rules / action taken against harmful content	148 32%	9 28%	22 26%	40 41%	26 38%	52 29%	9 28%	22 27%	40 40%	27 39%	51 29%
Inappropriate content/ there are rules/ action taken against inappropriate content	47 10%el	8 23%	5 6%	19 15%Tde	4 6%	12 7%	8 25%	5 6%	19 18%Tkl	5 7%	11 6%
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	39 9%e	2 8%	10 12%	9 10%	7 10%	11 6%	2 8%	10 12%	10 10%	7 10%	11 6%
Removal of content/ videos/ posts	28 6%	-	3 4%	7 8%	5 8%	10 5%	-	3 4%	7 8%	6 8%	9 5%
Violent content/ there are rules/ action taken against violent content	21 5%	2 7%	2 2%	5 5%	2 3%	10 6%	2 7%	2 3%	4 4%	2 3%	10 6%
Censored videos/ images/ content	15 3%	-	-	6 6%b	5 7%b	4 2%	-	-	6 6%l	5 7%l	4 2%
Adult/ mature content/ there are rules/ action taken against adult content	10 2%	2 7%	2 2%	2 2%	1 1%	3 2%	2 7%	3 3%	1 1%	1 1%	3 2%
Harmful content/ there are rules/ action taken against harmful content	9 2%	-	1 1%	1 1%	2 3%	5 3%	-	2 2%	-	2 3%	5 3%
Sexual content/ there are rules/ action taken against sexual content	8 2%	1 3%	1 1%	1 1%	-	5 3%	1 3%	1 1%	1 1%	-	5 3%

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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 396
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

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	460	30**	82	98	69	181	31**	84	99	68	178
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	7 2%	- -	1 1%	1 1%	3 4%	3 1%	- -	1 1%	1 1%	3 4%	3 1%
Offensive content/ there are rules/ action taken against offensive content	7 1%	- -	2 2%	1 1%	1 1%	4 2%	- -	2 2%	1 1%	- -	4 2%
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	5 1%	- -	1 1%	2 2%	2 3%	* *	- -	1 1%	2 2%	2 3%	* *
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	5 1%	- -	- -	2 2%	2 3%	1 1%	- -	- -	2 2%	2 3%	1 1%
Bullying/ there are rules/ action taken against bullying	5 1%	- -	1 1%	- -	- -	4 2%T	- -	1 1%	- -	- -	4 2%T
Illegal content/ there are rules/ action taken against illegal content	5 1%	- -	- -	- -	3 5%T	2 1%	- -	- -	- -	3 5%T	2 1%
Child abuse/ there are rules/ action taken against child abuse	3 1%	- -	1 1%	1 1%	- -	1 *	- -	1 1%	1 1%	- -	1 *
NET: Button / mechanism to report harmful content and accounts	104 23%	2 7%	19 24%	21 21%	21 31%	41 22%	2 7%	19 23%	21 22%	21 32%	40 23%
Reporting buttons/ function/ system	58 13%	2 7%	10 12%	11 11%	11 15%	24 13%	2 7%	10 12%	11 11%	10 15%	24 14%
Able to report content	21 4%	- -	3 4%	6 6%	5 7%	7 4%	- -	3 4%	6 6%	5 8%	6 3%
Able to report pictures/ videos	16 3%	- -	6 7%	4 4%	2 3%	4 2%	- -	6 7%	4 4%	2 3%	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 396
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

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (i)	2 VSPs (j)	3 VSPs (k)	4 VSPs (l)	5+ VSPs (m)
Weighted base	460	30**	82	98	69	181	31**	84	99	68	178
Able to report posts	13 3%	-	2 3%	1 1%	4 5%	6 3%	-	2 3%	1 1%	4 5%	6 3%
Able to report users/ accounts	5 1%	-	-	-	1 1%	3 2%	-	-	-	1 1%	3 2%
NET: Tools / people that check for potentially harmful content	91 20%el	7 23%	25 31%Te	26 27%e	11 16%	22 12%	7 23%	25 30%TI	28 38%J	9 14%	22 12%
Monitoring/ checking / reviewing (non-specific/ other)	31 7%el	7 23%	11 14%Te	6 6%	3 4%	4 2%	7 23%	11 13%TI	6 6%	3 4%	4 2%
Human moderators that check content	30 7%	-	6 8%	8 8%	4 6%	11 6%	-	6 7%	8 8%	5 7%	11 6%
Filters are put in place	20 4%el	-	7 9%e	7 7%e	2 3%	3 2%	-	7 8%kl	9 9%TKI	-	3 2%
Key words are monitored/ muted	14 3%	-	3 3%	6 6%	2 3%	4 2%	-	3 3%	6 6%	2 3%	4 2%
NET: Age restrictions	74 16%e	12 40%	9 11%	18 19%	12 17%	23 12%	12 39%	9 11%	19 19%	11 17%	23 13%
Age verification/ restrictions/ 18+	74 16%e	12 40%	9 11%	18 19%	12 17%	23 12%	12 39%	9 11%	19 19%	11 17%	23 13%
NET: System to block or ban harmful content and accounts	63 14%	2 6%	7 9%	17 17%	11 16%	25 14%	2 6%	7 9%	17 17%	11 16%	25 14%
Banning users from user/ accounts can be banned	19 4%	1 3%	4 5%	2 2%	4 6%	7 4%	1 3%	4 5%	2 2%	4 6%	7 4%
Blocking function/ system	17 4%	1 3%	1 1%	7 7%	1 2%	7 4%	1 3%	1 1%	7 7%	1 2%	7 4%
Able to block users/ accounts	16 3%	-	2 2%	5 5%	3 4%	5 3%	-	2 2%	5 5%	3 4%	5 3%
Able to block content	8 2%	-	-	2 2%	2 3%	3 2%	-	-	2 2%	2 3%	3 2%
Able to block posts	7 1%	-	-	1 1%	3 4%	3 2%	-	-	1 1%	3 4%	3 2%
Able to block pictures/ videos	2 -	-	-	2 2%	-	-	-	-	2 2%	-	-

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



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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

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	460	30**	82	98	69	181	31**	84	99	68	178
NET: Site settings / terms of use	51 11%	4 14%	6 8%	6 6%	9 12%	26 14%Tc	4 14%	6 8%	6 6%	9 13%	26 15%Tj
Community guidelines/ standards/ not being able to post anything that does not meet community guidelines/ standards/ terms and conditions/ terms of service	30 6%	1 3%	4 5%	2 2%	6 8%	16 9%T	1 3%	4 5%	2 2%	6 8%	16 9%Tj
Restrictions/ limits on usage/ access	9 2%	2 8%	1 1%	-	2 3%	4 2%	2 8%	1 1%	-	2 3%	4 2%
Privacy settings	8 2%	-	2 2%	2 2%	-	4 2%	-	2 2%	2 2%	-	4 2%
Safety settings are in place	6 1%	1 3%	-	1 1%	1 1%	3 2%	1 3%	-	1 1%	1 1%	3 2%
NET: Parental controls / child safety mechanisms	39 8%el	2 6%	10 12%	11 11%	7 10%	10 5%	2 6%	10 12%	12 12%	5 8%	10 6%
Parental controls/ locks/ methods to restrict children	26 6%	2 6%	7 8%	7 7%	4 5%	7 4%	2 6%	7 8%	8 8%	3 4%	7 4%
Child safety protocols	10 2%	-	2 2%	2 2%	3 4%	3 2%	-	2 2%	3 3%	2 4%	3 2%
Child friendly versions of websites/ apps	3 1%	-	1 2%	2 2%	-	-	-	1 2%	2 2%	-	-
NET: Warnings / tips on staying safe	32 7%	3 10%	4 4%	8 8%	7 11%	10 6%	3 10%	4 4%	8 8%	7 11%	10 6%
Warnings of content the user is about to see/ the option to view content or not	23 5%e	2 7%	2 2%	8 8%	6 8%	5 3%	2 7%	2 2%	8 8%	6 8%	5 3%
Warnings are given (non-specific/ other)	4 1%	-	1 1%	1 1%	1 1%	2 1%	-	1 1%	1 1%	1 1%	2 1%
Security tips are provided	3 1%	-	1 1%	-	1 1%	2 1%	-	1 1%	-	1 1%	2 1%

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 396

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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	460	30**	82	98	69	181	31**	84	99	68	178
Warnings about sharing personal information	2	1	-	-	-	1	1	-	-	-	1
	-	3%	-	-	-	1%	3%	-	-	-	1%
Artificial intelligence/ algorithms that check content	24	-	6	8	3	7	-	6	9	2	7
	5%	-	7%	9%	4%	4%	-	7%	9%	3%	4%
NET: Account verification processes	23	4	2	3	7	7	4	2	4	6	7
	5%	14%	3%	3%	10%	4%	14%	3%	4%	9%	4%
Passwords/ pin numbers required	12	2	1	-	5	3	2	1	-	5	3
	3%	7%	1%	-	8% ^{Toe}	2%	6%	1%	-	8% ^{TJ}	2%
Sign in for users before they can view content/ users must have an account to view content	5	1	-	1	1	2	1	-	2	*	1
	1%	5%	-	1%	1%	1%	5%	-	2%	1%	1%
Verification methods are used	4	-	-	2	*	1	-	-	2	*	1
	1%	-	-	2%	1%	1%	-	-	2%	1%	1%
Identification/ users have to provide ID before use	3	1	1	-	-	1	1	1	-	-	1
	1%	3%	1%	-	-	1%	3%	1%	-	-	1%
Two factor authentication	2	-	-	-	-	2	-	-	-	-	2
	-	-	-	-	-	1%	-	-	-	-	1%
NET: Regulatory bodies to regulate sites / apps	5	-	-	2	2	1	-	-	2	2	1
	1%	-	-	2%	3%	*	-	-	2%	3%	*
There are regulatory bodies/ sites/ apps are regulated	5	-	-	2	2	1	-	-	2	2	1
	1%	-	-	2%	3%	*	-	-	2%	3%	*
NET: Other/ None DK	95	4	23	17	11	40	5	24	15	13	38
	21%	13%	28%	17%	16%	22%	15%	29%	15%	18%	22%
Other answers	33	-	9	6	5	13	-	9	6	5	13
	7%	-	11%	6%	8%	7%	-	10%	6%	7%	7%
Nothing	25	-	5	9	1	11	-	6	7	1	11
	6%	-	6%	9%	1%	6%	-	7%	7%	1%	6%
Don't know/ No comment/ Invalid answer	37	4	9	2	5	16	5	9	2	7	15
	8% ^c	13%	11% ^c	2%	7%	9% ^c	15%	11% ^c	2%	10% ^c	8% ^c

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

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

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l

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

Ofcom VSP Tracker - Wave 1
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Table 397

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

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (A)	Female (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	13-17 (G)	18+ (H)	18-24 (I)	25-34 (J)	35-44 (K)	45-54 (L)	55-64 (M)	65-74 (N)	75-84 (O)	85+ (P)	65- (Q)	White (R)	BAME (S)	Mixed (T)	Asian (U)	Christian (V)	Muslim (W)	Other religion (X)	None (Y)		
Unweighted base	728	375	353	188	235	140	162	57	671	58	104	110	136	123	104	36	283	140	628	89	27	44	311	14	32	357		
Weighted base	799	370	429	201	253	164	178	44*	755	54*	108	120	151	140	118	63*	322	182	704	85	23**	48*	350	12**	39**	381		
Effective base	585	295	293	149	193	111	130	44	544	46	86	88	109	102	90	32	218	117	512	65	21	34	248	9	25	294		
I've never had reason to look for them (e.g. never experienced anything bad on the site/app)	443	190	252	112	138	90	103	29	422	23	59	61	78	88	75	38	201	113	392	46	15	25	183	7	15	224		
	59%	51%	59%	56%	54%	55%	58%	46%	56%j	42%	55%	51%	52%	63%j	63%j	60%	53%Tgh	62%j	56%	55%	64%	53%	52%	61%	40%	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	305	169	137	79	107	47	71	13	293	17	29	44	68	52	26	135	82	273	31	11	16	125	4	19	152			
	38%bej	46%Tb	32%	39%	42%e	29%	40%	29%	39%j	31%	27%	37%	45%j	37%	48%Tg	41%	42%j	45%j	39%	37%	50%	33%	36%	31%	50%	40%		
They're not easy to access / I wouldn't know where to look to find them	220	96	124	62	63	49	44	19	201	15	30	32	36	33	38	18	89	56	193	25	5	16	95	6	7	108		
	28%	26%	29%	31%	25%	30%	25%	42%Tlm	27%	29%	27%	27%	23%	23%	32%	28%	28%	31%	27%	29%	20%	33%	27%	51%	19%	28%		
They're not relevant to me because I don't upload content	219	119	99	60	71	35	53	6	213	10	20	30	35	41	42	36%gj	34	118	77	21	10	7	104	5	4	102		
	27%kg	32%Tb	23%	30%	28%	21%	33	14	28%gj	18%	19%	25%	29%	29%	36%gj	34	54%Tgh	37%Tgh	42%Tgh	25%	44%	16%	30%	37%	4	11%		
They're not relevant to me because I don't use the sites/apps that often	122	47	75	26	40	28	28	1	122	2	13	13	24	27	18	28%Tgj	18	70	43	14	5	7	59	3	4	49		
	15%j	13%	18%	13%	16%	17%	16%	1%	16%Tg	5%	12%	11%	16%g	20%j	21%g	28%Tgj	28%Tgh	23%Tgh	15%	17%	22%	14%	17%	27%	10%	13%		
They're too long to bother reading	103	65	38	33	34	18	18	12	91	12	7	15	18	24	13	1	38	14	80	20	3	14	37	6	10	47		
	13%bhor	17%Tb	9%	17%	13%	11%	10%	27%Thjk	12%	22%shjq	7%	13%	12%	17%jppq	11%q	2%	12%koq	8%	11%	23%Tr	15%	29%Tr	11%	48%	27%	12%		
They're too complicated to understand	72	35	37	17	23	16	15	8	64	4	10	17	14	8	11	-	19	11	58	13	1	11	30	6	6	30		
	9%p	10%	9%	9%	9%	10%	8%	19%Thmpq	8%	8%	9%	14%op	9%	6%	9%q	-	6%	6%	8%	16%	5%	24%Tr	9%	48%	17%	8%		
Other (please specify)	12	5	6	6	2	3	1	1	11	-	1	3	3	4	1	-	5	1	10	-	-	-	4	-	-	8		
	1%	1%	2%	3%	1%	2%	1%	2%	1%	-	1%	2%	2%	3%	1%	-	1%	1%	1%	-	-	-	1%	-	-	2%		
NET: Not accessible	303	145	158	82	98	64	59	30	273	26	38	47	49	50	44	19	114	63	261	38	7	24	131	7	17	143		
	38%h	39%	37%	41%	39%	39%	33%	67%Thjk	36%	48%	35%	39%	32%	36%	34%	30%	35%	35%	37%	45%	32%	50%	37%	57%	44%	38%		
NET: Not required/relevant	653	304	349	165	208	131	147	29	624	37	85	94	126	120	103	59	283	162	584	65	21	34	286	8	27	318		
	82%j	82%	81%	82%	82%	80%	83%	65%	83%Tg	68%	78%	78%	83%j	86%j	87%j	94%j	88%Tgh	89%Tgh	83%T	77%	90%	71%	82%	68%	70%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
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Table 397
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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

	Gender		Social Grade						Age										Ethnicity				Religion			
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Christi an (v)	Muslim (w)	Other religio n (x)	None (A)
Weighted base	799	370	429	201	253	164	178	44*	755	54*	108	120	151	140	118	63*	322	182	704	85	23**	48*	350	12**	39**	381
Don't know	41	16	25	7	7	11	14	1	40	7	11	7	7	1	4	3	8	7	32	7	1	7	16	1	5	16
	5%mp	4%	6%	4%	3%	7%	8% _d	3%	5%mp	13% _{Thmn}	10% _{Temp}	6% _m	5%	1%	3%	5%	2%	4%	5%	8%	2%	14% _{Tr}	5%	5%	12%	4%

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
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Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	Impacts/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	726	219	105	127	488	180	389	142	17	536	135	42	63	49	32	340	229	59	62	
Weighted base	799	239	110	146	538	200	448	139	12**	613	142	46*	57*	50*	36**	389	245	66*	48*	
Effective base	585	175	84	103	392	148	317	109	13	443	101	32	48	38	23	277	187	47	50	
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	443	130	49	80	301	120	249	70	4	350	73	26	33	19	15	212	143	36	19	
	55%bmr	54%b	44%	55%	56%	60%	56%	51%	31%	57%um	51%um	56%	59%um	38%	41%	54%	58%ur	54%	41%	
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	94	43	54	207	97	163	42	3	255	37	10	22	16	7	160	82	24	15	
	38%k	39%	39%	37%	38%	49%Tlg	36%	26%	42%Tjk	26%	21%	40%j	33%	20%	41%	33%	36%	36%	32%	
They're not easy to access/ I wouldn't know where to look to find them	220	67	28	45	150	44	128	44	5	164	37	14	13	14	10	101	68	22	17	
	28%	28%	28%	31%	28%	22%	28%	31%	39%	27%	26%	31%	22%	29%	29%	26%	28%	34%	36%	
They're not relevant to me because I don't upload content	219	55	19	41	159	64	120	32	3	184	28	3	12	14	8	109	71	11	7	
	27%bkr	23%	18%	28%b	30%b	32%	27%	23%	27%	30%Tk	20%k	7%	22%	29%k	24%	28%r	29%r	17%	14%	
They're not relevant to me because I don't use the sites/ apps that often	122	34	11	21	85	39	69	14	1	106	15	3	5	2	7	53	42	12	1	
	15%r	14%	10%	15%	16%	19%g	15%	10%	10%	17%Tm	11%	7%	9%	2%	19%	14%r	17%r	19%r	3%	
They're too long to bother reading	103	27	16	14	73	23	56	20	4	70	21	6	8	7	5	40	40	6	12	
	13%	11%	14%	10%	13%	11%	13%	14%	31%	11%	15%	13%	13%	14%	13%	10%	16%o	9%	26%Toq	
They're too complicated to understand	72	22	10	16	49	12	38	21	1	43	21	4	7	9	8	30	23	6	11	
	9%l	9%	9%	11%	9%	6%	8%	15%Tef	7%	7%	15%Ti	10%	12%	18%l	21%	9%	9%	24%Top	1%	
Other (please specify)	12	3	3	2	8	5	5	2	-	10	1	-	-	-	1	2	6	3	1	
	1%o	1%	3%	1%	2%	3%	1%	1%	-	2%	1%	-	-	-	3%	1%	3%	5%o	2%	
NET: Not accessible	303	86	40	55	212	59	179	57	8	217	57	19	19	22	15	135	94	27	30	
	38%el	36%	36%	38%	39%	30%	40%e	41%	67%	35%	40%	41%	34%	44%	41%	35%	38%	41%	63%Topq	
NET: Not required/ relevant	653	193	81	118	443	177	370	97	9	522	101	31	48	33	23	325	200	51	28	
	82%bajk	81%b	73%	81%	82%	88%Tg	83%g	70%	72%	85%Tkm	71%	67%	85%km	66%	65%	84%r	81%r	77%	60%	

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



Table 398

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	799	239	110	146	538	200	448	139	12**	613	142	46*	57**	50*	36**	389	245	60*	48*
Don't know	41	16	10	11	21	10	15	14	1	27	13	5	5	5	4	25	6	4	4
	5%dp	7%	9%id	7%	4%	5%	3%	10%TI	11%	4%	9%	11%	8%	11%	12%	7%	3%	6%	8%

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
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Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed looking for work (u)	Unemployed not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Unweighted base	728	54	41	18	615	33	81	62	55	39	70	106	94	75	532	105	538	182	16	39	663	255	153	26	40	19	134	30	14
Weighted base	799	60*	46*	22**	672	36**	83	73	54*	49*	71	111	116	79	582	122	458	331	19**	49*	720	267	172	29**	45*	17**	177	34**	13**
Effective base	585	45	34	15	491	26	66	51	45	31	58	81	77	59	427	86	486	169	12	32	537	205	122	21	34	16	113	26	11
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	443	39	20	15	369	24	43	39	31	25	35	60	61	51	309	78	240	197	10	30	401	124	101	19	25	6	117	24	6
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	31	16	7	253	12	33	34	19	18	34	40	43	19	221	40	190	112	4	14	286	97	55	9	23	4	87	13	4
They're not easy to access / I wouldn't know where to look to find them	220	18	11	11	182	10	18	18	11	23	23	33	33	19	151	39	134	86	3	15	197	61	51	6	11	7	52	9	5
They're not relevant to me because I don't upload content	219	15	14	6	185	7	20	24	13	24	24	37	24	24	148	36	113	104	2	6	202	73	32	6	8	5	80	8	2
They're not relevant to me because I don't use the sites/ apps that often	122	11	6	5	101	8	11	15	8	2	10	21	14	12	86	18	55	64	4	5	111	35	24	3	7	1	43	7	3
They're too long to bother reading	103	8	6	6	82	6	6	8	5	8	18	16	11	4	75	16	68	34	1	4	98	38	19	4	6	4	14	6	*
They're too complicated to understand	72	8	9	3	52	6	6	5	-	4	6	12	8	4	53	10	44	28	1	1	69	24	15	3	5	2	9	4	1
Other (please specify)	12	-	-	-	12	2	-	1	-	4	2	3	1	10	-	8	4	-	3	8	4	6	1	-	-	1	-	-	-
NET: Not accessible	303	21	17	13	252	13	25	24	15	17	39	48	47	23	215	49	186	117	4	19	275	98	63	9	14	10	62	11	5

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

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

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Table 399

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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

	GEO Region													Urban/ Rural		Internet usage		Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Weighted base	799	60*	46*	22**	672	36**	83	73	54*	49*	71	111	116	79	582	122	458	331	19**	49*	720	267	172	29**	45*	17**	177	34**	13**
NET: Not required/ relevant	653	53	36	19	544	27	67	65	46	33	58	86	93	68	469	107	370	276	15	37	594	217	139	23	33	11	161	30	10
	82%	89%	80%	88%	81%	75%	81%	90%	84%	68%	82%	78%	80%	86%	81%	88%	81%	83%	80%	76%	82%	81%	80%	73%	62%	91%	91%	76%	76%
Don't know	41	4	5	-	31	-	5	1	5	5	3	5	4	33	4	24	13	2	3	34	15	6	3	9	2	4	1	-	
	5%	7%	12%	gk	5%	-	6%	1%	10%	11%	4%	2%	4%	6%	4%	5%	4%	11%	6%	5%	6%	4%	9%	19%	13%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

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

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Table 400
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure (1-5) - Not at all/ Not very aware (6)	
	Total (T)	£15,000 - £15,999 (a)	£16,000 - £25,999 (b)	£26,000 - £36,999 (c)	£37,000 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)		No exposure (s)
Unweighted base	728	136	200	172	92	77	665	393	216	577	195	101	99	30	36	71	147	569	728
Weighted base	799	152	219	182	99	88	725	374	182	623	168	65	67	18**	16**	32	132	654	799
Effective base	585	106	162	139	72	63	531	312	165	463	145	74	66	13	25	58	110	467	585
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	443	88	124	104	55	38	401	198	80	362	76	27	33	5	7	12	33	407	443
	55%k	58%	57%	57%	55%	44%	55%klp	53%klp	44%	58%Tghi	45%	41%	49%	29%	43%	38%	25%	62%Tr	55%
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	59	90	68	31	38	283	143	67	238	58	27	27	1	7	15	49	254	305
	38%	38%	41%	38%	31%	43%	39%	38%	37%	38%	35%	41%	40%	8%	46%	47%k	37%	39%	38%
They're not easy to access / I wouldn't know where to look to find them	220	36	55	48	34	31	205	114	57	186	41	23	20	5	2	9	46	169	220
	28%	24%	25%	27%	34%	35%	28%	30%k	31%k	30%T	24%	36%k	30%	30%	14%	29%	34%	26%	28%
They're not relevant to me because I don't upload content	219	49	67	43	18	24	203	78	36	147	34	19	22	5	4	9	26	189	219
	27%hijk	32%	31%	24%	19%	27%	28%hijk	21%	20%	24%	20%	30%hi	34%hijk	27%	25%	28%	19%	29%r	27%
They're not relevant to me because I don't use the sites/ apps that often	122	26	46	20	6	17	109	32	16	82	10	6	10	5	1	1	11	110	122
	15%cdhj	17%cd	21%Tcd	11%	6%	19%cd	15%hijkp	9%	9%	13%hkp	6%	9%	15%kp	29%	5%	5%	8%	17%r	15%
They're too long to bother reading	103	11	25	24	18	18	98	58	36	83	29	20	13	3	3	8	36	65	103
	13%as	7%	11%	13%	18%sa	20%sa	14%	16%T	20%Tg	13%	17%	31%Tghi	20%	17%	19%	26%Tghi	28%Ts	10%	13%
They're too complicated to understand	72	11	17	17	11	10	68	41	31	63	18	15	11	*	2	5	30	40	72
	9%a	7%	8%	9%	11%	11%	9%	11%	17%Tghj	10%	11%	23%Tghj	16%T	2%	10%	14%	23%Ts	6%	9%
Other (please specify)	12	4	5	2	-	2	12	3	3	6	1	1	2	2	-	1	4	7	12
	1%js	3%	2%	1%	-	2%	2%hj	1%	1%	1%	1%	1%	2%	9%	-	2%	3%	1%	1%
NET: Not accessible	303	47	74	69	50	44	285	158	89	257	69	37	30	8	5	15	82	215	303
	38%sa	31%	34%	38%	50%Tab	50%Tab	39%T	42%T	49%Tghj	41%T	41%	57%Tghj	45%	42%	34%	48%	62%Ts	33%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/l/u
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



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Table 400
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure Not at all/ Not very aware (i)	
	Total (t)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Facebook (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)		No exposure (s)
Weighted base	799	152	219	182	99	88	725	374	182	623	168	65	67	18**	16**	32	132	654	799
NET: Not required/ relevant	653	120	186	150	75	73	591	298	132	497	127	48	51	9	11	23	80	564	653
Don't know	41	16	4	7	4	2	33	22	11	31	13	1	1	2	2	2	8	32	41
	5%bg	10%Tbc	2%	4%	4%	2%	5%	6%	6%	5%	8%gl	2%	2%	8%	14%	6%	6%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



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Table 401
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	728	106	206	145	107	164	110	208	149	107	154
Weighted base	799	143	260	167	111	119	147	261	170	109	112
Effective base	585	91	174	123	92	119	94	175	127	91	111
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	443 55%el	71 49%	163 63%Tae	97 58%e	63 57%e	48 41%	74 50%	162 62%Ti	99 58%j	61 56%j	46 41%
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%	43 30%	116 45%Ta	63 38%	42 38%	42 35%	44 30%	116 44%Th	63 37%	44 40%	39 35%
They're not easy to access / I wouldn't know where to look to find them	220 28%ah	24 17%	70 27%	66 40%Tabd	25 23%	34 29%a	25 17%	71 27%	66 39%Thik	25 22%	34 30%h
They're not relevant to me because I don't upload content	219 27%j	54 38%Tode	80 31%	36 21%	23 21%	26 22%	55 38%Tjd	81 31%j	35 20%	22 20%	26 23%
They're not relevant to me because I don't use the sites/ apps that often	122 15%el	35 25%Tode	53 20%Tode	18 11%	10 9%	7 6%	38 25%Tjd	51 20%kj	17 10%	11 10%	6 5%
They're too long to bother reading	103 13%ah	6 4%	32 12%a	27 16%a	15 14%a	22 19%Ta	6 4%	32 12%h	27 16%h	15 14%h	22 20%Th
They're too complicated to understand	72 9%ah	4 3%	15 6%	24 15%Tab	12 11%a	17 14%Tab	4 3%	15 6%	25 15%Thi	12 11%h	16 14%Thi
Other (please specify)	12 1%	4 3%	5 2%	1 *	- *	3 2%	4 2%	5 2%	1 *	- *	3 2%
NET: Not accessible	303 38%ah	31 21%	94 38%a	86 51%Tabd	36 33%	57 49%Tabd	31 21%	94 38%h	86 51%Thik	36 33%	56 50%Thik
NET: Not required/ relevant	653 82%el	128 89%Tce	218 84%e	132 79%	89 80%	86 72%	217 90%Tj	132 83%j	135 79%	88 81%	80 72%
Don't know	41 5%	10 7%	7 3%	7 4%	10 10%Tb	5 4%	10 7%	9 3%	7 4%	11 10%Ti	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 402
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

	Gender		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Facebook	334	172	162	95	105	70	64	27	307	60	69	67	49	30	26	6	62	32	271	58	16	32	9	123	19	19	166
	27%innopqr	28%	25%	28%	28%	27%	23%	30%innopqr	26%innopqr	42%Thimnopq	32%shimnopq	33%shimnopq	22%so	17%	19%q	8%	16%	15%	25%	37%Tr	37%	37%Tr	49%	24%	45%TA	31%	27%
YouTube	276	167	109	88	90	49	49	28	248	45	74	52	31	23	16	9	47	25	207	62	17	38	7	94	19	26	131
	22%blmnppqix	27%Td	17%	26%cd	24%	19%	17%	32%Thimnopq	21%innopqr	31%Thimnopq	34%Thimnopq	25%innopqr	14%	13%	11%	12%	12%	19%	40%Tr	40%Tr	39%Tr	44%Tr	36%	18%	47%TA	41%TA	21%
Instagram	194	93	101	52	69	35	38	22	173	70	37	36	16	7	5	2	14	7	151	40	7	24	9	55	10	15	109
	15%innopqix	16%	16%	15%	19%	14%	14%	24%Thimnopq	15%innopqr	49%Tghjklmnopq	17%innopqr	18%innopqr	7%	4%	4%	3%	4%	3%	14%	25%Tr	16%	27%Tr	46%	11%	24%ix	23%ix	18%Tx
Snapchat	82	41	40	18	22	18	21	14	67	29	18	13	2	4	1	-	5	1	61	21	4	12	4	21	8	8	41
	6%shimnpqix	7%	6%	5%	6%	7%	8%	16%Thjklmnopq	6%innopqr	21%Thjklmnopq	8%innopqr	7%innopqr	1%	2%	1%	-	1%	1%	6%	13%Tr	10%	14%Tr	19%	4%	20%TA	13%ix	7%
TikTok	81	35	46	22	22	14	23	15	66	28	18	10	5	3	1	-	4	1	61	19	2	12	5	25	9	5	38
	6%shimnpqr	6%	7%	6%	6%	6%	8%	17%Thjklmnopq	6%innopqr	19%Thjklmnopq	9%innopqr	5%innopqr	2%	2%	1%	-	1%	*	6%	12%Tr	5%	13%Tr	28%	5%	21%TA	6%	6%
Twitch	37	23	14	10	11	9	8	6	31	8	11	9	3	1	1	-	1	1	31	6	1	4	1	11	2	*	24
	3%innopqr	4%	2%	3%	3%	3%	3%	7%Thimnopq	3%innopqr	6%shimnpq	5%innopqr	4%innopqr	1%	-	-	-	*	*	3%	4%	1%	5%	5%	2%	6%	*	4%
OnlyFans	12	11	1	3	5	1	4	-	12	4	5	3	1	-	-	-	-	-	9	4	1	2	1	4	1	1	7
	1%b	2%Td	*	1%	1%	*	1%	-	3%Thmpq	2%innopqr	1%	-	-	-	-	-	-	-	1%	2%	2%	2%	7%	1%	2%	1%	1%
Vimeo	10	6	4	2	3	3	1	1	8	2	3	2	2	-	-	-	-	-	6	4	1	2	*	2	*	*	5
	1%r	1%	1%	1%	1%	1%	*	2%ip	1%	2%ip	1%innopqr	1%	-	-	-	-	-	-	1%	3%Tr	2%	3%r	3%	*	5%TA	1%	1%
Bitchute	7	5	3	3	3	1	1	-	7	1	3	4	*	-	-	-	-	-	4	3	1	1	1	4	1	1	2
	1%r	1%	*	1%	*	*	*	-	1%	*	1%	2%ip	*	-	-	-	-	-	*	2%Tr	2%	1%	7%	1%	1%	1%	*
Fruiteab	6	6	*	2	2	2	*	-	6	2	1	3	*	-	-	-	-	-	4	2	*	1	*	3	*	1	2
	1%b	1%b	*	1%	1%	1%	*	-	1%ip	*	1%ip	*	-	-	-	-	-	-	*	1%	1%	1%	3%	1%	1%	1%	*
NET: Any VSP	498	259	239	141	170	89	95	42	455	98	118	92	64	42	29	12	83	41	392	97	26	55	16	175	30	39	239
	40%innopqix	42%	37%	41%	46%Tef	34%	34%	48%innopq	39%innopq	69%Tghjklmnopq	55%Thimnopq	45%innopq	29%	24%	21%	16%	21%	19%	36%	62%Tr	59%Tr	63%Tr	83%	34%	73%TA	63%TA	39%
None of these	761	360	402	201	201	172	184	46	715	45	97	112	157	133	109	61	304	171	693	60	18	32	3	338	11	23	374
	60%dlppqix	58%	63%	59%	54%	66%cd	66%cd	52%j	61%ij	31%	45%j	55%j	71%Tghjkl	76%Tghjkl	79%Tghjkl	84%Tghjkl	79%Tghjkl	81%Tghjkl	84%Tsu	36%	41%	37%	17%	66%Tyz	27%	37%	61%yz

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 403
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Facebook	334	89	42	45	232	52	178	96	8	202	103	41	57	27	20	136	109	41	28
	27%elo	25%	26%	21%	27%	19%	27%e	33%Te	23%	34%Tim	36%Ti	41%Tijm	25%	35%	23%	28%	28%	38%To	29%
YouTube	276	61	28	31	202	56	131	81	8	177	70	30	35	27	11	90	105	40	29
	22%laco	17%	17%	15%	23%lac	20%	20%	28%TI	31%	20%	23%	26%	26%	26%	18%	15%	28%To	36%To	30%To
Instagram	194	56	33	23	127	21	94	73	6	113	59	22	26	25	9	74	60	27	25
	15%elo	16%c	20%c	11%	15%	8%	14%e	25%Tef	24%	13%	20%Ti	19%	19%	23%Ti	16%	12%	16%	24%To	27%Top
Snapchat	82	23	15	9	59	6	30	38	8	31	36	12	19	16	6	35	18	7	14
	6%efl	7%c	9%c	4%	7%	2%	5%	19%Tef	30%	4%	12%Ti	11%l	14%Ti	15%Ti	11%l	8%	5%	7%	15%Top
TikTok	81	30	20	12	48	10	30	34	6	36	29	11	13	15	7	33	20	9	15
	6%l	9%c	12%Tacd	6%	8%	4%	5%	12%Tef	23%	4%	10%Ti	10%l	9%l	14%Ti	12%l	6%	5%	8%	15%Top
Twitch	37	5	2	3	32	4	17	16	*	19	12	4	8	5	1	10	16	4	5
	3%lo	1%	1%	1%	4%	2%	3%	5%Tef	1%	2%	4%	4%	6%l	5%	1%	2%	4%lo	3%	5%lo
OnlyFans	12	4	2	2	9	3	5	4	-	8	4	2	2	2	*	3	7	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	2%	2%	*	*	2%	2%	1%
Vimeo	10	2	1	1	7	-	2	6	2	1	7	4	2	2	1	2	3	3	1
	1%l	1%	*	1%	1%	-	*	2%Tef	7%	*	2%Ti	3%Ti	2%l	2%l	2%l	*	1%	3%To	1%
Bitchute	7	2	1	2	5	1	3	3	-	3	5	1	4	2	*	1	4	2	-
	1%	1%	*	1%	1%	1%	*	1%	-	*	1%	1%	3%Ti	2%	*	*	1%	2%	-
Fruitytab	6	*	*	*	5	-	1	5	-	1	5	*	3	4	-	2	2	2	-
	1	*	*	*	1%	-	*	2%Ti	-	*	2%Ti	*	2%Ti	4%Ti	-	*	1%	2%	-
NET: Any VSP	498	134	67	67	342	91	243	150	14	313	141	56	74	41	25	191	170	60	50
	40%coll	38%c	41%	32%	40%	34%	36%	51%Tef	3%	36%	47%Ti	49%l	54%Tijm	39%	43%	32%	45%To	54%To	52%To
None of these	761	218	95	142	524	181	426	142	12	554	161	59	63	65	33	410	211	50	46
	60%qjlp	62%	59%	68%Ta	60%	66%Tg	64%Tg	49%	47%	64%Tjkl	53%l	51%	46%	61%l	57%	68%Tpqr	55%	46%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 404
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

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)					
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39					
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**					
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29					
Facebook	334	25	16	11	282	14	41	29	28	23	28	44	53	24	269	41	232	101	12	6	313	149	72	14	12	13	27	5	15					
	27%cy	24%	26%	29%	27%	27%	30%	28%	26%	25%	25%	26%	30%	22%	29%T	21%	30%To	22%	41%	8%	27%Tq	31%Txy	29%xy	26%xx	18%	33%xy	13%	12%	44%					
YouTube	276	20	8	6	243	10	46	21	21	25	18	46	40	15	226	30	187	78	4	8	261	120	53	12	8	14	22	4	15					
	22%Box	19%	13%	16%	23%um	20%	23%Tabd	21%	19%	28%um	16%	27%jm	23%	14%	24%TB	16%	25%To	17%	14%	14%	23%Tq	25%xy	21%xx	23%xx	13%	38%Txy	11%	9%	43%					
Instagram	194	12	8	4	169	8	27	13	14	16	14	34	33	10	155	26	150	43	3	3	183	72	40	11	7	21	5	4	13					
	15%ox	12%	14%	12%	16%	15%	20%um	13%	14%	17%	12%	20%um	19%	9%	17%	13%	19%To	9%	11%	6%	16%	15%xx	16%xx	21%xx	11%xx	54%Tatuv	2%	10%xx	38%					
Snapchat	82	6	2	3	71	3	14	7	7	9	6	9	11	5	66	9	58	21	2	2	72	27	18	1	3	7	*	4	7					
	6%ix	5%	4%	7%	7%	6%	10%	7%	7%	10%	6%	5%	6%	5%	7%	5%	7%T	5%	8%	4%	6%	6%xx	7%xx	2%	5%xx	18%Tatux	*	10%xx	19%					
TikTok	81	10	2	1	68	4	12	3	6	10	4	15	10	3	71	5	70	10	2	-	78	28	13	2	4	8	1	2	8					
	6%ox	10%	3%	2%	6%	7%	9%	3%	6%	12%	4%	9%	6%	3%	8%TB	3%	9%To	2%	6%	-	7%	6%xx	5%xx	3%	6%xx	21%Tatuv	1%	5%	23%					
Twitch	37	3	4	1	30	1	10	3	3	1	3	4	4	3	32	3	32	5	1	-	35	20	5	1	1	3	-	-	1					
	3%ox	3%	6%	2%	3%	2%	7%Td	2%	3%	1%	3%	2%	2%	3%	3%	1%	4%To	1%	4%	-	3%	4%xx	2%	2%	1%	8%tx	-	-	4%					
OnlyFans	12	-	-	-	12	1	2	1	3	-	-	3	2	-	8	1	12	1	-	-	12	8	3	-	1	-	-	-	-					
	1%	-	-	-	1%	2%	1%	3%	3%	-	-	2%	1%	-	1%	-	2%T	-	-	-	1%	2%	1%	-	1%	-	-	-	1%					
Vimeo	10	-	1	-	8	1	4	-	-	-	1	1	-	-	8	2	8	2	-	-	9	5	1	-	-	-	-	-	2					
	1%	-	2%	-	1%	2%	3%Td	-	-	1%	1%	-	-	-	1%	1%	1%	-	-	-	1%	1%	-	-	-	-	-	-	1%					
Bitchute	7	-	1	-	5	-	1	-	2	-	1	-	-	-	7	1	6	1	-	-	7	5	2	-	-	-	-	-	-					
	1%	-	1%	3%	-	1%	1%	1%	2%	-	1%	-	-	-	1%	-	1%T	-	1%	-	1%	1%	1%	-	-	-	-	-	1%					
Fruittab	6	2	1	-	2	1	-	-	-	-	1	-	-	-	4	2	6	-	1	-	4	4	1	-	-	-	-	-	-					
	d	2%id	2%id	-	1%	-	-	-	-	-	-	-	-	-	-	1%	1%T	-	4%	-	-	1%	-	-	-	-	-	-	1%					
NET: Any VSP	498	38	17	14	428	17	68	40	44	42	35	72	75	35	392	61	354	141	14	13	463	213	102	24	18	30	40	9	19					
	40%Boxy	37%	29%	38%	40%	32%	50%Tbdj	39%	41%	46%	32%	42%	43%	33%	42%TB	32%	45%To	30%	49%	21%	40%Tq	44%Txy	41%xy	44%xy	29%	79%Tatu	19%	20%	56%					
None of these	761	66	43	23	629	35	89	82	64	49	77	99	101	73	546	129	426	321	15	48	682	269	147	29	45	8	167	35	15					
	60%Anrsw	63%	71%fd	62%	60%fd	68%	50%	61%	59%	54%	68%fd	58%	57%	67%fd	58%	68%TA	55%	70%Tn	51%	79%Tr	60%	56%w	59%w	56%w	71%sw	21%	81%Tatu	80%Tatu	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 405
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (h)	Snapchat (k)	Twitch (n)	Vimeo (o)	Fruittab (p)	Bitchute (q)	OnlyFans (r)	Any exposure (s)	No exposure (t)	Vary/ Quite aware (u)	Not at all/ Not very aware (v)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Facebook	334 27%au	59 25%	80 25%	69 24%	57 33%	46 30%	310 27%	244 35%Tg	145 37%Tg	334 32%Tg	145 40%Tghj	74 42%Tghj	66 45%Tghi	28 44%Tgj	22 43%Tgj	34 45%Tghi	103 41%Ts	229 23%	225 48%Tu	109 14%
YouTube	276 22%au	48 20%	70 22%	59 20%	41 24%	46 30%Tc	276 24%Tj	195 28%Tj	128 33%Tghj	230 22%	116 32%Tghj	78 44%Tghi	65 43%Tghi	26 41%Tghj	22 44%Tghi	28 37%Tghj	86 35%Ts	187 19%	192 42%Tu	84 10%
Instagram	194 15%au	35 15%	45 14%	40 14%	24 14%	36 24%Tbod	189 16%T	194 28%Tj	117 30%Tg	175 17%T	124 34%Tghi	58 33%Tg	50 38%Tgio	23 28%Tgj	14 34%Tghj	26 28%Tghj	71 29%Ts	120 12%	141 31%Tu	53 7%
Snapchat	82 6%au	17 7%	21 7%	11 4%	11 7%	9 6%	78 7%	75 11%Tg	60 15%Tghj	74 7%T	82 22%Tghi	31 17%Tghj	24 16%Tghj	20 31%Tghi	12 23%Tghi	15 20%Tghj	33 13%Ts	47 5%	71 15%Tu	10 1%
TikTok	81 6%au	18 8%	19 6%	12 4%	13 7%	11 7%	81 7%T	75 11%Tg	81 21%Tghjk	72 7%	63 17%Tghj	31 17%Tghj	29 19%Tghj	19 29%Tghj	10 20%Tghj	16 22%Tghj	40 16%Ts	40 4%	64 14%Tu	17 2%
Twitch	37 3%au	7 3%	11 3%	5 2%	7 4%	6 4%	36 3%	31 4%Tg	22 6%Tg	34 3%	23 6%Tghj	37 21%Tghi	15 10%Tghi	11 17%Tghi	7 13%Tghj	7 9%Tghj	13 5%Ts	24 2%	31 7%Tu	6 1%
OnlyFans	12 1%au	3 1%	2 1%	3 1%	2 1%	2 1%	12 1%	12 2%Tg	10 3%Tg	11 1%	9 2%Tg	8 4%Tghjk	6 4%Tghj	5 8%Tghi	4 9%Tghi	12 16%Tghj	5 2%sa	7 1%	9 2%Tu	3 *
Vimeo	10 1%au	1 1%	2 1%	4 1%	*	1 1%	10 1%T	9 1%T	8 2%Tg	10 1%	9 2%Tghj	6 3%Tghj	10 8%Tghj	5 7%Tghj	4 5%Tghj	3 2%	4 1%	5 1%	10 2%Tu	-
Bitchute	7 1%au	1 1%	2 1%	2 1%	*	1 1%	7 1%	7 1%	4 1%	7 1%	6 2%Tg	6 3%Tghj	5 3%Tghj	6 10%Tghj	7 15%Tghj	3 3%Tghj	3 1%	4 *	6 1%Tu	2 *
Fruittab	6 *u	*	*	2 1%	2 1%	1 1%	6 *	6 1%	6 1%Tg	6 1%	6 2%Tg	4 3%Tghj	2 3%Tghj	6 kimop	2 k	3 5%Tghj	3 4%Tghj	3 1%	6 1%Tu	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 405
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitlet (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: Any VSP	498	86	123	108	72	74	471	360	219	438	222	115	99	46	37	51	158	335	319	179
	40%su	37%	38%	37%	42%	48%Tc	41%T	52%Tgj	56%Tghj	42%Tg	61%Tghj	65%Tghj	66%Tghj	72%Tghj	73%Tghj	67%Tghj	64%Ts	34%	69%Tu	22%
None of these	761	148	197	183	100	80	687	332	170	594	143	62	52	18	14	25	90	659	141	620
	60%seghi	63%	62%	63%e	58%	52%	59%hijk	48%kilmnop	44%klmnop	58%hikl	39%nop	35%	34%	28%	27%	33%	36%	66%Tr	31%	78%Tt

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 406
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Facebook	334 27%abhi	15 9%	50 15%	72 27%ab	66 37%Tab	131 44%Tabc	15 9%	53 15%	74 27%hi	64 36%Thi	127 44%Thij
YouTube	276 22%abhi	20 12%	39 11%	61 23%ab	41 23%ab	115 38%Tabcd	20 11%	39 11%	64 24%hi	39 22%hi	113 39%Thijk
Instagram	194 15%abhi	-	6 2%	35 13%ab	44 25%Tabc	108 36%Tabcd	-	7 2%	36 13%hi	43 24%Thj	108 37%Thijk
Snapchat	82 6%abchij	1 1%	1 *	4 1%	15 8%abc	61 20%Tabcd	1 1%	1 *	4 1%	15 8%hij	61 21%Thijk
TikTok	81 6%abchij	-	2 1%	2 1%	13 7%abc	63 21%Tabcd	-	2 1%	13 8%hij	63 22%Thijk	
Twitch	37 3%bi	-	2 1%	3 1%	4 2%	29 10%Tabcd	-	2 1%	3 2%	4 10%Thijk	
OnlyFans	12 1%	-	-	-	1 1%	11 4%Tabc	-	-	-	2 1%	10 4%Thij
Vimeo	10 1%	-	-	1 *	-	9 3%Tbcd	-	-	1 *	-	9 3%Thijk
Bitchute	7 1%	-	-	-	1 *	7 2%Tbc	-	-	-	1 *	7 2%Tij
Fruitylab	6 *	-	-	-	-	2%Tbc	-	-	-	-	6 2%Tij
NET: Any VSP	498 40%abhi	37 21%	74 22%	105 40%lab	87 49%Tab	195 65%Tabcd	37 21%	77 22%	108 40%hi	86 48%Thi	190 66%Thijk
None of these	761 60%dekl	137 79%Tcde	268 78%Tcde	159 60%e	92 51%e	105 35%	141 79%Tkl	267 78%Tkl	162 60%l	91 52%l	99 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 407
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

	You/Tube (a)	Instagram (d)	TikTok (c)	Facebook (i)	Snapchat (e)	Twich (f)	Blisbite (g)	OnlyFans (h)	Vimeo (j)	Fruilab (k)	NET: Any VSP (s)
Unweighted base	1175	794	516	1055	471	297	131	198	268	130	1259
Weighted base	1158	692	390	1032	365	176	51	76	151	63	1259
Effective base	907	605	379	816	336	208	96	162	179	71	978
Clear terms and conditions of use	358 31%egj	214 31%egj	110 28%j	338 33%egj	89 25%j	49 28%j	19 19%j	22 29%g	43 29%g	10 16%j	515 41%abdefghij
Clear labelling of what is advertising	266 23%cefgi	161 23%cefgi	69 18%j	212 21%eg	52 14%j	27 15%j	6 12%j	13 17%j	22 14%j	9 14%j	443 35%abdefghij
Having clear rules for users on how to post advertising content	259 22%ceh	144 21%ceh	64 16%j	233 23%ceh	51 14%j	36 20%eh	8 16%j	10 13%j	26 17%j	11 17%j	418 33%abdefghij
Flagging and reporting mechanisms/ buttons	396 34%ceghij	258 37%ceghij	114 29%ghij	456 44%abcefghij	95 26%j	57 33%ghij	10 20%j	16 21%j	26 17%j	11 17%j	658 52%abdefghij
Minimum age requirement and checking systems	351 30%bcgij	178 26%egi	87 22%gi	295 29%cegi	74 20%g	47 27%egi	4 8%j	24 31%cegi	21 14%j	10 16%j	539 43%abdefghij
A notice that flags content that might be inappropriate or harmful before you view it	327 28%egh	200 29%cefghi	94 24%egh	345 33%abcefghi	49 14%j	40 22%eg	6 12%j	12 15%j	33 22%eg	15 24%eg	585 46%abdefghij
Parental controls	488 42%bcdefghij	175 25%e	112 29%egj	359 35%bcdefghij	72 20%j	45 26%e	9 18%j	17 22%j	37 25%j	10 16%j	651 52%abdefghij
A complaints system	357 31%egh	208 30%eg	104 27%j	368 36%abcefghij	82 22%j	51 29%eg	9 18%j	18 23%j	37 25%j	14 22%j	570 45%abdefghij
Tools and information to help you navigate the site/app safely such as in a "safety centre"	188 14%j	94 14%j	54 14%j	180 17%ab	51 14%j	28 16%j	6 12%j	11 14%j	23 15%j	13 21%j	315 25%abdefghi
Prompts to remind you that tools to help you safely navigate the site/app are available	150 13%e	95 14%e	47 12%j	146 14%ei	32 9%j	26 15%ei	4 8%j	7 10%j	13 9%j	9 14%j	286 23%abdefghi
A way to directly report harmful content to a regulator or the police	214 19%eh	120 17%j	66 17%j	233 23%abcefghi	49 13%j	28 16%j	6 12%j	9 12%j	20 13%j	11 17%j	372 30%abdefghij
A tool to hide content you have seen but do not wish to see again	253 22%eghi	175 25%cefg hij	72 18%eg	393 38%abcefghij	50 14%j	33 19%eg	4 9%j	9 12%j	23 15%j	10 15%j	562 45%abdefghij
The ability to speak to customer services by chat or phone	113 10%j	68 10%j	35 9%j	108 10%j	42 11%j	22 12%j	5 9%j	9 12%j	24 16%abcd	6 10%j	205 16%abode

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 407
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 (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapshot (n)	Twitch (n)	Bitchute (n)	OnlyFans (n)	Vimeo (n)	Fuulab (n)	NET: Any VSP (n)
Weighted base	1158	692	390	1032	365	176	51	76	151	63	1259
NET: Any measure	944 82%	570 82%g	319 82%	904 88%abcdeghi	288 79%	151 85%efg	38 75%	62 81%	123 81%	53 83%g	1113 88%abcdeghi
None of these	214 18%dk	121 18%dk	70 18%dk	129 12%	77 21%dfk	26 15%	13 25%bdjk	14 19%dk	29 19%dk	11 17%	146 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: All Columns Tested (5% risk level)
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 408
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

	Gender			Social Grade						Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1175	678	497	341	353	224	251	117	1058	150	225	204	201	140	104	34	278	138	960	199	59	103	31	461	59	59	570
Weighted base	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61*	327	176	987	156	44*	86	19**	461	41*	60*	567
Effective base	907	511	403	258	281	170	197	93	821	117	170	157	157	114	88	30	227	114	759	137	44	70	24	349	37	43	461
Parental controls	488	252	236	133	145	104	103	33	455	56	95	89	93	55	51	16	122	67	417	66	17	35	12	180	24	23	250
	42%	42%	42%	42%	42%	43%	41%	38%	42%	42%	47%o	45%	44%	37%	44%q	26%	37%	38%	42%	43%	38%	41%	62%	57% ^x	38%	38%	44%
Flagging and reporting mechanisms/ buttons	396	231	166	104	146	68	79	34	363	55	74	80	83	37	27	6	70	33	336	53	23	21	9	147	10	16	218
	34% ^b mno	39% ^{Tb}	30%	33%	43% ^{Tef}	28%	32%	38% ^{mnop}	34% ^{mnop}	41% ^{mnop}	37% ^{mnop}	41% ^{hmn}	40% ^{mnop}	25%	23% ^q	10%	21%	19%	34%	34% ^u	53% ^{Trsu}	24%	45%	32%	23%	26%	38% ^T
Clear terms and conditions of use	358	197	160	100	98	78	79	27	330	43	65	56	74	42	34	17	92	50	306	46	10	27	8	136	14	19	180
	31%	33%	29%	31%	29%	32%	32%	31%	31%	32%	28%	35%	28%	29%	27%	28%	30%	31%	30%	23%	32%	43%	30%	33%	33%	32%	32%
A complaints system	357	195	163	103	108	70	75	31	326	34	53	62	65	48	40	24	112	64	309	44	14	24	6	162	9	23	156
	31% ^A	33%	29%	32%	31%	29%	30%	36%	30%	26%	31%	31%	32%	35%	39%	34%	37%	31%	28%	32%	28%	30%	35% ^{TA}	22%	39%	28%	28%
Minimum age requirement and checking systems	351	186	164	96	96	78	81	32	319	43	66	59	70	36	32	13	81	45	289	55	15	31	7	136	18	21	168
	30% ^p	31%	29%	30%	28%	32%	32%	36% ^{mp}	30% ^p	32%	33%	30%	33%	23%	28%	22%	25%	26%	29%	35%	35%	36%	39%	30%	43%	35%	30%
A notice that flags content that might be inappropriate or harmful before you view it	327	193	135	93	110	62	60	25	302	39	51	59	67	50	31	6	87	37	266	56	19	29	6	118	18	17	166
	28% ^{bor}	32% ^{Tb}	24%	29%	32%	26%	24%	29% ^o	28% ^o	29% ^o	25%	30% ^o	32% ^{oq}	33% ^{oq}	27% ^{oq}	10%	27% ^o	21%	27%	36% ^{Tr}	42% ^{Tr}	34%	30%	28%	43% ^{Tx}	29%	23%
Clear labelling of what is advertising	266	157	109	76	84	58	46	23	243	34	51	52	43	35	20	9	63	29	229	34	15	15	5	96	9	12	142
	23% ^b	26% ^{Tb}	20%	24%	25%	24%	18%	27%	23%	25%	26%	20%	23%	18%	14%	19%	16%	23%	22%	33% ^a	18%	25%	21%	22%	20%	20%	25%
Having clear rules for users on how to post advertising content	259	140	119	63	83	53	58	23	236	32	44	53	45	33	22	8	62	30	217	37	13	18	3	106	12	12	121
	22%	23%	21%	20%	24%	22%	23%	26%	22%	24%	22%	27%	22%	22%	19%	13%	19%	17%	22%	24%	30%	21%	17%	23%	28%	21%	21%
A tool to hide content you have seen but do not wish to see again	253	144	109	66	89	41	56	23	230	35	51	54	42	27	18	3	48	21	199	51	19	20	11	103	12	12	121
	22% ^{opqr}	24%	19%	21%	26% ^{Te}	17%	23%	26% ^{opq}	21% ^{opq}	26% ^{opq}	25% ^{opq}	27% ^{opq}	20% ^o	18%	16% ^q	5%	15%	12%	20%	32% ^{Tru}	42% ^{Tru}	23%	56%	22%	28%	20%	21%
A way to directly report harmful content to a regulator or the police	214	114	101	55	72	47	40	18	197	21	32	35	38	33	26	11	70	37	182	31	5	20	4	95	11	12	93
	19%	19%	18%	17%	21%	20%	16%	20%	18%	15%	16%	18%	18%	22%	23%	18%	21%	21%	18%	20%	12%	24%	23%	21%	26%	20%	16%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	168	97	71	47	52	36	33	11	156	21	36	32	32	23	10	3	35	13	132	35	12	18	6	66	12	4	78
	14% ^{qr}	16%	13%	15%	15%	13%	13%	13%	15% ^{qq}	16% ^q	16% ^{qq}	16% ^q	16% ^q	15%	9%	4%	11%	7%	13%	23% ^{Tr}	27% ^{Tr}	21%	31%	15%	30% ^{TzA}	7%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 408
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

	Gender			Social Grade						Age										Ethnicity						Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)		
Weighted base	1158	597	561	319	343	241	249	88	1070	134	203	198	209	151	115	61*	327	176	987	156	44*	86	19**	461	41*	60*	567		
Prompts to remind you that tools to help you safely navigate the site/apps are available	150	82	67	46	42	35	25	12	137	16	29	30	23	23	13	3	39	16	125	24	5	16	2	54	10	12	68		
	13%	14%	12%	14%	12%	15%	10%	14%	13%	12%	14%	15%	11%	15%	12%	5%	12%	9%	13%	16%	11%	19%	11%	19%	24%TxA	20%	12%		
The ability to speak to customer services by chat or phone	113	61	52	35	33	19	27	11	102	10	18	20	25	19	7	3	29	10	93	20	2	15	2	47	7	3	52		
	10%	10%	9%	11%	10%	8%	11%	13%	10%	7%	9%	10%	12%	13%	6%	5%	9%	6%	9%	13%t	4%	18%Trt	9%	10%	18%	6%	9%		
NET: Any measure	944	500	444	259	282	201	199	79	865	118	178	165	168	111	83	43	236	126	800	129	41	69	17	365	36	47	469		
	82%lmpq	84%T	79%	81%	82%	83%	80%	80%Thmn opq	81%lmpq	88%Thmn opq	89%Thmn opq	83%lmpq	80%	73%	72%	70%	72%	71%	81%	83%	92%sa	80%	80%	79%	88%	79%	83%		
None of these	214	97	117	60	61	40	50	9	205	16	25	33	41	40	32	18	91	50	186	27	4	17	2	95	5	13	98		
	18%agj	16%	21%	19%	18%	17%	20%	10%	19%gjj	12%	12%	17%	20%	27%Tghi j	28%Tghi k	30%gjj	28%Tghi k	29%Tghi k	19%	17%at	8%	20%	8%	21%	12%	21%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 409
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1175	330	162	187	800	243	581	316	35	747	308	120	149	108	59	504	376	118	128
Weighted base	1158	319	154	184	801	254	608	271	25**	791	277	104	124	98	52*	531	362	108	95
Effective base	907	257	129	145	616	194	458	234	25	601	218	82	106	79	41	401	289	85	105
Parental controls	488	131	63	75	342	110	232	115	11	334	129	38	56	50	24	208	166	51	38
	42%	41%	41%	41%	43%	43%	41%	42%	45%	42%	43%	36%	45%	51%	46%	39%	46%	47%	38%
Flagging and reporting mechanisms/ buttons	396	112	59	56	272	95	200	96	6	280	82	22	42	30	15	166	137	45	35
	34%	35%	38%	31%	34%	37%	33%	36%	22%	35%	29%	21%	34%	31%	28%	31%	38%	42%	37%
Clear terms and conditions of use	358	103	45	56	243	83	187	77	11	256	73	25	36	14	147	118	39	27	29%
	31%	32%	29%	30%	30%	33%	31%	28%	43%	32%	26%	24%	29%	34%	27%	28%	33%	36%	29%
A complaints system	357	94	35	59	253	83	185	80	9	285	61	19	27	22	13	151	114	36	34
	31%	29%	23%	32%	33%	30%	30%	36%	33%	33%	22%	18%	21%	22%	25%	28%	32%	33%	36%
Minimum age requirement and checking systems	351	81	41	44	257	76	184	84	6	233	85	28	39	23	19	138	126	38	29
	30%	25%	27%	24%	32%	30%	30%	31%	25%	30%	30%	27%	31%	24%	37%	26%	35%	36%	31%
A notice that flags content that might be inappropriate or harmful before you view it	327	88	34	43	231	76	161	82	8	235	66	13	24	34	18	137	121	35	23
	28%	28%	22%	24%	29%	30%	27%	30%	32%	30%	24%	12%	19%	35%	35%	26%	33%	32%	24%
Clear labelling of what is advertising	266	63	28	34	194	54	134	72	5	180	61	23	33	21	10	115	87	25	25
	23%	20%	18%	18%	21%	22%	27%	20%	23%	22%	22%	26%	22%	19%	22%	24%	24%	23%	26%
Having clear rules for users on how to post advertising content	259	64	33	34	184	54	133	66	5	177	58	12	28	23	12	110	89	21	21
	22%	20%	21%	19%	23%	21%	22%	24%	20%	22%	21%	12%	23%	23%	22%	21%	25%	20%	22%
A tool to hide content you have seen but do not wish to see again	253	71	36	39	175	51	121	75	6	167	62	17	26	28	10	107	84	26	29
	22%	22%	23%	21%	22%	20%	28%	21%	22%	23%	17%	21%	29%	20%	20%	23%	23%	24%	30%
A way to directly report harmful content to a regulator or the police	214	59	25	31	151	50	109	49	6	151	45	13	23	16	12	89	80	19	14
	19%	19%	16%	17%	19%	20%	18%	18%	22%	19%	16%	12%	18%	17%	24%	17%	22%	18%	15%

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

Table 409
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education						
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Weighted base	1158	319	154	184	801	254	608	271	25**	791	277	104	124	98	52*	531	362	108	95	
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	168	14%	14%	15%	12%	15%	16%	13%	16%	20%	14%	15%	11%	15%	19%	16%	14%	13%	23%Top	15%
Prompts to remind you that tools to help you safely navigate the site/app are available	150	13%	12%	14%	12%	13%	15%	12%	12%	14%	12%	14%	13%	14%	14%	15%	11%	14%	17%	12%
The ability to speak to customer services by chat or phone	113	10%	10%	7%	11%	10%	9%	9%	11%	10%	9%	11%	7%	13%	16%Tk	8%	50%	38%	9%	10%
NET: Any measure	944	82%ce	251	118	139	664	194	497	230	634	230	83	108	79	47	421	299	91	85	
None of these	214	18%r	69	37	45	137	61	110	41	2	157	48	21	16	19	4	110	62	17	10
		22%	24%	25%Td	17%	24%Tg	18%	15%	9%	20%	17%	20%	13%	20%	8%	21%r	17%	15%	11%	

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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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 410
 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

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet				Working status									
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1175	95	51	29	1000	48	129	93	110	80	110	185	146	99	887	156	930	233	27	41	1078	481	219	50	51	44	138	36	38
Weighted base	1158	92	51*	31**	984	48*	127	97	98	85	106	166	162	95	862	171	735	408	24**	48*	1061	454	224	50*	54*	36*	178	39*	33**
Effective base	907	75	43	23	767	36	101	73	83	61	91	134	115	77	681	126	803	212	19	32	841	370	164	41	43	36	115	30	28
Parental controls	488	35	21	13	419	19	59	40	39	35	43	56	83	45	357	79	322	162	8	14	456	200	100	18	22	18	63	18	14
Flagging and reporting mechanisms/ buttons	396	38	22	10	326	16	44	31	30	40	33	47	56	29	290	67	294	100	4	10	377	180	66	20	17	17	33	14	16
		34%kx	42%ka	43%	32%	33%	35%	32%	30%	47%Tdtkm	31%	28%	35%	30%	34%	39%	40%To	24%	15%	22%	36%T	40%Tx	29%kx	40%kx	31%	46%kx	18%	36%kx	49%
Clear terms and conditions of use	358	29	12	5	312	14	36	28	37	32	30	50	52	32	268	50	241	114	5	7	333	141	62	11	19	15	51	16	14
		31%q	31%	24%	17%	32%	29%	29%	37%	38%	29%	30%	32%	34%	31%	29%	33%T	28%	23%	15%	31%	31%	28%	23%	36%	41%	29%	41%	43%
A complaints system	357	36	23	10	288	16	34	18	33	23	29	57	49	30	285	57	229	125	4	9	332	136	53	14	18	15	61	17	11
		31%dgt	40%g	45%Tdgj	32%	29%g	34%	27%	18%	33%g	27%	34%g	30%	32%	31%	33%	31%	31%	18%	18%	31%	30%	24%	28%	33%	43%l	34%	45%l	32%
Minimum age requirement and checking systems	351	35	12	9	295	13	34	29	40	17	35	53	48	25	267	53	226	122	3	7	336	134	73	15	17	15	43	12	10
		30%	38%l	23%	29%	30%	28%	27%	30%	41%Tdl	20%	33%	32%	27%	31%	31%	31%	30%	11%	15%	32%Tq	29%	32%	31%	31%	43%kx	24%	31%	29%
A notice that flags content that might be inappropriate or harmful before you view it	327	28	12	10	279	18	40	30	34	13	22	47	52	22	237	55	218	105	2	4	312	145	57	13	15	10	38	13	10
		28%iq	28%	24%	32%	28%l	39%ij	32%l	31%l	35%j	16%	20%	28%	32%j	23%	27%	32%	26%	7%	9%	29%Tq	32%Tx	26%	26%	27%	28%	22%	35%	30%
Clear labelling of what is advertising	266	21	11	6	228	12	22	22	24	18	25	34	41	30	200	46	183	82	7	7	246	123	41	12	10	12	33	7	6
		23%	22%	22%	20%	23%	24%	18%	22%	25%	22%	24%	20%	25%	31%lf	23%	27%	25%T	20%	30%	15%	23%	27%Tt	18%	18%	32%	19%	18%	18%
Having clear rules for users on how to post advertising content	259	26	13	12	207	14	20	19	26	16	15	38	38	22	194	37	195	62	9	2	244	108	40	13	13	10	29	13	10
		22%dqj	28%j	26%	39%	21%	29%	16%	19%	26%j	19%	14%	23%	23%	23%	22%	27%To	15%	39%	5%	23%q	24%	18%	25%	23%	27%	16%	34%tx	31%
A tool to hide content you have seen but do not wish to see again	253	26	13	9	204	9	26	19	18	24	19	33	38	18	193	32	177	72	3	8	235	108	40	9	14	14	24	12	9
		22%kx	29%	26%	29%	21%	20%	20%	19%	18%	24%	19%	29%	18%	20%	24%To	18%	13%	17%	22%	24%kx	18%	19%	25%	19%	40%Tatu	14%	31%kx	26%
A way to directly report harmful content to a regulator or the police	214	16	8	8	183	5	24	19	23	17	17	33	30	14	157	33	136	77	4	5	194	87	30	8	10	8	36	10	7
		19%	17%	16%	24%	19%	11%	19%	19%	24%	20%	17%	20%	19%	15%	18%	18%	19%	18%	11%	18%	19%	13%	17%	19%	22%	20%	26%	20%

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



Ofcom VSP Tracker - Wave 1
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Table 410
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

	GO Region												Urban/ Rural		Internet usage				Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1158	92	51*	31**	984	48*	127	97	98	85	106	166	162	95	862	171	735	408	24**	48*	1061	454	224	50*	54*	36*	178	39*	33**
Tools and information to help you navigate the site/app safely such as in a "safety centre"	168 14%bz	16 17%	9 17%	5 16%	138 14%	8 16%	20 16%	10 10%	16 16%	13 16%	13 12%	29 18%	19 12%	10 10%	131 15%	26 15%	119 16%T	47 12%	2 8%	3 7%	159 15%	86 19%Tx	22 10%	4 7%	11 21%bz	10 28%Tux	11 6%	8 21%k	5 14%
Prompts to remind you that tools to help you safely navigate the site/app are available	150 13%	16 18%	7 14%	4 13%	122 12%	8 16%	17 13%	7 7%	14 14%	11 13%	12 11%	21 13%	20 12%	13 14%	115 13%	21 12%	98 13%	49 12%	-	2	142 13%	73 16%Tx	21 9%	5 10%	7 13%	5 14%	16 9%	7 19%	4 11%
The ability to speak to customer services by chat or phone	113 10%	12 13% <i>m</i>	5 10%	2 8%	94 10%	5 10%	12 9%	7 8%	18 19%T <i>g</i> <i>l</i> <i>m</i>	7 8%	10 9%	18 11%	13 8%	4 4%	82 9%	21 12%	80 11%T	32 8%	1 4%	*	107 10%	53 12%	17 8%	4 8%	4 7%	5 14%	11 6%	6 16%	1 3%
NET: Any measure	944 82% <i>k</i> <i>o</i> <i>q</i>	80 88% <i>k</i>	45 88%	23 73%	796 81%	44 93% <i>k</i> <i>m</i>	104 81%	78 81%	82 84%	74 87%	82 78%	124 75%	133 82%	74 77%	700 81%	140 82%	625 85%T <i>o</i>	312 76%	19 82%	32 68%	869 82% <i>q</i>	384 85%T <i>x</i>	176 79%	40 79%	41 75%	34 94%T <i>x</i> y	131 73%	29 76%	29 85%
None of these	214 18% <i>n</i> <i>s</i> <i>w</i>	11 12%	6 12%	8 27%	188 19%	3 7%	24 19%	19 19%	16 16%	11 13%	23 22% <i>e</i>	42 25%T <i>a</i> <i>e</i>	29 18%	22 23% <i>e</i>	162 19%	31 18%	110 15%	96 24%T <i>n</i>	4 18%	15 32%T <i>r</i>	191 18%	70 15%	48 21% <i>w</i>	10 21%	13 25% <i>w</i>	2 6%	47 27%T <i>e</i> <i>w</i>	9 24% <i>w</i>	5 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 411
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1175	221	294	272	160	158	1175	763	505	974	459	295	265	128	130	195	312	847	510	665
Weighted base	1158	212	302	266	157	148	1158	658	378	934	353	175	149	62	51	75	243	900	434	725
Effective base	907	163	234	208	124	120	907	579	372	748	326	206	176	69	95	160	219	681	384	531
Parental controls	488	91	116	107	71	72	488	286	184	397	147	88	65	18	18	29	103	381	215	273
	42%nu	43%	38%	40%	45%	48%	42%*n	43%*n	49%Tghjknop	43%*n	42%*n	50%Tghjknop	44%no	30%	36%*n	38%*n	42%	42%	50%Tu	38%
Flagging and reporting mechanisms/ buttons	396	70	95	93	62	64	396	250	134	312	118	70	51	11	16	26	94	300	183	213
	34%*nu	33%	31%	35%	40%	43%*Tb	34%*n	38%Tgjk	35%*n	33%*n	33%*n	40%*kn	34%*n	18%	32%*n	35%*n	38%	33%	42%*Tu	29%
Clear terms and conditions of use	358	67	98	75	45	53	358	213	125	295	108	57	57	18	11	27	67	287	168	189
	31%*ou	31%	33%	28%	29%	36%	31%*o	32%*o	33%*o	32%*o	30%*o	33%*o	38%Tgjkno	28%*o	22%	36%*no	29%	32%	39%*Tu	26%
A complaints system	357	59	88	84	50	60	357	201	119	292	97	63	50	17	8	20	68	285	158	200
	31%*ou	28%	29%	32%	32%	40%*Tab	31%*o	31%*o	31%*ko	31%*o	27%*o	36%*kop	33%*op	27%*o	17%	27%*o	28%	32%	36%*Tu	28%
Minimum age requirement and checking systems	351	67	81	73	59	54	351	208	115	277	101	61	43	12	11	19	66	280	156	195
	30%*nu	31%	27%	28%	38%*Tb	37%	30%*n	32%*nop	30%*n	30%*n	29%*n	35%*knop	29%*n	19%	23%	25%	27%	31%	36%*Tu	27%
A notice that flags content that might be inappropriate or harmful before you view it	327	52	85	71	49	56	327	200	105	255	96	61	50	14	12	19	72	253	150	177
	28%*u	25%	28%	27%	31%	38%*Tac	28%	30%*j	28%	27%	27%	35%*Tgjknop	34%*knop	23%	23%	25%	25%	28%	35%*Tu	24%
Clear labelling of what is advertising	266	35	70	64	38	47	266	164	90	210	80	54	37	11	11	20	61	202	133	133
	23%*au	17%	23%	24%	24%	32%*Ta	23%	25%*j	24%	23%	23%	31%*Tghjknmo	25%	17%	22%	27%*n	25%	22%	31%*Tu	18%
Having clear rules for users on how to post advertising content	259	46	64	53	36	44	259	163	102	208	80	52	46	23	11	18	62	194	138	120
	22%*u	22%	21%	20%	23%	30%*T	22%	25%*Tgj	27%*Tgjk	22%	23%	30%*Tgjkop	31%*Tghjknop	37%*Tghjknop	21%	24%	25%	22%	32%*Tu	17%
A tool to hide content you have seen but do not wish to see again	253	40	62	57	37	45	253	173	98	205	82	50	39	14	8	18	61	189	129	124
	22%*u	19%	21%	21%	23%	30%*Tab	22%	26%*Tgjo	26%*Tgjo	22%	23%*o	29%*Tgjkno	26%*o	22%*o	16%	25%*o	21%	21%	30%*Tu	17%
A way to directly report harmful content to a regulator or the police	214	36	55	52	33	31	214	121	65	169	64	34	30	14	9	12	41	172	103	112
	19%*u	17%	18%	19%	21%	21%	19%	18%	17%	18%	18%	19%	20%	22%	18%	17%	17%	19%	24%*Tu	15%

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 411
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Blitche (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1158	212	302	266	157	148	1158	658	378	934	353	175	149	62	51	75	243	900	434	725
Tools and information to help you navigate the site/app safely such as in a "safety centre"	168 14%u	27 13%	46 15%	37 14%	24 15%	28 19%	168 14%	116 18%Tg	63 17%	138 15%	57 16%	35 20%Tg	40 27%Tghi jlop	16 25%Tgij kop	8 15%	14 19%	47 19%Ts	120 13%	100 23%Tu	68 9%
Prompts to remind you that tools to help you safely navigate the site/app are available	150 13%u	25 12%	38 13%	35 13%	23 15%	24 16%	150 13%	92 14%	53 14%	118 13%	48 14%	40 23%Tghi jko	31 21%Tghi jko	16 25%Tghi jko	7 15%	14 19%Tghi jk	34 14%	113 13%	87 20%Tu	63 9%
The ability to speak to customer services by chat or phone	113 10%u	23 11%	29 10%	24 9%	18 11%	15 10%	113 10%	75 11%Tg	44 12%	96 10%	46 13%Tg	25 14%Tg	22 15%Tg	7 12%	5 10%	12 16%Tghi jo	25 10%	87 10%	60 14%Tu	54 7%
NET: Any measure	944 82%u	168 79%	244 81%	211 79%	130 83%	131 88%Tac	944 82%	567 86%Tg	338 89%Tghi	770 82%	311 88%Tg	163 93%Tghi jk	141 94%Tghi jko	57 92%Tg	45 89%	89 92%Tgh	203 83%	733 81%	390 90%Tu	554 76%
None of these	214 18%ehik lmpt	44 21%e	58 19%	55 21%e	26 17%	17 12%	214 18%shiki mnp	91 14%lmp	40 11%lm	164 18%hiki mnp	42 12%lm	12 7%	8 6%	5 8%	6 11%lm	6 8%	41 17%	168 19%	43 10%	171 24%T

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 412
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1175	81	258	222	172	442	82	263	231	171	428
Weighted base	1158	114	315	257	175	297	115	319	265	171	288
Effective base	907	69	219	191	147	314	69	223	198	145	303
Parental controls	488 42%	40 35%	123 39%	119 46%	68 39%	138 47%T	40 34%	125 39%	123 46%	65 38%	136 47%T
Flagging and reporting mechanisms/ buttons	396 34%bi	32 28%	90 28%	108 42%Tab	67 38%b	100 34%	32 28%	92 29%	109 41%Thi	66 39%i	98 34%
Clear terms and conditions of use	358 31%	27 24%	99 32%	83 32%	48 27%	100 34%	27 23%	101 32%	83 31%	50 29%	96 33%
A complaints system	357 31%	36 31%	98 31%	80 31%	46 27%	97 33%	36 31%	99 31%	84 32%	44 26%	95 33%
Minimum age requirement and checking systems	351 30%	36 32%	87 27%	88 34%	53 31%	87 29%	36 31%	88 28%	87 33%	55 32%	85 29%
A notice that flags content that might be inappropriate or harmful before you view it	327 28%	29 28%	77 24%	86 33%b	53 30%	82 28%	29 26%	79 25%	85 32%	52 31%	81 28%
Clear labelling of what is advertising	266 23%	25 22%	65 21%	66 26%	39 23%	71 24%	25 21%	66 21%	68 26%	36 21%	71 25%
Having clear rules for users on how to post advertising content	259 22%	20 17%	59 19%	61 24%	36 21%	82 28%Tb	20 17%	60 19%	62 23%	38 22%	79 27%Ti
A tool to hide content you have seen but do not wish to see again	253 22%	15 13%	56 18%	63 24%a	44 25%a	75 25%ab	15 13%	57 18%	65 24%h	43 25%h	73 25%hi
A way to directly report harmful content to a regulator or the police	214 19%	24 21%	58 18%	49 19%	33 19%	51 17%	24 21%	60 19%	48 18%	33 19%	50 17%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	168 14%	11 9%	34 11%	42 16%	26 15%	55 18%Tb	11 9%	35 11%	44 16%	25 14%	54 19%Thi
Prompts to remind you that tools to help you safely navigate the site/app are available	150 13%b	15 14%	29 9%	37 14%	22 13%	46 15%b	15 13%	29 9%	38 14%	23 13%	44 15%i

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 412
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	1158	114	315	257	175	297	115	319	265	171	288
The ability to speak to customer services by chat or phone	113 10%	8 7%	21 7%	25 10%	19 11%	40 14% ^{Tb}	8 7%	22 7%	25 9%	18 11%	40 14% ^{Tl}
NET: Any measure	944 82% ^{bhi}	83 73%	232 74%	211 82% ^b	143 82%	275 93% ^{Tabcd}	83 72%	235 74%	219 83% ^j	141 82% ^j	266 92% ^{Thjk}
None of these	214 18% ^{el}	31 27% ^{ae}	83 26% ^{Tce}	45 18% ^{ae}	32 18% ^{ae}	22 7%	32 28% ^{Tl}	84 26% ^{Tjk}	46 17% ^{kl}	30 18% ^{kl}	22 8%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
 ONLINE Fieldwork: 22nd September - 4th October 2021

Table 413
 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			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)		
Unweighted base	794	439	355	247	253	140	150	96	698	147	182	151	108	67	37	110	43	616	169	47	89	30	298	53	45	380		
Weighted base	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38*	108	45*	560	123	36*	68	18**	250	34*	41*	347		
Effective base	605	327	291	186	196	105	116	75	532	114	135	114	78	53	34	92	39	482	115	34	59	23	223	34	31	306		
Flagging and reporting mechanisms/ buttons	258	121	137	65	108	43	39	26	232	57	51	57	43	12	9	23	11	212	45	16	20	9	79	11	15	147		
	37%mpx	38%	36%	32%	48%Tcef	34%	30%	36%mp	37%mp	45%mpmq	33%	43%mpq	44%mpq	20%	24%	22%	24%	36%	37%	45%	30%	9	32%	31%	15	43%Tx		
Clear terms and conditions of use	214	93	121	59	70	40	44	18	196	46	40	47	31	16	13	32	16	169	42	10	25	6	79	13	10	104		
	31%	29%	32%	29%	31%	32%	34%	25%	32%	36%	26%	36%	32%	26%	35%	29%	34%	30%	34%	28%	37%	34%	32%	39%	24%	30%		
A complaints system	208	102	106	63	68	41	35	22	185	37	41	41	29	24	11	37	12	171	34	11	18	4	87	10	13	95		
	30%	32%	28%	31%	30%	32%	27%	31%	30%	29%	27%	31%	29%	39%	30%	34%	28%	31%	28%	32%	26%	25%	35%	29%	32%	27%		
A notice that flags content that might be inappropriate or harmful before you view it	200	87	113	60	79	31	30	18	182	62	31	42	22	14	9	24	10	162	37	10	20	7	67	11	7	110		
	29%	28%	30%	30%	35%Tef	24%	23%	29%	29%	49%Tghjklmpq	20%	32%	23%	23%	24%	23%	22%	29%	30%	27%	29%	37%	27%	31%	17%	32%		
Minimum age requirement and checking systems	178	81	97	58	60	31	30	23	155	35	28	42	23	15	8	26	11	144	31	11	17	4	62	9	10	95		
	26%j	26%	26%	28%	26%	24%	23%	32%j	25%kj	28%	18%	32%j	23%	24%	22%	24%	25%	26%	25%	29%	25%	20%	25%	25%	23%	27%		
A tool to hide content you have seen but do not wish to see again	175	81	94	54	62	30	27	21	154	44	35	34	23	11	7	18	8	141	33	11	13	8	70	7	5	91		
	25%p	26%	25%	27%	23%	21%	29%	25%	35%Thjm	23%	26%	23%	17%	18%	17%	17%	17%	25%	27%u	30%	19%	46%	28%	19%	12%	26%		
Parental controls	175	83	92	51	53	34	34	17	158	23	35	36	28	21	14	35	15	142	31	8	18	5	73	13	4	79		
	25%z	26%	24%	25%	23%	27%	27%	23%	25%kl	18%	23%	27%	28%	33%kl	36%kl	33%kl	33%	25%	25%	22%	26%	29%	29%z	38%z	10%	23%		
Clear labelling of what is advertising	161	82	79	45	65	25	26	18	142	45	20	40	19	11	7	18	7	126	31	9	18	3	55	9	8	80		
	23%j	26%	21%	22%	29%T	19%	20%	25%j	23%j	35%Thjlmnpq	13%	30%hjp	20%	18%	19%	17%	16%	23%	25%	26%	27%	19%	22%	26%	20%	23%		
Having clear rules for users on how to post advertising content	144	73	71	47	47	25	25	16	128	33	22	30	18	14	10	25	11	123	21	10	8	3	52	7	4	77		
	21%j	23%	19%	23%	21%	19%	19%	22%	21%j	26%j	14%	23%	19%	22%	27%	23%	25%	22%	17%	28%	12%	15%	21%	20%	9%	22%		
A way to directly report harmful content to a regulator or the police	120	52	67	41	32	24	21	12	108	27	20	26	14	9	9	20	10	91	29	7	19	3	46	7	12	53		
	17%	17%	18%	20%	14%	19%	16%	16%	17%	21%	13%	20%	14%	15%	25%	18%	23%	16%	24%	20%	27%Tr	17%	19%	21%	30%A	15%		
Prompts to remind you that tools to help you safely navigate the site/app are available	95	49	46	30	30	20	13	12	84	20	18	26	8	5	5	11	6	80	15	3	9	3	34	7	6	46		
	14%	16%	12%	15%	13%	16%	10%	16%	14%	15%	12%	20%Thl	8%	8%	14%	11%	14%	14%	12%	9%	13%	16%	14%	20%	15%	13%		

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 413
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		Social Grade						Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Weighted base	692	315	376	204	227	128	130	73	619	128	153	132	98	63	38*	108	45*	560	123	36*	68	18**	250	34*	41*	347
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	94	49	45	28	32	18	16	8	87	23	18	21	11	8	4	13	6	71	23	6	13	4	35	12	3	43
	14%	16%	12%	14%	14%	14%	12%	11%	14%	18%	12%	16%	11%	13%	12%	12%	12%	13%	18%	17%	19%	20%	14%	35%TzA	7%	12%
The ability to speak to customer services by chat or phone	68	34	34	22	23	13	10	8	60	11	10	14	13	7	4	12	5	57	11	2	7	1	26	5	6	30
	10%	11%	9%	11%	10%	10%	8%	10%	10%	9%	6%	10%	14%	11%	10%	11%	11%	10%	9%	7%	10%	7%	10%	15%	14%	9%
NET: Any measure	570	268	303	160	195	105	107	67	504	112	120	116	77	45	27	79	33	464	98	30	52	15	211	27	32	284
	82%mp	85%	80%	79%	86%	82%	83%	92%Thj	81%p	88%hmnp	78%	88%hmnp	79%	72%	71%	73%	74%	83%	80%	84%	77%	82%	84%	77%	78%	82%
None of these	121	48	74	44	32	23	22	8	115	16	33	18	21	17	11	29	12	96	25	6	16	3	38	8	9	62
	18%g	15%	20%	21%	14%	18%	17%	8%	19%gik	12%	22%g	12%	21%g	28%Tgik	29%gik	27%Tghi	26%gik	17%	20%	16%	23%	18%	16%	23%	22%	16%

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



Table 414
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	794	206	107	105	554	123	380	264	27	440	256	97	126	90	49	312	266	84	106
Weighted base	692	178	94	88	487	111	350	212	19**	408	210	75	95	73	39*	295	226	66	76
Effective base	605	159	84	81	421	96	299	192	18	353	177	64	87	67	32	243	202	57	66
Flagging and reporting mechanisms/buttons	258	76	48	26	176	48	126	77	7	171	61	18	29	25	12	101	102	22	24
	37%k	43%c	49%Td	30%	43%	43%	36%	36%	37%	42%Tj	33%	24%	31%	34%	32%	34%	46%Tor	33%	31%
Clear terms and conditions of use	214	68	37	31	140	32	110	66	5	137	58	20	27	23	8	83	76	25	22
	31%	38%Td	39%	35%	29%	29%	31%	31%	27%	34%	28%	26%	28%	31%	22%	28%	34%	38%	28%
A complaints system	208	55	24	29	146	31	115	60	1	136	49	15	21	13	9	85	70	22	24
	30%km	31%	26%	33%	30%	28%	33%	28%	6%	33%Tjm	24%	19%	23%	18%	23%	29%	31%	33%	31%
A notice that flags content that might be inappropriate or harmful before you view it	200	60	34	21	135	27	102	67	5	121	61	15	26	20	14	83	71	21	21
	29%	34%k	37%	24%	28%	24%	29%	32%	24%	30%	29%k	20%	27%	28%	37%	28%	31%	31%	27%
Minimum age requirement and checking systems	178	40	22	19	134	28	92	55	3	102	53	14	21	20	14	70	63	19	23
	26%	22%	23%	22%	27%	25%	26%	26%	16%	25%	25%	19%	22%	28%	36%	24%	28%	29%	29%
A tool to hide content you have seen but do not wish to see again	175	46	26	17	124	22	92	55	6	109	45	10	22	23	6	63	64	17	24
	25%k	26%k	28%	19%	26%	20%	26%	26%	30%	27%k	21%	14%	23%	32%km	15%	21%	29%	26%	30%
Parental controls	175	42	17	22	126	30	81	56	8	107	50	14	26	20	9	69	57	21	14
	25%	24%	18%	25%	26%	27%	23%	26%	41%	26%	24%	19%	27%	27%	23%	23%	25%	32%	18%
Clear labelling of what is advertising	161	39	25	13	114	23	89	47	1	98	44	12	18	14	10	59	54	21	23
	23%	22%k	26%k	15%	23%	21%	25%	22%	7%	24%	21%	16%	19%	20%	27%	20%	24%	32%	29%
Having clear rules for users on how to post advertising content	144	38	21	15	100	19	77	45	3	86	42	10	18	17	10	51	59	16	12
	21%	21%	22%	18%	21%	17%	22%	21%	14%	21%	20%	13%	19%	23%	27%	17%	26%Tor	24%	15%
A way to directly report harmful content to a regulator or the police	120	31	20	12	85	20	58	36	6	76	31	5	16	12	8	44	48	11	11
	17%k	18%	22%	14%	17%	18%	17%	17%	30%	19%k	15%k	7%	17%k	17%	21%	15%	21%	17%	15%
Prompts to remind you that tools to help you safely navigate the site/app are available	95	24	12	9	66	14	48	31	3	54	30	8	14	10	4	35	35	11	11
	14%	14%	13%	10%	14%	12%	14%	15%	14%	13%	14%	11%	15%	14%	10%	12%	16%	16%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 414
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	692	178	94	88	487	111	350	212	19**	408	210	75	95	73	39*	295	226	66	78
Tools and information to help you navigate the site/app safely such as in a "safety centre"	94	28	15	11	63	14	46	31	2	58	28	8	13	9	3	36	28	17	8
	14%	16%	15%	13%	13%	13%	13%	15%	13%	14%	13%	11%	14%	13%	8%	12%	13%	26%Top	11%
The ability to speak to customer services by chat or phone	68	18	5	11	48	12	35	20	1	45	15	1	7	7	3	20	30	4	9
	10%ko	10%b	6%	12%	10%	11%	10%	10%	4%	11%k	7%k	1%	8%k	9%k	8%	7%	13%o	7%	11%
NET: Any measure	570	153	86	66	399	87	286	182	16	329	174	59	79	61	34	240	177	56	73
	82%	86%c	92%Tacc	75%	82%	79%	82%	86%	83%	81%	83%	79%	83%	83%	87%	81%	79%	85%	92%Top
None of these	121	25	8	22	89	24	64	30	3	79	36	16	16	12	5	55	48	10	6
	18%br	14%b	8%	25%ab	18%b	21%	18%	14%	17%	19%	17%	21%	17%	17%	13%	19%r	21%r	15%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 415
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

	GO Region										Urban/ Rural		Internet usage				Devices used to access internet			Working status											
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Tablet or laptop only (s)	Multiple devices (t)	Working full time (u)	Working part-time (v)	Unemployed - looking for work (w)	Unemployed - not looking for work (x)	Student (y)	Retired (z)	House parent/ Other (aa)	Furloughed (ab)		
Unweighted base	794	60	33	15	686	35	88	69	76	57	67	141	96	57	608	106	671	116	22	12	741	349	160	26	23	42	41	26	30		
Weighted base	692	54*	29**	15**	594	32**	78	64	57	52*	58	109	96	50*	520	109	500	183	16**	11**	654	294	149	26**	23**	33*	43*	25**	24**		
Effective base	605	48	28	12	517	26	66	53	56	43	56	101	76	43	461	84	557	101	16	8	569	259	118	20	20	35	37	23	21		
Flagging and reporting mechanisms/ buttons	258	21	9	5	222	11	29	16	24	22	19	33	46	22	189	45	197	58	6	-	251	100	62	13	9	17	9	10	11		
Clear terms and conditions of use	214	18	5	8	163	8	20	15	17	18	19	39	27	19	160	32	157	57	4	1	206	84	41	7	13	14	18	8	10		
A complaints system	31%	34%	16%	55%	31%	26%	26%	23%	31%	35%	32%	36%	26%	37%	31%	29%	31%	31%	25%	9%	31%	29%	27%	27%	56%	42%	42%	30%	44%		
A notice that flags content that might be inappropriate or harmful before you view it	208	21	8	6	173	13	21	12	18	17	15	32	32	13	154	34	144	64	3	2	199	81	42	6	11	15	12	12	6		
A notice that flags content that might be inappropriate or harmful before you view it	30%	39%	29%	39%	29%	42%	27%	19%	32%	32%	25%	29%	33%	27%	30%	31%	29%	35%	16%	21%	30%	28%	24%	24%	49%	44%	29%	46%	24%		
A notice that flags content that might be inappropriate or harmful before you view it	200	18	10	6	167	10	18	20	18	9	14	28	36	14	153	31	152	49	2	-	195	83	40	9	5	18	12	8	8		
A notice that flags content that might be inappropriate or harmful before you view it	29%	33%	33%	38%	28%	33%	23%	31%	32%	17%	24%	28%	38%	29%	29%	29%	30%	27%	14%	-	30%	28%	27%	37%	23%	53%	Tatx	27%	30%	33%	
Minimum age requirement and checking systems	178	13	7	6	153	12	19	15	15	10	12	31	29	11	140	23	122	56	2	-	173	65	41	7	7	9	12	6	7		
Minimum age requirement and checking systems	25%	24%	24%	39%	26%	37%	25%	23%	26%	19%	20%	28%	31%	23%	27%	21%	24%	30%	15%	-	27%	22%	28%	27%	31%	28%	28%	24%	30%		
A tool to hide content you have seen but do not wish to see again	175	15	8	6	146	7	20	12	12	10	14	22	30	18	128	31	134	41	1	1	171	71	33	9	5	12	10	8	6		
A tool to hide content you have seen but do not wish to see again	25%	27%	29%	40%	25%	23%	26%	18%	22%	20%	24%	20%	32%	36%	25%	29%	27%	23%	8%	11%	26%	24%	22%	35%	24%	34%	24%	31%	24%		
Parental controls	175	13	5	2	154	9	24	13	11	10	13	32	29	13	133	26	118	56	2	5	160	73	39	3	5	4	15	10	7		
Parental controls	25%	25%	16%	17%	26%	27%	31%	20%	19%	19%	22%	30%	31%	27%	26%	24%	23%	30%	14%	43%	25%	25%	26%	13%	13%	35%	39%	29%			
Clear labelling of what is advertising	161	13	8	9	131	10	15	12	12	8	11	26	24	12	123	28	112	49	1	-	158	62	34	8	4	14	9	7	4		
Clear labelling of what is advertising	23%	24%	26%	59%	22%	33%	19%	19%	17%	19%	24%	28%	25%	24%	25%	25%	22%	27%	6%	3%	24%	21%	23%	30%	18%	41%	Tat	21%	26%	19%	
Having clear rules for users on how to post advertising content	144	10	5	5	125	8	18	8	11	7	7	30	29	7	103	25	112	32	2	*	139	57	31	3	7	5	10	9	6		
Having clear rules for users on how to post advertising content	21%	18%	16%	33%	21%	25%	23%	12%	19%	14%	11%	27%	g	31%	Tdgi	14%	20%	23%	22%	18%	12%	3%	21%	19%	21%	12%	28%	15%	24%	34%	26%
A way to directly report harmful content to a regulator or the police	120	8	5	5	101	5	12	9	10	11	5	22	20	8	81	22	89	30	2	2	111	47	25	3	4	10	11	5	3		
A way to directly report harmful content to a regulator or the police	17%	A	15%	16%	36%	17%	16%	13%	18%	21%	6%	20%	20%	17%	16%	20%	18%	16%	15%	21%	17%	16%	12%	19%	30%	Ts	25%	18%	12%		
Prompts to remind you that tools to help you safely navigate the site/app are available	95	7	6	2	79	7	7	4	8	7	6	14	17	9	71	18	69	26	2	2	80	42	17	1	3	5	8	4	3		
Prompts to remind you that tools to help you safely navigate the site/app are available	14%	14%	21%	17%	13%	22%	9%	7%	15%	13%	10%	13%	16%	18%	14%	16%	14%	14%	11%	18%	14%	14%	12%	5%	15%	19%	17%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 415
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

	GO Region													Urban/ Rural		Internet usage		Devices used to access internet			Working status								
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Weighted base	692	54*	29**	15**	594	32**	78	64	57	52*	58	109	96	50*	520	109	500	183	16**	11**	654	294	149	26**	23**	33*	43*	25**	24**
Tools and information to help you navigate the site/app safely such as a "safety centre"	94	9	1	3	81	7	11	4	5	9	4	19	15	8	73	14	72	22	3	*	90	36	13	2	7	8	8	6	7
	14%	16%	4%	23%	14%	21%	14%	6%	9%	17%	6%	17%	16%	16%	14%	13%	14%	12%	18%	3%	14%	12%	9%	9%	31%	23%t	18%	24%	29%
The ability to speak to customer services by chat or phone	68	5	3	-	60	4	6	5	9	5	5	14	13	1	50	11	51	17	2	*	64	26	9	2	3	6	8	5	2
	10%	9%	10%	-	10%	12%	8%	7%	15% ^m	9%	8%	12%	14% ^m	2%	10%	10%	10%	9%	10%	3%	10%	9%	6%	7%	17% ^t	18% ^t	20%	9%	
NET: Any measure	570	46	21	14	490	29	65	48	51	42	43	91	82	37	432	87	419	147	12	7	539	234	115	23	22	33	35	21	20
	82%	85%	73%	94%	82%	93%	83%	76%	90% ^{gm}	82%	74%	84%	86%	75%	83%	80%	84% ^t	81%	73%	68%	82%	79%	77%	88%	93%	99% ^{tstx}	81%	82%	87%
None of these	121	8	8	1	105	2	13	16	6	10	15	18	14	13	88	22	81	36	4	3	115	61	34	3	2	*	8	5	3
	18% ^{nw}	15%	27%	6%	18%	7%	17%	24% ^h	10%	18%	26% ^h	16%	14%	25% ^h	17%	20%	16%	19%	27%	32%	18%	21% ^w	23% ^w	12%	7%	1%	19% ^w	18%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 416
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,599 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	794	135	182	184	115	129	763	794	463	714	437	268	240	124	117	183	275	508	401	393
Weighted base	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374
Effective base	605	95	143	139	88	99	579	605	340	540	308	186	155	66	90	156	197	405	295	312
Flagging and reporting mechanisms/ buttons	258	47	51	58	41	52	253	258	116	232	111	62	44	17	12	20	76	181	133	125
	37%pu	42%	31%	37%	40%	47%Tb	38%Thk	37%p	35%	37%p	34%	42%kmm	34%	29%	29%	30%	39%	37%	42%Tu	33%
Clear terms and conditions of use	214	32	63	36	34	40	208	214	108	195	92	49	47	15	10	19	59	154	118	96
	31%cu	29%	38%Tc	23%	33%	36%c	32%Th	31%	32%k	31%	28%	33%o	36%knop	26%	24%	29%	31%	31%	37%Tu	26%
A complaints system	208	30	43	44	33	45	199	208	98	184	86	47	39	20	11	17	62	145	103	105
	30%k	27%	26%	28%	32%	40%Tabc	30%k	30%k	29%	30%	26%	32%k	30%	34%op	27%	26%	32%	29%	32%	28%
A notice that flags content that might be inappropriate or harmful before you view it	200	32	44	50	24	46	191	200	93	171	83	49	38	18	9	22	63	137	103	97
	29%jk	29%	26%	32%	24%	41%Tbd	29%jk	29%jk	28%	28%	25%	33%ko	30%o	32%o	22%	33%ko	32%	28%	32%	26%
Minimum age requirement and checking systems	178	19	45	36	35	36	171	178	84	159	71	40	28	9	5	15	49	129	91	87
	26%ako	17%	27%	23%	35%Ta	32%a	26%kno	26%kno	22%o	27%kmo	22%o	16%	13%	23%no	25%	25%	26%	29%	29%	23%
A tool to hide content you have seen but do not wish to see again	175	27	33	45	23	44	168	175	80	155	79	33	31	10	6	13	50	125	88	87
	25%o	25%	20%	28%	22%	39%Tabd	26%o	25%o	24%o	25%o	24%o	22%o	24%o	17%	13%	20%o	26%	26%	28%	23%
Parental controls	175	30	37	35	22	34	167	175	104	159	79	34	37	13	8	17	47	127	93	81
	25%u	27%	22%	23%	21%	31%	25%	25%	31%Tghj	26%	24%	23%	29%o	22%	20%	25%	24%	24%	29%Tu	22%
Clear labelling of what is advertising	161	25	32	41	20	35	157	161	76	139	72	40	32	12	8	14	52	109	84	77
	23%	23%	20%	26%	20%	31%Tb	24%	23%	23%	22%	27%kp	25%	23%	21%	20%	21%	27%	22%	26%	21%
Having clear rules for users on how to post advertising content	144	20	30	28	25	32	136	144	79	124	66	35	34	14	5	11	47	96	78	66
	21%ou	18%	18%	18%	25%	29%Tc	21%o	21%o	24%Tghj	20%	20%o	24%op	28%Tghj	25%op	13%	16%	24%	19%	25%Tu	18%
A way to directly report harmful content to a regulator or the police	120	20	26	27	18	23	118	120	65	107	56	28	26	11	6	9	34	85	63	57
	17%	18%	16%	17%	18%	21%	18%	17%	20%p	17%	17%	19%p	20%op	19%o	14%	14%	18%	17%	20%	15%
Prompts to remind you that tools to help you safely navigate the site/app are available	95	13	25	18	17	20	92	95	58	87	44	29	22	10	5	10	34	61	63	32
	14%u	12%	15%	12%	17%	18%	14%	14%	17%Tghj	14%	14%	20%Tghj	17%	17%	13%	16%	17%	12%	20%Tu	9%

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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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



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Table 416
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (t)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	692	111	165	157	102	111	658	692	333	619	328	149	128	58	42	66	194	490	318	374
Tools and information to help you navigate the site/app safely such as in a "safety centre"	94 14% ^u	16 14%	23 14%	19 12%	17 17%	19 17%	14%	14%	16%	14%	14%	27 18% ^{Tghj}	24 19% Th	46	8	13 19% ^{Tghj}	32 16%	62 13%	60 19% ^{Tu}	34 9%
The ability to speak to customer services by chat or phone	68 10%	13 12%	17 10%	13 8%	12 12%	11 10%	68 10% Th	68 10%	35 11%	63 10%	33 10%	15 10%	16 12%	6 10%	4 10%	8 12%	23 12%	45 9%	35 11%	33 9%
NET: Any measure	570 82% ^u	92 83%	135 82%	123 79%	81 80%	98 89% ^c	546 83%	570 82%	291 87% ^{Tghj}	512 83%	272 83%	132 89% ^{Tghj}	114 89% ^{Tghj}	52 90%	36 86%	57 86%	173 89% ^{Ts}	394 80%	280 88% ^{Tu}	291 78%
None of these	121 18% ^{lmmr}	19 17%	30 18%	34 22% ^{se}	21 20%	12 11%	111 17% ^{lmm}	121 18% ^{lmm}	43 13%	107 17% ^{lmm}	56 17% ^{lmm}	17 11%	14 11%	6 10%	6 14%	9 14%	21 11%	97 20% ^{sr}	38 12%	83 22% ^{tr}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



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Table 417
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months				
		2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	794	39	165	154	435	42	172	157	422
Weighted base	692	44*	196	160	292	46*	203	160	283
Effective base	605	35	144	132	309	37	149	133	298
Flagging and reporting mechanisms/ buttons	258 37%	12 27%	81 42%	64 40%	101 34%	12 27%	81 40%	66 41%	98 35%
Clear terms and conditions of use	214 31%	8 18%	66 34%	49 31%	90 31%	8 18%	68 33%	50 31%	88 31%
A complaints system	208 30%	13 31%	68 35%	40 25%	86 30%	14 31%	69 34%	42 26%	83 29%
A notice that flags content that might be inappropriate or harmful before you view it	200 29%	17 39%	63 32%	43 27%	78 27%	18 40%	62 31%	44 28%	76 27%
Minimum age requirement and checking systems	178 26%	11 25%	54 28%	46 29%	67 23%	11 24%	57 28%	44 28%	66 23%
A tool to hide content you have seen but do not wish to see again	175 25%	16 36%	45 23%	44 27%	70 24%	16 36%	45 22%	47 30%	66 24%
Parental controls	175 25%	6 14%	50 26%	41 26%	77 26%	6 14%	53 26%	41 26%	74 26%
Clear labelling of what is advertising	161 23%	11 24%	44 23%	39 25%	67 23%	12 26%	43 21%	40 25%	65 23%
Having clear rules for users on how to post advertising content	144 21%	14 33%cd	32 16%	27 17%	71 24%T	15 33%k	32 16%	28 18%	69 24%Tj
A way to directly report harmful content to a regulator or the police	120 17%	6 13%	33 17%	25 15%	56 19%	6 12%	34 17%	27 17%	53 18%
Prompts to remind you that tools to help you safely navigate the site/app are available	95 14%	8 17%	20 10%	19 12%	49 17%T	8 17%	22 11%	18 11%	48 17%T
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	94 14%	5 12%	25 13%	20 13%	43 15%	5 12%	25 13%	20 13%	43 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 417
 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

	Total (T)	No. of VSPs used in Past 3 months				No. of Selected VSPs used in Past 3 months			
		2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	692	44*	196	160	292	46*	203	160	283
The ability to speak to customer services by chat or phone	68 10%	2 4%	15 8%	18 11%	32 11%	2 4%	16 8%	18 11%	32 11%
NET: Any measure	570 82%	34 77%	155 79%	128 80%	254 87%Tc	36 78%	161 79%	126 79%	248 88%Tjk
None of these	121 18%el	10 23%	41 21%e	32 20%	38 13%	10 22%	42 21%l	34 21%l	35 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 418
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

	Gender		Social Grade					Age										Ethnicity				Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	516	312	204	174	144	94	101	91	425	101	111	95	70	30	16	48	18	395	116	30	61	23	207	40	32	227
Weighted base	390	195	195	123	106	79	79	66	323	78	78	69	56*	25**	16**	43*	18**	318	68	18**	38*	12**	152	22**	25**	182
Effective base	379	220	167	124	111	68	75	74	307	76	79	68	47	25	13	39	14	301	75	20	39	16	150	23	22	177
Flagging and reporting mechanisms/ buttons	114	57	57	31	38	24	21	19	95	30	19	16	17	8	5	13	5	99	14	6	5	3	45	4	5	58
	29%	29%	29%	25%	36%	31%	27%	29%	29%	39%Thk	25%	18	30%	34%	29%	25%	31%u	21%	32%	15%	22%	20%	20%	18%	18%	32%
Parental controls	112	52	60	42	24	23	23	20	92	17	24	16	16	11	8	19	8	94	17	4	9	3	46	8	4	49
	29%	27%	31%	34% <u>d</u>	22%	30%	29%	30%	29%	22%	31%	24%	28%	46%	49%	45%Thk	42%	30%	25%	22%	25%	29%	30%	34%	17%	27%
Clear terms and conditions of use	110	53	58	31	27	28	24	11	99	22	23	18	18	11	7	18	7	89	20	6	11	3	48	6	4	47
	28% <u>g</u>	27%	30%	26%	26%	35%	30%	17%	31% <u>Tg</u>	29%	30%	25%	33%	44%	44%	41% <u>g</u>	38%	28%	30%	30%	29%	29%	32%	26%	14%	26%
A complaints system	104	56	48	35	26	22	20	21	82	16	21	22	10	10	4	15	4	88	16	7	5	3	50	3	4	46
	27%	29%	24%	28%	25%	28%	25%	32%	25%	20%	27%	31%	19%	42%	26%	34%	23%	28%	24%	40%	15%	28%	33% <u>T</u>	12%	17%	25%
A notice that flags content that might be inappropriate or harmful before you view it	94	46	48	29	29	16	18	19	75	28	9	17	12	6	2	9	2	81	13	3	7	2	38	4	7	45
	24% <u>j</u>	24%	25%	24%	27%	21%	23%	29% <u>j</u>	23% <u>j</u>	37% <u>Tj</u>	12%	25% <u>j</u>	21%	26%	13%	20%	11%	28%	19%	19%	19%	15%	25%	16%	28%	25%
Minimum age requirement and checking systems	87	46	41	30	24	19	14	23	65	11	12	16	11	11	4	15	4	70	16	6	7	2	32	5	3	45
	22% <u>hi</u>	24%	21%	24%	23%	24%	18%	34% <u>Thj</u>	20%	14%	16%	23%	20%	45%	24%	35% <u>hij</u>	20%	22%	23%	36%	18%	18%	21%	22%	12%	25%
A tool to hide content you have seen but do not wish to see again	72	34	38	23	20	16	12	8	64	20	14	13	8	5	2	7	2	59	11	5	3	3	30	2	35	
	18%	18%	19%	19%	19%	21%	15%	12%	20%	29% <u>Tgh</u>	18%	19%	14%	19%	15%	17%	13%	19%	17% <u>u</u>	26%	9%	26%	20%	11%	2%	19%
Clear labelling of what is advertising	69	31	38	25	20	11	12	13	56	20	11	15	6	3	2	5	2	60	9	3	4	1	28	2	3	34
	18%	16%	20%	21%	19%	14%	15%	20%	17%	25% <u>hl</u>	14%	21%	11%	13%	14%	12%	12%	19%	14%	19%	11%	11%	19%	10%	11%	19%
A way to directly report harmful content to a regulator or the police	66	34	32	18	16	14	16	10	56	12	13	12	8	8	3	11	3	53	13	5	6	2	25	5	3	32
	17%	18%	16%	15%	15%	17%	20%	15%	17%	16%	17%	17%	15%	32%	18%	25%	15%	17%	19%	29%	16%	15%	17%	21%	13%	17%
Having clear rules for users on how to post advertising content	64	33	31	26	9	15	12	13	51	10	14	8	7	6	6	12	6	53	11	3	5	3	27	5	2	29
	16% <u>d</u>	17%	16%	21% <u>d</u>	9%	20% <u>d</u>	15%	20%	16%	13%	18%	12%	12%	24%	38%	27% <u>hkk</u>	33%	17%	15%	17%	12%	21%	18%	22%	10%	16%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	54	32	23	18	12	15	10	6	49	12	17	8	3	7	2	9	2	38	15	4	8	3	25	5	3	20
	14% <u>lr</u>	16%	12%	15%	11%	19%	12%	8%	15% <u>l</u>	16%	21% <u>Tgl</u>	12%	5%	29%	11%	21% <u>l</u>	10%	12%	23% <u>Tr</u>	4	8	3	25	5	3	20
Prompts to remind you that tools to help you safely navigate the site/app are available	47	21	26	14	9	11	12	7	39	12	7	3	5	1	6	1	35	12	4	7	1	16	4	6	21	
	12%	11%	13%	11%	8%	13%	15%	11%	12%	15%	9%	12%	6%	22%	7%	15%	6%	11%	17%	22%	17%	8%	11%	18%	19%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 418
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

	Gender		Social Grade					Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	55+ (o)	65+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)
Weighted base	390	195	195	123	106	79	79	66	323	78	78	69	56*	25**	16**	43*	18**	318	68	18**	38*	12**	152	22**	25**	182
The ability to speak to customer services by chat or phone	35	18	17	16	6	9	5	5	30	6	6	7	5	5	2	6	2	27	8	1	5	2	15	1	2	16
	9%	9%	9%	13% ^d	5%	11%	6%	7%	9%	8%	7%	10%	9%	19%	11%	15%	9%	9%	12%	7%	12%	13%	10%	6%	8%	9%
NET: Any measure	319	158	162	97	89	66	65	55	264	68	65	55	49	17	10	27	10	261	54	18	26	10	128	17	19	147
	82% ^{pu}	81%	83%	79%	84%	84%	82%	83% ^p	82% ^p	87% ^p	84% ^p	81% ^p	88% ^p	69%	62%	62%	54%	82%	80% ^{su}	97%	70%	83%	85%	75%	74%	81%
None of these	70	37	33	26	16	12	14	11	59	10	13	13	7	8	6	16	8	56	14	1	11	2	23	6	7	35
	18%	19%	17%	21%	16%	16%	18%	17%	18%	13%	16%	19%	12%	31%	38%	38% ^{Tghi}	46%	18%	20%	3%	30% ^{Ts}	17%	15%	25%	26%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 419
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	516	134	76	66	360	59	221	209	27	237	186	70	96	67	39	187	160	55	97
Weighted base	390	96	60	45*	280	43*	177	151	18**	192	130	43*	63	48*	27**	157	114	33*	69
Effective base	379	101	61	46	263	43	170	149	18	182	124	45	62	46	26	141	115	34	61
Flagging and reporting mechanisms/buttons	114	34	24	12	75	13	49	48	3	58	37	6	16	16	11	44	37	9	19
	29%k	35%	41%Td	29%	27%	31%	27%	32%	19%	30%k	28%k	14%	25%	33%k	42%	28%	32%	20%	27%
Parental controls	112	31	17	17	78	16	49	43	4	61	30	11	14	12	7	38	35	13	17
	29%	32%	29%	37%	28%	37%	28%	28%	22%	32%	23%	26%	22%	25%	24%	24%	31%	38%	25%
Clear terms and conditions of use	110	37	23	21	68	15	48	41	6	62	38	10	14	14	12	45	34	11	12
	28%dr	39%Td	37%Td	47%Td	24%	36%	27%	34%	32%	29%	24%	23%	29%	24%	45%	29%	30%r	34%	17%
A complaints system	104	29	19	13	73	13	43	45	4	49	33	9	18	12	6	43	29	8	19
	27%	30%	31%	30%	28%	29%	24%	30%	20%	26%	25%	20%	29%	23%	21%	28%	25%	23%	28%
A notice that flags content that might be inappropriate or harmful before you view it	94	29	23	13	61	6	39	43	5	43	32	7	16	12	8	33	26	11	17
	24%	30%	37%Td	28%	22%	15%	22%	29%	30%	22%	25%	16%	25%	25%	29%	21%	23%	33%	25%
Minimum age requirement and checking systems	87	23	14	9	61	10	36	36	5	34	31	12	13	11	8	32	22	7	20
	22%l	24%	23%	21%	22%	23%	20%	24%	28%	18%	24%	27%	20%	24%	28%	21%	20%	21%	29%
A tool to hide content you have seen but do not wish to see again	72	14	12	7	53	6	34	30	2	36	28	5	15	10	8	32	17	10	10
	18%	15%	20%	15%	19%	14%	19%	20%	14%	19%	21%	13%	24%	21%	29%	21%	15%	29%	15%
Clear labelling of what is advertising	69	20	14	8	46	6	24	35	4	29	27	7	12	9	8	24	18	9	13
	18%f	21%	24%	18%	16%	14%	23%Tl	25%	15%	21%	17%	19%	19%	29%	15%	16%	28%	28%	19%
A way to directly report harmful content to a regulator or the police	66	19	14	5	46	7	28	27	4	28	28	9	15	8	7	27	21	4	7
	17%r	19%c	23%	11%	16%	17%	16%	18%	20%	14%	22%	20%	23%	16%	24%	17%	18%	11%	10%
Having clear rules for users on how to post advertising content	64	15	9	7	46	4	26	30	4	33	18	7	8	7	5	21	18	5	10
	16%	16%	14%	16%	15%	8%	15%	20%	22%	17%	14%	16%	13%	15%	17%	13%	16%	15%	14%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	54	15	10	6	39	7	25	21	2	31	18	8	7	6	3	21	17	7	8
	14%	15%	17%	12%	14%	17%	14%	14%	11%	16%	14%	19%	11%	13%	9%	13%	15%	21%	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) - T/a/b/c/d - T/a/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 419
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	390	96	60	45*	280	43*	177	151	18**	192	130	43*	63	48*	27**	157	114	33*	69
Prompts to remind you that tools to help you safely navigate the site/app are available	47	9	7	3	36	3	20	22	2	23	17	4	12	4	2	20	10	5	8
	12%	9%	12%	7%	13%	6%	11%	14%	13%	12%	13%	9%	19% ^m	8%	8%	13%	9%	15%	11%
The ability to speak to customer services by chat or phone	35	6	5	3	27	4	15	16	*	19	11	4	7	4	3	13	12	4	4
	9%	7%	8%	6%	10%	9%	9%	10%	2%	10%	9%	10%	10%	9%	12%	8%	10%	11%	6%
NET: Any measure	319	83	54	37	225	36	144	125	15	154	109	34	52	41	26	125	93	27	58
	82%	86%	89%	81%	81%	83%	81%	83%	81%	80%	84%	79%	82%	85%	96%	80%	81%	82%	84%
None of these	70	14	6	8	54	8	33	26	3	38	21	9	12	7	1	32	21	6	11
	18%	14%	11%	19%	19%	17%	19%	17%	19%	20%	16%	21%	18%	15%	4%	20%	19%	18%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 420
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

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet		Working status							
	Total (n)	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)
Unweighted base	516	47	20	441	21	55	41	51	41	96	60	35	409	60	444	70	23	470	222	100	16	28	16	13	18
Weighted base	390	39*	16**	328	18**	44*	33**	30*	35**	58	53*	27**	303	50*	293	95	18**	358	156	82	17**	20**	14**	14**	12**
Effective base	379	38	16	318	15	39	29	40	30	71	47	25	301	48	352	58	16	350	156	71	14	22	14	10	11
Flagging and reporting mechanisms/ buttons	114	13	4	94	7	10	9	11	7	10	14	16	11	92	13	97	17	4	109	44	24	2	4	6	6
Parental controls	112	13	4	93	6	16	9	5	10	6	16	11	87	15	83	28	4	105	40	19	6	7	5	5	5
Clear terms and conditions of use	229	33%	27%	28%	32%	36%	26%	16%	29%	19%	27%	30%	39%	29%	28%	30%	23%	29%	26%	23%	37%	36%	38%	34%	41%
A complaints system	110	13	2	95	6	14	9	10	13	7	11	16	8	89	11	84	26	5	104	42	20	10	7	5	7
A notice that flags content that might be inappropriate or harmful before you view it	28%	34%	16%	29%	31%	31%	28%	33%	37%	22%	20%	31%	30%	22%	29%	28%	29%	29%	27%	24%	58%	36%	36%	52%	42%
Minimum age requirement and checking systems	104	9	8	84	8	11	6	7	8	8	14	12	11	81	15	85	19	3	98	38	17	6	6	2	5
A tool to hide content you have seen but do not wish to see again	27%	22%	49%	26%	44%	25%	18%	24%	22%	25%	24%	23%	41%	27%	30%	29%	17%	27%	24%	21%	35%	30%	16%	34%	31%
Clear labelling of what is advertising	94	9	3	79	3	12	9	8	8	4	14	13	10	74	13	76	18	2	87	30	22	3	9	1	4
A way to directly report harmful content to a regulator or the police	24%a	22%	20%	24%	16%	27%	27%	26%	22%	12%	23%	24%	38%	24%	25%	26%	19%	12%	24%	19%	27%	15%	43%	9%	30%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	87	8	4	75	5	10	5	6	9	5	13	16	6	72	9	72	15	2	84	26	17	3	4	3	6
Having clear rules for users on how to post advertising content	22%a	20%	25%	23%	29%	24%	14%	21%	25%	16%	22%	30%	21%	24%	17%	25%	16%	13%	23%	16%	21%	20%	18%	24%	49%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	72	10	6	56	5	8	5	2	6	2	13	7	56	7	57	14	1	69	31	11	2	9	1	5	4
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	18%	25%hj	39%	17%	26%	19%	15%	7%	18%	7%	22%	14%	25%	19%	15%	15%	7%	19%	20%	14%	10%	43%	9%	34%	32%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	69	7	2	57	3	8	5	4	5	4	8	12	8	57	7	58	11	1	67	21	14	2	8	1	4
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	18%	17%	10%	17%	14%	19%	16%	14%	13%	14%	14%	24%	28%	19%	13%	20%	12%	7%	19%	14%	17%	14%	9%	8%	35%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	66	9	2	53	1	7	6	8	3	3	12	6	8	48	10	51	15	4	56	26	14	4	2	2	3
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	17%r	23%	13%	16%	5%	16%	17%	27%	9%	9%	20%	12%	29%	16%	20%	17%	16%	22%	16%	17%	17%	26%	18%	12%	13%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	64	4	3	54	2	9	5	3	3	6	9	7	50	10	48	16	3	59	23	9	-	2	3	6	4
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	16%	10%	19%	16%	13%	21%	16%	11%	9%	20%	15%	18%	24%	16%	19%	17%	17%	15%	17%	15%	11%	-	9%	24%	42%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	54	4	1	48	4	8	2	3	5	4	12	6	5	45	5	41	12	1	51	22	10	2	4	2	5
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	14%	11%	7%	15%	20%	18%	6%	9%	14%	15%	21%	11%	17%	15%	10%	14%	13%	8%	14%	14%	13%	22%	12%	13%	42%

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 420
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

	GO Region												Urban/ Rural		Internet usage		Devices used to access internet		Working status							
	Total (n)	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (m)	East Midlands (l)	East of England (i)	London (k)	South East (j)	South West (n)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	390	39*	16**	328	18**	44*	33**	30*	35**	31*	58	53*	27**	303	50*	293	95	18**	358	156	82	17**	20**	14**	14**	12**
Prompts to remind you that tools to help you safely navigate the site/app are available	47	6	5	35	1	5	5	2	3	2	7	5	5	37	4	36	11	1	43	18	12	2	2	-	2	2
The ability to speak to customer services by chat or phone	12%	15%	31%	11%	6%	12%	14%	8%	8%	6%	13%	10%	18%	12%	7%	12%	11%	3%	12%	11%	14%	10%	11%	-	16%	18%
The ability to speak to customer services by chat or phone	35	5	1	28	1	7	2	1	2	4	3	7	1	30	3	29	6	1	33	19	7	-	1	1	1	*
	9%	14%	5%	9%	7%	15%	7%	4%	6%	11%	6%	13%	2%	10%	6%	10%	6%	4%	9%	12%	8%	-	7%	9%	6%	3%
NET: Any measure	319	31	13	269	14	35	29	23	31	24	48	43	22	250	37	242	76	16	291	130	61	14	19	8	13	11
	82%	79%	84%	82%	80%	80%	87%	77%	88%	77%	82%	82%	81%	82%	74%	83%	80%	87%	81%	83%	75%	85%	94%	54%	94%	86%
None of these	70	8	3	60	4	9	4	7	4	7	10	9	5	53	13	50	19	2	67	28	21	2	1	6	1	2
	18%	21%	16%	18%	20%	20%	13%	23%	12%	23%	18%	18%	19%	18%	26%	17%	20%	13%	19%	17%	25%	15%	6%	46%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 421
 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

	Household income, per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	516	92	106	109	83	93	505	463	516	467	360	229	209	116	102	157	228	281	300	216
Weighted base	390	65	87	75	64	70	378	333	390	349	248	116	103	51	32	54	151	235	207	182
Effective base	379	63	80	78	65	68	372	340	379	341	251	156	139	68	82	132	156	220	216	165
Flagging and reporting mechanisms/ buttons	114	19	27	19	21	25	112	103	114	99	71	32	28	9	6	13	46	66	64	50
Parental controls	112	17	20	21	17	25	112	98	112	97	72	36	33	16	9	15	43	69	59	53
Clear terms and conditions of use	110	16	30	15	22	20	109	94	110	98	64	30	31	9	6	13	38	73	66	45
A complaints system	104	15	26	14	25	23	101	94	104	95	61	35	27	15	5	11	40	64	59	45
A notice that flags content that might be inappropriate or harmful before you view it	94	12	22	19	14	19	94	87	94	83	60	30	26	11	5	14	37	57	52	42
Minimum age requirement and checking systems	87	11	16	15	22	21	86	79	87	74	50	25	21	10	6	12	31	56	48	39
A tool to hide content you have seen but do not wish to see again	72	8	17	15	13	14	72	66	72	66	47	22	17	10	5	11	34	38	44	28
Clear labelling of what is advertising	69	9	14	17	11	18	69	63	69	62	43	24	18	7	5	12	37	32	45	24
A way to directly report harmful content to a regulator or the police	66	14	13	16	9	10	65	60	66	58	43	23	18	11	6	9	21	44	44	22
Having clear rules for users on how to post advertising content	64	4	13	12	12	18	62	58	64	57	40	19	17	9	6	7	23	41	40	24
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	54	11	10	12	8	7	53	48	54	52	37	17	20	9	5	12	23	31	38	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



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Table 421
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

	Household income - per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (j)	Snapchat (k)	Twitch (i)	Vimeo (n)	Fruita b (o)	Bitchute (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	390	65	87	75	64	70	378	333	390	349	248	116	103	51	32	54	151	235	207	182
Prompts to remind you that tools to help you safely navigate the site/app are available	47 12% ^{cu}	6 10%	10 12%	9 12%	7 11%	8 11%	47 12%	44 13%	47 12%	43 12%	30 12%	18 16%	13 13%	8 16%	4 14%	7 14%	20 13%	26 11%	34 16% ^{Tu}	13 7%
The ability to speak to customer services by chat or phone	35 9%	6 9%	6 7%	7 10%	5 8%	11 15%	35 9%	32 10%	35 9%	32 9%	26 10%	11 9%	16 15% ^{Tghij}	6 12%	5 15% ^{Tij}	6 11%	19 13%	16 7%	18 9%	17 9%
NET: Any measure	319 82% ^{cu}	53 82%	75 86% ^c	55 74%	54 84%	58 83%	311 82%	282 85% ^{Tgij}	319 82%	287 82%	213 86% ^{Tgij}	102 88% ^{Tgij}	89 86%	42 84%	28 87%	47 88% ^{Tgij}	126 83%	192 82%	180 87% ^{Tu}	140 77%
None of these	70 18% ^{hkp}	11 18%	12 14%	20 26% ^{Tb}	10 16%	12 17%	67 18% ^{hkp}	51 15%	70 18% ^{hkp}	62 18% ^{hkp}	35 14%	14 12%	15 14%	8 16%	4 13%	7 12%	26 17%	43 18%	28 13%	43 23% ^{Tt}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



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Table 422
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

	Total (f)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months			
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (g)	3 VSPs (h)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	516	34	86	386	11	34	89	382
Weighted base	390	40**	83	257	11**	40**	85	254
Effective base	379	28	78	272	9	28	80	268
Flagging and reporting mechanisms/ buttons	114	10	28	73	3	10	29	72
Parental controls	112	25%	34%	28%	31%	25%	34%	28%
Clear terms and conditions of use	110	10	23	75	4	10	24	74
A complaints system	110	15	28	29%	2	15	29	65
A notice that flags content that might be inappropriate or harmful before you view it	94	28%	36%	33%	16%	37%	34%	26%
Minimum age requirement and checking systems	104	10	21	71	2	10	22	70
A tool to hide content you have seen but do not wish to see again	94	27%	24%	26%	17%	26%	26%	27%
Clear labelling of what is advertising	94	5	23	64	3	5	23	64
A way to directly report harmful content to a regulator or the police	24%	12%	27%	25%	25%	12%	27%	25%
Having clear rules for users on how to post advertising content	87	7	23	53	3	6	24	52
Tools and information to help you navigate the site/app safely such as in a "safety centre"	87	18%	28%	21%	31%	20%	28%	20%
Prompts to remind you that tools to help you safely navigate the site/app are available	72	6	17	49	-	6	18	48
	18%	15%	20%	19%	-	15%	22%	19%
	69	5	16	46	1	5	16	46
	18%	13%	20%	18%	13%	18%	19%	18%
	66	4	17	43	2	4	17	43
	17%	10%	21%	17%	14%	11%	20%	17%
	64	9	10	44	1	9	10	44
	16%	23%	12%	17%	8%	23%	12%	17%
	54	6	8	41	-	6	8	41
	14%	15%	9%	16%	-	16%	9%	16%
	47	3	9	34	-	3	10	34
	12%	8%	11%	13%	-	8%	12%	13%

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



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Table 422
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months			
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	2 VSPs (f)	3 VSPs (g)	4 VSPs (h)	5+ VSPs (i)
Weighted base	390	40**	83	257	11**	40**	85	254
The ability to speak to customer services by chat or phone	35 9%	2 4%	4 5%	29 11%T	-	2 4%	5 6%	28 11%T
NET: Any measure	319 82%	26 64%	66 80%	220 86%T	7 64%	27 67%	68 80%	218 86%T
None of these	70 18%el	14 36%	17 20%	37 14%	4 36%	13 33%	17 20%	37 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 422
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

	Gender			Social Grade					Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1055	566	489	300	309	204	237	83	972	141	204	178	178	134	106	31	271	137	876	168	45	90	29	432	53	52	499
Weighted base	1032	481	552	281	299	213	234	67	966	127	184	168	185	136	114	51**	302	166	894	129	34*	72	17**	422	37*	48*	507
Effective base	816	422	402	226	248	156	184	65	754	109	150	134	138	112	91	28	225	115	698	110	32	58	22	331	33	37	401
Flagging and reporting mechanisms/ buttons	456 44%mp	208 35%	247 41%	120 43%	162 54%Te	83 39%	89 38%	30 46%	425 44%mp	63 50%mpq	81 44%	78 46%mp	98 53%Thmp	46 33%	48 42%q	12 24%	105 35%	60 36%	397 44%	57 45%	19 55%	30 41%	9 30%	178 42%	16 45%	23 49%	234 46%
A tool to hide content you have seen but do not wish to see again	393 38%au	166 35%	227 41%	112 40%	130 44%Te	70 33%	79 34%	24 37%	369 38%	56 44%	59 32%	75 45%j	70 38%	55 41%	43 37%q	11 22%	110 36%	54 33%	345 39%au	46 36%au	17 51%au	17 23%	11 65%	157 37%	11 29%	16 34%	204 40%
A complaints system	368 36%j	183 38%	186 34%	98 35%	118 39%	67 31%	83 35%	23 35%	345 36%j	30 24%	59 32%	72 43%j	67 36%j	54 40%j	46 40%j	17 33%	117 39%j	63 38%j	329 37%	37 29%	13 38%	13 29%	4 21%	163 39%	9 25%	19 39%	175 35%
Parental controls	359 35%j	173 36%	186 34%	107 38%	101 34%	79 37%	70 30%	23 34%	336 35%j	35 27%	46 25%	62 37%j	68 37%j	56 41%j	48 42%j	22 43%	128 42%j	70 42%j	323 36%T	35 27%	7 20%	21 29%	7 40%	168 40%TA	14 38%	14 28%	160 32%
A notice that flags content that might be inappropriate or harmful before you view it	345 33%	161 34%	183 33%	80 29%	116 39%Tc	65 30%	81 35%	18 27%	327 34%	51 41%	57 31%	58 34%	67 36%	46 34%	37 33%	10 19%	93 31%	47 28%	301 34%	42 32%	11 32%	21 30%	8 49%	132 31%	16 45%	14 28%	180 36%
Clear terms and conditions of use	338 33%	164 34%	173 31%	96 34%	101 34%	68 32%	73 31%	17 26%	320 33%	43 34%	60 33%	56 33%	60 35%	47 31%	35 35%	18 35%	100 33%	53 32%	300 34%	35 27%	9 28%	19 27%	6 34%	135 32%	13 36%	13 26%	168 33%
Minimum age requirement and checking systems	295 29%	123 26%	172 31%	84 30%	87 29%	58 27%	65 28%	24 36%	271 28%	50 39%Thjk	44 24%	45 27%	53 28%	41 30%	31 28%	7 14%	80 26%	39 23%	258 29%	33 26%	7 20%	18 25%	8 47%	130 31%	8 23%	17 36%	135 27%
A way to directly report harmful content to a regulator or the police	233 23%	108 22%	125 23%	73 26%	63 21%	47 22%	51 22%	13 20%	219 23%	25 19%	33 18%	42 25%	39 21%	34 25%	34 30%j	12 24%	80 27%j	46 28%	199 22%	34 26%	7 22%	21 29%	4 23%	95 23%	13 34%	13 26%	110 22%
Having clear rules for users on how to post advertising content	233 23%j	102 21%	131 24%	65 23%	67 22%	46 22%	53 22%	15 22%	218 23%j	32 26%j	29 16%	44 26%j	47 25%j	25 19%	28 24%	12 22%	66 24%	40 22%	206 23%	26 20%	6 16%	17 24%	3 17%	98 23%	13 36%A	12 24%	107 21%
Clear labelling of what is advertising	212 21%j	113 24%Tb	99 18%	67 24%	59 20%	37 18%	47 20%	17 25%	188 20%	33 26%j	27 15%	38 23%	40 22%	30 22%	20 17%	7 15%	56 19%	27 16%	182 20%	28 22%	11 32%	14 19%	4 21%	88 21%	8 22%	10 21%	99 20%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	180 17%	90 19%	90 16%	47 17%	57 19%	32 15%	43 18%	13 19%	167 17%	23 18%	34 18%	35 21%	32 17%	21 15%	14 12%	9 17%	43 14%	23 14%	152 17%	28 21%	7 22%	16 22%	4 24%	71 17%	12 31%Tz	6 12%	89 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

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Table 422
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

	Gender		Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1032	481	552	281	299	213	234	67	966	127	184	168	185	136	114	51**	302	166	894	129	34*	72	17**	422	37*	48*	507
Prompts to remind you that tools to help you safely navigate the site/apps are available	146	67	79	41	45	23	36	14	132	21	23	27	23	20	14	5	39	19	125	20	3	13	4	56	9	5	75
	14%	14%	14%	15%	15%	11%	16%	21%	14%	16%	12%	16%	12%	14%	12%	10%	13%	12%	14%	16%	9%	19%	22%	13%	23%	9%	15%
The ability to speak to customer services by chat or phone	108	51	57	35	33	15	25	11	97	14	21	15	14	16	13	4	32	17	91	17	4	12	2	48	6	7	46
	10%	11%	10%	12%	11%	7%	11%	17% ^d	10%	11%	11%	9%	8%	11%	11%	8%	11%	10%	10%	13%	11%	16%	11%	17%	17%	14%	9%
NET: Any measure	904	420	483	245	268	185	202	59	845	116	157	151	163	116	102	39	257	141	788	110	31	62	15	368	35	42	445
	88%	88%	88%	87%	90%	87%	86%	89%	87%	92%	92%	90%	89%	85%	89% ^q	76%	85%	85%	88%	85%	31%	86%	87%	97%	85%	85%	88%
None of these	129	60	68	36	31	29	32	7	121	10	27	17	22	20	12	12	45	24	107	19	3	10	1	53	2	7	62
	12%	12%	12%	13%	10%	13%	14%	11%	13%	8%	15%	10%	12%	15%	11%	24%	15%	15% ⁿ	12%	15%	9%	14%	6%	13%	5%	14%	12%

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



Table 424
 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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1055	298	138	171	722	199	552	280	24	671	298	119	147	101	56	474	332	106	94
Weighted base	1032	292	134	168	712	203	567	245	17**	695	269	108	121	90	48*	494	310	95	74
Effective base	616	232	109	132	559	160	437	205	15	541	211	81	105	73	39	380	254	75	76
Flagging and reporting mechanisms: buttons	456	146	73	77	301	98	241	111	6	321	103	37	51	34	22	195	155	52	31
	44%o	50%Td	54%Td	46%	42%	48%	42%	46%	37%	46%	38%	35%	42%	38%	46%	39%	50%To	55%To	43%
A tool to hide content you have seen but do not wish to see again	393	130	60	71	254	75	220	92	6	270	98	26	48	38	20	174	132	36	31
	38%dk	45%Td	45%	42%	36%	37%	39%	38%	34%	39%k	36%k	24%	40%k	42%k	42%k	35%	42%	38%	42%
A complaints system	368	99	44	59	262	73	204	86	4	260	85	33	44	20	15	172	111	39	24
	36%km	34%	33%	35%	37%	36%	36%	35%	29%	37%km	32%km	31%	36%km	22%	32%	35%	36%	41%	33%
Parental controls	359	103	40	61	249	72	197	81	9	255	81	30	35	31	15	158	118	33	21
	35%	35%	30%	37%	35%	35%	33%	50%	37%	30%	28%	29%	34%	31%	32%	38%	38%	35%	29%
A notice that flags content that might be inappropriate or harmful before you view it	345	121	58	69	217	70	175	93	7	234	91	26	47	34	18	156	120	28	19
	33%di	42%Td	43%Td	41%Td	30%	35%	31%	38%	42%	34%	34%k	24%	39%k	38%k	38%	32%	39%Tr	30%	25%
Clear terms and conditions of use	338	103	46	61	226	64	197	70	5	251	88	28	34	23	12	139	115	42	18
	33%jp	35%	34%	36%	32%	32%	35%	29%	32%	36%Tj	25%	26%	28%	25%	24%	28%	37%o	44%Tor	25%
Minimum age requirement and checking systems	295	76	37	41	211	64	150	78	3	200	70	23	28	24	20	121	107	20	26
	29%o	26%	28%	24%	30%	32%	26%	32%	17%	29%	26%	21%	24%	27%	41%jd	24%	35%Toq	22%	35%o
A way to directly report harmful content to a regulator or the police	233	70	28	39	158	43	135	53	2	163	57	25	28	13	11	107	79	20	10
	23%r	24%	21%	23%	22%	21%	24%	21%	13%	23%	21%	23%	23%	14%	23%	22%	26%r	21%	13%
Having clear rules for users on how to post advertising content	233	66	29	37	160	49	119	61	4	164	53	16	30	19	9	108	68	25	13
	23%	23%	22%	22%	22%	24%	21%	25%	25%	24%	20%	15%	25%k	21%	20%	22%	22%	26%	18%
Clear labelling of what is advertising	212	67	30	42	139	50	104	54	3	135	60	19	29	21	13	97	68	20	19
	21%	23%	22%	25%	20%	25%	18%	22%	19%	19%	22%	17%	24%	23%	27%	20%	22%	21%	26%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	180	50	30	30	124	40	86	51	3	125	42	13	18	17	8	81	58	18	13
	17%	17%	15%	18%	17%	20%	15%	21%	16%	18%	15%	12%	15%	19%	16%	16%	19%	19%	18%

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 424
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1032	292	134	168	712	203	567	245	17**	695	269	108	121	90	48*	494	310	95	74
Prompts to remind you that tools to help you safely navigate the site/app are available	146	49	22	28	92	33	75	37	1	97	34	8	21	16	3	64	44	15	13
	14%	17%	16%	17%	13%	16%	13%	15%	6%	14%	12%	8%	17% ^{jk}	17% ^k	7%	13%	14%	16%	18%
The ability to speak to customer services by chat or phone	108	28	9	18	76	22	59	26	1	75	22	7	10	8	5	39	44	8	12
	10% ^o	10%	7%	11%	11%	11%	10%	11%	8%	11%	8%	6%	8%	9%	10%	8%	14% ^{To}	8%	16% ^o
NET: Any measure	904	257	119	145	623	170	496	224	15	605	238	92	106	79	45	429	271	83	69
	88%	88%	89%	89%	88%	84%	87%	91% ^{se}	87%	87%	88%	86%	89%	87%	90%	87%	87%	88%	93%
None of these	129	35	16	23	88	33	72	22	2	90	31	15	15	11	3	65	39	12	5
	12%	12%	12%	14%	12%	16% ^g	13%	9%	13%	12%	14%	11%	13%	7%	13%	13%	13%	12%	7%

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

Ofcom VSP Tracker - Wave 1
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Table 425
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

	GEO Region													Urban/ Rural		Internet usage		Devices used to access internet				Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1055	83	51	29	892	45	107	83	104	74	91	160	132	96	789	147	834	214	23	38	976	434	209	42	45	40	131	38	32
Weighted base	1032	82	55*	33**	863	44*	105	82	92	78	87	139	142	94	767	160	655	368	21**	46**	955	402	212	41*	49*	33*	160	41*	27**
Effective base	816	66	41	23	686	36	85	65	79	55	75	115	105	75	609	118	715	195	15	29	764	332	157	34	38	33	110	32	23
Flagging and reporting mechanisms/ buttons	456	39	21	14	381	18	53	35	30	43	43	54	67	38	328	82	308	143	6	12	439	178	102	19	25	18	53	18	12
A tool to hide content you have seen but do not wish to see again	393	37	19	13	324	19	42	34	26	31	27	43	67	35	277	71	258	130	6	15	374	151	81	16	23	16	57	15	8
A complaints system	368	34	19	12	303	17	35	29	39	33	26	43	48	32	277	49	234	133	6	7	349	148	68	10	20	12	57	20	10
Parental controls	359	26	16	9	308	13	37	25	31	37	27	47	50	41	282	56	212	144	7	18	328	139	67	12	15	4	68	17	13
A notice that flags content that might be inappropriate or harmful before you view it	345	29	15	5	295	13	40	39	27	25	22	37	59	32	254	50	243	100	5	9	329	126	80	17	9	48	12	8	
Clear terms and conditions of use	338	24	12	10	291	14	32	24	27	33	31	51	43	36	253	42	229	106	8	10	315	133	57	11	19	13	55	17	15
Minimum age requirement and checking systems	295	22	11	15	248	11	30	31	27	24	26	33	44	22	218	50	196	96	8	2	279	113	55	14	16	13	37	13	10
A way to directly report harmful content to a regulator or the police	233	18	9	10	195	7	25	25	27	20	15	23	28	17	170	38	137	95	7	9	213	91	44	5	13	5	45	13	4
Having clear rules for users on how to post advertising content	233	18	14	5	195	5	22	18	18	15	18	34	35	30	170	35	164	66	2	9	222	88	42	9	12	6	36	16	10
Clear labelling of what is advertising	212	12	10	10	181	8	20	13	17	19	19	32	30	22	145	38	142	68	5	7	194	86	38	8	9	8	29	11	5
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	180	15	9	8	149	11	19	12	15	15	12	25	22	18	128	33	133	42	-	4	174	74	31	4	14	9	21	7	7
	17%so	18%	16%	20%	17%	25%	18%	14%	17%	20%	14%	18%	16%	19%	17%	21%	20%To	12%	-	8%	18%T	18%	14%	11%	28%lx	27%	13%	18%	24%

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



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Table 425
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

	GEO Region													Urban/ Rural		Internet usage		Devices used to access internet			Working status								
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1032	82	55*	33**	863	44*	105	82	92	78	87	139	142	94	767	160	655	368	21**	46**	955	402	212	41*	49*	33*	160	41*	27**
Prompts to remind you that tools to help you safely navigate the site/app are available	146	10	10	6	120	6	16	12	9	11	11	22	21	12	109	24	105	39	-	5	137	58	22	9	8	4	17	10	4
	14%	12%	19%	18%	14%	14%	15%	15%	10%	14%	13%	16%	15%	12%	14%	15%	16%Td	11%	-	11%	14%	14%	10%	21%	16%	11%	11%	25%Lx	14%
The ability to speak to customer services by chat or phone	108	11	4	2	91	3	13	11	9	8	9	21	14	4	81	13	78	28	-	1	102	48	13	2	3	5	16	8	1
	10%	13%	8%	7%	11%	6%	12%	13%	10%	10%	10%	15% <u>m</u>	10%	4%	11%	8%	12% <u>T</u>	8%	2%	2%	11%	12%	6%	5%	6%	16%	10%	19% <u>L</u>	4%
NET: Any measure	904	74	45	25	759	43	94	74	83	73	75	114	128	76	671	139	576	322	20	34	838	350	186	34	41	33	136	38	26
	88%	91%	82%	76%	88% <u>k</u>	98% <u>bkm</u>	90%	90%	90%	94% <u>km</u>	86%	82%	90%	81%	87%	87%	88%	88%	93%	75%	88%	87%	87%	83%	84%	100% <u>Tstu</u>	85%	93%	93%
None of these	129	7	10	8	104	1	11	8	9	4	12	25	14	18	96	21	79	45	1	12	117	51	27	7	8	-	24	3	2
	12% <u>w</u>	9%	18% <u>e</u>	24%	12%	2%	10%	10%	10%	6%	14%	18% <u>del</u>	10%	19% <u>el</u>	13%	13%	12%	12%	7%	25%	12%	13% <u>w</u>	13% <u>w</u>	17% <u>w</u>	16% <u>w</u>	-	15% <u>w</u>	7%	7%

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



Table 426
 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

	Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures						
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (j)	Snapchat (k)	Twitch (n)	Vimeo (o)	Fruita b (t)	Bitchute (d)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (u)	Not at all/ Not very aware (v)	
Unweighted base	1055	201	267	243	143	138	974	714	467	1055	433	267	248	125	120	183	295	749	478	577	
Weighted base	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623	
Effective base	816	147	215	187	111	104	748	540	341	816	305	181	171	74	93	151	206	608	358	463	
Flagging and reporting mechanisms/ buttons	456	85	124	90	66	63	428	298	157	456	143	69	58	16	14	27	105	349	191	264	
	44%no	44%	47%	38%	46%	50%	46%Tjno	48%Tjkn	45%no	44%no	43%no	45%no	43%no	28%	33%	40%n	47%	44%	47%	42%	
A tool to hide content you have seen but do not wish to see again	393	60	109	87	56	59	361	259	132	393	121	49	52	17	9	23	90	301	158	235	
	38%ao	31%	41%a	37%	39%	46%a	39%lo	42%Tgjn	38%o	38%o	36%o	32%o	39%ino	29%o	21%	34%o	40%	38%	39%	38%	
A complaints system	368	59	100	88	51	51	347	219	122	368	104	45	43	14	9	23	74	293	160	209	
	36%kno	30%	38%	38%	35%	40%	37%Tjln	35%kno	35%kno	36%kno	31%o	29%o	32%o	24%	20%	34%no	33%	37%	39%	33%	
Parental controls	359	77	90	83	42	43	320	192	121	359	97	51	47	17	12	22	71	288	162	197	
	35%hku	40%	34%	36%	29%	34%	34%hk	31%	35%hk	35%hk	29%	33%	35%ko	30%	27%	33%	32%	36%	40%Tu	32%	
A notice that flags content that might be inappropriate or harmful before you view it	345	70	86	88	41	40	317	225	116	345	106	56	43	14	13	24	80	263	157	188	
	33%u	36%	32%	37%	29%	32%	34%	36%Tgjn	33%	33%	32%	36%n	32%	24%	30%	35%n	36%	33%	38%Tu	30%	
Clear terms and conditions of use	338	63	92	71	46	47	321	207	116	338	104	51	44	17	10	22	65	273	173	164	
	33%u	32%	35%	30%	32%	37%	34%Tjo	33%o	33%o	33%	31%	33%o	33%o	30%	24%	33%o	29%	34%	42%Tu	26%	
Minimum age requirement and checking systems	295	44	89	62	46	41	270	195	109	295	103	57	37	15	19	60	234	151	144		
	29%u	22%	34%a	26%	32%	32%	29%	31%Tjn	31%	29%	31%	37%Tgjn	28%	30%	28%	27%	29%	29%	37%Tu	23%	
A way to directly report harmful content to a regulator or the police	233	46	51	58	39	31	203	139	73	233	73	29	30	11	9	11	33	198	112	121	
	23%ru	23%	19%	25%	28%	25%	22%	22%p	21%	23%	22%	19%	22%p	20%	22%	17%	15%	25%Tr	27%Tu	19%	
Having clear rules for users on how to post advertising content	233	38	56	47	36	37	211	140	77	233	69	36	30	9	7	15	45	186	121	112	
	23%u	20%	21%	20%	23%	23%	21%	23%	22%	23%	21%	24%	22%	16%	22%	20%	20%	23%	29%Tu	18%	
Clear labelling of what is advertising	212	40	49	52	30	34	201	140	92	212	91	39	37	19	9	19	51	160	120	93	
	21%u	21%	18%	22%	21%	26%	22%Tj	23%Tj	26%Tgjn	21%	27%Tgjn	25%	28%Tgjn	19%o	34%Tghj	22%	28%Tgjn	22%	20%	29%Tu	15%

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 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 426
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,999 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1032	194	265	235	143	127	934	619	349	1032	333	154	134	57	43	68	225	800	409	623
Tools and information to help you navigate the site/app safely such as in a "safety centre"	180 17% _{uw}	38 20%	53 20%	32 13%	27 19%	25 20%	167 18%	129 21% _{Tg}	70 20%	180 17%	62 19%	33 21%	27 20%	9 16%	7 17%	18 26% _{Tgij}	45 20%	133 17%	105 26% _{Tu}	74 12%
Prompts to remind you that tools to help you safely navigate the site/app are available	146 14% _{uw}	34 18%	39 15%	28 12%	19 13%	17 13%	135 14%	100 16% _{Tj}	53 15%	146 14%	52 16%	35 23% _{Tghi}	26 19% _{Tg}	13 23% _{Tgij}	6 15%	15 21% _{Tghi}	33 15%	111 14%	89 22% _{Tu}	56 9%
The ability to speak to customer services by chat or phone	108 10% _{uw}	25 13%	26 10%	20 9%	14 10%	18 14%	105 11% _{Tj}	75 12% _{Tj}	44 13%	108 10%	47 14% _{Tj}	26 17% _{Tghj}	20 15% _{Tj}	9 16%	5 13%	12 18% _{Tghi}	26 11%	81 10%	59 14% _{Tu}	50 8%
NET: Any measure	904 88% _{uw}	167 87%	240 90%	199 85%	123 86%	113 89%	823 88%	557 90% _{Tg}	319 91% _{Tg}	904 88%	301 90%	138 90%	123 92%	52 91%	39 91%	61 91%	205 91%	694 87%	381 93% _{Tu}	523 84%
None of these	129 12% _{hit}	27 14%	25 10%	36 15%	20 14%	14 11%	111 12% _{hi}	62 10%	30 9%	129 12% _{hi}	32 10%	15 10%	11 8%	5 9%	4 9%	6 9%	20 9%	106 13%	28 7%	101 16% _{Tt}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 427
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1055	44	226	199	156	430	48	229	207	155	416
Weighted base	1032	57*	286	237	161	290	61*	288	244	158	280
Effective base	816	38	193	172	136	305	41	195	178	134	294
Flagging and reporting mechanisms/ buttons	456 44%ah	12 21%	110 38%a	127 53%Tabe	82 51%ab	125 43%a	14 23%	110 38%	130 53%Thi	77 49%h	124 44%h
A tool to hide content you have seen but do not wish to see again	393 38%	16 28%	103 36%	100 42%	67 38%	113 39%	19 30%	103 36%	100 41%	61 39%	110 39%
A complaints system	368 36%ah	11 19%	119 41%a	86 36%a	53 33%	100 35%	12 20%	119 41%h	89 36%h	52 33%	97 34%
Parental controls	359 35%dk	27 47%cd	121 42%Tod	70 30%	40 25%	100 35%td	29 47%jk	121 42%Tk	73 30%	38 24%	97 35%k
A notice that flags content that might be inappropriate or harmful before you view it	345 33%	12 21%	92 32%	91 38%a	57 35%	93 32%	13 21%	94 33%	89 37%	57 36%	91 33%
Clear terms and conditions of use	338 33%ah	8 14%	102 35%a	79 33%a	53 33%a	97 33%a	10 17%	101 35%h	79 32%h	53 34%h	94 33%h
Minimum age requirement and checking systems	295 29%bi	15 26%	65 23%	78 33%b	48 30%	91 31%b	16 26%	65 23%	77 32%	48 30%	89 32%i
A way to directly report harmful content to a regulator or the police	233 23%	24 42%Tbcde	54 19%	55 23%	40 25%	60 21%	25 41%Tijl	55 19%	56 23%	40 26%	56 20%
Having clear rules for users on how to post advertising content	233 23%	12 21%	64 22%	61 26%	30 19%	66 23%	14 23%	63 22%	62 26%	31 20%	62 22%
Clear labelling of what is advertising	212 21%	7 12%	48 17%	41 17%	38 23%	78 27%Tabc	7 11%	48 17%	41 17%	38 24%	78 28%Thij
Tools and information to help you navigate the site/app safely such as in a "safety centre"	180 17%bi	9 16%	34 12%	45 19%	32 20%b	60 21%b	9 15%	34 12%	48 20%i	29 18%	59 21%Ti
Prompts to remind you that tools to help you safely navigate the site/app are available	146 14%	5 9%	29 10%	36 15%	22 13%	53 18%Tb	5 8%	30 10%	39 16%	18 12%	53 19%Ti

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 1
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Table 427
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	1032	57*	286	237	161	290	61*	288	244	158	280
The ability to speak to customer services by chat or phone	108 10%	1 2%	21 7%	28 12%	15 9%	43 15% ^{Tab}	2 3%	20 7%	28 12%	14 9%	43 15% Th
NET: Any measure	904 88%	49 86%	240 84%	205 86%	140 87%	269 93% ^{Tbc}	53 85%	241 84%	213 87%	137 87%	260 93% ^{Tj}
None of these	129 12% ^{el}	8 14%	46 16% ^{ee}	33 14% ^{ee}	21 13%	21 7%	9 15%	48 16% ^{el}	31 13% ^{el}	21 13%	20 7%

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. * small base

Table 428
 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			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)				
Unweighted base	471	282	189	148	141	91	86	84	387	117	112	83	53	15	22	336	130	39	66	23	183	46	31	201				
Weighted base	365	179	186	105	111	74	69	66	299	96	82	59	42*	15**	21**	278	83	28**	42*	12**	138	26*	23**	170				
Effective base	336	191	151	101	105	65	61	65	271	88	75	59	33	12	17	248	85	26	44	16	124	32	20	153				
Flagging and reporting mechanisms/ buttons	95 26%	50 28%	44 24%	28 27%	31 28%	20 27%	14 20%	23 35%	72 24%	30 31%	12 15%	15 26%	12 28%	1 9%	3 14%	68 24%	27 33%	12 41%	10 25%	5 38%	32 23%	6 23%	8 27%	46 34%				
Clear terms and conditions of use	89 25%	41 23%	48 26%	26 24%	26 23%	20 27%	18 25%	13 19%	77 26%	28 29%	14 17%	16 28%	10 24%	6 39%	8 38%	65 23%	24 28%	7 25%	12 29%	4 31%	34 25%	7 26%	5 22%	40 24%				
A complaints system	82 22%uy	46 25%	36 19%	26 24%	29 26%	14 18%	12 17%	21 32%Th	61 20%	21 22%	15 18%	13 22%	5 12%	5 22%	7 32%	66 24%u	15 18%u	6 21%	4 9%	5 44%	36 26%y	1 5%	5 21%	5 22%y	37 22%y			
Minimum age requirement and checking systems	74 20%	36 20%	38 20%	22 21%	18 18%	14 18%	20 28%	15 24%	59 20%	20 21%	9 12%	14 23%	9 22%	3 20%	7 31%	53 19%	21 25%	9 33%	8 30%	3 23%	26 19%	4 16%	6 24%	6 22%	37 22%			
Parental controls	72 20%u	38 21%	35 19%	23 22%	17 15%	17 23%	15 22%	17 26%j	55 18%j	9 9%	13 16%	18 30%Th	7 17%	6 42%	9 41%	60 22%	11 13%	2 9%	5 13%	3 23%	3 24%	33 21%	5 21%	* 1%	32 19%			
Clear labelling of what is advertising	52 14%	31 17%	20 11%	18 17%	11 10%	12 13%	11 18%	11 17%	41 14%	17 11%	9 10%	6 11%	4 19%	3 15%	4 13%	41 15%	22 13%	10 13%	5 9%	4 14%	2 18%	25 7%	2 7%	2 12%	21 12%			
Tools and information to help you navigate the site/app safely such as in a "safety centre"	51 14%	28 15%	24 13%	12 12%	12 12%	11 16%	12 17%	11 18%	40 13%	13 14%	12 15%	9 15%	2 9%	2 13%	3 14%	39 14%	12 15%	5 17%	5 11%	3 22%	19 14%	4 16%	4 16%	4 14%	23 14%			
Having clear rules for users on how to post advertising content	51 14%	30 16%	22 12%	11 11%	18 18%	13 17%	9 14%	12 18%	40 13%	9 10%	12 14%	9 15%	7 16%	2 11%	3 16%	38 14%	13 16%	4 13%	5 13%	4 30%	24 17%	5 18%	* 1%	22 13%				
A tool to hide content you have seen but do not wish to see again	50 14%sh	28 16%	22 12%	15 14%	11 10%	12 16%	11 16%	15 23%Thj	35 12%	14 15%	6 8%	11 19%j	2 4%	- 5%	1 13%	36 13%	14 17%u	9 32%	3 6%	2 14%	21 15%	3 10%	3 11%	3 11%	22 13%			
A notice that flags content that might be inappropriate or harmful before you view it	49 14%bd	32 18%Bb	17 9%	19 19%bd	9 8%	8 11%	13 19%bd	13 20%	36 12%	11 12%	8 9%	10 16%	4 9%	2 14%	4 20%	36 13%	13 15%	5 18%	6 15%	1 10%	22 16%	5 18%	2 10%	20 12%				
A way to directly report harmful content to a regulator or the police	49 13%	29 16%	20 11%	12 12%	15 14%	11 15%	10 15%	11 16%	39 13%	10 10%	11 13%	9 15%	3 6%	4 29%	6 13%	37 13%	12 14%	4 13%	6 14%	2 14%	20 14%	4 14%	3 15%	22 13%				
The ability to speak to customer services by chat or phone	42 11%	22 12%	20 11%	10 10%	11 10%	11 14%	9 14%	8 12%	34 11%	12 13%	7 9%	4 7%	6 15%	3 19%	4 20%	36 13%	7 8%	2 6%	3 8%	1 11%	16 11%	1 6%	3 12%	21 12%				

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



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Table 428
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		Social Grade				Age								Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	365	179	186	105	111	74	69	66	299	96	82	59	42*	15**	21**	278	83	28**	42*	12**	138	26*	23**	170
Prompts to remind you that tools to help you safely navigate the site/app are available	32	19	13	12	7	6	7	8	24	6	9	4	3	-	2	22	11	3	6	1	13	3	3	13
	9%	11%	7%	11%	7%	8%	10%	13%	8%	7%	11%	7%	7%	-	8%	8%	13%	12%	14%	12%	9%	12%	11%	8%
NET: Any measure	288	149	140	85	89	58	53	54	234	78	62	48	32	9	13	217	68	24	31	12	109	20	20	132
	79%	83%T	75%	81%	80%	78%	76%	83%	78%	81%	76%	82%	78%	59%	63%	78%	82%	85%	75%	98%	79%	77%	87%	78%
None of these	77	31	46	20	22	16	16	11	65	18	19	10	9	6	8	61	15	4	11	*	29	6	3	38
	21%a	17%	25%	19%	20%	22%	24%	17%	22%	19%	24%	18%	22%	41%	37%	22%	18%	15%	25%	2%	21%	23%	13%	22%

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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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 429
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	471	119	68	59	326	48	198	200	25	202	183	73	92	67	34	171	143	50	90
Weighted base	365	92	57	44*	254	36*	167	145	17**	171	127	46*	57	48*	23**	145	105	29**	67
Effective base	336	85	51	40	232	33	144	145	16	148	123	46	63	47	22	127	98	29	73
Flagging and reporting mechanisms buttons	95	30	22	11	64	7	39	47	1	40	32	8	12	15	9	39	21	8	23
	28%	32%	39%T	24%	25%	20%	24%	32%T	6%	23%	25%	17%	20%	32%	38%	27%	20%	28%	34%o
Clear terms and conditions of use	89	24	16	11	62	13	37	34	5	47	29	11	10	15	6	34	20	8	13
	25%	25%	27%	24%	25%	37%	22%	23%	27%	28%	23%	25%	17%	32%l	24%	24%	28%	28%	19%
A complaints system	82	20	14	8	59	5	38	36	3	36	25	7	11	10	5	29	21	8	20
	22%	22%	24%	18%	23%	15%	23%	25%	15%	21%	20%	16%	20%	21%	23%	20%	20%	26%	30%
Minimum age requirement and checking systems	74	21	15	10	51	9	33	30	2	35	24	10	7	10	5	28	21	6	12
	20%	23%	27%	22%	20%	24%	20%	21%	14%	20%	19%	22%	13%	21%	22%	20%	20%	20%	18%
Parental controls	72	11	8	3	60	8	27	36	1	29	25	8	13	11	4	30	18	5	14
	20%ac	11%	15%	6%	23%Tac	22%	16%	25%T	5%	17%	20%	17%	23%	22%	19%	21%	17%	16%	20%
Clear labelling of what is advertising	52	16	10	6	32	6	20	24	1	25	16	4	4	7	5	18	13	7	12
	14%	17%	18%	13%	13%	18%	12%	17%	5%	14%	13%l	9%	7%	15%	23%	13%	12%	24%	18%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	51	9	6	3	40	10	15	23	4	26	14	6	6	4	3	15	16	4	10
	14%f	10%	11%	7%	16%	27%T	9%	16%	22%	15%	11%	13%	11%	8%	13%	10%	15%	14%	15%
Having clear rules for users on how to post advertising content	51	11	7	5	38	2	21	26	2	19	20	5	7	11	7	18	13	6	9
	14%	12%	12%	12%	15%	5%	13%	18%	14%	11%	16%	11%	12%	23%ll	32%	13%	12%	21%	13%
A tool to hide content you have seen but do not wish to see again	50	12	9	3	34	2	21	26	*	18	17	4	8	7	3	17	11	3	13
	14%	13%	16%	6%	13%	6%	13%	18%	2%	11%	13%	9%	14%	14%	11%	12%	11%	12%	19%
A notice that flags content that might be inappropriate or harmful before you view it	49	11	6	4	35	3	17	26	2	18	19	8	10	7	2	18	13	5	9
	14%	12%	11%	8%	14%	9%	10%	18%T	14%	10%	15%	18%	18%	15%	11%	12%	13%	17%	14%
A way to directly report harmful content to a regulator or the police	49	15	11	3	33	8	18	23	1	22	16	7	9	6	3	16	15	5	8
	13%	16%c	19%	8%	13%	23%	11%	16%	4%	13%	13%	16%	16%	13%	12%	11%	14%	17%	12%

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 Proportions/Means: Columns: Tested (5% risk level) - T/a/b/c/d - T/a/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 429
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	365	92	57	44*	254	36*	167	145	17**	171	127	46*	57	48*	23**	145	105	29**	67
The ability to speak to customer services by chat or phone	42 11%a	5 5%	3 6%	2 4%	34 14%a	4 10%	20 12%	18 12%	*	20 12%	14 11%	4 9%	4 7%	5 10%	4 17%	13 9%	15 14%	2 8%	9 13%
Prompts to remind you that tools to help you safely navigate the site/app are available	32 9%j	8 9%	6 11%	2 4%	23 9%	5 14%	9 6%	17 12%	1 6%	13 8%	11 9%	5 11%	5 8%	4 8%	3 12%	11 8%	9 9%	3 9%	6 11%
NET: Any measure	288 79%	71 77%	46 81%	31 71%	207 81%	31 87%	128 77%	117 80%	12 72%	132 77%	100 79%	37 81%	42 74%	40 83%	19 81%	111 77%	81 77%	25 86%	55 82%
None of these	77 21%	21 23%	11 19%	13 29%	47 19%	5 13%	38 23%	29 20%	5 28%	39 23%	26 21%	9 19%	15 26%	8 17%	4 19%	34 23%	24 23%	4 14%	12 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 430
 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

	GQ Region													Urban/ Rural		Internet usage		Devices used to access internet		Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (n)	Rural (o)	More than 2 hours (p)	1-2 hours (q)	Smart Phone only (r)	Multiple devices (s)	Working full time (t)	Working part-time (u)	Student (v)	House person/ Other (w)	Furloughed (x)
Unweighted base	471	36	22	12	401	19	52	40	50	35	31	85	55	34	365	60	399	67	17	429	217	85	34	11	18
Weighted base	365	27*	18**	11**	309	14**	46*	32**	33*	29**	24**	53	52*	27**	277	55*	266	93	11**	338	155	72	25**	12**	13**
Effective base	336	31	19	9	279	15	35	29	35	26	26	55	40	23	260	46	304	56	11	310	152	57	27	9	11
Flagging and reporting mechanisms/ buttons	95	9	7	2	77	3	11	3	13	10	10	10	11	7	69	19	77	17	4	89	35	16	10	4	3
25%	25%	32%	40%	20%	25%	20%	23%	9%	38%	36%	40%	19%	21%	27%	25%	34%	29%T	18%	32%	26%	23%	22%	40%	32%	20%
Clear terms and conditions of use	89	8	5	5	71	3	11	5	7	8	6	12	13	5	67	16	72	18	4	84	39	11	7	3	7
25%	25%	30%	29%	44%	23%	26%	24%	16%	22%	29%	25%	22%	26%	19%	24%	30%	27%T	19%	33%	25%	25%	16%	29%	28%	50%
A complaints system	82	5	5	2	70	5	9	6	8	6	4	12	14	6	64	12	60	22	3	77	30	13	6	2	4
22%	22%	20%	26%	20%	23%	37%	19%	19%	25%	19%	18%	23%	27%	22%	23%	21%	23%	23%	29%	23%	19%	19%	23%	18%	30%
Minimum age requirement and checking systems	74	3	2	4	65	2	9	2	6	5	18	15	2	51	14	57	17	1	72	21	19	5	4	2	2
20%a	20%a	12%	12%	39%	21%	17%	20%	5%	18%	19%	20%	34%Tad	28%	9%	18%	25%	22%	18%	5%	21%	14%	26%ab	20%	37%	15%
Parental controls	72	2	3	2	65	3	14	7	6	4	3	13	9	6	57	8	50	22	2	66	34	10	2	3	1
20%	20%	7%	17%	17%	21%	24%	30%a	22%	19%	14%	12%	24%	18%	22%	21%	10%	19%	24%	15%	20%	32%	14%	6%	33%	10%
Clear labelling of what is advertising	52	3	2	1	46	4	9	3	6	*	3	10	3	8	34	10	42	9	1	50	20	7	4	2	2
14%A	14%A	11%	12%	8%	15%	32%	19%	9%	20%	1%	11%	18%	6%	31%	12%	18%	16%T	10%	9%	15%	13%	10%	17%	17%	13%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	51	2	*	1	48	3	8	2	4	*	13	8	6	42	6	36	15	1	49	21	7	3	2	4	2
14%	14%	8%	2%	7%	16%	20%	18%	6%	13%	14%	1%	24%T	16%	21%	15%	10%	14%	16%	5%	15%	14%	10%	11%	17%	34%
Having clear rules for users on how to post advertising content	51	3	5	1	43	1	10	3	4	2	2	9	10	2	36	10	43	8	2	48	20	8	3	4	2
14%	14%	10%	26%	5%	14%	6%	22%	11%	12%	7%	9%	17%	19%	9%	13%	18%	16%T	9%	14%	14%	13%	12%	12%	30%	19%
A tool to hide content you have seen but do not wish to see again	50	5	3	2	40	2	5	2	8	5	2	5	5	5	33	12	41	8	3	45	19	6	3	2	-
14%	14%	18%	17%	19%	13%	15%	12%	5%	26%Tdk	16%	10%	9%	9%	20%	12%	22%	16%T	9%	28%	13%	12%	8%	14%	17%	-
A notice that flags content that might be inappropriate or harmful before you view it	49	2	3	2	42	1	6	6	5	1	2	9	6	6	36	6	39	11	1	44	18	10	3	1	2
14%	14%	8%	17%	21%	14%	9%	12%	19%	14%	4%	10%	17%	11%	22%	13%	11%	15%	12%	7%	13%	12%	14%	11%	9%	17%
A way to directly report harmful content to a regulator or the police	49	7	2	2	38	1	9	3	5	4	2	8	5	2	35	10	38	12	2	43	20	8	4	2	2
13%	13%	26%Td	14%	17%	12%	10%	19%	10%	14%	13%	7%	14%	10%	6%	13%	17%	14%	12%	21%	13%	13%	11%	14%	20%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 430
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

	GEO Region													Urban/ Rural		Internet usage		Devices used to access internet		Working status					
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Student (n)	House person/ Other (n)	Furloughed (n)
Weighted base	365	27*	18**	11**	309	14**	46*	32**	33*	29**	24**	53	52*	27**	277	55*	266	93	11**	338	155	72	25**	12**	13**
The ability to speak to customer services by chat or phone	42	4	2	1	35	3	10	3	3	2	3	10	2	-	32	3	32	10	1	39	18	8	4	4	2
	11%	13%	13%	5%	11%	20%	21%J	10%	9%	6%	11%	18%J	4%	-	12%	6%	12%	11%	9%	11%	10%	11%	15%	34%	17%
Prompts to remind you that tools to help you safely navigate the site/app are available	32	1	1	1	29	1	5	3	6	1	2	6	4	-	24	4	27	5	1	30	14	5	1	3	*
	9%	5%	4%	7%	10%	7%	10%	10%	18%T	5%	10%	12%	9%	-	9%	7%	10%T	6%	7%	9%	9%	7%	6%	23%	2%
NET: Any measure	288	23	13	8	244	10	39	22	28	25	17	45	35	22	217	44	212	75	10	267	121	50	22	11	12
	79%	84%	75%	76%	79%	73%	85%	69%	85%	86%	72%	87%J	67%	81%	78%	81%	80%	81%	67%	79%	78%	70%	90%	90%	91%
None of these	77	4	4	3	65	4	7	10	5	4	7	7	17	5	60	11	54	18	1	71	34	22	2	1	1
	21%	16%	25%	24%	21%	27%	15%	31%	15%	14%	28%	13%	33%K	19%	22%	19%	20%	19%	13%	21%	22%	30%	10%	10%	9%

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 431
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,599 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	471	78	100	105	76	81	459	437	360	433	471	228	192	124	105	153	213	247	276	195
Weighted base	365	56*	80	79	60	60	353	328	248	333	365	119	92	56	34	52	137	220	197	168
Effective base	336	47	77	71	56	59	326	308	251	305	338	152	122	73	81	128	149	185	192	145
Flagging and reporting mechanisms/ buttons	95	9	20	25	17	17	92	90	61	86	95	32	24	7	10	42	53	46	49	29%
Clear terms and conditions of use	89	13	21	18	17	18	88	80	66	83	89	30	29	15	10	13	33	55	56	34
A complaints system	82	11	15	16	18	21	81	75	60	75	82	29	21	13	8	11	35	45	44	38
Minimum age requirement and checking systems	74	12	11	17	16	13	74	68	50	69	74	24	16	7	6	11	21	53	39	35
Parental controls	72	10	11	12	13	20	72	64	59	64	72	24	18	10	7	9	29	43	41	32
Clear labelling of what is advertising	52	5	9	14	7	14	51	47	34	49	52	20	15	7	3	7	24	27	36	16
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	51	10	9	7	12	10	50	49	41	50	51	18	16	11	6	9	19	32	39	13
Having clear rules for users on how to post advertising content	51	7	11	9	9	12	50	45	35	48	51	19	15	9	5	8	19	31	31	20
A tool to hide content you have seen but do not wish to see again	50	4	9	15	9	11	50	45	33	46	50	19	16	10	3	8	19	31	30	20
A notice that flags content that might be inappropriate or harmful before you view it	49	7	7	16	10	8	49	44	35	47	49	23	15	10	7	12	22	28	32	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 1
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Table 431
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (t)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	365	56*	80	79	60	60	353	328	248	333	365	119	92	56	34	52	137	220	197	168
A way to directly report harmful content to a regulator or the police	49 13%	9 17%	11 14%	10 12%	8 13%	8 14%	48 14%	47 14%	38 15%	47 14%	49 13%	20 17%	14 15%	8 14%	6 18%	9 18%	16 12%	33 15%	29 15%	20 12%
The ability to speak to customer services by chat or phone	42 11% ^{sh}	7 12%	9 11%	8 10%	10 16%	5 8%	39 11%	34 10%	32 13% ^{sh}	39 12% ^{sh}	42 11% ^{sh}	14 12%	14 16% ^{gh}	7 12%	5 15%	8 16% ^{Tghk}	16 12%	26 12%	26 13%	16 10%
Prompts to remind you that tools to help you safely navigate the site/app are available	32 9%	5 9%	4 5%	9 11%	6 10%	6 9%	31 9%	28 9%	25 10%	30 9%	32 9%	12 10%	14 15% ^{Tghi} jk	8 15% ^{sh}	4 11%	8 15% ^{Tghi} jk	17 12%	14 6%	23 12%	10 6%
NET: Any measure	288 79%	43 76%	61 76%	59 75%	50 83%	52 87%	280 79%	263 80%	206 83% ^{Tgh} k	266 80%	288 79%	98 82%	80 87% ^{Tgh} kl	47 84%	30 89% ^{Tgh} kn	44 84%	113 83%	171 78%	162 82%	126 75%
None of these	77 21% ^{imo}	14 24%	19 24%	20 25%	10 17%	8 13%	74 21% ^{imo}	65 20% ^{imo}	43 17%	67 20% ^{imo}	77 21% ^{imo}	21 18% ^{imo}	12 13%	9 16% ^o	4 11%	8 16%	23 17%	50 22%	35 18%	41 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base



Table 432
 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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	471	22	66	376	22	70	372
Weighted base	365	23**	79	255	23**	83	251
Effective base	336	19	56	262	19	60	259
Flagging and reporting mechanisms/ buttons	95 26%	5 20%	22 28%	66 26%	5 20%	22 27%	66 26%
Clear terms and conditions of use	89 25%	6 26%	14 18%	67 26%	6 26%	15 18%	66 26%
A complaints system	62 22%	4 19%	13 18%	63 24%	4 19%	13 15%	63 23%
Minimum age requirement and checking systems	74 20%	6 27%	12 16%	54 21%	6 27%	12 15%	54 22%
Parental controls	72 20%	4 16%	11 14%	55 22%	4 16%	11 13%	55 22%
Clear labelling of what is advertising	52 14%	5 24%	7 9%	37 15%	5 24%	7 9%	37 15%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	51 14%	3 15%	6 7%	42 17%T	3 15%	6 7%	42 17%Tk
Having clear rules for users on how to post advertising content	51 14%	4 17%	8 11%	37 15%	4 17%	9 11%	37 15%
A tool to hide content you have seen but do not wish to see again	50 14%	3 15%	8 11%	36 14%	3 15%	9 11%	36 14%
A notice that flags content that might be inappropriate or harmful before you view it	49 14%	4 17%	8 10%	37 14%	4 17%	8 10%	37 15%
A way to directly report harmful content to a regulator or the police	49 13%	3 13%	7 8%	39 15%	3 13%	9 11%	37 15%
The ability to speak to customer services by chat or phone	42 11%	3 15%	7 9%	30 12%	3 15%	7 9%	30 12%

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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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 432
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Weighted base	365	23**	79	255	23**	83	251
Prompts to remind you that tools to help you safely navigate the site/app are available	32 9%	4 18%	3 3%	26 10%	4 18%	3 3%	26 10%
NET: Any measure	288 79%	15 67%	58 74%	209 82%T	15 67%	61 74%	206 82%T
None of these	77 21%el	8 33%	21 26%	46 16%	8 33%	22 26%	45 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 433
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			Social Grade					Age						Ethnicity				Religion		
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Christian (v)	Muslim (w)	None (x)	
Unweighted base	297	226	71	107	84	52	52	46	251	58	90	65	33	206	89	27	43	104	30	141	
Weighted base	176	126	51	59	52	34*	30*	33*	143	32*	54	40*	16**	134	41	13**	20*	53	13**	99	
Effective base	208	158	52	77	61	34	36	31	178	43	63	47	23	147	63	20	31	68	20	106	
Flagging and reporting mechanisms/buttons	57	44	14	17	20	7	14	11	46	8	18	15	5	44	13	4	6	14	5	35	
A complaints system	51	39	12	19	13	9	10	12	39	9	11	15	5	41	9	3	4	17	2	28	
Clear terms and conditions of use	49	36	14	15	14	12	7	7	42	11	12	6	6	38	11	4	4	17	3	28	
Minimum age requirement and checking systems	28	28	27	25	28	36	25	22	29	34	23	31	35	28	28	29	22	32	24	29	
Parental controls	47	35	12	16	13	9	10	11	37	9	11	10	5	36	11	4	5	12	3	29	
A notice that flags content that might be inappropriate or harmful before you view it	45	35	10	14	12	10	9	11	34	6	16	7	5	37	8	2	4	12	4	28	
Having clear rules for users on how to post advertising content	25	28	19	24	23	29	30	33	24	18	29	19	31	28	20	17	21	23	28	28	
A tool to hide content you have seen but do not wish to see again	40	29	10	13	7	10	9	9	31	8	10	9	3	35	3	1	2	12	3	23	
A way to directly report harmful content to a regulator or the police	22%au	23%	21%	22%	14%	29%	30%	26%	22%	24%	18%	24%	21%	28%au	9%	5%	8%	23%	19%	24%	
Tools and information to help you navigate the site/app safely such as a "safety centre"	36	30	6	12	10	5	9	10	26	6	8	7	4	28	7	3	2	12	2	20	
Clear labelling of what is advertising	20%h	24%T	12%	20%	19%	15%	31%	30%	18%	18%	15%	19%	27%	21%	18%	26%	12%	23%	18%	20%	
Prompts to remind you that tools to help you safely navigate the site/app are available	33	22	11	15	7	6	5	6	27	6	11	7	3	27	7	3	3	14	2	16	
	19%	18%	22%	25%	14%	19%	16%	19%	18%	20%	18%	21%	20%	17%	21%	16%	16%	25%	16%	16%	
	28	18	10	9	7	7	5	8	20	4	6	5	6	21	7	2	3	10	2	16	
	16%h	14%	20%	16%	13%	21%	17%	25%	14%	11%	11%	13%	35%	16%	18%	13%	17%	18%	14%	16%	
	28	18	10	7	8	5	8	3	25	5	8	7	4	17	10	2	5	8	3	14	
	16%	14%	19%	11%	15%	16%	26%	9%	17%	17%	15%	18%	24%	13%	25%Tr	18%	25%	15%	26%	14%	
	27	17	9	10	7	4	6	3	24	6	10	5	3	21	6	2	3	9	*	15	
	15%	14%	19%	17%	13%	11%	19%	9%	17%	19%	18%	12%	21%	15%	15%	16%	16%	16%	2%	15%	
	26	17	9	10	7	4	4	6	20	3	5	6	5	22	3	*	3	9	1	14	
	15%	14%	17%	18%	14%	13%	13%	19%	14%	10%	10%	16%	31%	17%	8%	2%	14%	17%	10%	14%	

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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 433
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		Social Grade					Age					Ethnicity				Religion			
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	White (m)	BAME (n)	Mixed (o)	Asian (p)	Chrisn an (q)	Muslim (r)	None (s)
Weighted base	176	126	51	59	52	34*	30*	33*	143	32*	54	40*	16**	134	41	13**	20*	53	13**	99
The ability to speak to customer services by chat or phone	22	17	5	8	6	5	2	6	16	3	7	4	3	18	3	1	1	8	1	13
	12%	14%	9%	14%	12%	14%	8%	18%	11%	9%	12%	9%	18%	14%	9%	4%	7%	14%	7%	13%
NET: Any measure	151	108	42	51	43	31	26	28	123	25	47	36	13	112	37	13	17	45	12	84
	85%	86%	83%	86%	83%	90%	86%	84%	86%	81%	87%	92%	81%	83%	92%	95%	87%	84%	87%	85%
None of these	26	17	8	8	9	4	4	5	20	6	7	3	3	22	3	1	2	8	2	15
	15%	14%	17%	14%	17%	10%	14%	16%	14%	19%	13%	8%	19%	17%	8%	5%	10%	16%	13%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Table 434
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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Highest education				
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes			Secondary school or equiv (i)	University degree or equiv (j)	Higher university degree (k)	Still in full time education (l)	
										Aged under 5 (m)	Aged 5-10 (n)	Aged 11-15 (o)					
Unweighted base	297	72	38	38	213	40	120	124	135	115	52	65	43	97	109	37	47
Weighted base	176	42*	24**	22**	129	27**	74	70	90	54	23*	30*	22*	59	66	15**	29*
Effective base	208	49	27	23	151	27	90	84	103	77	38	41	30	72	77	26	35
Flagging and reporting mechanisms/ buttons	57	13	9	6	42	10	19	26	30	16	8	11	7	17	23	5	10
	33%	31%	37%	27%	33%	37%	26%	38%	33%	30%	36%	37%	33%	28%	35%	30%	34%
A complaints system	51	14	11	7	35	7	19	25	24	15	6	8	5	18	15	4	10
	29%	33%	46%	34%	27%	24%	26%	35%	27%	28%	28%	24%	31%	23%	30%	34%	
Clear terms and conditions of use	49	11	6	7	36	5	25	19	29	13	4	5	8	15	23	4	8
	28% ^{kl}	27%	27%	31%	28%	17%	34%	28%	33% ^{kl}	24%	19%	16%	37% ^{kl}	25%	35%	23%	26%
Minimum age requirement and checking systems	47	11	7	7	36	7	20	19	24	12	5	5	6	16	15	3	9
	27%	27%	31%	31%	28%	25%	27%	27%	27%	22%	22%	17%	29%	27%	23%	23%	30%
Parental controls	45	10	7	5	35	6	20	17	24	10	3	5	6	15	16	3	8
	26%	23%	28%	23%	27%	22%	27%	25%	27%	19%	14%	17%	28%	26%	24%	19%	29%
A notice that flags content that might be inappropriate or harmful before you view it	40	9	6	5	29	7	12	20	20	11	3	6	6	14	13	4	6
	22%	21%	26%	22%	22%	25%	16%	29% ^{kl}	23%	20%	12%	19%	28%	23%	20%	24%	20%
Having clear rules for users on how to post advertising content	36	8	5	5	25	3	15	17	18	8	2	2	5	11	10	4	8
	20% ^{kl}	19%	22%	22%	19%	13%	20%	25%	20%	14%	9%	6%	24% ^{kl}	19%	16%	25%	27%
A tool to hide content you have seen but do not wish to see again	33	7	5	3	25	5	11	16	16	11	5	8	5	7	16	3	6
	19%	17%	19%	14%	19%	17%	15%	23%	18%	20%	27%	25%	12%	25%	22%	3	19%
A way to directly report harmful content to a regulator or the police	28	8	6	5	20	2	12	13	12	8	3	5	4	6	11	3	5
	16%	20%	24%	23%	15%	6%	16%	19%	13%	16%	15%	18%	17%	10%	17%	18%	19%
Tools and information to help you navigate the site/app safely such as a "safety centre"	28	7	3	3	21	7	11	10	17	8	4	5	4	9	12	3	3
	16%	16%	11%	15%	16%	25%	15%	14%	19%	15%	17%	16%	18%	15%	19%	21%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 434
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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)	Secondary school or equiv (m)	University degree or equiv (n)	Higher university degree (o)	Still in full time education (p)
Weighted base	176	42*	24**	22**	129	27**	74	70	90	54	23*	30*	22*	59	66	15**	29*
Clear labelling of what is advertising	27	6	3	1	20	3	13	10	14	10	7	4	3	9	12	3	2
	15%	16%	12%	5%	15%	13%	18%	14%	16%	19%	31%Tij	14%	15%	15%	18%	18%	7%
Prompts to remind you that tools to help you safely navigate the site/app are available	26	7	6	3	18	3	13	10	12	8	2	5	3	9	8	3	6
	15%	17%	24%	14%	14%	11%	17%	14%	14%	14%	9%	18%	13%	15%	13%	19%	19%
The ability to speak to customer services by chat or phone	22	4	3	4	17	2	13	7	10	5	3	3	3	4	9	2	4
	12%o	10%	13%	17%	13%	6%	17%	10%	11%	10%	11%	10%	12%	6%	14%	14%	13%
NET: Any measure	151	33	19	17	114	22	65	60	74	48	21	26	19	48	57	14	24
	85%	79%	81%	77%	88%	80%	88%	85%	83%	90%	93%	89%	90%	82%	87%	91%	82%
None of these	26	9	5	5	16	5	9	11	15	5	2	3	2	11	8	1	5
	15%	21%	19%	23%	12%	20%	12%	15%	17%	10%	7%	11%	10%	18%	13%	9%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 435
 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

	GO Region												Urban/ Rural		Internet usage			Devices used to access internet		Working status	
	Total (n)	Scotland (n)	Wales (n)	NET: England (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)		
Unweighted base	297	30	13	246	32	21	33	21	18	61	31	20	236	34	276	21	276	156	44		
Weighted base	176	20**	10**	140	21**	11**	17**	15**	11**	28*	21**	10**	141	23**	157	19**	168	89	23*		
Effective base	208	24	9	169	20	17	22	14	15	44	24	14	165	24	195	16	195	107	34		
Flagging and reporting mechanisms/ buttons	57	8	2	46	8	3	3	6	6	5	7	6	46	9	52	5	58	26	10		
	33%k	42%	22%	33%k	39%	23%	19%	38%	52%	18%	35%	60%	33%	38%	33%	28%	33%	29%	41%		
A complaints system	51	8	5	37	7	3	4	4	2	4	6	5	40	9	42	9	49	19	7		
	29%kns	38%	51%	26%k	31%	26%	23%	29%	18%	14%	27%	51%	28%	40%	27%	48%	29%	21%	31%		
Clear terms and conditions of use	49	7	3	40	6	2	6	7	3	3	8	5	39	8	46	3	48	22	6		
	28%k	35%	29%	28%k	29%	14%	37%	42%	23%	12%	39%	47%	28%	33%	29%	18%	28%	25%	23%		
Minimum age requirement and checking systems	47	5	4	38	5	3	4	3	2	6	10	3	39	6	44	3	47	20	6		
	27%	27%	40%	27%	25%	24%	26%	21%	19%	21%	45%	32%	27%	25%	29%	17%	29%	22%	25%		
Parental controls	45	4	2	38	9	3	4	6	2	5	6	3	40	4	39	6	45	20	4		
	26%	20%	16%	27%	43%	24%	24%	36%	14%	17%	26%	32%	28%	19%	25%	33%	27%	22%	18%		
A notice that flags content that might be inappropriate or harmful before you view it	40	3	4	31	8	1	2	4	3	5	4	4	28	8	32	7	39	16	6		
	22%un	17%	41%	22%	36%	6%	9%	25%	23%	20%	20%	42%	20%	34%	21%	38%	23%	18%	25%		
Having clear rules for users on how to post advertising content	36	2	2	30	6	3	2	3	1	4	6	4	26	8	34	2	35	12	4		
	20%a	12%	24%	22%	29%	30%	9%	23%	8%	15%	29%	34%	18%	33%	22%	11%	21%	14%	16%		
A tool to hide content you have seen but do not wish to see again	33	4	2	25	5	-	2	3	3	4	4	3	26	5	27	6	31	16	3		
	19%un	22%	24%	18%	24%	-	14%	17%	23%	14%	21%	31%	18%	21%	17%	31%	18%	18%	14%		
A way to directly report harmful content to a regulator or the police	28	3	1	24	5	1	2	3	3	5	2	2	24	3	28	-	25	10	5		
	16%	15%	14%	17%	23%	12%	13%	17%	23%	16%	11%	21%	17%	12%	18%T	2%	15%	12%	20%		
Tools and information to help you navigate the site/app safely such as in a "safety centre"	28	2	2	24	2	2	3	4	1	7	3	2	22	4	26	2	26	13	4		
	16%	9%	23%	17%	9%	13%	15%	24%	7%	23%	15%	24%	16%	19%	16%	10%	16%	15%	16%		
Clear labelling of what is advertising	27	4	2	19	2	1	2	1	2	4	4	2	19	5	23	3	26	15	4		
	15%	22%	20%	14%	8%	11%	9%	3%	20%	15%	18%	23%	13%	21%	15%	18%	15%	17%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 435
 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

	Total (T)	GQ Region											Urban/Rural		Internet usage		Devices used to access internet		Working status	
		Scotland (A)	Wales (B)	NET: England (C)	North West (D)	Yorkshire and the Humber (E)	West Midlands (F)	East Midlands (G)	East of England (H)	London (I)	South East (J)	South West (K)	Urban (L)	Rural (M)	More than 2 hours (N)	1-2 hours (O)	Multipl e devices (P)	Working full time (Q)	Working part- time (R)	
Weighted base	176	20**	10**	140	21**	11**	17**	15**	11**	28*	21**	10**	141	23**	157	19**	168	89	23*	
Prompts to remind you that tools to help you safely navigate the site/app are available	26 15%	3 14%	4 41%	19 14%	2 8%	1 12%	2 12%	3 21%	* 2%	4 15%	3 12%	3 29%	19 14%	5 21%	24 15%	2 11%	26 15%	12 14%	3 14%	
The ability to speak to customer services by chat or phone	22 12%	2 10%	1 8%	19 14%	3 15%	3 23%	3 19%	3 20%	1 11%	3 12%	* 2%	* 3%	17 12%	4 16%	22 14%T	-	20 12%	9 10%	3 13%	
NET: Any measure	151 85%k	18 92%	9 90%	119 85%k	19 91%	10 90%	15 92%	13 92%	10 94%	21 74%	19 87%	9 92%	123 87%	18 78%	134 85%	17 88%	144 85%	75 84%	21 91%	
None of these	26 15%	2 8%	1 10%	21 15%	2 9%	1 10%	1 8%	3 18%	2 16%	7 26%Td	3 13%	1 8%	19 13%	5 22%	23 15%	2 12%	25 15%	14 16%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 436
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	297	55	62	69	46	49	295	268	229	267	228	297	174	114	102	136	144	148	196	101
Weighted base	176	30*	40*	39*	27*	28*	175	149	116	154	119	176	75	49	33	44	72	103	111	65
Effective base	208	37	44	46	36	33	206	186	156	181	152	208	118	66	78	115	98	110	134	74
Flagging and reporting mechanisms/ buttons	57	12	9	12	9	13	57	47	31	46	34	57	21	14	9	11	21	36	39	19
	33%ip	40%	22%	29%	34%	45%b	33%jpk	32%l	27%	30%	29%	33%lp	21	14	9	11	21	36	39	19
A complaints system	51	8	12	10	8	13	51	45	35	46	34	51	21	14	8	11	19	32	33	18
	29%	29%	30%	25%	28%	47%Tc	29%	30%p	30%p	30%p	29%	29%	28%	29%o	23%	24%	27%	31%	30%	26%
Clear terms and conditions of use	49	10	10	9	9	11	49	43	30	42	30	49	23	12	4	8	20	29	32	17
	28%op	33%	24%	23%	32%	38%	28%op	29%kop	26%op	27%op	25%op	28%op	30%kop	24%op	12%	19%o	28%	28%	29	27%
Minimum age requirement and checking systems	47	10	9	10	7	8	47	40	30	40	30	47	17	11	6	10	19	28	29	19
	27%o	35%	22%	26%	27%	28%	27%o	27%o	26%o	26%o	25%	27%o	23%	22%	18%	22%	26%	27%	26%	29%
Parental controls	45	10	10	8	6	8	45	35	27	37	26	45	15	8	6	11	11	34	30	15
	26%hkmo	35%	25%	20%	23%	30%	26%hkmo	23%	23%	24%	22%	26%hkmo	20%	17%	17%	24%uno	16%	33%Tr	27%	23%
A notice that flags content that might be inappropriate or harmful before you view it	40	9	12	9	1	7	40	31	23	34	22	40	14	9	3	6	13	26	25	15
	22%dkop	30%sd	31%sd	22%sd	5%	26%id	23%kop	21%kop	20%op	22%kop	18%o	22%kop	19%op	18%o	10%	14%	18%	26%	22%	23%
Having clear rules for users on how to post advertising content	36	10	3	7	4	8	36	33	24	29	21	36	17	10	6	6	14	22	25	11
	20%bp	35%Tb	9%	19%	16%	30%b	21%p	22%jkp	20%p	19%	16%	20%p	23%kop	20%p	18%	15%	19%	21%	22%	17%
A tool to hide content you have seen but do not wish to see again	33	5	8	7	4	7	33	28	19	32	23	33	13	13	6	7	13	20	26	7
	19%u	17%	19%	19%	16%	26%	19%	19%	17%	21%lp	19%	19%	18%	27%hkmo	18%	16%	18%	19%	23%Tu	11%
A way to directly report harmful content to a regulator or the police	28	7	7	4	4	7	28	25	21	27	19	28	15	9	4	6	10	18	20	9
	16%	25%	16%	9%	14%	24%	16%	17%	18%p	17%p	16%	16%	20%op	19%op	12%	13%	14%	18%	18%	13%
Tools and information to help you navigate the site/app safely such as a "safety centre"	28	7	9	5	4	4	28	25	18	24	18	28	15	9	6	9	12	16	20	8
	16%	23%	22%	12%	14%	13%	16%	17%	15%	15%	15%	16%	20%k	19%	18%	20%jk	17%	15%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 436
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

	Household income, per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (f)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	176	30*	40*	39*	27*	28*	175	149	116	154	119	176	75	49	33	44	72	103	111	65
Clear labelling of what is advertising	27	5	4	11	2	3	27	25	17	24	16	27	13	7	5	8	11	16	20	7
Prompts to remind you that tools to help you safely navigate the site/app are available	25	5	9	5	2	5	25	21	17	23	15	25	15	11	3	6	12	14	18	9
The ability to speak to customer services by chat or phone	22	2	5	6	3	5	22	20	14	20	16	22	10	6	4	8	18%Tghi	9	12	10
NET: Any measure	151	26	35	34	23	26	149	129	99	131	101	151	66	41	29	38	60	90	94	56
None of these	25	4	6	5	4	2	26	20	17	23	18	26	9	8	4	6	12	13	17	9
	15%	13%	14%	13%	16%	6%	15%	13%	15%	15%	15%	15%	13%	16%	13%	13%	16%	13%	15%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base



Table 437
 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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	297	12	23	255	13	22	255
Weighted base	176	12**	21**	136	13**	20**	136
Effective base	208	10	22	172	11	21	172
Flagging and reporting mechanisms/ buttons	57	5	6	40	5	6	40
A complaints system	51	42%	30%	29%	39%	31%	29%
Clear terms and conditions of use	49	3	6	40	3	6	40
Minimum age requirement and checking systems	48	24%	29%	29%	23%	30%	29%
Parental controls	47	5	6	35	5	6	35
A notice that flags content that might be inappropriate or harmful before you view it	28%	37%	31%	26%	35%	35%	26%
Having clear rules for users on how to post advertising content	47	5	5	33	5	5	33
A tool to hide content you have seen but do not wish to see again	27%	37%	25%	25%	35%	26%	25%
A way to directly report harmful content to a regulator or the police	45	7	5	30	7	5	30
Tools and information to help you navigate the site/app safely such as a "safety centre"	26%el	54%	22%	22%	51%	23%	22%
Clear labelling of what is advertising	40	6	4	26	6	4	26
Prompts to remind you that tools to help you safely navigate the site/app are available	22%el	46%	20%	20%	49%	17%	20%
	36	4	5	27	4	5	27
	20%	28%	22%	20%	27%	23%	20%
	33	5	3	25	5	3	25
	19%	36%	13%	18%	36%	13%	18%
	28	2	5	21	2	5	21
	16%	20%	22%	16%	19%	23%	16%
	28	3	3	21	3	3	21
	16%	24%	12%	16%	23%	13%	16%
	27	3	3	21	3	3	21
	15%	28%	12%	15%	28%	13%	15%
	26	1	3	20	1	3	20
	15%	12%	12%	15%	11%	13%	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Table 437
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Weighted base	176	12**	21**	136	13**	20**	136
The ability to speak to customer services by chat or phone	22 12%	1 4%	3 12%	18 13%	1 4%	3 12%	18 13%
NET: Any measure	151 85%	12 94%	16 77%	115 85%	12 95%	16 77%	115 85%
None of these	26 15%	1 6%	5 23%	20 15%	1 5%	5 23%	20 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 438
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

	Gender			Social Grade			Age			Ethnicity		Religion	
	Total (f)	Male (g)	Female (h)	AB (i)	C1 (j)	C2 (k)	18+ (l)	25-34 (m)	35-44 (n)	White (o)	BAME (p)	Christi an (q)	None (r)
Unweighted base	131	99	32	41	45	24	131	47	37	76	53	56	38
Weighted base	51	35	16**	15*	19*	10**	51	19*	16**	30	19*	18*	17**
Effective base	96	72	25	30	30	20	96	36	24	54	40	46	27
Flagging and reporting mechanisms/ buttons	10	6	4	3	2	1	10	4	4	5	5	5	2
	20%	18%	24%	24%	10%	13%	20%	20%	25%	15%	28%	26%	12%
Clear terms and conditions of use	10	8	2	1	4	2	10	4	3	4	4	4	3
	19%	22%	13%	10%	21%	23%	19%	22%	16%	15%	23%	21%	14%
Parental controls	9	5	4	3	3	1	9	2	3	5	4	4	2
	18%	14%	25%	17%	17%	5%	18%	10%	17%	16%	22%	21%	13%
A complaints system	9	6	3	3	3	2	9	3	3	5	4	3	4
	18%	18%	17%	18%	18%	20%	18%	17%	21%	17%	20%	15%	22%
Having clear rules for users on how to post advertising content	8	6	3	3	4	-	8	3	2	3	4	3	2
	16%	16%	16%	21%	21%	4%	16%	18%	15%	12%	21%	15%	12%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	6	4	2	3	2	1	6	1	3	3	4	3	1
	12%	11%	15%	18%	10%	10%	12%	6%	17%	9%	19%	17%	3%
A way to directly report harmful content to a regulator or the police	6	4	2	2	1	1	6	3	2	4	3	2	4
	12%	12%	12%	12%	8%	13%	12%	16%	15%	12%	14%	10%	22%
A notice that flags content that might be inappropriate or harmful before you view it	6	4	3	3	2	1	6	1	3	3	4	3	1
	12%	11%	16%	21%	9%	10%	12%	8%	20%	8%	19%	15%	6%
Clear labelling of what is advertising	6	5	1	2	2	1	6	2	2	4	2	4	1
	12%	14%	8%	12%	12%	13%	12%	11%	14%	13%	11%	19%	8%
The ability to speak to customer services by chat or phone	5	3	1	2	1	*	5	2	2	2	3	2	*
	9%	10%	9%	17%	5%	4%	9%	9%	11%	7%	14%	13%	2%
A tool to hide content you have seen but do not wish to see again	4	3	1	1	1	*	4	1	3	2	2	3	1
	9%	9%	8%	6%	7%	5%	9%	4%	17%	8%	11%	15%	4%
Prompts to remind you that tools to help you safely navigate the site/app are available	4	1	3	2	1	*	4	1	3	1	3	1	1
	8%*	3%	16%	16%	5%	2%	8%	4%	16%	2%	16%Tr	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 438
 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

	Gender		Social Grade			Age			Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	18+ (f)	25-34 (g)	35-44 (h)	White (i)	BAME (j)	Christi an (k)	None (A)
Weighted base	51	35	16**	15*	19*	10**	51	19*	16**	30	19*	18*	17**
Minimum age requirement and checking systems	4	3	1	1	1	1	4	1	1	1	2	2	1
	8%	9%	5%	6%	6%	7%	8%	8%	8%	4%	11%	9%	3%
NET: Any measure	38	27	11	12	13	6	38	15	11	21	15	14	11
	75%	76%	71%	79%	72%	60%	75%	80%	65%	70%	80%	75%	60%
None of these	13	8	5	3	5	4	13	4	6	9	4	5	7
	25%	24%	29%	21%	28%	40%	25%	20%	35%	30%	20%	25%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 439
 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

	Total (T)	Number of people in household			Do any children aged 17 or under live in your household?			Highest education		
		1 (a)	2-3 (b)	4-5 (c)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Secondarily school or equiv (o)	University degree or equiv (p)
Unweighted base	131	93	26	47	52	77	36	44	47	57
Weighted base	51	38	12**	20*	18*	24*	26	13**	19*	24*
Effective base	96	67	23	32	39	40	57	26	31	38
Flagging and reporting mechanisms/ buttons	10	7	3	3	4	4	5	3	1	3
	20%	19%	27%	13%	13%	19%	21% <u>l</u>	22%	9%	17%
Clear terms and conditions of use	10	7	2	5	2	6	4	2	2	3
	19%	19%	19%	27%	10%	25%	13%	13%	12%	16%
Parental controls	9	6	2	3	3	4	5	2	2	3
	18%	20%	21%	13%	19%	17%	19%	13%	15%	20%
A complaints system	9	8	2	3	4	5	4	3	3	5
	18%	22%	15%	17%	20%	20%	16%	22%	22%	28% <u>l</u> <u>p</u>
Having clear rules for users on how to post advertising content	8	6	2	3	3	3	5	2	4	1
	16% <u>o</u>	15%	17%	15%	17%	11%	21%	13%	24%	7%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	6	5	2	2	3	3	4	2	2	1
	12%	14%	13%	8%	16%	10%	14%	20%	13%	6%
A way to directly report harmful content to a regulator or the police	6	6	1	3	2	3	2	3	3	2
	12%	15%	10%	15%	11%	12%	13%	12%	19%	18%
A notice that flags content that might be inappropriate or harmful before you view it	6	6	-	2	4	1	5	3	3	1
	12% <u>l</u>	15%	-	8%	24% <u>T</u>	5%	18% <u>T</u>	24%	20% <u>l</u>	8%
Clear labelling of what is advertising	6	4	2	2	3	2	4	2	2	3
	12%	9%	13%	9%	15%	10%	14%	17%	14%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 439
 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

	Total (f)	Number of people in household			Do any children aged 17 or under live in your household?			Highest education			
		1 (a)	2-3 (b)	4-5 (c)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Secondarily school or equiv (m)	University degree or equiv (n)	
Weighted base	51	38	12**	20*	18*	24*	26	13**	15*	19*	24*
The ability to speak to customer services by chat or phone	5 9%o	4 11%	1 4%	1 7%	3 17%	1 5%	4 14%	2 19%	2 15%	* 2%	2 10%
A tool to hide content you have seen but do not wish to see again	4 9%	3 8%	1 4%	1 4%	3 17%T	1 5%	3 12%	2 14%	2 14%	1 5%	2 10%
Prompts to remind you that tools to help you safely navigate the site/app are available	4 8%o	4 10%	1 6%	1 4%	2 13%	1 5%	3 11%	2 14%	2 15%	* 1%	3 12%
Minimum age requirement and checking systems	4 8%o	3 9%	1 4%	1 5%	2 13%	2 9%	2 7%	1 7%	1 6%	* 1%	3 13%
NET: Any measure	38 75%	29 76%	9 73%	14 72%	14 79%	16 67%	22 82%T	10 83%	13 86%	13 68%	18 77%
None of these	13 25%j	9 24%	3 27%	6 28%	4 21%	8 33%	5 18%	2 17%	2 14%	6 32%	6 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 440
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

	G/O Region			Urban/ Rural	Interna L usage More than 2 hours (m)	Devices used to access interna Multipl e devices (n)	Working status	
	Total (T)	NET: England (g)	London (k)	Urban (A)	More than 2 hours (m)	Multipl e devices (n)	Working full time (s)	Working part- time (r)
Unweighted base	131	120	33	104	120	107	77	29
Weighted base	51	46	11**	40	42	42	28	12**
Effective base	96	88	29	80	96	78	52	24
Flagging and reporting mechanisms/ buttons	10 20%	10 22%	2 16%	8 19%	9 22%	8 18%	5 18%	2 14%
Clear terms and conditions of use	10 19%	9 19%	1 9%	9 22%	9 22%	7 18%	4 13%	3 23%
Parental controls	9 18%	8 19%	2 23%	7 18%	7 17%	7 18%	5 17%	3 29%
A complaints system	9 18%	8 17%	1 11%	7 19%	7 17%	7 17%	4 15%	3 23%
Having clear rules for users on how to post advertising content	8 16%	6 14%	1 7%	6 16%	6 15%	7 17%	5 18%	2 20%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	6 12%	6 13%	3 30%	5 13%	6 13%	6 13%	3 10%	2 18%
A way to directly report harmful content to a regulator or the police	6 12%	6 12%	1 5%	5 13%	6 13%	5 12%	2 9%	4 29%
A notice that flags content that might be inappropriate or harmful before you view it	6 12%	6 14%	1 14%	6 14%	4 10%	5 13%	4 15%	2 13%
Clear labelling of what is advertising	6 12%	6 13%	2 14%	5 13%	6 13%	4 9%	4 13%	* 2%
The ability to speak to customer services by chat or phone	5 9%	5 10%	2 18%	4 10%	4 10%	4 10%	3 12%	1 6%
A tool to hide content you have seen but do not wish to see again	4 9%	4 10%	1 10%	4 10%	4 10%	3 8%	3 11%	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) - T/a/b/c/d/e/l/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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



Table 440
 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

	G/O Region			Urban/ Rural	Interne Usage More than 2 hours (m)	Devices used to access interne Multipl e devices (n)	Working status	
	NET: England (g)	London (k)	Urban (A)	Urban/ Rural (A)	More than 2 hours (m)	Multipl e devices (n)	Working full time (s)	Working part- time (r)
Weighted base	51	46	11**	40	42	42	28	12**
Prompts to remind you that tools to help you safely navigate the site/app are available	4 8%	4 9%	- 3%	4 10%	3 7%	4 10%	2 8%	2 15%
Minimum age requirement and checking systems	4 8%	4 9%	1 5%	4 9%	4 8%	3 8%	2 6%	1 10%
NET: Any measure	38 75%	34 74%	9 79%	31 77%	33 78%	32 75%	21 73%	10 82%
None of these	13 25%	12 26%	2 21%	9 23%	10 22%	11 25%	8 27%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 4.41
 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

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	YouTube (d)	Instagram (e)	TikTok (f)	Facebook (g)	Snapchat (h)	Twitch (i)	Vimeo (j)	Fruita b (k)	Bitchute (l)	OnlyFans (m)	Any exposure (n)	No exposure (o)	Very/ Quite aware (p)	Not at all/ Not very aware (q)
Unweighted base	131	34	27	33	130	117	102	120	105	102	102	89	131	87	73	54	95	36
Weighted base	51	12**	10**	13**	51	42	32	43	34	33	31	28	51	23	23	27*	35	16**
Effective base	96	28	23	21	95	90	82	93	81	78	87	69	96	78	60	40	72	25
Flagging and reporting mechanisms/ buttons	10	5	2	15%	20%	20%	19%	20%	18%	18%	23%Tgk	21%	20%	22%kl	21%	18%	23%	11%
Clear terms and conditions of use	10	3	2	3	10	8	6	7	6	5	5	4	10	3	3	7	9	1
Parental controls	18%	18%	12%	12%	17%	19%	23%Tghj	18%	20%	20%	24%Tghj	25%Tghj	18%	26%Tghj	25%T	12%	22%T	7%
A complaints system	9	1	2	2	9	6	5	5	5	5	4	4	9	2	3	6	7	2
Having clear rules for users on how to post advertising content	8	2	1	1	8	8	5	8	7	7	7	6	8	4	4	5	6	2
Tools and information to help you navigate the site/app safely such as in a "safety centre"	6	2	1	2	6	6	5	6	5	4	6	5	6	4	3	3	5	2
A way to directly report harmful content to a regulator or the police	6	1	2	2	6	4	4	5	4	4	4	3%hklmp	2	6	2	4	5	2
A notice that flags content that might be inappropriate or harmful before you view it	6	-	2	2	6	5	5	5	5	5	4	5	6	4	2	4	5	1
Clear labelling of what is advertising	6	2	1	2	6	5	4	5	5	4	4	4	6	4	4	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 4.41
 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

	Household income- per year			Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £38,399 (c)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (k)	Snapchat (i)	Twitter (j)	Vimeo (n)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	51	12**	10**	13**	51	42	32	43	34	33	31	28	51	23	23	27*	35	16**
The ability to speak to customer services by chat or phone	5 9%	1 8%	*	1 9%	5 9%	4 10%	3 11%	5 11%Tgo	4 13%Tgho	4 13%Tgo	4 13%Tgho	5 17%Tghj kmp	5 9%	3 13%Tgho	4 16%T	1 4%	4 11%	1 5%
A tool to hide content you have seen but do not wish to see again	4 9%	1 12%	1 10%	1 6%	4 8%	4 11%Tgo	4 12%Tgo	4 10%Tgo	4 11%Tgo	4 12%Tgo	4 14%Tghj klo	4 16%Tghk o	4 9%	4 17%Tghj jlo	3 12%	2 6%	4 11%	1 5%
Prompts to remind you that tools to help you safely navigate the site/apps are available	4 8%	*	1 7%	2 13%	4 8%	4 10%Tgo	3 10%g	4 10%Tgo	3 10%	3 10%	3 9%	3 12%Tgmop	4 8%	2 10%	1 6%	3 10%	4 11%	* 2%
Minimum age requirement and checking systems	4 8%	1 8%	*	2 12%	4 7%	4 10%Tgo	3 8%	4 9%Tgo	3 10%g	3 8%	3 10%Tglo	3 12%Tgop	4 8%	2 10%	2 8%	2 8%	3 9%	1 4%
NET: Any measure	38 75%	10 82%	7 68%	8 64%	38 75%	32 78%Tgo	26 80%Tgo	34 80%Tgo	29 84%Tghj jlo	28 83%Tghj o	27 86%Tghj klo	24 89%Tghj kmp	38 75%	20 86%Tghj jlo	19 80%	19 71%	29 84%T	9 55%
None of these	13 25%hjk lmnp	2 18%	3 32%	5 36%	13 25%hjk lmnp	9 22%klmn p	7 20%klmn p	8 20%klmn p	5 16%mp	6 17%mp	4 14%n	3 11%	3 25%hjk lmnp	3 14%n	5 20%	8 29%	6 16%	7 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 442
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

	Total (f)	No. of VSPs used in Past 3 months	No. of Selected VSPs used in Past 3 months
		5+ VSPs (g)	5+ VSPs (h)
Unweighted base	131	116	116
Weighted base	51	40	40
Effective base	96	90	90
Flagging and reporting mechanisms/ buttons	10 20%	7 18%	7 18%
Clear terms and conditions of use	10 19%	7 19%	7 19%
Parental controls	9 18%	8 20%	8 20%
A complaints system	9 18%el	5 14%	5 14%
Having clear rules for users on how to post advertising content	8 16%	8 20%T	8 20%T
Tools and information to help you navigate the site/app safely such as a "safety centre"	6 12%	6 14%T	6 14%T
A way to directly report harmful content to a regulator or the police	6 12%	4 11%	4 11%
A notice that flags content that might be inappropriate or harmful before you view it	6 12%	5 14%	5 14%
Clear labelling of what is advertising	6 12%	5 11%	5 11%
The ability to speak to customer services by chat or phone	5 9%	5 12%T	5 12%T
A tool to hide content you have seen but do not wish to see again	4 9%	4 11%T	4 11%T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 4.42
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

	Total (f)	No. of VSPs used in Past 3 months	No. of Selected VSPs used in Past 3 months
		5+ VSPs (g)	5+ VSPs (h)
Weighted base	51	40	40
Prompts to remind you that tools to help you safely navigate the site/app are available	4 8%	4 10%T	4 10%T
Minimum age requirement and checking systems	4 8%	4 10%T	4 10%T
NET: Any measure	38 75%	33 82%T	33 82%T
None of these	13 25%el	7 18%	7 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 443
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

	Gender		Social Grade				Age					Ethnicity			Religion	
	Total (n)	Male (a)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	White (l)	BAME (m)	Asian (n)	Christi an (o)	None (p)
Unweighted base	198	173	63	59	33	42	198	40	67	47	36	131	65	36	74	84
Weighted base	76	67	23*	23*	12**	17*	76	13*	25	19*	14**	54	21	13**	26	37
Effective base	162	142	48	48	29	37	162	34	58	40	28	109	52	28	55	75
Minimum age requirement and checking systems	24	22	6	9	4	5	24	5	8	6	5	16	7	4	6	14
31% ^x	32%	28%	37%	32%	29%	31%	31%	36%	31%	30%	35%	30%	35%	34%	21%	39% ^x
Clear terms and conditions of use	22	20	7	9	3	4	22	5	6	3	14	8	6	6	9	9
29%	29%	30%	37%	20%	22%	29%	38%	22%	30%	24%	27%	35%	44%	31%	25%	
A complaints system	18	16	7	5	2	4	18	3	5	5	3	11	7	4	6	8
23%	24%	29%	21%	14%	25%	23%	22%	19%	29%	22%	20%	31%	35%	24%	22%	
Parental controls	17	14	7	6	2	2	17	2	6	6	9	8	5	8	6	6
22% ^y	21%	28%	27%	13%	15%	22% ^j	14%	9%	30% ^j	42%	17%	36% ^{Tr}	36%	30%	17%	
Flagging and reporting mechanisms/buttons	16	14	4	6	2	3	16	4	5	4	3	12	4	1	3	10
21%	21%	17%	27%	18%	20%	21%	29%	20%	21%	18%	22%	17%	9%	13%	27%	
Clear labelling of what is advertising	13	11	6	4	2	1	13	2	3	5	3	7	5	4	5	6
17% ^f	17%	27% ^{Tf}	16%	15%	6%	17%	13%	12%	25%	21%	14%	25%	28%	19%	15%	
A notice that flags content that might be inappropriate or harmful before you view it	12	10	4	4	1	3	12	1	2	3	5	7	4	3	5	5
15%	14%	19%	17%	5%	16%	15%	11%	9%	17%	33%	13%	21%	21%	20%	13%	
Tools and information to help you navigate the site/app safely such as a 'safety centre'	11	9	4	3	2	2	11	2	4	3	2	7	4	2	4	4
14%	13%	16%	13%	15%	14%	14%	12%	14%	16%	15%	12%	20%	19%	14%	12%	
Having clear rules for users on how to post advertising content	10	9	3	4	2	2	10	1	4	3	2	7	4	2	4	5
13%	13%	11%	15%	14%	14%	13%	9%	15%	14%	17%	12%	17%	15%	15%	13%	
A tool to hide content you have seen but do not wish to see again	9	9	3	3	1	2	9	2	2	3	2	6	3	1	4	4
12%	13%	11%	14%	9%	12%	12%	14%	9%	14%	15%	12%	13%	11%	14%	10%	
A way to directly report harmful content to a regulator or the police	9	6	3	4	*	2	9	*	2	4	3	3	6	5	4	2
12% ^{allA}	9%	13%	16%	4%	11%	12% ^u	1%	8%	20% ^u	21%	6%	26% ^{Tr}	36%	17% ^A	4%	
The ability to speak to customer services by chat or phone	9	7	4	3	1	*	9	2	3	2	2	5	4	3	5	3
12% ^f	10%	19% ^f	15% ^f	7%	2%	12%	12%	10%	13%	17%	9%	20%	21%	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/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 443
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

	Gender		Social Grade					Age					Ethnicity			Religion	
	Total (f)	Male (a)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	White (l)	BAME (m)	Asian (n)	Christi an (o)	None (A)	
Weighted base	76	67	23*	23*	12**	17*	76	13*	25	19*	14**	54	21	13**	26	37	
Prompts to remind you that tools to help you safely navigate the site/app are available	7	6	3	2	1	1	7	1	3	2	1	4	3	1	3	2	
	10%	9%	14%	11%	5%	6%	10%	9%	12%	9%	9%	8%	13%	9%	13%	6%	
NET: Any measure	62	54	20	21	9	12	62	11	20	15	12	42	19	12	20	30	
	81%	81%	84%	88%	74%	74%	81%	83%	80%	83%	84%	78%	89%	90%	77%	81%	
None of these	14	13	4	3	3	4	14	2	5	3	2	12	2	1	6	7	
	19%	19%	16%	12%	26%	26%	19%	17%	20%	17%	16%	22%	11%	10%	23%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Table 4.44
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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Highest education			
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)	Secondary school or equiv (m)	University degree or equiv (n)	Higher university degree (o)
Unweighted base	198	53	23	33	132	35	85	66	102	95	43	48	33	75	79	35
Weighted base	76	21*	10**	12**	51	15**	35	22	44	32	15*	14*	11**	30	30	12**
Effective base	162	42	19	20	110	29	72	54	87	75	34	43	26	62	67	25
Minimum age requirement and checking systems	24	7	4	4	16	5	11	7	16	8	3	4	4	12	7	3
	31%	33%	41%	34%	31%	32%	32%	33%	36%	25%	32%	30%	40%	39%	25%	26%
Clear terms and conditions of use	22	6	3	3	15	3	10	8	13	9	4	4	5	5	9	6
	29%o	29%	29%	26%	30%	23%	30%	34%	29%	28%	26%	30%	45%	15%	31%o	51%
A complaints system	18	5	2	3	13	4	8	6	10	8	4	2	4	6	7	3
	23%	22%	18%	26%	25%	23%	25%	22%	25%l	30%	17%	33%	19%	25%	29%	
Parental controls	17	6	2	4	11	1	9	6	7	10	4	5	5	7	7	3
	22%l	27%	15%	34%	21%	10%	26%	28%	15%	32%Ti	25%	33%l	47%	23%	23%	26%
Flagging and reporting mechanisms/ buttons	16	4	2	2	11	2	9	4	11	5	3	1	2	5	7	2
	21%l	18%	17%	19%	22%	16%	25%	20%	24%l	16%l	19%l	7%	20%	15%	22%	19%
Clear labelling of what is advertising	13	3	1	2	9	1	7	4	5	8	4	2	3	6	4	3
	17%l	16%	13%	18%	19%	8%	20%	20%	12%	24%Ti	29%Ti	14%	29%	20%	14%	21%
A notice that flags content that might be inappropriate or harmful before you view it	12	5	2	3	6	3	5	4	6	5	2	2	3	5	4	3
	15%	25%	24%	24%	12%	17%	15%	17%	14%	17%	15%	14%	24%	17%	12%	23%
Tools and information to help you navigate the site/app safely such as a "safety centre"	11	2	1	1	9	2	5	3	7	4	2	2	3	4	4	2
	14%	9%	8%	12%	17%	13%	15%	16%	15%	14%	11%	18%	24%	14%	13%	17%
Having clear rules for users on how to post advertising content	10	2	1	2	8	1	6	2	6	4	2	2	2	4	3	3
	13%	8%	5%	14%	18%	9%	18%	10%	14%	12%	12%	12%	16%	12%	11%	22%
A tool to hide content you have seen but do not wish to see again	9	2	1	1	7	1	5	3	5	4	2	2	2	3	5	2
	12%	11%	12%	11%	14%	5%	14%	13%	12%	13%	12%	14%	19%	8%	15%	15%
A way to directly report harmful content to a regulator or the police	9	5	2	3	4	1	3	4	2	7	3	3	3	3	4	2
	12%dl	23%Td	22%	25%	9%	8%	9%	19%	5%	22%Ti	22%l	22%Ti	26%	11%	12%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 4.44
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

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Highest education				
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)	Secondary school or equiv (m)	University degree or equiv (n)	Higher university degree (o)
Weighted base	76	21*	10**	12**	51	15**	35	22	44	32	15*	14*	11**	30	30	12**
The ability to speak to customer services by chat or phone	9	2	-	2	7	-	4	4	3	6	2	3	4	3	4	1
	12%	9%	2%	13%	14%	2%	12%	19%	8%	18%Ti	12%	23%Ti	34%	11%	12%	12%
Prompts to remind you that tools to help you safely navigate the site/app are available	7	1	-	1	6	-	3	4	3	5	2	3	2	2	3	2
	10%	4%	2%	5%	11%	-	9%	18%T	6%	14%	15%	20%Ti	21%	7%	10%	19%
NET: Any measure	62	16	7	10	43	11	30	19	34	27	13	13	10	24	24	11
	81%	77%	74%	79%	85%	73%	85%	83%	78%	86%	87%	89%	87%	79%	79%	89%
None of these	14	5	3	3	8	4	5	4	10	4	2	2	1	6	6	1
	19%	23%	28%	21%	15%	27%	15%	17%	22%	14%	13%	11%	13%	21%	21%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 445
 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

	Q10 Region			Urban/ Rural	Internet usage		Devices used to access internet		Working status	
	Total (n)	NET: England (g)	London (k)	Urban (A)	More than 2 hours (m)	1-2 hours (o)	Multipl e devices (n)	Working full-time (s)	Working part-time (t)	
Unweighted base	198	172	44	151	183	14	174	126	37	
Weighted base	76	64	16*	57	65	10**	69	49	14**	
Effective base	162	141	35	124	159	12	143	104	29	
Minimum age requirement and checking systems	24	21	4	17	20	3	23	16	3	
31%	31%	33%	29%	30%	31%	33%	33%	33%	24%	
Clear terms and conditions of use	22	17	4	17	17	5	21	13	7	
29% _n	29%	28%	27%	30%	28%	47%	31%	27%	47%	
A complaints system	18	12	5	13	13	5	17	10	5	
23% _{dn}	19%	32% _d	22%	20%	47%	25%	21%	35%		
Parental controls	17	12	4	12	11	6	16	11	4	
22% _{dn}	19%	25%	20%	17%	59%	23%	23%	30%		
Flagging and reporting mechanisms/ buttons	16	13	3	12	14	2	15	9	3	
21%	21%	18%	20%	21%	20%	22%	19%	19%		
Clear labelling of what is advertising	13	9	3	9	9	4	13	9	3	
17% _{dn}	15%	18%	16%	14%	35%	18%	18%	21%		
A notice that flags content that might be inappropriate or harmful before you view it	12	9	3	8	8	3	12	8	2	
15% _n	14%	21%	13%	13%	34%	17%	17%	14%		
Tools and information to help you navigate the site/app safely such as in a "safety centre"	11	8	3	8	11	-	10	6	3	
14%	13%	17%	14%	17% _T	-	15%	11%	21%		
Having clear rules for users on how to post advertising content	10	9	2	8	10	1	10	7	2	
13%	15%	12%	14%	15% _T	7%	15%	14%	16%		
A tool to hide content you have seen but do not wish to see again	9	7	2	7	9	-	9	6	2	
12%	12%	12%	13%	14% _T	-	13%	12%	17%		
A way to directly report harmful content to a regulator or the police	9	7	2	6	7	2	9	6	3	
12% _n	12%	12%	11%	11%	19%	13%	12%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 445
 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

	Q10 Region			Urban/ Rural	Internet usage		Devices used to access internet	Working status	
	Total (f)	NET: England (g)	London (k)	Urban (A)	More than 2 hours (m)	1-2 hours (o)	Multipl e devices (n)	Working full time (s)	Working part- time (t)
Weighted base	76	64	16*	57	65	10**	69	49	14**
The ability to speak to customer services by chat or phone	9 12%	8 13%	3 20%	5 10%	7 11%	2 17%	8 12%	7 13%	1 8%
Prompts to remind you that tools to help you safely navigate the site/app are available	7 10%	7 11%	2 10%	5 9%	7 10%T	1 5%	7 10%	5 10%	1 7%
NET: Any measure	62 81% <u>n</u>	52 82%	13 85%	46 81%	52 80%	10 94%	57 83%	40 81%	13 89%
None of these	14 19%	12 18%	2 15%	11 19%	13 20%T	1 6%	12 17%	9 19%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
 ONLINE Fieldwork: 22nd September - 4th October 2021

Table 446
 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

	Household income, per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruita b (n)	Blitcut e (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	198	46	37	51	31	27	195	183	157	183	153	136	129	90	87	198	105	88	127	71
Weighted base	76	15*	16**	19*	13**	10**	75	66	54	68	52	44	40	26	23	76	37	37	44	32
Effective base	162	40	29	40	26	24	160	156	132	151	128	115	108	80	78	162	83	76	107	58
Minimum age requirement and checking systems	24	5	2	8	4	5	24	21	16	21	17	13	11	5	5	24	9	14	11	13
Clear terms and conditions of use	22	3	4	6	5	3	32%no	31%no	29%no	31%no	32%no	30%no	28%no	20%	24%	31%no	24%	39%r	9	14
A complaints system	18	3	4	4	3	3	18	14	12	15	10	13	8	5	2	18	7	10	10	8
Parental controls	17	2	2	4	5	3	17	14	12	15	12	11	11	6	5	17	9	8	10	7
Flagging and reporting mechanisms/ buttons	16	3	2	4	4	3	16	14	11	13	11	9	7	4	4	16	6	9	11	4
Clear labelling of what is advertising	13	2	1	4	3	3	12	11	9	11	9	8	8	4	2	13	5	7	8	5
A notice that flags content that might be inappropriate or harmful before you view it	12	1	4	3	2	2	12	10	7	11	8	7	9	4	4	12	6	6	6	6
Tools and information to help you navigate the site/app safely such as a "safety centre"	11	3	1	3	2	2	11	10	9	10	8	8	6	4	3	11	5	6	8	3
Having clear rules for users on how to post advertising content	10	2	2	3	2	2	10	10	7	10	7	6	6	4	4	10	5	5	7	3
A tool to hide content you have seen but do not wish to see again	9	2	1	2	1	3	9	9	7	9	6	7	7	5	4	9	3	6	5	4
A way to directly report harmful content to a regulator or the police	9	1	1	4	1	2	9	7	7	8	7	7	7	4	5	9	5	3	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 446
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (t)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Blitcut e (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	76	15*	16**	19*	13**	10**	75	66	54	68	52	44	40	26	23	76	37	37	44	32
The ability to speak to customer services by chat or phone	9	1	*	3	3	3	9	7	6	8	6	7	5	4	3	9	5	4	6	3
	12%	5%	3%	14%	20%	24%	12%	11%	12%	12%	12%	16%Tghi	13%	16%	15%	12%	12%	11%	13%	11%
Prompts to remind you that tools to help you safely navigate the site/app are available	7	2	1	2	1	2	7	7	6	7	6	7	5	4	4	7	4	4	5	2
	10%	10%	5%	8%	9%	21%	10%	11%Tgp	11%	10%	11%	16%Tghi	13%	16%Tgip	18%Tghijcmp	10%	10%	10%	12%	6%
NET: Any measure	62	12	11	17	11	10	61	55	46	57	45	38	36	23	20	62	30	31	38	23
	81%	77%	68%	88%	85%	93%	82%	82%	86%Tghp	84%Tghp	86%Tghp	87%Tghp	89%Tghijp	88%Tghp	85%	81%	80%	84%	87%Tu	74%
None of these	14	4	5	2	2	1	14	12	8	11	7	6	4	3	3	14	8	6	6	8
	19%ijklm	23%	32%	12%	15%	7%	18%ijklm	18%ijklm	14%mn	16%mn	14%	13%	11%	12%	15%	19%ijklm	20%	16%	13%	28%t

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

Table 447
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

	Total (f)	No. of VSPs used in Past 3 months	No. of Selected VSPs used in Past 3 months
		5+ VSPs (g)	5+ VSPs (h)
Unweighted base	198	176	174
Weighted base	76	62	61
Effective base	162	149	147
Minimum age requirement and checking systems	24 31%	20 33%	20 33%
Clear terms and conditions of use	22 29%	18 29%	18 29%
A complaints system	18 23%	14 22%	14 22%
Parental controls	17 22%	14 22%	14 23%
Flagging and reporting mechanisms/ buttons	16 21%	12 20%	12 20%
Clear labelling of what is advertising	13 17%	11 17%	11 18%
A notice that flags content that might be inappropriate or harmful before you view it	12 15%	10 15%	10 16%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	11 14%	10 16%	10 16%
Having clear rules for users on how to post advertising content	10 13%	9 15%	9 15%
A tool to hide content you have seen but do not wish to see again	9 12%	9 14%T	9 14%T
A way to directly report harmful content to a regulator or the police	9 12%	8 13%	8 13%
The ability to speak to customer services by chat or phone	9 12%	7 12%	7 12%

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 447
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

	Total (f)	No. of VSPs used in Past 3 months	No. of Selected VSPs used in Past 3 months
		5+ VSPs (g)	5+ VSPs (h)
Weighted base	76	62	61
Prompts to remind you that tools to help you safely navigate the site/app are available	7 10%	7 12%T	7 12%T
NET: Any measure	62 81%	53 85%T	52 85%T
None of these	14 19%el	10 15%	9 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 448
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

	Gender			Social Grade						Age										Ethnicity				Religion			
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (o)	BAME (p)	Mixed (q)	Asian (r)	Christian (s)	Muslim (t)	Other religion (u)	None (v)				
Unweighted base	268	203	65	109	75	44	40	30	238	46	70	56	47	15	19	179	87	22	45	108	31	19	106				
Weighted base	151	104	48*	64	42*	23*	22**	18**	133	27*	37*	29*	26*	12**	14**	108	42	11**	22**	58	14**	11**	64				
Effective base	179	141	44	73	48	32	26	22	157	31	46	38	32	9	12	123	55	15	27	71	20	11	82				
Clear terms and conditions of use	43	27	16	17	12	7	7	4	39	8	12	8	9	2	2	32	11	1	6	16	5	2	19				
	29%	26%	34%	26%	29%	31%	34%	24%	29%	31%	32%	26%	34%	16%	18%	29%	26%	10%	28%	34%	22%	34%	30%				
Parental controls	37	25	12	16	10	8	3	5	32	3	13	6	8	2	2	26	11	2	6	19	5	-	13				
	25% ^{kl}	25%	25%	25%	23%	36%	14%	28%	24% ^{kl}	10%	36% ^{hij}	21%	30%	14%	16%	24%	26%	17%	26%	32%	39%	-	21%				
A complaints system	37	23	14	16	7	7	5	3	32	9	7	9	7	-	1	30	7	1	4	13	2	3	19				
	25%	22%	30%	25%	17%	29%	32%	30%	24%	33%	20%	29%	25%	-	5%	27%	18%	7%	19%	22%	14%	30%	30%				
A notice that flags content that might be inappropriate or harmful before you view it	33	19	14	11	10	7	5	4	29	7	7	5	5	5	3	23	9	5	3	11	3	2	14				
	22% ^{sa}	18%	23%	16%	25%	28%	24%	23%	22%	28%	18%	17%	19%	42%	35%	21%	21%	40%	14%	18%	20%	15%	22%				
Flagging and reporting mechanisms/ buttons	26	19	7	10	8	5	3	3	23	4	9	5	5	1	1	19	8	1	2	9	2	2	14				
	17%	18%	15%	15%	20%	22%	14%	16%	18%	14%	25%	17%	18%	4%	4%	17%	18%	12%	11%	16%	12%	19%	21%				
Having clear rules for users on how to post advertising content	26	13	13	10	9	4	3	3	23	5	3	7	3	4	4	21	5	1	2	9	2	1	11				
	17% ^{sa}	12%	28% ^{Ta}	15%	21%	17%	14%	18%	17%	21%	9%	23%	10%	30%	30%	19%	11%	11%	7%	15%	13%	8%	17%				
The ability to speak to customer services by chat or phone	24	13	11	9	8	3	3	4	20	4	4	7	1	4	4	18	6	2	3	7	2	5	7				
	16% ^{sa}	12%	23%	15%	20%	14%	13%	23%	15%	14%	10%	23% ^{kl}	5%	30%	30%	17%	14%	14%	16%	12%	16%	44%	11%				
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	23	12	11	7	6	5	5	2	20	5	7	3	5	*	*	15	7	1	5	9	3	1	10				
	15% ^{sa}	11%	23%	11%	13%	23%	21%	14%	15%	17%	19%	11%	20%	2%	2%	14%	18%	9%	21%	15%	23%	7%	15%				
A tool to hide content you have seen but do not wish to see again	23	18	5	11	5	4	3	3	20	6	2	7	4	-	-	17	5	2	1	9	1	1	13				
	15%	17%	10%	17%	12%	17%	12%	15%	15% ^{kl}	23% ^{kl}	6%	24% ^{kl}	16%	-	-	16%	13%	20%	7%	15%	5%	5%	20%				
Clear labelling of what is advertising	22	15	7	11	4	5	2	6	18	4	6	3	2	-	-	13	9	2	5	9	4	1	9				
	14% ^{sh}	14%	15%	17%	10%	20%	9%	35%	12%	14%	18%	11%	9%	-	-	12%	21%	20%	23%	15%	25%	7%	14%				
Minimum age requirement and checking systems	21	15	7	11	5	4	2	3	18	3	4	5	4	1	1	11	9	2	5	7	3	1	9				
	14% ^{sr}	14%	14%	17%	12%	16%	8%	19%	13%	12%	11%	17%	16%	6%	9%	10%	22% ^{sr}	15%	23%	12%	25%	11%	14%				
A way to directly report harmful content to a regulator or the police	20	9	11	9	4	5	2	4	16	1	3	8	5	-	-	14	6	1	3	5	2	2	11				
	13% ^{kal}	8%	24% ^{Ta}	14%	10%	20%	10%	22%	12% ^{kl}	2%	9%	26% ^{Thj}	17% ^{kl}	-	-	13%	15%	12%	14%	9%	12%	18%	17%				

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 448
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

	Gender		Social Grade					Age							Ethnicity			Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	55+ (n)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Christi an (v)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	151	104	48*	64	42*	23*	22**	18**	133	27*	37*	29*	26*	12**	14**	108	42	11**	22**	58	14**	11**	64
Prompts to remind you that tools to help you safely navigate the site/app are available	13	6	7	7	3	2	2	2	11	2	3	2	4	-	-	9	4	1	2	7	1	1	5
	9%a	6%	14%	11%	8%	7%	7%	12%	8%	7%	8%	7%	14%	-	-	8%	10%	12%	10%	12%	4%	8%	7%
NET: Any measure	123	80	42	49	36	20	17	16	107	20	32	25	19	8	10	86	35	9	18	46	13	9	50
	81%a	77%	89%	76%	87%	86%	77%	89%	80%	76%	87%	84%	74%	69%	72%	79%	84%	76%	84%	80%	93%	78%	78%
None of these	29	23	5	15	5	3	5	2	27	6	5	5	7	4	4	22	6	3	4	12	1	2	14
	19%	23%T	11%	24%	13%	14%	23%	11%	20%	24%	13%	16%	26%	31%	28%	21%	16%	24%	16%	20%	7%	22%	22%

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

Table 449
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education			
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (h)	NET: Yes (i)			Aged 11-15 (m)	Secondary school or equiv (o)	Univers by degree or equiv (p)	Higher univers by degree (q)	Still in full time education (r)
										Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (l)					
Unweighted base	268	58	30	30	194	44	109	102	123	114	51	57	39	79	105	48	31
Weighted base	151	29*	18**	14**	114	26*	69	51	78	55	24*	22*	18**	45*	59	25*	19**
Effective base	179	37	20	15	131	31	74	69	91	66	33	45	24	48	75	32	21
Clear terms and conditions of use	43	9	4	5	32	3	15	17	26	13	6	5	5	11	18	7	4
	29%	30%	21%	40%	29%	35%	22%	34%	33%	25%	34%	29%	24%	24%	31%	29%	23%
Parental controls	37	5	3	2	30	5	13	16	16	8	8	5	9	14	9	4	4
	25%	16%	17%	15%	27%	19%	20%	32%	21%	29%	33%	36%Tl	30%	20%	24%	37%	23%
A complaints system	37	6	4	3	28	5	14	18	20	12	3	5	7	11	11	7	7
	25%	20%	24%	19%	24%	18%	20%	35%Tl	26%	21%	14%	23%	38%	16%	18%	44%Top	36%
A notice that flags content that might be inappropriate or harmful before you view it	33	6	5	2	23	5	12	14	14	15	6	3	5	15	9	5	3
	22%	20%	27%	12%	20%	20%	18%	28%	17%	27%I	25%	15%	26%	33%Tp	15%	21%	18%
Flagging and reporting mechanisms/ buttons	26	8	6	3	15	6	10	10	16	8	3	2	4	5	9	9	2
	17% ^d	29% ^{Td}	31%	23%	13%	22%	14%	19%	20%	11%	10%	24%	11%	16%	16%	36% ^{Top}	11%
Having clear rules for users on how to post advertising content	26	4	3	2	19	5	12	9	12	11	3	2	3	10	9	5	2
	17%	15%	19%	14%	16%	18%	17%	17%	15%	20% ^I	13%	10%	16%	21%	14%	18%	13%
The ability to speak to customer services by chat or phone	24	5	4	3	17	3	10	10	10	10	3	4	3	5	10	3	5
	16%	18%	23%	23%	15%	11%	15%	20%	13%	18%	14%	18%	15%	11%	17%	13%	26%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	23	6	3	4	16	6	8	7	10	10	7	2	3	6	8	6	2
	15%	19%	17%	27%	14%	22%	11%	14%	13%	18% ^I	27% ^{Tl}	10%	14%	14%	13%	23%	10%
A tool to hide content you have seen but do not wish to see again	23	3	2	3	17	4	8	9	12	8	3	1	3	5	11	4	2
	15%	12%	9%	19%	15%	17%	12%	18%	14% ^I	13%	7%	19%	10%	19%	16%	10%	10%
Clear labelling of what is advertising	22	4	2	2	16	1	7	11	6	10	5	4	3	3	6	7	5
	14% ^I	13%	11%	15%	14%	3%	10%	22% ^{Tef}	7%	18% ^I	21% ^I	17%	19%	7%	10%	27% ^{Top}	29%
Minimum age requirement and checking systems	21	3	1	1	18	1	7	13	5	13	5	6	7	5	9	3	3
	14% ^I	9%	8%	9%	16%	5%	10%	25% ^{Tef}	7%	23% ^{Tl}	20% ^I	28% ^{Tl}	41%	12%	16%	12%	14%

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

Table 449
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education			
	Total (1)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6 (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (n)	University degree or equiv (o)	Higher university degree (p)
Weighted base	151	29*	18**	14**	114	26*	69	51	78	55	24*	22*	18**	45*	59	25*	19**
A way to directly report harmful content to a regulator or the police	20	5	4	1	14	5	7	7	9	8	2	4	3	4	7	4	3
	13%	18%	25%	9%	12%	19%	10%	14%	11%	14%	10%	17%	15%	10%	12%	16%	17%
Prompts to remind you that tools to help you safely navigate the site/app are available	13	2	2	1	11	2	6	5	4	7	4	3	2	4	4	3	1
	9% _j	8%	11%	6%	9%	8%	8%	10%	5%	13% _j	18% _l	13%	10%	9%	7%	11%	7%
NET: Any measure	123	23	15	12	92	21	52	45	59	47	22	19	13	36	44	22	17
	81%	78%	80%	86%	81%	78%	76%	88% _T	75%	86%	90%	88%	72%	80%	74%	89%	90%
None of these	29	6	4	2	22	6	17	6	19	7	2	3	5	9	15	3	2
	19% _g	22%	20%	14%	19%	22%	24%	12%	25%	14%	10%	12%	28%	20%	26%	11%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 450
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

	Total (n)	GO Region						Urban/Rural		Internet usage		Devices used to access internet	Working status	
		Scotland (a)	NET: England (d)	North West (f)	East Midland s (i)	London (k)	South East (l)	Urban (A)	Rural (B)	More than 2 hours (m)	1-2 hours (o)		Multipl e devices (r)	Working full time (s)
Unweighted base	268	22	232	31	23	69	35	216	29	239	29	243	139	57
Weighted base	151	12**	130	20**	14**	34	24**	122	18**	120	32**	144	76	32*
Effective base	179	19	151	20	14	52	25	141	21	175	22	164	90	41
Clear terms and conditions of use	43	1	40	9	5	5	7	38	3	32	11	43	20	9
Parental controls	29%kn	5%	31%k	44%	32%	15%	31%	15%	27%	35%	30%	26%	28%	15%
A complaints system	37	3	33	8	1	6	8	32	3	28	9	36	19	5
A notice that flags content that might be inappropriate or harmful before you view it	25%	22%	25%	39%	10%	19%	35%	26%	16%	24%	28%	25%	25%	15%
Flagging and reporting mechanisms/ buttons	37	4	30	7	2	5	5	32	3	31	6	37	13	12
Having clear rules for users on how to post advertising content	25%sa	32%	23%	37%	15%	16%	22%	26%	17%	26%T	20%	26%	17%	36%a
The ability to speak to customer services by chat or phone	33	2	30	3	1	8	7	24	4	22	11	32	16	4
Tools and information to help you navigate the site/app safely such as in a "safety centre"	22%un	17%	23%	13%	4%	22%	31%	20%	21%	19%	33%	22%	21%	14%
A tool to hide content you have seen but do not wish to see again	26	-	24	3	2	4	6	18	4	23	3	26	14	5
Clear labelling of what is advertising	17%	3%	19%	13%	17%	11%	24%	15%	25%	19%T	11%	18%	18%	16%
Minimum age requirement and checking systems	26	3	21	2	1	3	6	19	4	20	6	26	12	7
	17%k	28%	16%	8%	7%	8%	26%	16%	22%	17%	18%	18%	15%	22%
	24	2	21	5	4	3	4	20	1	18	6	23	12	5
	16%un	16%	16%	23%	27%	9%	15%	17%	7%	15%	20%	16%	16%	16%
	23	2	20	6	3	3	3	18	2	17	6	22	10	5
	15%	20%	15%	28%	20%	10%	13%	15%	13%	14%	18%	15%	13%	15%
	23	1	20	5	1	4	4	16	3	20	3	22	14	4
	15%	10%	15%	24%	5%	12%	18%	13%	19%	17%T	8%	15%	18%	13%
	22	2	18	6	-	5	1	19	3	18	4	22	10	2
	14%	16%	14%	29%	-	16%	2%	15%	15%	13%	15%	13%	13%	7%
	21	1	20	2	1	7	2	20	-	18	3	21	8	5
	14%	5%	15%	12%	10%	21%	10%	16%	2%	15%T	10%	14%	11%	16%

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

Table 450
 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

	GO Region						Urban/Rural		Internet usage		Devices used to access internet	Working status		
	Scotland (a)	NET: England (d)	North West (f)	East Midlands (i)	London (k)	South East (l)	Urban (A)	Rural (B)	More than 2 hours (m)	1-2 hours (n)		Multiple devices (r)	Working full time (s)	Working part time (t)
Weighted base	151	12**	130	20**	14**	34	24**	122	18**	120	32**	144	76	32*
A way to directly report harmful content to a regulator or the police	20 13%a	2 19%	17 13%	3 16%	3 20%	4 10%	3 14%	18 15%	1 3%	19 16%T	1 4%	19 13%	5 6%	10 30%Ts
Prompts to remind you that tools to help you safely navigate the site/app are available	13 9%a	2 17%	11 8%	3 15%	1 4%	2 7%	-	13 10%	-	9 8%	4 12%	13 9%	7 10%	3 8%
NET: Any measure	123 81%	10 81%	107 82%	18 89%	12 87%	25 75%	19 79%	102 84%T	11 60%	97 81%	25 79%	116 81%	61 80%	26 80%
None of these	29 19%A	2 19%	24 18%	2 11%	2 13%	9 25%	5 21%	20 16%	7 40%	22 19%	6 21%	27 19%	15 20%	6 20%

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 451
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

	Household income: per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Blitche (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	268	55	55	61	32	51	265	240	209	248	192	174	268	116	102	129	128	135	169	99	
Weighted base	151	24*	37*	33*	17**	32*	149	128	103	134	92	75	151	50	31	40	61	89	85	67	
Effective base	179	44	35	41	25	33	176	155	139	171	122	118	179	61	87	108	80	97	119	66	
Clear terms and conditions of use	43	6	12	7	6	10	43	40	30	39	25	20	43	13	20*	6	7	20	23	28	16
Parental controls	37	2	8	8	7	12	37	32	22	33	22	13	37	7	5	8	10	27	28	9	
	25%alno	9%	21%	24%	43%	38%a	25%ilno	25%ilno	21%co	25%ilno	24%ilno	18%	25%ilno	14%	15%	21%no	17%	30%r	33%Tu	14%	
A complaints system	37	4	8	7	4	12	37	34	27	34	24	19	37	10	5	9	15	22	22	15	
	25%io	18%	22%	23%	25%	39%T	25%o	26%o	26%o	25%o	26%o	25%o	25%o	20%	16%	23%o	25%	25%	26%	22%	
A notice that flags content that might be inappropriate or harmful before you view it	33	4	10	7	2	7	33	29	19	24	19	13	33	15	5	7	10	23	21	12	
	22%ij	18%	27%	21%	11%	23%	22%ij	23%ij	18%	18%	20%	17%	22%ij	30%jkd	17%	18%	17%	26%	24%	18%	
Flagging and reporting mechanisms/ buttons	26	3	6	6	2	8	26	24	14	24	16	13	26	7	5	6	10	16	19	7	
	17%j	13%	17%	20%	13%	25%	18%j	19%j	14%	18%j	18%j	17%j	17%j	14%	16%	14%	17%	19%	23%Tu	11%	
Having clear rules for users on how to post advertising content	26	4	6	6	2	7	26	24	18	20	12	10	26	11	4	5	9	17	16	9	
	17%jkd	15%	17%	17%	11%	22%	17%jkd	19%jkp	17%kl	15%	13%	13%	17%jkd	22%klp	14%	13%	14%	19%	19%	14%	
The ability to speak to customer services by chat or phone	24	2	8	4	2	8	24	22	16	19	13	11	24	13	4	7	14	10	8	16	
	16%jat	9%	21%	13%	12%	24%	16%j	17%j	16%	14%	14%	14%	16%j	25%Tghj	14%	18%	23%Ts	11%	9%	24%Tt	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	23	2	10	7	1	3	23	20	16	20	15	12	23	7	6	6	8	15	20	3	
	15%u	9%	26%	21%	5%	10%	15%	16%	16%	15%	16%	16%	15%	14%	18%	15%	13%	17%	23%Tu	5%	
A tool to hide content you have seen but do not wish to see again	23	1	3	7	2	7	23	19	15	21	11	10	23	8	3	4	8	15	16	7	
	15%ap	3%	8%	22%a	12%	21%a	15%p	14%p	16%p	13%	14%p	15%p	16%p	11%	10%	10%	13%	16%	19%T	10%	
Clear labelling of what is advertising	22	1	6	7	1	7	22	20	18	21	17	13	22	9	4	5	13	9	17	4	
	14%au	5%	15%	21%a	5%	23%a	15%	16%	17%p	16%Tm	17%op	18%op	14%	19%p	12%	13%	21%Ts	10%	20%Tu	7%	

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 451
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	151	24*	37*	33*	17**	32*	149	128	103	134	92	75	151	50	31	40	61	89	85	67
Minimum age requirement and checking systems	21 14%	4 15%	3 8%	4 11%	5 28%	6 18%	21 14%	20 16%	15 15%	20 15%Tm	17 18%Tgim	13 18%Tm	21 14%	7 15%	6 20%Tm	8 19%Tgim	7 11%	15 17%	14 16%	8 12%
A way to directly report harmful content to a regulator or the police	20 13%	3 12%	5 14%	5 14%	1 6%	6 18%	20 13%	17 13%	14 13%	17 13%	12 13%	11 15%	20 13%	9 18%p	6 18%	5 13%	8 13%	12 14%	13 16%	7 10%
Prompts to remind you that tools to help you safely navigate the site/app are available	13 9%g	1 6%	3 8%	5 16%	1 6%	3 8%	12 8%	11 9%	10 10%	11 8%	11 12%ghj	8 11%g	13 9%g	7 15%gjp	3 9%	4 11%	6 9%	7 8%	8 9%	5 8%
NET: Any measure	123 81%u	19 78%	33 89%	25 76%	13 80%	26 82%	121 81%	109 85%Tgim	86 84%	109 81%	77 84%	63 84%	123 81%	46 91%Tgjkmp	27 86%	34 85%	54 88%T	68 77%	75 89%Tu	47 71%
None of these	29 19%hnt	5 22%	4 11%	8 24%	3 20%	6 18%	28 19%hn	20 15%	17 16%n	25 19%hn	15 16%n	12 16%n	29 19%hn	5 9%	4 14%	6 15%n	7 12%	21 23%	10 11%	19 29%Tt

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 452
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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	268	13	14	237	15	18	231
Weighted base	151	13**	14**	120	14**	17**	116
Effective base	179	12	10	160	14	13	155
Clear terms and conditions of use	43 29%	4 31%	5 36%	33 28%	4 28%	5 30%	33 29%
Parental controls	37 25%	6 42%	3 22%	27 23%	6 38%	4 23%	27 23%
A complaints system	37 25%	3 20%	2 14%	32 26%	3 19%	2 11%	32 27%T
A notice that flags content that might be inappropriate or harmful before you view it	33 22%el	4 32%	6 40%	21 17%	5 34%	5 29%	21 18%
Flagging and reporting mechanisms/ buttons	26 17%	2 16%	4 28%	19 16%	2 14%	5 28%	18 16%
Having clear rules for users on how to post advertising content	28 17%	-	5 37%	21 17%	1 4%	5 31%	20 17%
The ability to speak to customer services by chat or phone	24 16%	2 13%	3 22%	19 16%	2 12%	4 25%	18 15%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	23 15%	2 18%	1 7%	18 15%	2 17%	2 10%	17 15%
A tool to hide content you have seen but do not wish to see again	23 15%	3 20%	1 7%	19 16%	3 22%	2 10%	18 15%
Clear labelling of what is advertising	22 14%	2 14%	1 7%	19 16%	2 13%	1 5%	19 16%
Minimum age requirement and checking systems	21 14%	1 6%	2 12%	19 16%	1 6%	2 10%	19 16%
A way to directly report harmful content to a regulator or the police	20 13%	1 6%	2 14%	16 13%	1 6%	2 12%	16 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Table 452
 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

	Total (T)	No. of VSPs used in Past 3 months			No. of Selected VSPs used in Past 3 months		
		3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	3 VSPs (i)	4 VSPs (k)	5+ VSPs (l)
Weighted base	151	13**	14**	120	14**	17**	116
Prompts to remind you that tools to help you safely navigate the site/app are available	13 9%	2 18%	-	11 9%	2 17%	-	11 9%
NET: Any measure	123 81%	9 67%	12 85%	99 82%	10 69%	13 74%	97 84%T
None of these	29 19%J	4 33%	2 15%	21 18%	4 31%	4 26%	19 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 453
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

	Gender			Social Grade					Age					Ethnicity			Religion		
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	13-17 (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	White (k)	BAME (l)	Asian (m)	Christi an (n)	Muslim (o)	None (p)		
Unweighted base	130	97	33	48	38	23	18	112	26	40	32	71	58	30	66	24	28		
Weighted base	63	39	25**	25**	21**	10**	13**	50	12**	17**	15**	39*	23*	12**	31*	10**	14**		
Effective base	71	58	20	28	18	15	13	58	15	24	20	37	38	20	37	15	17		
A notice that flags content that might be inappropriate or harmful before you view it	15	8	7	8	6	-	2	13	3	4	3	10	5	2	5	3	3		
	24%	20%	30%	32%	27%	-	18%	26%	29%	21%	18%	25%	23%	20%	15%	31%	21%		
A complaints system	14	9	5	6	4	3	4	10	3	1	6	9	4	2	8	1	4		
	22%	24%	18%	24%	19%	33%	29%	20%	22%	6%	36%	23%	18%	16%	24%	14%	25%		
Tools and information to help you navigate the site/app safely such as in a "safety centre"	13	9	5	6	6	1	3	10	3	4	3	7	7	4	7	3	2		
	21%	22%	19%	23%	30%	7%	24%	20%	23%	23%	19%	17%	29%	37%	24%	33%	15%		
Having clear rules for users on how to post advertising content	11	6	5	4	6	-	-	11	3	1	3	7	4	1	4	-	4		
	17%	18%	20%	15%	29%	-	-	22%T	24%	8%	21%	18%	17%	10%	12%	5%	28%		
A way to directly report harmful content to a regulator or the police	11	6	5	6	2	2	3	8	1	1	6	7	3	2	5	2	3		
	17%	16%	20%	24%	8%	24%	26%	15%	7%	6%	36%	18%	14%	15%	15%	18%	23%		
Flagging and reporting mechanisms/ buttons	11	9	2	5	4	2	3	8	3	2	3	6	4	2	5	2	4		
	17%	23%T	8%	18%	17%	15%	19%	17%	26%	9%	22%	16%	17%	13%	14%	21%	26%		
Minimum age requirement and checking systems	10	5	6	5	3	3	1	9	2	1	6	5	5	2	4	2	4		
	16%a	12%	23%	20%	13%	26%	7%	19%	19%	4%	37%	13%	22%	17%	14%	16%	31%		
Parental controls	10	5	5	7	2	1	3	8	2	2	3	6	4	1	5	1	4		
	16%	14%	20%	30%	7%	8%	21%	15%	18%	10%	20%	16%	16%	10%	15%	14%	30%		
Clear terms and conditions of use	10	7	4	3	5	2	1	9	2	3	5	5	2	6	6	1	2		
	16%	17%	14%	11%	26%	15%	8%	18%	15%	20%	23%	12%	22%	18%	19%	14%	13%		
A tool to hide content you have seen but do not wish to see again	10	6	4	5	2	-	2	8	3	-	4	5	4	1	5	-	3		
	15%	15%	15%	21%	10%	2%	14%	15%	29%	-	27%	14%	18%	10%	17%	3%	22%		
Clear labelling of what is advertising	9	6	3	5	2	1	1	8	2	2	4	6	3	1	5	-	4		
	14%	16%	12%	19%	10%	15%	9%	15%	15%	10%	24%	15%	12%	6%	15%	2%	25%		
Prompts to remind you that tools to help you safely navigate the site/app are available	9	8	1	5	2	-	3	6	1	3	2	6	3	1	5	1	1		
	14%	20%T	4%	21%	10%	2%	22%	12%	6%	18%	15%	14%	14%	11%	17%	12%	9%		

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



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Table 453
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

	Gender		Social Grade			Age					Ethnicity			Religion			
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	White (l)	BAME (m)	Asian (n)	Christi an (o)	Muslim (p)	None (q)
Weighted base	63	39	25**	25**	21**	10**	13**	50	12**	17**	15**	39*	23*	12**	31*	10**	14**
The ability to speak to customer services by chat or phone	6	5	1	2	2	1	*	6	2	1	2	4	2	*	3	*	3
	10%	12%	6%	7%	12%	10%	3%	12%	21%	3%	13%	10%	10%	4%	9%	4%	20%
NET: Any measure	53	32	20	21	17	8	10	43	9	13	14	32	20	9	24	8	13
	83%	84%	81%	85%	81%	79%	77%	84%	74%	78%	94%	82%	84%	78%	77%	77%	91%
None of these	11	6	5	4	4	2	3	8	3	4	1	7	4	3	7	2	1
	17%	16%	19%	15%	19%	21%	23%	16%	26%	22%	6%	18%	16%	22%	23%	23%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Table 454
 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

	Impacting/limiting condition			Number of people in household		Do any children aged 17 or under live in your household?					Highest education		
	Total (T)	Any (a)	No impacting/limiting condition (d)	2-3 (f)	4-5 (g)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (o)	University degree or equiv (p)	Still in full time education (r)
Unweighted base	130	26	93	47	64	35	76	31	42	27	38	50	18
Weighted base	63	12**	47	24**	31*	17**	33*	12**	17**	10**	19**	24**	13**
Effective base	71	12	52	23	38	19	39	20	27	18	18	29	12
A notice that flags content that might be inappropriate or harmful before you view it	15 24%	1 11%	13 28%	7 30%	8 25%	2 12%	11 33%	5 43%	4 26%	2 16%	7 34%	5 19%	2 18%
A complaints system	14 22%	1 10%	11 24%	3 13%	8 24%	3 15%	7 23%	2 13%	4 23%	5 43%	4 20%	6 24%	4 30%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	13 21%	5 41%	8 17%	3 12%	9 27%	3 16%	8 23%	4 29%	5 28%	3 24%	2 13%	5 21%	3 25%
Having clear rules for users on how to post advertising content	11 17%	* 4%	11 23%	4 16%	6 18%	4 21%	7 23%	1 10%	2 10%	3 30%	6 32%	4 16%	- -
A way to directly report harmful content to a regulator or the police	11 17%	2 17%	9 16%	2 10%	6 20%	2 11%	6 17%	1 12%	5 28%	4 37%	2 9%	4 17%	3 27%
Flagging and reporting mechanisms/ buttons	11 17%	2 13%	9 16%	2 7%	9 27%T	1 7%	7 22%	2 16%	4 21%	5 51%	4 20%	3 14%	2 15%
Minimum age requirement and checking systems	10 16%	1 9%	9 20%	2 8%	6 20%	3 20%	6 18%	3 21%	4 23%	2 20%	3 14%	5 22%	1 9%
Parental controls	10 16%	2 16%	8 17%	2 10%	5 16%	2 12%	5 16%	3 22%	3 18%	3 25%	2 12%	4 17%	3 21%
Clear terms and conditions of use	10 16%	2 19%	8 17%	2 7%	6 19%	3 19%	6 17%	2 19%	3 19%	4 36%	1 7%	6 25%	1 8%
A tool to hide content you have seen but do not wish to see again	10 15%	1 7%	9 19%	1 6%	6 18%	4 22%	4 12%	1 8%	2 10%	3 33%	3 14%	4 17%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 454
 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

	Impacting/limiting condition		Number of people in household		Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	No impacting/limiting condition (d)	2-3 (f)	4-5 (g)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Secondary school or equiv (o)	University degree or equiv (p)	Still in full time education (r)
Weighted base	63	12**	47	24**	31*	17**	33*	12**	17**	10**	19**	24**	13**
Clear labelling of what is advertising	9	1	8	1	6	3	4	2	2	3	3	3	1
Prompts to remind you that tools to help you safely navigate the site/app are available	14%	10%	16%	4%	18%	19%	14%	15%	11%	33%	16%	11%	9%
The ability to speak to customer services by chat or phone	9	1	7	3	5	3	3	1	2	2	1	3	3
NET: Any measure	14%	8%	15%	12%	14%	16%	10%	6%	14%	16%	4%	14%	22%
None of these	6	1	5	2	4	2	4	1	1	3	3	2	*
	10%	10%	10%	8%	13%	9%	12%	5%	6%	32%	14%	7%	3%
	53	10	40	20	25	12	30	10	16	10	18	18	10
	83%	79%	86%	83%	80%	71%	91%T	87%	93%	91%	94%	75%	76%
	11	3	7	4	6	5	3	2	1	1	1	6	3
	17%	21%	14%	17%	20%	29%	9%	13%	7%	9%	6%	25%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 455
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

	Total (f)	GO Region			Urban/ Rural (A)	Internet usage		Devices used to access internet (r)	Working status/ Working full time (s)
		NET: England (g)	East Midland s (i)	London (k)		More than 2 hours (m)	1-2 hours (o)		
Unweighted base	130	114	15	37	101	115	14	110	77
Weighted base	63	53	11**	16**	51	50	13**	57	38*
Effective base	71	60	9	26	54	65	9	60	39
A notice that flags content that might be inappropriate or harmful before you view it	15 24% ⁿ	13 25%	-	4 23%	13 26%	7 13%	9 66%	15 27%	11 28%
A complaints system	14 22%	11 20%	-	4 27%	12 23%	12 23%	2 16%	12 22%	6 16%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	13 21%	12 23%	5 45%	2 12%	12 23%	12 23%	2 13%	13 23%	8 21%
Having clear rules for users on how to post advertising content	11 17% ⁿ	9 18%	-	2 15%	8 16%	6 13%	5 35%	11 19%	7 19%
A way to directly report harmful content to a regulator or the police	11 17%	8 15%	* 3%	4 23%	11 21%	9 19%	2 13%	9 16%	4 12%
Flagging and reporting mechanisms/ buttons	11 17%	8 14%	1 6%	3 19%	9 17%	9 18%	2 15%	9 15%	6 17%
Minimum age requirement and checking systems	10 16%	10 20%	-	3 19%	9 18%	8 16%	3 20%	10 17%	6 15%
Parental controls	10 16%	9 18%	+ 3%	2 13%	10 19%	8 16%	2 17%	10 18%	5 12%
Clear terms and conditions of use	10 16% ^d	6 11%	2 15%	1 7%	8 16%	8 16%	2 17%	9 15%	8 22%
A tool to hide content you have seen but do not wish to see again	10 15%	8 14%	1 5%	3 21%	7 14%	8 17%	1 9%	9 15%	3 9%
Clear labelling of what is advertising	9 14%	7 12%	1 7%	2 9%	7 13%	8 17%	1 5%	8 15%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 455
 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

	GO Region				Urban/ Rural (A)	Internet usage		Devices used to access internet 1 Multipl e devices (r)	Working status, Working full time (s)
	NET: England (d)	East Midland s (i)	London (k)	Urban (j)		More than 2 hours (m)	1-2 hours (o)		
Weighted base	63	53	11**	16**	51	50	13**	57	38*
Prompts to remind you that tools to help you safely navigate the site/app are available	9 14%	7 13%	1 7%	3 20%	9 17%	8 16%	1 5%	8 15%	4 11%
The ability to speak to customer services by chat or phone	6 10%	5 9%	- 2%	1 5%	4 8%	6 13%T	- -	6 11%	4 10%
NET: Any measure	53 83%	45 84%	7 68%	13 84%	45 87%	40 80%	13 96%	48 84%	31 83%
None of these	11 17%	8 16%	3 32%	3 16%	6 13%	10 20%	1 4%	9 16%	6 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 456
 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

	Household income- per year				Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£37,000+ (e)	YouTube (d)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (j)	Vimeo (n)	Fruitlab (o)	Bitchute (d)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	130	26	28	28	128	124	116	125	124	114	116	130	89	90	80	46	100	30
Weighted base	63	14**	12**	15**	62	58	51	57	56	49	50	63	28	26	34*	29**	46	18**
Effective base	71	12	16	16	69	66	68	74	73	66	61	71	69	80	47	26	63	13
A notice that flags content that might be inappropriate or harmful before you view it	15	4	3	4	15	15	10	12	12	9	12	15	6	4	4	11	12	4
	24%lr	26%	28%	27%	25%klo	25%lul	20%	21%	22%j	18%	24%il	24%il	23%lp	15%	12%	39%	26%	20%
A complaints system	14	2	2	7	14	14	12	12	12	11	11	14	4	4	8	6	10	4
	22%o	16%	18%	44%	22%o	24%	25%Tgk	21%o	21%o	22%o	22%	22%o	13%	17%o	24%	20%	21%	22%
Tools and information to help you navigate the site/apps safely such as in a "safety centre"	13	3	3	5	13	13	11	13	13	12	12	13	7	5	10	3	10	3
	21%	20%	22%	36%	21%	22%	21%	23%	24%	26%Tghi	23%	21%	27%Tgjk	18%	30%T	11%	22%	19%
Having clear rules for users on how to post advertising content	11	3	2	3	11	11	7	6	6	5	11	11	3	4	4	7	6	5
	17%slot	22%	20%	22%	18%ilo	19%il	13%kl	11%	11%	11%	21%sl	17%ilo	11%	14%o	12%	24%	13%	30%
A way to directly report harmful content to a regulator or the police	11	2	1	5	11	11	11	9	9	9	10	11	4	4	7	3	9	2
	17%o	17%	6%	31%	18%o	19%	22%Tghj	16%o	17%o	18%o	19%il	17%o	13%	15%o	22%	12%	20%	12%
Flagging and reporting mechanisms/ buttons	11	2	2	2	11	11	10	11	11	10	10	11	5	5	6	5	10	1
	17%	12%	17%	16%	17%	19%	19%Tn	19%	20%	21%Tghm	19%	17%	19%	20%	19%	16%	22%T	5%
Minimum age requirement and checking systems	10	1	1	6	10	10	10	9	8	7	7	10	6	4	3	7	6	4
	16%r	5%	11%	39%	17%	18%lm	21%Tghj	15%	15%	15%lm	13%	16%	21%Tgjk	17%	9%	25%	14%	24%
Parental controls	10	2	2	5	10	10	10	9	8	7	10	10	4	5	5	5	7	3
	16%	13%	20%	34%	16%	18%j	20%Tghj	15%	15%	15%	20%Tn	16%	15%	18%o	15%	18%	16%	16%
Clear terms and conditions of use	10	2	3	2	10	10	8	10	10	10	8	10	5	3	5	5	9	1
	16%	15%	24%	11%	16%	17%	16%	17%	18%	20%Tghl	15%	16%	18%Tgrp	13%	16%	16%	20%T	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 456
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

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	£15,600 +		£26,000 +		YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitlab (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
	Total (f)	£25,999 (b)	£36,399 (c)	£52,000+ (e)														
Weighted base	63	14**	12**	15**	62	58	51	57	56	49	50	63	28	26	34*	29**	46	18**
A tool to hide content you have seen but do not wish to see again	10	15%ho	3	4	10	10	8	7	6	10	10	3	3	12%	17%	13%	7	2
Clear labelling of what is advertising	9	14%	1	2	5	9	9	7	7	7	8	9	5	16%Tgjk	15%	16%	12%	13%
Prompts to remind you that tools to help you safely navigate the site/apps are available	9	14%g	3	2	3	8	8	8	8	17%Tghn	18%Tghin	9	5	17%Tgn	15%	20%	7	2
The ability to speak to customer services by chat or phone	6	10%	1	3	2	6	5	6	6	13%Tghimn	6	6	5	17%Tgjl	14%	11%	3	1
NET: Any measure	53	83%	13	10	14	51	50	44	47	40	45	53	24	89%Tgjklnp	82%	87%	36	16
None of these	11	17%shimo	1	2	1	11	8	7	10	9	5	11	3	18%so	13%	21%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 457
 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

	Total (f)	No. of VSPs used in Past 3 months	No. of Selected VSPs used in Past 3 months
		5+ VSPs (g)	5+ VSPs (h)
Unweighted base	130	129	128
Weighted base	63	60	60
Effective base	71	77	76
A notice that flags content that might be inappropriate or harmful before you view it	15 24%	12 20%	12 20%
A complaints system	14 22%	14 23%	14 23%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	13 21%	13 22%	13 22%
Having clear rules for users on how to post advertising content	11 17%	8 13%	8 13%
A way to directly report harmful content to a regulator or the police	11 17%	11 18%	11 18%
Flagging and reporting mechanisms/ buttons	11 17%	11 18%	11 18%
Minimum age requirement and checking systems	10 16%	10 17%	10 17%
Parental controls	10 16%	10 17%	10 17%
Clear terms and conditions of use	10 16%	10 17%	10 17%
A tool to hide content you have seen but do not wish to see again	10 15%	10 16%	10 16%
Clear labelling of what is advertising	9 14%	9 15%	9 15%
Prompts to remind you that tools to help you safely navigate the site/app are available	9 14%	9 15%	9 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) - T/a/b/c/d/e - T/h/i/j/k/l

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

Prepared by Yonder

.YONDER

Table 457
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

	Total (f)	No. of VSPs used in Past 3 months	No. of Selected VSPs used in Past 3 months
		5+ VSPs (g)	5+ VSPs (h)
Weighted base	63	60	60
The ability to speak to customer services by chat or phone	6 10%	6 10%	6 11%
NET: Any measure	53 83%	50 82%	50 83%
None of these	11 17%	11 18%	10 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
 ONLINE Fieldwork: 22nd September - 4th October 2021

Table 458
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

	Gender			Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	289	137	828	138	44	71	24	383	37	46	494	
Flagging and reporting mechanisms/ buttons	658	329	329	177	225	124	128	55	603	92	127	126	125	64	53	16	133	69	556	84	31	49	14	249	23	36	339	
	52%mnno	53%	51%	52%	61%Tof	48%	46%	62%Thmn	52%mnop	64%Thmn	59%Thmn	62%Thmn	56%mnop	37%	38%lq	22%	35%	33%	51%	60%	71%Tr	56%	73%	49%	57%	58%	55%	
Parental controls	651	319	332	192	186	139	131	46	605	84	117	125	110	75	66	26	167	93	564	83	21	45	14	263	28	29	319	
	52%mpq	52%	52%	56%l	50%	53%	47%	52%	52%mpq	59%mpq	54%mp	61%Thlm	50%	43%	48%	36%	43%	44%	52%	52%	47%	52%	75%	51%	68%T	46%	52%	
A notice that flags content that might be inappropriate or harmful before you view it	585	298	287	158	196	108	120	41	544	88	108	108	104	75	48	13	135	61	488	88	25	48	12	225	27	29	292	
	46%nopq	48%	45%	46%	53%Tef	41%	43%	46%oq	46%nopq	62%Tghl	50%nopq	53%nopq	47%nopq	43%opq	34%lq	18%	35%oq	29%	45%	56%Tr	57%	55%	66%	44%	66%TxA	46%	48%	
A complaints system	570	289	281	156	171	119	122	52	518	67	101	103	92	72	57	28	155	83	494	71	23	38	10	244	18	32	266	
	45%hp	47%	44%	46%	46%	46%	43%	59%Thlm	44%	46%	47%	51%p	42%	41%	41%	36%	40%	39%	46%	45%	52%	43%	52%	44%	44%	52%	43%	
A tool to hide content you have seen but do not wish to see again	562	258	304	157	190	100	112	47	515	89	106	107	87	66	47	11	125	58	476	81	27	37	15	210	19	28	295	
	45%anop	42%	47%	46%	51%Tef	38%	40%	53%lmno	44%nopq	62%Thj	50%lmnop	52%Thlm	39%oq	38%o	34%oq	16%	32%o	28%	44%	51%u	62%Tr	43%	77%	41%	47%	45%	48%Tx	
Minimum age requirement and checking systems	539	259	280	146	159	118	115	48	491	74	102	94	97	62	46	16	124	62	449	82	22	47	12	220	27	27	254	
	43%nopq	42%	44%	43%	43%	45%	41%	55%Thmn	42%opq	52%Thmn	47%lmnop	46%nopq	44%opq	35%	33%	22%	32%	29%	41%	52%Tr	49%	54%Tr	62%	43%	67%TxzA	43%	41%	
Clear terms and conditions of use	515	255	259	145	150	111	107	39	476	72	94	90	89	60	46	24	131	71	438	70	13	45	11	198	23	29	250	
	41%p	41%	40%	42%	40%	43%	38%	44%	41%p	55%Thmn	44%p	44%p	40%	34%	34%	33%	34%	33%	40%	44%t	30%	51%t	59%	39%	56%x	47%	41%	
Clear labelling of what is advertising	443	237	207	127	147	87	81	37	406	76	86	84	69	48	29	14	92	43	367	71	23	38	10	168	20	24	218	
	35%lmno	38%Tb	32%	37%	39%l	33%	29%	42%mnop	35%nopq	53%Thjk	40%lmnop	41%mnop	31%q	28%	21%	19%	24%	20%	34%	45%Tr	51%Tr	43%	52%	33%	50%x	39%	36%	
Having clear rules for users on how to post advertising content	418	211	207	113	138	80	84	35	384	62	75	80	69	47	36	14	98	51	353	60	19	31	8	173	19	20	195	
	33%pp	34%	32%	33%	37%	31%	30%	39%opq	33%pq	43%Thlm	35%pq	39%mnop	31%	27%	26%	20%	25%	24%	33%	38%	42%	36%	41%	34%	46%	32%	32%	
A way to directly report harmful content to a regulator or the police	372	179	193	106	114	78	73	30	342	49	65	67	53	48	43	18	110	61	312	59	14	36	7	159	18	24	166	
	30%	29%	30%	31%	31%	30%	26%	34%	29%	34%	30%	33%	24%	28%	31%	25%	28%	29%	29%	37%Tr	32%	41%Tr	36%	31%	44%TA	38%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 458
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

	Gender			Social Grade							Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)		
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613		
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	315	175	140	92	99	58	64	28	287	49	73	57	50	31	17	9	57	26	249	64	21	35	8	125	24	14	145		
	25%bmnpqr	28%Tb	22%	27%	27%	22%	23%	32%mnopq	24%mnopq	35%Thimnopq	34%Thimnopq	28%mnopq	22%npq	18%	13%	12%	15%	13%	23%	41%Tr	47%Tr	40%Tr	8	24%	59%TxzA	22%	24%		
Prompts to remind you that tools to help you safely navigate the site/app are available	286	149	138	81	91	56	57	29	33%Thimnopq	257	49	62	48	36	34	7	62	28	237	46	11	29	6	111	17	17	134		
	23%lopq	24%	22%	24%	25%	21%	20%	33%Thimnopq	22%lq	34%Thimnopq	25%Thimnopq	24%lopq	16%	19%	16%	9%	16%	13%	22%	29%T	24%	33%Tr	30%	22%	42%TxA	26%	22%		
The ability to speak to customer services by chat or phone	205	108	97	62	68	34	41	24	181	31	39	33	26	16	4	45	20	165	39	6	27	5	83	14	13	88			
	16%hnpqr	17%	15%	18%	18%	13%	15%	27%Thimnopq	15%lq	22%hnpq	18%lq	15%	15%	11%	6%	12%	9%	15%	25%Tr	14%	31%Tr	5	28%	33%TxA	21%	14%			
NET: Any measure	1113	541	572	301	332	233	243	84	1029	133	193	189	197	146	115	56	317	171	963	136	42	73	18	449	38	53	547		
	88%mnopq	87%	89%	88%	90%	89%	87%	95%Thimnopq	88%lopq	93%mnopq	90%lopq	93%hmnopq	89%pq	83%	83%	77%	82%	81%	89%	86%	96%a	83%	95%	88%	91%	85%	89%		
None of these	146	78	68	41	39	28	36	4	142	10	23	15	24	29	24	17	70	40	122	22	2	14	1	63	4	9	66		
	12%g	13%	11%	12%	10%	11%	13%	5%	12%gk	7%	10%	7%	11%	17%Tgk	17%gk	23%Tghi	18%Tghi	19%Tghi	11%	14%t	4%	17%	5%	12%	9%	15%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 459
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Flagging and reporting mechanisms/buttons	658	192	102	100	448	145	330	169	14	445	157	53	74	55	33	280	225	68	55
	52%o	55%c	63%acd	48%e	52%e	53%e	49%e	58%Tf	55%g	51%j	52%k	46%l	54%m	51%n	57%o	47%p	59%To	61%o	58%o
Parental controls	651	179	83	103	453	137	333	166	14	438	166	59	78	63	29	289	208	65	50
	52%o	51%a	51%b	49%c	52%e	51%e	50%e	57%g	53%h	51%j	55%k	52%l	57%m	50%n	48%o	55%p	59%To	59%o	52%r
A notice that flags content that might be inappropriate or harmful before you view it	585	185	92	100	386	118	300	153	14	392	151	44	70	56	33	257	200	56	47
	46%o	52%Td	56%Td	48%e	44%e	43%e	45%e	52%Tg	52%h	45%j	50%k	38%l	51%k	53%k	57%k	43%o	52%To	51%o	49%r
A complaints system	570	156	71	94	397	117	300	141	13	385	133	51	62	40	24	254	174	53	57
	45%o	44%a	44%b	45%c	48%e	43%e	45%e	48%g	44%h	44%j	45%k	45%l	45%m	37%n	41%o	42%p	46%To	48%o	60%Top
A tool to hide content you have seen but do not wish to see again	562	173	87	94	374	110	295	144	12	373	141	47	67	52	26	240	190	52	52
	45%o	49%a	54%Td	45%c	43%e	41%e	44%e	49%g	46%h	43%j	47%k	41%l	49%m	48%n	45%o	50%To	47%o	47%r	55%To
Minimum age requirement and checking systems	539	130	66	73	387	117	266	145	11	350	139	47	60	46	36	218	189	53	49
	43%acd	37%b	41%b	35%c	45%ac	43%e	40%e	50%Tf	42%g	40%j	46%k	41%l	44%m	44%n	65%Tjk	36%o	50%To	48%o	51%o
Clear terms and conditions of use	515	149	74	83	350	106	269	126	14	349	126	48	57	45	24	217	167	55	42
	41%o	42%a	46%b	40%c	40%e	39%e	40%g	43%h	51%i	40%j	42%k	42%l	41%m	42%n	36%o	44%o	44%o	50%o	44%r
Clear labelling of what is advertising	443	118	58	68	309	85	222	124	12	281	124	45	56	39	29	193	145	43	44
	35%b	34%a	36%b	33%c	36%e	31%e	33%e	43%Tef	43%g	32%j	41%Ti	39%k	41%l	37%m	49%l	32%o	38%To	39%o	46%To
Having clear rules for users on how to post advertising content	418	104	53	59	298	80	212	117	10	273	109	34	52	39	25	190	133	36	34
	33%a	30%b	33%b	28%c	34%e	29%e	32%e	40%Tef	38%g	32%j	36%k	30%l	38%m	37%n	43%o	32%o	35%To	33%o	35%r
A way to directly report harmful content to a regulator or the police	372	107	50	57	255	70	198	98	8	244	98	37	47	30	23	165	123	31	29
	30%a	30%b	31%b	28%c	29%e	26%e	29%e	34%g	31%h	28%j	33%k	32%l	34%m	29%n	39%o	27%o	32%To	28%o	30%r

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



Ofcom VSP Tracker - Wave 1
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Table 459
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Tools and information to help you navigate the site/app safely such as in a "safety centre"	315 25% _j	85 24%	45 28%	45 22%	220 25%	65 24%	151 23%	92 31% _l	8 29%	200 23%	86 29%	30 26%	40 30%	30 28%	14 25%	136 23%	96 25%	39 36% _q	30 32% _r
Prompts to remind you that tools to help you safely navigate the site/app are available	286 23%	84 24%	41 25%	47 22%	191 22%	59 22%	140 21%	81 28% _l	6 23%	182 21%	75 25%	28 24%	33 24%	25 24%	12 20%	122 20%	90 24%	29 26%	31 32% _r
The ability to speak to customer services by chat or phone	205 16% _o	46 13%	19 12%	29 14%	151 17%	38 14%	99 15%	64 22% _l	4 14%	120 14%	61 20% _j	17 15%	23 17%	25 24% _l	18 31% _l	81 14%	74 19% _o	17 15%	25 26% _r
NET: Any measure	1113 88% _j	311 88% _c	147 91% _c	175 84%	772 89%	231 85%	590 88%	268 92% _e	24 92%	753 92%	274 91%	104 90%	125 91%	94 88%	54 92%	529 88%	329 86%	102 86%	92 96% _{top}
None of these	146 12% _r	42 12%	15 9%	33 16% _{ab}	95 11%	41 15% _g	79 12%	24 8%	2 8%	114 13% _T	28 9%	11 10%	12 9%	13 12%	5 8%	72 12% _r	52 14% _r	8 8%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 460
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

	GO Region										Urban/Rural		Internet usage		Devices used to access internet			Working status												
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Flagging and reporting mechanisms/ buttons	658	57	29	18	555	27	78	50	51	63	59	87	95	46	487	106	461	193	10	17	626	271	145	26	29	25	63	23	20	
	52%loqx	54%	47%	49%	52%km	52%	57%km	49%	48%	69%Tbdg 19%km	52%	51%	54%	42%	52%	56%	59%To	42%	34%	55%Tq	56%Tx	58%lx	49%lx	46%	66%lx	30%	51%lx			
Parental controls	651	47	26	17	561	28	74	52	56	51	51	82	108	59	483	102	416	230	12	26	601	274	127	18	32	22	89	21	20	
	52%lux	45%	43%	48%	53%	54%	54%	51%	53%	56%	46%	48%	61%Tabj k	54%	52%	54%	53%T	50%	42%	42%	53%	57%Tux	51%u	34%	51%	58%u	43%	48%	20	59%
A notice that flags content that might be inappropriate or harmful before you view it	585	47	23	13	501	27	63	61	53	43	39	74	101	40	433	91	417	164	9	13	552	248	119	23	32	27	57	19	17	
	46%poqx	45%	38%	36%	47%jn	53%	46%	60%Tbdj km	49%	48%	39%	43%	57%Tbdj km	37%	46%	48%	53%To	35%	31%	22%	48%Tq	52%Tx	48%lx	43%	51%lx	72%Tstu xy	28%	44%	17	50%
A complaints system	570	53	30	17	471	26	58	42	57	46	43	75	81	42	431	84	374	192	9	14	532	227	101	18	29	26	77	24	16	
	45%sqx	50%	49%	47%	45%	50%	42%	41%	53%jm	51%	39%	44%	46%	38%	46%	44%	48%T	41%	32%	23%	46%Tq	47%	41%	34%	46%	68%Tstu vx	37%	54%	16	47%
A tool to hide content you have seen but do not wish to see again	562	53	28	20	464	24	67	46	41	47	37	68	94	40	410	92	386	170	7	18	533	223	112	22	30	26	63	23	17	
	45%joqx	51%j	42%	53%	44%j	46%	49%j	45%	38%	52%j	33%	40%	40%	37%	44%	49%	49%To	37%	25%	30%	47%Tq	46%lx	45%lx	41%	48%lx	68%Tstu x	31%	51%lx	17	48%
Minimum age requirement and checking systems	539	47	19	17	455	26	56	45	56	40	50	69	79	35	406	85	363	172	14	8	510	215	114	23	25	22	57	17	18	
	43%moqx	45%	31%	48%	43%km	50%	41%	45%	52%bm	44%	44%	40%	45%	32%	43%	45%	46%To	37%	50%	12%	45%Tq	45%lx	46%lx	43%	40%	59%Tx	28%	38%	18	52%
Clear terms and conditions of use	515	46	16	14	439	17	49	39	49	51	39	76	73	47	392	68	351	159	10	13	478	207	91	15	27	25	69	21	20	
	41%boqx	44%b	28%	37%	42%b	33%	36%	38%	45%b lj	56%Tde lj	35%	44%b	41%	43%	42%	38%	45%To	34%	36%	21%	42%q	43%	37%	28%	43%	64%Tstu x	34%	48%	20	60%
Clear labelling of what is advertising	443	35	19	16	373	22	44	34	38	33	35	68	63	35	326	68	305	134	11	10	412	197	77	18	17	22	45	15	16	
	35%loqx	33%	31%	44%	35%	43%	32%	34%	35%	37%	32%	39%	36%	32%	35%	36%	39%To	29%	40%	17%	36%q	41%Tx	31%	34%	26%	58%Tstu vy	22%	34%	16	46%
Having clear rules for users on how to post advertising content	418	36	16	17	349	17	40	35	37	30	26	63	64	36	311	62	308	108	11	10	393	180	76	14	18	15	47	19	16	
	33%poqx	34%	27%	47%	33%j	32%	29%	34%	34%	33%	24%	33%	38%j	33%	33%	33%	39%To	23%	40%	17%	34%Tq	37%Tx	30%	26%	40%lx	23%	43%lx	16	47%	
A way to directly report harmful content to a regulator or the police	372	31	14	13	314	12	45	35	41	28	24	53	48	29	280	55	239	132	9	13	337	150	65	12	19	15	58	14	10	
	30%	30%	23%	36%	30%	24%	32%	34%	38%j	31%	21%	31%	27%	26%	30%	29%	31%	28%	32%	21%	29%	31%	26%	22%	36%	39%	28%	32%	10	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 450
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

	GO Region														Urban/ Rural		Internet usage		Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	206	44*	34**	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	315 25%ox	29 28%	15 24%	9 24%	263 25%	17 33%g	35 25%	17 17%	28 26%	28 31%g	22 20%	53 31%g	37 21%	26 24%	240 26%	48 25%	231 30%To	79 17%	4 16%	7 12%	298 26%Tq	151 31%Tux	51 20%kx	7 13%	19 30%kx	16 42%Thux	23 11%	12 27%kx	9 26%
Prompts to remind you that tools to help you safely navigate the site/apps are available	286 23%ox	25 24%	13 22%	9 24%	239 23%	15 29%	30 22%	21 21%	22 20%	23 25%	22 20%	45 26%	43 24%	18 16%	219 23%	41 21%	202 26%To	81 18%	3 11%	8 14%	263 23%	132 27%Tx	47 19%	10 19%	14 21%	10 27%kx	25 12%	12 26%kx	8 24%
The ability to speak to customer services by chat or phone	205 16%moqx	19 18%lm	7 12%	4 10%	175 17%lm	11 21%lm	25 18%lm	14 14%	24 22%lm	15 16%lm	15 13%	38 22%Tdm	27 15%lm	6 5%	153 16%	29 15%	150 19%To	53 12%	4 13%	2 3%	192 17%q	96 20%Tvx	31 12%	4 8%	4 7%	11 29%Thuvx	18 9%	11 24%vxx	6 17%
NET: Any measure	1113 88%kqx	98 94%ijm	51 85%	30 83%	933 88%	49 95%	121 88%	92 90%	100 94%ijm	86 95%ijm	93 83%	146 85%	157 89%	89 82%	827 88%	168 89%	704 90%T	402 87%	24 85%	45 74%	1023 89%Tq	438 91%Tx	215 86%	46 87%	52 83%	38 100%Thuv	170 82%	40 90%	29 86%
None of these	146 12%unsw	7 6%	9 15%	6 17%	124 12%	3 5%	16 12%	10 10%	7 6%	4 5%	19 17%ahli	26 15%li	19 11%	20 18%ahli	111 12%	21 11%	76 10%	61 13%	4 15%	16 26%Tr	122 11%	44 9%	34 14%w	7 13%w	11 17%w	-	37 18%Taw	5 10%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 461
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitle (n)	Blitche (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	338	208	179	71	96	162	225	745	400	585	
Flagging and reporting mechanisms/ buttons	658	120	171	137	97	95	629	434	251	563	231	127	98	39	35	53	160	493	291	367	
	52%su	51%	53%	47%	57%	62%Tc	54%T	63%Tj	64%Tj	55%T	63%Tj	72%Tghl	65%Tj	62%	68%Tgin	69%Tghj	65%Ts	50%	63%Tu	46%	
Parental controls	651	114	150	151	91	96	612	387	258	553	214	120	105	44	31	50	152	494	298	353	
	52%su	49%	47%	52%	53%	62%Tab	53%T	56%Tg	66%Tghj	54%T	59%Tj	68%Tghk	70%Tghj	69%Tghj	60%	65%Tghj	61%Ts	50%	65%Tu	44%	
A notice that flags content that might be inappropriate or harmful before you view it	585	101	146	138	79	89	556	397	220	497	206	116	99	40	32	49	145	436	266	319	
	46%su	43%	46%	47%	46%	58%Tab	48%T	57%Tj	56%Tj	48%T	56%Tj	66%Tghj	64%Tj	62%Tj	64%Tghj	58%Ts	44%	58%Tu	40%		
A complaints system	570	99	146	134	81	79	543	357	221	493	195	107	86	39	26	49	135	428	256	315	
	45%su	42%	46%	46%	47%	51%	47%T	52%Tj	57%Tghj	48%T	53%Tj	61%Tghj	57%Tj	62%Tgio	52%	64%Tghj	54%Ts	43%	56%Tu	39%	
A tool to hide content you have seen but do not wish to see again	562	91	148	123	81	85	529	389	219	504	205	106	86	39	23	43	142	416	247	315	
	45%su	39%	46%	42%	47%	55%Tac	46%T	56%Tgio	56%Tgio	49%Tg	56%Tgio	60%Tgio	63%Tghj	61%Tgio	46%	57%Tgio	57%Ts	42%	54%Tu	39%	
Minimum age requirement and checking systems	539	94	144	110	79	81	53%Tac	44%T	50%Tj	54%Tghj	44%T	187	113	89	37	28	47	123	410	248	291
	43%su	40%	45%	38%	46%	53%Tac	44%T	50%Tj	54%Tghj	44%T	51%Tj	64%Tghj	59%Tghj	54%Tj	47	82%Tghj	50%Ts	41%	54%Tu	36%	
Clear terms and conditions of use	515	90	133	115	69	75	495	329	209	441	186	100	92	41	28	46	116	394	253	282	
	41%su	39%	42%	40%	40%	49%	43%T	48%Tj	54%Tghj	43%T	51%Tj	61%Tghj	64%Tghj	56%Tj	60%Tghj	47%	40%	55%Tu	33%		
Clear labelling of what is advertising	443	73	108	101	63	74	428	311	198	370	181	102	88	40	28	47	121	317	229	215	
	35%su	31%	34%	35%	37%	48%Tabc	37%T	45%Tj	51%Tghj	36%	50%Tghj	58%Tghj	58%Tghj	63%Tghj	55%Tghj	62%Tghj	49%Ts	32%	50%Tu	27%	
Having clear rules for users on how to post advertising content	418	69	103	90	61	67	389	285	180	360	158	95	80	41	24	36	111	304	214	204	
	33%su	30%	32%	31%	35%	43%Tabc	34%	41%Tj	46%Tghj	35%T	43%Tj	54%Tghj	53%Tghj	65%Tghj	47%Tj	47%Tj	45%Ts	31%	47%Tu	26%	
A way to directly report harmful content to a regulator or the police	372	65	88	92	57	52	340	235	152	320	142	69	67	32	23	32	84	286	188	184	
	30%su	28%	28%	32%	33%	33%	29%	34%Tj	39%Tghj	31%Tg	39%Tghj	39%Tj	44%Tghj	50%Tghj	45%Tghj	42%Tghj	34%	29%	41%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.



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Table 451
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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 to £25,999 (b)	£26,000 to £36,999 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitables (n)	Bitchat (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Tools and information to help you navigate the site/app safely such as in a "safety centre"	315 25% ^{ka}	58 25%	83 26%	64 22%	46 27%	49 32% ^c	301 26% ^T	236 34% ^{Tg}	146 38% ^{Tghj}	279 27% ^T	132 36% ^{Tg}	81 46% ^{Tghi}	83 55% ^{Tghi}	40 63% ^{Tghi}	22 43% ^{Tghi}	40 53% ^{Tghi}	96 39% ^{Ts}	216 22%	186 41% ^{Tu}	129 16%
Prompts to remind you that tools to help you safely navigate the site/app are available	286 16% ^{ka}	53 16%	72 17%	63 15%	40 17%	41 21%	274 17% ^T	205 22% ^{Tg}	131 26% ^{Tghj}	246 17% ^T	129 28% ^{Tghj}	81 35% ^{Tghi}	71 47% ^{Tghi}	40 63% ^{Tghi}	19 38% ^{Tg}	35 47% ^{Tghi}	83 34% ^{Ts}	198 20%	172 37% ^{Tu}	115 14%
The ability to speak to customer services by chat or phone	205 16% ^{ka}	38 16%	54 17%	43 15%	30 17%	32 21%	200 17% ^T	150 22% ^{Tg}	100 26% ^{Tghj}	180 17% ^T	103 28% ^{Tghj}	61 35% ^{Tghi}	60 39% ^{Tghi}	32 50% ^{Tghi}	18 35% ^{Tghi}	31 41% ^{Tghi}	67 27% ^{Ts}	135 14%	107 23% ^{Tu}	98 12%
NET: Any measure	1113 88% ^{ka}	204 87%	288 90%	253 87%	149 87%	143 92%	1031 89% ^T	642 93% ^{Tg}	368 94% ^{Tg}	934 91% ^{Tg}	340 93% ^{Tg}	169 96% ^{Tg}	145 96% ^{Tg}	61 96% ^{To}	46 91%	73 96% ^{Tg}	234 94% ^{Ts}	870 87%	437 95% ^{Tu}	676 85%
None of these	146 12% ^{ghij}	30 13%	32 10%	38 13%	22 13%	12 8%	128 11% ^{hijk}	50 7%	22 6%	98 9% ^{hikm}	24 7%	8 4%	6 4%	3 4%	4 9% ^{lmnp}	3 4%	15 6%	124 13% ^r	23 5%	123 15% ^t

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 462
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Flagging and reporting mechanisms/ buttons	658	44	146	158	109	201	46	147	161	105	198
	52%abhi	25%	43%a	60%Tab	61%Tab	67%Tab	26%	43%h	60%Thi	60%hi	68%Thij
Parental controls	651	67	157	136	88	203	68	158	142	85	198
	52%abhi	38%	46%	51%a	49%	68%Tabcd	38%	46%	52%h	48%	69%Thijk
A notice that flags content that might be inappropriate or harmful before you view it	585	41	130	135	95	184	42	133	135	95	180
	46%abhi	24%	38%a	51%ab	53%ab	61%Tabc	24%	39%h	50%hi	54%hi	62%Thij
A complaints system	570	47	140	121	79	183	48	140	125	79	179
	45%ah	27%	41%a	46%a	44%a	61%Tabcd	27%	41%h	46%h	44%h	62%Thijk
A tool to hide content you have seen but do not wish to see again	562	31	128	123	96	185	34	128	125	96	179
	45%abhi	18%	37%a	46%a	53%Tab	62%Tabc	19%	37%h	46%hi	54%Thi	62%Thij
Minimum age requirement and checking systems	539	51	115	117	85	171	52	115	121	83	167
	43%abhi	29%	34%	44%ab	47%ab	57%Tabcd	29%	33%	45%hi	47%hi	58%Thijk
Clear terms and conditions of use	515	35	126	108	72	173	37	126	109	74	168
	41%ah	20%	37%a	41%a	40%a	58%Tabcd	21%	37%h	41%h	42%h	58%Thijk
Clear labelling of what is advertising	443	32	83	86	80	164	32	85	88	78	161
	35%abhi	18%	24%	33%a	44%Tabc	55%Tabcd	18%	25%	32%h	44%Thij	56%Thijk
Having clear rules for users on how to post advertising content	410	32	85	87	54	164	34	89	88	56	152
	33%abhi	16%	26%	33%a	30%a	52%Tabcd	19%	26%	33%h	32%h	53%Thijk
A way to directly report harmful content to a regulator or the police	372	48	75	64	58	127	49	76	65	60	122
	30%bi	28%	22%	24%	32%b	42%Tabcd	28%	22%	24%	34%i	42%Thij
Tools and information to help you navigate the site/app safely such as in a "safety centre"	315	20	49	64	52	131	20	49	69	48	130
	25%abhi	11%	14%	24%ab	29%ab	44%Tabcd	11%	14%	25%hi	27%hi	45%Thijk
Prompts to remind you that tools to help you safely navigate the site/app are available	286	21	44	53	44	124	21	45	57	43	121
	23%abhi	12%	13%	20%b	25%ab	42%Tabcd	12%	13%	21%hi	24%hi	42%Thijk

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 462
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

Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
The ability to speak to customer services by chat or phone	205 16%abhi	10 6%	26 8%	36 14%ab	35 19%ab	97 33%Tabcd	11 6%	26 7%	38 14%hi	35 20%hi	95 33%Thijk
NET: Any measure	1113 88%abhi	133 77%	288 84%	239 91%a	164 91%a	288 96%Tabcd	137 77%	289 84%	247 91%hi	162 91%hi	279 96%Thijk
None of these	146 12%el	40 23%Tcde	54 16%Te	25 9%e	16 9%e	11 4%	42 23%Tjkl	55 16%Tjkl	23 9%l	16 9%l	10 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 463

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

	Gender		Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Unweighted base	698	400	298	195	238	124	138	69	629	104	143	134	126	62	50	10	122	60	560	130	40	66	22	263	38	38	348
Weighted base	657	329	329	177	225	124	127	55	602	92	127	125	125	64	53*	16**	133	69	556	94	32**	48*	14**	250	23**	36**	339
Effective base	542	306	244	147	195	93	106	53	491	82	111	101	96	52	43	9	103	51	447	92	30	45	17	198	27	28	284
NET: Yes	264	129	135	80	95	42	46	15	249	49	64	70	40	14	12	22%q	26	19	217	45	13	23	7	87	14	16	142
	40%gmp	39%	41%	45%	42%	34%	36%	27%	41%glnm	53%Tghl	50%Tghl	56%Tghl	32%pq	14	12	22%q	19%	17%	39%	47%	42%	48%	54%	35%	60%	44%	42%
Yes, and it was easy to find the reporting button/ mechanism	208	102	106	58	81	32	34	10	198	42	48	53	34	12	9	21	9	175	31	9	14	7	74	7	12	112	
	32%gmp	31%	32%	33%	36%	26%	27%	17%	33%Tgmn	46%Tghl	38%gmp	42%Tghl	27%pq	18%	17%	15%	13%	31%	32%	29%	29%	29%	50%	30%	31%	32%	33%
Yes, but it was difficult to find the reporting button/ mechanism	56	27	29	21	14	10	11	5	51	7	15	17	6	3	3	5	3	42	14	4	9	1	13	7	4	30	
	9%px	8%	9%	12%	6%	8%	9%	10%	9%p	8%	12%p	14%Thp	5%	4%	5%	4%	4%	8%	15%Tr	13%	19%Tr	5%	5%	29%	12%	9%	
NET: No	362	186	175	93	120	80	68	36	326	34	56	55	76	48	41	16	105	58	314	44	16	21	6	153	8	18	181
	55%ijk	57%	53%	53%	53%	64%	53%	65%ijk	54%ijk	37%	44%	44%	61%ijk	74%Thj	78%Thi	100%	79%Thj	83%Tghi	56%	46%	52%	44%	46%	61%T	32%	50%	53%
No, I tried but I couldn't find the reporting button/ mechanism	16	7	9	7	4	2	2	3	13	4	3	4	2	-	-	-	-	10	7	3	4	-	3	1	4	8	
	2%r	2%	3%	4%	2%	1%	1%	5%p	2%	4%p	3%	3%	2%	-	-	-	-	2%	7%Tr	9%	8%Tr	-	1%	4%	12%	2%	
No, I've never tried to/ felt the need to	345	179	166	86	116	78	66	33	312	30	53	51	74	48	41	16	105	58	304	37	13	17	6	151	7	14	172
	53%jks	55%	51%	49%	51%	62%Tc	52%	60%ijk	52%jk	33%	41%	40%	59%ijk	74%Thj	78%Thi	100%	79%Tghi	83%Tghi	55%Tau	39%	43%	36%	46%	60%TA	29%	38%	51%
NET: Difficult to find/ couldn't find the reporting button/ mechanism	73	34	38	28	18	11	13	8	65	11	19	22	8	3	3	5	3	52	21	7	13	1	16	8	9	38	
	11%pxr	10%	12%	16%Td	8%	9%	10%	15%pq	11%p	12%p	15%mpq	17%Thinn	7%	4%	5%	4%	4%	9%	22%Tr	7	27%Tr	5%	6%	33%	24%	11%	
Can't remember	31	13	18	4	11	3	13	4	27	9	8	-	9	2	-	2	-	25	6	2	4	-	9	2	2	16	
	5%k	4%	6%	2%	5%	2%	11%Tce	8%kq	5%k	10%Thnp	6%k	-	7%k	4%	-	2%	-	5%	6%	6%	6%	-	4%	8%	6%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 464

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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (g)	Mental conditi on (h)	Physica l conditi on (i)	No impact ing/ limitin g conditi on (j)	1	2-3	4-5	6+	No childre n aged 17 or under (k)	NET: Yes (l)	Aged under 5 (m)	Aged 5- 10 (n)	Aged 11-15 (o)	Aged 16-17 (p)	Seconda ry school or equiv (q)	Univers ity degree or equiv (r)	Higher univers ity degree (s)	Still in full time educati on (t)
						(e)	(f)	(g)	(h)										
Unweighted base	698	201	107	106	476	141	335	200	22	439	189	72	92	65	41	279	239	80	75
Weighted base	657	192	102	100	448	145	329	169	14**	445	156	53*	74	54*	33**	279	225	68	56
Effective base	542	157	86	80	369	113	270	145	15	356	135	50	64	46	26	224	163	59	60
NET: Yes	264 40%	86 44%	57 55% ^{Tacd}	41 41%	169 38%	62 43%	123 37%	74 44%	5 34%	159 36%	90 25% ^{Ti}	33 53% ^{Ti}	45 61% ^{Ti}	31 57% ^{Ti}	10 31%	113 41%	90 40%	39 38% ^{Topr}	19 24%
Yes, and it was easy to find the reporting button/mechanism	208 32%	67 35%	45 44% ^{Tacd}	31 31%	134 30%	52 36%	96 29%	56 33%	4 28%	136 30%	62 40% ^{Ti}	19 37%	29 39%	26 48% ^{Ti}	9 28%	86 31%	73 33%	32 47% ^{Topr}	14 24%
Yes, but it was difficult to find the reporting button/mechanism	56 9%	19 10%	12 11%	10 10%	35 8%	10 7%	28 8%	18 11%	1 6%	23 5%	28 18% ^{Tim}	14 26% ^{Tim}	16 22% ^{Tim}	5 9%	1 3%	27 10%	17 7%	7 10%	5 9%
NET: No	362 53% ^{bjkl} mq	101 53% ^b	41 40%	56 56% ^b	257 57% ^b	76 53%	193 59%	83 49%	9 65%	266 60% ^{Tjkl} m	59 38%	17 32%	27 37%	22 41%	19 59%	154 56% ^q	124 55% ^q	27 40%	35 42% ^q
No, I tried but I couldn't find the reporting button/mechanism	16 2%	3 2%	2 2%	1 1%	13 3%	3 2%	6 2%	6 4%	2 12%	11 3%	2 1%	2 3%	1 1%	-	-	3 1%	4 2%	2 2%	4 8% ^{Top}
No, I've never tried to/ felt the need to	345 53% ^{bgjk} lq	98 51% ^b	39 38%	54 54% ^b	244 54% ^b	74 51%	187 57% ^{Tg}	77 46%	8 52%	255 57% ^{Tjkl} m	57 36%	15 29%	26 36%	22 41%	19 59%	150 54% ^q	120 53% ^q	25 37%	31 55%
NET: Difficult to find/ couldn't find the reporting button/mechanism	73 11% ^{ai}	22 12%	14 13%	12 12%	48 11%	13 9%	33 10%	24 14%	3 18%	35 8%	30 19% ^{Tim}	15 29% ^{Tjm}	17 23% ^{Tim}	5 9%	1 3%	31 11%	21 9%	9 13%	9 17%
Can't remember	31 5%	6 3%	5 4%	3 3%	22 5%	7 5%	13 4%	12 7%	* 1%	20 5%	7 4%	2 4%	1 2%	1 2%	3 10%	12 4%	11 5%	2 3%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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



Ofcom VSP Tracker - Wave 1
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Table 465

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

	GO Region													Urban/ Rural		Internet usage		Devices used to access internet		Working status									
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Tablet or laptop only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Unemployed - looking for work (t)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	698	62	28	20	588	31	80	47	68	56	63	103	93	47	533	94	583	112	14	665	303	148	25	28	31	51	23	20	
Weighted base	657	57	29**	18**	554	27**	78	50*	51	62*	59	87	95	46*	487	106	460	193	17**	625	272	145	26**	29**	25**	63*	23**	19**	
Effective base	542	53	23	16	451	26	60	37	54	43	53	73	75	38	415	75	498	102	11	521	235	111	20	23	26	44	19	16	
NET: Yes	264	17	14	9	225	4	27	24	20	26	23	39	45	13	199	44	196	68	2	256	117	67	16	12	11	6	7	16	
Yes, and it was easy to find the reporting button/ mechanism	208	13	10	7	177	5	24	19	15	18	20	28	38	10	157	35	154	54	1	203	95	54	12	10	11	9	3	4	
Yes, but it was difficult to find the reporting button/ mechanism	56	3	3	1	48	4	3	5	5	8	3	12	7	3	42	9	42	14	1	53	22	13	4	2	1	2	3	3	
NET: No	362	33	15	9	304	15	49	22	30	35	35	40	48	31	263	58	244	117	14	339	149	68	10	16	10	52	13	8	
No, I tried but I couldn't find the reporting button/ mechanism	16	1	2	-	14	-	-	1	-	2	2	5	3	2	12	3	12	4	-	16	7	5	-	-	1	-	-	-	
No, I've never tried to 'tell the news' to	345	33	13	9	290	15	48	22	30	33	33	35	45	29	252	55	232	112	14	323	143	63	10	16	9	52	13	8	
NET: Difficult to find/ couldn't find the reporting button/ mechanism	73	4	5	1	62	4	3	6	5	10	4	16	9	5	54	12	54	19	1	68	29	19	4	2	3	2	3	3	
Can't remember	31	7	-	-	24	2	3	3	1	1	1	8	3	2	25	4	21	8	1	30	6	10	-	1	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/p/q/r - T/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
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Table 466

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Blitcut (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	698	126	174	149	103	110	674	497	334	601	300	205	176	84	85	135	209	483	346	352
Weighted base	657	119	170	137	97	96	628	433	250	562	231	127	97	39*	35	53	159	493	290	367
Effective base	542	92	141	115	78	85	524	376	244	461	208	142	122	48	60	111	154	388	264	282
NET: Yes	264	52	72	54	30	44	257	218	119	236	117	66	57	26	19	29	104	159	150	114
	40%su	43%	42%	40%	31%	46% ^d	41%	50%Tg	48%Tg	42%T	51%Tg	52%Tg	58%Tg	68%Tghi	55%Tg	65%Ts	32%	52%Tu	31%	
Yes, and it was easy to find the reporting button/ mechanism	208	41	57	44	22	35	202	168	85	183	87	43	37	13	9	19	73	135	117	91
	32%su	35%	33%	32%	22%	36%	32%	39%Tgj	34%	33%	38%Tgo	34%	38%o	34%o	26%	36%o	46%Ts	27%	40%Tu	25%
Yes, but it was difficult to find the reporting button/ mechanism	56	10	16	11	8	9	54	50	34	53	30	22	20	13	10	31	24	33	33	24
	9%su	9%	9%	8%	8%	10%	9%	12%Tg	13%Tg	9%	13%Tg	18%Tgh	20%Tghj	29%Tghij	19%Tghj	20%Ts	5%	11%Tu	6%	
NET: No	362	56	93	77	62	60	341	191	115	298	96	53	37	11	14	22	47	313	126	236
	55% ^{ghj} klmnoprt	47%	55%	56%	64% ^{ka}	52%	54% ^{hkl} mnop	44% ⁿ	46% ^{mn}	53% ^{hkl} mnop	42% ⁿ	42% ⁿ	38%	29%	41% ⁿ	42% ⁿ	29%	63% ^{Tr}	43%	64% ^{Tt}
No, I tried but I couldn't find the reporting button/ mechanism	16	1	3	4	1	4	16	15	12	14	13	8	7	5	2	2	9	7	9	2%
	2%	1%	2%	3%	1%	5%	3%	4%Tj	5%Tg	2%	6%Tg	8%Tgh	6%Tghj	13%Tghij	5%	3%	5%	2%	3%	2%
No, I've never tried to find the need to	345	55	90	73	62	46	324	176	103	284	84	45	29	6	12	20	39	304	119	227
	53% ^{ghj} klmnoprt	53%	53%	53%	64% ^{Tae}	48%	52% ^{hkl} mnop	41% ^{mn}	41% ^{mn}	51% ^{hkl} mnop	36% ⁿ	36% ⁿ	30% ⁿ	15%	36% ⁿ	38% ^{mn}	25%	62% ^{Tr}	41%	62% ^{Tt}
NET: Difficult to find/ couldn't find the reporting button/ mechanism	73	11	19	15	9	14	71	65	46	67	43	30	27	18	12	12	39	33	40	32
	11% ^{sa}	9%	11%	11%	9%	14%	11%	15%Tg	18%Tgh	12%	19%Tg	24%Tgh	28%Tghj	47%Tghij	34%Tghij	23%Tghj	24%Ts	7%	14%T	9%
Can't remember	31	12	5	5	5	2	31	24	16	28	17	8	4	1	1	2	9	22	15	17
	5%	10% ^{Tbe}	3%	4%	5%	2%	5%	6%	6%	5%	7% ^{Tgp}	7%	4%	4%	4%	3%	5%	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used. * small base



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Table 467

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	698	34	127	136	107	294	36	129	141	104	288
Weighted base	657	44**	146	158	109	201	46*	147	161	105	197
Effective base	542	29	110	117	92	206	31	111	121	89	201
NET: Yes	264 40%bhi	3 7%	41 28%	69 43%b	44 40%	108 54%Tbd	3 6%	41 28%h	70 43%hi	44 42%hi	106 54%Thi
Yes, and it was easy to find the reporting button/ mechanism	208 32%h	3 7%	39 27%	56 35%	31 28%	79 39%Tb	3 6%	40 27%h	57 35%h	31 30%h	77 39%Thi
Yes, but it was difficult to find the reporting button/ mechanism	56 9%bi	-	2 1%	13 8%b	13 12%b	29 14%Tb	-	2 1%	13 8%i	13 12%hi	29 15%Thi
NET: No	382 55%el	41 93%	101 69%Tode	82 52%e	57 53%e	80 40%	43 94%Tjkl	101 69%Tjkl	84 52%i	54 52%	79 40%
No, I tried but I couldn't find the reporting button/ mechanism	16 2%	-	-	2 1%	-	14 7%Tbcd	-	-	2 1%	1	14 7%Tjkl
No, I've never tried to left the need to	345 53%el	41 93%	101 69%Tode	80 51%e	57 53%e	66 33%	43 94%Tjkl	101 69%Tjkl	82 51%i	54 51%i	66 33%
NET: Difficult to find/ couldn't find the reporting button/ mechanism	73 11%bhi	-	2 1%	15 9%b	13 12%b	43 22%Tbcd	-	2 1%	15 9%i	14 13%hi	43 22%Thij
Can't remember	31 5%	-	5 3%	7 4%	7 7%	12 6%	-	5 3%	8 5%	7 6%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 468

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

	Gender			Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
0 I think the existing rules and regulations are enough	52	37	15	17	14	8	13	5	48	9	11	8	7	7	4	2	13	6	43	5	4	*	-	22	1	-	29	
	4%b	6%Tb	2%	5%	4%	3%	5%	5%	4%	6%	5%	4%	3%	4%	3%	3%	3%	4%	3%u	10%su	1%	-	4%	2%	-	-	5%	
1	31	24	7	9	9	9	4	1	30	4	7	5	6	3	3	2	8	5	28	2	1	*	1	11	-	2	17	
	2%b	4%Tb	1%	3%	2%	4%	1%	2%	3%	3%	3%	2%	3%	2%	2%	3%	2%	3%	1%	2%	*	3%	2%	-	4%	3%	3%	
2	47	29	19	16	17	8	6	4	43	3	7	11	7	8	3	2	13	6	42	5	2	1	-	14	2	2	30	
	4%	5%	3%	5%	5%	3%	2%	5%	4%	2%	3%	6%	3%	4%	2%	3%	3%	3%	4%	3%	5%	1%	-	3%	4%	3%	5%	
3	67	48	19	27	17	10	12	9	58	8	16	13	12	5	3	2	9	5	51	14	8	5	1	26	2	3	33	
	5%bpr	8%Tb	3%	8%T	4%	4%	4%	10%Thmp	5%p	5%	7%npq	6%p	5%	3%	2%	3%	2%	2%	5%	9%Tr	17%Trsu	5%	5%	5%	6%	5%	5%	
4	45	25	20	13	19	5	8	5	40	10	11	7	5	5	1	1	7	2	41	4	*	4	-	16	2	3	23	
	4%p	4%	3%	4%	5%	2%	3%	6%npq	3%	7%Thnp	q	3%	2%	3%	1%	1%	2%	1%	4%	3%	*	5%	-	3%	5%	5%	4%	
5 don't agree with other statements	178	82	96	41	48	43	43	15	163	21	29	33	27	23	24	5	52	29	150	22	6	14	*	66	6	7	92	
	14%	13%	15%	12%	13%	17%	15%	17%	14%	15%	14%	16%	12%	13%	17%q	6%	13%	14%	14%	14%	13%	15%	1%	13%	15%	10%	15%	
6	135	57	77	25	43	34	33	8	127	21	22	23	20	13	16	12	41	28	118	15	1	10	4	55	8	4	64	
	11%c	9%	12%	7%	12%	13%c	12%	9%	11%	15%	10%	11%	9%	8%	11%	16%	11%	13%	11%	9%	3%	11%	20%	11%	19%	7%	10%	
7	184	95	89	43	67	35	39	11	173	24	35	25	39	31	14	6	51	20	160	24	9	11	4	66	3	15	94	
	15%	15%	14%	12%	18%T	14%	14%	12%	15%	17%	16%	12%	18%q	17%p	10%	8%	13%	9%	15%	15%	20%	13%	22%	13%	8%	24%ix	15%	
8	187	87	99	65	53	33	35	12	174	18	30	30	35	22	22	18	61	40	157	29	8	16	5	88	6	12	79	
	15%	14%	16%	19%TI	14%	13%	13%	14%	15%	13%	14%	15%	16%	12%	16%	25%	16%	19%	14%	18%	17%	19%	24%	17%	14%	19%	13%	
9	87	39	48	26	17	17	25	5	62	10	18	17	16	10	6	4	21	10	77	10	2	5	3	38	1	7	41	
	7%sd	6%	7%	8%	5%	7%	9%	6%	7%	7%	8%	8%	7%	6%	5%	6%	5%	5%	7%	8%	5%	5%	14%	5%	7%	3%	10%	7%
10 I think stricter rules and regulations are needed	246	95	152	59	67	58	62	13	233	14	29	32	47	49	43	19	62	217	29	3	22	2	112	10	8	111		
	20%ajt	15%	24%Ta	17%	18%	22%	22%	15%	20%ij	10%	14%	15%	21%i	28%Tghi	31%Tghi	25%j	29%Tghi	20%t	18%t	6%	25%t	10%	22%	24%	12%	18%		
NET: 0-3	197	138	60	70	56	35	35	19	178	24	41	37	32	22	13	8	44	21	165	25	15	7	1	73	5	7	109	
	16%brpq	22%Tb	9%	20%TI	15%	14%	13%	22%npq	15%p	17%	19%npq	18%npq	15%	13%	9%	12%	11%	10%	16%u	34%Trsu	8%	8%	14%	12%	12%	16%		
NET: 4-7	542	260	282	121	177	117	123	39	503	77	97	88	91	72	55	24	150	78	469	65	16	38	8	203	19	29	273	
	43%c	42%	44%	35%	46%Tc	45%c	44%	44%	43%	54%Thim	npq	45%	43%	41%	41%	39%	33%	39%	43%	41%	37%	44%	44%	40%	46%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

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Table 468
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

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: 8-10	520	221	299	151	137	108	121	31	490	42	77	79	98	81	71	41	193	112	451	67	13	43	9	237	17	26	232	
	41%aIA	36%	47%Ta	44%	37%	42%	43%	35%	42%aI	30%	36%	39%	44%aI	46%aI	52%TghI	56%gII	50%TghI	53%TghI	42%	43%t	29%	49%t	48%	46%TA	42%	42%	38%	
Mean	6.54agI	6.05	7.01Ta	6.37	6.44	6.69	6.77	6.00	6.58jI	5.96	6.18	6.29	6.77gII	6.95gII	7.19Tgh	7.16gI	7.08Tgh	7.18Tgh	6.57I	6.62I	5.41	7.14st	7.23	6.74A	6.73	6.76	6.34	
Standard deviation	2.77	2.93	2.52	2.91	2.70	2.72	2.73	2.84	2.76	2.68	2.79	2.77	2.71	2.81	2.66	2.64	2.72	2.65	2.77	2.63	2.97	2.32	1.99	2.77	2.56	2.36	2.83	
Standard error	0.08	0.11	0.11	0.15	0.14	0.17	0.16	0.26	0.08	0.21	0.18	0.19	0.19	0.22	0.24	0.41	0.15	0.21	0.09	0.19	0.39	0.23	0.36	0.12	0.33	0.30	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 469
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (e)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
0 I think the existing rules and regulations are enough	52	11	4	10	40	12	27	12	1	34	14	11	9	3	3	27	14	3	5
	4%	3%	2%	5%	5%	4%	4%	4%	4%	4%	5%	9%Tj	7%	3%	5%	5%	4%	3%	5%
1	31	4	1	2	27	6	18	7	*	23	6	2	5	2	*	13	11	1	2
	2%	1%	1%	1%	3%	2%	3%	2%	2%	3%	2%	2%	4%	2%	*	2%	3%	1%	3%
2	47	11	4	6	36	11	29	4	2	35	8	4	2	2	1	20	20	3	5
	4%	3%	2%	3%	4%	4%	2%	2%	7%	4%	3%	4%	1%	2%	2%	3%	5%	2%	5%
3	67	9	4	4	55	17	29	19	2	41	16	3	8	8	3	26	24	5	10
	5%ac	2%	3%	2%	6%Tac	6%	6%	6%	8%	5%	5%	3%	6%	8%	5%	4%	6%	5%	10%To
4	45	12	5	6	31	7	23	15	1	27	13	2	8	5	2	14	22	2	7
	4%ap	3%	3%	3%	4%	2%	3%	5%	3%	3%	4%	2%	6%	4%	3%	2%	6%To	1%	7%To
5 don't agree with either statements	178	46	23	29	120	40	89	41	8	121	41	13	20	15	11	99	44	10	14
	14%	13%	14%	14%	15%	13%	14%	14%	14%	12%	15%	12%	15%	15%	18%	17%	12%	9%	15%
6	135	41	21	21	89	27	75	29	3	98	28	11	13	9	2	68	28	17	10
	11%ap	12%	13%	10%	10%	11%	10%	11%	11%	9%	9%	10%	10%	8%	4%	11%	7%	15%ap	10%
7	184	50	33	29	125	38	102	40	4	126	47	16	22	13	14	86	64	14	14
	15%	14%	20%a	14%	14%	14%	15%	14%	16%	15%	16%	14%	16%	12%	24%	14%	17%	12%	14%
8	167	56	23	35	129	36	102	47	2	132	42	17	20	16	5	71	61	27	12
	15%ap	16%	14%	17%	15%	13%	15%	16%	7%	15%	14%	15%	14%	15%	9%	12%	16%	24%Tor	13%
9	87	25	7	17	61	11	49	25	2	54	27	10	13	11	7	43	24	10	7
	7%	7%	5%	8%	7%	4%	7%	8%	8%	6%	9%	9%	9%	10%	12%	17%	8%	9%	7%
10 I think stricter rules and regulations are needed	246	87	37	53	153	68	125	52	1	174	60	24	18	21	10	132	69	19	10
	20%dr	25%Td	23%	25%Td	18%	25%T	19%	18%	5%	20%	20%l	21%	13%	20%	17%	22%r	18%	17%	11%
NET: 0-3	197	36	13	21	158	46	102	44	5	134	44	21	24	16	8	87	69	13	22
	16%abc	10%	8%	10%	18%Tabc	17%	15%	15%	20%	15%	15%	18%	17%	15%	13%	14%	16%	11%	23%Toq

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 469

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**

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 4-7	542	149	81	83	366	111	290	125	16	373	129	42	63	42	28	268	158	42	45
	43%	42%	50%ac	40%	42%	41%	43%	43%	60%	43%	43%	37%	46%	39%	49%	45%	41%	38%	47%
NET: 8-10	520	167	68	104	343	114	277	123	5	360	129	52	51	48	22	246	155	56	29
	41%r	48%Td	42%	50%Td	40%	42%	41%	42%	20%	42%	43%	45%	45%	38%	41%r	41%	50%r	30%	
Mean	6.54dr	7.00Td	7.01Td	7.04Td	6.36	6.60	6.55	6.54	5.55	6.56	6.63i	6.52	6.21	6.67	6.62r	6.41	6.96r	5.79	
Standard deviation	2.77	2.61	2.40	2.69	2.83	2.88	2.75	2.73	2.49	2.76	2.77	3.11	2.85	2.75	2.66	2.79	2.82	2.49	2.79
Standard error	0.08	0.14	0.19	0.19	0.10	0.18	0.11	0.15	0.41	0.10	0.15	0.28	0.23	0.26	0.33	0.12	0.14	0.23	0.25

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

Ofcom VSP Tracker - Wave 1
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Absolutes/col percents

Table 470
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

	GEO Region										Urban/ Rural		Internet usage		Devices used to access internet			Working status											
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (n)	Rural (n)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Tablet or laptop only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Unemployed - looking for work (n)	Unemployed - not looking for work (n)	Student (n)	Retired (n)	House person/ Other (n)	Furloughed (n)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	169	780	462	28**	61*	1145	482	248	53*	63*	36*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
0 I think the existing rules and regulations are enough	52	5	4	2	41	2	2	3	7	3	4	11	6	3	41	9	34	19	-	3	48	27	10	2	1	6	1	-	
1	31	2	1	2	26	1	4	2	1	1	4	9	2	3	23	4	23	8	-	-	30	14	7	-	-	3	6	-	1
2	47	4	1	-	42	-	5	4	2	5	4	3	14	5	35	7	29	18	1	4	42	20	11	1	-	*	8	1	1
3	67	4	3	1	58	4	2	9	7	9	8	5	9	5	46	14	48	19	*	-	66	35	12	2	4	1	3	-	1
4	45	5	1	3	36	*	7	3	1	1	4	3	11	5	31	9	28	17	1	2	40	16	12	2	1	2	5	1	*
5 don't agree with either statements	178	16	6	4	152	5	23	14	21	15	15	27	18	15	148	15	105	66	8	9	153	64	26	10	15	3	31	6	8
6	135	14	10	3	107	6	15	13	10	7	5	17	21	12	105	17	79	56	7	2	120	50	22	5	9	7	25	4	5
7	194	12	7	4	161	8	25	17	13	16	10	24	33	15	134	32	124	56	2	12	170	78	43	8	10	10	19	1	5
8	187	19	8	5	154	9	16	19	11	21	17	22	18	12	147	17	112	72	5	11	172	74	32	4	8	4	37	9	6
9	87	5	2	2	79	2	17	5	8	2	15	11	14	3	58	17	62	23	1	4	80	37	18	4	2	3	10	7	-
10 I think stricter rules and regulations are needed	246	17	18	10	201	12	22	12	27	11	26	39	31	20	170	48	136	109	4	15	225	67	56	16	12	5	56	14	7
NET: 0-3	197	16	9	5	168	8	12	10	16	18	20	29	31	15	145	33	134	63	1	7	187	96	40	4	6	5	23	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 470
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

	GO Region										Urban/ Rural		Internet usage			Devices used to access internet			Working status										
	Total (D)	Scotland (e)	Wales (f)	North of Ireland (g)	NET: England (h)	North East (i)	North West (j)	Yorkshire and the Humber (k)	West Midlands (l)	East Midlands (m)	East of England (n)	London (o)	South East (p)	South West (q)	Urban (r)	Rural (s)	More than 2 hours (t)	1-2 hours (u)	Smart Phone only (v)	Tablet or laptop only (w)	Multiple devices (x)	Working full time (y)	Working part-time (z)	Unemployed - looking for work (aa)	Unemployed - not looking for work (ab)	Student (ac)	Retired (ad)	House person/ Other (ae)	Furloughed (af)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 4-7	542	47	24	15	455	20	70	48	45	39	34	70	82	47	417	74	336	185	18	24	482	208	102	25	35	22	81	12	18
	43% _{ij}	45% _{kl}	40%	41%	43% _{lm}	39%	51% _{no}	47% _{pq}	42%	43%	30%	41%	47% _{rs}	44%	45%	39%	43%	42%	62%	40%	42%	43%	41%	47%	55% _{tu}	57% _{vw}	39%	26%	54%
NET: 8-10	520	41	28	17	434	24	55	36	46	34	58	72	64	46	375	82	310	204	10	30	476	178	106	24	22	103	30	13	
	41% _{ns}	39%	46%	47%	41%	46%	40%	35%	43%	38%	52% _{tdgl}	42%	36%	42%	40%	43%	40%	44%	35%	49%	42%	37%	43%	46%	36%	50% _{tw}	68% _{tu}	38%	
Mean	6.54 _{ns}	6.33	6.88	6.68	6.54	6.82	6.77	6.26	6.65	6.23	6.76	6.48	6.41	6.57	6.46	6.72	6.43	6.71	6.61	6.99	6.53	6.19	6.66	7.18 _s	6.62	6.50	6.97 _s	7.71 _{tt}	6.74
Standard deviation	2.77	2.76	2.90	3.02	2.76	2.77	2.44	2.56	2.92	2.58	2.97	3.04	2.75	2.65	2.75	2.94	2.79	2.76	2.01	2.76	2.79	2.83	2.84	2.54	2.39	2.54	2.72	2.51	2.35
Standard error	0.08	0.27	0.38	0.53	0.08	0.39	0.21	0.26	0.27	0.28	0.28	0.22	0.22	0.25	0.09	0.22	0.09	0.17	0.37	0.39	0.08	0.13	0.18	0.35	0.31	0.37	0.22	0.39	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/t/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 471
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (n)	£15,600 - £25,999 (n)	£26,000 - £36,399 (n)	£36,400 - £51,999 (n)	£52,000 + (n)	You/Tube (n)	Instagr am (n)	TikTok (n)	Faceboo k (n)	Snapcha t (n)	Twitch (n)	Vimeo (n)	Fruttl a b (n)	Bitcut e (n)	OnlyFan s (n)	Any exposur e (n)	No exposur e (n)	Very/ Quite aware (n)	Not at all/ Not very aware (n)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
0 I think the existing rules and regulations are enough	52	13	12	7	12	6	48	19	16	38	15	5	3	1	5	3	10	43	24	28
	4%h	6%	4%	2%	7%c	4%	4%h	3%	4%	4%	4%	3%	2%	1%	10%Tghij	4%n	4%	4%	5%	4%
1	31	2	8	6	4	8	29	23	11	25	5	5	6	1	3	3	4	27	11	20
	2%	1%	2%	2%	2%	5%Ta	3%	3%Tjk	3%	2%	1%	3%	4%	1%	7%Tgjk	4%kn	2%	3%	2%	2%
2	47	13	5	11	10	6	44	19	13	33	10	10	5	*	3	4	7	40	17	30
	4%bhj	6%b	2%	4%	6%b	4%	4%h	3%	3%	3%	3%	3%	3%	1%	6%hkn	5%hkn	3%	4%	4%	4%
3	67	7	12	21	5	18	66	37	17	55	23	13	12	9	4	5	19	47	31	36
	5%	3%	4%	7%	3%	11%Tabd	6%	5%	4%	5%	6%	8%	8%	14%Tghij	8%	6%	8%	5%	7%	4%
4	45	16	7	12	4	3	43	34	26	37	24	14	13	7	4	7	12	33	22	23
	4%	7%Tb	2%	4%	2%	2%	4%	5%Tgj	7%Tghj	4%	7%Tgj	8%Tghj	9%Tghj	12%Tghj	8%Tgj	10%Tghj	5%	3%	5%	3%
5 don't agree with either statements	178	30	40	42	27	22	164	100	55	145	55	24	13	6	7	10	22	153	62	116
	14%amr	13%	13%	14%	16%	14%	14%sm	14%sm	14%sm	14%sm	14%sm	14%sm	9%	10%	14%sm	13%sm	9%	15%Tr	14%	14%
6	135	25	36	27	17	18	124	73	40	109	42	13	16	5	4	8	21	113	58	77
	11%	11%	11%	9%	10%	12%	11%	11%	10%	11%	11%	8%	11%	8%	9%	11%	9%	11%	13%	10%
7	184	36	50	39	29	14	177	109	61	146	61	27	23	11	6	11	36	143	56	128
	15%	15%	16%	13%	17%	9%	15%T	16%	16%	14%	17%	15%	15%	17%	13%	15%	14%	14%	12%	16%
8	187	14	64	49	23	23	168	103	54	160	52	24	27	10	7	12	44	141	68	119
	15%aa	8%	20%Ta	17%aa	14%aa	15%aa	14%	15%	14%	15%	14%	13%	18%	18%	14%	16%	18%	14%	15%	15%
9	87	18	19	23	11	15	82	53	31	76	29	16	15	5	2	3	20	67	43	44
	7%u	7%	6%	8%	6%	10%	7%	8%p	8%p	8%p	8%p	8%p	10%kop	9%kop	4%	4%	8%	7%	9%Tu	5%
10 I think stricter rules and regulations are needed	246	62	67	54	28	21	213	121	65	209	50	24	19	8	4	9	53	189	67	179
	20%ghkl	27%Tde	21%	19%	17%	14%	18%klmop	17%kop	17%kop	14%	14%so	13%so	12%so	8%	12%	21%	19%	15%	22%Tt	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 471
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

	Household income- per year					Regular users of VSP's (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety messages				
	Total (n)	Up to £15,599 (n)	£15,600 - £25,999 (n)	£26,000 - £36,399 (n)	£36,400 - £51,999 (n)	£52,000 + (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruita b (n)	Bitchute (n)	OnlyFans (n)	Any exposure (n)	No exposure (n)	Very/ Quite aware (n)	Not at all/ Not very aware (n)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 0-3	197 16% _{bj}	35 15%	36 11%	45 16%	32 19% _b	38 25% _{Tabc}	167 16% _{hj}	99 14%	57 15%	150 15%	52 14%	34 19% _{hijk}	25 16%	11	16 31% _{Tghi jkmp}	15 20% _{hijk}	40 16%	157 16%	84 18%	113 14%
NET: 4-7	542 43% _r	106 45%	134 42%	119 41%	77 45%	57 37%	508 44%	316 46% _{TJ}	183 47% _{ij}	437 42%	182 50% _{Tghi}	78 45%	66 43%	30 47%	22 43%	37 49%	92 37%	441 44% _{rs}	198 43%	344 43%
NET: 8-10	520 41% _{gkop}	92 39%	150 47% _T	128 43%	83 37%	59 38%	483 40% _{kop}	277 40% _{klp}	150 39% _{op}	445 43% _{Tghi klp}	130 36% _{so}	84 39% _{so}	61 40% _{op}	23 36% _{so}	13 28%	24 32%	117 47% _{Ts}	396 40%	178 39%	342 43%
Mean	6.54 _{egj opt}	6.59	6.89 _{De}	6.60	6.21	6.05	6.48 _{op}	6.53 _{op}	6.42 _{op}	6.64 _{Tj klp}	6.35 _{op}	6.18 _o	6.38 _{op}	6.32 _{op}	5.12	5.87 _o	6.76	6.47	6.26	6.70 _{Tt}
Standard deviation	2.77	2.97	2.61	2.67	2.94	2.90	2.76	2.66	2.73	2.73	2.59	2.74	2.63	2.46	3.03	2.74	2.77	2.78	2.81	2.74
Standard error	0.08	0.19	0.15	0.16	0.22	0.23	0.08	0.09	0.12	0.08	0.12	0.16	0.16	0.22	0.27	0.19	0.16	0.09	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 472
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (g)	2 VSPs (h)	3 VSPs (i)	4 VSPs (j)	5+ VSPs (k)	1 VSP (l)	2 VSPs (m)	3 VSPs (n)	4 VSPs (o)	5+ VSPs (p)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
0 I think the existing rules and regulations are enough	52 4% ^{aj}	12 7% ^{ac}	17 5% ^{ac}	3 1%	11 6% ^{ac}	10 3%	12 7% ^{aj}	17 5% ^{aj}	3 1%	11 6% ^{aj}	10 3%
1	31 2%	5 3%	4 1%	9 3%	7 4%	7 2%	5 3%	4 1%	9 3%	7 4%	6 2%
2	47 4% ^{aj}	7 4%	22 6% ^{Tc}	3 1%	5 3%	11 4%	7 4%	22 6% ^{Tj}	3 1%	5 3%	11 4%
3	67 5%	6 4%	20 6%	13 5%	9 5%	19 6%	6 3%	20 6%	14 5%	9 5%	17 6%
4	45 4% ^{bi}	4 3%	5 1%	5 2%	7 4%	24 8% ^{Tabc}	4 2%	5 1%	6 2%	6 4%	24 8% ^{Thj}
5 don't agree with either statements	178 14%	23 13%	45 13%	45 17%	23 13%	41 14%	24 13%	44 13%	49 18%	21 12%	40 14%
6	135 11%	17 10%	32 10%	39 15% ^T	16 9%	30 10%	19 11%	32 9%	39 15%	16 9%	29 10%
7	184 15%	22 13%	47 14%	34 13%	35 19%	47 16%	22 12%	47 14%	35 13%	35 20%	45 16%
8	187 15%	24 14%	55 16%	38 14%	26 15%	44 15%	24 13%	58 17%	37 14%	28 16%	40 14%
9	87 7%	10 5%	19 6%	22 8%	12 7%	24 8%	10 6%	18 5%	22 8%	13 7%	24 8%
10 I think stricter rules and regulations are needed	248 20% ^{kel}	45 26% ^{ke}	77 22% ^{ke}	53 20%	29 16%	44 15%	45 25% ^{kaj}	78 23% ^{kaj}	54 20%	26 14%	44 15%
NET: 0-3	197 16% ^{aj}	30 17%	63 18% ^{ac}	28 11%	31 17%	46 15%	30 17%	63 18% ^{aj}	29 11%	32 18% ^{aj}	44 15%
NET: 4-7	542 43% ^{aj}	66 38%	129 38%	124 47%	81 45%	142 47% ^{bd}	69 39%	128 37%	129 48% ^{aj}	78 44%	138 48% ^{Ti}
NET: 8-10	520 41%	78 45%	150 44%	113 43%	67 38%	112 37%	79 45%	154 45%	113 42%	67 38%	107 37%
Mean	6.54	6.60	6.57	6.83 ^e	6.32	6.34	6.61	6.60	6.79	6.29	6.34
Standard deviation	2.77	3.05	2.89	2.47	2.85	2.65	3.03	2.89	2.47	2.86	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 472

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

Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (g)	2 VSPs (h)	3 VSPs (i)	4 VSPs (j)	5+ VSPs (k)	1 VSP (l)	2 VSPs (m)	3 VSPs (n)	4 VSPs (o)	5+ VSPs (p)	
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Standard error	0.08	0.27	0.17	0.16	0.22	0.13	0.26	0.17	0.16	0.22	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) - T/a/b/c/d/e - T/h/i/j/k/l

Overlap formulae used.

Table 473
 Q13. Need for safety measures - Summary table
 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
 Summary table

		Videos that may be inappropriate or upsetting to children (b)	Videos that contain sexual or pornographic content (b)	Videos which encourage unhealthy diets or eating disorders (c)	Videos which encourage people to harm themselves (d)	Videos containing misleading information e.g. fake news or conspiracy theories (e)	Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion) (f)	Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion) (g)
Unweighted base		1259	1259	1259	1259	1259	1259	1259
Weighted base		1259	1259	1259	1259	1259	1259	1259
Effective base		978	978	978	978	978	978	978
should definitely have rules and safety measures in place	(10)	701 56%bce	654 52%bce	544 43%	842 67%abcef	543 43%	754 60%abce	786 62%abcef
9	(9)	109 9%	118 9%	108 8%	98 8%	121 10%	120 10%	125 10% ^d
8	(8)	144 11% ^d	152 12% ^d	178 14% ^d	94 7%	184 15% ^d	137 11% ^d	123 10% ^d
7	(7)	116 9% ^g	100 8% ^f	143 11% ^b ^d ^g	93 7%	135 11% ^b ^d ^g	73 6%	80 6%
6	(6)	67 5% ^d	69 5% ^d	103 8% ^a ^b ^d ^g	47 4%	96 8% ^a ^b ^d ^g	64 5%	48 4%
5	(5)	75 6% ^d	95 8% ^d ^g	102 8% ^d ^g	55 4%	96 8% ^d ^g	59 5%	59 5%
4	(4)	17 1%	21 2%	24 2%	16 1%	28 2% ^d	18 1%	18 1%
3	(3)	11 1% ^d	12 1% ^d	25 2% ^a ^b ^d ^g	3 *	13 1% ^d	9 1%	3 *
2	(2)	9 1%	14 1% ^d	8 1%	5 *	12 1% ^d	2 *	7 1%
1	(1)	4 *	8 1% ^d ^g	15 1% ^d	8 *	7 1% ^d	6 *	1 *
should have no rules or safety measures in place	(0)	6 *	17 1% ^d ^g	20 2% ^a ^d ^g	7 1%	24 2% ^a ^d ^g	17 1% ^d ^g	8 1%
NET: 8-10		954 76% ^{bce}	924 73% ^{bce}	826 66%	1034 82% ^{abce}	849 67%	1011 80% ^{abce}	1035 82% ^{abce}
NET: 4-7		275 22% ^d ^g	284 23% ^d ^g	372 30% ^a ^b ^d ^g	210 17%	355 28% ^a ^b ^d ^g	214 17%	205 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: All Columns Tested (5% risk level)
 Overlap formulae used.

Table 473
 Q13. Need for safety measures - Summary table
 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
 Summary table

	Videos that may be inappropriate or upsetting to children (b)	Videos that contain sexual or pornographic content (b)	Videos which encourage unhealthy diets or eating disorders (c)	Videos which encourage people to harm themselves (d)	Videos containing misleading information e.g. fake news or conspiracy theories (e)	Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion) (f)	Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion) (g)
Weighted base	1259	1259	1259	1259	1259	1259	1259
NET: 0-3	30 2% ^d	51 4% ^{adfg}	61 5% ^{adfg}	16 1%	55 4% ^{adfg}	34 3% ^{dg}	19 2%
Mean	8.62 ^{bce}	8.39 ^{ce}	8.04	9.00 ^{abcef}	8.08	8.75 ^{abce}	8.91 ^{abcef}
Standard deviation	1.98	2.25	2.31	1.77	2.31	2.04	1.83
Standard error	0.06	0.06	0.07	0.05	0.07	0.06	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: All Columns Tested (5% risk level)
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 474
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

	Gender			Social Grade				Age										Ethnicity				Religion						
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (u)	Asian (v)	Black (w)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
should definitely have rules and safety measures in place	(10)	701	297	404	172	218	149	160	41	660	51	92	95	135	125	102	59	286	161	622	77	18	46	9	322	17	34	319
		56%aci	48%	63%Ta	50%	59%c	57%	57%	47%	56%jk	36%	43%	47%	61%gjk	71%Tghi	74%Tghi	81%Tghi	74%Tghi	57%Ti	49%	40%	53%	50%	63%TyA	41%	54%	52%	
9	(9)	109	59	50	29	34	21	24	11	98	17	18	20	16	10	12	4	26	16	94	14	3	9	2	45	7	9	48
		9%	9%	8%	9%	8%	8%	8%	13%	8%	12%	8%	10%	7%	8%	9%	7%	8%	9%	9%	6%	10%	9%	8%	8%	17%	15%	8%
8	(8)	144	78	67	42	40	37	25	10	134	16	32	32	22	17	8	32	15	120	20	5	10	5	47	4	6	77	
		11%np	13%	10%	12%	11%	14%	9%	11%	11%np	11%	15%npq	16%npq	10%	10%	6%	10%	8%	7%	11%	13%	12%	11%	25%	9%	10%	13%	
7	(7)	116	67	49	43	29	21	22	12	104	24	20	20	20	10	7	3	20	10	93	21	9	2	38	7	7	61	
		9%pq	11%	8%	13%Td	8%	8%	8%	14%mpq	9%kp	17%Thmp	9%	10%	9%	8%	5%	4%	5%	9%	13%	13%	20%Tr	11%	9%	7%	16%	11%	10%
6	(6)	87	44	23	21	18	13	15	5	62	16	16	11	10	8	4	12	4	57	9	2	5	1	19	2	3	41	
		5%bpq	7%Tb	4%	6%	5%	5%	5%	6%	5%pq	13	9%Thmp	8%q	6%	4%	3%	-	3%	2%	5%	5%	5%	6%	5%	4%	5%	4%	7%
5	(5)	75	45	29	18	21	10	23	6	7%mpq	69	16	20	16	9	3	4	7	4	60	13	5	6	-	20	4	3	48
		6%mpqx	7%	5%	5%	6%	4%	8%	7%mpq	6%mpq	11%Thimn	pd	9%Thmno	8%mpq	4%	2%	3%	-	2%	6%	8%	11%	-	4%	9%	4%	8%Tx	
4	(4)	17	11	6	6	3	4	4	2	16	2	6	2	4	1	1	1	2	1	15	2	1	1	*	10	*	-	7
		1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	3%p	1%	2%	1%	1%	-	*	1%	1%	3%	1%	1%	2%	1%	-	1%	
3	(3)	11	6	5	4	4	1	3	-	11	*	7	1	-	2	1	-	2	1	8	3	1	2	-	3	*	1	6
		1%	1%	1%	1%	1%	*	1%	-	1%	*	3%Thipq	1%	-	1%	-	-	1%	-	1%	2%	2%	3%	-	1%	1%	1%	1%
2	(2)	9	4	5	4	3	2	-	-	9	2	3	2	-	-	-	-	-	8	-	-	-	-	-	5	-	-	4
		1%	1%	1%	1%	1%	-	-	-	1%	2%p	1%	2%p	1%	-	-	-	-	1%	-	-	-	-	-	1%	-	-	1%
1	(1)	4	2	1	-	-	3	-	4	*	*	1	2	-	-	-	-	-	4	-	-	-	-	-	1	-	-	2
		*	*	*	-	-	1%T	-	*	*	*	1%	1%	-	-	-	-	-	*	-	-	-	-	-	1%	-	-	*
should have no rules or safety measures in place	(0)	6	4	2	2	1	2	1	1	5	1	3	1	-	-	1	-	1	4	-	-	-	-	-	3	-	-	2
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	-	1%	4	-	-	-	-	-	1%	-	-	2
NET: 8-10	954	433	521	243	292	207	208	82	892	85	142	147	174	152	122	70	344	192	836	110	26	64	16	413	28	50	443	
	76%aci	70%	81%Ta	71%	79%c	80%c	75%	70%	76%jk	59%	66%	72%l	79%lj	87%Tghi	88%Tghi	96%Tghi	89%Tghi	91%Tghi	77%Ti	70%	59%	74%	85%	81%TA	68%	79%	72%	
NET: 4-7	275	168	107	89	71	48	63	25	250	55	62	50	44	21	15	3	40	18	226	44	17	21	3	88	13	12	156	
	22%bmo	27%Tb	17%	26%Td	18%	23%	23%	28%mpn	21%mpn	38%Thl	29%Thl	24%mpn	20%opq	12%	11%	4%	10%	9%	21%	28%	39%Tr	24%	15%	17%	32%ix	20%	25%Tx	

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



Ofcom VSP Tracker - Wave 1
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Table 474

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

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: 0-3	30	17	12	9	8	5	8	1	29	4	11	7	4	2	1	-	3	1	24	3	1	2	-	12	*	1	14
	2%p	3%	2%	3%	2%	2%	3%	1%	2%p	2%	5%Thmpq	3%p	2%	1%	1%	-	1%	1%	2%	2%	2%	3%	-	2%	1%	1%	2%
Mean	8.62ajkA	8.33	8.90Ta	8.45	8.77c	8.73	8.57	8.44	8.64ijk	7.94	7.99	8.33	8.80ijk	9.22Tgh	9.29Tgh	9.62Tgh	9.32Tgh	9.40Tgh	8.69Tt	8.43	8.02	8.58	8.85	8.84TA	8.38	8.86	8.47
Standard deviation	1.98	2.10	1.81	2.01	1.87	1.82	2.11	1.96	1.98	2.09	2.33	2.09	1.90	1.46	1.53	0.84	1.40	1.34	1.94	1.91	2.03	1.89	1.40	1.95	1.78	1.58	2.02
Standard error	0.06	0.06	0.08	0.11	0.10	0.12	0.13	0.18	0.06	0.17	0.15	0.14	0.13	0.12	0.14	0.13	0.08	0.10	0.06	0.14	0.26	0.18	0.25	0.09	0.23	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

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ONLINE Fieldwork: 22nd September - 4th October 2021

Table 475
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
should definitely have rules and safety measures in place	(10) 701	224	96	141	461	167	382	144	8	520	140	49	62	55	22	361	204	47	40
	56% _d	63% _{Td}	59%	67% _{Td}	53%	61% _g	57% _g	44%	31%	60% _{Tjn}	46%	43%	45%	52%	37%	60% _{Tq}	54% _r	42%	42%
9	(9) 109	24	17	13	84	17	54	34	4	67	30	13	14	10	8	48	31	12	14
	9%	7%	10% _a	6%	10%	8%	8%	12% _{Te}	15%	8%	10%	12%	11%	10%	14%	8%	8%	11%	14% _{To}
8	(8) 144	31	13	16	109	27	81	31	5	80	54	27	21	11	14	66	50	14	9
	11% _d	9%	8%	7%	13%	10%	12%	10%	18%	9%	18% _{Tim}	24% _{Tim}	15%	10%	24% _{Tim}	11%	13%	13%	9%
7	(7) 116	34	17	17	74	24	58	31	3	64	39	9	19	14	8	41	35	17	16
	9% _d	10%	11%	8%	8%	9%	11%	13%	7%	13% _{Ti}	8%	14% _u	13%	13%	7%	9%	15% _{To}	16% _{Top}	
6	(6) 67	15	8	7	48	9	37	19	2	47	15	7	8	6	2	31	22	7	6
	5%	4%	5%	3%	6%	3%	6%	6%	9%	5%	6%	6%	6%	5%	4%	5%	6%	6%	7%
5	(5) 75	18	10	11	54	19	34	21	1	55	13	6	7	4	3	31	28	6	7
	6%	5%	6%	5%	6%	7%	5%	7%	5%	6%	4%	5%	5%	4%	6%	5%	7%	5%	7%
4	(4) 17	-	-	-	17	1	9	5	1	9	6	1	4	4	1	11	2	3	2
	1% _a	-	-	-	2% _{Ta}	1%	1%	2%	4%	1%	2%	1%	3%	3%	2%	1%	3%	2%	2%
3	(3) 11	4	3	3	6	4	6	1	-	11	-	-	-	-	-	4	5	2	-
	1%	1%	-	1%	1%	1%	1%	1%	-	1%	-	-	-	-	-	1%	1%	2%	-
2	(2) 9	2	1	1	7	2	4	2	1	7	2	2	1	1	-	4	2	2	-
	1%	1%	1%	-	1%	1%	1%	1%	4%	1%	1%	2%	1%	1%	-	1%	1%	2%	-
1	(1) 4	-	-	-	4	2	-	2	-	4	-	-	-	-	-	3	-	-	-
	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	1%	-	-	-
should have no rules or safety measures in place	(0) 6	1	1	1	5	-	4	3	-	3	1	-	1	1	-	1	2	-	2
	-	-	-	-	1%	-	1%	1%	-	-	-	-	1%	1%	-	-	-	-	2% _{To}
NET: 8-10	954	278	125	170	654	211	517	209	17	667	224	90	97	76	44	475	285	73	63
	76% _d	79%	77%	81%	76%	78%	77%	72%	64%	77%	74%	78%	71%	72%	75%	79% _{Tq}	73%	69%	66%
NET: 4-7	275	68	35	35	192	53	138	76	8	175	75	23	38	28	15	114	87	33	31
	22% _d	19%	21%	17%	22%	20%	21%	26%	31%	20%	25%	20%	27%	26%	25%	19%	23%	30% _d	32% _{To}

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 475
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

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/hg/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	30	6	2	4	21	8	13	7	1	25	3	2	2	2	-	12	9	5	2
	2%	2%	1%	2%	2%	3%	2%	2%	4%	3%	1%	2%	2%	2%	-	2%	2%	4%	2%
Mean	8.62qr	8.89Td	8.83	8.99Td	8.55	8.74	8.70	8.42	7.87	8.69	8.51	8.47	8.38	8.49	8.40	8.76Tqr	8.56	8.18	8.24
Standard deviation	1.98	1.77	1.78	1.79	2.02	1.97	1.91	2.10	2.19	2.02	1.80	1.78	1.97	2.08	1.64	1.93	1.97	2.10	2.13
Standard error	0.06	0.09	0.14	0.12	0.07	0.12	0.08	0.12	0.37	0.07	0.10	0.16	0.16	0.19	0.21	0.08	0.10	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 476
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

	GEO Region										Urban/ Rural		Internet usage				Devices used to access internet								Working status				
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
should definitely have rules and safety measures in place	(10) 701	50	35	23	593	30	72	58	60	47	69	101	96	60	507	108	394	299	15	38	638	211	157	32	38	15	157	32	16
	56%ns	48%	57%	63%	56%	59%	53%	57%	56%	52%	61%	59%	54%	55%	54%	57%	51%	65%Tn	53%	62%	56%	44%	63%Tsw	61%ns	61%ns	40%	76%Tsu	73%Tsw	48%
9	(9) 109	10	7	2	90	1	15	10	9	15	7	10	9	12	84	17	72	37	2	3	104	38	21	2	8	5	14	5	5
	9%	10%	11%	5%	9%	3%	11%	10%	8%	17%Tdejk	6%	6%	5%	11%	9%	9%	8%	7%	6%	9%	8%	9%	9%	3%	13%	12%	7%	12%	15%
8	(8) 144	16	2	8	120	7	15	8	14	6	9	17	31	16	108	21	93	52	3	4	137	77	22	8	2	4	16	4	2
	11%v	15%	4%	15%	11%	13%	11%	8%	13%	7%	8%	10%	18%Tbdg	14%	12%	11%	12%	11%	9%	7%	12%	16%Tvx	9%	15%w	3%	11%	8%	9%	5%
7	(7) 116	10	9	2	96	5	15	10	10	6	11	10	20	9	76	30	81	32	3	4	108	62	14	6	2	6	11	-	1
	9%A	9%	14%	5%	9%	9%	11%	10%	9%	7%	9%	6%	11%	9%	8%	16%TA	10%T	7%	12%	7%	9%	13%Tby	6%	12%y	4%	17%kwy	5%	-	3%
6	(6) 67	8	3	-	56	2	9	6	4	5	6	12	7	5	61	3	54	13	3	-	62	35	11	1	3	6	5	1	2
	5%Bo	8%	5%	1%	5%	4%	8%	6%	4%	5%	6%	7%	4%	5%	7%TB	2%	7%To	3%	9%	-	5%	7%Tx	4%	1%	5%	15%Tuxy	2%	1%	6%
5	(5) 75	4	4	1	66	4	6	6	7	4	8	14	13	4	61	7	50	21	1	6	60	34	13	3	6	1	1	1	8
	6%rx	4%	6%	2%	6%	8%	4%	6%	6%	5%	7%	8%	7%	3%	7%	4%	6%	5%	5%	9%	5%	7%xx	5%xx	6%xx	10%xx	4%	1%	3%	23%
4	(4) 17	4	-	1	13	2	2	1	-	4	2	2	-	-	15	1	11	5	-	5	12	8	5	-	1	-	1	-	-
	1%r	4%l	-	2%	1%	3%l	2%	1%	-	4%dl	2%	1%	-	-	2%	1%	1%	1%	1%	7%Tr	1%	2%	2%	-	1%	-	2%	-	1%
3	(3) 11	-	1	2	8	1	-	-	1	-	1	3	1	2	8	1	10	-	-	9	8	1	-	1	-	-	1	-	-
	1%	-	2%	5%	1%	1%	-	-	1%	-	1%	2%	1%	1%	1%	-	1%T	-	-	1%	8	2%	-	-	2%	1%	-	2%	-
2	(2) 9	1	-	1	7	-	1	2	-	2	-	1	-	-	6	-	7	2	-	1	6	7	2	-	-	-	-	-	-
	1%	1%	-	3%	1%	-	1%	2%	2%	-	1%	-	-	-	1%	-	1%	-	-	1%	1%	1%	1%	-	-	1%	-	-	-
1	(1) 4	-	-	-	3	-	1	2	-	2	-	-	-	-	3	-	2	2	-	3	-	1	-	-	-	-	2	-	-
	-	-	-	-	-	-	1%	-	2%Td	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	2%ns	-	-	1%	-	-
should have no rules or safety measures in place	(0) 6	2	-	-	5	-	2	1	-	-	-	1	-	1	4	1	6	-	1	-	4	2	2	-	1	-	-	-	-
	7	2%	-	-	-	-	2%	1%	-	-	-	-	-	1%	-	1%	1%T	-	3%	-	-	1%	-	-	-	-	-	-	-
NET: 8-10	954	76	44	30	804	38	102	75	83	68	84	129	136	88	700	146	558	387	20	45	878	326	200	42	48	24	187	41	23
	76%ns	73%	73%	83%	76%	74%	75%	74%	78%	75%	75%	75%	77%	81%	75%	77%	72%	84%Tn	69%	74%	77%T	68%	81%sw	79%	77%	63%	90%Tsu	94%Tsw	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 476
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

	GQ Region													Urban/Rural		Internet usage				Devices used to access internet				Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (n)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	790	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 4-7	275	25	16	3	231	13	32	24	21	19	27	38	39	18	214	42	197	71	8	15	242	139	44	10	13	14	18	2	11
	22% _o	24%	26%	10%	22%	24%	23%	23%	23%	21%	24%	22%	22%	17%	23%	22%	25% _{To}	15%	27%	24%	21%	28% _T	18% _o	19% _y	21% _o	36% _T	9%	4%	33%
NET: 0-3	30	3	1	3	23	1	3	3	3	4	1	5	1	2	24	2	24	4	1	25	17	4	1	2	*	2	1	-	
	2% _o	3%	2%	8%	2%	2%	3%	3%	3%	4%	1%	3%	1%	2%	3%	1%	3% _{To}	1%	4%	1%	2%	4%	2%	2%	3%	1%	1%	2%	-
Mean	8.62Ans	8.34	8.74	8.70	8.64	8.57	8.57	8.59	8.69	8.46	8.75	8.59	8.71	8.79	8.54	8.83	8.41	9.02Tn	8.33	8.56	8.67T	8.20	8.846	8.79	8.67	8.26	9.39Tst	9.35Tsw	8.24
Standard deviation	1.98	2.19	1.80	2.23	1.96	2.02	2.05	2.15	1.89	2.27	1.86	2.08	1.67	1.79	2.04	1.67	2.09	1.66	2.41	2.21	1.91	2.08	1.95	1.90	2.17	1.82	1.40	1.46	2.13
Standard error	0.06	0.21	0.24	0.39	0.06	0.28	0.17	0.22	0.17	0.25	0.17	0.15	0.13	0.17	0.07	0.13	0.07	0.10	0.44	0.32	0.06	0.09	0.13	0.26	0.28	0.27	0.11	0.22	0.34

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 477
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

	Total (T)	Household income: per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Blitche (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
should definitely have rules and safety measures in place	(10)	701 50% kinnop	139 59% ee	191 60% ee	164 56% ee	88 51% ee	73 47% ee	635 55% shkl mmop	343 50% kimm p	191 48% imno p	574 50% shkl mmop	156 43% imno p	64 36% no p	54 36% no	14 23%	12 24%	23 30% n	129 52%	564 57%	198 43%	503 63% T
9	(9)	109 9% gu	17 7%	26 8%	28 10%	12 7%	18 12%	93 8%	67 10% g	41 11% g	97 9% g	36 10%	26 15% Tghi jk	18 12% g	12 19% Tghi jk	7 13%	9 12% g	27 11%	82 8%	52 11% Tu	58 7%
8	(8)	144 11% a	16 7%	32 10%	46 16% Ta	24 14% a	19 12%	135 12%	83 12%	54 14%	125 12%	49 13%	26 15% Tgh	25 19% Tg	12 15%	8 17% Tgh	13 12%	31 11%	113 11%	60 13%	84 11%
7	(7)	116 9%	17 7%	28 9%	23 8%	16 9%	24 16% Tabc	114 10% T	82 12% Tg	49 13% Tg	95 9%	47 13% Tg	19 11%	21 14% Tg	6 10%	6 12%	10 14% T	25 10%	89 9%	52 11%	64 8%
6	(6)	67 5% u	14 6%	18 6%	10 3%	15 8% c	7 4%	63 5%	49 7% Tg	24 6%	55 5%	33 9% Tg	16 9% Tg	16 11% Tghi j	8 13% Tg	8 16% Tghi jk	11 11% Tghi jk	5 5%	55 6%	35 8% Tu	33 4%
5	(5)	75 6% cj	18 8% c	20 6%	10 3%	13 7%	8 5% T	74 6% T	44 6%	26 7%	54 5% T	30 8% T	15 9% j	9 6%	5 7%	4 9% T	7 8% T	19 8%	52 5%	36 8% T	39 5%
4	(4)	17 1% u	5 2%	2 1%	7 3%	1 1%	2 1%	16 1%	9 1%	6 1%	11 1%	4 1%	2 2%	2 3%	3 6% Tghi kinnp	2 2%	2 1%	15 2%	13 3% Tu	4 -	
3	(3)	11 1%	2 1%	1 *	1 *	2 1%	1 1%	10 1%	8 1%	3 1%	10 1%	5 1%	3 2%	3 2%	2 3% Tg	2 1%	2 3% Tgh	2 1%	9 1%	4 1%	7 1%
2	(2)	9 1% j	1 1%	2 1%	1 *	2 1%	3 2%	1 1% j	4 1%	1 *	4 *	3 1%	2 1%	2 1%	1 1%	2 3% Tghi kinnp	1 *	1 *	8 1%	4 1%	5 1%
1	(1)	4 * j	2 * *	* *	* *	* *	* *	3 * *	* *	* *	2 * *	* *	* *	* *	* 1% h	* *	* 1% h	* *	3 *	2 1%	1 *
should have no rules or safety measures in place	(0)	6 *	1 1%	1 *	1 *	1 *	1 *	6 1%	4 1%	5 1%	5 1%	2 1%	1 1%	1 *	1 *	1 1%	2 1%	5 *	3 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 4.77
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	954 76%ghik Imnop	173 74%	249 78%	238 82%Tde	124 72%	109 71%	863 75%hik mnop	493 71%kmop	275 71%kmop	796 77%Tghi klnop	241 66%op	117 66%op	97 64%o	39 61%o	26 52%	45 59%	187 75%	756 76%	310 67%	645 81%T
NET: 4-7	275 22%cu	54 23%	67 21%	50 17%	44 26%c	41 26%c	267 23%Tj	182 26%Tgj	105 27%Tgj	216 21%	114 31%Tghi j	53 30%Tgj	49 32%Tgj	21 33%Tgj	22 43%Tghi jkmn	27 36%Tghi j	57 23%	211 21%	136 30%Tu	139 17%
NET: 0-3	30 2%	7 3%	4 1%	3 1%	3 2%	4 3%	28 2%	16 2%	10 3%	20 2%	10 3%	6 4%	5 3%	3 5%j	3 5%j	4 5%Tghj	4 2%	25 3%	14 3%	16 2%
Mean	8.62ghi klnop	8.56	8.78	8.81	8.47	8.44	8.57hik lmnop	8.45km nop	8.35lmn op	8.69Tgh iklnop	8.19nop	8.04op	8.05op	7.66o	7.35	7.72o	8.59	8.64	8.17	8.88T
Standard deviation	1.98	2.18	1.84	1.75	1.94	1.97	2.01	1.98	2.07	1.89	2.05	2.12	1.99	2.12	2.26	2.18	1.91	1.98	2.15	1.83
Standard error	0.06	0.14	0.10	0.10	0.15	0.15	0.06	0.07	0.09	0.06	0.09	0.12	0.12	0.19	0.20	0.15	0.11	0.07	0.09	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 478
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
should definitely have rules and safety measures in place	(10) 701	117	219	159	82	123	120	221	161	79	120
		56%dekl	64%Tde	60%ude	45%	41%	68%Tkl	64%Tkl	60%kl	45%	41%
9	(9) 109	14	25	21	15	35	15	25	21	15	34
		8%	7%	8%	8%	12%T	8%	7%	8%	8%	12%T
8	(8) 144	9	37	32	28	38	9	38	33	27	38
		11%ah	5%	11%	12%	16%a	5%	11%	12%	15%ah	13%ah
7	(7) 116	9	24	18	23	42	9	24	18	24	41
		9%	5%	7%	13%ac	14%Tabc	5%	7%	7%	14%hij	14%Thij
6	(6) 67	5	7	16	14	25	5	8	17	15	22
		5%bi	3%	2%	6%b	8%Tb	3%	2%	6%j	9%j	5%Ti
5	(5) 75	9	20	11	24	10	10	20	12	9	23
		6%	5%	6%	4%	6%	5%	6%	4%	5%	8%
4	(4) 17	4	5	2	2	5	4	5	2	2	5
		1%	2%	1%	1%	2%	1%	1%	1%	1%	2%
3	(3) 11	1	2	3	1	5	1	2	3	2	4
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
2	(2) 9	3	2	1	1	2	3	2	1	1	2
		1%	2%	1%	1%	1%	2%	1%	1%	1%	1%
1	(1) 4	2	1	-	-	-	2	1	-	-	-
		1%	-	-	-	-	1%	-	-	-	-
should have no rules or safety measures in place	(0) 6	-	-	2	3	1	-	-	2	3	1
		-	-	1%	2%Tb	-	-	-	1%	2%Ti	-
NET: 8-10	954	141	281	213	124	196	145	283	215	121	191
		76%dekl	81%ide	82%Tde	80%ide	69%	81%kl	82%Tkl	80%kl	68%	66%
NET: 4-7	275	27	56	45	50	96	28	57	49	51	91
		22%bi	16%	17%	28%abc	32%Tabc	16%	16%	18%	29%Thij	31%Thij
NET: 0-3	30	6	5	6	5	8	6	5	6	6	7
		2%	3%	1%	2%	3%	3%	1%	2%	3%	2%
Mean	8.62dekl	8.87de	8.93Tde	8.81de	8.27	8.18	8.88kl	8.93Tkl	8.78kl	8.23	8.20
Standard deviation	1.99	2.08	1.79	1.88	2.13	2.02	2.07	1.78	1.90	2.15	2.00
Standard error	0.06	0.18	0.11	0.12	0.16	0.10	0.18	0.11	0.12	0.16	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 479
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

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
should definitely have rules and safety measures in place	(10) 654	236	418	156	193	146	156	55	599	46	95	92	122	110	81	53	244	134	573	77	18	45	10	305	16	35	285
	A 52%acj	38%	65%Ta	46%	52%	56%c	56%c	62%Tjk	51%ij	32%	44%i	45%i	55%ij	63%Thj	58%ik	73%Thj	63%Thj	53%	49%	41%	51%	53%	60%TyA	40%	56%	46%	
9	(9) 118	68	50	29	48	25	16	6	112	18	18	23	17	18	10	8	36	17	106	11	3	7	1	39	5	7	64
	9%f	11%	8%	8%	13%T	10%	6%	7%	10%	13%	8%	11%	8%	11%	7%	11%	9%	8%	10%	7%	7%	8%	5%	9%	9%	12%	11%
8	(8) 152	85	67	46	42	26	38	9	143	18	27	27	26	19	16	8	43	24	127	24	8	12	4	63	9	5	74
	12%	14%	10%	14%	11%	10%	14%	10%	12%	13%	12%	13%	12%	11%	12%	11%	11%	11%	12%	15%	18%	14%	20%	12%	21%	8%	12%
7	(7) 100	64	36	38	29	16	16	4	96	21	26	14	17	7	8	2	17	10	81	16	3	11	2	32	5	5	57
	8%bp	10%Tb	6%	11%T	8%	6%	6%	5%	8%mp	15%Tghk	12%Thmpq	7%	8%	4%	6%	2%	4%	5%	7%	10%	7%	13%	11%	6%	13%	7%	9%
6	(6) 89	45	23	22	11	13	6	6	63	10	15	15	11	5	8	-	13	8	57	8	3	4	1	24	1	3	33
	5%b	7%Tb	4%	6%	3%	4%	5%	6%	5%	7%	7%	7%	5%	3%	6%q	-	3%	4%	5%	5%	6%	4%	5%	5%	2%	5%	5%
5	(5) 95	63	31	24	20	22	26	4	90	20	20	22	13	6	8	-	14	8	82	13	4	6	1	29	5	4	56
	8%bp	10%Tb	5%	7%	5%	8%	9%	5%	8%mpq	14%Tghl	10%kmopq	11%kmopq	6%	4%	6%q	-	4%	4%	8%	8%	8%	7%	4%	6%	11%	7%	9%
4	(4) 21	16	6	4	5	7	5	2	19	6	4	3	5	1	-	-	1	-	16	5	3	2	*	4	-	3	15
	2%bpx	3%Tb	1%	1%	1%	2%	2%	2%pq	2%p	4%Thmp	2%	1%	2%p	-	-	-	1	-	2%	3%	6%Tr	2%	1%	1%	-	4%x	2%
3	(3) 12	9	3	5	4	1	2	1	11	1	5	2	2	1	1	-	2	1	10	2	1	1	-	2	*	1	7
	1%	1%	*	1%	1%	1%	1%	1%	1%	*	2%T	1%	1%	1%	*	*	*	*	1%	2%	1%	1%	-	1%	-	2%	1%
2	(2) 14	12	2	5	3	3	3	1	13	1	1	1	3	3	2	9	5	12	1	1	1	-	-	6	-	-	8
	1%b	2%Tb	*	1%	1%	1%	1%	1%	1%	*	-	-	1%	2%	3%	2%	2%	1%	1%	1%	3%	-	-	1%	-	-	1%
1	(1) 8	6	2	4	1	*	3	-	8	*	4	2	2	-	-	2	-	7	1	1	1	-	-	3	-	-	6
	1%	1%	*	1%	*	1%	-	-	1%	-	2%	1%	1%	1%	-	-	1%	-	1%	1%	1%	-	-	1%	-	-	1%
should have no rules or safety measures in place	(0) 17	16	1	8	4	4	2	2	15	2	3	3	1	2	4	-	6	4	14	*	*	*	*	6	*	-	10
	1%b	3%Tb	*	2%	1%	1%	1%	2%	1%	1%	1%	2%	*	1%	3%	-	2%	2%	1%	1%	*	*	*	1%	*	-	2%
NET: 8-10	924	389	535	232	282	197	210	69	855	83	140	142	167	148	106	69	323	175	806	111	29	63	15	407	30	47	423
	A 73%acj	63%	84%Ta	68%	76%c	76%	75%	78%ij	73%ij	58%	65%	69%ij	75%ij	85%Thj	77%ij	95%Tghl	84%Thj	83%Thj	74%	71%	66%	73%	79%	79%TA	72%	75%	69%
NET: 4-7	284	188	97	88	78	55	60	17	268	57	66	54	46	19	25	2	45	26	237	42	12	23	4	88	11	14	160
	A 23%bmop	30%Tb	15%	26%	21%	21%	21%	19%o	23%bmopq	40%Tghk	31%Tghl	26%kmopq	21%mp	11%	18%opq	2%	12%o	12%o	22%	27%	28%	28%	21%	17%	28%	23%	26%Tx

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



Ofcom VSP Tracker - Wave 1
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Table 479
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

	Gender			Social Grade						Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: 0-3	51	42	9	22	11	8	10	3	48	3	9	9	8	8	2	18	10	43	4	3	1	-	17	1	1	30	
	4%b	7%b	1%	6%Td	3%	3%	4%	3%	4%	2%	4%	4%	4%	5%	6%	3%	5%	5%	4%	2%	6%	2%	-	3%	2%	2%	5%
Mean	8.39Ac	7.76	8.99Ta	8.07	8.56c	8.51	8.45	8.65i	8.37i	7.73	8.10	8.12	8.50i	8.83Thi	8.48i	9.36Thi	8.81Thi	8.79Thi	8.43	8.32	7.83	8.52	8.73	8.69TA	8.30	8.61	8.14
	A												j	k	jk	jk	jk	jk									
Standard deviation	2.25	2.54	1.74	2.47	2.05	2.22	2.23	2.23	2.25	2.22	2.25	2.36	2.18	2.15	2.42	1.83	2.17	2.19	2.23	2.08	2.45	1.90	1.64	2.10	1.89	2.00	2.38
Standard error	0.06	0.10	0.07	0.13	0.11	0.14	0.13	0.21	0.07	0.18	0.15	0.16	0.15	0.17	0.22	0.24	0.12	0.17	0.07	0.15	0.32	0.19	0.29	0.09	0.25	0.25	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
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Table 430
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
should definitely have rules and safety measures in place	(10) 654	205	90	126	431	137	359	148	10	453	147	47	62	59	31	324	184	43	56
	52% ^{kdq}	58% ^{Td}	56%	61% ^{Td}	50%	51%	54%	51%	38%	52%	49%	41%	45%	55%	53%	54% ^q	48%	39%	58% ^q
9	(9) 118	22	13	9	94	25	62	27	3	77	34	19	16	8	6	54	43	10	6
	9% ^{ac}	6%	8%	4%	11% ^{Tac}	9%	9%	9%	13%	9%	11%	17% ^{Ti}	12%	9%	11%	9%	11%	9%	7%
8	(8) 152	46	27	25	102	36	77	34	5	102	42	17	20	12	8	64	50	16	10
	12%	13%	16%	12%	12%	13%	12%	11%	20%	12%	14%	15%	15%	11%	13%	11%	13%	15%	11%
7	(7) 100	18	9	10	78	18	55	25	2	67	29	10	11	11	5	46	35	13	6
	8% ^{aa}	5%	5%	5%	9%	7%	8%	8%	6%	8%	10%	9%	8%	11%	8%	8%	9%	12%	6%
6	(6) 69	21	6	14	41	14	37	16	2	47	16	8	9	5	2	32	22	7	6
	5%	6%	4%	7%	5%	5%	6%	6%	7%	5%	5%	7%	7%	4%	3%	5%	6%	6%	6%
5	(5) 95	27	12	16	63	24	40	29	2	66	23	7	14	8	4	51	23	11	6
	8% ^{aj}	8%	7%	8%	7%	9%	6%	10%	9%	8%	8%	6%	10%	8%	7%	9%	6%	10%	6%
4	(4) 21	3	2	1	14	5	8	3	1	14	5	3	2	1	11	5	3	2	2
	2% ^{ae}	1%	1%	1%	2%	1%	2%	3% ^{ae}	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%
3	(3) 12	2	1	1	9	3	8	1	1	10	2	1	1	1	1	5	4	1	1
	1% ^{ao}	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4% ^{To}	1%	1%
2	(2) 14	3	1	3	11	6	6	2	1	13	1	1	1	1	1	6	7	1	1
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
1	(1) 8	2	1	1	6	4	3	1	1	7	1	1	1	1	1	5	1	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% ^p	1%	1%
should have no rules or safety measures in place	(0) 17	3	1	2	13	4	9	3	1	11	3	2	1	1	1	6	7	1	2
	1%	1%	1%	1%	2%	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%
NET: 8-10	924	273	130	160	627	198	498	209	19	632	222	84	96	79	45	443	277	69	73
	73% ^q	77%	80%	77%	72%	73%	74%	72%	71%	73%	74%	73%	71%	74%	77%	74% ^q	70%	63%	76%
NET: 4-7	284	69	29	41	200	57	144	77	7	194	74	27	37	26	12	140	85	33	20
	23%	20%	18%	20%	23%	21%	22%	26%	24%	22%	24%	24%	27%	25%	21%	23%	22%	30%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 490

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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education						
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	27**	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	58*	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96			
NET: 0-3	51 4%	10 3%	3 2%	7 3%	39 5%	17 6%g	26 4%	6 2%	1 4%	41 5%	6 2%	3 3%	2 2%	1 1%	1 2%	18 3%	19 5%	8 7%	3 4%			
Mean	8.39q	8.60	8.65	8.61	8.32	8.26	8.46	8.36	7.96	8.35	8.45	8.27	8.31	8.58	8.57	8.46q	8.30	7.81	8.52q			
Standard deviation	2.25	2.10	1.99	2.15	2.30	2.41	2.21	2.18	2.50	2.31	2.03	2.17	2.05	2.00	2.09	2.20	2.29	2.46	2.30			
Standard error	0.06	0.11	0.15	0.15	0.08	0.15	0.09	0.12	0.42	0.08	0.11	0.19	0.16	0.19	0.26	0.09	0.12	0.22	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 481
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

	GO Region										Urban/Rural		Internet usage		Devices used to access internet			Working status												
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	26**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
should definitely have rules and safety measures in place	(10)	654	52	37	21	545	32	73	50	51	50	58	90	87	54	471	104	389	275	15	34	592	192	148	35	37	18	123	35	11
		52%ns	50%	61%	56%	51%	61%	53%	49%	48%	55%	52%	53%	49%	50%	55%	47%	59%Tn	52%	57%	52%	40%	60%Ts	66%sa	59%sa	47%	60%sa	80%Tsv	31%	
9	(9)	118	5	2	1	109	3	14	9	11	9	7	18	21	17	85	16	79	39	3	9	107	50	24	2	3	3	16	5	9
		9%	5%	4%	4%	10%T	5%	10%	9%	10%	6%	11%	12%	16%Taj	9%	9%	10%T	8%	10%	15%	9%	10%	10%	3%	5%	8%	8%	12%	26%	
8	(8)	152	17	7	2	126	5	20	14	11	10	10	16	26	14	120	19	90	62	1	150	64	29	2	11	5	28	1	3	
		12%q	17%	11%	5%	12%	11%	14%	14%	10%	11%	9%	15%	13%	13%	10%	12%	13%	2%	-	13%Tq	13%	11%	5%	17%y	14%	14%	2%	9%	
7	(7)	100	6	2	5	88	3	8	6	11	6	14	13	15	11	76	19	71	29	3	93	57	14	4	1	6	10	1	3	
		8%	6%	3%	14%	8%	5%	6%	6%	10%	7%	12%	7%	9%	10%	8%	10%	9%T	6%	2%	8%	12%Thx	6%	7%	2%	15%kxy	5%	2%	8%	
6	(6)	69	10	5	5	50	2	6	8	10	4	4	6	7	3	55	11	52	15	3	62	37	9	2	4	2	7	1	2	
		5%ld	9%	8%	13%	5%	3%	4%	8%	9%	4%	4%	4%	3%	6%	6%	6%	7%To	3%	11%	5%	8%Tt	3%	4%	7%	6%	3%	1%	4%	
5	(5)	95	9	6	1	78	4	10	9	7	7	16	11	5	80	7	67	24	1	10	77	49	18	2	5	1	6	1	6	
		8%rx	8%	11%	2%	7%	8%	7%	9%	8%	8%	7%	9%	6%	5%	8%	4%	9%T	5%	4%	17%Tr	7%	10%Tx	7%	5%	8%	4%	3%	3%	18%
4	(4)	21	1	-	1	19	1	4	3	1	3	4	2	1	17	2	18	2	2	1	18	9	3	3	-	3	1	-	-	
		2%	1%	-	2%	2%	3%	3%	1%	1%	3%	2%	1%	1%	2%	1%	2%T	-	6%	1%	2%	2%	1%	5%kx	-	7%Tstvx	-	-	-	
3	(3)	12	1	-	-	11	1	1	-	1	-	4	4	-	1	10	1	10	2	-	2	10	6	2	1	1	-	1	-	-
		1%	1%	-	-	1%	1%	1%	-	1%	-	3%Tdl	2%	-	1%	1%	-	1%T	-	-	3%	1%	1%	2%	1%	-	1%	-	-	-
2	(2)	14	1	-	-	13	-	2	-	2	1	3	1	4	-	8	5	8	6	-	-	14	5	-	-	1	-	7	-	-
		1%	1%	-	-	1%	-	1%	-	1%	3%	-	2%	-	1%	3%	1%	1%	-	-	1%	1%	-	-	-	1%	-	3%Tt	-	-
1	(1)	8	1	-	-	7	1	1	1	-	2	-	2	-	6	2	4	4	-	-	8	1	1	1	-	-	4	-	1	
		1%	1%	-	-	1%	2%	-	1%	-	2%	-	1%	-	1%	1%	1%	1%	-	-	1%	1%	1%	2%	-	-	2%	-	4%	
should have no rules or safety measures in place	(0)	17	2	1	1	13	1	-	1	-	2	5	2	3	12	3	13	4	1	-	15	10	2	-	-	3	-	-	-	
		1%	2%	2%	3%	1%	1%	-	1%	-	2%	3%	1%	3%	1%	2%	2%T	1%	3%	-	1%	2%	1%	-	-	1%	-	-	1%	
NET: 8-10		924	74	46	24	779	40	107	73	73	69	75	124	133	85	675	139	538	377	18	43	849	306	200	39	51	26	167	42	23
		73%ns	71%	77%	65%	74%	77%	78%	72%	68%	67%	67%	72%	76%	78%	72%	73%	69%	81%Tn	64%	72%	74%	64%	81%Ts	74%	81%sa	68%	81%Ts	94%Tstu	66%
NET: 4-7		284	26	13	12	234	9	28	26	31	18	29	38	35	20	227	40	208	70	9	15	250	153	44	12	11	12	2	10	
		23%ony	25%	22%	32%	22%	18%	20%	26%	29%	20%	25%	22%	20%	18%	24%T	21%	27%To	15%	32%	25%	22%	32%Thx	18%	22%y	17%	32%xy	14%	6%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 481
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

	GO Region											Urban/ Rural		Internet usage				Devices used to access internet			Working status								
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 0-3	51 4%	5 4%	1 2%	1 3%	44 4%	3 5%	3 2%	2 2%	4 3%	3 3%	9 8%	9 5%	8 5%	4 3%	35 4%	11 6%	35 4%	16 3%	1 4%	2 3%	46 4%	23 5%	4 2%	2 4%	1 2%	-	15 7%	-	1 4%
Mean	8.39ns	8.20	8.63	8.37	8.39	8.49	8.54	8.31	8.30	8.55	8.13	8.30	8.39	8.59	8.32	8.41	8.18	8.75Tn	8.15	8.44	8.41	7.93	8.78Ts	8.59	8.72s	8.34	8.57s	9.60Tst uwx	7.92
Standard deviation	2.25	2.36	2.12	2.33	2.25	2.45	2.03	2.18	2.10	2.17	2.51	2.44	2.25	2.11	2.24	2.38	2.34	2.04	2.58	2.26	2.23	2.35	1.93	2.35	1.89	1.95	2.43	1.05	2.32
Standard error	0.06	0.23	0.28	0.41	0.07	0.34	0.17	0.22	0.19	0.24	0.23	0.18	0.18	0.20	0.07	0.18	0.07	0.13	0.47	0.32	0.07	0.10	0.12	0.33	0.25	0.29	0.19	0.16	0.37

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 482
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000+ (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
should definitely have rules and safety measures in place	(10) 654	132	173	157	86	58	585	345	185	535	160	72	54	20	12	16	111	535	202	452
	52%ak	57%e	54%e	54%e	50%e	37%	51%akmn	50%akmn	47%akmn	52%akmn	44%mnop	41%op	36%op	31%op	24%	22%	45%	54%Tr	44%	57%Tt
9	(9) 118	13	34	27	16	16	107	65	29	105	32	15	17	7	7	8	27	90	48	69
	9%	6%	11%	9%	10%	10%	9%	9%	7%	10%u	9%	9%	11%u	11%	13%u	10%	11%	9%	11%	9%
8	(8) 152	30	39	33	19	25	141	81	43	129	45	22	20	10	6	10	31	119	55	97
	12%	13%	12%	11%	11%	16%	12%	12%	11%	12%	12%	12%	13%	16%	13%	13%	31%	12%	12%	12%
7	(7) 100	14	17	24	18	22	95	65	46	81	42	21	24	12	11	13	26	74	47	53
	8%	6%	5%	8%	11%	14%Tab	8%	9%Tj	12%Tghj	8%	12%Tgj	12%Tgj	16%Tghj	19%Tghj	22%Tghj	17%Tghj	10%	7%	10%Tu	7%
6	(6) 69	9	17	20	6	9	66	40	26	60	27	21	7	6	5	7	10	57	29	39
	5%	4%	5%	7%	3%	6%	6%	6%	7%	6%	8%T	12%Tghj	4%	9%	9%am	10%Tghjm	4%	6%	6%	5%
5	(5) 95	23	23	20	14	8	95	58	38	70	34	15	19	5	5	11	26	64	43	51
	8%a	10%	7%	7%	8%	5%	8%Tj	8%j	10%Tj	7%	9%j	8%	12%Tghj	7%	11%	14%Tghj	11%Ts	6%	9%	6%
4	(4) 21	3	6	4	4	4	19	15	10	18	10	5	4	3	3	3	5	16	15	7
	2%u	1%	2%	1%	2%	3%	2%	2%	3%	2%	3%	3%	4%	5%Tghj	5%Tghj	2%	2%	3%Tu	1%	1%
3	(3) 12	3	4	1	2	3	11	7	5	12	5	3	3	2	1	3	3	9	5	6
	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	3%	4%Tghj	1%	1%	1%	1%
2	(2) 14	2	4	1	4	3	14	4	1	6	2	1	1	-	-	1	1	12	5	8
	1%hj	1%	1%	*	2%	2%	1%hj	1%	*	1%	*	*	1%	-	-	1%	*	1%	1%	1%
1	(1) 8	2	*	1	-	3	8	2	*	5	*	*	*	*	*	1	1	7	2	6
	1%hj	1%	*	*	-	2%b	1%hj	2	*	*	*	*	*	*	*	1%kl	1%	1%	1%	1%
should have no rules or safety measures in place	(0) 17	3	4	2	3	5	17	10	6	13	6	3	2	*	*	3	6	11	7	10
	1%	1%	1%	1%	2%	3%	1%	1%	2%	1%	2%	2%	1%	*	*	4%Tghj	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 482
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

	Household income - per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (f)	Up to £15,599 (g)	£15,600 - £25,999 (h)	£26,000 - £36,399 (i)	£36,400 - £51,999 (j)	£52,000 + (k)	YouTube (l)	Instagram (m)	TikTok (n)	Facebook (o)	Snapchat (p)	Twitch (q)	Vimeo (r)	Facebook (s)	Bitchute (t)	OnlyFans (u)	Any exposure (v)	No exposure (w)	Vary/ Quite aware (x)	Not at all/ Not very aware (y)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	924 73% ghijklmnop	176 75% e	246 77% e	218 75% e	122 71% i	98 64% k	833 72% ijklmnop	491 71% klmnop	257 66% op	766 74% ghijklmnop	238 65% op	108 62% op	92 61% op	37 58% op	25 49% t	34 45% u	170 68% v	744 75% w	305 66% x	619 77% T
NET: 4-7	284 23% su	49 21% u	62 19% u	68 23% u	42 24% u	43 28% u	275 24% T	178 26% T	121 31% Tghj	229 22% u	115 31% Tghj	61 35% Tghj	54 36% Tghj	24 39% Tghj	24 47% Tghijklmn	35 46% Tghijklm	68 27% u	211 21% u	134 29% Tu	150 19% u
NET: 0-3	51 4% cj	10 4% c	12 4% c	5 2% c	8 5% c	13 9% Tbc	50 4% h	23 3% h	12 3% h	35 3% h	13 3% h	6 4% h	6 4% h	2 3% h	2 4% h	7 10% Tghijklmno	11 5% h	39 4% h	20 4% h	31 4% h
Mean	8.39 gijklmnop	8.44 e	8.51 e	8.57 e	8.30 u	7.75 op	8.31 klmnop	8.33 klmnop	8.16 mnop	8.45 ghijklmnop	8.08 op	7.94 op	7.86 op	7.82 op	7.46 p	6.91 u	8.10 v	8.47 Tr	8.06 u	8.57 T
Standard deviation	2.25	2.29	2.18	2.00	2.31	2.62	2.30	2.22	2.26	2.16	2.26	2.27	2.23	2.06	2.12	2.63	2.39	2.21	2.34	2.18
Standard error	0.06	0.15	0.12	0.12	0.16	0.21	0.07	0.08	0.10	0.07	0.10	0.13	0.14	0.18	0.19	0.19	0.13	0.07	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 483
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
should definitely have rules and safety measures in place	(10) 654 52%el	109 63%Te	179 52%e	152 57%e	96 54%e	118 39%	111 62%Ti	182 53%j	154 57%j	92 52%j	116 40%
9	(9) 118 9%	13 8%	39 11%	24 9%	15 8%	27 9%	14 8%	38 11%	23 9%	19 10%	24 8%
8	(8) 152 12%	14 8%	51 15%	28 11%	21 12%	38 13%	14 8%	50 15%	32 12%	17 10%	38 13%
7	(7) 100 8%	11 6%	20 6%	13 5%	14 8%	42 14%Tabc	11 6%	20 6%	14 5%	15 8%	41 14%Thj
6	(6) 69 5%	4 2%	16 5%	13 5%	15 8%a	22 7%a	4 2%	17 5%	12 5%	15 8%h	21 7%h
5	(5) 95 8%	8 5%	22 6%	21 8%	10 5%	33 11%Ta	9 5%	22 6%	22 8%	11 8%	31 11%T
4	(4) 21 2%	2 1%	4 1%	4 1%	2 1%	9 3%T	2 1%	4 1%	4 1%	2 1%	9 3%T
3	(3) 12 1%	1 *	3 1%	2 1%	2 1%	5 2%	1 *	3 1%	2 1%	2 1%	5 2%
2	(2) 14 1%e	7 4%Tbe	2 1%	3 1%	2 1%	1 4%Ti	7 4%Ti	2 1%	3 1%	2 1%	1 *
1	(1) 8 1%	3 2%	3 1%	2 1%	-	-	3 2%	3 1%	2 1%	-	-
should have no rules or safety measures in place	(0) 17 1%	2 1%	4 1%	4 1%	3 2%	5 2%	2 1%	4 1%	4 1%	3 2%	4 1%
NET: 8-10	924 73%el	135 78%e	269 79%Te	204 77%e	133 74%e	183 61%	139 78%j	270 78%Ti	209 77%j	128 72%j	177 61%
NET: 4-7	284 23%abh	26 15%	61 18%	51 19%	41 23%	106 35%Tabcd	26 15%	63 18%	51 19%	42 24%	102 35%Thjk
NET: 0-3	51 4%	13 7%	11 3%	10 4%	7 4%	3 3%	13 7%	11 3%	10 4%	7 4%	10 3%
Mean	8.39el	8.54e	8.55e	8.54e	8.47e	7.92	8.55i	8.55i	8.54i	8.41i	7.93
Standard deviation	2.25	2.50	2.11	2.25	2.18	2.26	2.48	2.11	2.23	2.24	2.25
Standard error	0.06	0.22	0.13	0.15	0.16	0.11	0.22	0.12	0.15	0.17	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 484
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		Social Grade				Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
should definitely have rules and safety measures in place	(10)	544	193	352	130	159	119	135	34	510	44	71	82	96	98	78	41	217	119	491	51	10	33	5	252	10	28	247
		43%aci	31%	55%Ta	38%	43%	46%	48%c	39%	44%ij	31%	33%	40%	44%ij	56%Tghi	56%Tghi	57%ij	56%Tghi	45%Tst	33%	23%	37%	28%	49%TyA	24%	44%	40%y	
9	(9)	106	59	47	29	38	19	19	10	96	7	17	24	14	10	4	35	14	90	14	6	8	1	38	7	4	54	
		8%	10%	7%	8%	10%	7%	11%	8%	5%	8%	12%j	6%	12%j	7%	5%	9%	7%	8%	9%	13%	9%	6%	7%	16%	7%	9%	
8	(8)	176	89	88	50	56	32	38	21	155	22	33	23	14	18	13	45	31	148	27	8	13	6	76	8	13	73	
		14%uhm	14%	14%	15%	15%	12%	13%	24%Thkm	13%mp	16%	15%	11%	15%	8%	13%	18%	12%	15%	14%	17%	17%	15%	30%	15%	18%	21%	
7	(7)	143	88	55	35	26	26	9	133	23	25	21	31	17	7	9	33	16	124	16	7	8	1	46	4	8	81	
		11%bn	14%Tb	9%	16%Tdf	9%	10%	9%	11%	11%kn	16%npq	12%	10%	14%kn	5%	12%	9%	7%kn	11%	10%	15%	9%	7%	9%	10%	12%	13%	
6	(6)	103	70	34	20	24	22	4	99	16	27	19	16	11	10	4	21	10	84	12%	11%	5	11	2	39	6	4	
		8%bp	11%Tb	5%	9%	7%	8%	5%	8%p	11%nopq	13%Tghop	9%so	7%	7%q	-	5%	10	5%	8%	12%	11%	13%	11%	8%	16%	6%	53	
5	(5)	102	59	43	28	24	22	26	4	98	18	17	21	19	8	9	6	23	15	84	16	6	1	39	6	1	54	
		8%	10%	7%	8%	9%	9%	5%	9%	12%mp	8%	10%	8%	5%	6%	8%	6%	7%	8%	10%	14%	7%	6%	8%	15%z	1%	9%	
4	(4)	24	14	10	9	2	4	1	24	5	5	6	4	1	2	-	4	2	17	6	1	2	2	7	*	2	14	
		2%r	2%	2%	3%	2%	1%	2%	1%	2%	3%	2%	3%	2%	1%	2%	-	1%	1%	2%	4%	2%	2%	12%	1%	1%	3%	
3	(3)	25	20	5	9	8	5	3	23	5	9	5	3	-	1	-	1	1	18	6	1	5	-	6	-	2	15	
		2%bpr	3%Tb	1%	3%	2%	2%	1%	3%mp	2%p	4%mpq	4%hmpq	3%p	1%	-	-	*	*	2%	4%	3%	6%Tr	-	1%	-	4%	2%	
2	(2)	3	4	1	4	1	2	-	8	*	1%	-	2	2	1	-	3	1	7	*	*	-	-	3	-	-	5	
		1%	1%	1%	1%	1%	1%	-	1%	-	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	-	-	1%	
1	(1)	8	8	-	1	2	3	2	-	8	2	3	-	3	-	-	-	-	6	1	-	1	-	*	-	1	6	
		1%x	1%Tb	-	*	1%	1%	1%	-	1%	2%p	1%	-	1%	-	-	-	-	1%	1%	-	1%	-	*	-	2%x	1%	
should have no rules or safety measures in place	(0)	20	15	4	1	8	8	2	3	17	1	6	4	1	2	3	-	6	3	18	1	1	*	-	6	*	12	
		2%bc	2%Tb	1%	*	2%c	3%c	1%	3%l	1%	3%	2%	1%	1%	2%	-	1%	2%	2%	1%	2%	1%	*	-	1%	1%	2%	
NET: 8-10		826	340	486	209	254	170	191	65	762	73	121	129	143	106	58	297	164	728	93	23	53	12	366	24	45	374	
		66%ajA	55%	76%Ta	61%	66%	65%	68%	73%ij	65%ij	51%	56%	63%kl	64%kl	76%Thj	76%Thj	80%jk	77%Thj	67%T	59%	53%	61%	12	64%	71%TA	58%	72%	
NET: 4-7		372	231	141	122	95	74	19	353	61	74	67	70	38	28	15	81	43	309	56	18	27	7	131	17	13	201	
		30%bmn	37%Tb	22%	36%Td	26%	28%	26%	21%	30%mpn	43%Tghm	34%gmpn	33%mpn	32%npq	22%	20%	21%	20%	28%	36%	41%	31%	36%	26%	41%x	22%	33%Tx	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 494

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			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: 0-3	61	47	14	11	22	16	10	5	56	9	21	9	8	4	5	-	9	5	49	9	3	6	-	16	-	4	38	
	5%bpx	8%7b	2%	3%	6%	6%	4%	6%	5%p	6%p	10%Thimo	4%	4%	2%	4%	-	2%	2%	4%	6%	6%	7%	-	3%	1%	7%	6%Tx	
Mean	8.04aj	7.48	8.59Ta	7.98	8.05	7.99	8.21	8.12j	8.04ij	7.40	7.44	7.93	8.08j	8.68Thi	8.49Thi	8.83Thi	8.64Tgh	8.60Thi	8.13Tst	7.63	7.38	7.77	7.67	8.33TA	7.70	8.18	7.84	
Standard deviation	2.31	2.48	1.99	2.08	2.40	2.50	2.23	2.28	2.31	2.33	2.60	2.32	2.19	2.00	2.28	1.59	2.04	2.07	2.28	2.30	2.27	2.34	2.07	2.14	1.90	2.30	2.44	
Standard error	0.07	0.09	0.08	0.11	0.12	0.16	0.13	0.21	0.07	0.19	0.17	0.16	0.15	0.16	0.20	0.25	0.11	0.16	0.07	0.16	0.30	0.23	0.37	0.10	0.25	0.29	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Table 485
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
should definitely have rules and safety measures in place	(10) 544	174	83	104	356	125	293	117	9	393	117	44	48	48	23	289	146	39	30
	43% ^{dpr}	49% ^{Td}	51% ^{Td}	50% ^{Td}	41%	46%	44%	40%	33%	45% ^d	39%	39%	35%	45%	39%	48% ^{Topqr}	36%	31%	
9	(9) 106	31	15	20	72	21	56	27	3	66	29	16	17	9	8	43	43	7	9
	8%	9%	9%	9%	8%	3%	8%	9%	11%	8%	10%	14%	12%	8%	14%	7%	11% ^{To}	6%	9%
8	(8) 176	62	24	39	110	34	101	39	4	112	43	14	19	9	13	79	48	15	22
	14%	17%	15%	18%	13%	13%	15%	13%	13%	14%	12%	14%	14%	9%	22% ^m	13%	13%	14%	23% ^{Top}
7	(7) 143	24	14	12	113	28	72	39	4	91	42	17	21	10	4	62	45	18	13
	11% ^{ac}	7%	9%	6%	13% ^{Tac}	10%	11%	13%	17%	11%	14%	15%	15%	10%	6%	10%	12%	17%	14%
6	(6) 103	21	9	14	80	19	52	28	4	63	36	15	17	15	2	57	31	10	5
	8%	6%	6%	7%	8%	7%	8%	10%	14%	7%	12% ^{Tl}	13%	12%	14% ^{Tin}	4%	10%	8%	9%	5%
5	(5) 102	25	9	15	71	25	53	23	1	78	19	4	10	8	5	39	41	10	6
	8%	7%	6%	7%	8%	9%	8%	8%	6%	9%	6%	3%	7%	8%	6%	11% ^{so}	9%	6%	6%
4	(4) 24	5	3	2	17	6	13	6	*	16	7	3	3	2	12	5	4	2	2
	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	3%	2%	3%	4%	2%	1%	3%	2%
3	(3) 25	4	2	1	19	6	10	8	2	19	4	1	1	2	-	7	6	7	5
	2% ^{so}	1%	1%	*	2%	1%	3%	6%	2%	1%	1%	1%	1%	2%	-	1%	2%	6% ^{Top}	5% ^{To}
2	(2) 8	*	-	-	7	1	6	1	-	7	1	1	-	-	-	5	2	-	-
	1%	*	-	-	1%	*	1%	*	-	1%	*	*	-	-	-	1%	*	-	-
1	(1) 8	2	1	1	5	4	1	2	-	7	-	-	-	-	-	5	2	-	-
	1%	1%	1%	*	1%	2% ^d	*	1%	-	1%	-	-	-	-	-	1%	1%	-	-
should have no rules or safety measures in place	(0) 20	3	2	3	16	3	13	4	-	15	2	*	1	1	1	4	12	-	4
	2% ^{so}	1%	1%	1%	2%	1%	2%	1%	-	2%	1%	*	1%	1%	2%	1%	3% ^{To}	-	4% ^{soq}
NET: 8-10	826	267	122	161	538	180	450	182	15	571	190	74	84	66	43	411	257	61	61
	66% ^{dq}	76% ^{Td}	73% ^{Td}	77% ^{Td}	62%	66%	67%	62%	37%	66%	53%	64%	61%	62%	73%	66% ^{dq}	62%	56%	64%
NET: 4-7	372	76	36	42	281	77	189	96	10	248	105	39	51	37	14	170	122	42	26
	30% ^{abc}	21%	22%	20%	32% ^{Tabc}	28%	28%	33%	36%	29%	35%	34%	37%	35%	24%	28%	32%	38%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 485

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	61	10	5	5	48	15	30	14	2	48	7	2	2	4	1	20	23	7	8
	5%jo	3%	3%	2%	6%	5%	4%	5%	6%	5%	2%	2%	3%	2%	3%	6%	6%	6%	9%To
Mean	8.04dpr	8.43Td	8.48Td	8.48Td	7.91	8.06	8.09	7.95	7.82	8.04	8.06	8.20	8.01	8.04	8.19	8.26Tpqr	7.82	7.71	7.62
Standard deviation	2.31	2.07	2.10	2.05	2.37	2.39	2.30	2.28	2.12	2.39	2.04	1.89	1.98	2.24	2.13	2.16	2.48	2.22	2.51
Standard error	0.07	0.11	0.16	0.14	0.08	0.15	0.09	0.13	0.35	0.08	0.11	0.17	0.16	0.21	0.27	0.09	0.12	0.20	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 436

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

	GQ Region										Urban/Rural		Internet usage			Devices used to access internet										Working status				
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Tablet or laptop only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Unemployed - looking for work (n)	Unemployed - not looking for work (n)	Student (n)	Retired (n)	House person/ Other (n)	Furloughed (n)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
should definitely have rules and safety measures in place	(10) 544	34	32	20	458	23	63	45	44	38	49	76	73	49	397	85	295	241	15	25	495	156	129	27	28	11	120	26	13	
	43%anow	32%	53%a	55%	43%	45%	46%	44%	41%	42%	44%	44%	41%	46%	42%	45%	38%	52%Tn	52%	41%	43%	32%	52%Tsw	52%ksw	45%	28%	56%Tsw	59%ksw	38%	
9	(9) 106	9	1	2	94	2	11	5	10	9	10	14	15	19	81	8	70	35	4	11	92	42	16	5	6	2	14	7	5	
	8%B	9%	2%	5%	9%	4%	8%	4%	10%	9%	10%	8%	9%	17%Bdeg	9%	4%	9%	8%	13%	18%Tr	8%	6%	9%	9%	5%	7%	16%	15%		
8	(8) 176	14	7	6	149	12	18	13	20	10	15	20	30	11	138	20	129	47	*	4	170	67	30	10	9	7	25	3	5	
	14%o	14%	11%	16%	14%	23%	13%	13%	19%	11%	14%	12%	17%	10%	15%	11%	17%To	10%	1%	7%	15%T	14%	12%	18%	14%	18%	2%	6%	15%	
7	(7) 143	17	4	5	116	2	16	10	10	10	18	14	22	14	97	39	82	58	5	5	130	73	23	3	4	7	19	2	2	
	11%un	17%	7%	14%	11%	4%	12%	10%	9%	11%	16%	8%	13%	10%	20%TA	11%	13%	18%	9%	11%	15%Tt	9%	6%	6%	19%y	9%	4%	7%		
6	(6) 103	14	6	3	82	4	10	14	3	7	7	18	16	2	84	10	68	35	1	5	96	55	19	2	7	3	9	2	2	
	8%uhm	13%hm	10%hm	3%	8%hm	8%	7%	14%dhm	3%	8%	6%	10%uhm	9%hm	2%	9%	5%	9%	8%	4%	8%	8%	11%Tx	8%	3%	10%	7%	4%	5%	7%	
5	(5) 102	7	5	-	90	4	10	6	14	8	19	13	8	77	11	66	33	2	6	87	48	21	4	4	3	12	1	5		
	8%	7%	8%	-	9%	8%	7%	6%	13%	9%	11%	7%	7%	8%	6%	8%	7%	8%	10%	8%	10%	8%	7%	7%	8%	6%	3%	15%		
4	(4) 24	3	1	1	20	2	4	3	3	1	2	2	3	1	21	3	18	5	*	3	21	9	4	2	2	1	3	1	1	
	2%	3%	1%	2%	2%	3%	3%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	4%	2%	2%	2%	3%	4%	3%	2%	2%	3%		
3	(3) 25	3	2	1	19	2	2	3	1	1	1	7	2	1	19	4	23	1	-	-	24	14	2	-	2	5	-	1	-	
	2%o	3%	4%	3%	2%	3%	2%	3%	1%	1%	1%	4%	1%	1%	2%	2%	3%To	1%	-	-	2%	3%x	1%	-	2%	12%Tstux	-	2%	-	
2	(2) 8	-	1	-	7	*	-	1	2	2	*	-	1	1	5	2	6	2	-	1	7	3	-	1	*	1	1	-	-	
	1%	-	2%	-	1%	*	-	1%	2%	*	-	1%	*	1%	1%	1%	1%	*	-	1%	1%	1%	-	2%t	1%	*	2%t	-	-	
1	(1) 8	1	-	-	7	-	1	-	3	-	1	-	1	5	2	6	2	1	-	7	4	1	-	-	-	2	-	-	-	
	1%	1%	-	-	1%	-	1%	-	3%Tdl	-	1%	-	1%	1%	1%	1%	1%	*	4%	-	1%	1%	-	-	-	1%	-	-	-	
should have no rules or safety measures in place	(0) 20	2	1	1	16	1	3	1	1	2	2	1	2	3	12	7	17	3	-	1	16	11	4	-	1	-	1	1	-	
	2%	2%	2%	2%	1%	3%	2%	1%	1%	2%	1%	*	1%	2%	1%	4%A	2%T	1%	-	1%	1%	2%	-	1%	-	*	1%	1%	-	
NET: 8-10	826	57	40	28	702	37	91	62	74	57	74	110	118	79	617	113	495	323	19	40	757	264	175	42	43	20	159	36	23	
	66%ans	55%	66%	76%	56%a	71%	66%	61%	69%	62%	66%	64%	67%	73%a	66%	59%	63%	70%	65%	66%	66%	55%	70%ksw	70%ksw	68%	51%	77%Tsw	80%ksw	69%	
NET: 4-7	372	41	16	7	308	12	40	34	29	26	35	53	54	24	280	62	233	132	9	19	335	185	67	10	17	14	43	6	11	
	30%kxy	39%Tm	27%	19%	29%	23%	29%	27%	29%	29%	31%	31%	30%	22%	30%	33%	30%	28%	30%	32%	29%	38%Tlux	27%	19%	27%	36%kxy	21%	14%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 496
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

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 0-3	61	6	5	2	48	3	6	6	4	8	3	8	5	5	41	14	52	7	1	1	54	33	7	1	3	5	4	2	-
	5%o	6%	8%	5%	5%	6%	6%	6%	4%	8%	3%	5%	3%	4%	4%	8%	7%To	2%	4%	2%	5%	3%Tx	3%	2%	5%	13%Tx	2%	5%	-
Mean	8.04nsw	7.60	8.07	8.57	8.07	7.98	8.09	7.87	8.04	7.79	8.21	8.01	8.14	8.36a	8.04	7.88	7.80	8.47Tn	8.35	8.13	8.07	7.55	8.35Taw	8.56sw	8.05	7.28	8.69Taw	8.68sw	8.17
Standard deviation	2.31	2.38	2.52	2.13	2.29	2.47	2.37	2.42	2.26	2.65	2.10	2.27	2.08	2.28	2.26	2.58	2.43	1.99	2.34	2.25	2.27	2.42	2.20	1.97	2.36	2.38	1.97	2.27	1.97
Standard error	0.07	0.23	0.33	0.37	0.07	0.35	0.20	0.24	0.21	0.29	0.20	0.16	0.17	0.22	0.07	0.20	0.08	0.12	0.43	0.32	0.07	0.11	0.14	0.27	0.31	0.35	0.16	0.35	0.32

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 487

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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
should definitely have rules and safety measures in place	(10) 544	111	145	117	74	53	482	266	144	451	123	45	36	12	4	18	80	459	161	383
	43%h	48%e	45%e	40%	43%	34%	42%hikl	35%klmnp	37%imno	44%ghik	34%klmno	25%o	24%o	19%o	8%	23%o	32%	46%Tr	35%	48%Tt
9	(9) 106	12	32	27	15	13	101	60	37	83	35	21	17	7	7	8	26	78	36	70
	8%	5%	10%	9%	8%	9%	9%	9%	9%	8%	10%	12%j	11%	12%	13%	11%	10%	8%	8%	9%
8	(8) 176	29	56	41	20	21	168	109	60	149	61	37	32	15	9	15	48	128	66	110
	14%	12%	17%	14%	12%	14%	14%	16%	16%	14%	17%	21%Tghij	21%Tghij	28%Tghij	17%	20%Tgj	19%Te	13%	14%	14%
7	(7) 143	23	39	21	29	131	87	51	126	47	17	21	9	5	12	28	114	73	70	
	11%bu	10%	7%	13%b	13%	19%Tab	11%	13%	12%	13%	10%	14%l	14%	11%	16%u	11%	11%	16%Tu	9%	
6	(6) 103	21	18	32	12	14	98	61	38	84	32	23	16	7	10	9	25	77	41	62
	8%	9%	6%	11%b	7%	8%	8%	9%	10%	8%	9%	13%Tghij	11%	11%	20%Tghij	12%	10%	6%	9%	8%
5	(5) 102	21	29	15	17	15	97	60	34	77	42	20	16	6	6	9	24	74	44	58
	8%	9%	9%	5%	10%	10%	8%j	9%	9%	7%	11%Tghij	11%j	10%	9%	11%	12%Tj	10%	7%	10%	7%
4	(4) 24	7	3	6	3	3	23	15	7	18	7	3	3	1	3	5	19	14	10	
	2%u	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3	5%Tghij	2%	2%	3%Tu	1%
3	(3) 25	4	5	7	4	3	25	15	5	18	9	5	4	3	2	1	8	17	12	13
	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	3%	2%	3%	2%
2	(2) 8	2	3	1	-	1	7	4	3	6	1	1	2	1	2	1	3	5	2	6
	1%	1%	1%	*	-	*	1%	1%	1%	1%	*	1%	1%k	1%	4%Tghij	2%k	1%	1%	*	1%
1	(1) 8	3	2	1	1	1	8	5	4	5	3	2	2	*	*	1	1	7	6	2
	1%u	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*
should have no rules or safety measures in place	(0) 20	1	5	5	2	2	19	8	7	16	5	2	2	*	4	1	4	15	5	15
	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	*	8%Tghij	1%	2%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 487
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/ Quite aware (s)	Not at all/ Not very aware (t)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	826 66% imopt	152 65% 73%Tce	233 73% 84%	185 64% 63%	109 63% 56%	87 56% 56%	751 65% 65%kimo	436 63% 63% mop	241 62% 62% cop	683 69% 68% hikl	219 60% 60% mop	102 58% 58% o	85 56% 56% o	37 59% 59% o	19 38% 38% o	41 54% 54% o	151 61% 61% o	665 67% 67% o	263 57% 57% o	563 70% 70% Tu
NET: 4-7	372 30% bu	72 31% 31%	72 23% 23% b	92 32% 32% b	54 31% 31% b	61 40% 40% Tb	349 30% 30% p	224 32% 32% Tj	130 33% 33% Tj	304 29% 29% p	128 35% 35% Tg	63 36% 36% Tg	56 37% 37% Tg	22 35% 35% p	24 47% 47% Tghi	31 41% 41% Tghi	82 33% 33% p	284 29% 29% p	171 37% 37% Tu	201 25% 25% p
NET: 0-3	61 5%	10 4%	15 5%	14 5%	9 5%	6 4%	58 5%	33 5%	19 5%	45 4%	18 5%	11 6%	10 7%	4 6%	8 15% 15% Tghij	4 5%	15 6%	45 5%	25 5%	36 4%
Mean	8.04ghi kinnopr t	8.08	8.23	8.00	7.97	7.78	7.99kim op	7.91imo p	7.85imo p	8.10ghi kinnopr	7.73mo	7.48o	7.43o	7.49o	6.19	7.44o	7.69	8.14Tr	7.70	8.24Tt
Standard deviation	2.31	2.32	2.26	2.26	2.42	2.17	2.32	2.27	2.32	2.25	2.28	2.29	2.31	2.05	2.74	2.17	2.33	2.30	2.33	2.27
Standard error	0.07	0.15	0.13	0.13	0.18	0.17	0.07	0.08	0.10	0.07	0.11	0.13	0.14	0.18	0.24	0.15	0.13	0.08	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 488

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
should definitely have rules and safety measures in place	(10) 544	94	170	123	67	91	97	171	125	61	90
		43%ekl	54%Tde	50%Tde	47%e	37%	54%Tkl	50%Tkl	46%kl	34%	31%
9	(9) 106	19	22	21	15	29	19	22	21	16	28
		8%	11%	6%	8%	9%	11%	6%	8%	9%	10%
8	(8) 176	14	41	34	34	52	14	42	33	36	51
		14%h	8%	12%	13%	19%ab	8%	12%	12%	20%Thj	18%Th
7	(7) 143	13	35	33	18	43	13	35	35	18	41
		11%	8%	10%	13%	10%	8%	10%	13%	10%	14%
6	(6) 103	10	29	14	21	29	10	30	16	20	27
		8%	8%	9%	5%	12%c	8%	9%	6%	11%	9%
5	(5) 102	11	27	16	13	34	12	26	17	15	32
		8%	7%	8%	6%	7%	12%Tc	7%	8%	6%	11%T
4	(4) 24	2	4	12	1	5	2	4	12	2	4
		2%	1%	4%Tbd	1%	2%	1%	1%	5%Tl	1%	1%
3	(3) 25	5	5	6	3	7	5	5	6	3	7
		2%	3%	1%	2%	2%	3%	1%	2%	2%	2%
2	(2) 8	2	2	1	1	2	2	2	1	1	2
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
1	(1) 8	2	-	1	3	2	2	-	1	3	2
		1%	1%	-	2%b	1%	1%	-	1%	2%j	1%
should have no rules or safety measures in place	(0) 20	1	7	4	3	5	1	7	4	3	5
		2%	1%	2%	1%	2%	1%	2%	1%	2%	2%
NET: 8-10	826	127	232	178	116	172	130	236	178	113	169
		66%el	73%e	68%e	67%e	58%	73%l	68%l	66%	64%	58%
NET: 4-7	372	37	95	75	53	111	38	95	80	54	105
		30%ah	21%	28%	28%	30%	22%	27%	30%	31%	36%Th
NET: 0-3	61	9	14	11	10	16	9	14	11	10	16
		5%	5%	4%	4%	5%	5%	4%	4%	8%	5%
Mean	8.04el	8.43e	8.22e	8.15e	7.89	7.62	8.43kl	8.24l	8.13l	7.80	7.65
Standard deviation	2.31	2.28	2.30	2.30	2.32	2.29	2.28	2.30	2.30	2.33	2.30
Standard error	0.07	0.20	0.14	0.15	0.17	0.11	0.20	0.14	0.15	0.18	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) - T/a/b/c/d/e - T/h/i/j/k/l

Overlap formulae used.

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 489
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

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
should definitely have rules and safety measures in place	(10) 842	375	467	206	264	170	199	53	789	72	120	123	151	145	116	62	323	178	755	84	21	46	13	379	17	41	393
	67%acj	61%	73%Ta	60%	71%c	65%	71%c	60%	67%ijk	50%	56%	60%	68%ij	83%Tghi	84%Tghi	85%Tghi	84%Tghi	70%Tsu	53%	48%	52%	70%	74%TyA	40%	65%y	64%y	
9	(9) 98	55	43	33	31	18	16	9	89	14	20	19	17	7	6	7	20	13	78	16	8	5	2	35	4	3	52
	8%p	9%	7%	10%	8%	7%	6%	10%sm	9%	9%	9%	9%	8%	4%	4%	9%	5%	6%	7%	10%	19%Trau	6%	10%	7%	10%	6%	8%
8	(8) 94	53	41	32	27	14	10	84	17	20	19	12	7	7	2	16	9	72	19	4	14	4	14	5	7	9	50
	7%prx	9%	6%	9%	6%	10%l	5%	11%mpq	7%p	12%hmpq	9%sp	6%	4%	5%	3%	4%	4%	7%	12%Tr	9%	12%Tr	9%	17%Tr	1%	5%	16%Tx	14%k
7	(7) 93	63	30	37	21	20	14	9	84	11	28	11	17	10	5	2	17	7	79	14	4	8	1	33	7	3	48
	7%bpq	10%Tb	5%	11%Tdf	6%	8%	5%	10%pq	7%pq	7%	13%Thkmn	6%	8%	6%	3%	3%	4%	3%	7%	9%	9%	10%	7%	6%	16%Tx	6%	8%
6	(6) 47	27	20	14	4	9	3	2	45	16	11	10	6	4	-	-	4	-	34	9	2	5	2	13	3	2	27
	4%npqr	4%	3%	4%	4%	4%	3%	2%	4%npq	11%Tghj	4%npq	5%npq	3%q	2%	-	-	1%	-	3%	6%	4%	6%	2	11%	2%	6%	3%
5	(5) 55	27	27	10	12	10	20	3	51	11	11	17	9	1	3	-	4	3	42	13	5	5	-	17	4	1	30
	4%mp	4%	4%	3%	3%	4%	7%Tcd	4%sn	4%mp	8%mpq	5%mp	3%Thmp	4%sp	*	2%	-	1%	1%	4%	9%Tr	11%Tr	5%	-	3%	4	10%k	2%
4	(4) 16	10	5	6	2	3	4	1	14	2	3	2	6	-	1	-	1	1	13	3	-	2	*	4	-	1	9
	1%p	2%	1%	2%	1%	1%	2%	2%	1%sp	1%	2%	1%	3%hp	-	1%	-	*	*	1%	2%	-	3%	1%	-	4	-	1%
3	(3) 3	1	2	1	1	-	1	-	3	1	1	-	-	-	1	-	1	1	1	1	-	1	-	1	*	1	1
	*	*	*	*	*	*	*	*	1%	1%	-	-	-	-	*	*	*	*	1%	-	-	2%Tr	-	-	1%	*	2%TA
2	(2) 5	2	3	2	3	-	*	-	5	*	1	1	2	-	1	-	1	1	5	-	-	-	-	4	-	-	1
	*	*	*	1%	1%	-	*	-	*	*	1%	1%	-	-	1%	-	*	*	*	*	-	-	-	-	1%	-	-
(1)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
should have no rules or safety measures in place	(0) 7	5	2	1	2	2	1	1	6	1	2	2	1	1	-	-	1	-	5	-	-	-	-	2	-	1	3
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	*	*	*	*	*	*	*	*	*	1%
NET: 8-10	1034	483	551	271	316	215	229	72	961	102	159	161	181	159	129	71	359	200	905	118	34	65	15	439	27	53	494
	82%ajsa	78%	86%Ta	79%	85%	82%	82%	82%	82%ij	71%	74%	79%	82%il	91%Tghi	93%Tghi	97%Tghi	93%Tghi	83%Ts	75%	75%	76%	75%	81%	86%TyA	67%	85%	81%y
NET: 4-7	210	127	82	66	49	43	48	15	194	39	52	40	38	14	8	2	25	11	168	38	11	20	4	67	13	8	114
	17%bmno	21%Tb	13%	19%ld	13%	17%	17%	17%	17%mnop	17%mnop	27%Thm	24%Thmn	20%mnop	17%mnop	8%	6%	7%	5%	15%	24%Tr	24%	23%	19%	13%	33%TxzA	12%	19%k

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 489

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

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christ an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: 0-3	16	9	7	5	5	3	3	1	15	2	4	3	2	1	1	-	3	1	12	1	-	1	-	7	*	2	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	2%	-	1%	1%	3%	1%
Mean	9.00aj	8.81	9.19Ta	8.87	9.16c	8.97	9.03	8.90	9.01jk	8.42	8.64	8.76	9.01l	9.52Tgh	9.54Tgh	9.76Tgh	9.57Tgh	9.62Tgh	9.09Tsu	8.60	8.65	8.54	9.18	9.21TyA	8.29	8.93	8.93y
	su y													ijk	ijk	ijk	ijk	ijk									
Standard deviation	1.77	1.87	1.85	1.77	1.89	1.78	1.84	1.79	1.77	2.00	1.95	1.96	1.81	1.32	1.28	0.65	1.21	1.11	1.71	1.85	1.72	1.89	1.53	1.85	1.79	1.82	1.77
Standard error	0.05	0.07	0.07	0.09	0.09	0.11	0.11	0.17	0.05	0.16	0.13	0.14	0.12	0.10	0.11	0.10	0.07	0.09	0.05	0.13	0.22	0.18	0.27	0.07	0.23	0.24	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 430
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

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?						Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
should definitely have rules and safety measures in place	(10) 842	263	117	157	550	189	462	176	15	609	180	64	76	68	37	409	256	63	55	
	67% ^d gklr	75% ^{Td}	72%	75% ^{Td}	65%	70% ^g	69% ^g	60%	55%	70% ^{Tjkl}	60%	56%	56%	64%	63%	68% ^{qr}	67%	57%	57%	
9	(9) 98	19	9	10	78	23	48	26	1	67	21	10	13	7	4	40	35	12	10	
	8%	5%	5%	5%	9%	3%	7%	9%	0%	8%	7%	9%	9%	6%	7%	9%	9%	10%	10%	
8	(8) 94	25	12	15	64	12	61	17	3	84	28	14	12	5	8	35	30	11	13	
	7% ^{kl}	7%	8%	7%	7%	5%	9% ^{Te}	6%	13%	6%	10% ^{lm}	12% ^{kl}	9%	4%	14% ^m	6%	8%	10%	13% ^{To}	
7	(7) 93	19	9	12	69	21	37	30	4	54	30	9	15	10	4	41	31	12	8	
	7% ^{kl}	5%	6%	6%	8%	8%	6%	10% ^{TI}	15%	10% ^{kl}	8%	11%	9%	6%	7%	8%	11%	8%	8%	
6	(6) 47	8	6	2	35	5	22	19	1	27	18	8	10	9	1	30	6	7	3	
	4% ^{cp}	2% ^c	4% ^c	1%	4% ^c	2%	3%	6% ^{Tef}	5%	3%	6%	7%	7% ^{kl}	9% ^{Tln}	1%	5% ^p	2%	6% ^p	3%	
5	(5) 55	15	6	11	36	15	22	16	1	34	17	7	9	5	4	32	15	3	3	
	4%	4%	3%	5%	4%	5%	3%	6%	0%	4%	6%	6%	7%	5%	7%	5%	4%	2%	4%	
4	(4) 16	*	*	*	14	4	7	4	*	9	5	1	2	1	9	2	3	1	1	
	1% ^a	*	*	*	2%	1%	1%	1%	*	1%	2%	1%	1%	2%	3%	2%	*	3% ^p	1%	
3	(3) 3	2	1	*	1	1	1	1	*	2	1	1	*	*	*	1	*	1	1	
	*	1%	1%	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	1% ^{To}	
2	(2) 5	*	*	*	5	1	3	1	*	5	*	*	*	*	*	2	3	*	*	
	*	*	*	*	1%	*	*	*	1%	1%	*	*	*	*	*	1%	*	*	*	
1	(1) *	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
should have no rules or safety measures in place	(0) 7	2	1	1	4	1	6	1	*	5	*	*	*	*	2	2	*	*	2	
	1%	1%	1%	*	*	1%	1%	*	1%	1%	*	*	*	*	1%	1%	*	*	2% ^{To}	
NET: 8-10	1034	306	138	182	702	225	571	219	20	730	231	88	101	79	48	485	321	88	77	
	83% ^{gkl}	87% ^{Td}	85%	87%	81%	83% ^g	85% ^{Tg}	78%	74%	84% ^{Tjlm}	76%	77%	74%	75%	83%	81%	84%	78%	80%	
NET: 4-7	210	42	21	26	154	45	88	70	7	124	70	25	35	27	10	112	53	24	16	
	17% ^{akl}	12%	13%	12%	18% ^a	16%	13%	24% ^{Tef}	26%	14%	23% ^{Tl}	22%	26% ^{Tl}	25% ^{Tl}	17%	19%	14%	22%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 430
 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

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (g)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	27**	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	16 1%	4 1%	3 2%	1 *	10 1%	2 1%	10 1%	4 1%	1 1%	13 1%	1 *	1 1%	1 *	1 *	1 *	3 1%	6 2%	-	3 3%To
Mean	9.00gj	9.24Td	9.15	9.26Td	8.96	9.09g	9.09g	8.76	8.70	9.10Tj	8.80	8.73	8.69	8.83	8.92	9.00	9.07	8.82	8.70
Standard deviation	1.77	1.62	1.71	1.54	1.78	1.70	1.75	1.88	1.72	1.76	1.73	1.76	1.76	1.80	1.72	1.75	1.72	1.67	2.09
Standard error	0.05	0.09	0.13	0.11	0.06	0.11	0.07	0.10	0.29	0.06	0.10	0.16	0.14	0.17	0.22	0.07	0.09	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 491
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

	GEO Region										Urban/ Rural				Internet usage				Devices used to access internet										Working status					
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)					
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39					
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**					
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29					
should definitely have rules and safety measures in place	(10) 842	66	44	29	703	36	90	69	82	60	77	122	115	73	613	135	492	341	18	39	774	274	178	41	45	22	177	35	17					
	67%ns	63%	72%	80%	66%	69%	65%	67%	58%	66%	68%	71%h	65%	68%	65%	71%	63%	74%Tn	63%	65%	68%	57%	72%sa	78%sw	71%	56%	86%Tstv	78%sa	50%					
9	(9) 98	2	1	1	94	3	13	7	10	7	7	10	20	17	67	13	72	26	1	6	92	42	16	2	3	5	11	4	5					
	8%a	2%	2%	3%	9%Ta	5%	9%a	7%	9%a	8%	7%	6%	11%a	15%Tabbk	7%	7%	9%T	6%	3%	11%	8%	9%	7%	4%	5%	12%	5%	9%	15%					
8	(8) 94	15	3	2	74	3	9	11	9	6	11	9	12	4	75	13	68	26	1	3	89	42	22	2	1	6	7	1	4					
	7%ix	14%Tdkm	5%	5%	7%	6%	7%	11%	8%	7%	10%	5%	7%	4%	8%	7%	9%T	8%	5%	4%	8%	9%ix	9%ix	3%	1%	15%kuvvy	3%	2%	12%					
7	(7) 93	9	6	2	78	3	9	4	9	7	8	12	15	9	74	15	59	33	3	3	84	54	10	1	5	2	9	1	2					
	7%st	8%	10%	8%	7%	8%	7%	4%	9%	8%	7%	7%	9%	9%	8%	8%	8%	7%	11%	5%	7%	11%Tx	4%	3%	8%	6%	4%	2%	5%					
6	(6) 47	7	3	*	37	3	8	3	4	3	2	5	6	2	42	4	33	14	1	2	42	26	6	2	6	1	*	2	1					
	4%ix	7%	4%	1%	3%	5%	6%	3%	4%	4%	2%	3%	4%	2%	4%T	2%	4%T	3%	3%	4%	4%	5%Tx	2%	5%ix	10%Tx	3%ix	*	4%ix	3%					
5	(5) 55	4	4	1	45	4	5	5	8	4	4	4	7	1	43	4	34	17	3	5	40	27	12	3	2	*	4	1	5					
	4%ix	4%	6%	3%	4%	7%um	4%	5%	8%im	4%	4%	5%	4%	1%	5%	2%	4%	11%	8%	4%	6%ix	5%ix	6%ix	4%ix	1%	-	3%ix	14%						
4	(4) 16	*	-	-	15	-	2	2	3	2	2	4	1	*	13	2	9	4	-	2	11	8	2	1	-	1	3	-	-					
	1%sr	*	-	-	1%	-	1%	2%	2%	3%	2%	2%	1%	-	1%	1%	1%	-	4%	1%	1%	2%	1%	1%	-	2%	1%	-	1%					
3	(3) 3	-	-	-	3	1	-	-	1	-	-	1	-	-	2	-	3	-	-	3	1	-	-	-	1	1	-	-	-					
	*	-	-	-	1%	1%	-	-	1%	-	-	1%	-	-	1%	-	1%	-	-	1%	-	-	-	-	1%	3%Tstx	-	-	-					
2	(2) 5	-	-	1	4	-	*	*	2	-	1	1	-	-	5	-	3	2	-	5	4	1	-	-	-	-	-	-	-					
	*	-	-	3%	*	-	*	*	2%	-	1%	-	-	-	1%	-	1%	-	-	1%	-	1%	-	-	-	-	-	-	-					
1	(1) *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-					
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-					
should have no rules or safety measures in place	(0) 7	1	-	-	6	1	1	2	1	-	-	-	-	3	3	3	7	1	-	5	2	2	1	-	-	-	1	-	-					
	1%	1%	-	-	1%	1%	1%	1%	1%	-	-	-	-	2%T	1%	1%	1%	1%	3%	-	1%	-	1%	-	-	-	-	-	1%					
NET: 8-10	1034	83	48	32	871	41	112	87	81	73	95	141	147	94	755	161	631	393	20	48	954	359	216	45	49	32	195	39	26					
	82%Ans	80%	80%	88%	82%	79%	81%	85%	81%	82%	85%	88%	83%	87%	81%	85%	81%	85%	71%	79%	83%T	74%	87%sa	85%	77%	84%	94%Tstuv	89%	77%					
NET: 4-7	210	20	12	3	174	9	24	14	23	17	16	28	30	12	172	25	135	68	7	12	178	115	29	8	14	5	12	4	8					
	17%tx	19%	20%	9%	16%	18%	18%	13%	21%	19%	14%	16%	17%	11%	18%T	13%	17%	15%	25%	21%	16%	24%Tby	12%	14%	22%ix	13%	6%	9%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/AB - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 491
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

	GQ Region													Urban/Rural		Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	462	248	53*	63*	38*	206	44*	34**
NET: 0-3	16	1	-	1	13	1	2	3	-	1	2	-	3	10	3	14	2	1	-	13	8	3	1	1	1	-	1	-	-
	1%	1%	-	3%	1%	2%	1%	2%	3%	-	1%	1%	-	3%	1%	2%	1%	4%	-	1%	2%	1%	1%	1%	3%	-	1%	-	-
Mean	9.00hns	8.84	9.10	9.29	9.01h	8.89	8.98	8.98	8.61	8.99	9.09	9.06	9.11h	9.18	8.95	9.15	8.90	9.23Tn	8.48	8.89	9.06T	8.67	9.15h	9.16	9.03	8.83	9.67Tst uw	9.34s	8.60
Standard deviation	1.77	1.84	1.60	1.74	1.78	2.01	1.77	1.92	2.11	1.70	1.65	1.77	1.49	1.80	1.78	1.74	1.87	1.52	2.50	1.86	1.69	1.93	1.71	1.88	1.71	1.80	0.98	1.68	1.85
Standard error	0.05	0.18	0.21	0.30	0.05	0.28	0.15	0.19	0.19	0.19	0.15	0.13	0.12	0.17	0.06	0.13	0.06	0.09	0.46	0.27	0.05	0.09	0.11	0.26	0.22	0.27	0.08	0.26	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 432
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

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
should definitely have rules and safety measures in place	(10) 842	157	229	197	111	96	765	433	230	692	193	82	75	20	15	30	153	680	247	595
	67%hklmnopt	67%	72%	66%	65%	63%	65%hklmnopt	63%hklmnopt	59%klmnop	67%hklmnopt	53%hklmnopt	47%hklmnopt	49%hklmnopt	32%	29%	39%o	62%	68%	54%	74%T
9	(9) 98	12	23	26	15	13	96	55	34	85	37	19	17	8	8	9	20	78	38	60
	8%	5%	7%	9%	9%	9%	8%T	5%	9%	10%	11%	11%	13%	15%Tghij	12%	8%	8%	8%	8%	8%
8	(8) 94	18	23	22	17	9	83	60	37	86	38	21	20	12	7	10	24	69	49	45
	7%u	8%	7%	7%	10%	6%	7%	9%g	9%g	8%Tg	10%Tg	12%Tgj	13%Tghij	19%Tghij	14%Tgj	13%Tghij	9%	7%	11%Tu	6%
7	(7) 93	19	18	24	9	19	87	55	34	68	30	25	17	13	5	12	21	71	55	38
	7%ju	8%	6%	8%	5%	12%Tbd	8%j	8%j	9%j	7%	8%	14%Tghij	11%Tgj	20%Tghij	11%	16%Tghij	8%	7%	12%Tu	5%
6	(6) 47	12	4	11	5	6	44	34	25	36	27	12	10	4	7	6	11	34	22	24
	4%b	5%b	1%	4%	3%	4%	4%	5%Tgj	6%Tgj	3%	7%Tghj	7%Tgj	7%Tgj	6%	13%Tghij	8%Tgj	5%	3%	5%	3%
5	(5) 55	11	15	9	9	4	54	36	19	41	30	12	9	5	5	6	14	36	30	25
	4%su	5%	5%	3%	5%	3%	5%	5%j	5%	4%	8%Tghij	7%j	6%	5%	10%Tghij	8%Tgj	6%	4%	6%Tu	3%
4	(4) 16	2	2	3	2	4	14	8	4	13	4	2	1	1	2	1	2	13	11	4
	1%u	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%km	1%	1%	1%	2%Tu	1%
3	(3) 3	*	1	*	1	*	2	2	3	2	1	1	*	1	1	2	1	2	1	1
	%	*	*	*	*	*	*	*	1%	*	1%	1%	*	*	1%Tgj	1%	*	*	1%	*
2	(2) 5	*	2	*	1	2	5	3	1	3	*	*	*	*	*	*	*	5	1	4
	*	*	1%	*	1%	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	*
1	(1) *	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%Tgj	*Tgj	*	*	*	*
should have no rules or safety measures in place	(0) 7	1	2	*	1	1	7	4	3	6	3	2	*	*	1	1	1	6	3	5
	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	*	*	2%Tgjm	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 432
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,599 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	1034 82% mnopt	187 80% ace	275 86% e	244 84% e	143 84% e	119 77% e	944 82% mnopt	549 79% kno p	301 77% kno p	863 84% Tghi kinnop	268 74% nop	122 69% o	112 74% nop	40 63% e	29 58% e	48 64% e	197 79% e	827 83% e	334 73% e	700 88% Tt
NET: 4-7	210 17% sbju	45 19% e	40 12% e	47 16% e	25 15% e	33 21% ab	199 17% j	133 19% Tgj	82 21% Tgj	158 15% e	91 25% Tghi j	50 29% Tghi j	38 25% Tghj jmn	23 36% Tghi jkm	19 37% Tghi jkm	25 33% Tghi jmn	48 20% e	155 16% e	119 26% Tu	91 11% e
NET: 0-3	16 1% e	2 1% e	5 2% e	- - e	3 2% e	2 2% e	15 1% e	10 1% e	7 2% e	12 1% e	6 2% e	3 2% e	1 1% e	1 1% e	2 5% Tghj kmm	2 3% m	3 1% e	12 1% e	7 1% e	9 1% e
Mean	9.00hk lmnopt	8.97	9.14	9.16	8.97	8.86	8.98hk lmnopt	8.85k mno p	8.78k no p	9.04ghi kinnop	8.54nop	8.39op	8.59nop	8.07o	7.60	8.12o	8.86	9.06	8.55	9.27Tt
Standard deviation	1.77	1.77	1.76	1.46	1.81	1.85	1.80	1.86	1.90	1.73	1.99	1.99	1.76	1.81	2.39	2.06	1.79	1.75	1.97	1.59
Standard error	0.05	0.11	0.10	0.09	0.14	0.14	0.05	0.07	0.08	0.05	0.09	0.12	0.11	0.16	0.21	0.15	0.10	0.06	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 439
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
should definitely have rules and safety measures in place	(10) 842 67%el	130 75%e	250 73%Te	190 72%e	120 67%e	152 51%	133 75%l	251 73%TI	193 71%l	115 65%l	149 52%
9	(9) 98 8%	9 5%	27 8%	17 6%	12 7%	33 11%T	9 5%	27 8%	17 6%	14 8%	31 11%T
8	(8) 94 7%	6 4%	24 7%	17 6%	15 8%	33 11%Ta	8 4%	23 7%	16 6%	15 9%	32 11%Thj
7	(7) 93 7%	16 9%	17 5%	17 6%	7 4%	35 12%Tbcd	17 9%	18 5%	18 7%	7 4%	33 11%Tk
6	(6) 47 4%bl	3 2%	4 1%	9 3%	13 8%Tab	17 6%Tb	3 2%	5 2%	9 3%	12 7%Thi	17 6%Ti
5	(5) 55 4%	3 2%	15 4%	7 3%	8 5%	21 7%Tac	3 2%	15 4%	9 3%	8 5%	19 7%Th
4	(4) 16 1%	3 2%	3 1%	4 1%	1 1%	8 1%	3 2%	3 1%	4 2%	1 1%	4 1%
3	(3) 3 *	1 *	-	-	-	2 1%T	1 *	-	-	-	2 1%T
2	(2) 5 *	2 1%	-	2 1%	1 *	1 *	2 1%	-	2 1%	1 *	1 *
1	(1) 1 *	-	-	-	-	1 *	-	-	-	-	1 *
should have no rules or safety measures in place	(0) 7 1%	-	1 *	1 1%	3 2%	1 *	-	1 *	1 1%	3 2%	1 1%
NET: 8-10	1034 82%el	145 84%e	301 88%Te	224 85%e	146 81%e	218 73%	149 84%l	302 88%TI	226 84%l	145 82%l	212 73%
NET: 4-7	210 17%bl	26 15%	40 12%	37 14%	30 17%	77 26%Tabcd	26 15%	42 12%	40 15%	29 18%	73 25%Thjk
NET: 0-3	16 1%	2 1%	1 *	4 1%	4 2%	4 1%	2 1%	1 *	4 1%	4 2%	4 1%
Mean	9.00el	9.21e	9.26Te	9.14e	8.89	8.54	9.21l	9.25TI	9.11l	8.88	8.56
Standard deviation	1.77	1.64	1.52	1.72	2.01	1.91	1.53	1.53	1.76	2.00	1.91
Standard error	0.05	0.15	0.09	0.11	0.15	0.09	0.14	0.09	0.11	0.15	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 434

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		Social Grade				Age										Ethnicity				Religion							
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
should definitely have rules and safety measures in place	(10)	543	231	312	166	119	125	40	503	36	76	72	84	100	77	58	235	135	487	55	15	32	5	261	13	27	238	
		43%ajk	37%	49%Ta	38%	45%	46%	45%	46%kl	43%ljk	25%	35%	35%	38%il	57%Thj	kl	55%Thij	kl	79%Tghj	kl	61%Tghl	kl	64%Tghl	kl	45%Ta	35%	33%	37%
9	(9)	121	65	56	39	33	23	25	9	112	25	16	23	24	11	5	24	13	100	17	11	25%Trau	5	1	46	2	8	60
		10%np	11%	9%	12%	9%	9%	9%	10%	10%np	17%Thjmn	7%	11%un	11%un	8%	4%	8	6%	8%	9%	10%	11%	25%Trau	6%	3%	46	5	13%
8	(8)	184	87	97	48	53	36	48	15	170	19	34	32	34	25	19	6	50	25	155	28	4	19	3	70	8	13	87
		15%	14%	15%	14%	14%	14%	17%	17%	17%	13%	16%	16%	15%	14%	14%	8%	13%	12%	14%	18%	10%	16%	14%	19%	8	13	14%
7	(7)	135	75	59	44	46	25	19	9	126	19	31	21	26	11	18	29	18	112	23	4	14	5	43	9	4	78	
		11%lpx	12%	9%	13%kl	12%kl	9%	7%	10%so	11%op	13%so	14%mp	21	26	11	18	29	18	112	23	4	14	5	43	9	4	78	
6	(6)	96	50	47	33	28	21	15	6	90	19	20	17	11	17	6	23	6	79	16	5	10	2	36	5	7	44	
		8%q	8%	7%	10%	8%	8%	5%	7%	9%q	13%Thno	9%q	17	11	17	6	23	6	79	16	5	10	2	36	5	7	44	
5	(5)	96	55	41	22	21	20	30	5	91	17	20	23	16	6	8	1	15	9	84	12	1	5	3	29	4	2	59
		8%mp	9%	8%	7%	8%	8%	11%cd	6%	8%mp	12%Tmopq	9%mp	11%mpq	7%	3%	6%	1%	4%	4%	8%	7%	3%	4%	5%	17%	6%	9%	3%
4	(4)	29	17	11	10	6	6	3	25	5	5	3	10	2	1	1	1	1	24	1	1	1	1	1	10	1	1	16
		2%p	3%	2%	3%	2%	2%	3%mp	3%	3%mp	2%p	2%	5%Thmpq	1	1	1	1	1	24	1	1	1	1	1	10	1	1	16
3	(3)	13	9	4	4	4	1	4	1	13	2	5	3	2	1	1	1	1	11	3	1	1	1	3	1	1	2	7
		1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	11	3	1	1	1	3	1	1	2	7
2	(2)	12	7	4	2	4	1	6	1	12	1	3	7	1	1	1	1	1	11	1	1	1	1	1	6	1	1	5
		1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%Thjmp	1	1	1	1	1	11	1	1	1	1	1	6	1	1	5
1	(1)	7	5	2	1	4	2	1	1	6	1	3	2	1	1	1	1	1	6	1	1	1	1	1	1	1	1	5
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	6	1	1	1	1	1	1	1	1	5
should have no rules or safety measures in place	(0)	24	16	8	6	6	9	2	1	23	1	6	4	4	5	2	7	2	17	3	2	1	1	9	1	1	13	
		2%	3%	1%	2%	1%	3%	1%	1%	2%	1%	3%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	3%	1	9	1	13
NET: 8-10		849	384	464	219	252	178	198	64	785	80	127	127	143	135	101	308	173	742	99	30	57	9	376	22	48	386	
		67%ajA	62%	73%Ta	64%	68%	68%	71%	72%ij	67%ij	56%	59%	62%	64%	77%Thj	73%ij	80%Thj	82%Thj	68%	63%	68%	65%	48%	73%TyA	54%	76%y	63%	
NET: 4-7		355	197	158	110	102	71	69	23	332	59	76	64	34	34	34	69	35	299	51	11	29	9	119	18	12	198	
		28%bmop	32%Tb	25%	32%	27%	27%	25%	26%o	28%kmpop	35%Thghl	35%Thmo	29%opq	19%so	25%opq	1%	18%so	17%so	28%	33%	24%	33%	50%	23%	43%Txz	19%	32%Tx	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 494
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			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: 0-3	55 4%b	37 6%Tb	18 3%	14 4%	17 4%	12 4%	13 4%	1 2%	54 5%p	4 3%	13 6%	13 6%pq	15 7%pq	6 3%	4 3%	-	9 2%	4 2%	44 4%	7 5%	4 9%	2 2%	1 3%	19 4%	1 2%	3 4%	30 5%	
Mean	8.08aj kA	7.79	8.37Ta	7.98	8.17	8.09	8.14	8.34jk	8.06j	7.60	7.68	7.74	7.80	8.60Thi jI	8.52Thi jI	9.66Tgh jkmnp s	8.77Thi jI	8.91Tgh jkm	8.15T	7.91	7.86	8.11	7.47	8.38TA	7.75	8.40	7.88	
Standard deviation	2.31	2.46	2.12	2.26	2.27	2.45	2.27	2.06	2.33	2.13	2.43	2.44	2.52	2.17	2.10	0.92	2.00	1.84	2.27	2.21	2.69	1.84	2.23	2.23	2.03	1.90	2.38	
Standard error	0.07	0.09	0.09	0.12	0.12	0.16	0.14	0.19	0.07	0.17	0.16	0.17	0.17	0.17	0.19	0.13	0.11	0.14	0.07	0.16	0.35	0.18	0.40	0.10	0.26	0.24	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 435
 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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education						
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	96	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
should definitely have rules and safety measures in place	(10)	543	174	70	118	357	127	306	102	9	409	94	32	35	36	17	269	151	42	35
		43%gkl	49%Td	43%	56%Tabd	41%	47%g	35%	33%	47%Tjklmn	31%	28%	25%	34%	29%	45%	40%	38%	36%	
9	(9)	121	29	15	13	88	19	61	40	1	75	37	20	23	9	59	37	13	11	
		10%	8%	9%	6%	10%	7%	9%	14%Tef	4%	9%	12%	18%Tjn	17%Tim	8%	5%	10%	10%	12%	11%
8	(8)	164	48	24	17	132	44	95	40	6	109	60	22	27	18	14	93	55	14	15
		15%ci	14%c	15%c	8%	15%c	16%	14%	14%	23%Ti	13%	10%	20%l	17%	24%l	15%	15%	13%	16%	
7	(7)	135	30	13	20	98	24	72	34	4	85	40	15	20	13	8	52	53	14	11
		11%	9%	8%	9%	11%	9%	11%	12%	15%	10%	13%	15%	12%	14%	9%	14%To	13%	12%	
6	(6)	96	27	14	14	65	16	51	27	2	68	22	10	8	12	3	43	33	12	9
		8%	8%	9%	7%	8%	6%	8%	9%	9%	8%	7%	8%	6%	11%	6%	7%	9%	11%	9%
5	(5)	96	28	18	19	64	25	41	28	3	66	25	5	13	8	7	52	24	5	7
		8%	8%	11%	9%	7%	9%	6%	9%	10%	8%	8%	5%	10%	7%	13%	9%	6%	4%	7%
4	(4)	28	3	1	2	23	5	14	9	*	14	10	3	5	7	1	16	2	5	5
		2%sp	1%	1%	1%	2%	2%	3%	1%	2%	3%	2%	4%	6%Ti	2%	3%sp	1%	4%sp	5%Tp	
3	(3)	13	5	3	2	6	1	6	4	1	8	5	4	3	2	1	4	4	3	*
		1%	2%	2%	1%	1%	1%	1%	4%	1%	2%	4%Ti	2%	2%	2%	1%	1%	2%	*	
2	(2)	12	4	3	2	8	4	5	3	-	9	3	2	-	-	1	6	5	-	-
		1%	1%	2%	1%	1%	2%	1%	1%	-	1%	2%	-	-	2%	1%	1%	-	-	
1	(1)	7	1	1	-	6	1	6	-	-	6	-	-	-	-	1	5	1	-	-
		1%o	*	*	-	1%	*	1%	-	-	1%	-	-	-	-	1%To	1%	-	-	
should have no rules or safety measures in place	(0)	24	3	1	2	20	6	12	5	-	17	5	1	2	2	7	11	2	2	
		2%	1%	*	1%	2%	2%	2%	2%	-	2%	2%	1%	2%	2%	3%	1%	3%	2%	2%
NET: 8-10		849	250	109	148	577	189	461	183	16	593	191	75	85	62	34	420	243	69	61
		67%	71%	67%	71%	67%	68%	68%	63%	60%	68%	53%	65%	62%	59%	59%	70%	64%	63%	63%
NET: 4-7		355	89	46	54	250	70	179	97	9	234	98	33	46	39	20	163	112	36	32
		28%	25%	28%	26%	29%	26%	27%	33%T	35%	27%	32%	29%	34%	37%	34%	27%	30%	32%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 495
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	55 4%	13 4%	7 4%	6 3%	40 5%	13 5%	29 4%	12 4%	1 4%	40 5%	13 4%	7 6%	6 4%	5 4%	4 6%	19 3%	25 7%To	5 5%	3 3%
Mean	8.08	8.32	8.09	8.47	8.01	8.12	8.18	7.87	7.78	8.17	7.79	7.87	7.72	7.65	7.48	8.19	7.91	7.91	7.88
Standard deviation	2.31	2.17	2.21	2.17	2.36	2.40	2.30	2.28	2.05	2.35	2.23	2.13	2.16	2.37	2.44	2.19	2.47	2.33	2.30
Standard error	0.07	0.11	0.17	0.15	0.08	0.15	0.09	0.13	0.34	0.08	0.12	0.19	0.17	0.22	0.31	0.09	0.12	0.21	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 436
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

	GQ Region										Urban/Rural		Internet usage			Working status															
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)		
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39		
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**		
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29		
should definitely have rules and safety measures in place	(10)	543	32	29	16	466	19	53	40	50	30	54	88	84	47	396	84	299	239	11	30	492	157	124	27	25	8	131	21	11	
		43%anow	31%	49%a	44%	44%a	37%	39%	39%	47%a	33%	48%a	51%Tall	48%a	44%	42%	44%	38%	52%Tn	37%	49%	32%	50%Tsw	50%aw	39%	20%	64%Tstv	48%w	33%		
9	(9)	121	12	8	5	96	4	19	3	12	8	10	11	11	18	88	20	78	44	2	114	52	22	8	1	7	13	8	1		
		10%gv	11%g	14%g	13%	9%g	7%	14%gk	3%	11%g	8	9%	9%	6%	6%	17%Tdgkl	9%	11%	10%	9%	15%	4%	10%	11%v	9%	15%v	1%	19%vx	6%	18%wx	
8	(8)	184	19	7	1	158	12	23	18	12	13	16	20	24	19	135	28	115	69	1	7	174	74	35	4	14	5	22	7	9	
		15%	18%	12%	3%	15%	24%k	17%	17%	12%	14%	15%	11%	14%	17%	14%	15%	15%	15%	3%	12%	15%	15%	14%	7%	22%	13%	11%	16%	26%	
7	(7)	135	17	3	6	108	8	16	13	7	8	7	19	23	7	108	19	97	35	4	4	127	63	27	4	5	4	15	5	2	
		11%	16%hjm	6%	17%	10%	16%	12%	13%	7%	8%	6%	11%	13%	6%	12%	10%	12%To	7%	15%	6%	11%	13%	11%	7%	9%	11%	8%	11%	7%	
6	(6)	96	7	5	3	82	3	8	6	6	15	6	13	17	8	69	12	71	24	4	4	87	50	11	6	1	8	12	-	2	
		8%t	7%	8%	8%	8%	6%	6%	6%	6%	16%Tdfh	5%	8%	9%	7%	7%	6%	9%T	5%	14%	7%	8%	10%Tly	4%	12%y	2%	20%Thoy	6%	-	6%	
5	(5)	96	9	6	2	80	2	11	13	10	11	8	10	8	5	76	11	61	31	1	6	83	46	12	1	11	3	8	3	7	
		8%	8%	9%	6%	8%	4%	8%	13%l	10%	12%	7%	6%	5%	8%	6%	8%	7%	5%	10%	7%	10%kx	5%	3%	17%Tux	7%	4%	6%	6%	20%	
4	(4)	28	5	1	1	21	1	3	3	2	1	4	2	4	1	20	8	17	10	1	3	23	13	6	-	1	4	1	-	-	
		2%	5%	2%	2%	2%	2%	3%	2%	1%	4%	1%	2%	1%	2%	4%	2%	2%	4%	5%	2%	3%	2%	-	1%	10%Tstuv	1%	-	-	-	
3	(3)	13	1	1	1	11	1	-	2	1	-	2	3	1	1	11	1	12	-	-	-	11	6	2	2	2	2	-	-	-	-
		1%	1%	1%	2%	1%	2%	-	2%	1%	-	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%kx	4%kx	1%	-	-	-	
2	(2)	12	2	-	2	8	-	-	-	3	2	2	-	-	1	-	12	-	6	-	-	11	6	1	-	2	-	3	-	-	
		1%	1%	-	5%	1%	-	-	-	3%qd	2%	2%	-	-	-	-	1%	-	-	-	-	1%	1%	-	3%	-	1%	-	-	-	
1	(1)	7	-	-	-	7	-	1	1	-	2	1	2	-	-	3	2	5	2	-	-	7	4	2	-	-	-	-	-	1	
		1%	-	-	-	7%	-	1%	1%	-	2%	1%	1%	-	-	1%	1%	1%	1%	-	-	1%	1%	-	-	-	-	-	-	2%	
should have no rules or safety measures in place	(0)	24	1	1	-	22	1	3	3	2	2	2	3	2	18	5	20	4	2	4	16	11	6	2	1	-	-	1	1		
		2%r	1%	1%	-	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	3%T	1%	6%	7%Tr	1%	2%	2%	3%kx	2%	-	-	3%kx	2%		
NET: 8-10		849	63	45	22	719	35	95	61	75	51	80	118	120	84	620	132	492	351	16	39	780	283	181	38	39	20	166	36	21	
		67%now	60%	74%	60%	68%l	66%	69%	59%	70%	56%	72%l	69%	68%	78%Tadg	66%	70%	63%	76%To	55%	65%	68%	59%	73%aw	72%	62%	52%	61%Tsw	61%aw	63%	

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



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Absolutes/col percents

Table 496
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

	GO Region													Urban/Rural		Internet usage			Devices used to access internet			Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 4-7	355 28%ox	38 37%jm	14 24%	12 32%	290 27%	14 28%	38 28%	35 35%lm	26 24%	34 38%jn	25 22%	45 26%	51 29%	21 19%	274 29%	50 26%	246 31%To	100 22%	11 38%	17 28%	320 28%	172 36%Thy	56 22%	11 22%	18 29%	18 48%Thuxy	37 18%	7 16%	11 33%
NET: 0-3	55 4%rx	4 4%	1 2%	3 7%	48 5%	2 4%	5 3%	6 6%	6 6%	5 6%	7 6%	8 5%	5 3%	3 3%	44 5%	8 4%	43 5%To	11 2%	2 7%	4 7%	45 4%	27 6%xx	11 5%	3 6%	6 9%xx	3 1%	3 1%	1 3%	1 4%
Mean	8.08ns	7.74	8.41	8.01	8.10i	8.05	8.09	7.66	8.12	7.54	8.14	8.28i	8.25i	8.46agi	8.03	8.13	7.87	8.49Tn	7.61	7.75	8.14T	7.65	8.32sw	8.34	7.57	7.43	8.92fstw	8.58sw	7.62
Standard deviation	2.31	2.20	2.10	2.42	2.33	2.17	2.27	2.52	2.46	2.47	2.47	2.32	2.19	2.04	2.33	2.38	2.40	2.08	2.80	2.92	2.23	2.40	2.33	2.39	2.61	2.02	1.74	2.10	2.36
Standard error	0.07	0.22	0.28	0.42	0.07	0.30	0.19	0.25	0.23	0.27	0.23	0.17	0.17	0.20	0.08	0.18	0.08	0.13	0.51	0.42	0.07	0.11	0.15	0.33	0.34	0.30	0.14	0.32	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 437
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

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
should definitely have rules and safety measures in place	(10) 543	115	143	115	70	68	494	254	128	431	118	47	43	12	3	19	84	452	155	388	
		43%hik	49%c	45%	39%	41%	44%	43%hkl	35%kim	42%hkl	32%shop	27%o	28%no	19%o	7%	25%o	34%	45%Tr	34%	49%Ti	
9	(9) 121	16	26	36	18	17	103	72	40	115	45	19	23	12	5	10	31	90	54	67	
		10%g	7%	8%	13%	10%	11%	9%	10%g	10%	12%Tg	11%	15%Tghio	19%Tghij	9%	13%g	12%	9%	12%	8%	
8	(8) 184	31	60	44	22	18	172	106	64	154	55	36	31	13	8	14	42	141	71	113	
		15%	13%	19%Te	15%	13%	10%	15%	16%	15%	15%	26	21%Tghij	21%o	15%	19%	17%	14%	16%	14%	
7	(7) 135	21	27	37	19	21	123	90	50	116	48	29	20	10	6	12	27	108	54	81	
		11%	9%	8%	13%	11%	14%	11%	13%Tgj	13%	11%	13%	16%Tgj	13%	16%	12%	16%Tgj	11%	11%	12%	10%
6	(6) 96	13	17	30	13	11	91	67	54	84	46	19	13	9	4	10	27	69	45	51	
		8%	5%	5%	10%	8%	7%	8%	10%Tgj	14%Tghjm	8%	13%Tghj	11%T	8%	14%o	8%	13%Tgjm	11%	7%	10%Tu	8%
5	(5) 96	20	27	11	18	10	95	52	30	72	32	21	11	6	9	6	25	66	35	62	
		8%cs	9%c	9%c	4%	10%c	7%	8%Tj	8%	7%	9%	12%Tghj	7%	9%	18%Tghj	8%	10%	7%	8%	8%	
4	(4) 28	4	4	7	5	7	25	13	5	22	7	4	2	1	2	2	6	22	17	11	
		2%u	2%	1%	3%	3%	5%Tb	2%	2%	1%	2%	2%	1%	1%	4%mn	2%	2%	2%	4%Tu	1%	
3	(3) 13	3	2	2	1	1	12	8	4	11	2	3	2	1	1	2	4	9	9	4	
		1%u	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%k	2%k	2%	1%	2%Tu	1%	
2	(2) 12	4	6	1	-	1	12	4	4	8	-	3	1	-	1	-	1	11	8	4	
		1%au	2%	2%	-	-	1%hjk	1%	1%k	1%k	-	2%hk	1%k	-	2%hk	-	1%	2%u	-	-	
1	(1) 7	1	1	4	1	-	7	3	2	5	3	1	2	-	3	1	-	6	2	5	
		1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%hj	-	7%Tghj	1%	-	1%	1%	1%	
should have no rules or safety measures in place	(0) 24	6	6	4	4	1	24	12	10	17	7	4	4	-	8	1	3	21	10	14	
		2%	2%	2%	1%	3%	1%	2%	2%	3%	2%	2%	3%	-	17%Tghj	1%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 437
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

	Household income - per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (k)	Snapchat (l)	Twitch (j)	Vimeo (m)	Fruitlab (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	849	163	229	196	110	100	770	442	231	699	218	92	97	37	16	43	166	683	281	568
	67%ghklopt	69%	72%	67%	64%	65%	65%shklp	64%klo	59%lo	68%shklp	60%lo	52%o	64%klop	59%o	31%	57%o	63%	69%	61%	71%Ti
NET: 4-7	355	58	76	84	55	50	334	222	139	293	134	73	45	25	21	29	84	265	150	205
	28%ku	25%	24%	29%	32%	33%	29%	32%Tg	36%Tghj	28%	37%Tghj	42%Tghjm	30%	40%Tgjm	41%Tghj	39%Tghjm	34%Ts	27%	33%Tu	26%
NET: 0-3	55	13	15	11	7	4	55	27	20	40	13	11	9	1	14	3	9	46	29	27
	4%ku	6%	5%	4%	4%	2%	5%j	4%	5%	4%	4%	6%kn	6%n	1%	28%Tghjkmmp	5%n	3%	6%Tu	6%Tu	3%
Mean	8.08giklmopt	8.14	8.16	8.12	7.95	8.15	8.03klop	7.98klop	7.72o	8.12ghikmnp	7.79o	7.41o	7.72o	7.74o	5.21	7.62o	7.86	8.15	7.70	8.30Ti
Standard deviation	2.31	2.47	2.29	2.18	2.39	2.17	2.35	2.22	2.33	2.23	2.24	2.37	2.38	1.76	3.28	2.12	2.18	2.34	2.42	2.22
Standard error	0.07	0.16	0.13	0.13	0.18	0.17	0.07	0.08	0.10	0.07	0.10	0.14	0.15	0.15	0.29	0.15	0.12	0.08	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 438
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
should definitely have rules and safety measures in place	(10) 543 43%ekl	102 59%Tcde	171 50%Tde	116 44%e	66 37%	89 30%	105 59%Tkl	171 50%Tkl	117 43%kl	63 36%	87 30%
9	(9) 121 10%	10 6%	37 11%	20 8%	16 9%	38 13%Ta	10 6%	37 11%	20 8%	20 11%	33 11%
8	(8) 184 15%	18 11%	48 14%	40 15%	28 16%	50 17%	18 10%	49 14%	41 15%	28 16%	47 16%
7	(7) 135 11%	11 7%	28 8%	36 14%	18 10%	41 14%Tab	12 7%	30 9%	36 13%	17 10%	40 14%Thi
6	(6) 96 8%abi	8 4%	14 4%	13 5%	28 14%Tabc	37 12%Tabc	8 4%	14 4%	14 5%	25 14%Thj	36 13%Thij
5	(5) 96 8%	11 6%	24 7%	13 8%	13 7%	27 9%	12 7%	22 7%	24 9%	11 6%	26 9%
4	(4) 28 2%	6 3%	7 2%	8 3%	3 1%	4 1%	6 3%	7 2%	8 3%	3 1%	4 1%
3	(3) 13 1%	2 1%	3 1%	2 1%	3 2%	3 1%	2 1%	3 1%	3 1%	3 2%	3 1%
2	(2) 12 1%	4 2%	2 1%	2 1%	2 1%	2 1%	4 2%	2 1%	2 1%	2 1%	2 1%
1	(1) 7 1%	-	3 1%	1 1%	-	3 1%	-	3 1%	1 1%	-	3 1%
should have no rules or safety measures in place	(0) 24 2%	2 1%	7 2%	3 1%	5 3%	7 2%	2 1%	7 2%	3 1%	5 3%	7 2%
NET: 8-10	849 67%el	130 75%lde	255 75%Tde	176 67%	110 61%	176 59%	133 75%kl	257 75%Tkl	179 66%	112 63%	167 58%
NET: 4-7	355 28%bi	36 21%	72 21%	79 30%ab	59 33%ab	109 36%Tab	37 21%	73 21%	82 30%kl	56 31%kl	107 37%Thi
NET: 0-3	55 4%	8 4%	15 4%	9 3%	10 6%	14 5%	8 4%	15 4%	9 3%	10 6%	14 5%
Mean	8.08el	8.49de	8.36Tde	8.12e	7.80	7.68	8.48kl	8.36Tkl	8.09l	7.83	7.65
Standard deviation	2.31	2.30	2.30	2.23	2.36	2.29	2.30	2.29	2.25	2.37	2.31
Standard error	0.07	0.20	0.14	0.15	0.18	0.11	0.20	0.14	0.15	0.18	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Prepared by Yonder



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 439

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			Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
should definitely have rules and safety measures in place	(10)	754	328	426	191	226	155	182	46	708	64	100	106	141	132	104	60	297	164	667	81	19	46	12	335	16	38	350
		60%ajk	53%	67%Ta	56%	61%	59%	65%c	52%	61%ajk	45%	47%	52%	64%ajk	76%Tghi	75%Tghi	83%Tghi	77%Tghi	78%Tghi	62%Tst	51%	43%	52%	64%	65%TyA	39%	61%	57%y
9	(9)	120	61	59	30	42	25	21	13	107	14	24	24	17	10	10	8	29	18	102	16	5	10	2	40	6	7	61
		10%	10%	9%	9%	11%	10%	8%	15%mp	9%	10%	11%	12%	8%	7%	11%	7%	9%	10%	11%	11%	12%	9%	8%	21%TvA	11%		10%
8	(8)	137	71	67	44	42	30	22	12	125	24	26	32	21	14	7	1	23	8	118	18	5	10	2	50	7	3	75
		11%npq	11%	10%	13%	11%	11%	8%	13%nopq	11%npq	17%Thmn	12%opq	16%Thmno	9%	8%	5%	1%	6%	4%	11%	11%	11%	12%	12%	10%	17%	5%	12%
7	(7)	73	49	25	21	17	19	15	4	69	13	15	9	15	8	7	2	17	9	61	12	6	5	1	32	2	2	35
		6%ab	8%Tb	4%	6%	5%	7%	5%	3%	9%	5%	7%	4%	7%	3%	4%	4%	7%	9%	8%	14%Tr	6%	4%	5%	6%	6%	3%	6%
6	(6)	84	42	42	21	17	12	11	6	58	12	21	11	4	5	3	1	10	4	49	13	4	7	2	20	3	6	32
		5%bipr	7%Tb	3%	7%	4%	4%	4%	7%ip	5%ip	9%hlmn	10%Thlmn	5%	2%	3%	2%	1%	2%	2%	4%	9%	4%	8%	11%	4%	7%	10%	5%
5	(5)	59	32	27	16	13	10	18	4	55	12	12	15	11	4	-	6	4	45	14	1	9	-	19	4	4	32	
		5%mpr	5%	4%	5%	4%	4%	7%	5%in	9%mp	8%mpq	5%mp	7%mpq	11	1	4	-	6	4	45	14	1	9	-	19	4	4	32
4	(4)	18	8	10	8	4	1	5	1	16	2	6	2	4	1	1	-	3	1	15	2	2	-	6	-	2	10	
		1%	1%	2%	2%	1%	-	2%	1%	1%	3%	1%	2%	1%	1%	-	1%	1%	1%	1%	5%	-	-	-	1%	1%	3%	2%
3	(3)	9	7	2	3	3	2	1	1	8	1	3	-	4	-	-	-	-	9	-	-	-	-	-	2	-	-	6
		1%	1%	-	1%	1%	-	1%	1%	1%	1%	-	2%ip	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%
2	(2)	2	2	-	1	-	-	1	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	(1)	6	4	2	1	2	1	2	-	6	-	1	1	4	-	-	-	-	5	-	-	-	-	-	2	-	-	4
		-	1%	-	-	1%	-	1%	-	1%	-	-	1%	2%Thp	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
should have no rules or safety measures in place	(0)	17	14	2	3	5	6	1	2	15	2	6	3	1	3	1	-	4	1	11	2	2	-	7	-	-	8	
		1%b	2%Tb	-	1%	1%	2%	1%	2%	1%	1%	3%	1%	1%	1%	-	1%	1%	1%	1%	3%	-	-	1%	-	-	-	1%
NET: 8-10	1011	460	552	265	310	210	225	70	941	102	150	163	178	157	122	70	348	191	888	115	29	66	16	424	32	48	485	
		80%ajks	74%	86%Ta	77%	83%	80%	81%	80%	80%aj	70%	80%aj	81%j	80%Tghi	88%Thij	90%Tghi	90%Tghi	90%Tghi	82%Tst	73%	70%	65%	76%	85%	83%	77%	77%	79%
NET: 4-7	214	131	82	69	51	42	49	16	198	39	54	37	34	16	16	3	35	19	170	42	14	21	3	76	10	15	108	
		17%bmop	21%Tb	13%	20%b	14%	16%	17%	18%nopq	17%bmop	27%Thm	25%Thim	18%nopq	16%ip	9%	11%	4%	9%	9%	16%	26%Tr	32%Tr	24%	15%	15%	23%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 439

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		Social Grade					Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
NET: 0-3	34	28	6	8	11	9	6	2	31	3	11	5	9	3	1	-	4	1	27	2	2	-	-	12	-	-	20	
	3%bp	4%Tb	1%	2%	3%	4%	2%	3%	3%p	2%	5%Thpp	2%	4%p	1%	1%	-	1%	1%	3%	1%	3%	-	-	2%	-	-	3%	
Mean	8.75aj	8.42	9.07Ta	8.62	8.85	8.73	8.85	8.59	8.76ij	8.29	8.15	8.58	8.78j	9.30Tgh	9.26Tgh	9.71Tgh	9.36Tgh	9.42Tgh	8.83Tt	8.48	8.08	8.62	9.11	8.92TA	8.46	8.76	8.64	
	1												ijk	ijk	ijk	ijk	ijk	ijk										
Standard deviation	2.04	2.30	1.70	2.02	1.99	2.13	1.99	2.09	2.04	2.05	2.43	2.06	2.11	1.64	1.85	0.77	1.52	1.43	1.97	2.00	2.39	1.79	1.41	1.85	1.73	1.90	2.12	
Standard error	0.06	0.09	0.07	0.11	0.10	0.14	0.12	0.19	0.06	0.16	0.18	0.14	0.14	0.13	0.15	0.12	0.08	0.11	0.06	0.14	0.31	0.17	0.25	0.09	0.23	0.24	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 500
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)

	Impairing/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impairing/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
should definitely have rules and safety measures in place	(10) 754	241	109	150	493	171	421	151	11	559	150	51	60	56	33	372	230	54	46	
	60% ^d gjk	68% ^d Td	68% ^d cd	72% ^d Td	57%	63% ^d g	63% ^d Tg	52%	43%	64% ^d Tjm	50%	44%	44%	52%	56%	62% ^d qr	60% ^d r	49%	48%	
9	(9) 120	24	13	11	94	26	57	31	6	69	38	23	21	11	4	52	30	17	13	
	10% ^c	7%	8%	5%	11% ^c Tc	9%	9%	11%	21%	8%	13% ^{kl}	20% ^d Tjn	15% ^d Ti	10%	6%	9%	8%	15% ^{sp}	13%	
8	(8) 137	31	16	15	102	22	75	38	4	84	41	12	22	13	7	59	49	16	14	
	11%	9%	10%	7%	12%	8%	11%	12%	16%	10%	13%	10%	16% ^{kl}	12%	12%	10%	13%	14%	14%	
7	(7) 73	19	7	10	48	9	42	21	1	47	22	5	12	6	6	37	20	8	4	
	6%	5%	4%	5%	6%	3%	6%	7%	3%	5%	7%	5%	9%	6%	11%	6%	5%	7%	4%	
6	(6) 64	12	4	9	48	11	32	18	2	35	23	11	7	10	1	29	21	5	7	
	5% ^d	3%	3%	4%	6%	4%	5%	6%	7%	4%	8% ^d Ti	10% ^d Ti	5%	9% ^d	2%	5%	6%	4%	7%	
5	(5) 59	19	9	11	37	17	19	22	1	38	18	8	10	6	5	30	17	4	7	
	5% ^d	5%	5%	5%	4%	6% ^d	3%	8% ^d Ti	5%	4%	6%	7%	8%	6%	8%	5%	5%	3%	7%	
4	(4) 18	3	*	2	15	4	9	5	-	10	6	2	2	3	1	8	2	4	1	
	1%	1%	*	1%	2%	1%	2%	-	-	1%	2%	2%	2%	3%	2%	1%	1%	4% ^p	2%	
3	(3) 9	1	1	-	7	3	3	-	6	2	1	*	1	1	1	5	1	2	1	
	1%	*	1%	-	1%	1%	*	1%	-	1%	1%	1%	*	1%	2%	1%	*	2%	1%	
2	(2) 2	-	-	-	2	1	-	-	1	2	-	-	-	-	-	1	1	-	-	
	*	-	-	-	*	*	*	*	4%	*	-	-	-	-	-	*	*	-	-	
1	(1) 6	-	-	-	6	3	3	-	6	-	-	-	-	-	-	5	*	1	-	
	*	-	-	-	1%	1%	*	*	1%	-	-	-	-	-	-	1%	*	1%	-	
should have no rules or safety measures in place	(0) 17	2	2	1	14	5	8	4	-	11	3	1	1	1	1	2	10	-	3	
	1% ^o	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%	1%	1%	2%	*	3% ^{To}	-	3% ^o	
NET: 8-10	1011	296	139	175	689	219	553	218	21	712	229	86	103	79	43	482	309	88	73	
	80% ^g	84%	86%	84%	80%	80%	83% ^d Tg	78%	80%	82% ^d Tj	76%	75%	75%	74%	74%	80%	81%	78%	76%	
NET: 4-7	214	53	20	32	148	41	102	66	4	129	68	27	32	25	13	105	60	21	19	
	17% ^{kl}	15%	13%	15%	17%	15%	15%	23% ^d Tef	16%	15%	23% ^d Ti	23% ^d	24% ^d Ti	23% ^d	23%	18%	16%	19%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 500
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)

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 0-3	34	3	3	1	29	12	14	7	1	26	5	2	2	2	2	13	12	3	4
	3%a	1%	2%	1%	3%a	4%	2%	3%	4%	3%	2%	1%	2%	3%	2%	3%	3%	4%	4%
Mean	8.75dgr	9.05Td	9.04	9.10Td	8.65	8.69	8.90Tg	8.49	8.49	8.85Tj	8.53	8.46	8.46	8.49	8.49	8.82r	8.72	8.56	8.36
Standard deviation	2.04	1.72	1.81	1.73	2.13	2.29	1.90	2.09	2.04	2.04	1.96	1.96	1.89	2.07	2.22	1.93	2.15	1.98	2.31
Standard error	0.06	0.09	0.14	0.12	0.07	0.14	0.08	0.12	0.34	0.07	0.11	0.17	0.15	0.19	0.28	0.08	0.11	0.18	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 501

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)

	GEO Region													Internet usage				Working status												
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
should definitely have rules and safety measures in place	(10)	754 60%ans	50 47%	38 63%	21 57%	645 61%a	35 68%a	83 60%	62 60%	57 53%	68 58%	110 61%	110 64%a	68 62%a	553 59%	118 62%	434 56%	311 67%Tn	17 61%	37 61%	692 60%	237 49%	188 67%Ts	37 69%a	38 60%	22 58%	161 78%Tstv	31 70%a	16 46%	
9	(9)	120 10%b	9 9%b	-	5 13%	106 10%b	3 6%	14 10%b	10 10%b	14 13%b	11 12%b	15 13%b	11 7%	12 15%bk	87 9%	19 10%	81 10%T	40 9%	2 7%	8 13%	110 10%	51 10%	18 7%	6 11%	4 6%	4 12%	14 15%	7 15%	4 11%	
8	(8)	137 11%	13 13%	11 18%jm	3 8%	110 10%	2 4%	20 14%	12 12%	10 9%	10 11%	8 7%	17 10%	24 13%	7 7%	104 11%	20 10%	94 12%T	42 9%	1 3%	2 11%	129 14%Tt	69 8%	19 6%	3 11%	9 15%	4 7%	15 9%	4 2%	2 5%
7	(7)	73 6%k	13 13%Tdfghk	4 6%	4 11%	52 5%	2 5%	5 4%	2 2%	3 3%	3 4%	9 6%	8 6%	11 8%	9 6%	55 7%	13 6%	46 6%	27 6%	3 12%	2 4%	66 6%	34 7%	15 6%	1 3%	3 5%	2 6%	9 5%	-	3 10%
6	(6)	64 5%dx	11 11%Tdj	5 8%	2 5%	46 4%	2 4%	5 4%	5 5%	8 8%am	3 3%	2 2%	11 6%	8 4%	2 1%	53 6%	6 3%	50 6%To	14 3%	2 4%	2 5%	58 8%Tt	39 3%	2 4%	3 5%	1 3%	2 1%	-	3 9%	
5	(5)	59 5%ax	5 5%	3 4%	2 4%	50 5%	2 4%	3 2%	5 5%	9 8%f	4 5%	5 4%	10 6%	8 4%	5 5%	50 5%	5 2%	41 5%T	15 3%	1 10%	6 4%	46 5%k	25 3%	13 5%k	3 6%k	4 8%k	3 1%	2 3%	1 14%	5 14%
4	(4)	18 1%r	-	-	-	2% 6%Tam	3% 3%	4% 4%	1% 1%	-	2% 2%	2% 1%	2% 1%	2% 1%	-	15% 2%	1% 1%	11% 1%	5% 2%	1% 3%	2% 1%	14% 1%	6% 2%	5% 1%	-	2% 3%	1% 3%	-	2% 5%	
3	(3)	9 1%A	-	-	-	9% 1%	1% 1%	-	1% 1%	2% 2%	3% 2%	1% 1%	1% 1%	1% 1%	4% 1%	3% 1%	7% 1%	2% 1%	-	-	9% 1%	7% 1%	1% 1%	-	-	-	-	-	-	-
2	(2)	2 *	-	-	3% *	-	-	-	-	1% 1% ^d	-	-	-	-	2% *	-	2% *	-	-	-	-	1% 1%	1% 1%	-	-	-	-	-	-	-
1	(1)	6 1% ⁿ	1 1%	-	-	5% 1%	-	-	1% 1%	2% 2%	2% 2%	-	-	-	6% 1%	-	2% 1%	4% 1%	1% 1%	5% 1%	3% 1%	3% 1%	1% 1%	-	-	-	2% 1%	-	-	
should have no rules or safety measures in place	(0)	17 1%	1 1%	-	-	15% 1%	3% 3%	4% 3%	2% 1%	2% 1%	1% 2%	1% 2%	3% 1%	1% 1%	9% 1%	6% 1%	13% 2%T	4% 3%	1% 3%A	-	14% 1%	11% 2%	1% 1%	1% 1%	-	-	-	1% 3%a	-	
NET: 8-10	1011 80%ans	72 68%	49 82%	28 77%	861 81%Ta	40 78%	117 85%a	84 82%	81 76%	74 81%	91 81%	137 80%	146 83%a	91 84%a	744 79%	157 83%	608 78%	392 85%Tn	20 72%	47 78%	931 81%T	357 74%	204 82%a	46 86%	51 80%	31 80%	190 92%Tstv	41 94%Ts	21 62%	

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 501
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)

	GO Region										Urban/Rural		Internet usage				Devices used to access internet			Working status									
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 4-7	214	29	11	7	166	9	16	16	22	10	18	31	28	16	173	24	148	61	7	13	184	104	40	7	12	8	14	1	13
	17% _{sd}	28% _{td}	18%	20%	16%	18%	12%	16%	20%	12%	16%	18%	16%	14%	18% _T	13%	19% _{To}	13%	24%	21%	16%	21% _T	18% _{xy}	12%	20% _{xy}	20% _{xy}	7%	3%	38%
NET: 0-3	34	3	-	1	30	2	4	2	4	6	3	3	2	2	21	9	24	9	1	1	30	22	5	1	-	-	2	1	-
	3%	3%	-	3%	3%	4%	3%	2%	4%	7% _{td}	3%	2%	1%	2%	2%	5%	3% _T	2%	4%	1%	3%	5% _T	2%	1%	-	-	1%	3%	-
Mean	8.75 _{ns}	8.35	8.92	8.75	8.78	8.69	8.80	8.70	8.44	8.57	8.86	8.80	8.91 _a	9.05 _{ah}	8.72	8.80	8.60	9.03 _{Tn}	8.54	8.73	8.80 _T	8.34	8.94 _s	9.12 _s	8.80	8.81	9.45 _{Tst}	9.21 _s	8.15
Standard deviation	2.04	2.10	1.58	1.92	2.06	2.40	2.13	2.17	2.30	2.44	1.92	2.04	1.77	1.68	2.01	2.20	2.13	1.84	2.43	2.09	1.99	2.28	1.92	1.77	1.78	1.79	1.34	1.96	2.14
Standard error	0.06	0.21	0.21	0.33	0.06	0.34	0.18	0.22	0.21	0.27	0.18	0.15	0.14	0.16	0.07	0.17	0.07	0.11	0.44	0.30	0.06	0.10	0.12	0.25	0.23	0.26	0.11	0.30	0.34

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Absolutes/col percents

Table 502
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)

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
		Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchat (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
should definitely have rules and safety measures in place	(10) 754	147	201	174	102	85	682	389	192	616	178	69	61	17	7	26	127	620	217	537
		63%	63%	60%	60%	55%	59%	55%	49%	60%	49%	39%	40%	27%	13%	35%	51%	62%	47%	67%
9	(9) 120	18	28	33	18	11	109	70	39	105	43	26	18	10	10	12	26	94	44	76
		10%	8%	9%	11%	7%	9%	10%	10%	12%	12%	15%	15%	10%	10%	11%	11%	9%	10%	10%
8	(8) 137	21	36	29	18	26	129	88	57	123	44	31	27	10	8	12	36	100	63	74
		11%	9%	11%	10%	11%	11%	13%	15%	12%	12%	18%	18%	16%	15%	16%	14%	10%	14%	14%
7	(7) 73	11	20	14	9	14	69	35	23	53	21	9	11	8	6	8	16	56	33	40
		6%	5%	6%	6%	9%	6%	5%	6%	6%	6%	5%	7%	13%	12%	10%	6%	6%	7%	5%
6	(6) 64	8	9	24	9	6	61	46	39	53	34	19	18	11	6	8	18	45	42	22
		5%	3%	3%	8%	4%	5%	7%	10%	5%	9%	11%	12%	17%	12%	11%	7%	4%	9%	3%
5	(5) 59	16	7	10	6	58	39	23	48	30	12	10	5	7	6	13	42	32	27	
		5%	7%	5%	2%	6%	4%	5%	6%	8%	8%	7%	7%	8%	14%	8%	5%	4%	7%	3%
4	(4) 18	6	4	4	2	2	16	11	5	16	5	3	3	1	2	1	6	11	12	
		1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	3%	2%	2%	1%	3%	
3	(3) 9	2	3	1	1	2	9	6	4	6	3	5	1	1	2	2	7	5	3	
		1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	3%	1%	2%	3%	1%	1%	1%	1%	
2	(2) 2	1	-	-	-	1	2	1	1	1	1	1	1	1	1	1	2	2	2	
		1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
1	(1) 6	2	2	-	1	1	6	1	1	1	1	1	1	1	1	1	6	3	3	
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	
should have no rules or safety measures in place	(0) 17	2	4	6	1	1	17	7	7	11	5	1	1	-	4	1	13	5	12	
		1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	7%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 502
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)

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitter (n)	Vimeo (o)	Fruita b (n)	Blitcut e (p)	OnlyFans (q)	Any exposure (r)	No exposure (s)	Vary/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	1011	186	264	236	139	122	920	548	288	844	265	126	106	37	24	50	189	814	325	687
		80%gkl	79%	83%	81%	81%	79%klm	79%klm	74%nop	82%Tghi	73%nop	71%no	70%no	58%o	48%	66%no	76%	82%T	71%	86%Tu
NET: 4-7	214	41	48	49	30	27	204	130	90	169	90	43	42	25	21	23	53	153	119	95
	17%su	18%	15%	17%	18%	18%	18%	19%j	23%Tghj	16%	25%Tghj	24%Tghj	28%Tghj	40%Tghjklmp	41%Tghjklmp	30%Tghij	21%ks	15%	26%Tu	12%
NET: 0-3	34	7	8	7	3	5	34	14	12	19	9	7	3	2	6	3	6	27	16	18
	3%j	3%	3%	2%	2%	3%	3%hj	2%	3%	2%	3%	4%hjm	2%	3%	11%Tghijklmp	4%	3%	3%	3%	2%
Mean	8.75gklnopt	8.71	8.86	8.80	8.81	8.66	8.70klmnp	8.68klmno	8.39nop	8.81Tghijklmno	8.38nop	8.15o	8.20no	7.77o	6.73	8.04o	8.48	8.84Tr	8.24	9.04T
Standard deviation	2.04	2.15	1.97	2.00	1.90	1.96	2.08	1.97	2.14	1.92	2.13	2.13	2.02	1.95	2.80	2.07	2.12	2.01	2.22	1.87
Standard error	0.06	0.14	0.11	0.12	0.15	0.15	0.06	0.07	0.09	0.06	0.10	0.12	0.12	0.17	0.24	0.15	0.12	0.07	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 503

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)

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
should definitely have rules and safety measures in place	(10) 754 60%el	123 71%Te	224 66%Te	170 64%e	108 60%e	129 43%	126 71%Tl	225 65%Tl	174 65%l	105 59%l	124 43%
9	(9) 120 10%	11 6%	37 11%	21 8%	14 8%	37 12%T	11 6%	37 11%	21 8%	14 8%	37 13%T
8	(8) 137 11%ah	9 5%	30 9%	30 11%	22 12%	46 15%Tab	9 5%	31 9%	29 11%	24 14%h	43 15%Th
7	(7) 73 6%	16 9%	18 5%	11 4%	6 3%	23 8%	17 10%j	17 5%	11 4%	7 4%	21 7%
6	(6) 64 5%abh	1 1%	9 3%	10 4%	12 7%ab	31 10%Tabc	1 1%	10 3%	10 4%	12 7%h	30 10%Thj
5	(5) 59 5%	3 2%	12 3%	13 5%	10 5%	22 7%Tab	3 2%	12 3%	11 5%	11 8%	21 7%Th
4	(4) 18 1%	3 2%	3 1%	3 1%	4 2%	5 2%	3 2%	3 1%	5 2%	2 1%	5 2%
3	(3) 9 1%	-	3 1%	1 *	1 1%	3 1%	-	3 1%	1 *	1 1%	3 1%
2	(2) 2 *	-	1 *	1 *	-	-	-	1 *	1 *	-	-
1	(1) 6 *	5 3%Tbce	1 *	-	-	-	5 3%Tijl	1 *	-	-	-
should have no rules or safety measures in place	(0) 17 1%	2 1%	4 1%	4 1%	3 2%	4 1%	2 1%	4 1%	4 1%	3 2%	4 1%
NET: 8-10	1011 80%el	143 83%e	291 85%Te	221 84%e	144 80%e	211 71%	146 82%l	293 85%Tl	225 83%l	142 80%l	205 71%
NET: 4-7	214 17%bl	23 13%	41 12%	37 14%	32 18%	80 27%Tabcd	25 14%	42 12%	39 14%	31 17%	77 27%Thjk
NET: 0-3	34 3%	7 4%	9 3%	6 2%	4 2%	8 3%	7 4%	9 3%	6 2%	4 3%	8 3%
Mean	8.75el	8.96e	9.00Te	8.90e	8.70e	8.25	8.96l	8.99Tl	8.86l	8.70l	8.25
Standard deviation	2.04	2.17	1.90	1.95	2.08	2.09	2.15	1.91	1.99	2.04	2.10
Standard error	0.06	0.19	0.11	0.13	0.16	0.10	0.19	0.11	0.13	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 504
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		Social Grade					Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi-an (x)	Muslim (y)	Other religio-n (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
should definitely have rules and safety measures in place	(10)	786	342	445	199	240	160	185	51	736	60	116	113	134	138	109	65	312	174	703	79	18	45	12	356	17	39	380
		62%ajk	55%	69%Ta	58%	65%	61%	66%	57%i	63%ijk	42%	54%j	56%i	61%j	79%Tghi	78%Tghi	89%Tghi	81%Tghi	82%Tghi	65%Tatu	50%	41%	51%	65%	69%TyA	42%	62%	59%y
9	(9)	125	68	57	26	45	28	25	6	119	19	24	27	12	8	6	25	13	105	18	6	10	2	34	5	7	75	
		10%px	11%	9%	9%	12%	11%	9%	7%	10%p	13%np	11%	13%npq	11%	7%	6%	8%	7%	8%	10%	11%	13%	12%	9%	7%	13%	11%	
8	(8)	123	76	47	42	34	27	20	12	111	24	20	22	9	12	2	23	14	102	19	10	8	*	49	2	6	64	
		10%bp	12%Tb	7%	12%	9%	10%	7%	14%mp	9%p	17%Thmp	9%	11%	9%	5%	8%	3%	6%	7%	9%	12%	22%Tr	9%	2%	10%	5%	9%	
7	(7)	80	54	26	36	20	11	11	9	71	9	24	11	15	6	6	12	6	62	18	3	12	3	28	10	4	36	
		6%bpr	9%Tb	4%	11%Tdef	5%	4%	4%	10%mpq	6%p	6%	11%Thmp	5%	7%	4%	4%	3%	6%	6%	12%Tr	7%	14%Tr	15%	5%	10	24%TuzA	6%	
6	(6)	48	27	21	18	10	13	7	3	45	10	13	7	10	3	1	4	1	37	9	2	6	1	13	3	4	24	
		4%ppq	4%	3%	5%	3%	5%	2%	4%q	4%npq	7%Thmp	6%npq	3%	5%ppq	2%	1%	1%	*	3%	6%	4%	7%	7%	3%	3	7%	6%	
5	(5)	59	28	31	8	14	12	23	3	56	16	12	15	9	3	2	5	2	48	11	4	5	1	19	3	1	34	
		5%cpq	5%	5%	2%	4%	4%	8%Tod	4%	5%pq	11%Thimn	5%pq	7%mpq	4%	2%	1%	1%	2	4%	11	7%	8%	6%	3%	4%	7%	1%	
4	(4)	18	12	6	7	3	4	4	1	17	4	2	6	4	-	-	-	-	15	2	-	*	-	3	-	1	13	
		1%px	2%	1%	2%	1%	2%	2%	1%	1%p	3%pq	1%	3%pq	2%p	*	-	-	-	1%	1%	-	-	-	1%	1%	2%	2%Tx	
3	(3)	3	2	1	-	1	1	1	-	3	-	1	-	1	-	-	1	1	3	-	-	-	-	2	-	-	1	
		*	*	*	-	*	*	*	-	*	-	*	-	*	-	-	*	*	*	-	-	-	-	-	*	-	*	
2	(2)	7	3	4	3	3	1	1	2	5	-	2	1	2	-	-	-	-	5	2	2	-	-	4	-	1	2	
		1%h	*	1%	1%	1%	*	*	2%Thpq	*	-	1%	1%	1%	-	-	-	-	1%	1%	5%Tru	-	-	1%	-	2%	*	
1	(1)	1	*	1	-	*	*	1	-	1	-	1	-	1	-	-	-	-	1	-	-	-	-	*	-	-	1	
		*	*	*	-	*	*	*	-	*	-	*	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	
should have no rules or safety measures in place	(0)	8	6	2	3	1	3	1	1	7	1	2	1	3	1	-	4	1	4	-	-	-	-	5	-	-	2	
		1%r	1%	*	1%	3%	1%	1%	1%	1%	1%	2%	1%	3%	1%	-	1%	4	*	-	-	-	-	1%	-	-	*	
NET: 8-10		1035	486	549	267	319	215	230	69	965	103	160	163	179	159	128	73	361	910	115	34	63	14	440	25	51	499	
		82%acd	79%	86%Ta	78%	86%Tc	83%	82%	78%	82%j	72%	75%	80%	81%	91%Tghi	92%Tgh	100%Tghi	95%Tghi	84%Tsu	73%	76%	72%	76%	86%Ty	60%	82%y	81%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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

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Table 504
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		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: 4-7	205	121	84	69	47	40	46	16	189	39	50	39	39	13	9	-	22	9	162	40	8	24	5	63	16	10	109
	16% opqk	20% Tb	13%	20% Td	13%	15%	16%	18% mnop	16% mnop	28% Thim	23% Thmn	19% mnop	18% mnopq	7%	6% q	-	6%	4%	15%	28% Tr	19%	28% Tr	24%	12%	40% TzA	16%	18% x
NET: 0-3	19	11	8	5	5	5	4	3	16	1	5	2	4	3	2	-	4	2	13	2	2	-	-	10	-	1	6
	2% st	2%	1%	2%	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	5% u	-	-	-	-	2%	-	2%	1%
Mean	8.91aj	8.70	9.11Ta	8.77	9.09Tc	8.85	8.92	8.66	8.93j	8.25	8.62	8.72i	8.86i	9.40Tgh	9.45Tgh	9.86Tgh	9.50Tgh	9.59Tgh	9.00Tst	8.54	8.26	8.67	9.01	9.08Ty	8.31	8.91	8.84
Standard deviation	1.83	1.93	1.71	1.86	1.64	1.93	1.91	2.07	1.81	2.01	1.98	1.91	1.83	1.58	1.38	0.43	1.37	1.16	1.74	1.87	2.13	1.67	1.56	1.79	1.78	1.85	1.81
Standard error	0.05	0.07	0.07	0.10	0.08	0.12	0.11	0.19	0.05	0.16	0.13	0.13	0.13	0.12	0.12	0.07	0.08	0.09	0.05	0.13	0.28	0.16	0.28	0.08	0.23	0.23	0.07

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 505
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)

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impacting/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondarily school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
should definitely have rules and safety measures in place	(10) 786	246	112	147	523	183	440	149	14	583	153	59	64	55	26	380	242	58	50
	62% _{djk}	70% _{ld}	69%	71% _{ld}	60%	66% _{kg}	51%	54%	54%	67% _{ljk}	51%	51%	47%	45%	63% _r	63% _r	53%	52%	
9	(9) 125	22	10	14	100	22	64	36	4	75	43	18	19	16	10	63	38	12	10
	10% _{ia}	6%	6%	7%	12% _{ia}	8%	10%	12%	15%	9%	14% _{ti}	15% _u	14%	15% _u	17%	10%	10%	11%	10%
8	(8) 123	42	22	22	74	38	61	33	1	83	28	9	18	9	5	54	37	15	13
	10%	12%	13%	10%	9%	10%	9%	11%	4%	10%	9%	7%	13%	9%	9%	9%	10%	14%	13%
7	(7) 80	13	5	7	64	17	35	25	3	46	25	7	11	6	5	22	32	16	8
	6% _{ia}	4%	3%	3%	7% _{ia}	6%	5%	9%	13%	5%	8%	6%	8%	5%	9%	4%	8% _{io}	15% _{to}	9% _{io}
6	(6) 48	11	7	5	33	5	26	17	1	28	16	7	9	7	2	25	11	5	6
	4%	3%	5%	3%	4%	2%	4%	6% _{ie}	5%	3%	5%	6%	7%	6%	3%	4%	3%	4%	6%
5	(5) 59	15	5	12	41	10	22	26	1	32	24	9	12	12	7	37	12	3	5
	5% _{li}	4%	3%	6%	5%	4%	3%	3% _{tef}	5%	4%	8% _{ti}	8%	9% _{ti}	11% _{ti}	11% _{ti}	6%	3%	3%	5%
4	(4) 18	*	*	*	17	3	11	2	1	8	9	5	3	1	1	13	3	1	1
	1% _{al}	*	*	*	2% _{ta}	1%	1%	1%	4%	1%	3% _{ti}	4% _{ti}	3%	1%	2%	2%	1%	1%	1%
3	(3) 3	1	*	*	2	1	1	1	*	1	*	*	*	1%	2%	*	*	*	*
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2	(2) 7	1	1	1	6	1	5	1	*	4	1	*	*	*	*	3	2	*	2
	1%	*	*	*	1%	*	1%	*	*	*	1%	*	*	*	*	*	*	*	2% _t
1	(1) 1	1	*	*	1	*	1	*	*	1	*	*	*	*	*	1	*	*	*
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
should have no rules or safety measures in place	(0) 8	1	1	*	7	3	4	2	*	5	1	*	*	*	1	2	3	*	2
	1%	*	*	*	1%	1%	1%	1%	*	1%	*	*	*	*	*	*	1%	*	2% _o
NET: 8-10	1035	310	143	183	697	233	564	218	19	741	224	85	101	80	41	497	318	85	72
	82% _{djk}	88% _{ld}	88% _{ld}	88% _{ld}	80%	86% _{kg}	84% _{kg}	75%	73%	85% _{ljk}	74%	74%	73%	75%	71%	83%	83%	77%	76%

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

Table 505
 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)

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
NET: 4-7	205	39	18	24	154	35	94	70	7	114	75	28	36	25	15	97	58	25	19
	16%af	11%	11%	12%	18%a	13%	14%	24%Tef	27%	13%	25%Tl	25%Tl	26%Tl	24%l	25%l	16%	15%	23%	20%
NET: 0-3	19	3	1	1	15	4	11	4	-	12	3	1	1	1	2	7	6	-	4
	2%	1%	1%	1%	2%	2%	2%	1%	-	1%	1%	1%	1%	3%	1%	1%	-	-	4%Toq
Mean	8.91gjk	9.17Td	9.16	9.19Td	8.84	9.06g	9.01g	8.56	8.67	9.08Tjk	8.53	8.52	8.46	8.58	8.28	8.90r	9.00r	8.81	8.46
Standard deviation	1.83	1.55	1.54	1.53	1.90	1.76	1.79	1.94	1.85	1.71	1.97	2.02	1.88	1.90	2.26	1.86	1.71	1.52	2.25
Standard error	0.05	0.08	0.12	0.11	0.07	0.11	0.07	0.11	0.31	0.06	0.11	0.18	0.15	0.18	0.29	0.08	0.09	0.14	0.20

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Absolutes/col percents

Table 506
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)

	GQ Region																	Urban/Rural		Internet usage			Devices used to access internet										Working status			
	Total (n)	Scotland (n)	Wales (n)	Northern Ireland (n)	NET: England (n)	North East (n)	North West (n)	Yorkshire and the Humber (n)	West Midlands (n)	East Midlands (n)	East of England (n)	London (n)	South East (n)	South West (n)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (n)	Smart Phone only (n)	Tablet or laptop only (n)	Multiple devices (n)	Working full time (n)	Working part-time (n)	Unemployed - looking for work (n)	Unemployed - not looking for work (n)	Student (n)	Retired (n)	House person/ Other (n)	Furloughed (n)							
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39							
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**							
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29							
should definitely have rules and safety measures in place	(10) 786	57	40	24	665	35	85	65	64	54	71	109	111	69	573	128	458	319	15	40	721	254	169	37	43	21	172	30	12							
	62%ns	55%	66%	67%	63%	69%	62%	63%	60%	60%	63%	64%	63%	64%	61%	68%	59%	69%Tn	53%	65%	63%	55%	68%sa	69%sa	67%	54%	83%Tstu	67%	34%							
9	(9) 125	10	7	-	108	2	18	11	7	9	12	15	21	13	92	19	83	42	1	5	119	52	20	4	6	4	12	10	10							
	10%	10%	12%	-	10%	3%	13%	11%	6%	10%	11%	9%	12%	12%	10%	10%	11%	9%	5%	8%	10%	11%	8%	7%	10%	6%	23%Tstu	29%	10%							
8	(8) 123	10	3	4	106	8	16	6	7	13	12	14	17	12	90	17	89	34	2	4	116	52	22	5	5	6	14	1	6							
	10%	10%	5%	11%	10%	16%	12%	6%	7%	14%	11%	8%	10%	11%	10%	9%	11%T	7%	6%	6%	10%	11%	9%	9%	8%	16%y	7%	2%	19%							
7	(7) 80	6	4	5	65	2	5	10	8	1	8	14	8	9	63	15	59	19	2	*	74	48	13	2	-	1	6	1	1							
	6%	6%	6%	15%	6%	4%	4%	9%	7%	2%	7%	8%	5%	8%	7%	8%	8%T	4%	8%	*	6%	10%Tvx	5%	3%	-	2%	3%	2%	3%							
6	(6) 48	12	3	*	33	*	2	1	6	2	4	6	10	2	44	3	30	18	3	5	40	27	10	1	3	-	-	-	4							
	4%dx	12%Tdefg	4%	1%	3%	*	2%	1%	5%	2%	4%	3%	6%	2%	5%T	2%	4%	4%	10%	7%	3%	6%Tx	4%x	3%x	2%	9%x	-	-	1%							
5	(5) 59	5	3	1	51	3	7	5	7	7	4	9	6	3	46	4	39	17	4	7	42	26	12	4	7	2	-	1	4							
	5%rx	5%	4%	3%	5%	5%	5%	5%	7%	8%	4%	5%	3%	3%	5%	2%	5%	4%	14%	12%Tr	4%	5%x	5%x	8%x	10%x	6%x	-	3%x	10%							
4	(4) 18	2	2	-	14	*	1	1	4	4	-	1	1	*	17	1	8	8	-	1	17	11	3	-	*	2	-	-	*							
	1%un	2%	4%	-	1%	*	1%	1%	4%Tdj	5%Tdj	-	1%	*	2%	*	1%	2%	-	-	1%	1%	2%	1%	-	-	1%	-	-	1%							
3	(3) 3	-	-	-	3	1	-	-	1	-	-	-	1	-	1	-	3	-	-	-	2	2	-	-	1	-	-	-	-							
	*	-	-	-	*	1%	-	-	1%	-	-	-	1%	-	*	-	1%	-	-	-	2	2	-	-	1	-	-	-	-							
2	(2) 7	1	-	1	5	1	1	2	-	-	-	-	-	-	6	1	4	3	-	-	7	3	-	-	1	-	-	1	-							
	1%	1%	-	3%	1%	1%	1%	2%Td	-	-	-	-	-	-	1%	*	1%	-	-	-	1%	1%	-	-	1%	-	-	2%	-							
1	(1) 1	*	-	-	1	-	-	-	-	-	1	-	*	-	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-							
	*	*	-	-	*	-	-	-	-	-	-	-	*	-	*	*	-	-	-	-	*	*	-	-	-	-	-	-	-							
should have no rules or safety measures in place	(0) 8	1	-	-	7	-	1	2	1	-	-	2	1	1	6	2	6	2	1	-	5	4	1	1	-	-	-	1	-							
	1%r	1%	-	-	1%	-	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	3%	-	1%	1%	-	-	-	-	-	-	1%							
NET: 8-10	1035	78	49	29	879	45	120	82	79	76	95	139	149	94	755	163	630	395	18	48	957	358	210	45	54	31	198	41	28							
	82%hAns	74%	82%	78%	83%ah	88%	87%ah	80%	73%	84%	85%	81%	85%ah	87%ah	81%	86%	81%	85%	64%	80%	84%T	74%	84%sa	85%	86%	82%	96%Tstu	92%sa	81%							

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



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Table 506
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)

	GQ Region											Urban/Rural		Internet usage			Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	169	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
NET: 4-7	205	25	11	7	163	5	16	17	25	15	16	30	25	14	169	23	136	82	9	12	173	113	37	7	8	7	8	2	6
	16% ^{col}	24% ^{col}	18%	19%	15%	10%	11%	17%	23% ^{col}	16%	14%	18%	14%	12%	18% ^T	12%	17% ^T	13%	32%	20%	15%	23% ^{Thy}	15% ^{cx}	12% ^{cx}	18% ^{cx}	4%	5%	19%	
NET: 0-3	19	2	-	1	16	1	2	3	4	-	1	2	2	1	13	3	14	5	1	-	15	11	1	1	1	-	1	-	
	2%	2%	-	3%	2%	2%	1%	3%	3%	-	1%	1%	1%	1%	1%	2%	2%	1%	4%	-	1%	2%	1%	2%	1%	-	1	3% ^{cx}	
Mean	8.91 ^{hns}	8.56	9.01	8.91	8.94 ^h	9.06	9.02	8.84	8.51	8.83	9.07 ^h	8.92	9.02	9.14 ^{ah}	8.85	9.14	8.82	9.09 ⁿ	8.10	8.85	8.97 ^T	8.54	9.09 ^s	9.05	8.99	8.77	9.65 ^{Tst}	9.26 ^s	8.52
Standard deviation	1.83	2.05	1.72	1.85	1.81	1.74	1.74	2.07	2.26	1.84	1.55	1.85	1.69	1.52	1.86	1.67	1.87	1.73	2.57	1.88	1.75	2.03	1.65	1.85	1.86	1.72	0.93	1.78	1.64
Standard error	0.05	0.20	0.23	0.32	0.06	0.24	0.15	0.21	0.21	0.20	0.14	0.13	0.13	0.15	0.06	0.13	0.06	0.11	0.47	0.27	0.05	0.09	0.11	0.26	0.24	0.25	0.07	0.28	0.26

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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 507
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)

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
should definitely have rules and safety measures in place	(10) 786	148	215	188	102	88	713	397	194	647	170	74	68	22	12	28	135	644	222	564	
		62% ^h imnqprt	63%	67%	64%	60%	57%	62% ^h ahklmnpq	57% ^h aklmnpq	50% ^h nop	60% ^h ahklmnpq	47% ^h nop	42% ^h so	45% ^h nop	34% ^h so	24%	37% ^h so	54%	65% ^h Tr	48%	
9	(9) 125	19	30	24	24	16	118	75	46	108	40	21	23	6	3	10	31	95	53	72	
		10%	8%	9%	8%	14%	10%	11%	12% ^h so	10%	11%	12% ^h so	15% ^h Tghjo	9%	6%	14% ^h so	12%	10%	12%	9%	
8	(8) 123	22	32	34	10	21	114	77	45	104	52	25	22	12	9	12	31	90	59	63	
		10% ^h u	10%	10%	12%	6%	13% ^h d	10%	11%	12%	10%	14% ^h Tghj	14% ^h Tgj	14% ^h Tgj	18% ^h Tghi	16% ^h Tghi	12%	9%	13% ^h Tu	8%	
7	(7) 80	13	14	21	14	13	78	53	35	65	32	20	15	9	8	20	59	43	37		
		6% ^h u	5%	4%	7%	8%	7%	8% ^h Tj	9% ^h Tj	6%	9% ^h Tj	11% ^h Tgh	10% ^h Tj	15% ^h Tghj	16% ^h Tghi	11% ^h Tj	8%	6%	9% ^h Tu	5%	
6	(6) 48	10	10	13	4	6	45	29	24	40	24	16	8	6	7	7	11	36	26	22	
		4% ^h u	4%	3%	2%	4%	4%	4%	6% ^h Tghj	4%	7% ^h Tghj	9% ^h Tghj	5%	6%	9% ^h Tj	14% ^h Tghj	9% ^h Tghjm	4%	4%	6% ^h Tu	3%
5	(5) 59	15	8	8	11	6	55	39	29	44	35	11	10	6	7	6	15	40	33	26	
		5% ^h bu	7% ^h b	2%	3%	6%	4%	6% ^h j	7% ^h Tghj	4%	10% ^h Tghj	6%	7%	10% ^h Tj	14% ^h Tghj	8% ^h j	6%	4%	7% ^h Tu	3%	
4	(4) 18	4	4	3	3	4	16	10	7	12	4	6	4	2	1	1	*	17	15	3	
		1% ^h u	2%	1%	2%	2%	1%	2%	2%	1%	1%	3% ^h Tghj	3% ^h k	4% ^h k	2%	2%	*	2%	3% ^h Tu	*	
3	(3) 3	*	1	-	1	-	2	1	1	2	1	2	*	*	1	2	2	2	1		
		*	*	-	*	-	*	*	*	*	1% ^h Tghj	*	*	1%	1%	2% ^h Tghj	1	2	2	1	
2	(2) 7	1	2	1	2	1	7	4	3	5	3	*	-	-	1	1	2	5	4	3	
		1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	*	-	-	1%	1% ^h l	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% ^h Tghj	-	-	-	-	
should have no rules or safety measures in place	(0) 8	1	4	1	-	8	4	3	1	4	3	1	-	1	-	2	6	3	5		
		1%	1%	1%	*	-	1% ^h j	1%	1%	1%	1%	1%	-	-	2% ^h Tghjm	-	1%	1%	1%	1%	

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 507
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)

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (n)	Facebook (k)	Snapchat (l)	Twitch (j)	Vimeo (o)	Fruita b (f)	Bitchute (i)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (u)	Not at all/ Not very aware (v)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 8-10	1035 82%hild mnopt	189 81%	277 87%T	243 84%	136 80%	125 81%	945 82%hild mnopt	550 79%khn op	285 73%lnop	858 83%ghik lmmnop	262 72%no	119 68%o	113 75%lnop	39 61%o	24 48%	51 67%o	197 79%	828 83%	334 73%	700 88%T
NET: 4-7	205 16%bu	42 18%	36 11%	45 16%	32 19%b	28 18%	195 17%	132 19%Tj	95 24%Tghj	162 16%	95 26%Tghj	53 30%Tghj	38 25%Tghj	24 37%Tghij kmp	24 47%Tghij kmp	22 29%Tghj	47 19%	153 15%	116 25%Tu	89 11%
NET: 0-3	19 2%	4 2%	7 2%	2 1%	3 2%	1 1%	18 2%	10 1%	10 3%hjm	13 1%	8 2%u	4 2%u	1 1%	1 1%	3 5%Tghk lmmn	3 4%Tghjm n	5 2%	13 1%	9 2%	10 1%
Mean	8.91hk lmmopt	8.84	9.06	9.02	8.85	8.83	8.88hk lmmop	8.77kl mnoop	8.43nop	8.96Tgh klmmnop	8.34op	8.20o	8.50lno	7.93o	7.20	8.07o	8.71	8.98T	8.41	9.20T
Standard deviation	1.83	1.94	1.82	1.64	1.84	1.71	1.85	1.87	2.10	1.75	2.07	2.07	1.80	1.97	2.34	2.09	1.91	1.79	2.05	1.82
Standard error	0.05	0.12	0.10	0.10	0.14	0.13	0.05	0.07	0.09	0.05	0.10	0.12	0.11	0.17	0.20	0.15	0.11	0.06	0.09	0.06

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Ofcom VSP Tracker - Wave 1
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Table 508
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)

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
should definitely have rules and safety measures in place	(10) 786 62%el	124 71%Tde	246 72%Tde	179 68%de	102 57%e	136 45%	127 71%Tkl	247 72%Tkl	182 67%klj	100 57%jl	130 45%
9	(9) 125 10%ah	8 4%	34 10%	30 11%a	22 12%a	32 11%a	8 4%	35 10%	30 11%h	22 12%h	31 11%h
8	(8) 123 10%	16 9%	24 7%	19 7%	23 13%	41 14%Tbc	17 10%	24 7%	21 8%	22 13%	39 14%Tj
7	(7) 80 6%	4 3%	17 5%	16 6%	9 5%	34 11%Tabd	5 3%	17 5%	17 6%	9 5%	32 11%Thik
6	(6) 48 4%bi	8 5%	6 2%	4 2%	8 4%	21 7%Tbc	9 5%	8 2%	5 4%	7 4%	21 7%Tj
5	(5) 59 5%	4 2%	13 4%	9 3%	12 7%	22 7%Tad	4 2%	14 4%	7 3%	12 7%	22 8%Thj
4	(4) 18 1%	6 3%bd	1 *	4 1%	-	7 2%bd	6 3%k	1 *	4 2%	-	7 2%l
3	(3) 3 *	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *
2	(2) 7 1%	2 1%	-	1 *	1 1%	3 1%	2 1%	-	1 *	1 1%	3 1%
1	(1) 1 *	-	-	-	1 *	1 *	-	-	-	1 *	1 *
should have no rules or safety measures in place	(0) 8 1%	2 1%	1 *	1 1%	2 1%	2 1%	2 1%	1 *	1 1%	2 1%	2 1%
NET: 8-10	1035 82%el	147 85%e	304 89%Tde	228 86%e	146 81%e	209 70%	151 85%l	305 89%Tkl	233 86%klj	144 82%jl	201 69%
NET: 4-7	205 16%bi	22 13%	36 11%	33 13%	29 16%	84 28%Tabcd	23 13%	38 11%	34 13%	29 16%	82 28%Thijk
NET: 0-3	19 2%	4 3%	2 *	3 1%	4 2%	6 2%	4 2%	2 *	3 1%	4 2%	6 2%
Mean	8.91el	8.98e	9.30Tde	9.15Tde	8.74e	8.31	8.99l	9.29Tkl	9.14Tklj	8.75l	8.29
Standard deviation	1.83	2.02	1.40	1.54	1.88	2.05	2.00	1.42	1.63	1.88	2.05
Standard error	0.05	0.18	0.08	0.11	0.15	0.10	0.17	0.08	0.11	0.15	0.10

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 509

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

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	170	120	50	41	48	28	53	6	164	20	29	29	43	20	21	2	42	23	149	18	7	9	2	62	4	6	94
	14%bgo	19%Tb	8%	12%	13%	11%	19%Tce	7%	14%go	14%o	14%	14%o	20%Tghm	11%	15%ooq	3%	11%	11%o	14%	11%	16%	10%	13%	12%	10%	10%	15%
1	67	40	27	20	22	16	9	4	63	4	17	15	9	9	5	4	19	9	56	10	5	3	2	16	6	6	37
	5%x	6%	4%	6%	6%	6%	3%	4%	5%	3%	8%	7%	4%	5%	4%	6%	5%	4%	5%	7%	10%	3%	10%	3%	6	9%x	6%x
	90	52	38	22	35	23	11	3	87	16	24	20	11	7	9	-	17	9	74	15	2	9	2	29	7	4	48
	7%lp	8%	6%	7%	9%fd	9%fd	4%	4%	7%sp	11%gmop	11%Tghl	10%op	5%	4%	7%sq	-	4%	4%	7%	9%	4%	11%	9%	6%	18%TxA	6%	8%
3	93	52	41	28	32	17	16	7	86	14	15	14	18	18	4	3	25	7	85	8	3	4	1	27	1	4	59
	7%nqx	8%	6%	8%	9%	7%	6%	8%	7%nq	10%nq	7%	7%	8%	10%npq	3%	4%	6%nq	3%	8%	5%	8%	4%	3%	5%	2%	6%	10%Tx
4	88	42	46	25	23	16	24	6	82	20	25	6	15	6	10	-	16	10	68	19	8	9	2	30	3	2	51
	7%kpr	7%	7%	7%	6%	6%	8%	7%	7%kpr	14%Thkl	12%Thkmo	3%	7%	3%	7%spq	-	4%	5%	6%	12%Tr	18%Tr	10%	11%	6%	8%	4%	8%
5 don't agree with other statements	174	83	91	57	42	26	44	7	167	25	27	31	35	25	19	5	49	24	145	25	6	16	3	71	5	9	83
	14%	13%	14%	17%	11%	11%	16%	7%	14%	17%g	13%	15%	16%	14%	14%	7%	13%	11%	13%	16%	14%	18%	16%	14%	13%	15%	13%
6	72	38	34	10	28	17	17	4	67	9	15	13	10	10	9	2	20	11	64	8	1	5	2	32	1	3	35
	6%sc	6%	5%	3%	8%c	6%	6%	5%	6%	6%	7%	6%	4%	6%	6%	3%	5%	5%	6%	5%	3%	5%	9%	6%	3%	4%	6%
7	104	55	49	32	29	25	18	16	88	8	17	23	18	16	4	1	22	5	92	11	5	3	3	41	3	4	52
	8%hmq	9%	8%	9%	8%	10%	7%	16%Thjl	8%q	5%	8%q	11%npq	8%q	9%ppq	3%	1%	6%q	3%	9%	7%	11%	4%	15%	8%	6%	6%	9%
8	106	49	57	31	34	23	19	10	96	12	17	12	18	14	13	10	37	23	97	9	2	7	-	53	1	10	42
	8%	8%	9%	9%	9%	9%	7%	12%	8%	8%	8%	6%	8%	8%	9%	14%	10%	11%	9%	8%	5%	8%	-	10%	1%	17%TyA	7%
9	61	16	45	14	13	15	17	5	55	4	10	9	14	10	4	5	19	9	52	9	1	7	1	24	4	5	28
	5%la	3%	7%Ta	4%	4%	6%	6%	5%	5%	3%	5%	4%	6%	6%	3%	6%	5%	4%	5%	6%	3%	8%	3%	5%	9%	8%	5%
10 I would prefer to have the protective measures pre-determined by the site/ app	233	70	163	61	65	53	54	20	214	11	19	33	31	39	40	41	120	81	203	26	4	16	2	128	6	9	85
	19%ajA	11%	25%Ta	18%	17%	21%	19%	22%aj	18%j	8%	9%	16%aj	14%	22%aj	25%Thj	56%Tah	31%Thj	38%Tghl	19%	16%	8%	18%	12%	25%TA	15%	14%	14%
NET: 0-3	420	265	156	111	137	84	87	20	401	54	84	78	81	54	39	10	103	48	364	51	17	24	6	134	18	20	238
	33%bgoq	43%Tb	24%	33%	37%	32%	31%	22%	34%gopq	38%gopq	39%gopq	38%gopq	37%gopq	31%o	28%sq	13%	27%o	23%	34%	32%	37%	28%	34%	26%	18	43%kx	32%

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



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Table 509
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

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	13-17 (q)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (a)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (x)	Muslim (y)	Other religio n (z)	None (A)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
NET: 4-7	438	218	219	124	122	85	103	33	405	62	85	73	77	57	43	8	108	51	369	63	21	33	10	174	13	18	220
	35%opq	35%	34%	36%	33%	33%	37%	37%ooq	35%opq	43%Thop	39%opq	36%ooq	35%ooq	33%o	31%ooq	11%	28%o	24%o	34%	40%	46%	37%	51%	34%	31%	29%	36%
NET: 8-10	401	136	265	107	112	91	89	36	365	27	46	53	63	63	57	55	176	113	352	44	7	30	3	205	11	24	155
	32%ajl	22%	41%Ta	31%	30%	35%	32%	40%ujk	31%ij	19%	21%	26%	28%	36%ij	41%Thj	76%Tgh	45%Thj	53%Thj	32%t	28%t	16%	35%t	15%	40%TA	26%	39%A	25%
Mean	5.27ahi	4.43	6.09Ta	5.28	5.12	5.53	5.23	6.30Thi	5.20j	4.43	4.53	4.96	4.89	5.69ij	5.76ij	8.04Tgh	6.16Thi	6.54Thi	5.31	5.08	4.30	5.48	4.65	5.91TyA	4.66	5.45	4.79
Standard deviation	3.43	3.34	3.31	3.36	3.40	3.44	3.54	3.15	3.43	2.94	3.14	3.43	3.46	3.42	3.66	3.00	3.55	3.61	3.44	3.32	3.10	3.31	3.22	3.43	3.50	3.38	3.34
Standard error	0.10	0.13	0.14	0.18	0.18	0.22	0.21	0.29	0.10	0.23	0.21	0.24	0.24	0.27	0.33	0.47	0.20	0.28	0.11	0.23	0.40	0.32	0.58	0.15	0.46	0.43	0.14

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

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Table 510
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

	Impacting/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	170	50	28	30	121	40	96	32	3	130	34	14	16	12	9	89	53	13	7
	14%r	14%	17%	14%	14%	15%	14%	11%	11%	15%	11%	12%	12%	11%	15%	15%r	14%	12%	7%
1	67	16	5	8	47	16	33	17	1	45	18	6	16	4	*	34	21	8	4
	5%	5%	3%	4%	5%	6%	5%	6%	2%	5%	6%	5%	11%Tjmn	3%	-	6%	5%	7%	4%
2	90	21	11	10	68	18	42	25	5	62	25	10	7	11	5	39	39	8	4
	7%	6%	7%	5%	8%	7%	6%	8%	19%	7%	8%	9%	5%	11%	8%	6%	10%Tr	8%	4%
3	93	32	16	15	59	21	53	17	2	66	20	10	9	7	2	36	37	10	9
	7%	9%	10%	7%	7%	8%	8%	6%	8%	8%	7%	9%	7%	7%	4%	6%	10%	9%	9%
4	88	18	7	11	65	14	52	20	2	57	25	9	12	8	4	42	28	7	5
	7%	5%	4%	5%	8%	5%	8%	7%	8%	7%	8%	8%	9%	8%	7%	7%	7%	7%	5%
5 don't agree with either statements	174	46	21	25	115	43	83	45	2	125	41	15	18	17	9	74	65	16	12
	14%	13%	13%	12%	13%	16%	12%	15%	9%	14%	14%	13%	13%	16%	12%	17%T	15%	12%	9%
6	72	22	7	17	48	13	38	19	2	47	20	9	10	4	3	34	19	6	6
	6%	6%	4%	8%	6%	5%	6%	7%	7%	5%	7%	8%	8%	3%	5%	6%	5%	6%	6%
7	104	23	16	13	79	18	55	28	2	48	40	10	15	12	49	26	11	14	
	8%l	6%	10%a	6%	9%	7%	8%	10%	9%	6%	13%Ti	9%	11%l	14%Ti	20%Ti	8%	7%	10%	15%Top
8	106	33	15	23	70	18	59	27	3	74	22	6	12	8	5	55	28	11	9
	8%	9%	9%	11%	8%	7%	9%	9%	11%	9%	7%	5%	8%	7%	9%	9%	7%	10%	9%
9	61	12	6	3	47	13	31	15	2	44	11	8	6	3	1	30	13	3	7
	5%c	3%c	4%	2%	5%c	5%	5%	5%	8%	5%	4%	7%	4%	2%	2%	5%	3%	3%	7%
10 I would prefer to have the protective measures pre-determined by the site/ app	233	80	30	53	147	58	126	47	2	168	46	17	16	18	7	119	55	16	20
	19%p	23%Td	18%	25%Td	17%	21%	19%	16%	8%	19%l	15%	15%	11%	17%	13%	20%	14%	15%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 510
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

	Impacting/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?						Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
NET: 0-3	420	119	60	62	294	95	224	90	11	304	97	40	48	34	16	198	149	39	23	
	33%r	34%	37%	30%	34%	35%	34%	31%	41%	35%	32%	35%	35%	32%	28%	33%	39%Tr	35%	24%	
NET: 4-7	438	109	51	67	308	88	228	113	8	277	126	44	56	44	29	199	138	40	37	
	35%l	31%	32%	32%	36%	33%	34%	39%	32%	42%Tl	38%	41%	42%	49%Tl	33%	36%	37%	39%		
NET: 8-10	401	125	51	79	264	88	216	89	7	286	79	31	33	28	13	204	93	31	36	
	32%lp	35%	32%	38%	31%	33%	32%	31%	27%	33%j	26%	27%	24%	27%	23%	34%p	24%	28%	37%sp	
Mean	5.27p	5.45	5.16	5.67	5.19	5.25	5.27	5.34	4.81	5.20	5.19	5.07	4.86	5.28	5.27	5.33p	4.78	5.07	6.09Tppq	
Standard deviation	3.43	3.52	3.52	3.53	3.41	3.54	3.45	3.28	3.22	3.50	3.24	3.31	3.24	3.24	3.15	3.52	3.28	3.29	3.18	
Standard error	0.10	0.19	0.27	0.25	0.12	0.22	0.14	0.18	0.54	0.12	0.18	0.29	0.28	0.30	0.40	0.15	0.17	0.30	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 511
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

	GEO Region										Urban/ Rural		Internet usage				Devices used to access internet		Working status										
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
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	11	3	143	6	11	19	18	8	25	23	22	11	128	23	121	48	3	9	159	85	21	7	17	5	21	5	4
	14%a	13%	19%	7%	14%	11%	8%	18%g	17%	9%	23%Tdli	14%	12%	10%	14%	12%	16%To	10%	10%	14%	16%Tx	18%Tx	8%	14%	26%Tx	12%	10%	11%	12%
1	67	5	-	2	60	1	2	10	4	9	8	15	12	48	15	37	29	1	3	63	42	6	1	-	9	2	2	5	
	5%thn	5%	-	6%	6%th	2%	1%	10%bth	1%	4%	8%bth	5%	8%	11%Tbth	5%	8%	5%	6%	3%	5%	6%	9%Tt	6%	2%	1%	-	4%	4%	2%
2	90	11	3	1	78	4	17	7	11	5	8	9	11	4	71	16	62	28	1	4	86	41	19	5	6	6	4	-	6
	7%ix	10%	5%	2%	7%	8%	12%Tdm	7%	10%	6%	7%	5%	6%	3%	8%	8%T	8%	8%T	8%	2%	7%	8%	8%ix	8%ix	10%ix	15%ixy	2%	-	18%
3	93	10	4	2	77	-	14	1	8	10	6	10	24	4	62	19	63	30	-	6	84	40	15	5	3	4	14	3	1
	7%g	10%g	6%	5%	7%g	-	10%g	1%	8%	11%eg	5%	6%	14%Tdeg	4%	7%	10%	8%T	7%	1%	10%	7%	8%	6%	9%	5%	11%	7%	8%	3%
4	88	6	9	1	72	3	10	2	8	4	9	12	15	10	64	12	50	36	4	3	80	34	22	4	3	5	11	3	1
	7%	6%	15%Tdgj	3%	7%	5%	7%	2%	4%	8%	12	15	9%	10%	7%	8%	6%	8%	4%	3%	8%	7%	22	4	3	5	11	3	1
5 don't agree with either statements	174	12	10	6	145	10	28	12	13	16	10	26	15	15	133	25	114	54	4	4	160	66	37	9	10	7	27	8	4
	14%	12%	17%	18%	14%	20%j	21%Tdj	12%	13%	16	9%	19%	9%	14%	13%	15%	12%	13%	7%	7%	14%	14%	15%	17%	16%	19%	13%	17%	12%
6	72	9	2	2	59	5	3	8	4	4	4	14	10	8	58	6	46	25	4	2	62	27	18	2	3	3	7	3	4
	6%	8%	3%	5%	6%	9%	2%	8%	3%	5%	3%	8%f	6%	7%	6%	3%	6%	5%	15%	4%	5%	6%	7%	4%	5%	9%	3%	6%	13%
7	104	12	5	4	83	9	12	11	11	7	11	7	7	7	79	19	72	31	2	3	98	42	20	5	5	2	7	3	3
	8%ix	11%j	8%	12%	8%	18%Tdj	6%	11%j	10%	12%j	6%	6%	4%	6%	8%	10%	9%T	7%	9%	5%	9%	9%ix	8%	10%	8%	6%	4%	6%	8%
8	106	5	1	3	97	8	18	8	5	13	4	12	18	11	78	18	60	46	2	6	96	35	24	1	4	2	23	2	4
	8%ln	5%	1%	7%	9%	16%bhj	13%bhj	7%	4%	15%bhj	4%	12	11%	11%	8%	9%	8%	10%	6%	11%	8%	7%	10%	2%	6%	6%	11%	5%	12%
9	61	8	1	2	49	-	4	6	7	5	3	10	11	4	50	8	34	27	1	3	57	15	17	5	2	2	11	4	-
	5%ls	8%	2%	7%	5%	-	3%	6%	7%	5%	2%	6%	4%	5%	4%	4%	4%	6%	2%	4%	5%	3%	7%ls	9%ls	3%	6%	5%	9%	-
10 I would prefer to have the protective measures pre-determined by the site/ app	233	12	15	10	196	6	22	18	22	11	28	38	29	23	169	30	121	108	8	17	200	54	49	8	10	2	74	13	5
	19%lnsw	12%	24%	28%	19%	11%	16%	17%	21%	12%	25%al	22%	16%	21%	16%	16%	15%	23%Tn	27%	28%	17%	11%	20%sw	15%	15%	5%	36%Tsu	28%sw	15%

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



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ONLINE Fieldwork: 22nd September - 4th October 2021

Table 511
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

	GQ Region																	Urban/ Rural		Internet usage				Devices used to access internet		Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)				
Weighted base	1259	105	60**	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**				
NET: 0-3	420	40	18	8	355	11	43	37	38	27	48	50	72	30	309	72	282	135	5	22	392	209	62	19	26	15	47	10	13				
	33%lx	38%	29%	21%	34%	21%	31%	36%	35%	29%	43%Tekt	29%	41%e	28%	33%	38%	36%To	29%	17%	37%	34%T	43%Thy	25%	35%	42%lx	38%	23%	23%	35%				
NET: 4-7	438	39	26	13	360	27	50	34	35	35	29	62	47	40	334	61	282	146	14	12	401	169	97	20	21	17	52	16	12				
	35%lqx	37%	43%jl	36%	34%	53%Tdg	37%	33%	33%	39%	26%	36%	27%	36%	32%	36%T	32%	49%	20%	35%	35%lx	39%lx	38%	34%	45%lx	25%	36%	34%	34%				
NET: 8-10	401	26	17	15	342	14	44	31	34	29	35	59	58	38	295	56	215	181	10	26	352	104	89	14	15	6	108	19	9				
	32%nrsw	25%	27%	42%	32%	27%	32%	30%	32%	32%	32%	34%	33%	35%	31%	30%	28%	39%Tn	35%	43%	31%	22%	36%sw	27%	24%	17%	52%Tsu	42%sw	27%				
Mean	5.27nrs	4.98	5.18	6.36	5.27	5.57	5.36	5.06	5.27	5.53	4.79	5.53	5.01	5.52	5.27	5.05	5.00	5.73Tn	6.07	5.67	5.19	4.41	5.80Tsv	5.08	4.47	4.48	6.54Tsu	6.16sw	4.96				
Standard deviation	3.43	3.27	3.53	3.33	3.44	2.93	3.10	3.66	3.57	3.06	3.90	3.47	3.45	3.44	3.42	3.39	3.38	3.46	3.27	3.77	3.41	3.32	3.19	3.36	3.59	2.81	3.51	3.44	3.37				
Standard error	0.10	0.32	0.47	0.58	0.11	0.41	0.26	0.37	0.33	0.33	0.36	0.25	0.27	0.33	0.11	0.26	0.11	0.21	0.60	0.54	0.10	0.15	0.21	0.47	0.47	0.41	0.28	0.53	0.54				

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

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Table 512
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Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,000 - £25,999 (b)	£26,000 - £38,999 (c)	£39,000 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not at all/Not very aware (t)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	170	36	42	37	20	22	157	87	53	133	34	27	21	6	8	10	37	132	68	102
	14%k	15%	13%	13%	12%	14%	14%k	13%k	14%k	13%k	9%	15%k	14%k	9%	16%kn	13%	15%	13%	15%	13%
1	67	4	10	16	19	13	65	40	22	53	18	9	7	2	3	6	14	53	25	42
	5%ab	2%	3%	6%a	11%Tab	9%ab	6%	6%	6%	5%	5%	5%	5%	3%	7%un	8%umn	5%	5%	5%	5%
2	90	14	24	18	15	14	86	58	30	78	34	19	13	3	5	7	23	66	31	59
	7%	6%	7%	6%	9%	9%	7%	8%	8%	8%	9%	11%Tgn	8%	5%	10%un	10%un	9%	7%	7%	7%
3	93	21	18	21	8	17	90	51	29	74	31	14	8	2	3	7	19	73	36	59
	7%	9%	6%	7%	5%	11%	8%	7%	8%	7%	8%	8%	5%	3%	5%	9%umn	8%	7%	8%	7%
4	88	14	27	19	9	9	83	57	32	70	30	15	12	5	4	8	12	76	42	46
	7%	6%	8%	7%	5%	6%	7%	8%j	8%	7%	8%	8%	8%	9%	8%	11%Tj	5%	8%	9%Tu	6%
5 don't agree with either statements	174	31	45	42	21	19	153	100	46	146	57	19	19	7	8	10	31	136	64	109
	14%g	13%	14%	15%	12%	13%	14%h	12%	14%	16%il	11%	12%	11%	16%ln	13%	12%	14%	14%	14%	14%
6	72	12	15	20	14	6	65	42	21	62	27	12	12	6	6	5	17	54	24	48
	6%	5%	5%	7%	8%	4%	6%	6%	5%	6%	6%	7%	7%	10%k	11%Tghj	7%	7%	5%	5%	6%
7	104	16	30	21	18	14	101	62	40	87	32	19	21	13	5	6	24	80	44	60
	8%	7%	9%	7%	10%	9%	9%	9%	10%	8%	9%	11%	14%Tghj	14%Tghj	9%	8%	10%	8%	10%	8%
8	106	15	23	28	14	17	100	59	37	90	37	15	16	7	3	7	27	78	39	67
	8%	6%	7%	10%	8%	11%	9%	9%	9%	9%	10%	8%	11%	10%	7%	9%	11%	8%	9%	8%
9	81	14	15	15	9	5	51	36	24	54	19	9	10	7	2	4	14	46	25	38
	5%g	6%	5%	5%	5%	3%	4%	5%	5%	5%g	5%	5%	6%	11%Tghk	4%	5%	5%	5%	5%	4%
10 I would prefer to have the protective measures pre-determined by the site/ app	233	56	73	52	26	17	207	99	55	186	47	19	15	6	3	6	31	199	61	172
	19%ghil	24%Te	23%e	18%	15%	11%	18%hkl	14%op	14%op	18%hkl	13%o	11%	10%	9%	6%	8%	12%	20%Tr	13%	22%Tt

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 512
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (n)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 + £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Blitcut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
NET: 0-3	420	75	95	92	62	67	999	239	135	338	116	69	48	13	19	30	93	324	159	261
	33% _n	32%	29%	32%	36%	43%	Tabc	34% _{Tjn}	34% _n	35% _n	33% _n	32% _n	38% _{jkmn}	32% _n	20%	38% _n	39% _{ikmn}	38%	33%	35%
NET: 4-7	438	74	117	103	62	49	401	261	139	365	146	65	63	31	23	29	84	347	174	263
	35%	32%	36%	36%	36%	32%	35%	38% _{Tg}	36%	35%	40% _{Tgj}	37%	41% _{Tg}	50% _{Tghi jp}	45% _{Tgij}	39%	34%	35%	38%	33%
NET: 8-10	401	85	110	95	48	39	358	195	116	330	103	43	41	19	9	17	72	324	126	275
	32% _{ghlo pt}	36% _{se}	34%	33%	28%	25%	31% _{hlop}	29% _{lop}	30% _{lop}	32% _{hlop}	28% _{lop}	24% _{lo}	27% _{lo}	30% _{lop}	17%	22%	29%	33%	27%	34% _{Tl}
Mean	5.27 _{eghlopt}	5.56 _e	5.57 _e	5.36 _e	5.04	4.61	5.20 _{lop}	5.08 _{op}	5.12 _{op}	5.31 _{hlo p}	5.21 _{lop}	4.76	5.13 _{op}	5.86 _{hiklop}	4.41	4.58	4.98	5.34	4.98	5.44 _t
Standard deviation	3.43	3.55	3.45	3.38	3.39	3.30	3.42	3.29	3.36	3.39	3.11	3.28	3.21	2.94	3.08	3.13	3.36	3.45	3.32	3.48
Standard error	0.10	0.23	0.20	0.20	0.26	0.26	0.10	0.12	0.15	0.10	0.14	0.19	0.20	0.26	0.27	0.22	0.19	0.11	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 513

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

	Total (n)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
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%	27 15%	49 14%	35 13%	24 13%	35 12%	28 16%	48 14%	36 13%	24 13%	35 12%
1	67 5%	7 4%	17 5%	17 7%	9 5%	18 6%	7 4%	17 5%	17 6%	10 6%	16 6%
2	90 7%ah	4 2%	25 7%a	17 7%	18 10%a	27 9%a	4 2%	27 8%h	17 6%	19 11%h	24 8%h
3	93 7%j	15 8%	26 7%	11 4%	16 9%	25 8%	15 7%	26 7%	11 4%	17 9%j	25 9%
4	88 7%	5 3%	25 7%	23 9%	9 5%	26 9%ka	5 3%	25 7%	24 9%h	10 5%	25 9%h
5 don't agree with either statements	174 14%	29 16%	36 11%	44 17%	30 16%	36 12%	29 16%	37 11%	45 17%	28 16%	35 12%
6	72 6%	10 6%	11 3%	17 7%	16 9%b	17 6%	11 6%	12 3%	17 6%	9%Ti	15 5%
7	104 8%	7 4%	29 8%	22 9%	15 9%	30 10%ka	7 4%	30 8%	22 8%	14 8%	30 11%h
8	106 8%	10 6%	31 9%	25 10%	10 6%	30 10%	11 6%	31 9%	28 10%	9 5%	28 10%
9	61 5%	8 5%	14 4%	12 5%	7 4%	19 6%	9 5%	14 4%	13 5%	7 4%	18 6%
10 I would prefer to have the protective measures pre-determined by the site/ app	233 19%kl	53 30%Tode	78 23%ude	39 15%	26 15%	38 13%	54 30%Tjkl	79 23%Tjkl	41 15%	22 13%	38 13%
NET: 0-3	420 33%	51 30%	117 34%	81 31%	86 37%	105 35%	53 30%	117 34%	81 30%	70 39%	100 35%
NET: 4-7	438 35%b	51 30%	101 30%	106 40%b	70 39%	109 36%	52 29%	104 40%j	108 39%	69 39%	105 36%
NET: 8-10	401 32%cdk	71 41%Tode	124 36%ud	77 29%	43 24%	86 29%	74 41%Tjkl	123 36%k	81 30%	39 22%	84 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) - T/a/b/c/d/e - T/h/i/j/k/l Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 513

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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Mean	5.27k	5.84d	5.43	5.14	4.94	5.09	5.85k	5.43	5.20	4.75	5.12
Standard deviation	3.43	3.67	3.59	3.31	3.26	3.26	3.67	3.57	3.32	3.22	3.27
Standard error	0.10	0.33	0.21	0.22	0.25	0.15	0.32	0.21	0.22	0.24	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 514
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

	Gender		Social Grade						Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	19-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Strongly agree	(5) 67%	297	378	178	193	147	155	49	627	52	90	101	118	119	88	58	255	146	605	66	18	37	8	317	13	34	300	
		54%aj	59%Ta	52%	52%	56%	55%	55%ij	54%ij	36%	42%	50%l	53%j	68%Tghi	63%Thj	80%Tghj	69%Tghi	56%Tatu	42%	40%	42%	42%	62%TYA	30%	54%ky	49%ky		
Slightly agree	(4) 34%	185	158	103	105	62	72	29	314	57	73	55	57	37	26	9	73	35	292	45	15	23	7	114	12	16	193	
		27%knopq	30%T	25%	30%	24%	26%	33%unopq	27%kopq	40%Thkl	34%Thmn	27%spq	26%	21%	19%	12%	19%	17%	27%	29%	34%	26%	37%	22%	30%	16	31%Tx	
Neither agree nor disagree	(3) 14%	76	71	40	39	31	35	6	141	24	32	31	28	9	12	4	26	16	112	32	8	18	2	48	11	6	75	
		12%mp	11%	12%	11%	12%	12%	7%	12%mp	17%gmpq	15%mpq	15%mpq	12%mp	5%	9%	6%	7%	8%	10%	20%Tr	18%	21%Tr	12%	9%	27%TzxA	10%	12%	
Slightly disagree	(2) 2%	16	7	6	9	6	2	-	22	3	5	5	6	3	1	-	3	1	17	4	1	2	1	6	-	2	13	
		2%	3%	1%	2%	2%	1%	-	2%	2%	2%	2%	3%	2%	1%	-	1%	*	2%	3%	2%	3%	6%	1%	-	3%	2%	
Strongly disagree	(1) 3%	23	7	8	7	9	5	3	27	-	7	4	6	4	6	-	10	6	22	5	2	3	1	12	3	2	12	
		2%b	4%Tb	1%	2%	3%	2%	3%j	3%	-	3%	2%	3%	2%	4%j	-	2%	3%	2%	3%	4%	3%	3%	2%	8%TA	3%	2%	
NET: Agree	101%	482	536	281	299	209	227	77	941	109	163	156	175	156	115	67	338	181	897	111	33	60	15	431	25	50	492	
		81%asuy	78%	84%Ta	82%	80%	80%	81%	87%ijk	80%	76%	76%	76%	79%	89%Thij	83%	92%ijk	87%Thj	86%ijk	83%Tsu	70%	75%	68%	79%	84%Ty	60%	79%	
NET: Disagree	5%	38	14	13	15	15	7	3	49	3	12	9	12	6	7	-	13	7	39	10	3	5	2	19	3	4	25	
		4%b	6%Tb	2%	4%	4%	2%	3%	4%	2%	5%	4%	5%	4%	5%	-	3%	3%	4%	6%	6%	6%	9%	4%	8%	7%	4%	
Don't know	4%	22	20	8	17	6	11	2	40	7	8	8	7	3	5	2	10	7	37	5	1	4	-	15	2	3	20	
		3%	4%	3%	2%	5%	4%	2%	3%	5%	4%	4%	3%	2%	4%	3%	3%	3%	3%	3%	1%	5%	-	3%	4%	4%	3%	
Mean	4.32aj	4.21	4.44Ta	4.31	4.33	4.31	4.38	4.38	4.32j	4.16	4.13	4.24	4.29	4.55Thj	4.42j	4.76Tgh	4.54Thj	4.54Thj	4.37Tst	4.06	4.06	4.06	4.09	4.44TyA	3.78	4.29y	4.27y	
Standard deviation	0.93	1.02	0.82	0.91	0.91	1.00	0.86	0.90	0.93	0.79	0.98	0.96	0.96	0.84	1.01	0.55	0.87	0.89	0.89	1.03	1.04	1.04	1.05	0.90	1.16	1.02	0.91	
Standard error	0.03	0.04	0.04	0.05	0.05	0.07	0.05	0.08	0.03	0.06	0.07	0.07	0.07	0.07	0.09	0.09	0.05	0.07	0.03	0.07	0.14	0.10	0.19	0.04	0.15	0.13	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 515
 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

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (g)	Mental conditi on (h)	Physica l conditi on (i)	No impact /g/ limiti ng conditi on (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No childre n aged 17 or under (o)	NET: Yes				Seconda ry school or equiv (r)	Univer sity degree or equiv (s)	Higher univer sity degree (t)	Still in full time educati on (u)		
											Yes (v)	Aged under 5 (w)	Aged 5- 10 (x)	Aged 11-15 (y)					Aged 16-17 (z)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	976	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
Strongly agree	(5)	675	216	100	127	444	153	365	142	14	473	153	62	67	50	30	324	195	60	44
		54% _d	61% _{Td}	62% _{Td}	61% _{Td}	51%	56% _d	55% _d	49% _d	54% _d	55% _d	51% _d	54% _d	49% _d	47% _d	52% _d	54% _d	51% _d	54% _d	46% _d
Slightly agree	(4)	343	84	44	47	248	63	186	88	6	228	85	34	40	28	15	159	103	32	35
		27%	24%	27%	22%	29%	23%	28%	30%	21%	26%	28%	30%	29%	26%	25%	27%	27%	29%	37% _{To}
Neither agree nor disagree	(3)	147	31	9	20	105	35	69	37	5	97	42	14	23	18	7	69	53	11	9
		12% _b	9% _b	6%	10%	12% _b	13%	10%	13%	19%	11%	14%	12%	17%	17%	12%	14%	14%	10%	9%
Slightly disagree	(2)	22	5	2	3	17	5	10	7	-	18	4	1	3	2	2	9	9	4	-
		2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	4%	2%	2%	3%	-
Strongly disagree	(1)	30	6	3	5	23	7	14	8	-	21	8	1	2	2	3	13	14	-	3
		2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	1%	2%	2%	5%	2%	4%	4%	-	3%
NET: Agree	1018	300	144	174	692	216	551	230	20	701	238	96	106	78	45	483	298	92	79	
	81%	85% _T	89% _{Td}	83%	80%	80%	82%	79%	75%	81%	79%	84%	78%	73%	77%	80%	78%	78%	84%	83%
NET: Disagree	52	11	5	8	41	12	24	15	1	39	10	2	5	4	5	22	23	4	3	
	4%	3%	3%	4%	5%	4%	4%	5%	3%	5%	3%	2%	4%	4%	9%	4%	6%	3%	3%	
Don't know	42	10	4	7	30	8	25	9	1	29	11	2	3	6	1	26	8	3	4	
	3%	3%	2%	3%	3%	3%	4%	3%	4%	3%	4%	2%	2%	6%	2%	4%	2%	3%	4%	
Mean	4.32 _{dp}	4.45 _{Td}	4.50 _{Td}	4.42	4.28	4.33	4.36	4.23	4.28	4.33	4.29	4.38	4.23	4.21	4.19	4.34	4.22	4.39	4.29	
Standard deviation	0.83	0.86	0.82	0.82	0.85	0.87	0.89	0.87	0.85	0.84	0.91	0.81	0.89	0.86	1.12	0.91	1.02	0.81	0.90	
Standard error	0.03	0.05	0.06	0.06	0.03	0.06	0.04	0.05	0.16	0.03	0.05	0.07	0.07	0.09	0.14	0.04	0.05	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * - small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 516
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

	GQ Region													Urban/Rural		Internet usage			Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Strongly agree (5)	675	50	32	19	574	24	84	50	62	43	62	85	99	66	494	106	381	288	10	32	620	281	132	39	37	10	144	28	16	
Slightly agree (4)	343	34	15	8	286	18	34	34	22	27	34	43	45	28	256	55	233	108	9	16	319	150	65	9	13	18	43	7	8	
	27%	33%	25%	21%	27%	35%	25%	34%	20%	30%	31%	25%	25%	26%	27%	29%	30%To	23%	32%	26%	28%	31%Tux	26%	16%	21%	46%Tuv	21%	16%	25%	
Nether agree nor disagree (3)	147	12	8	7	121	6	11	11	17	10	10	24	22	9	119	13	98	44	8	6	123	70	30	3	6	7	14	7	3	
Slightly disagree (2)	22	2	2	-	18	*	*	*	1	3	2	8	4	1	16	1	17	5	-	1	20	12	5	1	-	*	1	-	3	
	2%	2%	3%	-	2%	*	*	*	1%	3%	2%	5%Tdt	2%	1%	2%	*	2%T	1%	-	1%	2%	3%	2%	2%	-	1%	*	-	8%	
Strongly disagree (1)	30	3	-	2	25	4	2	2	3	2	2	4	3	2	22	6	23	6	-	1	27	19	6	*	3	-	1	1	-	
	2%	3%	-	5%	2%	7%Td	2%	2%	3%	3%	2%	3%	2%	2%	2%	3%	3%T	1%	-	2%	2%	3%	2%	1%	4%xy	-	1	1	-	
NET: Agree	1018	84	47	27	860	42	118	85	84	70	96	128	144	94	750	161	614	397	19	48	939	371	198	48	50	28	186	35	24	
	81%kns	81%	78%	73%	81%k	81%	86%k	83%	78%	77%	86%k	75%	81%	87%k	80%	85%	79%	86%Tn	68%	79%	82%T	77%	80%	90%w	80%	72%	90%Tsw	79%	70%	
NET: Disagree	52	5	2	2	44	4	2	2	4	5	4	12	7	3	39	6	40	11	-	2	48	29	11	2	3	*	2	1	3	
	4%k	4%	3%	5%	4%	8%	2%	2%	4%	6%	3%	7%	4%	3%	4%	3%	5%T	2%	-	4%	4%	6%Tx	4%	3%	4%	1%	1%	1%	8%	
Don't know	42	4	4	1	33	-	5	4	2	6	2	7	4	2	30	9	27	10	1	4	36	12	10	1	4	4	4	1	4	
	3%	4%	6%	3%	3%	-	4%	4%	2%	6%	2%	4%	2%	3%	5%	3%	2%	3%	2%	3%	4%	3%	4%	1%	6%	10%Tsx	2%	3%	12%	
Mean	4.32ns	4.26	4.36	4.19	4.33	4.12	4.49Tek	4.34	4.32	4.23	4.39	4.20	4.35	4.46	4.30	4.42	4.24	4.47Tn	4.06	4.35	4.34	4.17	4.32	4.62Tow	4.37	4.09	4.62Tst	4.43	4.22	
Standard deviation	0.93	0.94	0.85	1.08	0.93	1.13	0.80	0.84	0.99	0.98	0.85	1.03	0.91	0.85	0.94	0.89	0.98	0.83	0.83	0.92	0.92	1.01	0.94	0.77	1.01	0.72	0.67	0.88	0.99	
Standard error	0.03	0.09	0.12	0.19	0.03	0.16	0.07	0.09	0.09	0.11	0.08	0.08	0.08	0.07	0.08	0.03	0.07	0.03	0.05	0.15	0.14	0.03	0.05	0.06	0.11	0.14	0.11	0.05	0.14	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 517

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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitcut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Strongly agree (5)	675	120	182	160	99	73	607	325	166	540	148	71	66	22	9	21	106	560	209	467
	54%ghk lmoprt	51%	57%	55%	58%	47%	52%shkl mop	47%ukin op	43%op	52%hkl mnop	40%op	41%op	44%op	35%o	18%	28%o	42%	56%Tr	45%	58%Tt
Slightly agree (4)	343	66	84	71	44	59	329	228	137	297	125	65	50	26	19	29	92	249	151	191
	27%su	28%	26%	24%	26%	38%Tbcd	28%T	33%Tgj	35%Tgj	29%T	34%Tgj	37%Tgj	33%	40%Tgj	37%Tg	39%Tg	37%Tg	33%Ts	25%	33%Tu
Neither agree nor disagree (3)	147	33	29	39	18	11	136	95	59	130	68	26	25	14	13	16	25	119	63	85
	12%	14%	9%	13%	11%	7%	12%	14%Tg	15%Tg	13%T	19%Tghi j	15%	16%Tg	11%	22%Tghj i	25%Tghi jm	21%Tghi jm	10%	12%	14%
Slightly disagree (2)	22	1	6	5	5	4	22	14	6	17	4	3	4	1	2	5	6	16	11	11
	2%	1%	2%	2%	3%	3%	2%	2%	1%	2%	1%	2%	2%	1%	4%kn	6%Tghj kmmn	2%	2%	2%	
Strongly disagree (1)	30	5	10	3	4	5	29	12	12	20	8	7	3	1	5	1	9	20	11	18
	2%	2%	3%	1%	2%	3%	3%hj	2%	3%h	2%	2%	4%hj	2%	1%	11%Tghj kmmn	2%	4%	2%	2%	
NET: Agree	1018	185	266	231	143	132	936	554	304	838	273	136	116	48	28	51	197	809	360	658
	81%ukop	79%	83%	79%	83%	86%	81%ukop	80%kop	78%op	81%ukop	75%op	77%op	77%op	75%op	55%	67%o	79%	81%	78%	
NET: Disagree	52	7	16	8	9	9	51	26	18	37	13	10	7	1	7	6	15	37	22	30
	4%j	3%	5%	3%	5%	6%	4%j	4%	5%	4%	3%	6%	5%	2%	15%Tghj kmmn	8%Tghj kmmn	6%	4%	5%	
Don't know	42	9	10	13	2	2	35	18	9	28	11	4	4	*	3	3	11	30	15	27
	3%gj	4%	3%	4%	1%	2%	3%	3%	2%	3%	2%	2%	2%	*	5%mn	4%n	4%	3%	3%	
Mean	4.32ghj kmmnpr t	4.30	4.36	4.37	4.35	4.26	4.30hkl lmnop	4.25kl op	4.16op	4.31hkl lmnop	4.13op	4.11op	4.18op	4.08op	3.50	3.88o	4.17	4.36Tr	4.20	4.39Tt
Standard deviation	0.93	0.91	0.96	0.87	0.95	0.95	0.94	0.90	0.96	0.90	0.93	1.00	0.95	0.84	1.19	0.97	0.99	0.91	0.95	0.91
Standard error	0.03	0.06	0.06	0.05	0.07	0.07	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.07	0.11	0.07	0.06	0.03	0.04	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 518
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Strongly agree	(5) 675 54%el	131 75%Tbcde	201 59%e	136 52%e	93 52%e	114 38%	134 75%Tjkl	202 59%j	141 52%j	87 49%j	111 39%
Slightly agree	(4) 343 27%ah	20 12%	81 24%a	83 31%a	41 23%a	118 39%Tabd	21 12%	80 23%h	85 31%h	44 25%h	113 39%Thik
Neither agree nor disagree	(3) 147 12%ah	8 4%	34 10%	25 10%	29 18%a	51 17%Tabc	8 4%	36 10%	24 9%	31 17%Thj	50 17%Thij
Slightly disagree	(2) 22 2%	1 1%	8 2%	3 1%	5 3%	5 2%	1 2%	8 2%	4 3%	5 3%	5 2%
Strongly disagree	(1) 30 2%	5 3%	6 2%	8 3%	5 3%	7 2%	5 3%	6 2%	8 3%	5 3%	7 2%
NET: Agree	1018 81%dk	151 87%de	281 82%	219 83%	134 75%	232 77%	155 87%kl	282 82%	226 84%k	131 74%	224 77%
NET: Disagree	52 4%	6 3%	14 4%	10 4%	12 6%	12 4%	6 3%	14 4%	11 5%	10 5%	12 4%
Don't know	42 3%el	9 5%e	13 4%	9 4%	6 3%	4 1%	10 5%l	13 4%	9 3%	6 3%	4 1%
Mean	4.32el	4.65Tbcde	4.41e	4.33e	4.22	4.11	4.65Tjkl	4.40kl	4.34l	4.19	4.11
Standard deviation	0.93	0.84	0.89	0.92	1.03	0.91	0.83	0.90	0.91	1.02	0.92
Standard error	0.03	0.08	0.05	0.06	0.08	0.04	0.08	0.05	0.06	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 519
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

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Action should be taken immediately	846	376	468	218	252	174	200	62	784	75	109	116	163	143	113	66	321	178	731	110	28	64	12	367	29	48	387	
	67%ajk	61%	73%Ta	64%	68%	67%	71%	70%ijk	67%ijk	52%	51%	57%	74%hijk	82%Tghi	81%Thj	90%Tghl	83%Tghl	84%Tghl	67%	69%	64%	73%	65%	72%TA	68%	76%	63%	
Up to 24 hours	283	157	126	87	84	59	51	20	262	48	66	63	36	23	21	5	49	26	249	29	9	13	5	103	5	13	154	
	22%abimo	25%Tb	20%	26%	23%	23%	18%	23%imopq	22%imopq	33%Thim	31%Thim	31%Thim	18%	13%	15%	7%	13%	12%	23%	19%	21%	15%	24%	20%	13%	21%	25%	
Up to 7 days	58	38	20	18	18	12	10	4	54	10	24	7	7	4	2	-	6	2	49	7	2	3	2	21	4	1	32	
	5%bqp	6%Tb	3%	5%	5%	3%	4%	5%spq	7%npq	11%Thiklm	4%	3%	2%	2%	-	2%	1%	4%	4%	4%	4%	4%	9%	4%	9%	1%	5%	
Up to 1 month	11	8	3	4	1	3	3	1	4	1	4	4	-	-	-	-	-	6	4	1	3	-	3	1	1	5		
	1%r	1%	1%	1%	-	1%	1%	2%p	1%	1%	2%p	-	-	-	-	-	-	1%	2%r	3%r	3%r	-	1%	3%	1%	1%		
More than 1 month/ as long as is needed	10	8	2	2	2	3	3	1	9	1	3	1	1	2	1	-	3	1	8	2	2	-	-	3	-	7		
	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	-	1%	1%	1%	4%Tr	1%	-	1%	-	-	1%	
Don't know	51	31	21	13	14	9	13	-	51	9	9	13	14	3	2	2	7	4	43	6	2	4	-	17	3	1	29	
	4%pp	5%	3%	4%	4%	4%	5%	-	4%gp	6%gnpq	4%	6%gnpq	6%gnpq	2%	1%	3%	2%	2%	4%	4%	4%	4%	1%	3%	7%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 520

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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Action should be taken immediately	846	251	111	154	571	179	463	185	18	599	185	64	84	67	42	416	242	68	63
	67%k	71%	68%	74%T	68%	68%	69%	63%	68%	69%k	61%	55%	61%	63%	72%	69%	63%	61%	66%
Up to 24 hours	283	75	42	38	199	67	139	70	7	180	82	36	37	27	10	117	101	30	24
	22%o	21%	26%	18%	23%	24%	21%	24%	27%	21%	27%l	31%Tl	27%	26%	17%	19%	26%To	27%	25%
Up to 7 days	58	15	6	10	42	16	27	15	*	39	15	8	8	5	1	23	21	7	6
	5%	4%	4%	5%	5%	6%	4%	5%	1%	4%	5%	7%	5%	5%	3%	4%	6%	6%	6%
Up to 1 month	11	-	-	-	9	1	3	6	-	4	5	1	4	3	-	4	1	4	1
	1%u	-	-	-	1%	*	*	2%Tl	-	*	2%u	-	3%Tl	3%u	-	1%	*	3%Top	1%
More than 1 month/ as long as is needed	10	2	*	2	8	2	5	3	-	7	2	-	-	-	2	6	2	-	2
	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	-	-	-	3%	1%	1%	-	2%
Don't know	51	9	4	4	38	6	32	12	1	39	12	7	4	4	3	34	14	2	-
	4%r	3%	2%	2%	4%	2%	5%	4%	5%	4%	4%	6%	3%	4%	5%	6%Tr	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 521
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

	GEO Region														Urban/ Rural		Internet usage		Devices used to access internet				Working status							
	Total (n)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Action should be taken immediately	846	64	43	20	719	39	99	78	69	52	75	109	119	79	601	144	480	356	16	47	772	276	176	43	39	21	170	38	21	
	67%Ans	61%	71%	54%	68%	75%	72%	76%ai	65%	57%	67%	64%	68%	73%ai	64%	76%TA	62%	77%Tn	55%	77%	67%	57%	71%sa	80%sw	63%	55%	82%Tstv	86%Tsw	61%	
Up to 24 hours	283	26	11	11	234	7	29	17	27	27	27	41	37	21	229	33	211	72	6	4	271	138	48	8	15	13	31	4	5	
	22%oqx	25%	19%	31%	22%	14%	21%	17%	25%	30%	24%	24%	21%	20%	24%T	17%	27%To	16%	22%	6%	24%Tq	29%Tky	19%	15%	25%	33%ky	15%	9%	16%	
Up to 7 days	58	7	3	3	45	3	3	3	5	6	6	10	5	4	47	7	46	12	2	1	53	33	8	-	3	4	3	-	4	
	5%ix	7%	5%	8%	4%	6%	2%	3%	4%	7%	6%	6%	3%	4%	5%	4%	6%To	3%	7%	1%	5%	7%Tx	3%	-	5%	9%ux	1%	-	11%	
Up to 1 month	11	4	1	-	6	1	*	2	-	-	-	3	-	1	8	1	5	4	1	2	4	7	3	-	-	-	-	-	-	
	1%adr	3%Tdl	1%	-	1%	1%	*	2%	-	-	-	2%	-	1%	1%	*	1%	1%	4%	4%Tr	*	1%	1%	-	-	-	-	-	*	
More than 1 month/ as long as is needed	10	1	-	-	8	1	-	1	-	-	-	2	3	1	7	1	10	-	1	1	7	3	2	2	-	-	1	-	1	
	1%sr	1%	-	-	3%	1%	1%	-	1%	-	-	1%	2%	1%	1%	-	1%To	-	4%	1%	1%	1%	3%	-	-	-	-	-	3%	
Don't know	51	3	2	2	44	1	6	1	6	5	3	6	12	2	45	4	28	18	2	6	39	25	12	1	5	1	3	2	3	
	4%sr	3%	4%	5%	4%	3%	4%	1%	6%	6%	3%	3%	7%	2%	5%	2%	4%	4%	9%	11%Tr	3%	5%	5%	2%	8%ix	2%	1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 522
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

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £52,000 + (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Action should be taken immediately	846	157	221	182	121	102	764	436	243	697	223	85	84	26	17	34	149	686	266	580
	67%ghk	67%	69%	63%	71%	66%	66%hkm	63%lmo	62%lmo	67%hkl	61%knp	48%o	56%lno	41%o	34%	44%o	60%	69%Tr	58%	73%Tt
Up to 24 hours	283	47	67	76	39	39	269	181	100	239	88	56	43	25	13	25	63	220	126	156
	22%u	20%	21%	26%	23%	25%	23%T	26%Tg	26%	23%	24%	32%Tghj	28%Tj	39%Tghj	25%	33%Tghj	25%	22%	28%Tu	20%
Up to 7 days	58	13	15	13	7	7	57	41	28	50	29	24	16	11	11	13	24	33	37	21
	5%au	5%	5%	5%	4%	5%	5%	6%T	7%Tg	5%	8%Tg	14%Tghj	11%Tghj	17%Tghj	22%Tghj	17%Tghj	10%Ts	3%	8%Tu	3%
Up to 1 month	11	1	1	6	1	1	11	7	5	5	5	2	1	-	1	1	3	8	6	5
	1%j	-	-	2%	-	1%	1%j	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
More than 1 month/ as long as is needed	10	3	2	1	1	2	10	7	6	6	3	3	2	1	1	1	3	7	7	3
	1%u	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%j	1%	1%	1%	2%Tu	-
Don't know	51	13	13	13	3	3	47	19	8	35	17	7	5	1	7	2	7	42	17	35
	4%hj	5%	4%	4%	1%	2%	4%hi	3%	2%	3%j	5%hi	4%j	3%	2%	15%Tghj	3%	3%	4%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 523
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Action should be taken immediately	846	133 67%el	133 76%Tde	248 73%Tde	179 68%e	113 63%	174 58%	135 76%Tkl	251 73%Tkl	180 67%kl	111 63%
Up to 24 hours	283	24 22%ah	24 14%	68 20%	62 24%a	48 27%a	80 14%	25 27%Ta	69 23%h	63 28%h	49 27%Th
Up to 7 days	58	5 5%bi	5 3%	4 1%	8 3%	12 7%b	29 10%Tabc	5 3%	4 4%	11 6%j	10 10%Thij
Up to 1 month	11	4 1%	2 2%b	-	1 1%	3 2%b	3 2%j	4 2%j	-	1 1%	3 2%j
More than 1 month/ as long as is needed	10	-	2 1%	4 1%	1 1%	3 1%	-	2 1%	4 1%	1 1%	3 1%
Don't know	51	9 4%	9 5%	19 5%	10 4%	3 2%	11 4%	9 5%	19 5%	10 4%	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 524
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

	Gender		Social Grade				Age		Ethnicity			Religion	
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	White (r)	BAME (s)	Mixed (t)	Christi an (x)	None (A)
Unweighted base	118	63	55	51	27	19	21	118	99	19	14	52	58
Weighted base	89	45*	43*	37*	21**	14**	16**	89	76	13**	10**	41*	43*
Effective base	94	46	48	40	23	15	17	94	80	14	10	41	47
Giving all your own views and experiences	74	35	39	30	19	11	13	74	64	10	7	32	37
	83%	78%	89%	82%	91%	79%	82%	83%	85%	74%	66%	78%	87%
Giving your own views and experiences, with help from an adult / parent	14	9	5	7	2	2	3	14	11	3	3	8	6
	16%	21%	11%	18%	9%	17%	18%	16%	14%	26%	34%	21%	13%
Having an adult / parent give their opinion of your views and experiences	1	1	-	-	-	1	-	1	1	-	-	1	-
	1%	1%	-	-	-	4%	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 525
 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

	Impacting/limiting condition			Number of people in household		Highest educational level
	Total (f)	Any (a)	Mental condition (b)	No impacting/limiting condition (c)	2-3 (e)	
Unweighted base	118	31	21	85	38	69
Weighted base	89	23**	14**	65	31*	50
Effective base	94	23	16	70	30	55
Giving all your own views and experiences	74	17	13	56	23	44
	83%	76%	90%	86%	76%	87%
Giving your own views and experiences, with help from an adult / parent	14	5	1	9	7	6
	16%	24%	10%	13%	24%	12%
Having an adult / parent give their opinion of your views and experiences	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 526
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

	GO Region					Urban/ Rural		Internet usage		Devices used to access internet	
	NET: England (d)	North West (f)	Midland s (h)	East Midlands (i)	London (k)	Urban (A)	Rural (B)	More than 2 hours (m)	1-2 hours (n)		
Unweighted base	118	97	13	16	10	19	105	12	97	21	113
Weighted base	89	73	10**	12**	10**	12**	77	11**	73	16**	85
Effective base	94	76	9	12	8	17	84	9	76	18	89
Giving all your own views and experiences	74	59	9	10	9	9	63	10	59	15	71
83%	81%	88%	89%	92%	74%	82%	94%	82%	91%	84%	
Giving your own views and experiences, with help from an adult / parent	14	13	1	1	1	3	14	-	13	1	13
16%	18%	12%	11%	8%	26%	18%	-	18%	9%	16%	
Having an adult / parent give their opinion of your views and experiences	1	1	-	-	-	-	-	1	1	-	1
1%	1%	-	-	-	-	-	-	6%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 527
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

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)		
Unweighted base	118	18	25	27	33	117	96	91	83	84	46	30	18	43	74	61	57	
Weighted base	89	13**	21**	20**	24**	88	73	66	67	66	33*	18**	13**	31*	57	44*	44*	
Effective base	94	16	19	24	25	93	75	74	65	65	31	22	13	33	60	50	44	
Giving all your own views and experiences	74	11	17	18	19	73	59	56	53	54	28	14	11	26	47	35	39	
83%	89%	79%	89%	81%	83%	81%	84%	80%	83%	86%	80%	81%	86%	83%	79%	88%	88%	
Giving your own views and experiences, with help from an adult/parent	14	1	4	2	5	14	14	10	13	11	4	4	2	4	9	9	5	
16%	11%	21%	8%	19%	16%	19%	15%	20%	16%	14%	20%	19%	14%	16%	21%	10%	10%	
Having an adult/parent give their opinion of your views and experiences	1	-	-	1	-	1	1	1	1	1	-	-	-	1	-	1	1	
1%	-	-	3%	-	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 528

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

	Total (j)	No. of VSPs used in Past 3 months		No. of Selected VSPs used in Past 3 months	
		4 VSPs (d)	5+ VSPs (e)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	118	23	71	23	70
Weighted base	89	19**	53	19**	52
Effective base	94	19	54	19	53
Giving all your own views and experiences	74 83%	14 73%	45 84%	15 76%	44 84%
Giving your own views and experiences, with help from an adult / parent	14 16%	5 27%	8 15%	5 24%	8 15%
Having an adult / parent give their opinion of your views and experiences	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 529
D1. Age
Base: All respondents

	Gender			Social Grade				Age										Ethnicity					Religion				
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	13-17 (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	55+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christian (n)	Muslim (n)	Other religion (n)	None (n)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
13	18 1%hp	9 1%	9 1%	3 3%	3 1%	3 1%	3 1%	18 20%Thjk lmpoq	-	-	-	-	-	-	-	-	-	16 2%	1 1%	1 2%	-	-	2%	9 2%	1 2%	-	8 1%
14	18 1%hp	9 1%	9 1%	7 2%	7 2%	2 1%	2 1%	18 20%Thjk lmpoq	-	-	-	-	-	-	-	-	-	-	14 1%	4 2%	3 8%Trsu	-	-	9 2%	1 2%	1 2%	7 1%
15	18 1%hp	9 1%	9 1%	7 2%	6 2%	2 1%	3 1%	18 20%Thjk lmpoq	-	-	-	-	-	-	-	-	-	-	16 1%	2 1%	1 2%	-	5%	6 1%	-	-	12 2%
16	18 1%hp	9 1%	9 1%	6 2%	2 1%	5 2%	5 2%	18 20%Thjk lmpoq	-	-	-	-	-	-	-	-	-	-	14 1%	4 3%	3 7%Tr	1 1%	-	8 2%	1 1%	1 1%	8 1%
17	18 1%hp	9 1%	9 1%	9 3%	3 1%	2 1%	3 1%	18 20%Thjk lmpoq	-	-	-	-	-	-	-	-	-	-	15 1%	2 1%	2 5%Tu	-	-	9 2%	-	1 1%	8 1%
18-24	143 11%gjk lmpoqx	73 12%	70 11%	45 13%e	53 14%e	13 5%	31 11%e	-	143 12%Tg klmpoq	143 100%Tghj lmpoq	-	-	-	-	-	-	-	114 11%	26 16%r	11 25%Tr	11 13%	4 20%	32 6%	5 13%	8 12%	92 15%Tx	
25-34	215 17%gk lmpoqx	107 17%	108 17%	52 15%	75 20%	44 17%	41 15%	-	215 18%Tgk lmpoq	-	215 100%Tghk lmpoq	-	-	-	-	-	-	174 16%	37 24%Tr	6 14%	27 31%Trat	4 21%	53 10%	10 25%k	12 18%	131 21%Tx	
35-44	204 16%gk lmpoq	101 16%	103 16%	52 15%	62 17%	48 18%	40 14%	-	204 17%Tgk lmpoq	-	204 100%Tghj lmpoq	-	-	-	-	-	-	161 15%	40 25%Tr	9 21%	21 25%r	4 22%	72 14%	14 34%TA	11 18%	105 17%	
45-54	221 18%gk lmpoq	109 18%	112 18%	48 14%	62 17%	52 20%	59 21%c	-	221 19%Tgk lmpoq	-	221 100%Tghj kmpoq	-	-	-	-	-	-	199 18%	22 14%	4 9%	13 14%	3 15%	90 18%	4 10%	13 21%	111 18%	
55-64	175 14%gk lmpoq	83 13%	91 14%	44 13%	47 13%	46 18%	38 14%	-	175 15%Tgk lmpoq	-	-	-	175 100%Tghj kmpoq	-	-	-	-	161 15%au	10 7%	4 9%	4 4%	3 15%	91 18%TA	1 2%	6 10%	69 11%	
65+	212 17%gk lmpoq	99 16%	113 18%	64 19%	52 14%	42 16%	54 19%	-	212 18%Tgk lmpoq	-	-	-	-	139 100%Tgh kmpoq	73 100%Tgh kmpoq	212 55%Tgh kmpoq	212 100%Tgh kmpoq	201 19%Tst	10 6%	-	10 11%at	-	134 26%TA	5 12%	10 17%	62 10%	
Mean	46.54d kstoyA	46.05	47.01	46.68	43.95	48.74d	48.09d	-	46.54j k	22.01	30.25i	39.88j	49.74Th jk	59.68Th jkl	69.06Th jkmp	77.40Th jkmp	66.39Th jkim	71.93Th jkmp	47.69Ts tu	39.13	35.44	40.49	37.77	52.94Ty zA	39.93	45.63	42.20

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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 529
D1. Age
Base: All respondents

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	388	212	1085	158	44*	87	19**	513	41*	62*	613
Standard deviation	16.88	16.91	16.85	17.89	16.82	15.13	17.40	-	16.88	1.78	2.78	2.74	2.81	2.86	3.10	2.03	7.34	4.84	16.95	14.29	13.17	15.19	13.84	16.77	13.82	17.08	15.46
Standard error	0.50	0.67	0.75	1.01	0.89	1.01	1.09	-	0.50	0.14	0.18	0.18	0.19	0.23	0.28	0.32	0.41	0.38	0.55	1.06	1.96	1.50	2.53	0.79	1.86	2.22	0.66

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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 530
D1. Age
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education						
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
13	18	4	1	2	14	-	4	13	1	-	-	-	-	-	-	-	-	-	18	
1%lop	1%	1%	1%	1%	2%	-	1%	4%	4%	-	-	-	-	-	-	-	-	-	-	18%Topp
14	18	3	3	-	15	-	4	11	3	-	-	-	-	-	-	-	-	-	18	
1%lop	1%	2%	-	2%	-	-	1%	4%	11%	-	-	-	-	-	-	-	-	-	-	18%Topp
15	18	4	1	3	14	-	11	6	1	-	-	-	-	-	-	-	-	-	17	
1%lop	1%	1%	1%	2%	-	2%	2%	3%	3%	-	-	-	-	-	-	-	-	-	-	18%Topp
16	18	5	4	2	12	-	6	9	2	-	-	-	-	-	-	-	-	-	16	
1%lop	1%	2%	1%	1%	1%	-	1%	3%	7%	-	-	-	-	-	-	-	-	-	-	16%Topp
17	18	8	6	2	10	-	6	11	1	-	-	-	-	-	-	-	-	-	13	
1%lop	2%	3%	1%	1%	-	-	1%	4%	3%	-	-	-	-	-	-	-	-	-	-	13%Topp
18-24	143	38	25	10	100	6	72	60	5	105	37	18	8	12	7	70	45	10	14	
11%oe	10%ic	16%ac	5%	12%c	2%	11%e	21%ef	18%	18%	12%	12%l	16%l	6%	11%	13%	12%	12%	10%	14%	
25-34	215	35	20	17	172	33	122	53	7	133	82	53	41	15	1	80	93	35	2	
17%acei	10%	12%	8%	20%Tabc	12%	18%e	18%	28%	15%u	27%Timn	46%Tijl	30%Timn	14%u	2%	13%r	24%Tor	32%Tor	2%	2%	
35-44	204	48	30	30	147	37	97	65	4	96	108	36	67	46	14	102	68	29	-	
16%ur	14%	18%a	14%	17%	14%	15%	23%ef	13%	11%	36%Ti	31%Ti	49%Tijk	43%Tim	24%l	17%r	18%r	28%Tor	-	-	
45-54	221	74	42	41	143	72	103	44	2	162	60	7	17	30	26	138	58	17	-	
18%kr	21%	26%Td	20%	17%	26%Tlg	15%	15%	9%	19%k	20%kl	7%	12%	28%Tjk	45%Tjk	23%Tpr	15%r	15%r	-	-	
55-64	175	53	22	31	116	50	113	12	-	162	13	-	4	2	7	103	59	6	-	
14%gkl	15%	14%	15%	13%	18%Tg	17%Tg	4%	-	19%Tjkm	4%	-	3%	2%	13%jkm	17%Tqr	16%qr	6%r	-	-	
65+	212	85	9	72	125	73	130	7	1	208	3	-	-	2	2	107	58	13	-	
17%bdj	24%Tbd	5%	34%Tabd	14%b	27%Tlg	19%Tg	2%	4%	24%Tjkm	1%	-	-	2%	2	18%r	18%r	11%r	-	-	
Mean	46.54bd	50.79Td	43.14	55.28Ta	45.06	53.31Tf	47.74Tg	36.73	34.08	49.56Tj	38.02k	33.08	37.65k	39.96kl	45.43k	47.78Tp	44.97	41.51	21.04	
Standard deviation	16.88	17.52	14.47	16.73	16.35	14.99	17.40	12.36	12.83	17.66	10.30	7.43	7.77	10.41	12.02	16.37	16.32	14.75	3.41	
Standard error	0.50	0.97	1.20	1.19	0.59	0.93	0.71	0.76	2.57	0.92	0.57	0.66	0.62	0.97	1.51	0.69	0.82	1.35	0.80	

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



Ofcom VSP Tracker - Wave 1
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Table 531
D1. Age
Base: All respondents

	GO Region										Urban/ Rural		Internet Usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
13	18	3	-	-	14	1	2	-	2	2	*	2	2	2	17	1	10	7	-	1	17	-	-	-	-	-	-	-	-
14	18	3	-	-	15	1	3	2	3	1	-	4	1	1	15	2	14	4	-	-	18	-	-	-	-	-	-	-	-
15	18	2	2	-	14	1	2	2	2	2	3	-	1	15	3	17	1	-	1	16	-	-	-	-	-	-	-	-	-
16	18	1	2	2	13	1	-	1	2	2	2	2	2	-	16	1	14	4	1	-	16	-	-	-	-	-	-	-	-
17	18	1	-	-	17	1	4	-	3	2	2	1	2	2	14	3	18	-	-	18	-	-	-	-	-	-	-	-	-
18-24	143	15	8	4	117	4	18	8	19	6	10	23	18	10	108	23	106	35	3	136	54	28	12	6	32	-	3	7	
25-34	215	20	8	7	181	11	30	17	17	16	17	24	30	17	178	27	160	50	4	4	203	137	45	6	7	5	-	6	8
35-44	204	23	10	7	164	3	20	18	15	18	16	25	35	15	169	21	148	54	8	3	186	115	44	13	16	-	1	9	7
45-54	221	14	9	6	193	9	18	27	14	18	24	32	31	19	150	44	114	103	7	8	206	114	62	10	16	1	3	10	4
55-64	175	8	7	3	157	9	22	14	11	10	19	28	27	16	125	34	91	83	4	12	155	57	43	11	9	-	36	13	5
65+	212	16	16	7	172	11	19	13	18	12	20	27	28	25	130	30	87	122	1	29	175	5	26	-	8	-	166	4	2
Mean	46.54An rsuw	43.51	50.20	46.41	46.62	48.85	44.90	46.24	43.75	45.86	48.28	46.76	46.72	49.32ah	45.08	47.70	42.82	52.57Tn	43.66	60.17Tr	45.77	40.13w	44.96sw	40.50w	46.07sw	22.55	70.45Ts tuwv	47.86su w	40.06
Standard deviation	16.88	16.68	19.43	16.81	16.72	17.06	16.89	15.23	17.80	15.52	16.23	16.84	16.87	17.51	16.41	16.68	15.98	16.51	12.89	16.62	16.80	11.89	14.37	14.23	13.81	5.55	7.16	13.82	14.67
Standard error	0.50	1.74	2.69	3.12	0.54	2.54	1.51	1.57	1.75	1.80	1.58	1.28	1.39	1.74	0.56	1.32	0.54	1.06	2.39	2.42	0.51	0.53	0.92	1.97	1.81	0.82	0.57	2.13	2.35

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
 ONLINE Fieldwork: 22nd September - 4th October 2021

Table 532
 D1. Age
 Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,000 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Frutla (n)	Bitchut (o)	OnlyFan (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
13	18	2	2	4	5	6	17	12	14	12	13	4	4	1	-	-	6	11	6	11
1%	1%	-	1%	3%	4%Tab	1%	2%j	4%Tghp	1%	3%Tghp	3%j	2%	2%	-	-	-	3%	1%	1%	1%
14	18	-	4	3	4	6	18	15	14	14	12	8	4	4	-	-	8	9	11	7
1%su	-	1%	1%	3%	4%Ta	2%	2%Tj	4%Tghp	1%	3%Tgp	5%Tghjm	2%	2%	7%Tghjm	-	-	3%Ts	1%	2%Tu	1%
15	18	3	2	6	5	2	18	12	13	13	11	4	3	-	-	-	5	12	11	7
1%su	1%	1%	1%	2%	3%	1%	2%	2%	3%Tghp	1%	3%Tghp	2%	2%	3%	-	-	2%	1%	2%Tu	1%
16	18	2	3	2	4	5	18	15	14	14	14	8	5	3	-	-	7	11	11	7
1%	1%	1%	1%	2%	3%c	2%	2%Tj	4%Tghp	1%	4%Tghp	3%Tjp	5%Tjpp	-	-	-	-	3%	1%	2%	1%
17	18	2	1	6	2	5	18	18	11	15	16	8	3	2	-	-	5	13	5	13
1%	1%	-	2%	1%	3%b	2%	3%Tj	3%Tgp	1%	5%Tghj	5%Tghjm	2%	4%p	-	-	-	2%	1%	1%	2%
18-24	143	30	28	23	22	22	134	128	78	127	96	32	27	12	5	13	41	100	89	54
11%su	13%	9%	8%	13%	15%	12%	18%Tj	20%Tj	12%	26%Tghj	18%Tj	18%Tj	19%so	10%	18%Tj	17%Ta	10%	19%Tu	7%	
25-34	215	31	44	55	36	33	203	153	78	184	82	54	37	17	19	25	58	155	107	108
17%su	13%	14%	19%	21%	21%	18%	22%Tj	20%	18%	22%Tj	30%Tghj	24%Tj	27%Tj	19	36%Tghj	33%Tghj	23%Ta	16%	23%Tu	14%
35-44	204	27	47	59	25	34	198	132	69	168	59	40	29	15	16	19	54	149	85	120
16%	12%	15%	20%a	15%	22%a	17%T	19%Tj	18%	16%	16%	22%Tj	19%	24%k	32%Tghj	25%Tghj	22%Ts	15%	18%	15%	
45-54	221	53	62	45	29	15	209	98	56	185	42	16	26	3	6	14	37	181	70	151
18%sehik	23%e	20%e	15%	17%	10%	18%hik	14%kin	14%kin	18%hik	11%kin	9%	17%kin	5%	12%kin	19%kin	15%	18%	15%	18%	
55-64	175	36	58	40	18	10	151	63	25	136	15	2	12	3	3	2	13	161	35	140
14%leghi	16%e	18%Tde	14%e	10%	7%	13%hikm	9%kip	6%kip	13%hikm	4%l	1%	8%kip	5%	7%l	3%	5%	16%Tr	8%	17%Tr	
65+	212	48	67	48	20	16	176	45	18	166	7	1	2	-	1	2	15	192	30	182
17%leghi	20%de	21%Tde	16%	12%	10%	15%hikm	7%ukmn	5%kim	16%hikm	2%	1%	2%	-	2%	2%l	6%	19%Tr	6%	23%Tr	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u

Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 532
D1. Age
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (j)	Snapchat (k)	Twitch (i)	Vimeo (n)	Facebook (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Mean	46.54de	48.50de	49.46Td	46.63e	43.57	41.07	45.84hi	39.38k	37.86kl	45.84hi	34.15	33.31	37.76kl	33.86	36.87kl	36.20kl	38.68	48.31Tr	39.02	50.68Tt
Standard deviation	16.88	17.04	16.78	16.77	16.00	15.24	16.59	14.71	14.09	16.77	12.52	10.11	12.43	10.43	11.14	11.80	13.92	16.97	14.73	16.56
Standard error	0.50	1.13	0.98	1.02	1.33	1.34	0.51	0.56	0.68	0.54	0.64	0.64	0.81	0.99	0.97	0.84	0.84	0.58	0.68	0.64

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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 533
D1. Age
Base: All respondents

	Total (n)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
13	18 1%	2 1%	2 1%	-	-	11 4%Tbc	2 1%	2 1%	-	2 1%	11 4%Tj
14	18 1%	1 *	1 *	3 1%	1 1%	11 4%Tabd	1 *	1 *	3 1%	1 1%	11 4%Thk
15	18 1%	2 1%	-	1 *	7 4%Tbc	8 3%b	2 1%	-	1 *	7 4%Tj	8 3%Tj
16	18 1%	1 *	1 *	2 1%	2 1%	13 4%Tabc	1 *	1 *	2 1%	2 1%	12 4%Thj
17	18 1%	-	-	1 *	6 4%Tabc	10 4%Tabc	-	-	1 *	6 3%Thj	10 4%Thj
18-24	143 11%abhi	7 4%	10 3%	25 9%b	24 13%ab	77 26%Tabcd	7 4%	10 3%	25 9%b	26 15%h	75 26%Thjk
25-34	215 17%abhi	11 7%	41 12%	52 20%ab	40 22%ab	71 24%Tab	12 7%	41 12%	55 20%hi	39 22%h	69 24%Thi
35-44	204 16%ah	15 9%	49 14%	54 20%a	31 17%a	55 18%a	15 9%	51 15%	53 20%h	34 19%h	51 18%h
45-54	221 18%el	22 12%	79 23%Tae	62 23%Tae	29 16%	30 10%	22 12%	80 23%Thi	63 24%Thi	27 15%	29 10%
55-64	175 14%el	42 24%Tode	70 21%Tce	31 12%e	23 13%e	9 3%	42 23%Tjkl	72 21%Tjkl	31 11%l	23 13%l	8 3%
65+	212 17%dekl	71 41%Thode	89 26%Tode	33 12%e	13 7%e	5 2%	75 42%Tjkl	87 26%Tjkl	35 13%kl	9 5%l	5 2%
Mean	46.54dekl	58.85Tbcde	53.40Tode	44.97de	41.52e	33.66	59.00Tjkl	53.24Tjkl	45.01kl	40.58l	33.48
Standard deviation	16.88	15.88	15.21	14.25	14.82	11.87	15.53	15.18	14.87	14.31	11.84
Standard error	0.50	1.46	0.92	1.00	1.20	0.61	1.42	0.91	0.99	1.16	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 534
D2. Which of the following are you?
Base: All respondents

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44**	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Male	619	619	-	197	178	119	124	45	573	73	107	101	109	83	66	33	182	99	532	74	28	37	7	237	23	25	319
	49%b	100%b	-	58%Tdel	47%	45%	45%	51%	49%	51%	50%	50%	49%	48%	48%	45%	47%	47%	49%	47%	64%Tsu	43%	38%	46%	55%	40%	52%
Female	640	-	640	144	195	142	155	43	597	70	108	103	112	91	72	40	204	113	553	83	16	50	12	275	19	37	294
	51%act	-	100%Ta	42%	53%c	55%c	55%c	49%	51%	49%	50%	50%	51%	52%	52%	55%	53%	51%	53%t	36%	57%t	62%	54%	45%	60%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 535
D2. Which of the following are you?
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impacting/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	56*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Male	619	179	80	110	415	147	319	140	13	442	129	48	62	46	27	280	205	59	45
	49%j	51%	49%	53%	48%	54%	48%	48%	50%	51%j	43%	42%	45%	44%	47%	54%	53%	53%	47%
Female	640	174	82	98	452	125	350	152	13	425	172	66	75	69	31	321	176	52	50
	51%	49%	51%	47%	52%	46%	52%	52%	50%	49%	57%Ti	58%	55%	56%	53%	53%	46%	47%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 536
D2. Which of the following are you?
Base: All respondents

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Male	619	48	37	20	514	26	64	46	61	46	58	86	76	50	463	100	418	196	11	31	561	309	71	25	16	104	5	18	
	49% _{oty}	46%	61% _{jd}	54%	49%	51%	47%	45%	57% _{jd}	51%	51%	50%	43%	46%	49%	53%	54% _{To}	42%	40%	51%	49%	64% _{Tuv wxy}	28% _y	46% _{ty}	41% _y	41% _y	51% _{ty}	11%	53%
Female	640	56	24	17	544	25	73	56	48	44	54	85	100	58	475	89	362	267	17	30	585	173	178	29	37	23	39	16	
	51% _{ns}	54%	39%	46%	51%	49%	53%	55%	43%	49%	49%	50%	57% _{bh}	54%	51%	47%	46%	58% _{Tn}	60%	49%	51%	36%	72% _{Taux}	54% _s	59% _s	59% _s	49% _s	89% _{Tstu wx}	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 537
D2. Which of the following are you?
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fitbit (n)	Blizzard (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Male	619	104	139	154	100	90	597	315	195	481	179	126	104	39	35	67	136	473	249	370
	49%bbju	44%	44%	53%b	58%Tab	59%Tab	52%Thj	46%	50%h	47%	49%	71%Tghjkn	68%Tghjk	61%Thijk	69%Tghjkn	88%Tghjknmo	55%	48%	54%Tu	46%
Female	640	130	181	137	71	64	561	376	195	562	186	104	48	25	16	9	112	521	211	429
	51%sdaglmmopt	56%ude	56%Tode	47%	42%	41%	48%mp	54%Tgilmnop	50%lmmop	53%Tgilmnop	51%lmmop	29%p	32%p	39%lop	31%p	12%	45%	52%	46%	54%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 538
D2. Which of the following are you?
Base: All respondents

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Male	619 49%cdj	89 51%c	178 52%cd	103 39%	73 41%	175 58%Tcd	90 51%	180 52%j	107 40%	75 42%	167 58%Tjk
Female	640 51%el	85 49%	164 48%	161 61%Tabe	106 59%Tbe	125 42%	88 49%	163 48%	163 60%Ti	102 58%l	122 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 539
D3. Is your current gender the same as that assigned at birth?
Base: All Adult respondents

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	16+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	85+ (o)	65+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (u)	Christi an (v)	Muslim (w)	Other religio n (x)	None (y)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
Yes	1144	554	589	294	342	244	258	1144	139	209	199	215	173	138	71	382	209	986	141	33	83	17	465	39	57	556	
	98% _a	97%	99% _{Ta}	97%	98%	99%	98%	98%	97%	97%	97%	97%	99%	99%	97%	99%	99%	98%	97%	97%	97%	99%	99%	100%	96%	97%	
No	27	19	8	11	8	2	6	27	4	6	5	7	2	1	2	5	3	23	4	1	2	1	7	1	2	15	
	2% _b	3% _{Tb}	1%	3%	2%	1%	2%	2%	3%	3%	3%	3%	1%	1%	3%	1%	2%	3%	3%	3%	3%	1%	1%	1%	2	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 540
D3. Is your current gender the same as that assigned at birth?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impact/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	56*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Yes	1144	319	140	196	787	268	619	238	18	850	291	110	133	103	56	587	371	107	15
	98%b	97%	95%	96%	96%b	99%	97%	99%	97%	98%	97%	96%	97%	97%	97%	98%	97%	96%	100%
No	27	11	8	4	15	3	19	4	1	16	11	5	4	4	2	14	10	3	-
	2%	3%	5%Td	2%	2%	1%	3%	1%	3%	2%	3%	4%	3%	3%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 541
D3. Is your current gender the same as that assigned at birth?
Base: All Adult respondents

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
Yes	1144	90	55	34	965	44	125	97	94	80	105	154	163	102	847	174	686	441	27	56	1037	467	243	53	60	38	203	44	34
	98% _n	95%	96%	100%	98% _e	93%	98%	99%	98%	100%	99%	97%	97%	100% _{ae}	98% _T	97%	97%	99%	98%	95%	98%	97%	98%	100%	95%	100%	99%	98%	99%
No	27	5	2	-	20	3	2	1	2	*	1	5	6	-	13	5	21	6	1	3	23	14	5	-	3	-	3	1	*
	2% _A	5% _m	4%	-	2%	7% _{dm}	2%	1%	2%	*	1%	3%	3%	-	2%	3%	3% _T	1%	2%	5%	2%	3%	2%	-	5%	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 542
D3. Is your current gender the same as that assigned at birth?
Base: All Adult respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 + £25,999 (b)	£26,000 + £36,999 (c)	£36,400 + £51,999 (d)	£52,000 + (e)	YouTub e (g)	Instagr am (h)	TikTok (i)	Faceboo k (j)	Snapcha t (k)	Twitch (l)	Vimeo (m)	Frutita (n)	Bitchut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Yes	1144	222	304	264	146	126	1044	602	309	945	288	136	129	48	49	70	208	921	404	740
	98%klp	99%	99%	98%	97%	96%	98%lpl	97%lpl	95%p	98%klp	96%p	95%	96%p	96%	97%p	93%	95%	98%Tr	97%	98%
No	27	3	4	6	5	5	27	17	15	21	12	8	5	2	1	6	10	17	12	15
	2%sa	1%	1%	2%	3%	4%	2%	3%	5%Tghj	2%	4%Tj	5%Tghj	4%	4%	3%	7%Tghj	5%Ts	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 543
D3. Is your current gender the same as that assigned at birth?
Base: All Adult respondents

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Yes	1144 98%el	165 98%	333 99%e	253 98%	157 98%	236 95%	170 98%	336 99%j	258 98%	154 97%	226 95%
No	27 2%	3 2%	4 1%	4 2%	4 2%	11 5%Tb	3 2%	4 1%	4 2%	4 3%	11 5%Tl

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 5.44
D4. Which of the following do you consider yourself to be?
Base: All Adult respondents

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	85+ (o)	65+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
Heterosexual or straight	1050	515	536	280	309	225	230	1050	116	198	184	203	157	124	69	350	193	919	126	31	76	16	436	36	55	507	
		90% _{kl}	90%	92%	88%	92%	87%	90% _{kl}	81%	92% _{kl}	90% _{kl}	92% _{kl}	90% _{kl}	90% _{kl}	94% _{kl}	91% _{kl}	91% _{kl}	91% _{kl}	91% _{kl}	87%	91%	88%	91%	92% _{kl}	92%	91%	89%
Gay or lesbian	34	24	10	6	18	2	8	34	9	4	5	6	5	2	-	7	2	31	4	2	1	1	8	-	-	25	
	3%	4% _{bc}	2%	2%	5% _{de}	1%	3%	3%	6% _{gh}	2%	3%	3%	4%	3%	1%	-	2%	3%	2%	5%	1%	4%	2%	-	-	5% _{ij}	
Bisexual	32	14	17	4	11	7	10	32	12	6	5	4	2	3	-	5	3	27	4	2	1	*	8	1	3	21	
	3%	2%	3%	1%	3%	3%	4%	3%	8% _{kl}	3%	3%	3%	2%	1%	-	1%	1%	3%	3%	4%	2%	1%	2%	2%	4%	4%	
Prefer to use another term	4	2	2	1	*	-	2	4	*	-	3	-	-	-	-	-	-	2	2	-	-	-	1	-	-	3	
	r	*	*	*	*	-	1%	*	*	-	2% _{thp}	-	-	-	-	-	-	2	2	-	-	-	*	-	-	*	
Prefer not to say	50	19	31	14	11	12	13	50	6	7	6	7	10	10	4	25	14	32	8	-	8	1	20	3	3	13	
	4% _{ur}	3%	5%	5%	3%	5%	5%	4%	4%	3%	3%	3%	6%	7%	6%	6%	7%	3%	6%	-	9% _{ur}	4%	4%	6%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 545
D4. Which of the following do you consider yourself to be?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	56*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Heterosexual or straight	1050	289	120	179	737	241	568	224	18	764	286	105	133	105	54	544	338	98	11
Gay or lesbian	90%bi	88%ab	81%	90%bc	92%Tab	89%	89%	93%	95%	88%	95%Ti	91%	97%Tk	99%Tjk	93%	91%	89%	89%	71%
Bisexual	34	12	6	8	21	8	21	4	1	33	1	*	*	*	1	16	14	4	-
Prefer to use another term	3%j	4%	4%	4%	3%	3%	3%	2%	5%	4%Tj	*	*	*	*	2%	3%	4%	4%	-
Prefer not to say	50	10	4	4	28	13	29	8	-	42	8	6	2	1	-	21	17	5	4
	4%k	3%	3%	2%	3%	5%	5%	3%	-	5%	3%	5%	2%	1%	-	3%	4%	4%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 546
D4. Which of the following do you consider yourself to be?
Base: All Adult respondents

	GO Region										Urban/ Rural		Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
Heterosexual or straight	1050	85	52	32	882	42	114	88	86	72	103	140	148	88	766	161	631	406	24	51	954	443	220	47	52	30	187	40	31
	90%w	89%	92%	93%	90%	89%	90%	90%	90%	90%	88%Tade	87%	88%	86%	89%	90%	89%	91%	88%	86%	90%	92%w	89%	89%	83%	78%	91%w	90%	90%
Gay or lesbian	34	3	3	2	27	1	2	1	1	3	1	6	7	4	25	6	27	8	1	1	33	17	9	-	2	2	3	1	*
	3%	3%	5%	5%	3%	2%	2%	1%	1%	4%	1%	4%	4%	3%	3%	4%T	2%	3%	2%	3%	3%	3%	4%	-	3%	6%	1%	2%	1%
Bisexual	32	3	1	-	28	1	6	5	4	3	*	3	5	2	24	7	25	7	-	-	31	12	3	4	3	3	5	1	*
	3%	3%	2%	-	3%	2%	5%	4%	3%	*	2%	3%	2%	3%	4%	4%T	1%	-	-	3%	3%	1%	7%t	4%	9%Tstx	2%	3%	1%	1%
Prefer to use another term	4	-	-	-	4	-	1	-	-	-	-	2	-	4	-	2	2	2	2	2	2	1	-	2	*	-	-	-	-
	4%	-	-	-	4%	-	1%	-	-	-	-	1%	-	4%	-	2%	2%	2%	4%Tr	*	*	*	-	4%Tstx	1%	-	-	-	-
Prefer not to say	50	5	1	1	44	4	3	3	5	3	1	11	7	8	41	4	24	24	3	5	40	9	16	2	4	2	11	2	3
	4%wrs	5%	2%	2%	4%	7%j	3%	3%	5%	3%	1%	7%j	4%	8%j	5%	2%	3%	5%	9%	8%	4%	2%	6%b	4%	6%	6%	6%b	5%	9%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 547
D4. Which of the following do you consider yourself to be?
Base: All Adult respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Heterosexual or straight	1050	188	283	242	140	118	957	554	285	868	263	132	118	48	47	62	197	839	372	679
Gay or lesbian	34	10	12	7	2	4	34	24	15	28	15	4	9	1	1	5	6	29	11	23
	3%	5%	4%	2%	1%	3%	3%	4%T	5%Tj	3%	5%Tj	3%	7%Tjln	1%	2%	7%Tghj	3%	3%	3%	3%
Bisexual	32	9	10	4	5	4	30	18	10	24	13	4	4	1	1	6	7	24	10	22
	3%	4%	3%	1%	3%	3%	3%	3%	3%	2%	4%j	3%	3%	3%	3%	8%Tghj	3%	3%	2%	3%
Prefer to use another term	4	2	*	1	-	-	4	*	*	4	*	-	-	-	-	1%h	*	3	1	3
	*	1%	*	*	-	-	7%b	*	*	7%h	*	-	-	-	-	-	-	*	*	*
Prefer not to say	50	15	2	16	4	5	45	23	13	42	8	3	3	1	1	1	8	41	22	29
	4%b	7%b	1%	6%b	3%	4%	4%	4%	4%	4%	3%	2%	2%	1%	3%	2%	4%	4%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 548
D4. Which of the following do you consider yourself to be?
Base: All Adult respondents

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Heterosexual or straight	1050 90%	147 87%	313 93%e	233 90%	142 88%	215 87%	152 88%	315 93%j	238 91%	139 88%	206 87%
Gay or lesbian	34 3%bi	5 3%	4 1%	5 2%	4 3%	7 7%Tbc	5 3%	4 1%	5 2%	4 3%	16 7%Tj
Bisexual	32 3%	5 3%	6 2%	5 4%	7 5%	8 3%	5 3%	7 2%	5 2%	8 5%	7 3%
Prefer to use another term	4 *	-	3 1%	-	-	-	-	3 1%	-	-	-
Prefer not to say	50 4%	11 7%	11 3%	14 5%	7 4%	7 3%	11 7%	11 3%	14 5%	7 5%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 549
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	18+ (n)	19-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	85+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christian (n)	Muslim (n)	Other religion (n)	None (n)		
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552		
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571		
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451		
No formal qualifications (and I am not still studying)	54 5%cdjk	21 4%	33 6%	6 2%	5 1%	17 7%cd	25 10%Tcd	54 5%jk	2 2%	3 1%	8 2%	6 3%	10 7%jk	23 31%Thj	36 10%Thj	32 15%Thjk	51 5%	2 1%	5 3%	1 3%	1 1%	-	30 6%	1 2%	3 6%	19 3%		
Entry level qualification such as ESOL, ELC or Skills for Life	3	-	3	-	-	1	-	3	-	1	1	1	-	-	-	-	-	2	1	-	1	-	1	1	-	1		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	121 10%cdsuz	56 10%	65 11%	15 5%	24 7%	29 12%cd	53 20%Tode	121 10%u	6 4%	16 7%	20 10%	26 12%u	29 17%Thj	14 10%	10 14%	53 14%Thj	24 11%u	117 12%Tsu	5 3%	2 7%	2 3%	-	58 12%z	3 7%	-	56 10%z		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	216 18%cdksu	96 17%	120 20%	34 11%	53 15%	55 22%cd	73 28%Tcd	216 18%k	23 16%	18 8%	24 12%	53 24%Thj	54 31%Thj	35 25%kq	10 13%	98 25%Thj	45 21%k	199 20%Tsu	15 11%	5 16%	6 7%	1 6%	92 19%	3 7%	12 20%	109 19%		
Level 1-2 vocational qualification or intermediate apprenticeship	30 3%cd	11 2%	19 3%	1 *	8 2%	12 5%Tc	9 3%cd	30 3%	4 2%	6 3%u	9 4%mp	6 3%	-	1 1%	4 5%u	5 2%u	29 3%	1 1%	-	1 1%	-	1 1%	11 2%	-	-	19 3%		
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	156 13%u	80 14%	76 13%	32 11%	60 17%Tc	32 13%	31 12%	156 13%u	33 23%Thjk	29 14%	22 11%	33 15%u	12 7%	17 12%	10 14%	39 10%	27 13%	138 14%	14 10%	3 10%	9 11%	2 11%	55 12%	3 8%	6 9%	86 15%		
Level 3 vocational qualification or advanced apprenticeship	77 7%cdp	37 6%	40 7%	7 2%	23 7%cd	30 12%Tcd	17 6%cd	77 7%kp	5 4%	10 5%	27 13%Thjm	20 9%ppq	8 5%	6 4%	1 1%	15 4%	7 3%	70 7%	6 4%u	3 9%	1 1%	1 5%	31 7%	1 2%	3 5%	42 7%		
Diplomas in higher education (HNC/ HND/ BTEC higher or equivalent)	68 6%b	48 8%Tb	20 3%	13 4%	29 8%T	14 6%	12 5%	68 6%	4 6%	15 7%	11 5%	10 4%	13 7%	10 7%	5 7%	27 7%	14 7%	59 6%	9 6%	3 9%	6 7%	-	28 6%	6 16%TzA	-	33 6%		
Level 4-5 vocational qualification or higher apprenticeship	36 3%cd	18 3%	17 3%	17 6%Tt	9 3%	8 3%	2 1%	36 3%	2 1%	3 1%	10 5%	3 2%	9 5%j	10 7%Thj	-	19 5%j	10 5%	31 3%	4 3%u	3 8%u	-	1 7%	19 4%	-	-	16 3%		

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



Ofcom VSP Tracker - Wave 1
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Table 549
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Gender			Social Grade							Age										Ethnicity					Religion			
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	55+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christi an (n)	Muslim (n)	Other religio n (n)	None (A)			
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571			
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	271	134	138	104	98	38	30	271	37	75	47	45	37	24	7	68	31	212	56	12	33	7	95	11	20	136			
	23%efpqr	23%	23%	34%Tef	28%Tef	15%	11%	23%opq	26%oq	35%Thklmnopq	23%	20%	21%	17%	10%	18%	15%	21%	38%Tr	36%r	38%Tr	40%	20%	28%	33%	24%			
Level 6 vocational qualification or degree apprenticeship	6	4	2	5	2%Td	-	1	*	6	1	*	1	-	1	3	2%Th	-	4	3	5	1	*	1	-	4	*	-	2	
	1%	1%	*	2%				1%	1%	*	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
University higher degree (e.g. Masters, PhD or equivalent)	110	59	52	67	29	7	7	110	10	35	29	17	6	9	3	19	13	83	25	1	22	3	44	10	12	42			
	9%efmp	10%	9%	22%Tdef	8%ef	3%	2%	9%ump	7%	16%Thllmnopq	14%Thmpq	8%	4%	7%	5%	5%	6%	8%	18%Trt	*	26%Trst	15%	9%	25%TxA	19%TxA	7%			
Still studying/ still at school	15	6	9	2	10	1	2	15	14	2	-	-	-	-	-	-	9	4	*	*	2	2	4	-	3	7			
	1%r	1%	2%	1%	3%Tc	1%	1%	1%	10%Thjklmnopq	1%	-	-	-	-	-	-	1%	3%r	1%	1%	3%	10%	1%	-	5%Tx	1%			
Prefer not to say	5	3	3	1	1	-	2	5	2	3	-	-	-	-	-	-	4	*	*	*	-	-	*	-	2	2			
	*	*	*	*	*	-	1%	*	1%p	2%Thp	-	-	-	-	-	-	1%	*	*	1%	-	-	*	-	3%TxA	*			
Don't know	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	1	1	1	-	-	-	-	-	-	-	1			
	*	*	-	-	*	-	-	*	-	-	-	-	-	1%	-	*	*	*	-	-	-	-	-	-	-	*			

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



Ofcom VSP Tracker - Wave 1
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Table 550
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Impacting/limiting condition					Number of people in household							Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)		
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18		
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**		
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15		
No formal qualifications (and I am not still studying)	54	25	9	19	26	15	35	4	-	50	3	-	1	-	2	-	-	-	-		
	5%Td	8%Td	6%	10%Td	3%	5%g	6%g	2%	-	6%Tkm	1%	-	1%	-	3%	-	-	-	-		
Entry level qualification such as ESOL, ELC or Skills for Life	3	-	-	-	1	-	1	1	1	-	3	1	3	3	2	-	-	-	-		
	*	-	-	-	*	-	*	*	6%	-	1%Ti	1%l	2%Ti	3%Ti	4%Ti	-	-	-	-		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	121	40	16	22	80	20	75	25	2	79	42	12	19	13	10	121	-	-	-		
	10%pq	12%	11%	11%	10%	7%	12%	10%	8%	9%	14%Ti	11%	14%	13%	16%	20%Tpq	-	-	-		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	216	67	19	46	141	55	124	36	*	172	44	18	18	15	11	216	-	-	-		
	18%pq	20%b	13%	23%b	18%	20%	19%	15%	1%	20%	14%	16%	13%	14%	19%	36%Tpq	-	-	-		
Level 1-2 vocational qualification or intermediate apprenticeship	30	11	6	8	19	2	20	7	1	16	14	6	4	6	2	30	-	-	-		
	3%p	3%	4%	4%	2%	1%	3%	3%	5%	2%	5%Ti	5%l	3%	5%l	3%	5%Tpq	-	-	-		
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	156	50	31	32	102	36	76	41	4	116	41	18	18	13	8	156	-	-	-		
	13%pq	15%	21%Td	16%	13%	13%	12%	17%	20%	13%	14%	16%	13%	12%	13%	26%Tpq	-	-	-		
Level 3 vocational qualification or advanced apprenticeship	77	23	12	15	53	11	48	16	2	43	34	7	18	10	9	77	-	-	-		
	7%pq	7%	8%	8%	7%	4%	7%	7%	12%	5%	11%Ti	6%	13%Ti	10%	15%Ti	13%Tpq	-	-	-		
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	68	19	9	13	47	20	30	18	*	51	17	10	5	4	4	-	68	-	-		
	6%oq	6%	6%	6%	6%	7%	5%	8%	1%	6%	6%	9%	4%	4%	6%	-	18%Toq	-	-		

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



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Table 550
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Level 4-5 vocational qualification or higher apprenticeship	36 3%o	6 3%	2 1%	4 2%	25 3%	11 4%	17 3%	8 3%	-	27 3%	9 3%	1 1%	7 5%k	5 5%	1 3%	-	36 9%Toq	-	-
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	271 23%aoq	62 19%k	31 21%	29 15%	203 25%Tao	70 26%	149 23%	48 20%	3 18%	209 24%	62 20%	24 21%	28 20%	24 23%	7 12%	-	271 71%Toq	-	-
Level 6 vocational qualification or degree apprenticeship	6 1%	* *	- -	* *	6 1%	1 *	5 1%	* -	-	5 1%	2 1%	* *	* *	1 1%	-	-	6 2%To	-	-
University higher degree (e.g. Masters, PhD or equivalent)	110 9%acop	20 6%	9 6%	10 5%	85 11%ac	29 11%	55 9%	23 10%	3 18%	83 10%	27 9%	16 14%n	12 9%	9 8%	1 2%	-	-	110 100%Top	-
Still studying/ still at school	15 1%top	3 1%	2 1%	-	11 1%	1 *	2 5%Tef	12 5%	* 1%	3 1%	3 1%	* *	1 1%	1 1%	1 2%	-	-	-	15 100%
Prefer not to say	5 *	2 1%	2 1%	1 1%	1 *	2 *	1 1%	2 1%	3 9%	3 *	1 *	-	1 1%	1 1%	2 *	-	-	-	-
Don't know	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 551
D5. What is the highest educational level that you have achieved to date?
 Base: All Adult respondents

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet				Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	988	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
No formal qualifications (and I am not still studying)	54	10	3	-	41	3	4	6	6	6	7	7	1	40	5	21	32	2	7	45	6	4	1	10	-	28	4	-	
Entry level qualification such as ESOL, ELC or Skills for Life	3	-	-	-	3	-	-	1	1	-	-	1	-	3	-	2	-	-	-	2	-	1	-	1	-	-	1	-	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	121	10	11	3	97	7	10	9	12	6	9	9	23	11	90	16	57	63	6	12	102	52	19	5	9	-	26	8	2
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	216	15	11	5	185	9	22	21	21	21	20	23	28	20	150	36	121	95	7	20	187	75	45	14	21	3	38	10	10
Level 1-2 vocational qualification or intermediate apprenticeship	30	1	-	-	29	2	3	5	2	4	5	3	4	-	27	1	19	8	1	2	23	12	5	5	1	1	3	3	-
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	156	10	4	2	141	3	17	14	20	11	18	25	18	14	119	20	99	55	*	2	150	64	23	10	11	11	29	2	6
Level 3 vocational qualification or advanced apprenticeship	77	1	7	1	68	-	3	8	2	7	9	20	11	11	56	14	49	28	2	1	74	39	17	3	4	*	7	6	1
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	68	10	5	1	52	4	3	3	5	2	5	4	21	6	46	15	47	21	1	2	64	29	21	2	2	-	13	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 551
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	GO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Level 4-5 vocational qualification or higher apprenticeship	36	5	3	-	29	1	9	4	2	2	3	3	2	2	25	7	20	15	-	2	35	12	9	1	1	-	13	1	-
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	271	14	7	14	236	10	37	14	21	17	25	54	34	24	196	48	177	91	6	5	253	128	76	7	4	7	31	8	9
Level 6 vocational qualification or degree apprenticeship	6	1	2	-	4	-	-	2	-	-	-	1	-	4	2	4	2	-	-	6	3	-	-	-	-	3	-	-	-
University higher degree (e.g. Masters, PhD or equivalent)	110	16	2	8	84	8	15	8	2	8	6	20	8	9	85	14	75	31	7	99	61	22	4	-	3	13	1	6	
Still studying/ still at school	15	2	2	-	11	1	4	1	-	1	1	1	1	1	14	1	14	2	-	14	-	3	-	-	13	-	-	-	-
Prefer not to say	5	-	-	-	5	-	1	1	-	-	-	1	2	4	-	4	2	1	-	5	-	3	1	-	-	-	-	-	-
Don't know	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	

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Table 552
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
No formal qualifications (and I am not still studying)	54	20	23	5	1	-	45	11	6	45	3	1	2	*	*	*	2	52	8	45
Entry level qualification such as ESOL, ELC or Skills for Life	3	-	1	-	-	-	3	2	-	2	3	-	-	-	-	-	1	1	2	1
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	121	36	32	24	9	5	101	49	31	88	27	9	10	8	5	4	23	98	48	75
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	216	55	58	42	29	16	190	96	53	176	45	20	19	6	7	10	30	181	65	151
Level 1-2 vocational qualification or intermediate apprenticeship	30	8	7	6	3	3	30	20	12	26	11	5	1	1	*	1	7	22	11	19
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	156	26	33	47	26	15	138	85	40	123	43	19	14	4	4	11	26	128	59	97
Level 3 vocational qualification or advanced apprenticeship	77	5	27	20	11	6	71	44	21	72	20	6	2	-	2	3	16	62	31	46
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	68	8	19	17	11	11	68	39	19	54	14	14	10	3	5	5	15	50	24	45

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



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Table 552
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitter (j)	Vimeo (n)	Fruita (o)	Bitchut (p)	OnlyFans (q)	Any exposure (r)	No exposure (s)	Very/Quite aware (u)	Not at all/Not very aware (v)
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Level 4-5 vocational qualification or higher apprenticeship	36 3%	4 2%	7 2%	9 3%	8 5%	6 5%	32 3%	15 2%	10 3%	24 3%	11 4%	4 3%	7 5%h	2 4%	3 6%hjin	4 5%h	3%	3%	2%	4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	271 23%	45 20%	68 22%	67 25%	42 28%	36 27%	255 24%	168 27%Tj	83 26%	226 23%	77 26%	47 33%Tghljk	42 32%Tj	19 16%k	16 31%	21 28%	45 21%	224 24%	103 25%	168 22%
Level 6 vocational qualification or degree apprenticeship	6 1%	1 *	3 1%	1 *	1 1%	1 1%	6 1%	3 1%	2 *	6 1%	2 1%	2 1%	1 *	1 1%	1 1%	1 1%	2 1%	5 1%	1 *	6 1%
University higher degree (e.g. Masters, PhD or equivalent)	110 9%	12 5%	23 7%	28 10%	11 7%	31 24%Tabcd	108 10%T	66 11%	33 10%	95 10%	29 10%	15 11%	25 19%Tghljk	6 13%	7 14%	12 16%Tghljk	36 17%Ts	73 8%	44 11%	66 9%
Still studying/ still at school	15 1%	3 1%	3 1%	3 1%	1 1%	1 1%	15 1%	14 2%Tj	8 3%T	14 1%	10 3%Tj	2 1%	2 2%	*	*	3 4%Tghln	7 3%Ts	8 1%	8 2%	7 1%
Prefer not to say	5 *	2 1%	-	-	-	-	5 1%	4 1%	4 1%T	5 1%	4 1%T	*	-	-	1 1%	-	-	5 1%	4 1%	2 *
Don't know	1 *	-	1 *	-	-	-	1 *	1 *	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	-

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Table 553
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Total (D)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
No formal qualifications (and I am not still studying)	54 5%el	17 10%Tode	20 6%e	11 4%e	5 3%e	1	17 10%Td	20 6%l	12 5%l	4 3%	1
Entry level qualification such as ESOL, ELQ or Skills for Life	3 *	-	1 *	-	2 1%T	-	-	1 *	-	2 1%T	-
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	121 10%cej	23 14%c	47 14%Tce	15 6%	19 12%	17 7%	24 14%j	47 14%Tj	16 6%	18 11%	17 7%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	216 18%	38 23%	74 22%e	45 17%	22 14%	36 15%	38 22%	75 22%	44 17%	22 14%	36 15%
Level 1-2 vocational qualification or intermediate apprenticeship	30 3%	3 2%	6 2%	5 2%	7 4%	9 4%	3 2%	6 2%	6 2%	5 3%	9 4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	156 13%	28 17%	44 13%	34 13%	19 12%	31 13%	29 17%	43 13%	34 13%	20 12%	31 13%
Level 3 vocational qualification or advanced apprenticeship	77 7%aeh	1 *	25 7%ae	28 10%Tae	16 10%ae	8 3%	1 *	25 7%hl	30 11%Thl	14 9%hl	7 3%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	68 6%	7 4%	17 5%	20 8%	7 4%	17 7%	7 4%	17 5%	21 8%	7 4%	16 7%
Level 4-5 vocational qualification or higher apprenticeship	38 3%k	14 8%Tbc	5 1%	3 1%	4 2%	10 4%bc	14 8%Tj	7 2%	1 *	4 3%	10 4%j
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	271 23%l	26 16%	64 19%	66 26%a	37 23%	77 31%Tab	29 17%	63 19%	67 26%	40 25%	71 30%Th

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

Prepared by Yonder



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Table 553
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Level 6 vocational qualification or degree apprenticeship	6 1%	1 *	2 1%	1 *	- .	2 1%	1 *	2 1%	1 *	1 *	2 1%
University higher degree (e.g. Masters, PhD or equivalent)	110 9%	9 5%	31 9%	26 10%	17 11%	26 11%	9 5%	32 9%	27 10%	16 10%	26 11%
Still studying/ still at school	15 1%	- .	- .	4 2%	5 3%b	6 3%Tb	- .	- .	4 1%	5 3%hi	6 3%Ti
Prefer not to say	5 *	- .	1 *	1 *	- .	4 2%T	- .	1 *	1 *	- .	4 2%T
Don't know	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

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Table 554
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

	Gender		Social Grade				Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	85+ (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
Yes	271 23%q	131 23%	140 24%	73 24%	81 23%	67 27%	50 19%	271 23%q	26 18%	49 23%	47 23%	67 30%Thin p4	48 28%pq	23 17%	11 15%	82 21%q	34 16%	231 23%	39 27%	7 22%	23 27%	6 32%	121 28%	13 34%	13 22%	122 21%
No	883 75%	430 75%	452 76%	229 75%	265 76%	176 72%	206 78%	883 75%	112 78%	163 76%	153 75%	154 70%	125 72%	113 82%l	62 85%	301 78%lm	175 83%Thm p	768 76%	102 70%	24 70%	61 71%	12 68%	347 73%	26 66%	47 78%	442 77%
Prefer not to say	16 1%r	12 2%	4 1%	3 1%	3 1%	3 1%	7 2%	16 1%	5 4%Thl	3 2%	4 2%	-	1 1%	2 2%	-	4 1%	2 1%	10 1%	4 3%	3 9%Tr	1 2%	-	5 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 555
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	56*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Yes	271	93	52	56	167	35	158	75	4	173	99	34	42	41	21	137	96	23	2
	23%del	28%Td	35%Tad	28%	21%	13%	25%ee	31%Te	20%	20%	33%Ti	29%l	31%Ti	38%Ti	36%Ti	23%	25%	21%	12%
No	883	234	95	142	627	235	474	159	15	682	200	80	93	66	37	454	281	86	13
	75%bgl	71%bd	64%	71%	78%Tab	37%Tlg	74%sg	66%	78%	79%Tjn	66%	70%	68%	62%	64%	76%	74%	78%	88%
Prefer not to say	16	3	*	2	8	1	6	8	*	12	3	1	2	*	9	4	2	*	
	1%	1%	*	1%	1%	1%	1%	3%Tef	2%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 556
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

	GO Region										Urban/ Rural		Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
Yes	271	27	16	11	218	8	27	21	27	14	23	41	38	20	201	48	157	113	3	11	252	125	66	12	7	5	33	14	11
	23%wx	28%	28%	31%	22%	16%	21%	28%	17%	17%	21%	26%	23%	20%	23%	27%	22%	25%	12%	18%	24%	26%wx	27%wx	23%	10%	12%	16%	31%wx	31%
No	883	67	41	24	751	40	100	74	66	65	80	115	131	81	652	127	541	329	23	47	797	353	179	37	56	32	172	30	23
	75%	70%	72%	69%	76%	84%	79%	76%	69%	81%	76%	72%	77%	80%	76%	71%	76%	74%	83%	79%	75%	73%	72%	71%	89%Tstu	84%	83%Tst	69%	67%
Prefer not to say	16	2	-	-	15	-	-	3	3	2	3	3	-	-	7	3	10	5	1	1	12	5	3	3	1	2	1	-	1
	1%A	2%	-	-	1%	-	-	3%	3%	2%	3%l	2%	-	-	1%	2%	1%	1%	4%	2%	1%	1%	1%	6%Tstx	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 557
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchut e (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Yes	271	45	79	63	34	31	245	150	88	239	77	41	40	16	16	28	56	211	104	167
	23%	20%	26%	23%	23%	24%	23%	24%	27%Tg	25%Tg	26%	28%	30%Tg	32%	32%Tg	37%Tghi jkln	26%	23%	25%	22%
No	883	177	227	202	116	98	809	458	227	717	212	99	91	31	34	46	158	714	303	579
	75%klm nop	78%	74%	75%	77%	75%	75%klm nop	74%lnp	70%p	74%lnp	71%p	69%p	68%p	63%	66%	60%	72%	76%	73%	77%
Prefer not to say	16	3	1	5	1	2	16	11	9	10	9	4	3	3	1	2	4	12	8	9
	1%	1%	1%	2%	1%	1%	2%	2%	3%Tj	1%	3%Tghj	3%	2%	5%Tgjo	2%	3%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 558
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

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Yes	271 23%	36 21%	80 24%	52 20%	36 23%	68 28%T	36 21%	80 23%	55 21%	34 22%	67 28%T
No	883 75%el	130 77%	256 78%	204 79%e	121 76%	171 70%	135 78%l	259 76%	206 78%l	121 77%	163 69%
Prefer not to say	16 1%	3 2%	2 1%	1 *	3 2%	7 3%Tbc	3 2%	2 1%	1 *	3 2%	7 3%Tj

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 559
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

	Gender		Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (M)	Female (F)	AB (A)	C1 (C)	C2 (C)	DE (D)	18+ (1)	18-24 (2)	25-34 (3)	35-44 (4)	45-54 (5)	55-64 (6)	65-74 (7)	75-84 (8)	85+ (9)	90+ (0)	White (W)	BAME (B)	Mixed (M)	Asian (A)	Black (Bl)	Christi an (C)	Muslim (M)	Other religio n (O)	None (N)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	162	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
Modern professional	138	72	65	56	38	19	22	138	20	45	18	23	21	7	3	32	10	99	34	6	21	6	45	6	10	74	
	12%mpq	13%	11%	16%Tcd	11%	8%	8%	12%mpq	14%lnq	21%Thklnm nopp	9%	10%	12%pq	5%	4%	8%q	5%	10%	23%Tr	18%	24%Tr	37%	10%	15%	16%	13%	
Clerical and intermediate	121	56	66	29	58	18	17	121	22	36	27	18	7	8	3	18	11	102	18	2	11	2	38	4	5	72	
	10%mpq	10%	11%	9%	17%Tcd	7%	7%	10%mpq	15%mpq	17%Thm nopp	13%mpq	8%	4%	6%	4%	5%	5%	10%	13%	7%	13%	14%	8%	9%	8%	13%Tx	
Senior managers and administrators	108	63	45	41	41	12	14	108	22	19	19	22	14	9	3	27	12	89	16	5	8	3	46	2	7	47	
	9%ef	11%	8%	14%Tef	12%ef	5%	5%	9%	15%Thmpq	9%	9%	10%	8%	7%	4%	7%	6%	9%	11%	16%	9%	18%	10%	6%	12%	8%	
Technical and craft	215	108	107	53	57	65	40	215	15	26	32	42	41	18	100	59	205	9	2	5	-	97	2	11	102		
	18%jsu	19%	18%	17%	16%	26%Tcd	15%	18%ij	10%	12%	16%	19%ij	23%kl	30%Thj	25%ij	26%Thj	28%Thj	20%Tsu	6%	7%	6%	-	21%y	4%	19%	18%y	
Semi-routine manual and service	161	78	83	29	42	41	49	161	20	21	37	32	20	22	9	51	31	139	20	5	13	2	75	8	8	69	
	14%c	14%	14%	10%	12%	17%sc	18%Tc	14%	14%	10%	18%ij	14%	12%	16%	12%	13%	15%	14%	14%	16%	15%	10%	16%	20%	13%	12%	
Routine manual and service	161	73	88	20	35	50	57	161	10	21	20	36	32	21	22	74	42	148	11	3	6	1	84	4	4	67	
	14%cds	13%	15%	6%	10%	20%Tcd	22%Tcd	14%ij	7%	10%	10%	16%ij	18%ijk	15%	30%Thj	19%Thj	20%Thj	15%sa	7%	9%	8%	6%	18%TA	9%	7%	12%	
Middle or junior managers	83	42	42	32	34	11	6	83	7	11	18	13	15	14	5	34	19	71	12	2	7	2	26	7	3	44	
	7%cl	7%	7%	10%Tef	10%cl	5%	2%	7%	5%	9%	6%	8%	10%	6%	9%	9%	7%	8%	5%	8%	12%	6%	17%Tx	5%	8%	8%	
Traditional professional	90	46	44	31	20	19	20	90	8	15	17	20	16	11	3	30	14	79	11	4	6	-	32	4	5	44	
	8%	8%	7%	10%	6%	8%	8%	6%	7%	8%	9%	9%	8%	4%	8%	6%	8%	7%	11%	7%	1%	7%	9%	8%	8%	8%	
Long term unemployed	31	13	18	4	7	5	15	31	5	7	11	6	-	-	2	2	2	24	6	3	3	-	8	2	1	19	
	3%p	2%	3%	1%	2%	2%	6%Tcd	3%p	4%mp	3%mp	5%Thmnp	3%	-	-	3%	1%	1%	2%	4%	9%Tr	3%	-	2%	6%	2%	3%	
Retired	5	3	2	1	1	-	3	5	1	1	1	2	-	-	2	-	4	1	-	1	-	1	-	1	3		
	-	1%	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	4	1%	-	1%	1%	-	-	-	-	1%	
Not applicable	25	8	17	1	9	2	9	25	3	10	1	6	2	-	3	4	3	22	3	-	1	-	7	-	3	14	
	2%c	1%	3%	-	3%c	1%	4%c	2%	2%	5%Thknp	1%	3%	1%	-	4%	1%	2%	2%	-	-	1%	-	1%	-	5%	2%	
Prefer not to say	5	2	2	1	2	1	1	5	3	-	-	1	-	1	-	1	1	4	-	-	-	-	1	-	-	2	
	-	-	-	-	1%	-	-	-	2%Thp	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	
Don't know	29	11	18	7	6	4	11	29	7	4	3	2	6	4	3	13	7	24	5	-	4	-	10	2	3	13	
	2%	2%	3%	2%	2%	2%	4%	2%	5%l	2%	1%	1%	3%	3%	4%	3%	3%	2%	3%	1%	5%	-	2%	4%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 560
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	56*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
Modern professional	138	40	27	19	93	36	74	23	5	104	34	13	14	13	10	45	63	25	1
	12%o	12%	19%Tacd	10%	12%	13%	12%	9%	25%	11%	11%	10%	12%	17%	8%	17%To	23%To	8%	
Clerical and intermediate	121	26	13	18	91	28	62	31	-	88	34	21	18	9	3	58	47	14	3
	10%	8%	9%	9%	11%	10%	10%	13%	-	10%	11%	18%Tjmn	13%	7%	5%	10%	12%	12%	21%
Senior managers and administrators	108	25	12	15	77	27	50	29	2	78	29	16	14	8	2	48	40	16	2
	9%	8%	8%	7%	10%	10%	8%	12%	9%	9%	10%	14%	10%	8%	4%	8%	11%	14%	14%
Technical and craft	215	58	22	34	154	52	116	44	3	170	45	16	21	16	10	135	61	13	2
	18%	17%	15%	17%	19%	18%	18%	14%	20%	15%	14%	15%	15%	18%	22%Tpq	16%	12%	11%	
Semi-routine manual and service	161	40	18	24	119	27	95	36	3	116	45	10	18	27	7	99	38	8	2
	14%pq	12%	12%	12%	15%	10%	15%	15%	13%	15%k	9%	13%	25%Tjkl	13%	16%Tpq	10%	7%	16%	
Routine manual and service	161	66	21	46	87	37	99	24	-	124	37	11	15	8	10	106	28	7	-
	14%dpq	23%Tbd	14%	23%Tbd	11%	14%	16%	10%	-	14%	12%	10%	11%	8%	17%	16%Tpq	7%	6%	-
Middle or junior managers	63	23	12	14	58	15	46	22	-	59	24	5	15	10	7	35	37	7	-
	7%	7%	8%	7%	7%	6%	7%	9%	-	7%	8%	4%	11%k	9%	12%	6%	10%To	6%	-
Traditional professional	90	19	8	9	69	30	44	14	1	67	23	10	7	3	32	37	17	3	
	8%o	6%	6%	5%	9%	11%	7%	6%	7%	8%	8%	9%	5%	6%	5%	10%o	15%To	19%	
Long term unemployed	31	11	6	7	19	3	19	8	2	16	15	6	10	5	3	12	12	1	1
	3%l	3%	4%	4%	2%	1%	3%	3%	11%	2%	5%Ti	6%l	7%Ti	4%	5%	2%	3%	1%	7%
Retired	5	3	-	3	2	2	3	-	-	5	-	-	-	-	-	1	3	1	-
	* 1%	-	-	2%l	* 1%	* 1%	-	-	-	1%	-	-	-	-	-	* 1%	1%	-	-
Not applicable	25	6	3	2	18	5	15	3	2	17	8	4	1	4	1	15	6	-	-
	2%	2%	2%	1%	2%	2%	2%	1%	9%	2%	3%l	3%	1%	4%	2%	2%	1%	-	-
Prefer not to say	5	1	-	-	2	1	2	2	-	3	-	-	-	-	-	2	1	-	-
	-	-	-	-	-	-	1%	2%	-	-	-	-	-	-	-	-	-	-	-
Don't know	29	12	5	8	12	9	13	5	1	21	8	3	5	2	1	12	10	2	1
	2%l	4%l	4%	4%l	2%	3%	2%	2%	8%	2%	2%	2%	4%	2%	1%	2%	3%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 561
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

	GO Region										Urban/ Rural		Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	988	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
Modern professional	138	10	7	2	119	5	16	16	11	8	15	26	14	8	100	28	99	33	4	6	123	69	33	6	2	9	12	3	4
12% ^{sox}	121	15	2	3	101	4	12	7	8	6	11	11	30	12	97	16	77	44	*	7	113	58	25	2	7	13	3	6	
Clerical and intermediate	10%	16% ^{bk}	4%	9%	10%	9%	9%	7%	8%	7%	11%	7%	18% ^{Tbdgk}	11%	9%	11%	10%	1%	12%	11%	12%	10%	3%	11%	19% ^{sux}	6%	7%	19%	
Senior managers and administrators	108	5	5	3	95	2	12	6	8	10	5	20	17	14	75	22	74	31	*	6	103	56	18	3	5	6	14	2	3
9%	5%	9%	9%	10%	5%	10%	6%	8%	13%	5%	13%	10%	14%	9%	12%	10% ^T	7%	1%	11%	10%	12% ^T	7%	6%	9%	16%	7%	5%	8%	
Technical and craft	215	17	14	9	174	12	24	12	15	16	22	14	33	27	158	36	117	96	4	14	195	85	5	14	5	62	4	4	
18% ^{kn}	18%	25% ^{kk}	28%	18% ^{kk}	24% ^{kk}	19% ^{kk}	12%	15%	20% ^{kk}	21% ^{kk}	9%	19% ^{kk}	26% ^{gdgk}	18%	20%	17%	22%	14%	24%	18%	18%	14%	10%	23%	14%	30% ^{Tstu}	10%	10%	
Semi-routine manual and service	161	13	9	1	137	9	20	20	15	8	18	22	18	8	123	19	86	75	7	9	143	67	41	6	5	4	27	7	5
14% ^{ln}	14%	18%	3%	14%	19%	16%	20% ^{lm}	15%	10%	17%	14%	11%	12%	8%	14%	11%	12%	17%	26%	15%	13%	14%	16%	11%	8%	10%	13%	16%	14%
Routine manual and service	161	13	14	4	129	3	10	12	18	10	15	23	24	13	112	21	86	73	2	6	146	53	29	8	12	1	39	12	6
14% ^{snaw}	14%	24% ^{def}	13%	13%	6%	8%	12%	19% ^{fd}	13%	14%	15%	14%	13%	13%	12%	12%	16%	6%	10%	14%	11%	12%	16%	19% ^{sw}	3%	19% ^{aw}	26% ^{Tstw}	17%	
Middle or junior managers	83	7	*	2	73	6	13	8	8	3	3	15	9	8	64	8	50	30	2	1	80	36	14	5	4	-	21	-	3
7%	6%	1%	7%	7%	12% ^{bj}	10%	8%	9%	4%	3%	10%	5%	8%	7%	4%	7%	7%	6%	1%	8%	7%	6%	10%	6%	-	10% ^{sw}	-	8%	
Traditional professional	90	10	3	5	72	3	8	7	8	9	7	11	14	7	63	18	50	40	2	5	79	33	34	5	4	3	5	4	1
8% ^{srx}	10%	5%	16%	7%	7%	6%	7%	8%	11%	7%	7%	8%	7%	7%	10%	7%	9%	8%	7%	7%	14% ^{Tsx}	9%	7%	8%	3%	10% ^{sx}	4%		
Long term unemployed	31	2	-	1	28	-	6	6	2	2	5	2	5	1	22	6	22	9	3	*	26	8	4	8	3	-	2	6	-
3%	2%	-	3%	3%	-	5%	6%	2%	3%	5%	1%	3%	1%	3%	3%	3% ^T	2%	11%	*	2%	2%	2%	16% ^{Tstwx}	5%	-	1%	13% ^{Tstwx}	-	
Retired	5	-	1	-	4	-	-	-	-	*	2	-	2	-	4	1	5	-	-	-	3	1	-	2	-	-	1	1	-
1%	-	2%	-	-	-	-	-	-	-	2%	-	-	1%	-	-	1% ^T	-	-	-	-	-	-	3% ^{Tstx}	-	-	-	2% ^t	4%	
Not applicable	25	2	-	3	20	1	3	1	2	4	-	4	2	4	20	2	18	7	-	3	22	7	8	-	2	2	3	3	1
2%	2%	-	8%	2%	1%	2%	1%	2%	5%	-	3%	1%	3%	2%	1%	3% ^T	2%	-	4%	2%	1%	3%	-	3%	-	5%	1%	6%	3%
Prefer not to say	5	1	-	-	4	1	-	2	1	-	-	-	-	-	2	-	5	-	-	4	2	-	1	1	-	-	-	-	-
1%	1%	-	-	4	1	-	2	1	-	-	-	-	-	-	2	-	5	-	-	4	2	-	1	1	-	-	-	-	
Don't know	29	-	2	-	27	2	3	1	1	4	3	11	1	1	19	2	18	8	2	2	24	8	7	2	3	1	8	-	-
2%	-	3%	-	3%	4%	3%	1%	1%	4%	2%	7% ^{Tadm}	1%	1%	2%	1%	3%	2%	7%	4%	2%	2%	3%	3%	5%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 562
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£37,000 - £52,999 (d)	£53,000 + (e)	You Tube (a)	Instagram (b)	TKTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Vimeo (g)	Fruita (h)	Bitcut (i)	OnlyFan (j)	Any exposure (k)	No exposure (l)	Very/Quite aware (m)	Not at all/Not very aware (n)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
Modern professional	138	25	31	35	16	19	128	85	48	113	43	23	28	8	9	10	36	101	50	88
	12%	11%	10%	13%	11%	15%	12%	14%Tj	15%	12%	14%	16%Tj	15%	17%	14%	17%Ts	11%	12%	12%	12%
Clerical and intermediate	121	22	26	29	20	18	109	73	39	101	35	21	16	9	11	12	26	94	43	79
	10%	10%	8%	11%	13%	14%	10%	12%	12%	10%	12%	14%g	12%	17%	21%Tghjklm	16%Tg	12%	10%	10%	10%
Senior managers and administrators	108	24	19	28	18	14	105	68	40	86	39	21	18	6	7	11	32	72	50	58
	9%su	11%	6%	10%	12%	11%	10%T	11%Tj	12%Tj	9%	13%Tg	15%Tgj	13%	12%	14%	15%Tg	15%Ts	8%	12%Tu	8%
Technical and craft	215	32	62	60	26	21	184	85	47	184	34	24	21	4	4	10	25	187	59	156
	18%ghknot	14%	20%	22%sa	17%	18%	17%hko	14%	15%	19%ghkno	11%	17%kno	15%ko	9%	9%	14%kn	11%	20%Tr	14%	21%Tt
Semi-routine manual and service	161	30	49	35	28	13	153	89	47	130	48	16	13	7	5	9	43	118	64	96
	14%	13%	16%	13%	19%	10%	14%	14%km	14%km	13%	16%lmo	11%	10%	15%lo	10%	12%	20%Ts	13%	15%	13%
Routine manual and service	161	35	48	34	11	20	147	77	37	133	36	12	10	3	5	9	20	137	46	115
	14%dlmr	16%sd	16%sd	13%	7%	16%	14%lm	12%lm	11%	14%lm	12%	8%	8%	6%	10%nn	12%lmm	9%	15%sr	11%	15%
Middle or junior managers	83	6	26	17	15	12	75	45	20	66	20	9	13	8	3	5	9	72	32	51
	7%sa	3%	9%sa	6%	10%sa	10%sa	7%	4%	6%	7%	7%	6%	10%o	16%Tghjklp	5%	7%	4%	8%	6%	7%
Traditional professional	90	17	18	24	11	9	83	43	19	75	12	6	10	2	3	4	20	70	32	58
	8%kl	8%	6%	9%	7%	7%	8%kl	7%kl	6%	8%kl	4%	4%	7%kl	4%	6%	5%	9%	7%	8%	8%
Long term unemployed	31	10	10	5	-	2	30	14	7	24	6	1	-	-	-	1	-	31	12	19
	3%mr	4%sd	3%	2%	-	1%	3%mr	2%mr	2%mr	2%mr	1%	-	-	-	-	1%	1%	-	3%Tr	3%
Retired	5	4	1	-	-	-	4	2	-	4	-	-	-	-	-	-	-	5	3	2
	-	2%T	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-
Not applicable	25	10	8	-	2	-	23	15	8	20	11	6	2	2	1	3	22	13	12	12
	2%ic	4%Toe	3%ic	-	1%	-	2%	2%	2%	2%	4%Tj	4%Tjgmp	2%	4%	4%	2%	1%	2%	3%	2%
Prefer not to say	5	1	2	-	-	-	5	4	3	-	1	-	-	-	-	1	1	3	2	3
	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	1%	1%	-	-	-
Don't know	29	10	7	3	4	1	24	19	10	25	12	3	3	1	2	2	3	26	10	18
	2%	5%ic	2%	1%	2%	1%	2%	3%	3%	3%	3%	2%	2%	1%	4%kn	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 563
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

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
Modern professional	138	14	39	23	22	39	14	41	22	23	38
	12%	8%	12%	9%	14%	16% ^{Tac}	8%	12%	9%	15%	16% ^{Thj}
Clerical and intermediate	121	15	25	31	17	33	16	26	30	20	29
	10%	9%	7%	12%	11%	13% ^b	9%	8%	11%	13%	12%
Senior managers and administrators	108	14	26	21	7	39	14	26	21	7	39
	9% ^{dk}	8%	8%	8%	5%	16% ^{Tbod}	8%	8%	8%	5%	16% ^{Thijk}
Technical and craft	215	38	80	46	17	34	41	79	45	18	32
	18% ^{cdakl}	22% ^{cd}	24% ^{Tde}	18%	10%	14%	24% ^{klj}	23% ^{Tkl}	17%	12%	13%
Semi-routine manual and service	161	24	39	39	28	31	24	39	43	24	30
	14%	14%	12%	15%	17%	13%	14%	12%	16%	15%	13%
Routine manual and service	161	26	51	30	32	22	26	53	31	31	21
	14% ^{kel}	15%	15% ^e	12%	20% ^{Tce}	9%	15%	16% ^{kl}	12%	19% ^{Tl}	9%
Middle or junior managers	83	17	17	17	15	16	17	17	17	15	16
	7%	10%	5%	7%	10%	7%	10%	5%	8%	10%	7%
Traditional professional	90	12	31	26	11	11	13	30	27	9	11
	8% ^{al}	7%	9% ^e	10% ^e	7%	4%	7%	9%	10% ^{kl}	6%	4%
Long term unemployed	31	2	14	8	5	1	2	14	9	4	1
	3% ^{al}	1%	4% ^e	3% ^e	3% ^e	1%	1%	4% ^{kl}	3% ^{kl}	3%	1%
Retired	5	2	1	2	-	-	2	1	-	-	-
	1%	1%	-	1%	-	-	1%	-	-	-	-
Not applicable	25	2	8	4	-	10	2	8	4	-	10
	2%	1%	2%	2%	-	4% ^{Td}	1%	2%	2%	-	4% ^{Tk}
Prefer not to say	5	-	1	1	-	3	-	1	-	-	3
	-	-	1%	1%	-	1% ^T	-	-	-	-	1%
Don't know	29	4	4	8	6	7	4	4	8	6	7
	2%	2%	1%	3%	3%	3%	2%	1%	3%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 564
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			Social Grade						Age										Ethnicity					Religion			
	Total (D)	Male (E)	Female (F)	A8 (G)	C1 (H)	C2 (I)	DE (J)	18+ (K)	19-24 (L)	25-34 (M)	35-44 (N)	45-54 (O)	55-64 (P)	65-74 (Q)	75-84 (R)	55+ (S)	65+ (T)	White (U)	BAME (V)	Mixed (W)	Asian (X)	Black (Y)	Christian (Z)	Muslim (AA)	Other religion (AB)	None (AC)		
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552		
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571		
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451		
At least one has a degree level qualification or above	267 23% pqr	136 24%	131 22%	106 35% Tdef	80 23% kl	43 17%	38 14%	267 23% nopq	56 39% Thkl	83 39% Thkl	43 21% nopq	33 15%	33 19% nopq	13 9%	6 8%	52 13% q	19 9%	205 20%	58 40% Tr	13 38% Tr	33 38% Tr	9 52%	103 22%	10 25%	22 37% TxA	122 21%		
Qualifications below degree level	480 41% pqx	237 41%	243 41%	108 35%	168 48% Tc	96 39%	104 40%	480 41% mnopq	73 51% Thmnq	97 45% mnopq	118 58% Thjlmnopq	96 43% nopq	58 39% nopq	29 21%	8 11%	95 25% loq	38 18%	423 42%	52 36%	11 33%	34 40%	5 27%	161 34%	19 48%	22 37%	264 46% Tx		
No formal qualifications	267 23% cdijk	121 21%	145 24%	60 20%	57 16%	74 30% Tcd	73 28% cd	267 23% ijkl	5 3%	19 9%	29 14% l	45 21% ij	50 28% ijk	72 52% Thj	46 64% Thjklmp	168 43% Thjklmp	119 56% Thjklmp	246 24% Tst	18 13%	2 5%	14 16%	3 18%	146 31% TzA	8 20%	9 15%	101 18%		
Other	10 1%	6 1%	4 1%	-	7 2% Tcd	3 1%	-	10 1%	2 1%	1 1%	1 1%	-	3 2%	2 1%	-	5 1%	2 1%	9 1%	1 1%	1 3%	-	-	6 1%	-	-	4 1%		
Not applicable	6 *	2 *	4 *	1 *	2 1%	2 1%	1 *	6 *	-	-	-	3 1%	1 *	-	2 3%	3 1%	2 1%	4 *	2 *	-	-	-	-	-	-	6 *		
Prefer not to say	3 *	3 *	-	1 *	1 *	-	1 *	3 *	3 2% Thp	-	-	-	-	-	-	-	1 *	1 *	1 4% Tr	-	-	-	1 *	-	-	1 *		
Don't know	138 12% ijkl	69 12%	70 12%	30 10%	35 10%	28 11%	48 18% Tcd	138 12% ijkl	4 3%	14 6%	14 7%	44 20% Thjkl	30 17% Thjkl	22 16% ijkl	10 14% kl	63 16% Thjkl	32 15% ijkl	122 12%	12 8%	6 17% s	5 6%	1 3%	55 12%	3 6%	7 11%	73 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 565
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
At least one has a degree level qualification or degree equivalent or above	267 23%co	67 20%ca	44 30%Tad	27 14%	188 23%cd	55 20%	134 21%	72 30%Tef	7 34%	188 22%	80 26%	41 36%Tij	31 23%	24 23%	12 21%	85 14%	129 34%To	45 41%To	7 49%
Qualifications below degree level	480 41%aci	118 36%	64 44%ac	65 32%	350 44%Tad	106 39%	262 41%	105 43%	7 34%	330 38%	150 50%Ti	55 48%	72 52%Tl	51 48%	26 44%	276 46%T	150 39%	41 37%	7 44%
No formal qualifications	267 23%bdgj	93 28%Tbd	17 12%	77 38%Tad	166 21%b	60 22%	164 28%Tg	37 15%	6 32%	227 26%Tkl	39 13%k	8 7%	18 13%	20 19%k	10 17%	136 23%	67 18%	21 19%	-
Other	10 1%	-	-	-	10 1%	1	8 1%	1	-	8 1%	1 1%	1 1%	1 1%	-	-	6 1%	4 1%	-	-
Not applicable	6 *d	4 1%cd	2 2%cd	2 1%	1	1	5 3%	-	-	3 *	-	-	-	3 3%Ti	-	-	1 *	2 1%	-
Prefer not to say	3 *	-	-	-	1	-	1	2 1%	-	1	-	-	-	-	-	1	-	-	-
Don't know	138 12%pq	46 14%	20 13%	29 14%	86 11%	49 16%Tg	64 10%	25 10%	-	110 13%	29 10%	9 8%	15 11%	8 7%	10 16%jm	96 16%Tpq	28 7%	3 3%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 566
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

	GQ Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (g)	North East (e)	North West (f)	Yorkshire and the Humber (h)	West Midlands (i)	East Midlands (j)	East of England (k)	London (l)	South East (m)	South West (n)	Urban (A)	Rural (B)	More than 2 hours (o)	1-2 hours (p)	Smart Phone only (q)	Tablet or laptop only (r)	Multiple devices (s)	Working full time (t)	Working part-time (u)	Unemployed - looking for work (v)	Unemployed - not looking for work (w)	Student (x)	Retired (y)	House person/ Other (z)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
At least one has a degree level qualification or degree equivalent or above	267	22	12	6	228	8	38	21	18	14	17	53	37	23	205	43	183	80	5	6	246	133	69	14	2	18	16	6	8
	23% ^{sovw}	23%	21%	17%	23%	16%	30% ^j	21%	19%	18%	16%	33% ^{Tdhi}	22%	22%	24%	24%	26% ^{To}	18%	19%	10%	23%	28% ^{Tvx}	28% ^{vxx}	26% ^{wx}	3%	48% ^{Tstuv}	8%	14%	24%
Qualifications below degree level	480	44	15	14	407	21	54	42	40	37	55	76	45	365	68	306	172	12	21	440	230	101	21	32	15	47	15	18	
	41% ^{bx}	46% ^b	27%	40%	41%	45%	43%	42%	46% ^b	34%	34%	45% ^b	44%	42%	38%	43% ^T	38%	44%	36%	41%	48% ^{Tx}	41% ^{xx}	40% ^{xx}	51% ^{xx}	39% ^{xx}	23%	35%	53%	
No formal qualifications	267	20	22	12	212	12	22	22	26	14	32	33	32	19	183	37	146	118	5	21	236	62	50	10	12	3	113	14	3
	23% ^{dnsw}	21%	38% ^{Tdtkm}	35%	22%	26%	23%	27%	27%	17%	30% ^{df}	21%	19%	19%	21%	21%	26%	18%	36%	22%	13%	20% ^s	19%	19%	8%	55% ^{Tstuv}	32% ^{sw}	10%	
Other	10	-	-	-	10	-	2	-	1	-	3	-	2	2	6	4	4	5	-	10	5	2	-	-	1	2	-	-	
	1% ⁿ	-	-	-	1%	-	1%	-	1%	-	3%	-	1%	2%	1%	2%	1%	1%	-	1%	1%	1%	-	-	-	3%	1%	-	-
Not applicable	6	-	-	-	6	-	2	-	-	-	4	-	4	2	1	4	1	4	-	6	1	2	-	-	-	2	-	-	
	* ⁿ	-	-	-	1%	-	2%	-	-	-	2% ^{Td}	-	-	1%	-	1%	-	1%	-	1%	-	1%	-	-	-	1%	-	-	
Prefer not to say	3	-	-	-	3	-	1	-	-	1	-	-	-	1	-	2	1	1	-	2	-	1	-	1	-	-	-	-	
	* ⁿ	-	-	-	1%	-	1%	-	-	1%	-	-	-	1%	-	3%	-	3%	-	2%	-	1%	-	2% ^{sa}	-	-	-	-	
Don't know	138	8	8	3	119	6	12	9	10	15	19	15	21	13	97	26	65	66	5	11	122	51	23	7	17	1	26	9	5
	12% ⁿ	9%	15%	8%	12%	12%	9%	10%	10%	19%	18%	9%	13%	13%	11%	14%	9%	15% ⁿ	16%	18%	11%	11%	9%	14%	26% ^{Tstwx}	2%	13%	20% ^{sw}	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 567
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

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Frutla (n)	Bitchut (o)	OnlyFan (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
At least one has a degree level qualification or degree equivalent or above	267	47	53	60	49	45	261	177	101	224	98	52	55	21	17	28	75	191	113	155
	23%bsu	21%	17%	22%	32%Tabc	35%Tabc	24%T	29%Tg	31%Tg	23%	33%Tgh	36%Tgh	41%Tghjko	42%Tghj	33%Tgj	37%Tghj	35%Ta	20%	27%Tu	20%
Qualifications below degree level	480	79	137	124	62	46	442	292	146	396	133	65	55	23	25	36	93	380	191	289
	41%u	35%	44%	46%sa	41%	35%	41%	47%Tg	45%	41%	44%	46%	41%	46%	50%sm	47%	43%	41%	46%Tu	38%
No formal qualifications	267	57	85	59	15	31	231	90	41	212	31	17	14	4	5	7	27	235	72	195
	23%bdghi	25%kd	28%Td	22%id	10%	24%id	22%hiklmmop	15%kp	13%	22%hiklmmop	10%	12%	11%	8%	10%	9%	13%	25%Tr	17%	26%Tt
Other	10	-	4	-	3	1	8	4	1	7	2	1	1	-	-	-	1	9	3	6
	1%	-	1%	-	2%c	1%	1%	1%	*	1%	1%	1%	1%	-	-	-	*	1%	1%	1%
Not applicable	6	2	1	2	-	1	5	1	-	5	1	-	-	-	-	1	-	6	1	5
	7*	1%	*	1%	-	1%	*	*	-	1%	*	-	-	-	-	1%h	-	*	*	1%
Prefer not to say	3	-	-	-	-	-	3	2	2	3	2	-	1	1	-	-	-	3	3	-
	*	-	-	-	-	-	*	*	1%	*	1%	-	1%	2%Tghj	-	-	-	*	1%u	-
Don't know	138	40	28	25	22	6	120	53	33	119	32	8	8	1	4	4	21	114	33	106
	12%lehlmrpt	18%Tbce	9%	9%	15%e	5%	11%shlmp	9%n	10%lmp	12%hlmp	11%lmp	6%n	6%n	1%	7%n	6%	10%	12%	8%	14%Tt

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 568
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

	Total (j)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
At least one has a degree level qualification or degree equivalent or above	267 23%abhi	24 14%	53 16%	68 27%ab	35 22%	88 36%Tabcd	24 14%	54 16%	69 26%hi	35 22%	86 36%Thjk
Qualifications below degree level	480 41%ah	54 32%	124 37%	112 44%	78 49%ab	112 45%ab	55 32%	125 37%	115 44%h	78 49%Th	107 45%h
No formal qualifications	267 23%cej	70 41%Tbode	97 29%Tcde	44 17%	29 18%	27 11%	72 41%Tijk	98 29%Tjkl	46 17%l	27 17%	24 10%
Other	10 1%	2 1%	6 2%	1 -	-	1 -	2 1%	6 2%	1 -	-	1 -
Not applicable	6 *	-	5 2%T	1 -	-	-	-	5 2%T	1 -	-	-
Prefer not to say	3 *	-	1 -	-	-	2 1%	-	1 -	-	-	2 1%T
Don't know	138 12%el	19 12%	52 16%Te	31 12%	19 12%	17 7%	21 12%	52 15%l	31 12%	19 12%	16 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 569
D9. What type of school did you mainly attend between the ages of 11 and 16?
Base: All Adult respondents

	Gender			Social Grade						Age										Ethnicity				Religion			
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	55+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christian (n)	Muslim (n)	Other religion (n)	None (n)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
State-run or state-funded school - selective on academic, faith or other grounds	333	167	166	116	88	68	60	333	40	60	48	43	45	67	30	142	97	296	34	7	20	6	161	13	12	143	
	28%kA	29%	28%	38%Tdef	25%	27%	23%	28%kl	28%	28%	23%	19%	26%	48%Thj	41%klm	37%Thklm	46%Thjklmp	29%	23%	20%	24%	34%	34%TA	33%	20%	25%	
State-run or state-funded school - non-selective	669	318	351	138	206	153	171	669	76	117	123	157	107	57	31	195	88	591	73	17	44	8	241	19	31	364	
	57%congpx	55%	59%	45%	59%c	62%c	65%Tc	57%npq	53%	55%knq	60%npq	71%Thjknopq	61%npq	41%	43%	51%nq	42%	59%	58%	49%	52%	47%	51%	48%	52%	64%Tx	
Independent or fee-paying school - bursary	36	24	12	16	12	3	5	36	6	5	10	3	3	6	3	12	9	29	8	4	3	1	17	3	4	12	
	3%	4%	2%	5%e	3%	1%	2%	3%	4%	2%	5%	1%	2%	4%	4%	3%	4%	3%	5%	12%Tr	3%	8%	4%	7%	7%A	2%	
Independent or fee-paying school - no bursary	57	33	23	13	26	11	7	57	7	9	10	8	12	6	4	22	10	46	9	2	5	1	26	3	1	23	
	5%	6%	4%	4%	8%T	4%	3%	5%	5%	4%	5%	4%	7%	5%	6%	5%	5%	6%	6%	6%	6%	5%	6%	8%	2%	4%	
Attended school outside the UK	46	17	29	18	12	7	7	46	3	17	10	8	4	2	2	8	4	24	19	4	12	1	14	1	10	16	
	4%pr	3%	5%	6%	4%	3%	3%	4%p	2%	8%Thmnpq	5%	4%	2%	1%	3%	2%	2%	13%Tr	11%Tr	15%Tr	15%Tr	4%	3%	4%	17%TxA	3%	
Other	12	5	7	2	1	3	5	12	3	2	-	1	2	1	3	6	4	10	2	1	1	1	9	-	-	3	
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-	1%	1%	1%	4%k	2%	1%	1%	2%	2%	1%	3%	2%	-	-	1%	
Prefer not to say	4	2	2	2	1	-	-	4	3	-	-	1	-	-	-	-	-	3	-	-	-	-	-	-	-	2	
	*	*	*	1%	*	-	-	*	2%Thp	-	-	1%	-	-	-	-	-	3*	*	*	1%	-	-	-	-	2%lx	
Don't know	13	7	5	-	3	2	8	13	5	4	3	-	1	-	-	1	-	11	-	-	-	-	3	-	-	8	
	1%	1%	1%	-	1%	1%	3%Tc	1%	3%Thnpq	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 570
D9. What type of school did you mainly attend between the ages of 11 and 16?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impact/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	56*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
State-run or state-funded school - selective on academic, faith or other grounds	333	81	19	56	245	79	183	61	9	255	78	36	34	29	11	165	109	38	4
	28%b	25%b	13%	28%b	31%b	29%	29%	25%	48%	29%	26%	31%	25%	27%	18%	27%	29%	35%	25%
State-run or state-funded school - non-selective	669	210	108	126	442	154	358	150	8	493	176	55	86	63	42	378	202	49	7
	57%q	64%Td	73%Tad	63%	55%	57%	56%	62%	41%	57%	58%k	48%	63%k	59%	72%Tjk	63%Tpq	53%	44%	43%
Independent or fee-paying school - bursary	36	12	6	6	23	8	20	8	*	26	10	5	5	1	*	9	19	7	2
	3%o	4%	4%	3%	3%	3%	3%	3%	2%	3%	3%	5%	4%	1%	*	2%	5%To	6%o	11%
Independent or fee-paying school - no bursary	57	10	4	6	44	16	30	10	-	43	14	4	4	7	5	21	28	6	-
	5%	3%	3%	3%	8%	8%	5%	4%	-	5%	4%	4%	3%	6%	8%	4%	7%To	8%	-
Attended school outside the UK	46	10	7	1	31	7	29	9	2	28	18	10	6	6	*	13	21	9	1
	4%co	3%c	5%c	1%	4%c	2%	5%	4%	9%	3%	6%	8%Ti	5%	6%	1%	2%	5%o	8%To	7%
Other	12	4	3	2	8	4	6	3	-	9	3	1	1	1	1	2	2	-	1
	1%o	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	*	*	1%	1%	*	*	-	8%
Prefer not to say	4	1	-	1	2	1	2	-	-	2	1	1	-	-	-	1	-	1	-
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%
Don't know	13	2	1	2	7	2	11	-	-	10	3	2	*	-	-	11	-	-	1
	1%	1%	1%	1%	1%	2%	-	-	-	1%	1%	2%	*	-	-	2%p	-	-	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 571
D9. What type of school did you mainly attend between the ages of 11 and 16?
Base: All Adult respondents

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
State-run or state-funded school - selective on academic, faith or other grounds	333	23	9	21	279	19	44	25	36	16	26	49	35	28	253	43	179	153	10	18	303	143	52	9	7	10	93	6	12
State-run or state-funded school - non-selective	28%ntv	24%	16%	63%	28%j	39%bil	34%bl	26%	38%bdll	20%	25%	31%	21%	27%	29%	24%	25%	34%Tn	35%	31%	29%	30%tv	21%	18%	11%	26%	45%Tstu	14%	35%
State-run or state-funded school - non-selective	669	61	43	9	556	22	60	62	43	52	68	80	109	59	485	109	413	246	15	34	609	276	146	36	48	22	90	34	17
Independent or fee-paying school - bursary	36	1	-	1	35	1	9	-	4	5	2	7	4	5	23	7	27	9	2	3	30	13	10	-	2	2	8	1	-
Independent or fee-paying school - no bursary	57	3	1	3	50	1	5	4	6	4	3	9	14	5	39	11	38	18	-	1	52	21	17	4	-	10	1	3	9%
Attended school outside the UK	46	2	2	-	42	2	4	4	4	4	3	11	5	4	39	4	32	13	1	-	44	19	19	-	1	2	2	2	1
Other	12	5	1	-	7	1	-	-	1	1	-	3	1	-	8	4	6	6	-	3	10	4	1	-	1	2	4	-	-
Prefer not to say	4	-	-	-	4	-	1	1	1	-	-	-	-	1	2	1	3	-	1	-	3	1	1	1	-	-	-	-	-
Don't know	13	1	1	-	11	1	4	1	-	-	3	-	1	-	11	-	8	2	-	-	9	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 572
D9. What type of school did you mainly attend between the ages of 11 and 16?
Base: All Adult respondents

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Facebook (n)	BitChute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
State-run or state-funded school - selective on academic, faith or other grounds	333	59	74	84	54	43	297	165	96	270	82	41	38	18	16	23	62	270	113	219
State-run or state-funded school - non-selective	669	133	200	140	69	74	614	355	172	561	164	82	59	21	24	38	124	534	235	434
Independent or fee-paying school - bursary	36	6	6	10	7	5	32	20	15	31	12	7	14	7	4	5	8	28	12	24
Independent or fee-paying school - no bursary	57	9	13	17	11	6	55	30	16	43	16	6	10	2	3	5	11	45	22	35
Attended school outside the UK	46	9	10	11	8	3	46	34	13	39	17	4	8	1	2	4	11	35	19	27
Other	12	2	1	4	2	-	10	7	3	10	3	1	2	1	1	-	1	11	5	7
Prefer not to say	4	1	-	-	1	-	4	2	2	3	2	-	-	-	-	-	-	3	2	3
Don't know	13	5	3	3	-	-	13	6	6	8	3	1	2	1	1	1	1	10	7	6
	1%	2%	1%	1%	-	-	1%	1%	2%	1%	1%	1%	2%	1%	1%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 573
D9. What type of school did you mainly attend between the ages of 11 and 16?
Base: All Adult respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
State-run or state-funded school - selective on academic, faith or other grounds	333 28%	58 34% ^d	102 30%	65 25%	36 22%	72 29%	60 35%	102 30%	65 25%	39 24%	68 29%
State-run or state-funded school - non-selective	669 57% ^e	88 52%	195 58%	158 61% ^e	102 64% ^e	126 51%	90 52%	197 58%	161 61%	97 61%	124 52%
Independent or fee-paying school - bursary	36 3%	3 2%	13 4%	5 2%	2 1%	14 6% ^{td}	3 2%	13 4%	5 2%	2 1%	14 6% ^{tk}
Independent or fee-paying school - no bursary	57 5%	10 6%	13 4%	13 5%	5 3%	16 6%	10 6%	13 4%	14 5%	6 4%	14 6%
Attended school outside the UK	46 4%	2 1%	10 3%	15 6% ^a	9 6% ^a	11 4%	2 1%	10 3%	16 6% ^h	9 6% ^h	11 4%
Other	12 1%	5 3% ^b	1 *	1 *	4 2% ^b	2 1%	5 3% ^d	1 *	3 1%	2 1%	2 1%
Prefer not to say	4 *	1 1%	1 *	-	-	2 1%	1 1%	1 *	-	-	2 1%
Don't know	13 1%	3 2%	3 1%	-	3 2%	4 1%	3 2%	3 1%	-	4 2% ^j	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Table 574
 D11. What is your relationship to your child?
 Base: All children

	Gender		Social Grade				Age	Ethnicity			Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	White (r)	BAME (s)	Mixed (t)	Christi an (x)	None (A)
Unweighted base	118	63	55	51	27	19	21	118	99	19	14	52	58
Weighted base	89	45*	43*	37*	21**	14**	18**	89	76	13**	10**	41*	43*
Effective base	94	46	48	40	23	15	17	94	80	14	10	41	47
Mother	31	16	15	6	9	7	9	31	28	3	1	10	19
	35% ^c	36%	34%	17%	41%	51%	54%	35%	37%	20%	12%	24%	45% ^{Tx}
Father	47	26	21	26	9	7	6	47	40	7	7	26	19
	54%	58%	48%	70% ^T	44%	46%	35%	54%	53%	57%	69%	63%	45%
Step-mother	1	-	1	-	-	-	1	1	-	1	1	-	1
	1%	-	2%	-	-	-	4%	1%	-	5%	7%	-	2%
Step-father	2	1	2	1	1	-	*	2	2	1	1	2	1
	3%	1%	4%	2%	8%	-	3%	3%	2%	4%	6%	4%	2%
Grandmother	1	-	1	1	1	-	-	1	1	-	-	1	1
	1%	-	3%	1%	4%	-	-	1%	2%	-	-	2%	1%
Grandfather	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Aunt	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Uncle	1	*	*	-	*	*	-	1	*	*	-	*	-
	1%	1%	1%	-	2%	3%	-	1%	1%	3%	-	1%	-
Other relative	2	-	2	2	1	-	-	2	2	1	-	1	1
	3%	-	6%	4%	4%	-	-	3%	3%	4%	-	3%	2%
Foster carer	1	-	1	1	-	-	-	1	1	-	-	-	1
	1%	-	1%	2%	-	-	-	1%	1%	-	-	-	1%
Other legal guardian	2	2	*	1	-	-	1	2	1	1	1	1	1
	2%	4%	1%	4%	-	-	4%	2%	2%	5%	7%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 575
 D11. What is your relationship to your child?
 Base: All children

	Impacting/limiting condition			Number of people in household		Highest educational level
	Total (f)	Any (a)	Mental condition (b)	No impacting/limiting condition (c)	2-3 (e)	
Unweighted base	118	31	21	85	38	69
Weighted base	89	23**	14**	65	31*	50
Effective base	94	23	16	70	30	55
Mother	31 35%	10 45%	7 46%	20 31%	9 29%	19 37%
Father	47 54%	10 43%	5 33%	37 57%	19 61%	26 53%
Step-mother	1 1%	-	-	1 1%	1 2%	-
Step-father	2 3%	-	-	2 4%	-	1 2%
Grandmother	1 1%	-	-	1 2%	1 2%	1 2%
Grandfather	-	-	-	-	-	-
Aunt	-	-	-	-	-	-
Uncle	1 1%	-	-	1 1%	-	1 1%
Other relative	2 3%	2 8%	2 13%	1 1%	-	2 4%
Foster carer	1 1%	1 3%	1 4%	-	-	1 1%
Other legal guardian	2 2%	-	-	2 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 576
 D11. What is your relationship to your child?
 Base: All children

	Total (T)	GO Region					Urban/ Rural		Internet usage		Devices used to access internet 1
		NET: England (d)	North West (f)	West Midland (g)	East Midland (h)	London (k)	Urban (A)	Rural (B)	More than 2 hours (m)	1-2 hours (n)	
Unweighted base	118	97	13	16	10	19	105	12	97	21	113
Weighted base	89	73	10**	12**	10**	12**	77	11**	73	16**	85
Effective base	94	76	9	12	8	17	84	9	76	18	89
Mother	31	27	2	6	5	5	25	6	24	7	28
	35%	36%	24%	50%	46%	39%	32%	53%	33%	44%	34%
Father	47	38	8	4	5	7	44	4	38	9	47
	54%	52%	76%	30%	47%	61%	57%	35%	53%	56%	55%
Step-mother	1	1	-	-	-	-	1	-	1	-	1
	1%	1%	-	-	-	-	1%	-	1%	-	1%
Step-father	2	2	-	-	-	-	2	*	2	-	2
	3%	3%	-	-	-	-	2%	4%	3%	-	3%
Grandmother	1	1	-	1	-	-	1	-	1	-	1
	1% ^r	2%	-	4%	-	-	2%	-	2%	-	1%
Grandfather	-	-	-	-	-	-	-	-	-	-	-
Aunt	-	-	-	-	-	-	-	-	-	-	-
Uncle	1	1	-	*	-	-	1	-	1	-	1
	1%	1%	-	3%	-	-	1%	-	1%	-	1%
Other relative	2	2	-	1	-	-	2	-	2	-	2
	3%	2%	-	8%	-	-	3%	-	3%	-	3%
Foster carer	1	-	-	-	-	-	1	-	1	-	1
	1%	-	-	-	-	-	1%	-	1%	-	1%
Other legal guardian	2	2	-	*	1	-	1	1	2	-	2
	2%	3%	-	4%	7%	-	1%	9%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 577
D11. What is your relationship to your child?
 Base: All children

	Household income- per year				Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures		
	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 - (e)	YouTube (g)	Instagr am (h)	TikTok (i)	Faceboo k (j)	Snapha 1 (k)	Twitch (l)	Vimeo (m)	Frutita b (n)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	118	18	25	27	33	117	96	91	83	84	46	30	18	43	74	61	57
Weighted base	89	13**	21**	20**	24**	88	73	66	67	66	33*	18**	13**	31*	57	44*	44*
Effective base	94	16	19	24	25	93	75	74	65	65	31	22	13	33	60	50	44
Mother	31	5	9	8	4	30	24	22	20	23	10	2	2	9	22	14	17
	35%	38%	44%	37%	15%	34%	32%	33%	30%	35%	29%	12%	15%	30%	38%	32%	37%
Father	47	6	9	10	18	47	41	39	40	35	19	13	9	19	29	24	23
	54%	49%	42%	50%	75%	54%	56%	59%Tk	60%	53%	57%	74%	66%	61%	50%	55%	52%
Step-mother	1	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	1
	1%	-	-	-	-	1%	1%	-	1%	1%	-	-	-	-	-	-	2%
Step-father	2	-	-	1	1	2	2	1	2	2	1	1	1	1	-	-	2
	3%	-	-	2%	6%	3%	2%	2%	2%	3%	3%	3%	4%	3%	2%	1%	4%
Grandmother	1	1	1	-	-	1	1	-	-	-	1	-	-	-	1	1	1
	1%	4%	4%	-	-	1%	1%	-	-	-	2%	-	-	2%	1%	2%	2%
Grandfather	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aunt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Uncle	1	*	*	-	-	1	1	*	1	*	*	*	*	1	-	-	*
	1%	3%	2%	-	-	1%	1%	1%	1%	1%	1%	2%	3%	3%	-	1%	1%
Other relative	2	-	1	-	1	2	2	1	2	*	*	*	*	1	2	2	1
	3%	-	6%	-	5%	3%	3%	2%	2%	4%	1%	2%	3%	2%	3%	4%	2%
Foster carer	1	-	-	1	-	1	1	1	1	1	-	-	-	-	1	1	-
	1%	-	-	3%	-	1%	1%	1%	1%	1%	-	-	-	-	1%	1%	-
Other legal guardian	2	1	-	1	*	2	2	1	2	2	2	1	1	-	2	2	-
	2%	5%	-	5%	2%	2%	3%	2%	3%	3%	6%	6%	8%	-	4%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 578
 D11. What is your relationship to your child?
 Base: All children

	Total (f)	No. of VSPs used in Past 3 months		No. of Selected VSPs used in Past 3 months	
		4 VSPs (d)	5+ VSPs (e)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	118	23	71	23	70
Weighted base	89	19**	53	19**	52
Effective base	94	19	54	19	53
Mother	31 35%	7 38%	16 31%	7 37%	16 31%
Father	47 54%	10 52%	31 59%	10 52%	31 59%
Step-mother	1 1%	1 4%	-	1 4%	-
Step-father	2 3%	1 4%	2 3%	1 7%	1 2%
Grandmother	1 1%	-	-	-	-
Grandfather	-	-	-	-	-
Aunt	-	-	-	-	-
Uncle	1 1%	* 3%	* 1%	-	* 1%
Other relative	2 3%	-	1 2%	-	1 2%
Foster carer	1 1%	-	1 1%	-	1 1%
Other legal guardian	2 2%	-	4 4%	-	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 579
 D13. Which school year is your child currently in?
 Base: All children

	Gender		Social Grade				Age	Ethnicity			Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	White (r)	BAME (s)	Mixed (t)	Christian (x)	None (A)
Unweighted base	118	63	55	51	27	19	21	118	99	19	14	52	58
Weighted base	89	45*	43*	37*	21**	14**	18**	89	76	13**	10**	41*	43*
Effective base	94	46	48	40	23	15	17	94	80	14	10	41	47
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	15	8	7	9	2	2	3	15	14	1	*	9	6
	17%	19%	16%	23%	10%	11%	20%	17%	19%	7%	4%	23%	13%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	15	9	6	6	4	4	*	15	12	3	3	6	8
	17%	19%	14%	17%	19%	29%	3%	17%	16%	21%	27%	14%	18%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	18	11	8	9	6	*	4	18	16	2	1	9	9
	21%	23%	18%	23%	27%	3%	22%	21%	22%	13%	13%	23%	20%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	11	4	7	4	3	2	2	11	8	3	2	4	6
	13%	10%	16%	9%	17%	15%	14%	13%	11%	24%	17%	9%	14%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	12	4	9	5	2	2	4	12	12	1	-	5	6
	14%	8%	20%	12%	11%	11%	23%	14%	15%	4%	-	13%	14%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	9	4	5	4	4	1	-	9	5	3	3	7	2
	10% ^{uA}	8%	12%	11%	17%	6%	-	10%	7%	25%	32%	17% ^A	4%
My child is no longer in school	8	6	2	1	-	4	3	8	7	1	1	1	7
	9% ^x	13%	5%	4%	-	25%	18%	9%	10%	5%	7%	2%	17% ^{Tx}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 5/0
 D13. Which school year is your child currently in?
 Base: All children

	Impacting/limiting condition			Number of people in household		Highest educational level
	Total (f)	Any (a)	Mental condition (b)	No impacting/limiting condition (c)	2-3 (e)	
Unweighted base	118	31	21	85	38	69
Weighted base	89	23**	14**	65	31*	50
Effective base	94	23	16	70	30	55
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	15	5	3	11	4	11
	17%	21%	20%	16%	11%	21%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	15	2	2	12	5	8
	17%	10%	16%	19%	15%	16%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	18	2	1	16	9	7
	21%	10%	8%	24%	29%	15%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	11	5	3	6	2	8
	13%	22%	20%	10%	8%	15%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	12	4	4	8	4	8
	14%	16%	26%	12%	12%	17%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	9	4	1	5	4	5
	10%	17%	5%	7%	13%	9%
My child is no longer in school	8	1	1	7	4	3
	9%	3%	5%	11%	14%	6%

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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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 5/1
 D13. Which school year is your child currently in?
 Base: All children

	Total (T)	GO Region					Urban/ Rural		Internet usage		Devices used to access internet 1 Multipl e devices (I)
		NET: England (d)	North West (f)	West Midland (g)	East Midland (h)	London (k)	Urban (A)	Rural (B)	More than 2 hours (m)	1-2 hours (n)	
Unweighted base	118	97	13	16	10	19	105	12	97	21	113
Weighted base	89	73	10**	12**	10**	12**	77	11**	73	16**	85
Effective base	94	76	9	12	8	17	84	9	76	18	89
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	15 17%sn	12 16%	1 14%	* 4%	5 44%	1 11%	15 20%	- -	10 14%	5 34%	15 18%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	15 17%	14 20%	3 29%	3 30%	- -	2 17%	13 17%	2 14%	10 14%	5 30%	14 17%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	18 21%sdA	12 16%	- -	2 14%	3 33%	2 19%	13 17%	4 41%	16 22%	3 16%	17 20%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	11 13%	9 12%	1 14%	1 12%	1 8%	1 11%	11 14%	1 5%	10 14%	1 8%	11 13%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	12 14%	11 15%	1 7%	2 21%	- -	3 25%	12 15%	* 4%	12 16%	1 3%	11 12%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	9 10%	9 12%	1 7%	- -	1 8%	1 12%	8 10%	1 8%	8 11%	1 5%	9 10%
My child is no longer in school	8 9%A	7 10%	3 26%	2 19%	1 7%	1 5%	5 6%	3 28%	7 10%	1 4%	8 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 562
D13. Which school year is your child currently in?
 Base: All children

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	£15,600 - £25,999	£26,000 - £36,399	£36,400 - £51,999	£52,000 +	YouTube	Instagram	TikTok	Facebook	Snapchat	Twitch	Vimeo	Fruita	Any exposure	No exposure	Very/ Quite aware	Not at all/ Not very aware		
Total (T)	(b)	(c)	(d)	(e)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(r)	(s)	(t)	(u)		
Unweighted base	118	18	25	27	33	117	96	91	83	84	46	30	18	43	74	61	57	
Weighted base	89	13**	21**	20**	24**	88	73	66	67	66	33*	18**	13**	31*	57	44*	44*	
Effective base	94	16	19	24	25	93	75	74	65	65	31	22	13	33	60	50	44	
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	15	1	3	2	8	15	12	13	11	12	7	6	4	7	8	5	10	
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	15	4	2	5	3	14	13	12	11	10	6	2	1	8	7	7	8	
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	18	2	4	5	5	18	13	14	14	12	6	3	4	5	12	14	4	
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	11	-	3	2	4	11	9	9	8	9	3	3	1	4	7	7	4	
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	12	3	3	2	3	12	10	8	8	9	4	2	1	3	9	3	9	
Year 13/ Upper Sixth (England)/ Year 14 (NI)	10% ^l	13%	13%	15%	5%	10% ^l	11% ^l	7%	12% ^l	9%	4%	6%	8%	8%	11%	8%	11%	
My child is no longer in school	8	1	4	-	1	8	8	6	7	8	6	1	1	-	8	4	3	
	9%	5%	18%	-	3%	9%	11%	9%	10%	12%	18% ^l	8%	5%	-	14% ^{Tr}	10%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 5/3
 D13. Which school year is your child currently in?
 Base: All children

	Total (T)	No. of VSPs used in Past 3 months		No. of Selected VSPs used in Past 3 months	
		4 VSPs (d)	5+ VSPs (e)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	118	23	71	23	70
Weighted base	89	19**	53	19**	52
Effective base	94	19	54	19	53
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	15 17%	2 8%	11 21%	2 8%	11 21%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	15 17%	1 7%	11 20%	1 7%	11 21%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	18 21%	6 33%	8 15%	6 33%	8 15%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	11 13%	1 5%	8 15%	1 5%	8 15%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	12 14%	3 18%	5 10%	3 18%	5 10%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	9 10%	4 22%	3 7%	4 23%	3 6%
My child is no longer in school	8 9%	1 7%	7 13%	1 7%	7 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) - T/a/b/c/d/e - T/h/i/j/k/l

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 584
D16. Is the house or flat in which you mainly live...?
Base: All respondents

	Gender		Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (M)	Female (F)	AB (A)	C1 (B)	C2 (C)	DE (D)	13-17 (E)	18+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-74 (L)	75-84 (M)	55+ (N)	65+ (O)	White (P)	BAME (Q)	Mixed (R)	Asian (S)	Black (T)	Christi an (U)	Muslim (V)	Other religio n (W)	None (X)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
NET: Owned	808	408	400	272	224	185	125	62	746	75	111	123	129	135	112	62	309	174	714	85	17	61	6	351	28	44	367
Owned outright (without mortgage)	435	224	211	140	117	88	88	25	410	27	28	37	62	95	102	59	256	161	389	40	10	28	2	213	11	24	180
Owned with a mortgage or loan	373	184	189	133	107	97	36	37	337	47	83	87	67	40	10	3	53	13	325	45	7	33	3	138	17	20	187
NET: Rented	430	200	230	65	137	73	150	25	405	59	102	79	91	40	27	7	74	34	351	72	27	27	13	154	13	18	236
Rented from the council	97	39	58	12	27	21	37	6	91	7	19	21	16	15	11	2	28	13	81	15	9	2	4	34	1	1	58
Rented from a housing association	108	57	52	9	32	16	50	10	98	16	13	15	35	10	8	1	19	9	89	17	5	6	4	47	5	4	50
Rented from someone else	225	105	121	43	79	37	64	10	216	36	70	43	40	15	8	4	27	12	182	41	13	19	5	73	8	13	128
Rent free	21	10	11	5	9	2	4	1	20	9	2	2	2	-	-	4	4	4	19	1	1	-	-	8	-	1	10

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



Ofcom VSP Tracker - Wave 1
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Table 585
D16. Is the house or flat in which you mainly live...?
Base: All respondents

	Impacting/limiting condition				Number of people in household							Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
NET: Owned	808	202	79	117	582	170	433	190	15	572	173	66	83	64	32	375	255	74	64	
	64%abdcj	57%ab	49%	56%	67%Tabc	63%	65%	65%	55%	66%kj	57%	58%	61%	64	55%	62%	67%	68%	67%	
Owned outright (without mortgage)	435	130	43	80	295	122	246	62	5	384	25	6	10	12	7	198	145	30	31	
	35%kgk	37%b	26%	38%b	34%	45%Tg	37%g	21%	18%	44%Tklmn	8%	6%	7%	11%	12%	33%	38%	28%	32%	
Owned with a mortgage or loan	373	72	36	37	287	48	188	128	10	188	148	60	73	52	25	177	110	44	34	
	30%abce	20%	22%	18%	33%Tabc	18%	28%e	44%Tef	37%	22%	49%Ti	52%Ti	54%Ti	49%Ti	43%Ti	29%	29%	40%Tp	35%	
NET: Rented	430	146	80	89	268	101	222	95	12	278	126	48	54	40	25	217	118	35	30	
	34%di	41%Td	50%Tad	42%Td	31%	37%	33%	33%	45%	32%	42%Ti	42%	39%	38%	43%	36%	31%	32%	31%	
Rented from the council	97	31	15	24	64	17	47	28	4	58	33	12	20	13	9	59	15	3	9	
	8%p	9%	9%	12%T	7%	6%	7%	10%	14%	7%	11%Ti	10%	15%Ti	12%	15%i	10%Tpq	4%	3%	9%pp	
Rented from a housing association	108	50	24	32	53	23	57	25	3	67	30	5	8	13	10	59	26	3	10	
	9%dq	14%Td	15%Td	15%Td	6%	8%	9%	9%	11%	8%	10%jd	5%	6%	12%	17%Tkl	10%q	7%	3%	10%sq	
Rented from someone else	225	65	42	33	151	61	117	42	5	152	63	32	25	15	7	100	77	29	11	
	18%	18%	26%Tad	16%	17%	22%g	18%	14%	20%	18%	21%lm	28%Timn	18%	14%	11%	17%	20%	26%Tor	12%	
Rent free	21	5	3	3	16	1	13	7	-	17	3	-	-	2	1	8	8	1	1	
	2%	1%	2%	1%	2%	*	2%	2%	-	2%	1%	-	-	2%	2%	1%	2%	1%	1%	

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 586
D16. Is the house or flat in which you mainly live...?
Base: All respondents

	GQ Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
NET: Owned	808	61	43	32	672	38	99	60	78	60	66	87	111	73	600	127	461	331	15	43	730	297	151	33	30	21	177	23	15
	64%knv	58%	71%k	86%	64%k	73%k	72%adk	59%	73%adjk	67%k	59%	51%	63%k	67%	64%	67%	59%	72%Tn	52%	72%	64%	62%	61%	62%	48%	55%	86%Tatuwy	51%	45%
Owned outright (without mortgage)	435	27	31	19	358	16	54	32	31	35	39	42	60	49	310	72	229	198	8	27	385	102	76	23	19	13	161	12	4
	35%knrs	26%	52%Tadg	52%	34%k	31%	40%ak	32%	28%	39%k	35%	24%	34%	45%Tadk	33%	38%	29%	43%Tn	29%	45%	34%	21%	31%ss	44%sa	30%	33%	73%Tatuwy	27%	11%
Owned with a mortgage or loan	373	34	12	13	315	22	45	28	48	25	27	45	51	24	290	55	232	134	6	16	345	195	74	9	11	8	16	11	12
	30%kx	33%	19%	35%	30%	42%ubjm	32%	27%	45%Tbdg	28%	24%	26%	29%	22%	31%	29%	30%	29%	23%	26%	30%	41%Tbuw	30%kx	18%kx	18%kx	22%kx	8%	24%kx	34%
NET: Rented	430	39	17	5	370	14	38	40	27	30	42	82	62	33	326	55	304	126	13	15	397	178	96	19	33	12	26	22	18
	34%ox	37%	27%	14%	35%uh	27%	28%	39%	25%	33%	37%	48%Tbde	35%	31%	35%	29%	39%To	27%	46%	24%	35%	37%kx	39%kx	36%kx	52%Tsx	32%kx	13%	49%kx	52%
Rented from the council	97	11	4	-	82	4	5	13	6	3	10	22	17	3	79	5	63	34	4	3	86	37	18	6	9	2	10	8	2
	8%B	10%	7%	-	8%	7%	3%	13%dm	5%	4%	9%	13%Tdfm	9%	3%	8%B	3%	8%	7%	15%	6%	8%	8%	7%	12%	14%kx	6%	5%	17%Tx	5%
Rented from a housing association	108	10	3	1	94	6	15	11	5	6	8	25	8	9	75	19	79	29	6	4	99	31	28	7	9	3	7	7	5
	9%kx	10%	5%	2%	9%	12%	11%	11%	5%	7%	7%	14%Tdh	5%	8%	8%	10%	10%T	6%	22%	7%	9%	11%kx	14%kx	14%kx	8%	3%	7	15%kx	15%
Rented from someone else	225	18	9	4	194	4	19	16	16	21	24	36	37	21	172	30	162	63	3	7	212	110	51	6	15	7	9	7	11
	18%ox	17%	16%	11%	18%	8%	14%	16%	15%	23%	22%	21%	21%	20%	18%	16%	21%To	14%	9%	12%	19%	23%Tx	20%kx	11%	24%kx	17%kx	5%	17%kx	32%
Rent free	21	5	1	-	15	-	2	2	-	4	2	3	2	12	7	15	5	1	3	18	7	2	1	-	5	4	-	1	
	2%	4%df	1%	-	1%	-	2%	2%	-	3%l	1%	2%	2%	1%	4%A	2%	1%	2%	4%	2%	1%	1%	2%	-	13%Tatx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 587
D16. Is the house or flat in which you mainly live...?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £52,000+ (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)	
Unweighted base	1259	240	311	293	171	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
NET: Owned	808	111	190	192	135	125	740	412	221	640	199	100	94	39	29	42	147	649	266	541
	64%ahj kpl	48%	59%a	66%a	79%Tabc	81%Tabc	64%hjk lp	60%k	57%	62%kqp	54%	57%	62%kqp	62%	57%	55%	59%	65%	58%	68%Tt
Owned outright (without mortgage)	435	88	128	90	50	49	396	163	78	337	63	36	41	13	17	60	369	110	324	
	35%chjk lmmnprt	37%	40%Tcd	31%	29%	32%	34%hkl mnoop	24%k	20%	33%hkl nop	17%	21%	27%kl	20%	22%	23%k	24%	37%Tr	24%	41%Tt
Owned with a mortgage or loan	373	24	62	102	85	76	344	249	143	303	136	64	53	26	18	25	88	280	156	217
	30%abu	10%	19%a	35%Tab	50%Tabc	49%Tabc	30%	36%Tgj	37%Tgj	29%	37%Tgj	36%Tgj	35%	42%Tjop	35%	32%	35%Ts	28%	34%Tu	27%
NET: Rented	430	122	126	92	32	27	400	268	158	374	156	72	53	24	22	34	93	333	182	248
	34%deu	52%Tbcd	39%Tde	32%de	19%	18%	35%	39%Tg	41%Tgj	36%Tg	43%Tgh m	41%Tg	35%	37%	43%um	45%Tjim	37%	33%	40%Tu	31%
Rented from the council	97	30	27	21	6	5	86	50	38	78	35	10	7	4	3	6	16	78	34	63
	8%de	13%Tde	9%e	7%	4%	3%	7%	7%	10%ghlm	8%	10%hlm	8%	4%	7%	6%	8%um	7%	8%	7%	8%
Rented from a housing association	108	36	38	16	7	5	101	69	37	91	39	19	9	5	6	7	23	85	45	64
	9%cdde	15%Tde	12%Tde	5%	4%	3%	9%	10%um	9%	11%um	11%um	6%	7%	13%mm	9%	9%	9%	10%	10%	8%
Rented from someone else	225	56	61	56	19	18	212	149	83	204	82	42	37	15	12	21	54	170	104	122
	18%deu	24%Tde	19%cd	19%	11%	11%	18%	21%Tg	21%Tg	20%Tg	22%Tg	24%Tg	25%Tg	23%	24%	28%Tghi jk	22%	17%	23%Tu	15%
Rent free	21	1	3	7	4	2	18	12	10	18	10	4	3	1	-	-	8	12	11	10
	2%	-	1%	2%	2%	1%	2%	2%	3%p	2%	3%pp	4%	3%	1%	-	-	3%Ts	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 588
D16. Is the house or flat in which you mainly live...?
Base: All respondents

Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
NET: Owned	808	144	228	161	104	171	148	227	165	104	164
	64% ^{af}	83% ^{Tbode}	67% ^{ae}	61%	58%	57%	83% ^{Tjkd}	66% ^{aj}	61%	58%	57%
Owned outright (without mortgage)	435	102	148	84	43	57	104	148	87	40	55
	35% ^{dekl}	59% ^{Tbode}	43% ^{Tcde}	32% ^{ae}	24%	19%	59% ^{Tjkd}	43% ^{Tjkd}	32% ^{kl}	23%	19%
Owned with a mortgage or loan	373	42	80	77	61	113	44	79	77	64	110
	30% ^{bi}	24%	23%	29%	34% ^b	38% ^{Tabc}	25%	23%	29%	36% ^{hi}	38% ^{Thij}
NET: Rented	439	26	108	103	74	120	26	112	104	72	116
	34% ^{ah}	15%	32% ^a	38% ^a	41% ^a	40% ^{Tab}	15%	32% ^{ah}	38% ^{ah}	40% Th	40% Th
Rented from the council	97	13	26	15	23	20	13	28	15	22	19
	8%	7%	8%	6%	13% ^{Tce}	7%	7%	8%	6%	12% ^{TJ}	7%
Rented from a housing association	108	6	30	29	16	28	6	31	28	16	28
	9% ^{ah}	3%	9%	11% ^{aa}	9%	9% ^{aa}	3%	9% ^h	10% ^{ah}	9%	10% ^{ah}
Rented from someone else	225	7	52	59	35	72	8	53	61	34	69
	18% ^{ah}	4%	15% ^{aa}	22% ^{aa}	19% ^{aa}	24% ^{Tab}	5%	15% ^{ah}	23% ^{ah}	19% ^{ah}	24% ^{Thi}
Rent free	21	4	5	1	2	9	4	5	1	2	9
	2%	2%	2%	1	1%	3% ^{Tc}	2%	2%	1	1%	3% ^{Tj}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 589
D17. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

	Gender			Social Grade					Age										Ethnicity					Religion			
	Total (T)	Male (M)	Female (F)	AB (A)	C1 (C)	C2 (C)	DE (D)	13-17 (G)	18+ (H)	18-24 (I)	25-34 (J)	35-44 (K)	45-54 (L)	55-64 (M)	65-74 (N)	75-84 (O)	55+ (P)	65+ (Q)	White (R)	BAME (S)	Mixed (T)	Asian (U)	Black (V)	Christi an (W)	Muslim (X)	Other religio n (Y)	None (Z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
1	272	147	125	70	88	27	85	-	272	6	33	37	72	50	49	25	123	73	247	18	4	7	4	109	1	12	141
	22%agij	24%	19%	21%e	24%e	10%	30%Tce	-	23%Tgij	5%g	15%gj	18%kjl	33%Tghl	28%Tgjk	35%Tghl	34%gkjl	32%Tghl	35%Tghl	23%Tsu	11%	10%	8%	23%	21%y	3%	12	23%y
	22%agij	24%	19%	21%e	24%e	10%	30%Tce	-	23%Tgij	5%g	15%gj	18%kjl	33%Tghl	28%Tgjk	35%Tghl	34%gkjl	32%Tghl	35%Tghl	23%Tsu	11%	10%	8%	23%	21%y	3%	12	23%y
2	431	204	227	112	128	98	93	8	423	34	69	54	57	94	72	44	210	116	393	36	17	13	2	199	3	18	206
	34%gkjl	33%	35%	33%	35%	38%	33%	9%	36%Tgjk	24%g	32%g	26%g	26%g	54%Tghl	52%Tghl	60%Tghl	54%Tghl	55%Tghl	36%Tsu	23%u	39%au	15%	11%	39%Ty	8%	29%y	34%y
	34%gkjl	33%	35%	33%	35%	38%	33%	9%	36%Tgjk	24%g	32%g	26%g	26%g	54%Tghl	52%Tghl	60%Tghl	54%Tghl	55%Tghl	36%Tsu	23%u	39%au	15%	11%	39%Ty	8%	29%y	34%y
3	238	115	123	67	58	56	57	23	215	38	53	44	44	19	10	4	34	14	198	36	12	22	1	82	8	15	126
	19%imnop	19%	19%	20%	16%	21%	21%	26%imnop	18%imnop	26%Thmn	25%Thmn	21%imnop	21%imnop	11%	7%	6%	34	14	198	36	12	22	1	82	8	15	126
	19%imnop	19%	19%	20%	16%	21%	21%	26%imnop	18%imnop	26%Thmn	25%Thmn	21%imnop	21%imnop	11%	7%	6%	34	14	198	36	12	22	1	82	8	15	126
4	205	94	110	54	75	54	21	30	175	39	42	49	29	9	7	-	16	7	167	35	6	21	7	79	12	13	95
	16%lhmno	15%	17%	16%l	20%TI	21%l	8%	34%Thj	15%imnop	27%Thim	20%imnop	24%Thim	13%imnop	9%	5%	-	4%	3%	15%	22%	13%	24%u	7	38%	15%	30%TA	20%
	16%lhmno	15%	17%	16%l	20%TI	21%l	8%	34%Thj	15%imnop	27%Thim	20%imnop	24%Thim	13%imnop	9%	5%	-	4%	3%	15%	22%	13%	24%u	7	38%	15%	30%TA	20%
5+	114	58	56	39	22	26	24	28	86	26	18	21	17	2	1	-	3	1	80	33	5	24	4	43	16	4	47
	9%dhmnp	9%	9%	12%d	6%	10%	8%	32%Thjk	7%imnpq	18%Thjki	8%imnpq	10%imnpq	8%imnpq	1%	1%	-	1%	*	7%	21%Tr	12%	27%Tr	4	20%	8%	38%TxzA	6%
	9%dhmnp	9%	9%	12%d	6%	10%	8%	32%Thjk	7%imnpq	18%Thjki	8%imnpq	10%imnpq	8%imnpq	1%	1%	-	1%	*	7%	21%Tr	12%	27%Tr	4	20%	8%	38%TxzA	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/yz/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 590
D17. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impacting/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
1	272	96	50	56	167	272	-	-	-	272	-	-	-	-	-	125	102	29	1
	22%dfj	27%Td	31%Td	27%Td	19%	100%Tlg	-	-	-	31%Tjkm	-	-	-	-	-	21%r	27%Tr	26%r	1%
2	431	138	48	86	283	-	431	-	-	396	27	4	10	9	7	224	132	36	9
	34%agjk	39%Tb	30%	41%Tbd	33%	-	64%Teg	-	-	46%Tjkm	9%k	4%	7%	8%	11%	37%r	35%r	33%r	9%
3	238	65	23	33	177	-	238	-	-	105	109	50	28	22	17	118	68	18	20
	19%gi	16%	14%	16%	20%	-	38%Teg	-	-	12%	36%Tlm	43%Tlm	20%l	21%l	29%l	30%	18%	17%	21%
4	205	39	26	20	157	-	-	205	-	65	110	39	67	44	17	92	54	15	40
	16%acef	11%	16%ac	9%	18%Tac	-	-	70%Tef	-	7%	36%Ti	34%Ti	49%Tjk	41%Ti	30%Ti	15%	14%	14%	42%Topq
5+	114	25	15	14	82	-	-	87	27	29	56	22	32	32	17	42	25	11	26
	9%efop	7%	9%	7%	10%	-	-	30%Tef	100%	3%	19%Ti	19%Ti	24%Ti	30%Ti	30%Ti	7%	6%	10%	27%Topq

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 591
D17. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

	GO Region										Urban/ Rural		Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
1	272	26	11	9	225	13	26	16	19	26	28	47	38	13	187	44	162	109	3	18	244	111	41	16	25	2	70	1	6
	22%mAwy	25%km	18%	24%	21%km	25%	19%	16%	18%	28%km	25%km	28%km	21%	12%	20%	23%	21%	23%	9%	30%	21%	23%wy	17%ky	31%tmy	39%Tstwy	6%	34%Tstwy	2%	17%
2	431	31	23	16	361	16	48	40	35	23	42	45	63	49	308	73	245	181	7	31	387	156	87	10	18	3	119	24	7
	34%knw	29%	38%	43%	34%k	32%	35%	39%	32%	26%	37%	27%	35%	46%Tadk	33%	39%	31%	39%kn	25%	50%Tr	34%	32%w	35%uw	19%	28%w	8%	58%Tstuw	54%Tstuw	20%
3	238	20	16	4	199	10	26	14	24	20	17	33	33	23	190	40	153	81	8	6	222	91	55	12	15	10	13	13	5
	19%kx	19%	26%	10%	19%	18%	19%	14%	23%	22%	15%	19%	18%	21%	19%	21%	20%	17%	27%	11%	19%	19%kx	22%kx	23%kx	24%kx	27%kx	7%	29%kx	14%
4	205	22	6	5	171	8	20	20	18	12	18	32	27	15	169	18	136	67	2	5	195	86	45	6	3	19	3	3	11
	16%Bvx	21%	11%	14%	16%	16%	15%	19%	17%	14%	16%	18%	15%	14%	18%TB	9%	17%T	15%	5%	9%	17%T	18%wx	18%wx	11%kx	4%	49%Tstuvxy	2%	6%	32%
5+	114	6	4	3	100	5	17	12	11	9	7	15	16	8	93	14	84	24	9	-	98	39	20	8	2	4	1	4	6
	9%kx	6%	7%	8%	9%	10%	12%	12%	11%	10%	6%	8%	9%	7%	10%	7%	11%To	5%	33%	-	9%	8%kx	8%kx	16%kx	4%	11%kx	1	10%kx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 592
D17. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
1	272	98	82	56	12	10	254	111	43	203	36	27	26	6	12	15	38	229	72	200
	22%deh jklrt e	42%fbcd	26%de	19%de	7%	6%	22%hjk in	16%ik	11%	20%hkn	10%	15%ik	17%ukn	9%	23%hkl n	20%ikn	15%	23%r	16%	25%Tt
2	431	73	128	98	53	51	388	201	90	351	84	36	37	12	9	17	64	362	122	309
	34%ghk lmnoprt	31%	40%T	34%	31%	33%	33%hkl mnop	25%klo	23%	34%hkl mnop	23%	36	20%	24%	18%	23%	26%	36%Tr	26%	39%Tt
3	238	31	54	65	42	27	222	150	87	216	82	39	32	11	11	17	58	178	99	139
	19%ka	13%	17%	22%ka	25%ka	17%	19%	22%Tg	21%Tg	23%T	22%	21%	21%	18%	21%	23%	23%	18%	22%	17%
4	205	17	35	53	44	40	187	145	98	169	91	36	32	19	11	14	57	145	101	104
	16%absu	7%	11%	18%ab	25%Tab	26%Tab	16%	21%Tgj p	25%Tghj	16%	25%Tghj p	20%	21%	20%Tgj op	21%	18%	23%Ts	15%	22%Tu	13%
5+	114	15	21	19	20	27	109	86	71	94	72	39	24	16	8	12	32	81	67	47
	9%ku	6%	6%	6%	12%	17%Tabc	9%	12%Tgj	18%Tghj	9%	20%Tghj mp	22%Tghj	16%Tgj	25%Tghj mp	17%Tgj	15%Tgj	13%Ts	8%	15%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 593
D17. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (i)	2 VSPs (j)	3 VSPs (k)	4 VSPs (l)	5+ VSPs (m)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
1	272	52	96	57	32	34	54	96	61	28	32
	52%ekl	30%Tde	28%Tde	22%e	18%	11%	31%Tkj	28%Tkj	23%kj	16%	11%
2	431	73	149	94	49	66	75	148	96	50	62
	34%el	42%lde	44%Tde	36%e	27%	22%	42%klj	43%Tkj	36%kj	28%	21%
3	238	23	45	56	45	69	23	49	54	46	66
	19%bl	13%	13%	21%b	25%Tab	23%Tab	13%	14%	20%	26%Thi	23%Thi
4	205	19	34	45	39	68	20	34	45	40	66
	16%bl	11%	10%	17%b	22%ab	23%Tab	11%	10%	17%kj	22%Thi	23%Thi
5+	114	6	18	12	15	62	6	18	12	14	62
	9%abchij	4%	5%	5%	8%	21%Tabcd	4%	5%	5%	8%	22%Thijk

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 594
D18. Do any children aged 17 or under live in your household?
Base: All Adult respondents

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	55+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christi an (n)	Muslim (n)	Other religio n (n)	None (n)		
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552		
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	21*	86	18**	472	39*	60*	571		
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451		
No children aged 17 or under	867	442	425	230	252	168	212	867	105	133	96	162	162	138	73	370	208	771	84	25	46	9	377	13	43	416		
	74%kksu	77%Tb	71%	76%	72%	68%	60%Tde	74%kjk	73%jk	62%k	47%	73%jk	93%Thij	98%Thi	100%Thj	96%Thj	99%Thj	76%Tsu	58%	74%k	54%	52%	80%TyA	34%	73%ky	73%ky		
NET: Yes	302	129	172	74	97	78	51	302	37	82	108	60	13	3	-	16	3	237	61	9	40	8	95	26	16	154		
	26%salmn	23%	29%a	24%	28%f	32%Tf	19%	26%mnopq	26%mnopq	38%Thil	53%Thij	27%mnopq	7%ppq	2%	-	4%q	1%	23%	42%Tr	26%	46%Tr	48%	20%	66%TzA	27%	27%xx		
Yes, aged 0-2	66	28	38	21	15	16	14	66	9	32	21	4	-	-	-	-	53	10	2	7	1	19	7	1	35			
	6%slmpq	5%	6%	7%	4%	6%	5%	6%slmpq	6%slmpq	15%Thil	10%Thilmn	2%p	-	-	-	-	5%	7%	5%	9%	6%	4%	18%TzA	2%	6%			
Yes, aged 3-4	62	24	39	27	9	14	11	62	11	28	20	3	-	-	-	-	46	15	1	12	2	14	7	3	35			
	5%slmp	4%	6%	9%Tdf	3%	6%	4%	5%slmpq	7%slmp	13%Thilmn	10%Thilmn	2%p	-	-	-	-	5%	10%Tr	3%	14%Tr	9%	3%	18%TxA	5%	6%xx			
Yes, aged 5-10	137	62	75	35	42	38	21	137	8	41	67	17	4	-	4	-	106	30	5	19	5	41	14	8	70			
	12%lmno	11%	13%	11%	12%	15%f	8%	12%lmnop	6%npq	19%Thil	33%Thij	8%mpq	2%	-	1%	-	10%	21%Tr	14%	23%Tr	30%	9%	35%TzA	14%	12%			
Yes, aged 11-15	106	46	60	28	37	30	10	106	12	15	46	30	2	2	-	4	2	78	27	2	17	5	46	7	6	47		
	9%lmnopq	8%	10%	9%f	11%f	12%f	4%	9%lmnopq	8%lmnopq	22%Thij	13%Thimo	1%	1%	-	1%	1%	8%	19%Tr	7%	20%Tr	26%	10%	17%	17%	8%			
Yes, aged 16-17	58	27	31	4	28	10	15	58	7	1	14	26	7	2	-	10	2	47	11	1	8	3	21	5	4	24		
	5%cpq	5%	5%	1%	8%Tc	4%	6%c	5%pq	5%q	*	7%jnpq	12%Thjmn	4%j	1%	-	2%	1%	5%	8%	4%	9%	14%	5%	13%TxA	7%	4%		
Prefer not to say	2	2	-	1	1	-	-	2	1%Th	-	-	-	-	-	-	-	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 595
D18. Do any children aged 17 or under live in your household?
Base: All Adult respondents

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (i)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
No children aged 17 or under	867 74% ^{d/g/k}	265 80% ^{b/d}	108 73%	161 81% ^{c/d}	577 72%	272 100% ^{f/g}	501 79% ^{f/g}	88 36%	6 33%	867 100% ^{i/j/k/m/n}	-	-	-	-	-	426 71%	292 77%	83 76%	12 77%
NET: Yes	302 26% ^{a/c/e/f}	65 20%	39 27% ^a	38 19%	225 28% ^{a/c}	-	136 21% ^e	153 63% ^{f/g}	13 67%	-	302 100% ^{i/j}	115 100% ^{i/j}	137 100% ^{i/j}	106 100% ^{i/j}	58 100% ^{i/j}	175 29% ^o	89 23%	27 24%	3 23%
Yes, aged 0-2	66 6% ^{a/c/e/f}	12 4%	7 5%	4 2%	50 6%	-	27 4% ^e	36 15% ^{f/g}	3 17%	-	66 22% ^{i/j}	66 58% ^{i/j}	23 17% ^{i/j}	3 2%	1 2% ⁱ	36 6%	18 5%	11 10%	-
Yes, aged 3-4	62 5% ^{a/c/e/f}	13 4%	8 5%	7 3%	46 6%	-	27 4% ^e	33 14% ^{f/g}	2 12%	-	62 21% ^{i/j}	62 54% ^{i/j}	19 14% ^{i/j}	6 8% ⁱ	2 3% ⁱ	32 5%	19 5%	11 10%	* 2%
Yes, aged 5-10	137 12% ^{a/c/e/f}	21 6%	15 10%	12 6%	110 14% ^{a/c}	-	38 6% ^e	94 39% ^{f/g}	6 29%	-	137 45% ^{i/j}	39 34% ^{i/j}	137 100% ^{i/j}	44 42% ^{i/j}	11 19% ⁱ	78 13%	41 11%	12 11%	1 7%
Yes, aged 11-15	106 9% ^{a/c/e/f}	20 6%	13 9%	11 6%	83 10% ^a	-	31 5% ^e	67 28% ^{f/g}	8 43%	-	106 35% ^{i/j}	10 9% ⁱ	44 38% ^{i/j}	106 100% ^{i/j}	19 33% ⁱ	57 10%	34 9%	9 8%	1 9%
Yes, aged 16-17	58 5% ^{a/c/e/f}	21 6%	10 7%	18 9% ^{a/d}	34 4%	-	23 4% ^e	30 12% ^{f/g}	5 25%	-	58 19% ^{i/j}	3 3% ⁱ	11 8% ⁱ	19 18% ^{i/j}	58 100% ^{i/j}	39 6% ^p	12 3%	1 1%	1 6%
Prefer not to say	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 596
D18. Do any children aged 17 or under live in your household?
Base: All Adult respondents

	GO Region											Urban/Rural		Internet usage		Devices used to access internet				Working status									
	Total (T)	Scotian (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
No children aged 17 or under	867	69	46	28	724	36	97	71	60	60	86	116	121	76	614	142	520	336	17	54	779	323	164	39	55	204	28	22	
	74%hAst	72%	80%h	83%	74%h	77%	77%h	72%	63%	74%	81%h	73%	72%	75%	71%	80%A	73%	75%	62%	92%Tr	73%	67%	66%	74%	88%Tsty	80%	99%Tstuvwy	64%	63%
NET: Yes	302	26	11	6	258	11	30	26	35	21	43	48	26	246	36	186	110	10	5	281	158	84	13	8	8	2	16	13	
	26%qyx	28%	20%	17%	26%	23%	27%	27%	37%Tj	28%	19%	27%	28%	25%	29%T	23%	26%	25%	35%	8%	35%q	33%Tvx	34%Tvx	25%lx	12%lx	20%lx	1%	36%xx	37%
Yes, aged 0-2	66	8	-	3	55	1	6	3	11	6	4	9	8	6	57	6	38	28	1	1	65	34	18	2	1	-	-	7	3
	6%lx	9%	-	8%	6%	3%	5%	3%	11%Tbd	7%	4%	6%	5%	6%	7%	4%	5%	6%	2%	2%	6%T	7%lx	7%lx	4%lx	2%	-	-	17%Tswxx	9%
Yes, aged 3-4	62	5	*	1	56	1	6	3	16	4	4	11	8	4	54	6	34	27	3	-	58	35	19	3	1	*	-	1	3
	5%lx	6%	*	3%	6%	3%	5%	3%	16%Tabde	5%	4%	7%	4%	4%	6%T	3%	5%	6%	12%	-	5%	7%Tx	8%lx	6%lx	1%	1%	-	2%	8%
Yes, aged 5-10	137	14	7	3	113	3	12	15	12	7	13	13	22	17	116	13	93	42	3	3	127	86	30	5	6	1	-	4	6
	12%lx	15%	12%	9%	11%	5%	10%	15%	12%	8%	12%	8%	13%	17%	13%T	7%	13%	9%	13%	5%	12%	18%Twx	12%lx	9%lx	9%lx	3%lx	-	8%lx	17%
Yes, aged 11-15	106	8	7	1	90	5	17	10	7	8	3	19	16	5	84	15	73	31	4	3	96	51	32	4	5	4	2	4	4
	9%lxj	9%	13%	3%	9%	10%	13%	10%	7%	10%	3%	12%j	10%	5%	10%	9%	10%T	7%	16%	6%	9%	11%lx	13%Tx	8%lx	7%lx	9%lx	1%	9%lx	12%
Yes, aged 16-17	58	6	1	-	52	3	6	4	6	5	5	8	12	3	44	6	33	23	3	1	52	27	15	4	1	4	1	3	2
	5%lx	6%	2%	-	5%	6%	5%	4%	6%	6%	4%	5%	7%	3%	5%	3%	5%	5%	9%	1%	5%	6%lx	6%lx	8%lx	1%	11%wx	*	8%lx	7%
Prefer not to say	2	-	-	-	2	-	-	1	1	-	-	-	-	-	1	-	2	-	1	-	1	-	-	1	-	-	-	-	-
	*	-	-	-	*	-	-	1%	1%	-	-	-	-	-	*	-	2	-	3%	-	1	-	-	2%Ts	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 597
D18. Do any children aged 17 or under live in your household?
Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchut (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
No children aged 17 or under	867	193	239	176	98	97	791	408	192	695	171	90	78	17	24	44	135	721	254	613
	74%cdh jkimnop rt	86%Tbcd e	78%cd	65%	65%	74%	74%shjk lmnop	66%ukmn op	59%no	72%hkl mnop	57%no	63%no	59%no	34%	48%n	58%no	62%	77%Tr	61%	81%Tt
NET: Yes	302	32	68	94	54	34	277	210	130	269	127	54	55	33	26	32	83	215	160	142
	28%asu	14%	22%a	35%Tab	35%Tab	26%a	26%	34%Tg	40%Tgh	28%Tg	42%Tghj	37%Tg	41%Tghj	65%Tghi jkimop	52%Tghi jkimop	42%Tghj	38%Ts	23%	38%Tu	19%
Yes, aged 0-2	66	3	15	25	11	8	57	46	25	61	28	9	11	5	7	6	16	49	36	30
	6%au	1%	5%	9%Ta	7%a	6%a	5%	7%Tg	8%Tg	6%Tg	10%Tg	6%	9%	9%	13%Tghj lmnop	8%	7%	5%	9%Tu	4%
Yes, aged 3-4	62	11	10	19	16	5	58	40	24	60	24	16	17	9	8	10	15	47	42	20
	5%au	5%	3%	7%	10%Tb	4%	5%	6%	8%Tg	6%Tg	8%Tg	11%Tghj	13%Tghj k	18%Tghi jk	16%Tghi jkimop	13%Tghj k	7%	5%	10%Tu	3%
Yes, aged 5-10	137	10	31	41	27	18	124	95	63	121	57	30	22	17	15	14	31	105	80	57
	12%au	5%	10%a	15%a	18%Tab	14%a	12%	15%Tg	20%Tgh	13%	19%Tghj	21%Tghj	16%	34%Tghi jkimop	30%Tghi jkimop	19%Tg	14%	11%	19%Tu	8%
Yes, aged 11-15	106	9	15	35	21	15	98	73	48	90	48	22	18	10	8	11	35	69	57	50
	9%absu	4%	5%	13%Tab	14%ab	12%ab	9%	12%Tg	15%Tgh	9%	16%Tgh	15%Tg	14%Tg	21%Tghj op	16%Tg	11%Tg	15%Tg	16%Ts	7%	14%Tu
Yes, aged 16-17	58	9	19	11	10	5	52	39	27	48	23	8	9	7	4	7	15	41	22	36
	5%	4%	6%	4%	6%	4%	5%	6%Tg	8%Tghj	5%	8%Tg	6%	7%	14%Tghj mo	8%	10%Tghj	7%	4%	5%	5%
Prefer not to say	2	2	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 598
D18. Do any children aged 17 or under live in your household?
Base: All Adult respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
No children aged 17 or under	867	150	273	197	98	149	154	273	203	98	139
	74%dek	89%Tde	81%Tde	76%de	61%	61%	89%Tkd	80%Tkl	77%kd	62%	59%
NET: Yes	302	19	64	61	63	96	19	66	60	60	96
	26%abhi	11%	19%	24%a	39%Tabc	39%Tabc	11%	19%	23%h	38%Thj	41%Thij
Yes, aged 0-2	66	7	11	17	12	19	7	11	17	12	19
	6%bi	4%	3%	7%	8%b	8%b	4%	3%	7%	8%i	8%i
Yes, aged 3-4	62	4	16	11	9	23	4	17	11	8	23
	5%	2%	5%	4%	5%	9%Tabc	2%	5%	4%	5%	10%Thij
Yes, aged 5-10	137	13	23	31	25	45	13	25	28	25	45
	12%bi	8%	7%	12%	16%b	18%Tab	8%	7%	11%	16%i	19%Thij
Yes, aged 11-15	106	8	27	15	20	37	8	28	14	20	37
	9%j	5%	8%	6%	12%ac	15%Tabc	5%	8%	5%	12%h	16%Thj
Yes, aged 16-17	58	4	13	7	18	15	4	13	8	17	15
	5%	3%	4%	3%	11%Tabc	6%	2%	4%	3%	11%Thj	6%
Prefer not to say	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 599
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		Social Grade				Age						Ethnicity			Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	16+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	White (l)	BAME (m)	Asian (n)	Christi an (o)	Muslim (p)	Other religio n (q)	None (r)
Unweighted base	292	153	139	88	86	72	44	292	34	92	108	50	206	81	49	108	34	16	128
Weighted base	270	114	156	71	81	73	43*	270	32**	82	103	46*	208	58	39*	86	24**	16**	137
Effective base	209	105	109	63	64	51	31	209	25	64	76	37	156	52	32	72	21	12	101
Yes	253	111	142	67	75	70	40	253	20	78	103	46	199	50	35	81	23	13	128
	94% _{sa}	97% _T	91% _T	95% _T	92% _T	97% _T	93% _T	94% _T	83% _T	96% _T	100% _T	99% _T	96% _T	86% _T	90% _T	94% _T	95% _T	86% _T	94% _T
No	15	3	12	4	6	2	2	15	11	3	-	1	8	7	3	5	1	1	8
	6% _{akr}	3% _T	8% _T	5% _T	8% _T	2% _T	5% _T	6% _{sk}	35% _T	3% _T	-	1% _T	4% _T	12% _{Tr}	8% _T	5% _T	5% _T	8% _T	6% _T
Prefer not to say	1	-	1	-	-	1	1	1	1	1	-	-	1	1	1	1	-	1	-
	1%	-	1%	-	-	1%	2%	1%	3%	1%	-	-	1%	2%	2%	1%	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 600
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

	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	2-3 (f)	4-5 (g)	6+ (m)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (n)	Aged 16-17 (o)	Secondary school or equiv (p)	University degree or equiv (q)	Higher university degree (r)
Unweighted base	292	63	33	37	213	114	163	15	292	127	158	114	30	147	96	39
Weighted base	270	53*	33**	29**	205	115	143	12**	270	115	137	106	26**	154	81	26**
Effective base	209	46	25	28	154	84	116	11	209	88	113	84	21	114	66	23
Yes	253	48	30	28	194	114	131	8	253	111	130	96	25	144	79	25
	94%	89%	90%	96%	95%	99%Tg	92%	69%	94%	97%	95%	91%	93%	93%	97%	95%
No	15	5	3	1	9	1	10	4	15	3	7	9	2	9	3	1
	6% ^f	11%	10%	4%	5%	1%	7% ^f	31%	6%	3%	5%	8%	7%	6%	3%	5%
Prefer not to say	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/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 601
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

	GO Region											Urban/Rural		Internet usage		Devices used to access internet	Working status					
	Total (T)	Scotland (d)	Wales (b)	NET: England (g)	North West (f)	Yorkshire and the Humber (h)	West Midlands (i)	East Midlands (j)	East of England (l)	London (k)	South East (m)	South West (n)	Urban (A)	Rural (B)	More than 2 hours (o)	1-2 hours (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	House person/ Other (v)	Furloughed (z)
Unweighted base	292	23	11	253	34	22	32	18	20	53	41	24	237	30	230	57	271	164	75	12	13	14
Weighted base	270	23**	11**	230	28**	22**	31**	19**	18**	40*	41*	25**	220	33**	166	98	251	140	78	11**	14**	13**
Effective base	209	17	9	179	23	17	23	12	16	32	31	18	170	24	185	50	197	116	52	10	11	10
Yes	253	23	10	215	28	22	30	17	15	37	35	23	210	27	151	97	235	135	75	10	14	11
	94% _n	100%	90%	93%	100%	97%	97%	91%	84%	94%	86%	95%	95% _T	84%	90%	99% _{Tn}	94%	96%	95%	91%	100%	91%
No	15	-	1	14	-	1	-	1	3	3	6	1	9	5	15	1	15	5	4	1	-	1
	6% _o	-	10%	6%	-	3%	-	7%	16%	6%	14% _T	5%	4%	16%	9% _{To}	1%	6%	3%	5%	9%	-	9%
Prefer not to say	1	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-
	1% _r	-	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 602
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£25,999 - £36,999 (c)	£36,999 - £51,999 (d)	£51,999 - £52,000+ (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	292	35	59	89	50	42	277	230	166	267	167	107	105	70	71	87	107	179	174	118
Weighted base	270	28**	53*	87	51*	32*	249	188	115	241	115	50	49	29*	25	29	74	192	148	122
Effective base	209	21	44	66	36	31	197	161	110	189	112	72	68	45	52	69	65	142	121	89
Yes	253	26	51	82	51	28	232	172	105	226	101	45	46	27	23	28	67	183	138	115
	94%hk	91%	96%	95%	100%e	87%	93%k	92%k	92%k	94%hk	87%	90%	95%kl	93%	92%	95%kl	89%	95%	93%	95%
No	15	2	2	5	-	4	15	14	9	14	13	4	2	2	2	2	7	8	9	6
	6%	7%	4%	5%	-	13%e	6%	8%T	8%	6%	11%Tghjm	8%mp	4%	5%	6%	5%	10%	4%	6%	5%
Prefer not to say	1	1	-	-	-	-	1	1	1	1	1	1	1	1	1	-	1	1	1	1
	1%	2%	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	2%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 603
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

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	292	12	41	44	45	150	13	44	41	44	150
Weighted base	270	19**	55*	57*	50*	89	19**	58*	54*	50*	89
Effective base	209	11	35	38	40	98	11	38	36	39	98
Yes	253 94%el	19 100%	55 100%e	55 97%	46 91%	78 89%	19 100%l	58 100%j	52 97%	45 91%	78 89%
No	15 6%	-	-	2 3%	5 9%	9 10%Tb	-	-	2 3%	5 9%	9 10%Tl
Prefer not to say	1 1%	-	-	-	-	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 604
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Gender			Social Grade					Age										Ethnicity					Religion			
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	85+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christian (n)	Muslim (n)	Other religion (n)	None (n)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
NET: Furloughed	34	18	16	6	15	9	4	34	7	8	7	4	5	2	-	7	2	29	4	1	3	-	12	2	2	16	
	3%	3%	3%	2%	4%	4%	1%	3%	5%q	4%	4%	2%	3%	2%	-	2%	1%	3%	3%	2%	3%	1%	3%	5%	3%	3%	
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	22	12	10	4	11	5	2	22	3	5	6	3	4	2	-	6	2	19	3	-	3	*	9	2	2	10	
	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%	3%	1%	2%	1%	-	1%	1%	2%	2%	-	3%	1%	2%	5%	3%	2%	
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	12	6	6	2	4	4	1	12	5	3	1	1	1	1	-	2	1	10	1	1	-	-	3	-	-	7	
	1%	1%	1%	1%	1%	2%	*	1%	3%Thp	1%	1%	1%	*	*	-	*	*	1%	*	2%	-	-	1%	-	-	1%	
NET: Working	730	379	351	202	238	175	110	730	82	182	159	176	100	28	3	132	32	612	108	27	63	14	269	29	38	377	
	62%bho	66%Tb	59%	66%l	68%Tl	71%Tl	42%	62%snopq	57%snopq	85%Thm	78%Thm	80%Thm	57%nopq	20%oq	4%	34%noq	15%o	61%	75%Tr	79%Tr	73%r	14	269	29	38	377	
Working full time - working 30+ hours per week	442	281	161	140	155	94	52	442	54	128	105	102	49	4	1	54	5	375	61	17	31	10	160	14	15	239	
	38%bmn	49%Td	27%	46%Tl	44%Tl	38%l	20%	38%snopq	38%snopq	59%Thl	51%Thm	46%Thmn	28%nopq	3%	2%	14%noq	2%	37%	42%	51%	36%	56%	34%	14%	24%	42%Txz	
Working part-time - working 8-29 hours per week	176	50	126	34	47	50	43	176	19	34	33	41	31	16	2	49	18	144	31	5	20	4	68	9	18	80	
	15%aooq	9%	21%Ta	11%	14%	20%Tc	16%	15%oq	14%	16%oq	16%oq	19%oq	18%opq	11%q	3%	13%oq	8%	14%	21%Tr	15%	23%	22%	14%	23%	30%TxA	14%	
Working part-time - working 7 hours or under per week	11	-	11	4	1	2	3	11	2	2	1	4	2	-	2	-	9	2	*	2	-	3	-	1	8		
	1%a	-	2%Ta	1%	*	1%	1%	1%	2%	1%	*	2%	1%	-	-	*	1%	1%	1%	2%	-	1%	-	1%	1%		
Self-employed full time - working 30+ hours per week	40	28	12	7	16	13	3	40	*	9	10	12	8	-	8	-	32	7	1	5	1	14	3	1	20		
	3%bq	5%Tb	2%	2%	5%l	5%l	1%	3%q	*	4%inq	5%inq	6%inpq	4%inpq	-	-	8	-	3%	4%	2%	6%	3%	8%	3%	8%		
Self-employed part time - working 8-29 hours per week	46	16	30	14	14	9	9	46	3	9	7	14	5	8	-	13	8	38	7	2	5	-	13	3	4	26	
	4%a	3%	5%	5%	4%	3%	3%	4%	2%	4%	3%	6%	3%	6%q	-	3%	4%	4%	5%	5%	6%	-	3%	6%	6%	4%	
Self-employed part time - working 7 hours or under per week	16	5	11	3	4	6	1	16	4	-	4	3	5	1	-	5	1	14	2	2	6%Trsu	-	10	-	-	5	
	1%	1%	2%	1%	1%	3%	*	1%	2%j	-	2%	1%	3%j	1%	-	1%	*	1%	1%	2%	-	-	2%	-	-	1%	

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 604
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Gender		Social Grade					Age										Ethnicity					Religion			
	Total (D)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	55+ (o)	65+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (u)	Christian (v)	Muslim (w)	Other religion (x)	None (y)
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	396	212	1009	145	34*	86	18**	472	39*	60*	571
NET: Not working	405	175	230	95	97	82	150	405	53	25	39	41	70	108	78%Thj	248	178	368	32	7	20	3	190	8	20	177
	35%adej	31%	39%Ta	31%	28%	25%	57%Tode	35%kjl	37%kl	12%	19%	19%	40%kjl	78%Thj	96%Thj	64%Thj	84%Thj	36%Tsu	22%	19%	23%	18%	40%TyA	21%	34%	31%
Not working but seeking work or temporarily unemployed or sick	53	25	29	2	11	7	33	53	12	6	13	10	11	-	-	3%q	-	48	5	3	1	1	13	1	2	35
	5%cnqx	4%	5%	1%	3%	3%	13%Tode	5%lnq	8%Thjpp	3%q	6%lnq	5%lnq	7%npq	-	-	3%q	-	5%	4%	10%u	1%	5%	3%	2%	4%	6%Tx
Not working and not seeking work	63	26	37	10	7	3	43	63	6	7	16	16	9	8	-	18	8	56	5	2	1	-	18	1	6	36
	5%ide	4%	6%	3%	2%	1%	16%Tode	5%	4%	3%	8%	7%	5%	6%q	-	5%	4%	6%	4%	5%	1%	-	4%	2%	9%	6%
Student full time	38	16	23	7	22	4	5	38	32	5	-	1	-	-	-	-	26	10	1	6	2	10	-	6	18	
	3%klmpq	3%	4%	2%	6%Tcef	2%	2%	3%klmp	22%Thjkl	2%kp	-	-	-	-	-	-	3%	7%Tr	3%	7%r	13%	-	2%	-	6%	18
									mnppq																	3%
Retired on a state pension only	55	14	41	2	4	12	38	55	-	-	1	-	1	20	33	54	53	54	1	-	1	-	39	-	5	11
	5%acdjl	3%	7%Ta	1%	1%	5%cd	14%Tode	5%klm	-	-	1%	-	1%	14%Thj	45%Thj	14%Thj	25%Thjk	5%us	1%	-	2%	-	8%TA	-	8%TA	2%
Retired with a private pension	151	90	61	71	48	21	11	151	-	-	-	3	35	78	35	148	113	147	3	-	3	-	95	-	2	54
	13%blj	16%Tb	10%	23%Tdef	14%f	9%	4%	13%jkl	-	-	-	1%	20%Thj	56%Thj	49%Thj	38%Thj	53%Thj	15%Tsu	2%	-	3%	-	20%TyA	-	3%	9%
	kltuyz	A											kl	kmp	klm	kimp										
Full-time responsibility for home / family	38	4	34	3	6	14	15	38	2	5	9	9	11	2	-	13	2	31	7	1	6	-	11	6	-	21
	3%acd	1%	6%Ta	1%	2%	6%cd	6%Tcd	3%	2%	2%	4%	4%	6%Thpq	2%	-	3%q	1%	3%	5%	2%	7%	-	2%	16%TxzA	-	4%
Other	6	1	5	1	-	1	5	6	-	1	-	2	1	-	2	3	2	6	-	-	-	-	3	-	-	3
	1%	-	1%	-	-	-	2%Td	1%	-	-	-	2%	1%	-	2%	1%	1%	1%	-	-	-	-	1%	1%	-	-
Prefer not to say	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 605
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Impacting/ limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
NET: Furloughed	34	13	4	8	19	6	11	15	2	22	13	4	6	4	2	19	9	6	-
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	22	10	2	7	12	3	8	9	2	12	10	4	4	3	2	14	3	6	-
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	12	3	2	1	8	2	4	6	-	10	2	*	2	1	-	5	6	*	-
NET: Working	730	140	69	76	567	152	389	177	12	488	243	95	116	83	42	352	278	83	3
Working full time - working 30+ hours per week	442	74	33	40	354	99	230	106	7	294	148	61	79	47	26	223	156	55	-
Working part-time - working 8-29 hours per week	176	33	15	19	139	24	107	41	4	114	62	30	17	21	13	86	68	13	2
Working part-time - working 7 hours or under per week	11	3	2	1	8	1	10	1	-	9	2	1	2	*	-	4	4	3	-
Self-employed full time - working 30+ hours per week	40	11	6	4	27	12	16	11	2	30	10	1	7	5	1	19	13	6	-
Self-employed part time - working 8-29 hours per week	46	11	7	6	31	13	17	15	-	31	15	1	9	8	3	12	27	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 605
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education							
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	19**	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	58*	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	15**	
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**				
Self-employed part time - working 7 hours or under per week	16	8	5	5	8	3	8	4	-	10	6	1	2	3	-	7	7	1	-				
NET: Not working	405	177	75	116	216	114	238	48	5	358	47	16	16	19	14	230	94	21	13				
Not working but seeking work or temporarily unemployed or sick	53	29	20	13	19	16	23	14	-	39	13	5	5	4	4	37	9	4	-				
Not working and not seeking work	63	38	28	22	20	25	33	4	1	55	8	2	6	5	1	45	7	-	-				
Student full time	38	10	7	3	27	2	13	21	2	31	8	-	1	4	4	15	7	3	13				
Retired on a state pension only	55	27	2	28	29	20	33	1	1	54	1	-	-	1	1	34	7	-	-				
Retired with a private pension	151	60	11	44	91	50	99	2	-	150	1	-	-	1	-	70	53	13	-				
Full-time responsibility for home / family	38	8	4	5	28	-	31	6	1	23	15	7	4	4	3	23	9	1	-				
Other	6	5	3	4	1	1	5	-	-	5	1	1	-	-	-	5	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 606
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	GO Region										Urban/ Rural		Internet Usage		Devices used to access internet				Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
NET: Furloughed	34	3	1	-	30	3	5	-	1	1	12	3	4	30	2	23	11	1	2	30	-	-	-	-	-	-	-	-	34
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	22	2	-	-	21	3	3	-	1	-	9	2	4	21	1	14	9	1	2	19	-	-	-	-	-	-	-	-	22
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	12	1	1	-	9	-	2	-	1	-	4	1	-	9	1	10	2	-	-	12	-	-	-	-	-	-	-	-	12
NET: Working	730	58	31	21	621	30	79	69	56	55	69	101	107	55	560	111	461	259	18	25	676	482	248	-	-	-	-	-	-
Working full time - working 30+ hours per week	442	39	20	17	366	20	49	44	29	40	59	52	28	349	62	296	141	11	12	414	442	-	-	-	-	-	-	-	-
Working part-time - working 8-29 hours per week	176	12	8	3	153	3	21	17	7	15	14	27	32	17	132	25	100	72	6	4	162	-	176	-	-	-	-	-	-
Working part-time - working 7 hours or under per week	11	-	-	-	11	1	-	1	1	3	-	4	-	8	3	7	4	-	4	7	-	11	-	-	-	-	-	-	-
Self-employed full time - working 30+ hours per week	40	6	1	1	32	-	3	1	1	3	6	4	12	1	28	9	23	16	-	4	32	40	-	-	-	-	-	-	-
Self-employed part time - working 8-29 hours per week	46	1	2	-	43	6	5	2	3	5	3	7	6	5	35	7	27	17	1	-	45	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 606
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	GO Region													Urban/Rural		Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Self-employed part time - working 7 hours or under per week	16	-	-	-	16	-	-	3	-	3	3	1	3	3	8	5	7	8	-	1	16	-	16	-	-	-	-	-	-
NET: Not working	405	24	25	13	332	15	44	28	38	24	36	46	58	43	270	66	222	177	8	32	355	-	-	53	63	38	206	44	
Not working but seeking work or temporarily unemployed or sick	53	4	2	2	46	3	5	6	4	1	8	8	7	3	38	11	36	17	3	1	48	-	-	53	-	-	-	-	-
Not working and not seeking work	63	9	3	2	50	1	6	3	7	7	2	7	13	4	49	5	37	26	1	7	55	-	-	63	-	-	-	-	-
Student full time	38	5	2	2	29	2	5	2	3	1	3	2	3	4	30	8	35	2	*	1	37	-	-	-	-	38	-	-	-
Retired on a state pension only	55	8	9	2	38	4	2	2	3	-	7	11	2	6	29	9	25	30	1	10	42	-	-	-	-	-	55	-	-
Retired with a private pension	151	6	7	5	133	4	18	12	12	12	15	16	19	19	94	24	61	89	1	12	136	-	-	-	-	151	-	-	-
Full-time responsibility for home / family	38	3	2	-	33	-	6	4	8	1	1	2	5	7	25	8	22	14	2	1	34	-	-	-	-	-	38	-	-
Other	6	-	-	1	5	-	2	-	2	1	-	-	1	5	1	5	-	-	-	1	4	-	-	-	-	-	6	-	-
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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 607
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchat (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
NET: Furloughed	34	7	10	8	7	2	33	24	12	27	13	4	5	2	3	3	9	24	21	13
3%u	3%	3%	3%	4%	2%	3%	4%	4%	3%	4%	3%	4%	4%	5%	4%	4%	4%	3%	5%Tu	2%
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	22	2	6	7	4	2	22	14	9	18	6	2	4	1	2	6	16	15	8	8
2%u	1%	2%	3%	3%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	3%	2%	4%Tu	1%	
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	12	4	4	1	3	-	12	9	4	9	7	1	1	1	1	2	8	7	5	5
1%	2%	1%	*	2%	-	1%	1%	1%	1%	2%Tg	1%	1%	1%	2%	1%	1%	1%	2%	1%	
NET: Working	730	102	184	178	121	99	678	444	237	614	228	112	106	46	40	64	162	556	291	439
62%asu	48%	60%a	66%a	80%Tabc	76%Tab	63%T	72%Tg	73%Tg	64%	76%Tghj	78%Tghj	81%Tghij	81%Tghij	80%Tg	84%Tghi	74%Ts	59%	70%Tu	58%	
Working full time - working 30+ hours per week	442	29	114	121	84	76	416	280	153	375	154	85	71	38	25	48	110	327	200	242
38%asu	13%	37%a	45%Ta	55%Tab	58%Tabc	39%T	45%Tg	47%Tg	39%	51%Tghj	59%Tghj	53%Tghj	75%Tghi	49%Tg	63%Tghi	50%Ts	35%	48%Tu	32%	
Working part-time - working 8-29 hours per week	176	45	42	36	24	13	156	109	58	151	57	19	23	8	9	11	33	137	56	120
15%	20%a	14%	13%	18%	10%	15%	18%Tg	18%gl	16%	19%Tgl	13%	18%	15%	17%	15%	15%	15%	13%	16%	
Working part-time - working 7 hours or under per week	11	4	1	1	1	-	11	7	2	10	2	*	1	1	1	*	3	8	3	8
1%	2%	*	1%	1%	-	1%	1%	1%	1%	1%	*	*	1%	1%l	*	1%	1%	1%	1%	
Self-employed full time - working 30+ hours per week	40	5	7	9	8	7	38	15	3	26	1	4	5	-	3	1	7	32	14	25
3%hijk	2%	2%	3%	5%	5%	4%hijk	2%uk	1%	3%uk	*	3%ik	4%k	-	7%hijkl	2%k	3%	3%	3%	3%	
Self-employed part time - working 8-29 hours per week	46	15	15	7	4	3	44	25	14	37	7	4	6	-	3	3	7	39	13	33
4%	7%	5%	3%	2%	2%	4%	4%	4%k	4%	2%	3%	4%	-	5%n	4%	3%	4%	3%	4%	

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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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 607
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Vimeo (g)	Fruita (h)	Bitchut (i)	OnlyFans (j)	Any exposure (k)	No exposure (l)	Very/Quite aware (m)	Not at all/Not very aware (n)
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Self-employed part time - working 7 hours or under per week	16	5	5	2	-	1	13	9	7	14	6	-	3	-	-	-	3	12	5	10
NET: Not working	405	116	113	84	24	29	358	151	73	323	58	27	20	2	8	9	47	356	102	303
Not working but seeking work or temporarily unemployed or sick	53	27	11	8	-	2	50	26	8	41	9	8	6	-	2	2	7	46	24	29
Not working and not seeking work	63	32	9	7	1	6	54	23	17	49	9	7	3	-	2	2	5	57	18	45
Student full time	38	7	9	9	3	4	36	33	20	33	25	10	7	2	2	5	15	23	21	17
Retired on a state pension only	55	20	18	9	3	-	43	8	3	44	1	-	-	-	-	-	-	54	6	49
Retired with a private pension	151	19	55	40	14	14	135	35	11	116	2	-	2	-	-	*	13	138	23	128
Full-time responsibility for home / family	38	8	11	11	1	2	33	23	10	35	11	2	1	*	2	*	7	31	7	31
Other	6	3	-	1	1	-	6	2	3	6	1	*	-	-	-	*	6	3	3	3
Prefer not to say	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 608
D20. Which one of these best describes your current work status?
Base: All Adult respondents

Total (n)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)	
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
NET: Furloughed	34	2	7	10	4	11	2	8	9	4	11
	3%	1%	2%	4%	3%	4%	1%	2%	3%	3%	4%
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	22	2	4	8	2	6	2	5	6	2	6
	2%	1%	1%	3%	1%	3%	1%	2%	2%	1%	3%
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	12	-	3	2	2	4	-	3	2	2	4
	1%	-	1%	1%	1%	2%	-	1%	1%	1%	2%
NET: Working	730	72	187	165	110	196	74	188	172	109	187
	62%abhi	43%	56%a	64%a	69%ab	79%Tabod	43%	55%h	65%hi	69%hi	79%Thjk
Working full time - working 30+ hours per week	442	40	103	95	70	135	40	104	100	71	128
	38%abhi	24%	31%	37%a	43%ab	55%Tabod	23%	31%	38%h	45%hi	54%Thj
Working part-time - working 8-29 hours per week	176	17	50	37	31	41	19	49	38	30	40
	15%	10%	15%	14%	19%	16%	11%	15%	14%	19%	17%
Working part-time - working 7 hours or under per week	11	-	4	4	1	2	-	4	4	1	2
	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%
Self-employed full time - working 30+ hours per week	40	7	18	10	1	3	7	18	10	1	3
	3%el	4%	5%de	4%	1%	1%	4%	5%kl	4%	1%	1%
Self-employed part time - working 8-29 hours per week	46	4	10	19	4	9	4	10	20	3	9
	4%	2%	3%	7%Tb	3%	4%	2%	3%	8%Tk	2%	4%
Self-employed part time - working 7 hours or under per week	16	4	3	-	3	6	4	3	-	3	6
	1%	2%c	1%	-	2%	3%c	2%j	1%	-	2%	3%Tj
NET: Not working	405	94	143	82	46	40	97	144	82	45	38
	35%el	56%Tbode	42%Tode	32%e	23%e	16%	56%Tjkl	42%Tjkl	31%j	28%j	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 608
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Not working but seeking work or temporarily unemployed or sick	53 5% ^d	9 5%	17 5%	11 4%	9 6%	7 3%	9 5%	17 5%	11 4%	10 6%	6 2%
Not working and not seeking work	63 5% ^{el}	13 8% ^e	18 5%	16 6% ^e	11 7% ^e	5 2%	13 8% ^d	20 6%	14 5%	11 7% ^d	5 2%
Student full time	38 3% ^{bi}	2 1%	2 1%	7 3%	9 5% ^b	18 7% ^{Tabc}	2 1%	2 1%	7 3%	9 6% ^d	18 8% ^{Thj}
Retired on a state pension only	55 5% ^d ^{del}	21 12% ^{Tode}	24 7% ^{Tde}	8 3% ^e	1 1%	1 1%	22 13% ^{Tjkl}	24 7% ^{kl}	9 3% ^{kl}	-	1 *
Retired with a private pension	151 13% ^d ^{delkl}	48 28% ^{Tode}	67 20% ^{Tode}	26 10% ^e	9 6% ^e	1 1%	48 28% ^{Tjkl}	67 20% ^{Tjkl}	25 10% ^{kl}	9 6% ^{kl}	1 *
Full-time responsibility for home / family	38 3%	2 1%	11 3%	12 5%	7 4%	6 2%	2 1%	11 3%	14 5%	6 4%	6 2%
Other	6 1%	-	3 1%	2 1%	-	2 1%	-	3 1%	2 1%	-	2 1%
Prefer not to say	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 609
D21. Which one of these best describes the chief income earner in your household? (SEG)
Base: All respondents

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	286	212	1085	158	44**	87	19**	513	41**	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
A	62	37	25	62	-	-	-	10	51	15	8	8	10	6	3	1	10	4	47	14	5	7	2	28	2	8	22
	5%dehnp	6%	4%	18%Tdef	-	-	-	12%Thkjl	4%	10%Thjkm	4%	4%	5%	4%	2%	1%	3%	2%	4%	9%Tr	12%Tr	8%	11%	5%	6%	13%TxA	4%
B	280	161	120	280	-	-	-	27	253	30	44	44	38	37	43	16	97	60	234	41	9	28	3	116	13	15	131
	22%bdef	26%Tb	19%	82%Tdef	-	-	-	30%Tl	22%	21%	20%	22%	17%	21%	17%	22%	25%	28%hij	22%	26%	21%	32%Tr	15%	23%	30%	24%	21%
C1	371	176	195	-	371	-	-	21	350	53	75	62	62	47	41	11	98	52	312	56	15	25	13	146	10	16	189
	29%icelo	28%	30%	-	100%Tcef	-	-	24%	30%o	37%gppq	31%	28%	27%	23%q	15%	25%	24%	23%	36%	34%	26%	71%	28%	26%	25%	31%	
C2	261	119	142	-	-	261	-	14	246	13	44	48	52	46	25	17	89	42	238	16	5	8	1	123	8	4	120
	21%cdll	19%	22%	-	-	100%Tcdf	-	16%	21%j	9%	20%j	24%j	24%j	27%j	18%	24%j	20%j	22%Tsu	10%	12%	10%	3%	24%Tz	19%	6%	29%z	
D	148	66	80	-	-	-	148	9	139	24	31	20	32	20	11	2	32	13	132	16	4	11	-	49	5	10	84
	12%icdep	11%	13%	-	-	-	53%Tode	10%	12%pp	17%knpp	14%pp	10%	14%oq	11%	8%	3%	8%	6%	12%	10%	4	10%	-	10%	11%	16%	14%
E	132	57	75	-	-	-	132	7	125	7	11	21	27	19	16	26	60	41	118	13	4	7	-	52	2	8	63
	10%icdej	9%	12%	-	-	-	47%Tode	8%	11%j	5%	5%	10%	12%j	11%	11%	35%Tahi	15%Thj	19%Tghl	11%	8%	8%	8%	-	10%	6%	13%	10%
NET: AB	342	197	144	342	-	-	-	37	305	45	52	52	48	44	47	17	107	64	281	56	15	35	5	143	15	23	154
	27%bdef	32%Tb	23%	100%Tdef	-	-	-	42%Thk	28%	31%	24%	25%	22%	25%	34%j	24%	28%	30%	28%	35%Tr	33%	40%Tr	26%	28%	36%	36%	25%
NET: DE	279	124	155	-	-	-	279	16	263	31	41	40	59	38	26	28	92	54	250	28	8	18	-	101	7	18	147
	22%code	20%	24%	-	-	-	100%Tode	18%	23%	22%	19%	20%	27%	22%	19%	38%Tghj	24%	25%in	23%	18%	18%	21%	-	20%	17%	29%	24%
NET: ABC1	713	373	339	342	371	-	-	58	655	98	127	114	110	90	87	206	115	593	112	30	60	18	288	25	39	343	
	57%bdef	60%Tb	53%	100%Tef	100%Tef	-	-	66%lmop	56%o	68%Thkl	59%o	56%	50%	52%	63%lppq	38%	53%	55%o	67%	71%Tr	30	67%	97%	56%	62%	62%	56%
NET: C2DE	540	243	297	-	-	261	279	30	510	44	85	89	111	85	51	45	181	96	488	44	13	26	1	225	15	22	267
	43%icdli	39%	46%Ta	-	-	100%Tcd	100%Tcd	34%	44%j	31%	40%	43%j	50%Tgin	48%gij	37%	62%Tghl	47%gin	45%in	45%Tsu	28%	30%	30%	3%	44%	35%	35%	44%
Don't know	6	2	4	-	-	-	-	6	1	1	3	1	1	-	-	-	-	-	4	2	1	1	-	1	2	3	
	*	*	1%	-	-	-	-	1%	1%	1%	1%	1%	1%	-	-	-	-	-	1%	1%	2%	1%	-	1%	3%Tx	2	3%Tx

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 610
D21. Which one of these best describes the chief income earner in your household? (SEG)
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
A	62 5%allo	9 3%	5 3%	6 3%	52 6%Ta	9 3%	24 4%	27 4%	3 10%	31 7%a	20 11%Ti	12 7%a	11 8%a	8 7%	2 3%	15 2%	20 5%o	17 15%Top	10 10%To
B	280 22%abj no	63 18%	24 15%	34 16%	210 24%Tabc	61 23%	155 23%	59 20%	5 19%	199 23%in	53 19%in	30 26%in	24 17%in	20 19%in	3 4%	75 12%	119 31%To	50 46%Topr	28 23%o
C1	371 29%k	100 28%	46 28%	59 28%	263 30%	88 32%	186 28%	91 31%	6 22%	252 29%k	97 32%k	21 18%	42 31%k	37 35%k	28 48%Tijk	168 28%	136 36%To	29 27%	31 33%
C2	261 21%apqr	66 19%	26 16%	39 19%	186 21%	27 10%	154 23%e	74 25%Te	6 22%	168 19%	78 26%Ti	26 23%	38 27%	30 28%	10 18%	158 26%Tqqr	62 16%q	7 6%	12 13%
D	148 12%pq	38 11%	20 13%	21 10%	102 10%	26 10%	93 14%T	27 9%	1 4%	104 12%	35 12%	17 15%	14 10%	7 7%	9 16%	99 16%Tpq	24 6%	4 4%	10 11%
E	132 10%dfgj mpqr	76 22%Td	41 25%Td	49 24%Td	50 6%	59 22%Tg	57 9%g	13 4%	3 12%	108 12%Tjm	16 5%	7 6%	7 5%	3 3%	6 10%un	85 14%Tqqr	20 5%	2 2%	5 5%
NET: AB	342 27%abco	72 20%	29 18%	40 19%	262 30%Tabc	70 26%	179 27%	85 29%	8 29%	230 27%in	74 24%in	42 37%Tijl	35 25%in	28 26%in	4 7%	90 15%	139 36%To	67 61%Topr	38 39%To
NET: DE	279 22%dgjm pq	114 32%Td	62 38%Td	71 34%Td	151 17%	85 31%Tg	150 22%g	40 14%	4 16%	212 24%Tjm	51 17%in	24 21%in	21 15%	10 9%	15 25%in	183 30%Tqqr	44 12%	7 6%	15 16%q
NET: ABC1	713 57%abcco	172 49%	75 46%	98 47%	525 61%Tabc	158 58%	365 55%	177 81%	14 51%	483 56%	170 55%	63 55%	77 59%	65 55%	32 55%	258 43%	275 72%To	97 88%Topr	69 72%To
NET: C2DE	540 43%dpqqr	180 51%Td	87 54%Td	109 52%Td	337 39%	112 41%	304 45%	114 39%	10 38%	380 44%	129 43%	50 44%	58 43%	40 38%	25 43%	341 57%Tqqr	105 28%q	14 12%	27 28%q
Don't know	6	1	.	1	4	2	.	1	3	4	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 611
D21. Which one of these best describes the chief income earner in your household? (SEG)
Base: All respondents

	GQ Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
A	62	1	3	5	53	5	7	2	10	5	5	7	5	6	44	13	38	23	-	2	61	29	12	-	2	2	6	-	1
B	280	23	6	13	238	14	30	22	29	16	23	46	33	26	202	48	169	103	2	12	264	118	44	2	8	5	66	4	5
C1	371	35	14	10	312	14	39	27	23	24	32	55	67	31	286	53	259	106	5	13	349	171	67	11	7	22	51	6	15
C2	261	20	15	4	222	10	28	26	28	20	23	38	26	194	40	143	117	14	17	222	108	67	7	3	4	33	14	9	
D	148	15	7	2	123	4	19	19	7	18	17	18	14	7	117	15	94	53	5	2	139	50	50	11	6	4	10	4	4
E	132	11	15	3	103	5	14	5	8	6	12	23	19	10	91	19	73	57	4	16	105	4	5	23	37	1	39	16	-
NET: AB	342	24	9	18	291	18	38	24	39	21	28	53	38	33	246	60	207	127	2	14	325	147	55	2	10	7	73	4	6
NET: DE	279	26	22	5	226	9	33	25	15	24	29	41	34	17	208	34	167	111	8	18	244	54	56	33	43	5	49	19	4
NET: ABC1	713	59	23	27	603	32	76	51	62	45	60	108	105	63	532	113	467	233	6	26	674	318	123	13	17	29	124	9	21
NET: C2DE	540	45	37	9	448	19	61	51	43	44	52	64	72	43	401	74	310	228	22	34	467	162	123	40	46	9	82	34	13
Don't know	6	-	-	-	6	-	-	*	2	1	-	-	-	3	4	2	3	2	-	-	5	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 612
D21. Which one of these best describes the chief income earner in your household? (SEG)
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£25,999 - £36,399 (c)	£36,399 - £51,999 (d)	£51,999 + (e)	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Vimeo (g)	Fruita (h)	Bitchat (i)	OnlyFans (j)	Any exposure (k)	No exposure (l)	Very aware (m)	Not at all very aware (n)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
A	62	2	5	14	11	27	57	41	30	58	29	13	16	7	3	6	18	43	28	34
	5%ab	1%	1%	5%ab	6%ab	18%Tabcd	5%	6%	8%Tgj	6%T	8%Tghj	7%	11%Tghj	11%Tgjo	5%	8%	7%	4%	6%	4%
B	280	17	46	83	56	62	262	162	93	223	76	46	48	18	12	17	56	223	113	167
	22%ab	7%	14%a	38%Tab	32%Tab	40%Tabc	23%	23%	24%	22%	21%	26%k	32%Tghjklp	28%	24%	23%	22%	22%	25%	21%
C1	371	48	115	104	46	34	343	227	106	299	111	52	42	21	19	23	89	277	118	253
	29%at	20%	36%Tae	36%Tae	27%	22%	30%	33%Tgj	27%	29%	30%	29%	28%	33%	37%im	31%	36%Ts	28%	26%	32%t
C2	261	28	74	65	48	27	241	128	79	213	74	34	23	10	10	12	42	212	96	164
	21%ah	12%	28%a	22%a	28%Ta	18%	21%hmn	18%	20%	21%hmn	20%	19%	15%	18%	20%	18%	17%	21%	21%	21%
D	148	54	58	19	8	3	136	76	53	122	44	17	15	5	5	12	31	115	65	83
	12%ude	23%Tcde	18%Tcde	6%e	5%	2%	12%	11%	13%h	12%	12%	10%	10%	8%	10%	16%hmnno	12%	12%	14%	10%
E	132	84	22	7	3	1	113	53	27	113	25	13	7	3	2	4	11	120	37	95
	10%bodeghikmoprt	36%Tbcde	7%code	2%	2%	1%	10%hikmo	8%	7%	11%ghikmnop	7%	7%	4%	4%	4%	6%	4%	12%Tr	8%	12%t
NET: AB	342	19	50	96	66	89	319	204	123	281	105	59	64	25	15	23	74	266	141	201
	27%ab	8%	16%a	33%Tab	30%Tab	58%Tabcd	28%	29%T	32%Tgj	29%	33%Tgj	44%Tghjklp	39%Tgklop	29%	31%	30%	27%	31%T	25%	
NET: DE	279	138	80	25	11	3	249	130	79	234	69	30	22	8	7	17	42	235	101	178
	22%cdehlmnr	59%Tbcde	25%cde	9%e	6%	2%	21%hmn	19%	20%am	23%hklmno	19%	17%	14%	14%	22%mmo	17%	24%r	22%	22%	
NET: ABC1	713	67	165	200	112	123	662	431	229	580	217	110	106	46	33	47	163	544	259	454
	57%as	29%	52%a	69%Tab	65%Tab	80%Tabcd	57%	62%Tgj	59%	56%	59%	63%Tj	70%Tghjklp	72%Tgjklp	66%j	61%	66%Ts	55%	56%	
NET: C2DE	540	166	154	91	59	31	490	257	158	448	143	84	45	18	17	29	83	447	198	343
	43%cdehlmnr	71%Tbcde	48%cde	31%e	35%e	20%	42%hmn	37%mn	41%mn	43%hlmno	39%mn	37%mn	30%	28%	34%ln	38%mn	33%	45%Tr	43%	
Don't know	6	1	1	-	-	-	6	4	3	5	5	1	-	-	-	3	4	3	3	
	-	-	-	-	-	-	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 613
D21. Which one of these best describes the chief income earner in your household? (SEG)
Base: All respondents

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
A	62 5%	6 3%	11 3%	10 4%	8 4%	27 9%Tabc	6 3%	11 3%	10 4%	8 4%	27 9%Thj
B	280 22%bi	47 27%b	58 17%	62 23%	40 22%	74 25%b	47 26%	59 17%	64 24%	41 23%	70 24%j
C1	371 29%	40 23%	100 29%	86 32%	60 33%	85 28%	42 24%	103 30%	84 31%	61 35%	81 28%
C2	261 21%	34 15%	91 27%Tcd	44 17%	32 18%	60 20%	36 20%	91 26%Tjk	46 17%	31 17%	58 20%
D	148 12%	21 12%	35 10%	33 12%	25 14%	33 11%	21 12%	36 10%	35 13%	23 13%	33 11%
E	132 10%el	27 15%e	43 13%e	30 11%e	15 8%	17 6%	27 15%l	43 12%l	31 12%l	14 8%	17 6%
NET: AB	342 27%bi	52 30%	70 20%	72 27%	48 26%	101 34%Tb	52 29%	71 20%	74 27%	48 27%	97 34%Ti
NET: DE	279 22%el	48 28%e	78 23%	63 24%	40 22%	50 17%	48 27%l	79 23%	66 24%l	37 21%	49 17%
NET: ABC1	713 57%bi	92 53%	170 50%	158 60%b	108 60%	186 62%Tb	94 53%	173 50%	158 59%	110 62%l	178 62%Ti
NET: C2DE	540 43%el	82 47%	170 50%Te	107 40%	72 40%	110 37%	84 47%	169 49%Ti	112 41%	68 38%	107 37%
Don't know	6	-	2 1%	-	-	4 1%T	-	2 1%	-	-	4 1%T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 614
D22. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender		Social Grade					Age										Ethnicity					Religion					
	Total (T)	Male (M)	Female (F)	AB (A)	C1 (C)	C2 (C)	DE (D)	13-17 (G)	18+ (H)	18-24 (I)	25-34 (J)	35-44 (K)	45-54 (L)	55-64 (M)	65-74 (N)	75-84 (O)	55+ (P)	65+ (Q)	White (R)	BAME (S)	Mixed (T)	Asian (U)	Black (V)	Christi an (W)	Muslim (X)	Other religio n (Y)	None (Z)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
Up to £1,999 per week / Up to £10,399 per year	106	49	58	7	18	7	73	3	104	11	18	15	29	20	6	6	32	12	87	15	2	11	*	29	6	8	57	
From £200 to £299 per week / From £1,400 to £15,999 per year	128	55	72	13	29	21	65	7	121	20	13	12	24	17	23	13	52	36	111	17	8	7	-	52	4	5	67	
From £300 to £499 per week / From £15,000 to £25,999 per year	320	139	181	50	115	74	80	13	308	28	44	47	62	58	48	20	126	67	291	26	8	15	3	149	8	14	146	
From £500 to £899 per week / From £26,000 to £36,399 per year	291	154	137	96	104	65	25	21	270	23	55	59	45	40	30	18	88	48	249	35	12	14	8	127	3	13	142	
From £700 to £999 per week / From £36,400 to £51,999 per year	171	100	71	66	46	48	11	20	151	22	36	25	29	18	16	5	38	20	148	23	5	16	2	58	8	10	90	
From £1,000 to £1,499 per week / From £32,000 to £77,999 per year	111	58	53	56	26	26	3	14	97	15	23	29	9	9	8	5	21	12	93	17	2	12	2	47	4	6	54	
£1,500 per week or above / £78,000 per year or above	43	33	33	11	33	8	2	-	10	34	7	10	6	6	1	4	-	5	4	32	11	4	3	22	5	*	15	
Prefer not to say	55	23	32	12	15	14	12	2	2	53	8	8	5	11	11	5	9	24	13	49	5	2	2	1	22	1	4	22
Don't know	33	8	25	9	9	4	9	-	33	11	9	6	7	1	-	-	1	-	24	8	1	7	-	8	2	2	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 615
D22. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
Up to £199 per week / Up to £10,399 per year	106	52	30	26	45	56	35	12	3	91	13	5	5	3	2	60	25	7	5	
From £200 to £299 per week / From £10,400 to £15,999 per year	128	50	24	30	74	42	69	15	1	102	19	9	5	5	6	70	33	5	5	
From £300 to £499 per week / From £15,600 to £25,999 per year	320	111	48	71	201	82	183	50	5	239	68	20	31	15	19	158	98	23	15	
From £500 to £899 per week / From £26,000 to £36,999 per year	291	70	25	40	215	56	163	68	4	176	94	41	41	35	11	140	94	28	21	
From £700 to £999 per week / From £36,400 to £51,999 per year	171	25	10	15	144	12	95	62	2	98	54	22	27	21	10	78	61	11	21	
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	111	20	11	10	90	8	61	40	2	71	25	10	16	12	1	38	35	24	14	
£1,500 per week or above / £78,000 per year or above	43	8	5	6	34	1	17	21	4	25	8	2	4	4	7	18	7	10	11	
Prefer not to say	55	11	4	5	40	12	32	8	3	43	9	2	3	4	2	33	10	2	1	
Don't know	33	7	4	4	23	2	13	16	2	21	13	4	7	4	17	6	4	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Absolutes/col percents

Table 616
D22. What is the combined annual income of your household, prior to tax being deducted?
 Base: All respondents

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Up to £199 per week / Up to £10,399 per year	106	7	8	1	90	4	13	8	6	6	8	14	26	5	85	15	69	35	3	12	85	13	25	18	21	6	9	9	4
From £200 to £299 per week / From £10,400 to £15,599 per year	128	13	6	-	109	3	15	11	9	15	11	19	18	7	96	17	70	58	6	7	110	22	44	9	10	1	30	3	3
From £300 to £499 per week / From £15,600 to £25,999 per year	320	27	17	7	269	15	47	33	24	26	31	45	30	18	239	37	202	117	5	14	301	121	63	11	9	9	73	11	10
From £500 to £699 per week / From £26,000 to £36,399 per year	291	26	14	13	238	9	21	23	33	21	29	33	29	207	54	187	101	7	19	259	130	47	8	7	9	49	12	8	
From £700 to £999 per week / From £36,400 to £51,999 per year	171	7	4	5	154	12	16	14	19	13	14	23	22	21	129	26	97	73	6	5	160	92	29	-	1	3	17	2	7
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	111	12	6	5	88	5	12	7	5	2	10	18	16	13	81	24	76	34	1	1	109	59	11	2	6	1	13	2	2
£1,500 per week or above / £78,000 per year or above	43	4	2	2	35	3	5	1	1	2	3	5	8	3	34	7	32	10	-	-	43	24	6	-	-	3	1	-	-
Prefer not to say	55	5	1	3	46	-	4	2	5	4	3	7	13	9	36	6	23	29	1	3	50	15	15	3	3	2	13	-	1
Don't know	33	3	3	-	27	1	4	3	3	1	2	4	3	3	30	3	24	6	1	-	29	7	9	2	5	4	-	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) - T/a/b/c/d/e/l/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 617
D22. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,999 (c)	£36,400 to £52,000 (d)	£52,000+ (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchut (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Up to £199 per week / Up to £10,399 per year	106	106	-	-	-	-	95	52	23	84	19	14	12	4	7	6	18	88	36	71
	8%bode	45%Tbode	-	-	-	-	8%k	7%k	6%	8%k	5%	8%k	8%	6%	14%Tghjklmnp	8%k	7%	9%	8%	9%
From £200 to £299 per week / From £10,400 to £15,599 per year	128	128	-	-	-	-	117	59	42	110	38	15	12	4	5	9	16	105	46	82
	10%bode	55%Tbode	-	-	-	-	10%sh	8%	11%sh	11%sh	10%	9%	8%	6%	10%kn	12%mn	6%	11%	10%	10%
From £300 to £499 per week / From £15,600 to £25,999 per year	320	-	320	-	-	-	302	165	87	265	80	40	37	14	10	16	59	259	101	219
	25%acdet	-	100%Tbode	-	-	-	26%hik	24%	22%	26%j	22%	23%	24%	22%	20%	21%	24%	26%	22%	27%
From £500 to £899 per week / From £26,000 to £36,999 per year	291	-	-	291	-	-	266	157	75	235	79	39	33	12	13	19	56	231	109	182
	23%abdel	-	-	100%Tabde	-	-	23%j	23%j	19%	23%j	22%	22%	22%	19%	26%ln	25%j	23%	23%	24%	23%
From £700 to £999 per week / From £36,400 to £51,999 per year	171	-	-	-	171	-	157	102	64	143	60	27	17	9	6	13	32	139	72	99
	14%abce	-	-	-	100%Tabce	-	14%	15%	16%gm	14%	17%un	16%un	11%	14%	11%	17%mo	13%	14%	16%	12%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	111	-	-	-	-	111	108	77	48	88	39	19	17	10	4	7	38	71	44	67
	9%abods	-	-	-	-	72%Tabod	9%T	11%Tg	12%Tg	9%	11%	11%	11%	16%Tjop	9%	10%	15%Ts	7%	10%	8%
£1,500 per week or above / £78,000 per year or above	43	-	-	-	-	43	39	34	22	39	21	9	15	5	*	3	16	27	22	21
	3%abods	-	-	-	-	28%Tabod	3%	5%Tgjo	6%Tgjo	4%	6%Tgjo	5%o	10%Tghjklp	8%Tgop	*	4%o	6%Ts	3%	5%	3%
Prefer not to say	55	-	-	-	-	-	49	24	16	41	13	9	7	5	3	1	7	47	19	36
	4%abode	-	-	-	-	-	4%	3%	4%	4%	4%	5%p	5%p	8%hkp	7%p	2%	3%	5%	4%	5%
Don't know	33	-	-	-	-	-	27	23	14	26	16	3	2	1	1	1	7	27	10	23
	3%abog	-	-	-	-	-	2%	3%g	4%gp	3%	4%Tjlm	2%	2%	1%	3%	1%	3%	2%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 618
D22. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Up to £199 per week / Up to £10,399 per year	106 8%	19 11%	35 10%	24 9%	9 5%	20 7%	19 10%	35 10%	24 9%	10 6%	19 7%
From £200 to £299 per week / From £10,400 to £15,599 per year	128 10% ^{cj}	20 11%	42 12% ^c	16 6%	18 10%	32 11%	22 12%	41 12% ^j	16 6%	17 10%	32 11% ^j
From £300 to £499 per week / From £15,600 to £25,999 per year	320 25%	45 26%	85 25%	77 25%	48 27%	65 22%	46 26%	88 25%	81 30% ^l	45 25%	62 22%
From £500 to £699 per week / From £26,000 to £36,399 per year	291 23% ^{ie}	48 28%	78 23%	64 24%	44 25%	58 19%	48 27%	78 22%	67 25%	41 23%	57 20%
From £700 to £999 per week / From £36,400 to £51,999 per year	171 14%	21 12%	43 12%	34 13%	25 14%	48 16%	22 12%	42 12%	35 13%	28 16%	45 15%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	111 9%	10 6%	25 7%	21 8%	19 11%	35 12% ^T	10 6%	25 7%	21 8%	21 12%	33 12% ^T
£1,500 per week or above / £78,000 per year or above	43 3%	1 1%	7 2%	11 4%	2 1%	22 7% ^{Tabd}	1 1%	7 2%	11 4%	3 2%	21 7% ^{Thik}
Prefer not to say	55 4%	11 6%	17 5%	9 3%	4 2%	14 5%	11 6%	19 6%	8 3%	3 2%	14 5%
Don't know	33 3%	-	10 3%	8 3%	9 5% ^a	6 2%	-	12 3% ^h	6 2%	9 5% ^h	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 619
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Gender		Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
NET: Impacting/limiting condition	353	179	174	72	100	66	114	23	330	36	35	48	74	53	49	36	137	85	319	33	12	11	5	161	3	19	164
	28%ajsu	29%	27%	21%	27%	25%	41%Tode	26%	28%j	25%	16%	23%	33%kj	30%	35%kj	40%Tghi	36%Thj	40%Tghi	29%Tsu	21%su	28%su	13%	26%	31%y	8%	30%y	27%y
Hearing	49	35	14	9	13	18	10	1	49	2	2	4	7	14	15	35	29	47	3		*	2	-	32	*	3	14
	4%bjA	6%Tb	2%	3%	3%	7%Tc	3%	1%	4%	2%	1%	2%	4%	10%Tghj	21%Tghj	9%Tghj	14%Tghj	4%	2%	1%	3%	-	6%TA	*	3%	5%	2%
Eyesight	42	31	11	8	14	8	12	5	37	4	6	4	8	9	3	4	16	7	34	8	4	3	1	21	1	4	17
	3%b	5%Tb	2%	2%	4%	3%	4%	5%	3%	3%	2%	4%	5%	2%	5%	4%	3%	3%	5%	10%Tr	3%	3%	5%	4%	2%	6%	3%
Mobility	96	43	53	19	14	19	45	1	95	2	5	13	22	13	20	21	54	41	92	5	1	1	1	49	1	2	44
	8%dgjsu	7%	8%	5%	4%	7%	16%Tode	1%	8%gj	1%	2%	6%i	10%gj	7%gj	14%Tghj	28%Tghj	14%Tghj	19%Tghj	8%Tsu	3%	2%	1%	3%	10%	3%	4%	7%
Dexterity	55	25	30	9	9	12	25	2	53	1	4	9	17	6	7	9	22	16	50	5	2	1	2	28	1	-	27
	4%di	4%	5%	3%	3%	4%	9%Tcd	3%	5%i	1%	2%	4%	7%Tj	3%	5%	13%Tghj	6%i	7%ijn	5%	3%u	5%	1%	11%	5%	1%	-	4%
Breathing	70	36	34	16	18	11	24	1	68	2	5	11	12	11	13	14	38	27	60	9	3	3	*	34	1	1	33
	6%j	6%	5%	5%	5%	4%	8%T	2%	6%j	1%	2%	5%	5%	6%j	10%gj	15%Tghj	10%Tghj	13%Tghj	6%	6%	7%	4%	1%	7%	4%	2%	5%
Mental abilities	39	18	21	10	8	8	12	6	33	4	4	4	17	3	-	2	4	2	33	5	1	2	-	18	1	2	17
	3%p	3%	3%	3%	2%	3%	4%	7%Thjkm	3%p	3%	2%	2%	7%Thjkm	1%	-	2%	1%	3%	3%	5	1%	2%	-	3%	2%	3%	3%
Social/ behavioural	15	8	7	2	3	1	9	2	13	2	3	5	3	-	-	-	-	-	11	4	1	*	-	2	*	2	11
	1%k	1%	1%	1%	1%	1%	3%Tc	3%mpq	1%	1%	2%p	2%p	2%p	-	-	-	-	-	1%	2%	2%	1%	-	-	1%	3%	2%
Your mental health	142	67	75	24	41	21	57	8	134	24	19	28	35	21	6	1	28	7	133	9	2	3	1	44	1	12	82
	11%cnppq	11%	12%	7%	11%	8%	20%Tode	10%iq	11%npq	17%Tjnop	9%q	14%cnppq	16%Tjno	12%npq	4%	2%	7%sq	3%	12%Tsu	6%	4%	4%	8%	9%	2%	20%xy	13%Ty
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	99	51	48	27	19	21	33	4	95	10	4	16	25	19	14	8	41	22	92	7	4	2	1	45	1	5	46
	8%dj	8%	8%	8%	5%	8%	12%Td	4%	8%j	7%j	2%	8%j	11%j	11%j	10%j	11%j	11%j	10%j	8%	4%	9%	2%	4%	9%	3%	6%	8%
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	867	415	452	262	263	186	151	65	802	100	172	147	143	116	88	37	240	125	742	118	30	71	14	340	34	42	439
	69%lppq	67%	71%	77%Tf	71%f	71%f	54%	73%oo	68%opq	70%oo	80%Thil	72%opq	65%	66%	63%	51%	62%	59%	68%	75%	68%	82%Trs	74%	66%	83%kx	67%	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 619
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Prefer not to say	27	17	10	3	6	8	10	-	27	5	6	5	4	7	-	7	-	14	4	1	2	-	9	1	1	5	
	2%wA	3%	2%	1%	2%	3%	4%c	-	2%	3%nj	3%k	3%l	2%	4%npq	-	2%	-	1%	2%	3%	3%	-	2%	2%	2%	1%	1%
Don't know	13	8	5	4	2	1	4	1	12	3	2	4	-	-	2	-	2	2	10	3	*	3	-	4	3	*	5
	1%	1%	1%	1%	*	*	2%	1%	1%	2%	1%	2%	-	-	2%	-	1%	1%	1%	2%	1%	3%	-	1%	8%TA	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 620
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
NET: Impacting/limiting condition	353	353	162	209	-	96	193	59	5	265	65	23	21	20	21	191	90	20	25
	28%dj	100%Td	100%Td	100%Td	-	35%Tg	29%g	20%	19%	31%Tj	22%l	20%	15%	19%	37%km	32%Tpq	23%	18%	26%
Hearing	49	49	11	49	-	11	32	6	1	42	6	2	*	3	2	21	15	6	1
	4%dl	14%Tbd	7%cd	24%Tabd	-	4%	5%	2%	4%	5%Tl	2%ld	2%	*	3%	4%	3%	4%	6%	1%
Eyesight	42	42	15	42	-	5	25	11	1	29	9	1	3	3	5	19	12	3	5
	3%cd	12%Td	9%Td	20%Tabd	-	2%	4%	4%	3%	3%	3%	1%	2%	2%	9%k	3%	3%	3%	5%
Mobility	96	96	32	96	-	36	49	11	-	80	15	3	6	2	7	64	16	1	1
	8%djmp	27%Tbd	20%Td	46%Tabd	-	13%Tg	7%	4%	1%	9%Tjm	5%	2%	5%	2%	12%km	11%Tpor	4%	1%	1%
Dexterity	55	55	28	55	-	20	28	8	-	43	10	2	5	2	6	32	12	-	2
	4%dq	16%Td	17%Td	26%Tabd	-	7%Tg	4%	3%	-	5%	3%	2%	4%	2%	9%jm	5%q	3%	-	2%
Breathing	70	70	20	70	-	19	39	11	1	54	15	6	6	4	6	42	16	2	1
	6%cd	23%Tbd	12%Td	33%Tabd	-	7%	6%	4%	2%	6%	5%	6%	4%	4%	10%	7%cd	4%	1%	2%
Mental abilities	39	39	39	23	-	13	14	11	1	24	9	3	4	4	-	14	12	3	5
	3%df	11%Td	24%Tacd	11%Td	-	5%f	2%	4%	3%	3%	3%	2%	3%	4%	-	2%	3%	3%	5%
Social/behavioural	15	15	15	6	-	6	6	2	1	11	2	2	1	-	-	9	4	-	2
	1%cd	4%Td	9%Tacd	3%Td	-	2%	1%	1%	5%	1%	1%	2%	1%	-	-	1%	1%	-	2%
Your mental health	142	142	142	52	-	44	65	32	1	100	34	10	13	10	10	81	32	8	10
	11%cd	40%Tbd	88%Tacd	25%Td	-	16%Tf	10%	11%	3%	12%	11%	9%	10%	16%	13%p	9%	7%	11%	
Other illnesses/conditions which impact or limit your daily activities or the work you can do	99	99	32	49	-	23	62	14	-	81	14	6	6	2	5	52	23	8	5
	8%kdjmn	28%Tbcd	20%Td	23%Td	-	9%	9%g	5%	-	9%Tjn	5%	5%	4%	2%	9%	9%	6%	7%	5%
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	867	-	-	-	867	167	460	220	20	577	225	87	110	83	34	395	282	85	69
	69%aboei	-	-	-	100%Tabc	61%	69%	75%Te	74%	67%	75%Tin	76%ln	80%Tln	78%Tin	59%	66%	74%To	77%so	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 620
 D24. Which of these - if any - impact or limit your daily activities or the work you can do?
 Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Prefer not to say	27	-	-	-	-	7	11	9	-	18	7	4	3	2	1	11	7	4	1
Don't know	19	-	-	-	-	2	4	5	1	7	5	1	3	1	1	4	3	2	1
	1% ^d	-	-	-	-	1%	1%	2%	5%	1%	1%	1%	2%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 621
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet				Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multipl devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
NET: Impacting/ limiting condition	353	32	21	6	294	14	29	23	27	27	37	52	46	39	256	48	235	114	6	27	313	85	55	29	38	10	87	14	13	
	28%at	31%	35%	16%	28%	27%	21%	22%	26%	30%	33%	30%	26%	36%af	27%	25%	30%T	25%	20%	45%Tr	27%	18%	22%	54%Tstwy	60%Tstwy	26%	42%Tst	31%	38%	
Hearing	49	2	5	-	43	3	3	5	1	6	4	8	7	6	31	7	26	22	-	11	34	13	1	1	-	1	30	1	1	
	4%brt	2%	8%ch	-	4%	6%	2%	4%	1%	6%	3%	5%	4%	6%	3%	4%	3%	5%	-	18%Tr	3%	13	3%	2%	-	3%	14%Tstwy	2%	3%	
Eyesight	42	2	3	-	37	3	3	4	1	5	4	4	7	6	37	2	31	9	-	8	29	16	6	2	3	2	6	1	1	
	3%br	2%	5%	-	4%	5%	2%	4%	1%	6%	4%	3%	4%	5%	4%	1%	4%T	2%	-	13%Tr	3%	3%	3%	3%	5%	4%	3%	3%	3%	
Mobility	96	6	6	2	83	7	11	7	7	1	16	12	13	9	65	11	56	38	2	10	83	11	14	7	17	7	37	6	3	
	8%is	6%	9%	5%	8%	14%j	8%	7%	6%	1%	14%Td	7%	8%	7%	6%	7%	8%	7%	8%	7%	17%Tr	7%	2%	6%is	14%is	28%Tstwy	1%	18%Tstwy	12%is	9%
Dexterity	55	6	2	2	45	2	3	5	4	6	7	6	6	6	41	6	31	23	-	4	50	7	9	7	9	-	17	4	-	
	4%is	6%	3%	5%	4%	4%	2%	5%	4%	7%	6%	4%	3%	6%	4%	3%	4%	5%	-	6%	4%	1%	3%	14%Tstwy	14%Tstwy	-	8%Ts	9%is	-	
Breathing	70	5	6	-	59	7	4	6	2	6	10	9	8	5	47	11	39	31	1	7	61	13	9	7	-	26	3	3		
	6%is	5%	9%	-	6%	14%Tdh	3%	6%	2%	7%	9%	5%	5%	5%	6%	5%	6%	5%	7%	2%	11%	5%	3%	4%	13%Tstwy	11%stwy	-	13%Tstwy	7%	9%
Mental abilities	39	2	1	1	34	2	1	4	4	4	3	7	4	3	32	3	27	12	-	3	36	7	11	2	5	1	3	4	-	
	3%is	2%	2%	4%	3%	4%	1%	4%	4%	5%	3%	2%	4%	4%	3%	2%	3%	3%	-	5%	3%	1%	4%is	5%	8%Tstwy	3%	1%	9%isx	-	
Social/ behavioural	15	2	1	-	12	-	-	-	2	2	2	1	3	1	11	3	12	4	-	2	13	3	1	3	4	-	2	-	-	
	1%	2%	2%	1%	1%	-	-	-	2%	3%	2%	1%	2%	1%	1%	1%	1%	1%	-	4%	1%	1%	5%Tstwy	6%Tstwy	-	-	-	4%isx	-	
Your mental health	142	15	8	1	118	5	14	6	11	10	16	20	19	15	111	19	101	42	3	2	137	38	22	18	28	6	12	6	4	
	11%isx	15%	13%	3%	11%	11%	10%	6%	10%	11%	14%	12%	11%	14%	12%	10%	13%T	9%	11%	4%	12%T	8%	9%	35%Tstwy	44%Tstwy	15%	6%	14%	12%	
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	99	12	3	3	81	3	7	7	11	10	11	5	16	11	68	18	61	39	1	7	94	18	9	10	19	1	27	8	3	
	8%kst	11%k	5%	8%	8%k	6%	5%	7%	10%k	11%k	10%k	3%	9%k	11%k	7%	10%	8%	8%	2%	11%	8%	4%	4%	18%Tstwy	30%Tstwx	3%	13%Tst	8%Tstwy	3%	
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	867	69	38	29	730	37	107	76	72	62	71	111	126	68	651	137	524	335	21	31	801	381	186	19	20	27	120	29	19	
	69%knqv	66%	64%	80%	69%	71%	78%Tdk	74%	67%	68%	64%	65%	72%	63%	69%	72%	67%	73%	73%	51%	70%Tq	79%Tuvx	75%uvux	36%	32%	71%uv	58%uv	66%uv	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 621
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	GO Region														Urban/ Rural		Internet usage		Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Prefer not to say	27	4	1	2	21	1	1	1	5	2	1	7	3	-	22	3	17	8	1	1	23	11	6	4	3	1	-	-	1
	2%	3%	1%	5%	2%	2%	1%	1%	5% ^m	2%	1%	4%	2%	-	2%	2%	2%	2%	4%	1%	2%	2%	2%	8% ^{tx}	5% ^{lx}	3% ^{xx}	-	-	4%
Don't know	13	-	-	-	13	-	-	3	3	-	2	2	1	2	9	1	4	5	1	2	8	5	2	1	1	-	-	1	
	1% ^{nr}	-	-	-	1%	-	-	3%	3%	-	2%	1%	1%	2%	1%	1%	1%	3%	3%	1%	1%	1%	3% ^{lx}	2%	-	-	-	3% ^{lx}	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 622
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
NET: Impacting/limiting condition	353	102	111	70	25	28	319	178	96	292	92	42	29	12	9	21	73	275	113	239
Hearing	49	6	14	17	5	7	43	13	6	32	7	2	1	1	2	5	43	12	37	
Eyesight	42	9	8	8	7	7	39	24	13	29	15	7	5	3	1	2	9	33	14	28
Mobility	96	29	42	15	3	3	83	28	17	78	12	5	3	1	2	5	10	86	23	74
Dexterity	55	18	21	8	3	3	50	15	11	44	12	6	5	4	1	6	48	16	39	
Breathing	70	22	17	18	6	2	59	31	13	61	12	4	3	1	1	5	11	59	13	57
Mental abilities	39	13	11	5	1	6	38	20	18	33	15	4	5	4	1	2	10	28	10	29
Social/ behavioural	15	4	6	2	1	1	15	5	7	12	5	1	2	-	1	2	5	10	4	11
Your mental health	142	48	43	22	10	12	134	86	53	120	45	21	13	2	2	9	38	102	47	95
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	99	34	27	25	4	6	88	44	17	88	16	8	6	1	2	3	21	78	26	73
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	867	119	201	215	144	124	801	487	280	712	254	129	114	47	38	51	166	693	328	538

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 622
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Prefer not to say	27	9	5	5	1	1	25	18	8	20	9	2	4	2	2	3	5	20	10	17
	2%	4%	2%	2%	*	1%	2%	3% ^{kl}	2%	2%	2%	1%	3% ^{lm}	4% ^{ln}	5% ^{lo}	3% ^{lp}	2%	2%	2%	2%
Don't know	13	4	2	1	2	2	13	8	5	9	9	3	4	2	1	2	4	6	8	5
	1% ^a	2%	1%	*	1%	1%	1%	1%	1%	1%	3% ^{Tghj}	2%	3% ^{Tgj}	3%	3% ^l	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 623
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
NET: Impacting/ limiting condition	353 28%el	56 32%	107 31%e	69 26%	52 29%	69 23%	57 32%	110 32%j	68 25%	48 27%	69 24%
Hearing	49 4%dek	19 11%Tode	18 5%de	6 2%	1 1%	5 2%	19 11%Tjkl	19 5%kj	5 2%	1 1%	5 2%
Eyesight	42 3%	12 7%abc	6 2%	5 2%	10 6%b	9 3%	12 6%ij	6 2%	6 2%	9 5%	9 3%
Mobility	96 8%ekl	27 15%Tode	35 10%de	19 7%e	8 4%	8 3%	27 15%Tjkl	36 11%kl	19 7%j	6 4%	8 3%
Dexterity	55 4%	14 8%Tode	20 6%	8 3%	5 3%	9 3%	14 8%jkl	20 6%	8 3%	4 2%	9 3%
Breathing	70 6%el	12 7%e	25 7%e	15 6%e	11 6%	7 2%	12 7%j	25 7%j	15 6%	11 6%	7 2%
Mental abilities	39 3%	3 2%	14 4%	6 2%	5 3%	12 4%	3 2%	14 4%	6 2%	5 3%	12 4%
Social/ behavioural	15 1%	2 1%	6 2%	2 1%	2 1%	5 2%	2 1%	6 2%	2 1%	1 1%	5 2%
Your mental health	142 11%	15 9%	32 9%	34 13%	25 14%	37 12%	15 8%	32 9%	35 13%	24 14%	37 13%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	99 8%el	13 7%e	37 11%e	27 10%e	15 8%e	8 3%	14 8%j	38 11%j	26 10%j	14 8%j	8 3%
Nothing -no impairments or conditions impact or limit your daily activities or the work you can do	867 69%	111 64%	220 67%	185 70%	124 69%	218 73%	115 64%	228 66%	192 71%	124 70%	208 72%
Prefer not to say	27 2%bi	6 3%b	2 1%	10 4%b	3 2%	7 2%	6 3%j	2 1%	10 4%j	3 2%	7 2%
Don't know	13 1%	-	4 1%	1 1%	1 1%	6 2%T	-	4 1%	-	2 1%	5 2%j

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 624
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Gender		Social Grade					Age										Ethnicity				Religion						
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	13-17 (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	55+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christian (n)	Muslim (n)	Other religion (n)	None (n)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
NET: White	1085	532	553	281	312	238	250	76	1009	114	174	161	199	161	130	71	362	201	1085	-	-	-	-	469	3	29	569	
	86%cdjk	86%	86%	82%	84%	91%Tcd	89%sc	85%	86%ijk	80%	81%	79%	90%ijk	92%Thjk	94%Tghj	97%Tghj	94%Tghj	95%Tghj	100%Tsu	-	-	-	-	-	91%Tyz	9%	47%y	93%Tyz
English/ Welsh/ Scottish/ Northern Irish/ British	1023	505	518	264	287	230	240	70	953	109	157	152	188	153	123	71	347	194	1023	-	-	-	-	437	3	26	544	
	81%cdjk	82%	81%	77%	77%	88%Tcd	86%scd	79%	81%ijk	76%	73%	74%	85%jk	88%Thjk	89%Thjk	97%Tghj	90%Tghj	92%Tghj	94%Tsu	-	-	-	-	-	85%Tyz	6%	42%y	89%Tyz
Irish	14	8	6	4	7	2	1	*	13	-	-	1	3	3	6	-	9	6	14	-	-	-	-	10	-	-	4	
	1%	1%	1%	1%	2%	1%	*	1%	1%	-	-	1%	1%	2%	5%Thjk	-	2%Thj	3%Thj	1%	-	-	-	-	2%	-	-	1%	
Gypsy, Traveller or Irish Traveller	*	*	-	-	*	-	-	-	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	
	*	*	-	-	*	-	-	-	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	
Any other white background	48	20	29	14	18	6	9	5	43	5	17	8	8	5	1	-	5	1	48	-	-	-	-	22	1	3	20	
	4%npq	3%	4%	4%	5%	2%	3%	5%npq	4%npq	4%q	8%Thmp	4%q	4%q	3%	*	-	1%	*	4%Ts	-	-	-	-	4%	2%	5%	3%	
NET: Non-White	158	74	83	56	56	16	28	13	145	26	37	40	22	10	8	2	20	10	-	158	44	87	19	40	38	32	43	
	13%emp	12%	13%	16%Tef	15%e	8%	10%	10	15%mnop	12%mpq	18%hmn	17%Thim	10%	6%	6%	3%	5%	5%	-	100%Tr	100%Tr	100%Tr	100%	8%	91%TxzA	51%TxzA	7%	
NET: Mixed	44	28	16	15	15	5	8	10	34	11	6	9	4	4	-	4	-	44	44	-	-	-	-	16	2	4	21	
	4%hnpq	5%	2%	4%	4%	2%	3%	12%Thjk	3%pq	8%Thim	3%q	9	4	2%	2%	-	-	-	28%Tu	100%Tsu	-	-	-	3%	4%	6%	3%	
White and Black Caribbean	4	2	2	-	1	2	1	1	3	-	1	2	-	1	-	-	1	-	-	4	4	-	-	1	-	-	3	
	*	*	*	-	*	1%	*	1%	*	-	1%	-	-	-	-	-	-	-	-	3%Tr	9%Tsu	-	-	*	-	-	1%	
White and Black African	9	7	2	2	2	-	4	-	7	1	1	-	-	-	-	-	-	-	9	9	-	-	-	6	1	-	2	
	1%r	1%	*	1%	1%	-	1%	-	1%	5%Tghjk	1%mpq	-	-	-	-	-	-	-	6%Tu	20%Tsu	-	-	-	1%	2%	-	*	
White and Asian	19	13	6	9	5	1	3	7	12	3	2	2	3	2	-	2	-	-	19	19	-	-	-	5	1	1	11	
	1%hr	2%	1%	3%	1%	1%	1%	8%Thjk	1%mpq	1%	2%	1%	1%	1%	-	-	-	-	12%Tu	42%Tsu	-	-	-	1%	2%	1%	2%	
Any other mixed/multiple ethnic background	13	7	6	3	7	2	1	3	10	1	2	4	1	1	-	-	1	-	-	13	13	-	-	4	*	3	5	
	1%r	1%	1%	1%	2%	1%	*	3%hpq	1%	1%	1%	2%	1%	1%	-	-	*	-	-	8%Tu	29%Tsu	-	-	1%	*	5%TxzA	1%	
NET: Asian	87	37	50	35	25	8	18	1	86	11	27	21	13	4	8	2	14	10	-	87	-	87	-	12	34	27	11	
	7%gmp	6%	8%	10%Te	7%	3%	6%	2%	7%gmp	8%lm	13%Tghj	10%gmp	8%	2%	6%	3%	4%	5%	-	55%Tr	-	100%Trst	-	2%	83%TxzA	43%TxzA	2%	
Indian	29	10	19	13	8	1	7	-	29	5	8	4	4	-	1	2	3	3	-	29	-	29	-	1	3	23	2	
	2%exvA	2%	3%	4%Te	2%	*	2%	-	2%p	3%lm	4%mp	4%mp	2%	-	1%	3%	1%	2%	-	18%Trt	-	33%Trst	-	*	7%xA	36%TxzA	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 6.24
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	388	212	1085	158	44*	87	19**	513	41*	62*	613
Pakistani	29	14	15	9	8	8	5	1	28	2	9	10	3	-	4	-	4	-	29	-	29	-	1	27	-	-	-
	2%srA	2%	2%	3%	2%	2%	2%	1%	2%p	1%	4%mp	5%Thmp	1%	-	3%	-	1%	2%	-	18%Trt	-	33%Trat	-	1	65%TazA	-	-
Bangladeshi	5	5	1	4	-	-	2	-	5	2	2	1	*	-	-	-	-	-	5	-	5	-	-	4	-	1	
	1%	1%	1%	1%	-	-	1%	-	*	2%Tp	1%	*	*	-	-	-	-	-	3%Tr	-	6%Tr	-	-	-	10%TazA	-	*
Chinese	13	4	9	7	3	1	2	-	13	1	5	1	3	2	1	-	3	1	-	13	-	13	-	5	-	2	6
	1%r	1%	1%	2%	1%	-	1%	-	1%	1%	2%	*	1%	1%	1%	-	1%	1%	-	8%Tr	-	15%Trat	-	1%	-	3%	1%
Any other Asian background	11	5	6	3	5	-	3	1	10	1	3	1	2	2	1	-	3	1	-	11	-	11	-	5	1	2	1
	1%srA	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	7%Tr	-	12%Trat	-	1%	1%	4%rA	-
NET: Black	19	7	12	5	13	1	-	1	18	4	4	4	3	3	-	-	3	-	-	12%Tru	-	-	100%	19	12	2	5
	1%r	1%	2%	1%	4%Tef	*	-	2%	1%	3%q	2%	2%	1%	2%	-	1%	-	-	-	12%Tru	-	-	100%	12	2	4%	-
Caribbean	9	3	6	2	6	*	-	1	8	-	3	2	2	1	-	-	1	-	-	9	-	9	-	4	1	-	4
	1%r	*	1%	1%	2%T	*	-	1%	1%	-	1%	1%	1%	*	-	-	*	-	-	5%Tru	-	-	45%	1%	2%	-	1%
African	8	3	5	2	6	*	-	1	7	3	-	1	1	2	-	-	2	-	-	8	-	8	-	7	1	-	-
	1%r	*	1%	1%	2%T	*	-	1%	1%	2%Thjq	-	1%	*	1%	-	-	*	-	-	5%Tr	-	-	42%	1%TA	2%rA	-	-
Any other black/ African/ Caribbean background	2	2	1	1	1	-	-	-	2	*	1	1	-	1	-	-	1	-	-	2	-	-	2	1	-	-	1
	*	*	*	*	*	-	-	-	*	*	*	*	*	*	-	-	*	-	-	2%Tr	-	-	13%	*	-	-	-
NET: Other	7	2	6	1	3	1	2	-	7	*	-	5	2	-	-	-	-	-	-	7	-	-	-	*	*	1	6
	1%rx	1%	1%	*	1%	1%	1%	-	1%	*	-	2%Thjp	1%	-	-	-	-	-	-	5%Tr	-	-	-	*	*	2%rx	1%
Arab	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1
	*	-	*	*	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	1%Tr	-	-	-	-	-	-	-
Any other ethnic background	6	1	5	-	3	1	2	-	6	-	-	4	2	-	-	-	-	-	-	6	-	-	-	*	-	1	5
	1%r	*	1%	-	1%	1%	1%	-	1%	-	-	2%Thp	1%	-	-	-	-	-	-	4%Tr	-	-	-	*	-	2%rx	1%
Prefer not to say	16	12	4	5	3	7	2	-	16	3	4	4	1	4	1	-	4	1	-	-	-	-	-	3	-	1	2
	1%rA	2%	1%	2%	1%	3%	1%	-	1%	2%	2%	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 625
 D25. Which one of these groups best describes your ethnic group or background?
 Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
NET: White	1085	319	147	189	742	247	591	232	15	771	237	92	106	78	47	553	307	83	77
	86%gilm	91%Td	91%	91%	86%	91%Tg	88%Tg	79%	57%	89%Tjklm	79%	80%	77%	74%	80%	92%Tppqr	81%	75%	80%
English/ Welsh/ Scottish/ Northern Irish/ British	1023	309	141	185	691	237	555	219	12	732	219	83	98	75	44	537	279	74	72
	81%gklmpq	88%Td	87%Td	89%Td	80%	87%Tg	83%g	75%	47%	84%Tjklm	73%	72%	71%	71%	76%	89%Tppqr	73%	67%	75%
Irish	14	4	3	2	10	6	7	*	1	12	1	-	-	1	-	5	5	3	*
	1%	1%	2%	1%	1%	2%g	1%	*	3%	1%	*	-	-	1%	-	1%	1%	3%	*
Gypsy, Traveller or Irish Traveller	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Any other white background	48	6	3	2	41	5	30	12	2	27	17	9	8	2	2	11	23	6	5
	4%aco	2%	2%	1%	5%Tac	2%	4%	4%	7%	3%	6%um	8%Ti	6%	2%	4%	2%	6%To	5%	5%
NET: Non-White	158	33	14	19	118	18	72	56	11	84	61	20	30	27	11	41	70	25	17
	13%elo	9%	9%	9%	14%	7%	11%	19%Tel	43%	10%	20%Ti	17%l	22%Ti	26%Ti	20%l	7%	18%To	23%To	17%o
NET: Mixed	44	12	4	7	30	4	29	9	2	25	9	3	5	2	1	14	15	1	10
	4%eo	4%	2%	3%	3%	2%	4%	3%	8%	3%	2%	3%	2%	2%	2%	5%	1%	10%Topp	
White and Black Caribbean	4	-	-	-	4	1	3	1	-	2	-	1	1	1	2	1	-	1	
	*	-	-	-	*	*	*	*	*	1%	-	1%	1%	1%	*	*	*	1%	
White and Black African	9	1	-	1	7	-	6	3	*	7	2	-	1	1	2	6	*	-	
	1%	*	-	1%	1%	-	1%	1%	1%	1%	-	1%	1%	2%	*	1%	*	-	
White and Asian	19	7	1	4	10	1	12	4	2	10	2	1	1	*	-	5	6	-	7
	1%	2%b	*	2%	*	2%	1%	7%	1%	1%	1%	1%	1%	-	1%	2%	-	7%Topp	
Any other mixed/multiple ethnic background	13	4	3	3	9	3	8	1	*	7	3	2	1	*	*	4	6	*	2
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	*	2%
NET: Asian	87	11	5	7	71	7	35	38	7	48	40	15	19	17	8	19	40	22	4
	7%abcefio	3%	3%	3%	8%Tabc	3%	5%	13%Tef	27%	5%	13%Ti	13%Ti	14%Ti	16%Ti	13%l	3%	10%Tor	22%Topr	4%
Indian	29	4	3	2	24	2	15	11	1	15	14	6	7	7	1	8	14	6	1
	2%e	1%	2%	1%	3%	1%	2%	4%e	6%	2%	5%Ti	5%l	5%Ti	7%Ti	2%	1%	4%o	5%o	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 625
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impact/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Pakistani	29	2	1	1	23	-	8	17	5	10	18	7	10	5	4	5	13	9	1
2%aeflo	*	*	*	*	3%a	-	1%	6%Tef	18%	1%	6%Ti	6%Ti	7%Ti	5%u	7%u	1%	3%v	6%Tov	1%
Bangladeshi	5	-	-	-	5	-	4	1	3	2	1	1	-	-	1	1	3	1	-
1%	-	-	-	-	1%	-	1%Ti	4%	*	1%	1%	1%	-	-	1%	1%	1%	1%	-
Chinese	13	2	-	2	10	2	8	2	-	10	2	*	1	1	1	2	4	6	1
1%o	1%	-	-	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	2%	*	1%	5%Top	1%
Any other Asian background	11	3	2	1	8	3	4	4	-	8	3	*	*	2	1	4	6	*	1
1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	*	2%	2%	1%	2%	*	1%
NET: Black	19	5	1	3	14	4	4	9	2	9	8	2	5	3	4	9	3	3	3
1%bo	1%	1%	1%	2%	2%	2%	1%	3%Ti	6%	1%	3%	1%	4%Ti	4%Ti	1%	2%	2%	3%o	3%o
Caribbean	9	4	1	2	5	4	2	2	-	6	1	-	1	1	*	2	4	1	1
1%	1%	1%	1%	1%	2%	*	1%	-	1%	*	-	1%	1%	*	*	1%	1%	1%	1%
African	8	*	-	*	8	-	*	6	2	2	5	1	3	3	2	2	3	*	2
1%l	*	-	-	1%	-	*	2%Tef	6%	*	2%u	1%	2%Ti	2%Ti	3%u	*	1%	*	2%To	2%To
Any other black/African/Caribbean background	2	1	-	1	2	-	1	2	-	2	1	1	1	1	-	1	1	-	-
1	*	-	-	*	-	-	1%	-	-	1%u	1%	1%u	1%u	1%u	-	*	1%o	-	-
NET: Other	7	5	5	2	3	2	5	*	*	4	4	*	1	4	-	4	4	-	-
1%	1%	3%Td	1%	*	1%	1%	1%	*	1%	1%	1%	*	1%	3%Ti	-	1%	1%	-	-
Arab	1	-	-	-	1	-	1	-	*	*	1	-	1	1	-	1	-	-	-
*	-	-	-	*	-	-	1%	-	*	*	-	1%u	1%Ti	-	*	-	-	-	-
Any other ethnic background	6	5	5	2	1	2	3	*	*	3	3	*	2	2	2	4	1	-	-
1%	1%Td	3%Td	1%	*	1%	1%	*	-	1%	1%	*	-	2%Ti	-	2	4	1	-	-
Prefer not to say	16	*	*	*	7	7	6	4	*	11	4	3	1	1	*	6	4	2	2
1%ad	*	*	*	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	*	1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 6.26
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	GO Region													Urban/Rural		Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (l)	London (k)	South East (j)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (y)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
NET: White	1065	93	53	36	903	45	124	89	90	80	104	119	153	100	790	178	657	416	22	56	988	407	205	48	56	26	201	37	29
	86%kAnw	89%k	88%k	99%	85%k	87%k	90%k	87%k	84%k	88%k	93%kd	89%	87%k	92%kd	84%	94%TA	84%	90%Tn	79%	92%	86%	84%sw	83%	90%sw	89%w	69%	88%Tatu	83%	84%
English/Welsh/Scottish/Northern Irish/British	1023	90	52	29	851	44	121	86	88	73	97	149	94	737	172	614	397	22	55	929	381	193	47	55	26	194	34	22	
	81%kAnw	86%k	87%k	89%	89%k	86%k	88%dk	84%k	86%k	81%k	88%k	97%	84%k	87%k	79%	91%TA	79%	89%Tn	76%	91%	81%	79%	88%sw	88%sw	69%	94%Tsw	77%	65%	
Irish	14	1	-	5	7	-	-	-	1	2	1	3	-	13	-	5	8	-	1	14	5	1	1	-	-	6	-	-	
	1%dn	1%	-	15%	1%	-	-	-	1%	2%	1%	2%	-	1%	-	1%	2%	-	1%	1%	1%	1%	2%	-	-	3%T	-	-	
Gypsy, Traveller or Irish Traveller	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other white background	48	1	1	2	45	1	3	3	1	5	18	4	6	40	5	37	11	1	-	45	21	12	-	1	-	1	3	6	
	4%k	1%	1%	4%	4%	1%	2%	3%	1%	5%	4%	10%Tadh	3%	5%	4%	3%	5%T	2%	3%	-	4%	4%kx	5%kx	-	1%	-	1	3	19%
NET: Non-White	158	9	6	*	143	6	12	13	16	10	7	49	23	8	133	11	110	43	5	5	144	67	41	5	10	4	8	4	
	13%jBx	8%	10%	1%	13%Tj	11%	9%	12%	15%	12%	6%	29%Tabd	13%	7%	14%TB	6%	14%To	9%	17%	8%	13%	14%kx	17%kx	10%kx	8%	26%Tvx	2%	17%kx	11%
NET: Mixed	44	2	3	-	40	-	3	5	7	1	3	10	5	4	31	4	36	9	3	-	41	18	9	3	2	1	-	1	1
	4%kx	1%	5%	-	4%	-	2%	5%	7%	2%	3%	6%	3%	4%	3%	2%	5%To	2%	10%	-	4%	4%kx	4%kx	6%kx	3%	3%kx	-	2%	2%
White and Black Caribbean	4	-	-	-	4	-	1	-	1	-	1	-	1	3	-	4	-	-	-	-	4	2	1	-	-	-	-	-	1
	*	-	-	-	*	-	1%	-	1%	-	1%	-	1%	1%	-	1%T	-	-	-	-	*	*	-	-	-	-	-	-	2%
White and Black African	9	*	1	-	7	-	*	*	1	-	-	6	-	*	3	1	6	3	1	-	7	2	4	2	-	-	-	-	-
	1%A	*	2%	-	1%	-	*	*	1%	-	-	3%Tdl	-	*	*	*	1%	1%	5%	-	1%	2%	4%Tsx	-	1%	-	-	-	-
White and Asian	19	1	2	-	16	-	2	3	-	1	3	4	3	14	3	15	4	1	-	18	9	*	1	1	-	-	-	-	-
	1%	1%	3%	-	2%	-	2%	3%	-	1%	2%	2%	3%	2%	2%	2%T	1%	4%	-	2%	2%	*	2%	1%	1%	-	-	-	-
Any other mixed/multiple ethnic background	13	-	-	-	12	-	1	3	2	1	2	1	2	1	11	-	11	1	-	-	12	5	3	-	1	-	1	-	-
	1%	-	-	-	1%	-	1%	2%	2%	1%	1%	1%	1%	1%	1%	-	1%T	*	1%	-	1%	1%	1%	-	1%	1%	-	1	-
NET: Asian	87	7	2	*	78	5	8	6	7	6	1	30	12	2	78	5	54	28	1	3	79	36	26	1	1	6	7	3	
	7%jBx	6%j	3%	1%	7%jm	10%j	6%j	5%	7%j	7%j	1%	18%Tabdf	7%j	2%	8%TB	3%	7%	6%	5%	4%	7%	8%kx	11%Tx	2%	2%	17%Tuvx	4%	15%Tuvx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 6.26
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	GO Region													Urban/ Rural		Internet usage		Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Indian	29	2	-	-	27	1	4	2	1	5	-	9	5	-	27	-	16	13	-	*	28	8	15	-	1	3	1	-	-
Pakistani	29	4	-	-	25	3	2	1	5	-	-	7	5	1	26	2	14	12	1	-	25	13	6	1	-	-	-	7	2
Bangladeshi	5	-	-	-	5	-	1	*	-	-	1	3	-	-	5	1	5	-	1	-	4	3	2	-	-	-	-	-	-
Chinese	13	-	1	-	12	1	1	-	-	-	5	2	2	10	2	11	-	-	1	11	7	2	-	-	-	1	2	-	-
Any other Asian background	11	1	1	-	9	-	1	1	1	-	6	*	-	9	-	8	3	-	1	10	5	1	+	-	-	2	1	-	1
NET: Black	19	*	1	-	17	-	1	-	1	3	3	6	3	1	17	2	18	1	1	-	18	10	4	1	-	2	-	-	*
Caribbean	9	*	1	-	7	-	-	-	2	1	3	*	-	8	1	9	-	1	-	8	6	2	-	-	-	-	-	-	-
African	8	*	1	-	7	-	-	-	3	1	2	2	*	1	1	7	1	-	-	8	4	1	-	-	-	2	-	-	-
Any other black/ African/ Caribbean background	2	-	-	-	2	-	-	-	-	-	1	1	1	1	2	-	2	-	-	2	1	1	1	-	-	-	-	-	1
NET: Other	7	-	-	-	7	-	*	2	-	-	2	2	-	7	-	3	5	-	2	5	3	2	-	2	*	-	-	-	-
Arab	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-
Any other ethnic background	6	-	-	-	6	*	-	1	-	-	2	2	-	6	-	1	5	-	2	4	1	2	-	2	-	-	-	-	-
Prefer not to say	16	3	1	-	12	1	2	1	2	1	1	4	-	1	15	1	12	4	1	-	14	8	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 627
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		Not at all			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitter (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (q)	No exposure (r)	Very/Quite aware (s)	Not very aware (t)	Very aware (u)	Not aware (v)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728			
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799			
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585			
NET: White	1085	198	291	249	148	125	987	560	318	894	278	134	108	39	30	54	197	874	381	704			
	86%ghiklmnoprt	84%	91%Tae	86%	86%	81%	85%hklmnop	81%klmnop	82%klmnop	87%ghiklmnop	76%no	76%no	72%no	62%	60%	71%no	79%	88%Tr	83%	88%T			
English/ Welsh/ Scottish/ Northern Irish/ British	1023	191	276	237	138	115	925	524	298	841	259	127	98	35	27	49	184	827	355	668			
	81%seghiklmnoprt	81%	89%Te	81%	80%	74%	80%hklmnop	76%klmnop	76%klmnop	81%ghiklmnop	71%lmo	72%lmnop	64%o	55%	53%	65%no	74%	83%Tr	77%	84%T			
Irish	14	2	3	2	3	4	14	3	1	10	1	*	2	-	-	1	3	10	3	11			
	1%hk	1%	1%	1%	2%	2%	1%hk	*	*	1%kl	*	*	1%kl	-	-	1%hkl	1%	1%	1%	1%			
Gypsy, Traveller or Irish Traveller	*	*	-	-	-	-	*	*	*	*	*	*	*	*	*	*Tj	*Tg	-	-	-	-		
Any other white background	48	5	12	10	8	7	48	34	19	43	19	7	9	4	3	3	10	37	23	25			
	4%	2%	4%	4%	4%	4%	5%T	5%	4%	5%	4%	4%	6%	7%	4%	4%	4%	4%	5%	3%			
NET: Non-White	158	32	26	35	23	28	156	123	68	129	83	41	42	23	19	21	49	106	73	85			
	13%bsu	14%	8%	12%	14%	18%Tb	13%T	18%Tj	17%Tj	12%	23%Tghi	23%Tghi	27%Tghij	37%Tghijklmp	38%Tghij	28%Tghij	20%Ts	11%	16%Tu	11%			
NET: Mixed	44	10	8	12	5	6	44	36	18	34	28	13	11	6	4	5	11	33	22	23			
	4%	4%	3%	4%	3%	4%	5%Tj	5%	3%	8%Tghij	8%Tj	8%Tj	10%Tj	7%Tj	7%Tj	7%Tj	4%	3%	5%	3%			
White and Black Caribbean	4	1	2	1	-	-	4	4	-	2	2	-	1	-	-	1	-	3	2	2			
	1%	*	1%	*	-	-	1%j	1%j	-	1%	-	-	1%	-	-	1%j	-	*	*	*			
White and Black African	9	4	1	*	1	1	9	8	7	7	6	2	2	2	2	2	6	7	7	2			
	1%u	2%	*	*	1%	1%	1%j	1%j	2%Tj	1%	2%Tj	1%	1%	4%Tghij	1%	2%Tj	1%	1%	2%Tu	2			
White and Asian	19	4	2	6	3	2	19	15	6	17	14	7	5	2	*	1	6	13	5	14			
	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	4%Tghij	4%Tghij	4%Tj	2%	1%	1%	2%	1%	1%	2%			
Any other mixed/ multiple ethnic background	13	1	3	5	1	2	13	10	5	8	7	4	3	2	3	2	10	8	8	5			
	1%	1%	1%	2%	1%	1%	1%j	1%j	1%	2%j	2%j	2%j	2%	4%Tj	5%Tghij	2%j	1%	1%	2%	1%			
NET: Asian	87	17	15	14	16	16	86	68	38	72	42	20	22	12	10	13	30	56	40	48			
	7%sa	7%	5%	5%	10%b	7%T	10%Tj	10%Tj	10%Tj	11%Tj	11%Tj	11%Tj	14%Tghij	19%Tghij	19%Tghij	17%Tghij	12%Ts	6%	9%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 627
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£25,999 - £36,999 (c)	£36,999 - £51,999 (d)	£51,999 - £52,000+ (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	YouTube (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Indian	29	6	4	6	5	4	28	25	12	25	15	7	9	4	4	5	12	17	11	18
	2%	3%	1%	2%	3%	3%	2%	4%Tg	3%	2%	4%Tg	4%T	6%Tghj	6%T	7%Tghj	6%Tghj	5%Ts	2%	2%	2%
Pakistani	29	7	5	3	3	7	29	23	15	26	17	6	8	5	4	4	13	15	17	12
	2%au	3%	2%	1%	2%	5%ac	3%	3%T	4%Tg	2%	5%Tgj	3%	5%Tgj	6%Tghjkl	5%Tghj	5%Ts	1%	4%Tu	1%	1%
Bangladeshi	5	1	1	1	2	-	5	3	4	5	3	2	1	2	1	1	1	-	4	1
	1%	1%	-	-	1%	-	1%j	1%	1%	1%Tgj	1%j	1%	3%Tgj	2%Tgj	1%	-	-	1%	-	-
Chinese	13	1	2	2	4	3	13	8	2	11	1	1	1	-	-	-	-	13	4	9
	1%	-	1%	1%	2%	2%	1%	1%	1%	1%	-	-	-	1%	-	-	-	1%	1%	1%
Any other Asian background	11	2	2	2	2	1	10	7	5	7	3	3	2	1	-	3	4	7	3	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	3%Tghjko	2%	1%	1%	1%	1%
NET: Black	19	-	3	8	2	5	19	18	12	17	12	7	8	5	6	3	8	11	10	8
	1%sa	-	1%	3%sa	1%	3%sa	2%	3%Tg	3%Tg	2%	3%Tg	4%Tg	5%Tghj	7%Tghjklmp	11%Tghjklmp	4%Tg	3%Ts	1%	2%	1%
Caribbean	9	-	3	4	-	1	9	9	4	6	4	3	4	2	3	1	6	3	3	5
	1%sa	-	1%	1%	-	1%	1%	1%Tg	1%	1%	1%	2%Tg	3%Tg	3%Tg	6%Tghjklmp	1%	2%Ts	-	1%	1%
African	8	-	-	3	2	3	8	7	6	8	6	3	3	2	2	2	1	6	5	3
	1%	-	-	1%	1%	2%b	1%	1%	1%Tg	1%	2%Tg	1%	2%	3%Tg	3%Tghj	2%Tg	1%	1%	1%	1%
Any other black/African/Caribbean background	2	-	-	1	-	1	2	2	2	2	1	2	1	2	1	-	1	2	2	-
	1%	-	-	1%	-	1%	1%	1%	1%	1%	1%	1%Tg	1%	2%Tghjkl	1%	-	1%	1%	1%	1%
NET: Other	7	5	-	1	-	1	7	2	-	6	-	-	-	-	-	-	-	7	1	6
	1%h	2%Tb	-	-	-	1%	1%h	1%	-	1%h	-	-	-	-	-	-	-	1%	-	1%
Arab	1	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-
	1%	-	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	-	-	1%	-	-
Any other ethnic background	6	5	-	-	1	6	-	-	5	-	-	-	-	-	-	-	-	6	-	6
	1%h	2%Tbc	-	-	1%	1%h	-	-	1%h	-	-	-	-	-	-	-	-	1%	-	1%
Prefer not to say	16	4	2	6	-	1	15	9	4	10	4	2	1	1	1	2	14	6	10	10
	1%j	2%	1%	2%	-	1%	1%j	1%	1%	1%	1%	1%	1%	1%	3%um	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 628
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
NET: White	1085	160	316	229	152	228	165	317	236	147	220
	86%el	92%Te	92%Tde	87%e	84%e	76%	93%Tkj	92%Tkl	87%l	83%	76%
English/ Welsh/ Scottish/ Northern Irish/ British	1023	155	303	214	139	213	159	305	219	136	204
	81%el	89%Tde	89%Tde	81%e	77%	71%	89%Tkj	88%Tkl	81%l	77%	71%
Irish	14	3	7	2	1	3	7	2	1	1	1
	1%e	2%	2%e	1%	1%	2%	2%l	1%	1%	*	*
Gypsy, Traveller or Irish Traveller	*	-	-	-	-	-	-	-	-	-	-
Any other white background	48	3	5	13	12	15	3	5	15	10	15
	4%bi	2%	2%	5%b	7%ab	5%b	2%	2%	6%l	6%l	5%l
NET: Non-White	158	7	25	32	25	68	7	26	31	27	66
	13%abhi	4%	7%	12%ab	14%ab	23%Tabcd	4%	8%	12%ah	15%hi	23%Thj
NET: Mixed	44	2	5	8	8	21	2	5	8	9	20
	4%bi	1%	1%	3%	5%b	7%Tabc	1%	1%	3%	5%l	7%Thj
White and Black Caribbean	4	-	1	1	2	-	-	1	1	2	-
	*	-	*	1%	1%	-	-	1%	1%	1%	-
White and Black African	9	1	-	2	-	6	1	-	2	-	6
	1%	1%	-	1%	-	2%Tb	1%	-	1%	-	2%Ti
White and Asian	19	1	3	-	6	10	1	3	-	6	10
	1%	1%	1%	-	3%c	3%Tbc	1%	1%	-	3%l	3%Ti
Any other mixed/ multiple ethnic background	13	-	1	5	2	5	-	2	4	2	5
	1%	-	*	2%	1%	2%	-	*	2%	1%	2%
NET: Asian	87	4	14	21	13	35	4	14	21	15	33
	7%abhi	2%	4%	8%a	7%	12%Tab	2%	4%	8%ah	12%Thi	
Indian	29	1	5	4	7	12	1	5	4	7	11
	2%	1%	2%	2%	4%	4%T	*	2%	1%	4%	4%T
Pakistani	29	-	1	11	3	14	-	1	11	4	13
	2%bi	-	*	4%Tab	2%	5%Tab	-	*	4%hi	2%	4%Thi
Bangladeshi	5	-	-	1	1	4	-	-	1	1	4
	*	-	-	*	1%	1%T	-	-	*	1%	1%T
Chinese	13	2	3	4	2	3	2	4	2	2	1
	1%	1%	1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 628
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Total (d)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Any other Asian background	11 1%	1 *	4 1%	1 *	1 *	5 2%	1 *	5 1%	-	1 *	5 2%
NET: Black	19 1%	-	2 1%	2 1%	3 2%	12 4%Tabc	-	2 1%	2 1%	3 2%	12 4%Thj
Caribbean	9 1%	-	1 *	1 *	2 1%	4 1%	-	1 *	1 *	2 1%	4 1%
African	8 1%	-	1 *	-	1 1%	6 2%Tc	-	1 *	-	1 1%	6 2%Tj
Any other black/ African/ Caribbean background	2 *	-	-	1 *	-	2 1%	-	-	1 *	-	2 1%
NET: Other	7 1%	1 1%	5 1%	1 *	-	* *	1 1%	5 1%	1 *	-	* *
Arab	1 *	-	-	1 *	-	* *	-	-	1 *	-	* *
Any other ethnic background	6 *	1 1%	5 1%	-	-	* *	1 1%	5 1%	-	-	* *
Prefer not to say	16 1%	6 3%b	1 *	3 1%	3 2%	3 1%	6 3%l	1 *	3 1%	3 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 6.29
D26. What is your religion, if any?
Base: All respondents

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (n)	Male (%)	Female (%)	AB (%)	C1 (%)	C2 (%)	DE (%)	13-17 (%)	18+ (%)	18-24 (%)	25-34 (%)	35-44 (%)	45-54 (%)	55-64 (%)	65-74 (%)	75-84 (%)	55+ (%)	65+ (%)	White (%)	BAME (%)	Mixed (%)	Asian (%)	Black (%)	Christian (%)	Muslim (%)	Other religion (%)	None (%)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44*	71	24	383	37	46	494
No religion	613	319	294	154	189	120	147	43	571	92	131	105	111	89	50	12	132	62	569	43	21	11	5	-	-	-	613
	49%imnop	52%	46%	45%	51%	48%	53%	48%opq	49%imnop	64%Tghik	51%Tghm	51%nopq	50%nopq	40%o	36%oq	17%	34%o	29%o	52%Tsu	27%su	48%su	12%	26%	-	-	-	100%Tyz
NET: Christian	513	237	275	143	146	123	101	41	472	32	53	72	90	91	79	55	225	134	469	40	16	12	12	513	-	-	-
	41%jsu	38%	43%	42%	39%	47%TT	36%	46%ij	40%ij	23%	25%	35%ij	41%ij	52%Thj	57%Thj	76%Tghi	56%Tghi	63%Tghi	43%Tsu	26%u	36%u	14%	66%	100%TyZA	-	-	-
Catholic	113	59	54	33	33	26	21	12	101	11	18	11	22	16	17	6	38	22	101	12	3	6	3	113	-	-	-
	9%zA	10%	8%	10%	9%	10%	8%	14%k	9%	8%	9%	5%	10%	9%	12%	8%	10%	11%	9%	7%	7%	7%	14%	11%	-	-	-
Church of England/ Scotland/ Ireland	304	129	175	83	77	85	59	22	282	10	21	41	56	66	51	37	153	88	291	11	7	1	3	304	-	-	-
	24%ajls	21%	27%Ta	24%	21%	33%Todf	21%	25%ij	24%ij	7%	10%	20%ij	25%ij	38%Tghi	36%Thj	51%Tghi	40%Tghi	41%Tghi	27%Tsu	7%u	16%su	1%	17%	59%TyZA	-	-	-
Other Christian	96	50	47	27	36	12	22	7	90	11	13	20	13	9	12	12	33	24	77	18	6	6	7	96	-	-	-
	8%A	8%	7%	8%	10%e	5%	8%	8%	8%	8%	8%	10%	6%	5%	12%	8%	17%Thjm	9%u	11%u	7%	11%u	13%	6%	35%	19%TyZA	-	-
Muslim	41	23	19	15	10	8	7	2	39	5	10	14	4	1	5	-	6	5	3	38	2	34	2	-	41	-	-
	3%imprxA	4%	3%	4%	3%	3%	2%	2%	3%mp	4%	5%mp	7%Thmp	2%	*	4%	-	1%	2%	*	24%Tr	4%r	39%Trst	8%	-	100%TxzA	-	-
Hindu	16	4	12	10	3	-	3	-	16	2	5	6	-	-	1	2	3	3	-	16	-	16	-	-	-	-	16
	1%arxA	1%	2%	3%Te	1%	-	1%	-	1%	2%	2%	3%l	-	-	1%	3%	1%	2%	-	10%Tr	-	19%Trst	-	-	-	-	26%TyxA
Jewish	15	7	8	8	1	1	5	*	14	2	1	-	3	3	2	3	9	6	13	1	1	-	-	-	-	15	
	1%da	1%	1%	2%cd	*	*	2%	*	1%	1%	*	-	1%	2%	2%	5%sk	2%	3%sk	1%	2%	1%	2%	-	-	-	-	23%TyxA
Sikh	7	4	3	-	4	*	3	-	7	2	3	-	3	-	-	-	-	-	-	5%Tr	-	7	-	-	-	7	
	1%r	1%	*	-	1%	*	1%	-	1%	1%	1%	-	1%	-	-	-	-	-	-	5%Tr	-	8%Tr	-	-	-	12%TyxA	
Buddhist	12	4	8	3	5	1	3	1	11	2	2	2	3	2	1	-	2	1	7	6	2	3	-	-	-	12	
	1%A	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	*	-	1%	*	1%	4%Tr	5%Tr	4%Tr	-	-	-	20%TyxA	
Other religion	12	5	7	1	3	2	4	1	11	-	2	3	4	2	1	-	2	1	10	2	1	-	-	-	-	12	
	1%A	1%	1%	*	1%	2%	1%	1%	1%	-	1%	2%	2%	1%	*	-	1%	*	1%	1%	3%	-	-	-	-	19%TyxA	
Prefer not to say	29	14	15	8	10	6	4	1	28	6	10	3	3	7	-	-	7	-	14	5	1	3	-	-	-	-	
	2%rxA	2%	2%	2%	3%	2%	2%	1%	2%	4%nq	5%Tnq	1%	1%	4%npq	-	-	2%	-	1%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 630
D26. What is your religion, if any?
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impacting/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	56*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
No religion	613	164	92	89	439	141	331	133	9	416	154	66	70	47	24	311	187	42	42
NET: Christian	513	161	53	107	340	109	281	114	9	377	95	29	41	46	21	247	146	44	44
Catholic	113	31	12	18	76	20	56	35	2	74	26	9	14	11	6	43	34	16	12
Church of England/Scotland/Ireland	304	94	28	61	204	60	178	63	3	231	50	15	19	26	11	162	80	16	22
Other Christian	96	36	13	28	60	29	48	16	3	71	18	5	8	9	4	42	32	12	10
Muslim	41	3	1	2	34	1	12	23	5	13	26	9	14	7	5	9	18	10	2
Hindu	16	2	2	-	14	1	8	6	1	9	7	1	4	5	-	3	8	3	1
Jewish	15	4	1	3	10	5	8	2	-	14	-	-	-	-	-	3	2	4	2
Sikh	7	2	-	2	6	-	7	1	-	4	3	3	-	-	1	3	4	1	-
Buddhist	12	5	3	3	7	4	6	3	-	7	4	-	2	1	2	4	4	3	1
Other religion	12	7	7	2	5	3	2	2	2	8	3	-	3	-	2	7	2	-	1
Prefer not to say	29	5	3	1	12	9	11	9	1	17	11	6	4	1	3	13	10	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 631
D26. What is your religion, if any?
Base: All respondents

	GO Region													Urban/ Rural		Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multipl devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
No religion	613	50	25	14	504	19	63	56	51	47	76	60	98	54	453	108	415	194	11	19	576	258	119	35	36	18	65	24	16
	49%koqx	48%	41%	39%	50%kx	37%	46%	55%kx	48%	52%kx	67%Tabd efikm	35%	56%ek	50%kx	48%	57%T	53%To	42%	39%	32%	50%Tq	54%Tx	48%kx	66%Tx	57%kx	48%	32%	53%kx	48%
NET: Christian	513	43	34	21	415	25	62	36	42	32	33	76	68	43	375	71	292	215	14	39	447	175	95	13	18	10	135	14	12
	41%jdjnr su	41%	56%Tdgi jl	57%	41% 39%j	47%j	45%j	36%	39%	35%	29%	44%j	38%	40%	40%	38%	37%	47%Tn	48%	65%Tr	38%	36%	25%	22%	27%	62%Tatu vwy	32%	32%	12
Catholic	113	9	6	6	92	7	17	5	12	7	3	26	13	3	92	7	79	33	4	5	102	48	22	-	5	3	16	2	4
	9%jmbu	9%	9%	15%	9%jm	13%jm	13%jm	5%	11%jm	7%	2%	15%Tdgi m	7%	3%	10%B	3%	10%T	7%	14%	8%	9%	10%u	9%u	-	8%	8%u	8%	4%	12%
Church of England/ Scotland/ Ireland	304	25	16	5	258	13	38	25	25	22	27	30	46	29	214	50	147	155	8	29	260	96	56	9	10	2	90	10	8
	24%nrsw	23%	27%	15%	24%kx	25%	28%	25%	24%	24%	24%	18%	26%	27%	23%	26%	19%	34%Tn	30%	48%Tr	23%	20%w	17%	15%	6%	44%Tatu vwy	24%w	23%	
Other Christian	96	9	12	10	65	5	6	6	4	3	3	19	9	11	69	14	66	26	5	86	30	16	4	3	5	28	2	-	
	8%id	9%	20%Tdg hij	27%	6%	9%	5%	5%	4%	3%	3%	11%jd	5%	10%j	7%	8%	8%T	6%	8%	8%	6%	7%	7%	6%	13%	14%Tst	4%	-	
Muslim	41	4	-	-	37	3	4	1	8	1	2	12	4	1	37	3	27	12	1	1	37	18	11	1	1	-	-	7	2
	3%kx	4%	-	-	3%	6%	3%	1%	8%Tdgim	2%	2%	7%Tdm	2%	1%	4%T	2%	3%	3%	5%	1%	3%	18%kx	5%kx	1%	1%	1%	-	15%Tatu vw	6%
Hindu	16	1	-	-	15	2	-	-	4	-	4	4	-	16	-	7	9	-	-	16	2	10	-	-	1	1	1	-	-
	1%ns	1%	-	1%	1%	2%	-	-	5%Tdh	-	3%	2%	-	2%	-	1%	2%	-	-	1%	1%	4%Ta	1%	2%	4%u	1%	1%	-	-
Jewish	15	-	-	-	15	4	2	-	1	1	7	-	-	9	2	7	8	-	-	14	3	4	-	1	2	4	-	-	
	1%n	-	-	-	1%	3%	2%	-	1%	1%	4%Td	-	-	1%	1%	1%	2%	-	-	1%	1%	2%	-	1%	4%u	2%	-	-	
Sikh	7	1	-	-	7	1	2	-	-	-	2	1	-	7	-	3	4	-	-	7	3	3	-	-	1	-	-	-	
	1%n	1%	-	-	1%	2%	-	2%	-	-	1%	1%	-	1%	-	1%	1%	-	-	1%	1%	1%	-	-	4%Tx	-	-	-	
Buddhist	12	1	-	-	12	2	1	1	2	-	4	-	2	10	-	10	1	1	1	11	7	1	1	1	1	1	-	-	
	1%u	1%	-	-	1%	2%	1%	1%	2%	-	2%	-	1%	1%	-	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	-	-	
Other religion	12	-	1	-	11	-	2	1	3	-	1	2	3	11	-	6	6	-	-	11	2	4	1	3	-	-	-	2	
	1%	-	1%	-	1%	-	2%	1%	3%	-	1%	3%	1%	1%	-	1%	1%	-	-	1%	2%	4%Tx	-	-	-	-	-	5%	
Prefer not to say	29	5	1	1	22	4	1	1	4	1	1	5	-	5	20	5	13	14	2	-	26	16	2	2	3	4	-	1	
	2%u	4%u	1%	3%	2%	8%Tdl	1%	1%	4%u	1%	1%	3%u	-	4%u	2%	3%	2%	3%	5%	-	2%	3%kx	1%	4%kx	10%Tsty	-	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 632
D26. What is your religion, if any?
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety messages		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitcut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
No religion	613	123	146	142	90	69	567	347	182	507	170	99	64	14	17	37	108	501	233	381
	49%no	53%	46%	49%	53%	45%	49%mmo	50%mmo	47%no	49%mmo	46%no	56%Tahj kmmop	42%no	22%	34%ln	48%no	43%	50%	51%	48%
NET: Christian	513	81	149	127	58	68	461	250	152	422	138	53	58	31	18	25	96	410	163	350
	41%ght	35%	46%Tad	44%	34%	44%	40%shl	36%sl	39%sl	41%hlp	38%sl	30%	38%sl	50%shkl mop	36%	34%	38%	41%	35%	44%Tt
Catholic	113	18	25	25	20	20	106	66	49	95	43	20	20	12	5	10	28	83	41	72
	9%	7%	8%	9%	12%	13%	9%	10%	13%Tghj	9%	12%T	11%	13%Tgjl	18%Tghj	11%	13%	11%	8%	9%	9%
Church of England/ Scotland/ Ireland	304	48	98	74	30	35	282	135	78	250	68	19	26	9	8	10	53	247	93	211
	24%dghi klmopt	20%	31%Tad	25%	17%	23%	23%hklp	20%lp	20%lp	24%ghik lmop	19%lp	11%	17%kl	15%	16%	14%	21%	25%	20%	26%kl
Other Christian	96	16	28	28	9	14	93	48	24	76	27	14	12	10	5	6	15	79	29	68
	8%	7%	8%	10%	5%	9%	8%	7%	6%	7%	7%	8%	8%	17%Tghj klmop	10%	7%	8%	8%	6%	8%
Muslim	41	10	8	3	8	9	41	34	22	37	26	13	14	10	9	8	18	22	29	12
	3%csu	4%	3%	1%	5%c	6%c	4%	5%Tg	6%Tg	7%Tghj	4%	8%Tg	10	16%Tghj klmp	18%Tghj klmp	10%Tghj	7%Ts	2%	6%Tu	2%
Hindu	16	2	3	4	4	2	16	16	9	15	11	3	6	2	2	4	6	11	6	10
	1%	1%	1%	1%	2%	1%	1%	2%Tg	2%T	1%	3%Tg	2%	4%Tg	4%	4%Tg	5%Tghj	2%	1%	1%	1%
Jewish	15	2	5	4	3	1	14	6	5	9	1	1	3	-	-	4	10	2	12	
	1%j	1%	1%	1%	2%	1%	1%	1%	1%k	1%	*	1%	2%k	-	1%	-	2%	1%	*	2%
Sikh	7	3	1	1	-	2	6	4	1	5	2	1	-	-	-	4	3	2	5	
	1%sa	1%	*	*	-	1%	1%	1%	*	1%	1%	-	-	-	*	2%Ts	*	*	1%	
Buddhist	12	1	4	4	1	-	12	7	6	9	4	1	2	*	*	4	7	7	6	
	1%	*	1%	1%	1%	-	1%	1%	2%	1%	1%	*	1%	*	*	1%	1%	1%	1%	
Other religion	12	5	2	1	2	1	11	8	4	10	5	-	1	-	-	1	4	8	7	
	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	*	-	-	1%	2%	1%	2%	
Prefer not to say	29	7	3	5	2	29	20	9	19	9	4	5	5	3	1	6	23	12	17	
	2%j	3%	1%	2%	3%	1%	3%j	3%j	2%	2%	2%	3%	3%	8%Tghj klmp	6%Tghj klmp	1%	2%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



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Table 633
D26. What is your religion, if any?
Base: All respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
No religion	613	68	172	136	99	139	69	174	139	97	155
	49% ^{ah}	39%	50%	51% ^a	55% ^a	46%	39%	51% ^h	52% ^h	55% ^h	47%
NET: Christian	513	95	148	95	65	111	98	148	98	63	106
	41%	55% ^{Tode}	43%	36%	36%	37%	55% ^{Tjkd}	43%	36%	35%	37%
Catholic	113	11	27	23	19	33	13	27	23	18	33
	9%	7%	8%	9%	11%	11%	7%	8%	9%	10%	11%
Church of England/ Scotland/ Ireland	304	66	93	58	33	54	69	93	59	32	52
	24% ^{kel}	38% ^{Tbcde}	27% ^{de}	22%	18%	19%	39% ^{Tjkd}	27% ^{kl}	22%	18%	18%
Other Christian	96	17	28	15	13	24	17	29	16	13	21
	8%	10%	8%	6%	7%	8%	9%	8%	6%	8%	7%
Muslim	41	-	3	11	4	24	-	3	11	5	23
	3% ^{bi}	-	1%	4% ^{ab}	2%	8% ^{Tabd}	-	1%	4% ^{hi}	3%	8% ^{Thik}
Hindu	16	-	-	4	4	8	-	-	4	4	8
	1%	-	-	2%	2% ^b	3% ^{Tb}	-	-	1%	2% ^{kl}	3% ^{Tl}
Jewish	15	3	4	6	-	1	3	4	6	-	1
	1%	2%	1%	2%	-	1	2%	1%	2%	-	1%
Sikh	7	1	4	-	1	1	1	4	-	1	1
	1%	1%	1%	-	1%	1	1	1%	-	1%	1
Buddhist	12	2	3	2	4	4	2	3	2	1	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other religion	12	4	4	3	-	4	1	4	3	-	4
	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%
Prefer not to say	29	4	4	7	6	8	4	4	7	6	8
	2%	2%	1%	3%	3%	3%	2%	1%	3%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.



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Absolutes/col percents

Table 634
D33. Which of the following describes where you live?
Base: All respondents

	Gender			Social Grade							Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)		
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610		
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44**	87	19**	513	41*	62*	613		
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494		
Scotland	105	48	56	24	35	20	26	9	95	15	20	23	14	8	11	6	24	18	93	9	2	7	-	43	4	3	50		
	8%	8%	9%	7%	9%	8%	9%	11%	8%	10%	9%	11%	9%	4%	8%	5%	8%	9%	9%	6%	3%	8%	3%	8%	11%	4%	8%		
North East	52	26	25	18	14	10	9	4	47	4	11	3	5	9	8	4	20	11	45	6	-	5	-	25	3	1	19		
	4%k	4%	4%	5%	4%	4%	3%	5%	4%k	3%	5%	1%	4%	5%	5%	5%	5%k	5%	4%	4%	-	6%	-	5%	7%	2%	3%		
North West	137	64	73	38	39	28	33	10	127	18	30	20	18	22	12	7	41	19	124	12	3	8	1	62	4	8	63		
	11%	10%	11%	11%	10%	11%	12%	12%	11%	12%	14%	10%	8%	13%	8%	10%	11%	9%	11%	7%	6%	9%	3%	12%	9%	13%	10%		
Yorkshire and the Humber	102	46	56	24	27	26	25	4	98	8	17	18	27	14	11	2	27	13	89	13	5	6	-	36	1	7	56		
	8%	7%	9%	7%	7%	10%	9%	5%	8%	6%	8%	9%	12%T	8%	3%	7%	6%	8%	8%	8%	11%	6%	-	7%	3	12%	9%		
West Midlands	107	61	46	39	23	28	15	12	96	19	17	15	14	11	15	3	30	18	90	16	7	7	1	42	8	2	51		
	9%	10%	7%	11%df	8%	11%	5%	13%	8%	13%h	8%	7%	6%	7%	11%	5%	8%	8%	8%	10%	16%	9%	5%	8%	20%TzA	3%	8%		
East Midlands	91	46	44	21	24	20	24	10	80	6	16	18	18	10	12	-	22	12	80	10	1	6	3	32	1	10	47		
	7%	7%	7%	6%	8%	8%	9%	12%lpp	7%	4%	8%	9%	8%	5%	9%q	-	6%	6%	7%	7%	3%	7%	14%	6%	3%	16%TxA	8%		
Wales	60	37	24	9	14	15	22	3	57	8	8	10	9	7	6	10	23	16	53	6	3	2	1	34	-	1	25		
	5%c	6%	4%	3%	4%	6%	8%Tcd	4%	5%	5%	3%	5%	4%	4%	5%	13%Thj	6%	8%n	5%	4%	6%	2%	8%	7%T	-	1%	4%		
East of England	112	58	54	28	32	23	29	7	106	10	17	16	24	19	14	6	39	20	104	7	3	1	3	33	2	1	76		
	9%aux	9%	9%	8%	9%	9%	10%	7%	9%	7%	8%	8%	11%	11%	10%	8%	10%	9%	10%au	4%u	8%u	1%	15%	6%	4%	1%	12%Tz		
London	171	86	85	53	55	23	41	12	160	23	24	25	32	29	19	7	55	27	119	49	10	30	6	76	12	16	60		
	14%serA	14%	13%	16%se	15%	9%	15%	13%	14%	16%	11%	12%	15%	16%	14%	10%	14%	13%	11%	31%Tr	24%r	35%Tr	34%	15%A	29%TxA	29%TxA	10%		
South East	176	76	100	38	67	38	34	7	169	18	30	35	31	27	12	16	55	28	153	23	5	12	3	68	4	6	98		
	14%	12%	16%	11%	18%Tc	15%	12%	8%	14%	13%	14%	17%gn	14%	15%	8%	23%gn	14%sn	13%sn	14%	15%	12%	14%	15%	13%	11%	10%	16%		
South West	108	50	58	33	31	26	17	6	102	10	17	15	19	16	13	11	41	25	100	8	4	2	1	43	1	5	54		
	9%	8%	9%	10%	8%	10%	6%	7%	9%	7%	8%	7%	9%	9%	10%	16%	11%	12%	9%	5%	10%	3%	5%	8%	2%	8%	9%		
Northern Ireland	37	20	17	18	10	4	5	2	34	4	7	7	6	3	7	-	10	7	36	-	-	-	-	21	-	-	14		
	3%is	3%	3%	5%Te	3%	1%	2%	3%	3%	3%	3%	3%	3%	2%	5%	-	3%	3%	9%is	-	-	-	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A

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

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Table 635
D33. Which of the following describes where you live?
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (n)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	56*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Scotland	105	32	16	15	69	26	50	27	1	69	26	11	14	8	6	38	30	16	12
North East	52	14	6	12	37	13	26	13	-	36	11	3	3	5	3	22	14	8	5
North West	137	29	15	17	107	26	74	32	5	97	30	10	12	17	6	55	49	15	11
Yorkshire and the Humber	102	23	7	16	76	16	54	31	1	71	26	6	15	10	4	57	23	8	5
West Midlands	107	27	12	11	72	19	59	27	3	60	35	23	12	7	6	57	27	2	10
East Midlands	91	27	13	18	62	26	44	19	2	60	21	10	7	8	5	49	21	8	10
Wales	60	21	8	13	38	11	39	10	1	46	11	*	7	7	1	34	16	2	5
East of England	112	37	19	25	71	28	59	23	2	86	20	7	13	3	5	60	32	6	7
London	171	52	23	27	111	47	78	42	4	116	43	16	13	19	8	69	62	20	13
South East	176	46	20	28	126	38	95	39	4	121	48	14	22	16	12	93	58	8	9
South West	108	39	19	20	68	13	72	22	2	76	26	10	17	5	3	57	33	9	7
Northern Ireland	37	6	2	4	29	9	19	8	1	28	6	4	3	1	-	11	15	8	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 636
 D33. Which of the following describes where you live?
 Base: All respondents

	GO Region														Urban/ Rural		Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
Scotland	105	105	-	-	-	-	-	-	-	-	-	-	-	-	86	9	72	32	3	10	95	45	13	4	9	5	14	3	3	
	8%bdf	100%Tbdef	-	-	-	-	-	-	-	-	-	-	-	-	9%	5%	9%T	7%	11%	17%	8%	9%	5%	7%	14%t	13%	7%	6%	9%	
North East	52	-	-	-	52	52	-	-	-	-	-	-	-	-	35	8	39	12	1	1	49	20	10	3	1	2	8	-	3	
	4%lkl	-	-	-	100%Tabdf	100%Tabdf	-	-	-	-	-	-	-	-	4%	4%	5%T	3%	2%	1%	4%	4%	4%	6%	2%	6%	4%	-	7%	
North West	137	-	-	-	137	-	137	-	-	-	-	-	-	-	120	8	89	44	3	2	130	52	27	5	6	5	20	7	5	
	11%abegh	-	-	-	13%Tabeg	-	100%Tabde	-	-	-	-	-	-	-	13%TB	4%	11%	10%	9%	3%	11%	11%	11%	10%	9%	13%	10%	16%	14%	
Yorkshire and the Humber	102	-	-	-	102	-	-	102	-	-	-	-	-	-	81	15	81	40	5	4	89	48	23	6	3	2	14	4	-	
	8%abhij	-	-	-	10%Tabef	-	-	100%Tabde	-	-	-	-	-	-	9%	8%	8%	9%	19%	6%	8%	10%	9%	11%	9%	6%	7%	8%	-	
West Midlands	107	-	-	-	107	-	-	-	107	-	-	-	-	-	80	14	60	44	-	6	100	46	11	4	7	3	14	10	1	
	9%abfgh	-	-	-	10%Tabef	-	-	-	100%Tabde	-	-	-	-	-	9%	7%	8%	9%	-	9%	9%	9%	11%	4%	7%	7%	7%	22%Tstx	4%	
East Midlands	91	-	-	-	91	-	-	-	-	91	-	-	-	-	58	16	56	35	7	3	79	32	23	1	7	1	12	2	1	
	7%afghj	-	-	-	9%Tabfg	-	-	-	-	100%Tabde	-	-	-	-	6%	8%	7%	7%	24%	4%	7%	7%	9%	11%	3%	6%	5%	2%	2%	
Wales	60	-	60	-	-	-	-	-	-	-	-	-	-	-	40	19	41	19	-	6	53	21	9	2	3	2	17	2	1	
	5%adfgh	-	100%Tadef	-	-	-	-	-	-	-	-	-	-	-	4%	19%TA	5%	4%	-	5%	5%	4%	4%	4%	5%	5%	8%	4%	3%	
East of England	112	-	-	-	112	-	-	-	-	-	112	-	-	-	73	23	73	36	3	5	101	46	23	8	2	3	21	1	1	
	9%abfgh	-	-	-	11%Tabef	-	-	-	-	-	100%Tabde	-	-	-	8%	12%	9%	8%	9%	8%	9%	10%	9%	16%vy	3%	8%	10%	2%	4%	
London	171	-	-	-	171	-	-	-	-	-	-	171	-	-	141	1	105	64	3	4	160	63	38	8	7	3	27	2	12	
	14%abefg	-	-	-	16%Tabef	-	-	-	-	-	100%Tabde	-	-	-	15%TB	-	13%	14%	10%	7%	14%	13%	15%	15%	11%	7%	13%	4%	36%	
South East	176	-	-	-	176	-	-	-	-	-	-	-	176	-	129	35	113	64	-	15	153	64	43	7	13	6	28	5	3	
	14%abefg	-	-	-	17%Tabef	-	-	-	-	-	-	100%Tabde	-	-	14%	19%	14%	14%	-	25%r	13%	13%	17%	13%	21%	15%	13%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 636
D33. Which of the following describes where you live?
Base: All respondents

	GO Region														Urban/Rural		Internet usage			Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (l)	London (k)	South East (j)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (v)	Unemployed - not looking for work (w)	Student (x)	Retired (y)	House person/ Other (z)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
South West	108	-	-	-	108	-	-	-	-	-	-	-	-	108	70	31	54	53	4	5	100	29	26	3	4	4	25	8	4
	9%abfgh	-	-	-	10%Tabef	-	-	-	-	-	-	-	-	100%Tabde	7%	16%TA	7%	11%bn	16%	9%	9%	6%	10%	6%	6%	10%	12%cs	17%ds	12%
	ijkAns	-	-	-	ghjkl	-	-	-	-	-	-	-	-	fgnijkl	-	-	-	-	-	1	36	18	3	2	2	2	7	1	
Northern Ireland	37	-	-	37	-	-	-	-	-	-	-	-	-	-	24	10	17	20	-	1	36	18	3	2	2	2	7	1	
	3%dkn	-	-	100%	-	-	-	-	-	-	-	-	-	-	3%	5%	2%	4%	-	1%	3%	4%	1%	3%	3%	6%t	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 637
D33. Which of the following describes where you live?
Base: All respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Scotland	105	20	27	26	7	16	92	54	39	82	27	20	12	4	1	8	21	82	45	60
	8%o	9%	8%	9%	4%	11%	8%o	8%o	10%ghko	8%o	7%o	11%hko	8%o	6%o	3%	10%o	9%	8%	10%	7%
North East	52	7	15	9	12	8	48	32	18	44	14	4	8	4	1	5	18	33	15	36
	4%a	3%	5%	3%	7%	5%	4%	5%l	5%l	4%	4%	2%	5%l	6%lo	2%	6%klo	7%Ts	3%	3%	5%
North West	137	28	47	21	16	17	127	78	44	105	46	21	20	4	5	9	22	114	54	83
	11%c	12%	15%Tc	7%	10%	11%	11%	11%	10%	13%	12%	13%en	6%	11%o	12%en	9%	11%	12%	10%	
Yorkshire and the Humber	102	19	33	23	14	8	97	64	33	82	32	11	8	2	5	5	23	77	29	73
	8%	8%	10%	8%	8%	5%	8%	9%um	9%	8%	9%um	6%	5%	4%	10%mn	7%	9%	8%	6%	9%
West Midlands	107	15	24	33	19	6	98	57	30	92	33	17	10	6	4	9	16	91	53	54
	9%u	6%	7%	11%e	11%e	4%	8%	8%	8%	9%	10%	6%	10%	8%	12%him	6%	9%	11%Tu	7%	
East Midlands	91	21	26	21	13	4	85	52	35	78	29	15	14	11	8	5	22	69	42	49
	7%e	9%e	8%e	7%	8%	3%	7%	8%	9%	8%	8%	9%	9%	17%Tghi	17%Tghi	7%	9%	7%	9%	6%
														kjmp	kmp					
Wales	60	14	17	14	4	7	51	29	16	55	18	10	6	3	2	1	11	49	15	46
	5%gt	6%	5%	5%	3%	5%	4%	4%	4%	5%gp	5%p	6%p	4%	5%	4%	2%	4%	5%	3%	6%
East of England	112	19	31	29	14	14	106	58	31	87	24	11	5	-	2	4	24	85	41	71
	9%mmo	8%	10%	10%	8%	9%	9%ukmmo	8%mm	8%mm	8%mm	7%mm	3%	1%	3%sn	6%sn	10%	9%	9%	9%	
London	171	34	45	33	23	26	166	109	58	139	53	28	34	16	11	16	37	133	61	111
	14%	14%	14%	11%	13%	17%	14%T	16%TJ	15%	13%	14%	16%	22%Tghi	25%Tghi	21%TJ	21%Tgji	15%	13%	13%	14%
														kl	k					
South East	176	44	30	40	22	25	162	96	53	142	52	21	24	6	5	7	33	139	60	116
	14%b	19%b	9%	14%	13%	16%	14%	14%	13%	14%	14%sp	12%	16%sp	9%	11%	9%	13%	14%	13%	15%
South West	108	12	18	29	21	16	95	50	27	94	27	10	8	4	4	3	16	92	29	79
	9%hpt	5%	6%	10%	12%ab	10%	8%sp	7%sp	7%	9%hmp	7%sp	6%	5%	6%	7%	4%	6%	9%	6%	10%
Northern Ireland	37	1	7	13	5	4	31	15	2	33	11	7	3	3	2	3	5	31	15	22
	3%al	1	2%	4%a	3%	4%a	3%	2%	2%	3%hi	3%l	4%l	2%	3%	3%	4%lm	2%	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).
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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 638
D33. Which of the following describes where you live?
Base: All respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Scotland	105 8%	18 10%	24 7%	24 9%	18 10%	46 7%	18 10%	26 7%	23 8%	17 9%	22 8%
North East	52 4%	4 2%	14 4%	11 4%	10 6%	19 4%	4 2%	14 4%	13 5%	8 5%	13 4%
North West	137 11%	22 13%	32 9%	26 10%	24 13%	64 11%	22 12%	32 9%	27 10%	25 14%	32 11%
Yorkshire and the Humber	102 8%	10 8%	30 9%	20 8%	19 11%	49 8%	11 8%	29 8%	19 7%	20 11%	22 8%
West Midlands	107 9%	16 9%	29 9%	22 8%	17 9%	41 8%	16 9%	30 9%	21 8%	17 10%	23 8%
East Midlands	91 7%	7 4%	26 8%	19 7%	11 6%	27 9%	7 4%	26 8%	19 7%	11 6%	27 9%
Wales	60 5% ^{cj}	12 7% ^c	19 8%	5 2%	9 5%	15 9%	12 7% ^j	19 8%	5 2%	9 5%	15 5%
East of England	112 9% ^{el}	16 9%	35 10%	30 11% ^e	12 7%	19 6%	16 9%	35 10%	30 11%	13 7%	18 6%
London	171 14%	20 11%	36 11%	42 16%	26 14%	64 16%	22 12%	36 11%	44 16%	24 14%	45 16%
South East	176 14% ^{dk}	25 14%	51 15%	36 14%	15 8%	49 16% ^d	26 14%	52 15%	38 14%	15 9%	46 16% ^k
South West	108 8%	18 10%	35 10%	22 9%	14 8%	20 7%	18 10%	34 9%	24 7%	13 6%	19 6%
Northern Ireland	37 3%	6 4%	12 3%	6 2%	5 3%	8 3%	6 3%	12 3%	6 2%	5 3%	8 3%

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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 639
D27. On an average day, how long would you say you spend online?
 Base: All respondents

	Gender		Social Grade				Age										Ethnicity					Religion							
	Total (T)	Male (M)	Female (F)	AB (A)	C1 (C)	C2 (C)	DE (D)	13-17 (G)	18+ (H)	18-24 (I)	25-34 (J)	35-44 (K)	45-54 (L)	55-64 (M)	65-74 (N)	75-84 (O)	55+ (P)	65+ (Q)	White (R)	BAME (S)	Mixed (T)	Asian (U)	Black (V)	Christi an (W)	Muslim (X)	Other religio n (Y)	None (Z)		
Unweighted base	1259	697	562	358	376	242	277	116	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610		
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613		
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494		
More than 10 hours	108	68	39	34	38	14	21	8	100	21	30	24	12	10	2	1	13	3	82	22	7	9	6	39	4	3	57		
	9%bnpq	11%Tb	6%	10%	10%	5%	7%	9%npq	9%npq	14%Thim nopq	14%Thim nopq	12%hnpq	5%	6%	1%	1%	3%	1%	8%	14%Tr	16%r	10%	34%	8%	10%	5%	9%		
6-9 hours	238	124	114	70	79	44	44	20	218	39	64	53	31	17	11	3	32	14	190	44	12	23	9	80	10	13	133		
	19%mnop	20%	18%	21%	21%	17%	16%	22%imnop	19%imnop	27%Thim nopq	30%Thim nopq	26%Thim nopq	14%sq	10%	8%	4%	8%	7%	18%	28%Tr	28%	26%	46%	16%	26%	21%	22%Tx		
3-5 hours	434	225	209	103	143	85	102	45	389	47	66	71	71	64	53	17	134	70	384	44	16	23	3	173	13	17	225		
	35%h	36%	33%	30%	39%c	33%	37%	51%Thij kimpopq	33%	33%	31%	35%	32%	37%	38%q	23%	35%	33%	35%	28%	36%	26%	15%	34%	31%	28%	37%		
1-2 hours	391	165	226	112	90	95	93	15	376	33	45	47	89	69	51	41	161	92	351	36	7	26	1	165	12	23	177		
	31%adgj kst	27%	35%Ta	33%id	24%	36%id	33%id	17%	32%Tgij k	23%	21%	23%	40%Tghj k	40%Tghj k	37%gijk	56%Tghj k	42%Tghj k	43%Tghj k	32%Tst	23%	15%	30%	4%	32%	29%	38%	29%		
Less than 1 hour	71	30	41	15	16	22	18	1	71	2	5	6	14	14	20	10	44	30	65	7	2	2	-	50	-	4	17		
	6%gja	5%	6%	4%	4%	9%	6%	1%	6%gij	1%	2%	3%	8%gi	8%gij	15%Tghj k	13%gijk	11%Tghj k	14%Tghij	6%	4%	4%	3%	-	10%TyA	-	7%	3%		
NET: 1-2 hours	462	196	267	127	106	117	111	16	446	35	50	54	103	83	71	51	205	122	416	43	9	28	1	215	12	28	194		
	37%adgj kstA	32%	42%Ta	37%id	29%	45%Td	40%id	18%	38%Tgij k	24%	23%	26%	47%Tghj k	48%Tghj k	51%Tghj k	70%Tghj k	53%Tghj k	57%Tghj k	38%Tst	27%	20%	33%	4%	42%TA	29%	45%	32%		
NET: More than 2 hours	780	418	362	207	259	143	167	73	707	106	160	148	114	114	52%o	91	66	21	178	87	657	110	36	54	18	292	27	33	415
	62%abh mnopqrx	68%Tb	57%	61%	70%Tcef	55%	60%	62%Thim nopq	69%imno	74%Thim nopq	74%Thim nopq	72%Thim nopq	52%o	52%op	48%oo	28%	46%o	41%	70%Tru	38%Tru	80%Tru	62%	96%	57%	66%	53%	68%Tx		
Don't know	17	5	11	8	5	1	2	-	17	2	5	3	4	-	1	2	3	3	12	5	-	5	-	6	2	1	5		
	1%	1%	2%	2%	1%	*	1%	-	1%	2%	2%	1%	2%	-	1%	2%	1%	1%	3%	3%	-	5%Tr	-	1%	4%A	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 640
D27. On an average day, how long would you say you spend online?
Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	56*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
More than 10 hours	108	35	14	24	68	28	50	23	6	76	22	10	14	7	5	48	34	11	7
	9%	10%	9%	11%	8%	10%	7%	8%	24%	9%	7%	9%	10%	7%	8%	8%	9%	10%	7%
6-9 hours	238	73	44	34	158	40	130	64	4	157	61	19	30	25	12	83	91	30	23
	19%so	21%c	27%Tabd	16%	18%	15%	20%	22%se	14%	18%	20%	16%	22%	23%	21%	14%	24%To	27%so	24%so
3-5 hours	434	127	56	79	297	94	219	114	8	286	102	37	49	41	16	214	122	34	49
	35%	36%	35%	38%	34%	35%	33%	39%	32%	33%	34%	32%	36%	39%	28%	36%	32%	31%	51%Topq
1-2 hours	391	88	40	52	292	90	216	78	6	279	97	43	37	25	23	208	108	24	16
	31%ar	25%	25%	25%	34%Tabc	33%	32%	27%	24%	32%	32%am	37%	27%	23%	39%km	35%Tr	28%r	22%	17%
Less than 1 hour	71	26	8	17	43	18	46	7	1	57	13	5	4	6	-	42	22	7	1
	6%gr	7%	5%	8%	5%	7%g	7%g	2%	2%	7%	4%	4%	3%	6%	-	7%r	6%r	6%r	1%
NET: 1-2 hours	462	114	48	69	335	109	262	85	7	336	110	47	42	31	23	250	130	31	17
	37%gr	32%	30%	33%	39%b	40%g	39%g	29%	26%	39%	37%	41%	30%	29%	39%	42%Tpqr	34%r	28%	18%
NET: More than 2 hours	780	235	114	137	524	162	399	201	19	520	186	65	93	73	33	344	247	75	79
	62%so	67%	70%Td	66%	60%	60%	60%	69%Tef	70%	60%	62%	57%	68%	68%	56%	57%	65%so	68%	82%Topq
Don't know	17	3	-	3	8	1	8	6	1	11	6	2	3	2	2	7	5	4	-
	1%	1%	-	1%	1%	-	1%	2%	5%	1%	2%	2%	2%	2%	4%	1%	1%	4%T	-

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

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Absolutes/col percents

Table 641
D27. On an average day, how long would you say you spend online?
 Base: All respondents

	GO Region											Urban/ Rural		Internet usage			Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
More than 10 hours	108	10	5	3	89	2	14	8	6	10	10	14	17	8	84	13	108	-	3	3	99	60	11	7	8	6	2	1	4
9%toxt	10%	10%	9%	8%	8%	5%	10%	8%	5%	11%	9%	8%	10%	7%	9%	7%	14%To	-	12%	5%	9%	13%Tt	4%	14%tx	1%	15%tx	1%	3%	12%
6-9 hours	238	19	13	8	198	11	26	16	16	18	21	38	37	16	184	29	238	-	3	2	230	103	49	12	10	15	12	9	9
19%oqx	19%	21%	21%	19%	20%	19%	16%	15%	19%	19%	22%	21%	15%	20%	15%	31%To	-	11%	4%	20%Tq	21%Tx	20%Tx	23%Tx	16%Tx	40%Tatx	6%	20%Tx	26%	
3-5 hours	434	42	23	6	362	25	49	36	39	29	43	53	59	31	322	61	434	-	9	17	403	156	82	17	20	15	73	17	10
35%o	41%	38%	17%	34%	49%Tdkm	36%	35%	37%	31%	36%	31%	33%	28%	34%	32%	56%To	-	33%	28%	35%	32%	33%	32%	31%	38%	35%	38%	31%	
1-2 hours	391	26	11	18	336	10	43	30	37	28	35	59	42	287	72	-	391	10	26	352	140	84	15	22	2	92	11	11	
31%bnw	25%	18%	49%	32%b	19%	31%	30%	34%b	31%	31%	31%	34%b	39%b	31%	38%	-	85%Tn	35%	42%	31%	29%w	34%w	28%w	35%w	4%	44%Taw	25%w	31%	
Less than 1 hour	71	6	8	2	55	2	2	10	7	7	2	11	4	11	47	13	-	71	2	11	53	17	17	2	4	-	27	3	-
6%fnr	6%	14%Tdfj	5%	5%l	3%	1%	9%fj	7%l	8%l	2%	6%l	2%	10%dfj	5%	7%	-	15%Tn	9%	18%Tr	5%	4%	7%	3%	6%	-	13%Tsw	7%	-	
NET: 1-2 hours	462	32	19	20	391	12	44	40	44	35	36	64	64	53	334	84	-	462	12	37	405	157	102	17	26	2	119	14	11
37%nrsw	31%	32%	54%	37%	23%	32%	39%	41%e	38%	32%	37%	36%	49%Tade	36%	44%TA	-	100%Tn	44%	61%Tr	35%	33%w	41%w	31%w	41%w	4%	58%Tatu	33%w	31%	
NET: More than 2 hours	780	72	41	17	650	39	89	61	60	56	73	105	113	54	590	102	780	-	16	22	731	319	142	36	37	35	86	27	23
62%umBoq	69%um	68%um	46%	61%um	75%um	65%um	59%	56%	62%	65%um	61%	64%um	54	50%	63%	54%	100%To	-	56%	37%	64%Tq	66%Tt	57%Tx	69%Tx	59%Tx	92%Tatu	42%	61%Tx	69%
Don't know	17	-	-	-	17	1	4	1	3	-	3	3	-	1	14	3	-	-	-	1	9	6	5	-	-	1	1	3	-
1%nr	-	-	-	2%	3%	3%l	1%	3%	-	2%	2%	-	1%	1%	1%	-	-	-	2%	1%	1%	1%	2%	-	-	3%	1%	6%Tsx	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 642
D27. On an average day, how long would you say you spend online?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Frutta (n)	Bitchut (o)	OnlyFan (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
More than 10 hours	108	23	26	21	12	20	105	76	44	84	42	33	21	8	9	13	31	76	55	53
	9% _{su}	10%	8%	7%	7%	13%	9% _T	11% _{Tg}	11% _T	8%	12% _T	19% _{Tghi}	14% _{Tg}	13%	18% _{Tghi}	17% _{Tghi}	12% _{Ta}	8%	12% _{Tu}	7%
6-9 hours	238	42	55	59	30	40	226	162	100	205	91	47	24	15	23	63	170	112	126	
	19% _{su}	18%	17%	20%	17%	26% _{Tb}	20%	23% _{Tg}	26% _{Tg}	20%	25% _{Tg}	33% _{Tghi}	31% _{Tghi}	38% _{Tghi}	30% _{Tg}	34% _{Tghi}	25% _{Ta}	17%	24% _{Tu}	16%
3-5 hours	434	75	122	107	55	48	403	282	149	366	132	63	51	17	18	26	90	341	155	280
	35%	32%	38%	37%	32%	31%	35%	38% _{Tg}	38% _{in}	35%	36%	36%	34%	27%	36% _{in}	35%	36%	34%	34%	35%
1-2 hours	391	76	96	83	64	38	351	170	84	322	86	19	32	13	8	10	51	339	119	272
	31% _{hkl}	32%	30%	29%	37% _e	24%	30% _{hkl}	25% _{lop}	21% _{lp}	31% _{hkl}	24% _{lop}	11%	21% _{lp}	21% _{lop}	15%	14%	21%	34% _{Tr}	26%	34% _{Tt}
Less than 1 hour	71	17	21	18	9	6	57	13	11	46	7	-	-	-	-	11	58	12	59	
	6% _{ghik}	7%	6%	6%	5%	4%	5% _{hklm}	2%	3% _{lmp}	4% _{hklm}	2% _l	-	-	-	-	4%	6%	3%	7% _{Tt}	
NET: 1-2 hours	462	93	117	101	73	44	408	183	95	368	93	19	32	13	8	10	62	397	131	331
	37% _{eghi}	40% _e	36%	35%	42% _e	28%	35% _{hkl}	26% _{lop}	24% _{lop}	36% _{hkl}	26% _{lop}	11%	21% _{lp}	21% _{lop}	15%	14%	25%	40% _{Tr}	29%	41% _{Tt}
NET: More than 2 hours	780	139	202	187	97	108	735	500	293	655	266	157	120	50	42	65	183	567	322	458
	62% _{su}	60%	63%	64%	57%	70% _d	63% _T	72% _{Tg}	75% _{Tg}	63% _T	73% _{Tg}	89% _{Tghi}	79% _{Tghi}	78% _{Tg}	84% _{Tghi}	86% _{Tghi}	74% _{Ta}	59%	70% _{Tu}	57%
Don't know	17	2	1	3	1	3	15	8	2	10	6	-	-	1	1	1	3	11	7	10
	1% _h	1%	*	1%	1%	2%	1% _h	1%	1%	1%	2% _h	-	-	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 643
D27. On an average day, how long would you say you spend online?
Base: All respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
More than 10 hours	108	7	21	28	15	37	7	21	28	15	37
	9%h	4%	6%	11%a	9%	12%Tab	4%	6%	10%h	9%	13%Th
6-9 hours	238	19	38	53	37	91	21	37	56	36	88
	19%abhi	11%	11%	20%ab	20%ab	30%Tabcd	12%	11%	21%hi	20%i	30%Thijk
3-5 hours	434	36	125	87	79	108	36	129	87	80	103
	35%ah	21%	36%a	33%a	44%Tac	36%a	20%	37%h	32%h	45%Th	36%h
1-2 hours	391	76	129	85	43	59	78	130	89	40	56
	31%cdkl	44%Tde	38%Tde	33%e	24%	20%	44%Tkl	38%Tkl	33%kl	22%	19%
Less than 1 hour	71	32	24	7	4	4	33	23	7	4	4
	6%cdelk	19%Tbcde	7%cde	3%	2%	1%	19%Tijkl	7%kl	3%	2%	1%
NET: 1-2 hours	462	108	153	93	46	62	111	153	96	43	59
	37%cdkl	62%Tbcde	45%Tcde	35%e	26%	21%	62%Tijkl	44%Tkl	36%kl	24%	21%
NET: More than 2 hours	780	62	183	168	131	238	63	187	171	131	228
	62%abhi	36%	54%a	64%ab	73%Tab	79%Tabc	35%	54%h	63%h	74%Thj	79%Thj
Don't know	17	4	5	3	3	2	4	5	3	3	2
	1%	2%	2%	1%	1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 644
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

	Gender			Social Grade						Age										Ethnicity				Religion			
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	55+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christi an (n)	Muslim (n)	Other religio n (n)	None (n)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
More than 10 hours	41	26	16	10	11	9	11	41	8	9	12	9	2	1	-	3	1	32	10	3	5	2	15	2	2	21	
	4% ^{ipq}	4%	3%	3%	3%	4%	4%	4% ^{spq}	6% ^{unpq}	4% ^{ipq}	6% ^{mnpq}	4% ^{ipq}	1%	1%	-	1%	1%	3%	7% ^{Tr}	10% ^{Tr}	5%	10%	3%	4%	4%	4%	
6-9 hours	115	57	58	16	34	24	39	115	31	30	16	14	13	7	2	23	9	90	22	7	11	5	35	6	4	66	
	10% ^{cpqr}	10%	10%	6%	10%	10%	15% ^{Tc}	10% ^{spq}	21% ^{Thd}	14% ^{Thnp}	9%	6%	8%	5%	3%	6%	4%	9%	15% ^{Tr}	19% ^r	12%	26%	7%	14%	8%	12% ^{Tx}	
3-5 hours	377	207	170	97	132	71	76	377	48	75	70	66	54	48	15	117	64	319	50	11	29	8	150	12	21	188	
	32% ^{lb}	36% ^{Tb}	26%	32%	35% ^{TT}	29%	29%	32%	48	35%	34%	36%	31%	35% ^{sq}	21%	30%	30%	32%	35%	33%	34%	45%	32%	30%	34%	33%	
1-2 hours	484	268	228	127	127	83	84	484	39	71	79	83	75	48	39	162	87	384	46	10	31	3	180	15	24	202	
	37% ^{ld}	36%	38%	42% ^{fd}	36%	38%	32%	37% ^{ld}	27%	33%	38% ^{ld}	37%	43% ^{ld}	35%	53% ^{Thj}	42% ^{Thj}	41% ^{ln}	38%	32%	29%	36%	19%	38%	37%	40%	35%	
Less than 1 hour	102	37	66	16	31	28	26	102	6	11	9	32	23	14	7	45	21	91	11	2	7	-	56	2	6	36	
	9% ^{ackA}	6%	11% ^{Ta}	5%	9%	12% ^c	10%	9% ^{uk}	4%	5%	4%	14% ^{Thjk}	13% ^{Thjk}	10%	10%	12% ^{ijk}	10%	9%	8%	6%	8%	-	12% ^{TA}	6%	9%	6%	
Same as before	75	35	41	20	29	18	22	75	8	11	11	14	7	4	2	32	24	73	1	1	-	-	32	-	-	43	
	6% ^{dsu}	6%	7%	10% ^{Td}	2%	7% ^d	8% ^d	6%	5%	5%	5%	7%	4%	13% ^{Thjk}	9%	8% ^{um}	11% ^{Thjm}	7% ^{Tsu}	1%	4%	-	-	7%	-	-	7%	
Don't know	25	6	19	7	9	3	5	25	3	8	6	4	-	2	3	5	5	20	4	-	4	-	4	3	3	13	
	2% ^{ax}	1%	3% ^a	2%	3%	1%	2%	2%	2%	4% ^m	3% ^m	2%	-	1%	4%	1%	2%	2%	3%	-	5%	-	1%	8% ^{Tx}	4% ^x	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 645
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	56*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
More than 10 hours	41	14	7	10	26	11	21	6	3	30	11	3	7	4	2	23	14	3	-
	4%	4%	5%	5%	3%	4%	3%	3%	17%	4%	4%	3%	5%	4%	3%	4%	4%	2%	-
6-9 hours	115	42	23	23	69	19	64	30	2	90	24	8	9	8	5	63	38	6	4
	10%	13%	15%Td	11%	8%	7%	10%	13%	8%	10%	8%	7%	6%	8%	14%	10%	10%	6%	28%
3-5 hours	377	117	50	73	248	90	193	88	5	278	98	42	53	37	16	188	120	43	10
	32%	35%	34%	36%	31%	33%	30%	37%	27%	32%	32%	36%	39%	35%	28%	31%	31%	39%	65%
1-2 hours	434	99	44	60	323	97	251	80	6	315	119	41	49	39	24	227	150	25	*
	37%aacq	30%	30%	30%	40%Tabc	36%	39%	33%	31%	36%	39%	36%	36%	37%	41%	38%q	39%q	23%	2%
Less than 1 hour	102	27	10	16	73	28	57	17	2	77	25	11	8	9	3	58	29	14	-
	9%	8%	8%	8%	9%	9%	9%	7%	10%	9%	8%	10%	6%	9%	5%	10%	8%	13%	-
Same as before	75	27	13	15	47	24	43	9	-	62	13	7	4	2	3	27	26	15	1
	6%mo	8%	8%	7%	6%	9%g	7%	4%	-	7%u	4%	6%	3%	1%	5%	5%	7%	14%Top	5%
Don't know	25	5	1	4	14	5	8	11	1	14	11	2	7	7	2	15	5	3	-
	2%h	1%	1%	2%	2%	2%	1%	4%TI	6%	2%	4%	2%	5%TI	6%TI	4%	3%	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 646
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

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet		Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
More than 10 hours	41	3	2	1	36	1	6	2	3	2	3	9	7	2	34	2	41	-	3	-	37	20	7	5	5	2	1	-	1
6-9 hours	115	11	9	1	94	3	14	12	9	10	10	12	19	4	87	14	114	2	4	107	35	22	9	12	11	9	6	6	4%
3-5 hours	377	39	19	6	313	22	39	35	26	29	47	49	31	285	48	360	16	7	16	350	166	73	17	14	65	11	13	17%	
1-2 hours	434	29	15	16	375	19	51	27	39	28	43	60	69	40	306	83	149	283	6	23	402	197	96	12	9	86	10	7	
Less than 1 hour	102	5	10	2	84	-	5	15	7	5	9	24	12	7	76	11	17	85	4	11	82	38	35	4	2	-	13	5	5
Same as before	75	7	2	8	59	3	7	4	-	8	7	6	11	13	51	18	18	57	5	5	65	17	10	5	9	1	27	5	1
Don't know	25	1	-	-	24	-	4	2	3	1	5	3	1	5	22	2	8	3	1	-	18	8	5	2	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 6.47
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,999 (c)	£36,999 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
More than 10 hours	41	11	11	10	4	5	40	28	19	31	15	15	9	3	7	7	10	31	23	19
	4%u	5%	3%	4%	2%	4%	4%	4%	6%Tj	3%	5%j	10%Tghj	7%Tj	7%	13%Tghj	9%Tghj	4%	3%	6%Tu	2%
6-9 hours	115	29	36	20	11	14	109	75	52	102	41	33	20	8	9	12	33	82	56	60
	10%su	13%	12%	8%	7%	11%	10%	12%Tg	16%Tghj	11%	14%Tgj	23%Tghj	15%Tgj	16%	17%Tgj	16%Tgj	15%Ts	9%	13%Tu	8%
3-5 hours	377	61	114	88	50	43	350	219	111	318	96	44	48	14	18	28	78	292	139	238
	32%	27%	37%a	33%	33%	33%	33%	35%T	34%	33%	32%	30%	36%	27%	35%n	37%ln	36%	31%	34%	31%
1-2 hours	434	80	101	110	53	49	402	229	108	362	104	48	47	22	16	26	73	360	148	286
	37%	35%	33%	41%	35%	38%	37%	33%	33%	38%	35%	34%	35%	43%op	31%	34%	33%	38%	36%	38%
Less than 1 hour	102	20	33	27	15	4	86	39	19	76	21	1	7	1	1	2	15	85	24	78
	9%seghi	9%	11%e	10%e	10%e	3%	8%hlop	6%lp	6%l	8%hlop	7%lop	1%	5%l	3%	3%	3%l	7%	9%	6%	10%T
Same as before	75	21	13	10	14	14	64	17	9	59	13	2	2	1	-	-	6	68	15	60
	6%hilm	10%bc	4%	4%	9%	11%bc	6%hilm	3%p	3%	6%hilm	4%mp	1%	1%	2%	-	-	3%	7%r	4%	6%T
Don't know	25	4	-	4	4	1	20	12	5	17	9	-	1	1	1	1	3	19	10	15
	2%bgjl	2%	-	2%	3%b	1%	2%l	2%l	2%l	2%	3%lm	-	1%	2%	2%l	1%l	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 648
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

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
More than 10 hours	41 4%	2 1%	10 3%	9 4%	6 4%	14 6% <i>Ta</i>	2 1%	10 3%	9 4%	6 4%	14 6% <i>Th</i>
6-9 hours	115 10% <i>bi</i>	11 7%	15 5%	26 10% <i>b</i>	20 12% <i>b</i>	43 17% <i>Tabc</i>	11 7%	15 4%	27 10% <i>ji</i>	21 13% <i>ki</i>	41 17% <i>Thij</i>
3-5 hours	377 32% <i>ah</i>	39 23%	106 32%	87 34%	65 40% <i>Ta</i>	79 32%	40 23%	109 34% <i>ah</i>	89 41% <i>Th</i>	64 32%	75 32%
1-2 hours	434 37%	61 3%	133 38%	88 38%	50 31%	92 37%	62 36%	135 40%	100 38%	48 35%	88 37%
Less than 1 hour	102 9% <i>el</i>	30 18% <i>Tbcde</i>	30 9% <i>e</i>	19 7%	12 8%	11 4%	31 18% <i>Tjkl</i>	29 9%	21 8%	11 7%	10 4%
Same as before	75 6% <i>el</i>	21 13% <i>Tcde</i>	32 10% <i>Tde</i>	12 5%	5 3%	5 2%	23 14% <i>Tjkl</i>	30 9% <i>kl</i>	12 5%	5 3%	5 2%
Don't know	25 2%	4 2%	11 3%	5 2%	3 2%	3 1%	4 2%	12 4%	4 1%	3 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 649
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

	Gender		Social Grade					Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44**	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
NET: Yes	1252	615	637	340	369	260	278	89	1163	143	212	201	221	175	138	73	386	211	1081	154	44	84	19	512	39	62	611	
	99%auy	99%	99%	100%	99%	100%	99%	100%	99%	100%	99%	98%	100%	100%	99%	100%	100%	100%	100%Tau	98%	100%	96%	100%	100%y	95%	100%	100%y	
Yes - have access and use at home	1248	612	636	340	368	260	276	88	1160	142	211	201	221	174	138	73	385	211	1078	154	44	83	19	510	38	62	610	
	99%auy	99%	99%	99%	99%	100%	99%	99%	99%	99%	98%	98%	100%	99%	99%	100%	100%	100%	99%au	97%	100%	95%	100%	100%y	94%	99%	99%y	
Yes - have access but don't use at home	3	2	1	1	*	*	2	1	3	1	1	*	1	*	*	1	*	3	1	*	1	*	1	*	*	*	1	
	*	*	*	*	*	*	1%	1%	*	1%	*	*	*	1%	*	*	*	*	*	*	*	1%	*	*	1%	*	1%	*
No do not have access at home	3	2	1	1	1	-	1	-	3	-	2	-	-	-	1	-	1	1	2	1	-	1	-	-	-	-	2	
	*	*	*	*	*	-	*	-	*	-	1%T	-	-	-	1%	-	*	*	*	1%	-	2%Tr	-	-	-	-	*	
Don't know	4	2	3	*	1	1	1	-	4	-	1	4	-	-	-	-	-	-	3	2	-	2	-	1	2	-	1	
	*	*	*	*	*	*	*	-	*	-	*	2%Thp	-	-	-	-	-	-	*	1%	-	2%Tr	-	*	5%TA	-	*	

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 650
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impact/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	56*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
NET: Yes	1252	353	162	209	864	271	667	289	25	861	300	114	136	105	57	597	380	109	96
	99%	100%	100%	100%	100%	100%	100%	99%	95%	99%	99%	99%	99%	99%	96%	99%	100%	99%	100%
Yes - have access and use at home	1248	351	162	208	862	270	666	288	25	859	299	113	136	105	57	596	379	108	95
	99%	100%	100%	99%	100%	99%	100%	99%	95%	99%	99%	99%	99%	99%	96%	99%	99%	98%	99%
Yes - have access but don't use at home	3	1	-	1	2	1	1	1	*	2	1	1	*	-	-	2	1	*	1
	*	*	-	1%	*	*	*	*	1%	*	*	1%	*	-	-	*	*	*	1%
No do not have access at home	3	-	-	-	2	1	1	1	-	3	-	-	-	-	-	1	1	1	-
	*	-	-	-	*	*	*	1%	-	*	-	-	-	-	-	*	*	1%	-
Don't know	4	-	-	-	1	-	2	2	1	2	1	1	1	1	2	1	1	-	-
	td	-	-	-	*	-	*	1%	5%	*	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 651
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

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
NET: Yes	1252	105	60	37	1050	52	137	101	104	91	111	170	176	108	931	189	777	462	28	61	1143	478	248	52	62	38	206	43	34
99%sh	100%	100%	100%	100%	99%sh	100%	99%	99%	97%	100%	99%	100%	100%	100%	99%	100%	100%T	100%	100%	100%	100%T	99%	100%uy	98%	99%	100%	100%	97%	100%
Yes - have access and use at home	1248	105	60	37	1047	51	136	101	104	90	111	170	176	108	929	189	774	462	28	61	1141	478	248	51	62	38	206	43	34
99%ku	100%	100%	100%	100%	99%	98%	99%	99%	97%	100%	99%	100%	100%	100%	99%	100%	99%	100%	99%	100%	100%T	99%	100%u	96%	99%	100%	100%	97%	100%
Yes - have access but don't use at home	3	-	-	-	3	1	-	-	-	-	-	1	-	2	-	3	-	-	-	1	-	-	1	-	-	-	-	-	-
%r	-	-	-	-	2%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%sa	-	1%	-	-	-	1%
No do not have access at home	3	-	-	-	3	-	1	-	1	-	-	1	-	2	-	2	-	-	-	2	1	-	-	-	1	-	-	-	-
%r	-	-	-	-	3%	1%	-	1%	-	-	-	1%	-	2%	-	2%	-	-	-	2%	1%	-	-	-	1%	-	-	-	-
Don't know	4	-	-	-	4	-	1	2	-	1	-	-	-	4	-	1	-	-	-	1	2	-	1	-	-	-	1	-	-
%nr	-	-	-	-	4%	-	1%	2%Td	-	1%	-	-	-	4%	-	1%	-	-	-	1%	2%	-	1%	-	-	-	1%	-	3%Tx

Data suppressed where the weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 652
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

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£25,999 - £36,399 (c)	£36,399 - £51,999 (d)	£51,999 + (e)	YouTub e (g)	Instagr am (h)	TikTok (i)	Faceboo k (j)	Snapcha t (k)	Twitch (l)	Vimeo (m)	Frutta b (n)	Bitchut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
NET: Yes	1252	233	320	290	171	154	1151	689	389	1028	362	175	151	63	50	75	247	990	456	795
99%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	99%	100%	99%	98%	99%	99%	100%	99%	100%
Yes - have access and use at home	1248	231	320	289	171	154	1148	687	387	1025	360	174	149	61	48	73	245	989	454	795
99%nop	99%	100%	100%	99%	100%	100%	99%nop	99%nop	99%nop	99%nop	99%nop	99%nop	99%nop	96%	95%	97%	99%	99%	99%	99%
Yes - have access but don't use at home	3	2	-	1	-	-	3	2	2	3	2	2	2	2	2	2	1	2	2	1
*	1%	-	-	-	-	-	*	*	1%	*	*	1%	1%T	3%Tgjh k	4%Tghj km	2%Tghj kl	1%	*	1%	*
No do not have access at home	3	1	-	-	-	-	2	2	1	3	-	1	-	-	-	-	-	3	1	2
*	*	-	-	-	-	-	*	*	*	*	-	*	-	-	-	-	-	*	*	*
Don't know	4	-	-	1	-	-	4	1	-	1	3	*	*	1	1	1	2	1	3	2
	%	-	-	*	-	-	1	*	*	*	1%hj	*	*	1%hj	2%Thij m	1%hijlm	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 653
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

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
NET: Yes	1252	173	338	263	180	296	177	341	268	177	288
	99%	100%	99%	99%	100%	99%	100%	99%	99%	100%	99%
Yes - have access and use at home	1248	173	337	263	180	296	177	340	268	177	286
	99%	100%	99%	99%	100%	99%	100%	99%	99%	100%	99%
Yes - have access but don't use at home	3	-	1	-	-	2	-	1	-	-	2
	*	-	*	-	-	1%	-	*	-	-	1%
No do not have access at home	3	1	-	1	-	1	1	-	1	-	1
	*	*	-	1%	-	*	*	-	1%	-	*
Don't know	4	-	4	-	-	1	-	4	-	-	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
 ONLINE Fieldwork: 22nd September - 4th October 2021

Table 654
 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

	Gender		Social Grade							Age										Ethnicity					Religion			
	Total (D)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)	
Unweighted base	1241	684	557	353	372	240	271	117	1124	154	227	206	211	161	124	41	326	165	1029	195	59	99	31	498	54	60	604	
Weighted base	1248	612	636	340	368	260	276	88	1160	142	211	201	221	174	138	73*	385	211	1078	154	44**	83	19**	510	39*	62*	610	
Effective base	967	519	455	271	299	184	212	93	881	123	173	158	165	133	106	36	267	136	821	135	44	68	24	381	34	45	490	
Fixed Broadband through a phone line or cable service	1156	571	584	317	343	248	248	84	1072	119	193	187	209	164	130	71	365	201	1009	133	36	77	17	466	37	58	570	
	93% ^{ist}	93%	92%	93%	93%	95%	90%	95% ^{kl}	92% ^{kl}	83%	91% ^{kl}	93% ^{kl}	94% ^{kl}	94% ^{kl}	94% ^{kl}	97% ^{kl}	95% ^{kl}	95% ^{kl}	94% ^{kl} Tat	86%	81%	93% ^{kl} at	91%	91%	95%	94%	93%	
Mobile Broadband from a mobile network	137	72	65	40	37	26	31	15	121	24	31	25	21	11	6	3	20	9	113	23	8	10	3	52	5	8	71	
	11% ^{npq}	12%	10%	12%	10%	10%	11%	17% ^{Thmn} cpq	10% ^{npq}	17% ^{Thmn} cpq	15% ^{hmp} q	12% ^{npq}	10%	6%	4%	4%	5%	4%	10%	15%	18%	12%	14%	10%	14%	12%	13%	
Access to the internet using a mobile phone or smartphone	420	215	205	129	141	77	72	40	380	64	69	70	66	51	43	17	111	60	364	53	23	23	6	167	12	21	212	
	34% ^{lp}	35%	32%	38% ^{lf}	38% ^{lf}	30%	26%	46% ^{Thj} mnopq	33%	45% ^{Thj} mnopq	33%	35%	30%	29%	31%	23%	29%	28%	34%	35%	52% ^{Trsu}	27%	33%	33%	30%	33%	35%	
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	106	62	44	38	40	13	15	11	95	21	18	20	12	10	10	4	24	14	86	19	5	9	2	49	6	2	43	
	8%	10%	7%	11% ^{ef}	11% ^{ef}	5%	5%	12% ^{kl}	8%	14% ^{Thmp} q	8%	10%	5%	6%	7%	5%	6%	7%	8%	12%	12%	10%	13%	10%	17% ^{zA}	3%	7%	
Other	3	3	-	-	-	-	3	-	3	-	-	2	-	1	-	-	1	-	3	-	-	-	-	1	-	-	2	
	*	*	-	-	-	-	1% ^T	-	*	-	-	1%	-	*	-	-	*	-	*	-	-	-	-	*	-	-	*	
Don't know	10	2	8	-	3	3	5	2	8	3	3	-	-	2	-	1	3	1	7	2	-	2	-	6	-	1	4	
	1% ^a	*	1%	-	1%	1%	2% ^c	2% ^{kl}	1%	2%	1%	-	-	1%	-	2%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 655
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

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (g)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1241	353	167	203	848	255	627	325	34	803	318	121	156	113	62	551	389	117	128
Weighted base	1248	351	162	208	862	270	666	288	25**	859	299	113	136	105	57*	596	379	108	95
Effective base	967	278	133	160	659	204	501	241	24	650	229	85	112	83	43	442	303	86	105
Fixed Broadband through a phone line or cable service	1156	324	148	191	804	248	622	263	22	798	273	106	126	89	55	554	349	100	88
	93% _m	92%	92%	92%	93%	92%	93%	91%	87%	93% _m	91% _m	94% _m	93% _m	85%	97% _m	93%	92%	93%	92%
Mobile Broadband from a mobile network	137	49	25	30	85	21	61	50	4	73	48	26	23	18	5	61	44	9	16
	11% _l	14%	15%	14%	10%	8%	9%	17% _{Tef}	17%	8%	16% _{Ti}	23% _{Tj}	17% _{Tl}	17% _{lm}	10%	10%	12%	9%	17% _{To}
Access to the internet using a mobile phone or smartphone	420	114	59	64	295	77	211	120	12	266	112	44	54	40	23	179	133	41	40
	34% _o	32%	37%	31%	34%	29%	32%	42% _{Tef}	48%	31%	38%	39%	40%	38%	40%	30%	35%	38%	42% _{To}
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	106	25	13	14	76	15	41	47	3	53	41	15	19	17	10	52	28	9	12
	8% _l	7%	8%	7%	9%	5%	6%	16% _{Tef}	14%	6%	14% _{Ti}	14% _l	14% _{Tl}	17% _{Tl}	17% _{Tl}	9%	7%	9%	13%
Other	3	3	2	3	-	1	-	2	-	1	2	-	2	-	2	3	-	-	-
	*	1% _d	1% _{Td}	1% _{Td}	-	*	-	1% _l	-	*	1%	-	2% _{Tl}	-	4% _{Tj}	*	-	-	-
Don't know	10	3	1	2	6	1	5	3	1	5	4	2	-	2	-	5	1	-	4
	1%	1%	*	1%	1%	*	1%	1%	4%	1%	1%	2%	-	2%	-	1%	*	-	4% _{Topq}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Absolutes/col percents

Table 656
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

	GO Region										Urban/ Rural		Internet usage		Devices used to access internet				Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1241	104	57	33	1047	50	134	98	115	83	114	189	156	108	936	170	967	265	29	49	1145	496	240	50	57	44	158	41	37
Weighted base	1248	105	60*	37**	1047	51*	136	101	104	90	111	170	176	108	929	189	774	462	28**	61*	1141	478	248	51*	62*	38*	206	43*	34**
Effective base	967	82	47	27	812	38	107	77	87	64	94	138	125	85	725	138	842	242	21	38	901	383	183	41	48	37	132	35	28
Fixed Broadband through a phone line or cable service	1156	98	56	36	966	49	126	98	95	83	105	151	163	95	861	171	709	435	24	57	1059	440	227	46	57	35	196	40	30
	93% _n	94%	92%	98%	92%	98%	93%	97% _{km}	91%	92%	95%	89%	93%	88%	93%	91%	92%	94%	87%	95%	93%	92%	92%	90%	92%	93%	96%	92%	89%
Mobile Broadband from a mobile network	137	12	6	1	118	4	16	9	18	10	9	20	22	12	108	21	87	50	1	2	132	57	27	6	8	3	6	6	7
	11% _{xx}	11%	10%	2%	11%	8%	12%	8%	17%	11%	8%	12%	13%	11%	12%	11%	11%	11%	4%	4%	12% _T	12% _{xx}	11% _{xx}	11%	13% _{xx}	9%	4%	14% _{xx}	21%
Access to the internet using a mobile phone or smartphone	420	41	14	15	349	21	35	39	31	21	43	55	67	37	312	72	277	139	6	4	411	159	91	12	15	14	63	11	15
	34% _{qq}	40% _q	23%	42%	33%	42%	26%	38%	30%	24%	38%	33%	38%	34%	34%	38%	36% _T	30%	20%	6%	36% _{Tq}	33%	37%	23%	24%	16%	31%	25%	44%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	106	9	4	4	89	9	7	15	6	6	14	15	8	78	17	66	40	1	-	105	50	19	3	1	6	11	1	3	
	8%	8%	7%	10%	9%	18% _{Tjd}	7%	6%	15% _{Tjd}	6%	6%	8%	7%	8%	8%	9%	9%	4%	-	9% _{Tq}	10% _{vv}	8%	6%	1%	16% _{vvxy}	5%	2%	8%	
Other	3	-	-	-	3	-	1	-	-	-	2	-	-	-	2	-	1	2	-	-	3	-	-	2	1	-	-	-	-
	1% _n	-	-	-	1%	-	1%	-	-	-	2% _{Td}	-	-	-	1%	-	1%	2%	-	-	1%	-	-	4% _{Tstx}	1% _{sa}	-	-	-	-
Don't know	10	-	1	-	9	-	3	1	2	1	2	1	-	-	8	1	10	-	-	1	7	2	2	-	2	1	1	-	
	1% _r	-	2%	-	1%	-	2%	1%	2%	1%	1%	1%	-	-	1%	1%	1% _{To}	-	-	2%	1%	1%	1%	-	6% _{Tstx}	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 657
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

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1241	233	310	289	170	163	1158	782	506	1041	459	288	260	121	121	188	311	915	520	721
Weighted base	1248	231	320	289	171	154	1148	687	387	1025	360	174	149	61	48	73	245	989	454	795
Effective base	967	175	247	224	133	125	897	599	375	809	330	203	175	66	89	155	221	740	393	580
Fixed Broadband through a phone line or cable service	1156	206	301	266	161	147	1058	626	353	941	314	161	137	52	42	67	228	915	402	754
	93% ^{su}	89%	94%	92%	94%	95%	92% ^{kh}	91% ^{kl}	91% ^{kl}	92% ^{kl}	87%	93% ^{kno}	91% ^{kl}	86%	87%	92% ^{kn}	93%	93%	88%	95% ^{TI}
Mobile Broadband from a mobile network	137	26	27	32	22	20	125	93	51	117	63	29	26	17	11	17	39	95	75	61
	11% ^{su}	11%	8%	11%	13%	13%	11%	14% ^{Tj}	13%	11%	18% ^{Tghi}	17% ^{Tgj}	17% ^{Tgj}	28% ^{Tghj}	23% ^{Tghj}	23% ^{Tghi}	16% ^{Ts}	19%	17% ^{Tu}	8%
Access to the internet using a mobile phone or smartphone	420	55	104	103	56	76	390	249	149	352	127	65	59	28	15	28	96	320	159	261
	34% ^{ka}	24%	33% ^{ka}	36% ^{ka}	33%	49% ^{Tabc}	34%	36% ^T	39% ^{Tgj}	34%	35%	37%	39% ^{ko}	46% ^{Tgjk}	31%	39%	39%	32%	35%	33%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	106	13	21	27	20	21	95	63	41	91	39	19	24	12	5	11	34	71	48	58
	8% ^{ka}	6%	7%	9%	12%	14% ^{Tab}	8%	9%	11% ^g	9%	11% ^g	11%	16% ^{Tghi}	19% ^{Tghi}	10%	15% ^{Tghj}	14% ^{Ts}	7%	11%	7%
Other	3	2	1	-	-	-	3	1	-	1	1	-	-	-	-	-	3	-	-	3
	0% ^j	1%	0%	-	-	-	0% ^j	0%	-	0%	0%	-	-	-	-	-	0%	-	-	0%
Don't know	10	1	3	3	-	-	10	9	4	10	6	1	1	1	1	-	1	10	4	6
	1%	1%	1%	1%	-	-	1%	1%	1%	1%	2% ^{TI}	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 658
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

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1241	126	276	228	176	435	131	280	234	176	420
Weighted base	1248	173	337	263	180	296	177	340	268	177	286
Effective base	967	107	235	196	150	312	111	238	200	149	299
Fixed Broadband through a phone line or cable service	1156 93%el	168 97%Te	315 94%e	243 93%	166 92%	263 89%	172 97%Tl	317 93%	250 93%	162 92%	254 89%
Mobile Broadband from a mobile network	137 11%	15 9%	26 8%	29 11%	17 9%	49 17%Tabd	15 8%	28 8%	28 11%	18 10%	48 17%Thj
Access to the internet using a mobile phone or smartphone	420 34%	46 26%	106 31%	103 30%ad	51 28%	114 38%Tad	46 26%	109 32%	102 38%uh	52 30%	111 39%Th
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	106 8%	13 8%	22 7%	23 9%	11 6%	36 12%Tbd	13 8%	22 7%	24 9%	12 7%	34 12%Tl
Other	3 *	2 1%	-	-	1	-	2 1%	-	-	1 *	-
Don't know	10 1%	-	1 *	2 1%	4 2%T	3 1%	-	1 *	2 1%	4 2%T	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 659
D30. Do you go online using any of these devices?
 Base: All respondents

	Gender			Social Grade							Age											Ethnicity					Religion				
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	13-17 (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	55+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christian (n)	Muslim (n)	Other religion (n)	None (n)				
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610				
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613				
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494				
Smartphone (like an iPhone or Samsung Galaxy)	1054	512	541	284	329	206	231	79	975	127	189	172	198	145	106	38	289	143	902	139	42	75	17	417	35	58	518				
	84%nopq	83%	85%	83%	89%Toef	79%	83%	89%nopq	83%nopq	88%nopq	88%nopq	84%kopq	90%Thno	83%kopq	76%oq	52%	75%oq	68%o	83%	88%	95%Tr	86%	81%	87%	85%	93%ix	85%				
Tablet (like an iPad, Kindle Fire or Google Nexus)	651	308	342	197	189	131	134	39	611	62	109	113	115	88	82	42	212	124	572	72	15	45	10	270	19	40	308				
	52%uit	50%	53%	58%Ti	51%	50%	48%	45%	52%ii	43%	51%	55%ii	52%	50%	59%gi	52%	55%ii	59%gi	53%ti	45%ti	33%	51%	53%	53%	46%	64%	50%				
Laptop	912	443	469	267	292	180	168	61	850	119	167	143	153	120	98	50	268	149	773	128	35	69	16	371	30	47	446				
	72%lf	72%	73%	76%Tef	79%Tef	69%	60%	69%	73%	83%Tghk	77%	70%	69%	69%	71%	69%	69%	70%	71%	81%Tr	79%	79%	87%	72%	72%	75%	73%				
Desktop computer	496	309	187	167	132	86	109	40	456	51	61	78	102	76	53	36	185	88	432	55	13	36	5	181	12	36	256				
	39%bejk	50%Tb	29%	49%Tdef	36%	33%	39%	45%ij	39%ij	36%	28%	38%	46%hj	44%	38%	49%ij	43%ij	42%	40%	35%	30%	42%	26%	35%	58%TyA	35%	42%				
Games console or handheld games player	323	200	123	85	117	58	61	45	278	55	90	68	48	13	5	-	18	5	278	40	10	25	5	97	9	14	192				
	26%bhhmn	32%Tb	19%	25%	32%Tef	22%	22%	51%Thkl	24%mnop	38%Thlm	42%Thlm	33%Thlm	22%mnopq	7%	4%	-	5%	2%	26%	26%	23%	29%	26%	19%	21%	23%	31%Tx				
	opqx							mnopq	mnopq	mnopq	mnopq	mnopq	mnopq																		
Smart TV	595	315	280	178	178	138	101	50	545	67	119	127	103	81	33	14	129	48	502	85	23	51	9	229	24	27	298				
	47%ibno	51%Tb	44%	52%lf	48%lf	53%lf	36%	56%nopq	47%nopq	47%nopq	55%Thno	62%Thl	47%nopq	24%	20%	33%noq	23%	46%	54%	52%	59%Tr	50%	45%	60%	43%	49%					
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	212	98	113	77	72	34	28	13	198	31	53	53	28	20	11	2	34	13	180	30	10	15	5	85	9	10	102				
	17%inop	16%	18%	23%Tef	20%lf	13%	10%	15%oq	17%nopq	22%lmno	25%Thlm	25%Thlm	12%	8%	3%	9%	6%	17%	19%	19%	22%	18%	5%	27%	21%	16%	17%				
	q																														
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	362	172	190	94	133	66	69	37	325	50	72	62	74	35	22	9	67	31	320	40	13	20	6	142	5	19	189				
	29%hmmo	28%	30%	28%	36%Toef	25%	25%	42%Thmn	28%lmnop	35%lmnop	34%lmnop	31%lmnop	34%lmnop	20%	16%	12%	17%	15%	30%	25%	29%	23%	32%	28%y	13%	30%	31%y				
	pqy							opq	q	q	q	q	q																		
An iPod or other portable media player	61	41	20	29	13	12	7	11	50	8	12	9	8	8	3	1	12	4	49	10	-	8	2	25	3	7	25				
	5%bh	7%Tb	3%	8%Tdf	4%	4%	3%	12%Thklm	4%	6%	6%	5%	3%	5%	2%	1%	3%	2%	5%	7%ti	1%	10%	9%	7%	11%TA	4%					
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	177	66	111	56	59	31	31	11	166	18	23	32	27	19	22	24	66	46	164	12	2	6	3	90	1	6	75				
	14%asy	11%	17%Ta	16%	16%	12%	11%	12%	14%	12%	11%	16%	12%	11%	16%	33%Tghl	17%um	22%Thj	15%Ta	7%	6%	7%	15%	18%TyA	3%	10%	12%				
																jlmnp	imp	imp													
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	50	34	16	12	18	12	7	13	37	5	10	14	7	1	1	-	2	1	42	7	2	3	1	13	2	2	32				
	4%bhmpq	5%Tb	3%	4%	5%	5%	3%	15%Thjk	3%mpq	3%p	4%mpq	7%Thmpq	3%p	1%	-	1%	1%	4%	4%	4%	5%	4%	5%	5%	4%	4%	5%ix				
	x							lmnopq				q																			

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 659
D30. Do you go online using any of these devices?
Base: All respondents

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Other type of device	15	13	2	7	5	1	2	-	15	-	2	4	1	4	1	3	8	4	15	-	-	-	-	7	-	-	8
	1%b	2%Tb	*	2%	1%	-	1%	-	1%	-	1%	2%	-	2%	1%	4%	2%	2%un	1%	-	-	-	-	1%	-	-	1%
None of these	4	4	-	-	1	2	1	1	3	-	-	1	-	-	2	-	2	2	4	-	-	-	-	3	-	-	1
	*	1%	-	-	*	1%	*	1%	*	-	-	*	-	-	2%Th	-	1%	1%	*	-	-	-	-	1%	-	-	*
Don't know	4	2	3	*	1	2	-	-	4	-	2	3	-	-	-	-	-	2	2	-	-	2	-	1	2	-	1
	r	*	*	*	*	1%	-	-	*	-	1%	1%	-	-	-	-	-	*	1%r	-	-	2%Tr	-	*	5%TA	-	*

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 660
D30. Do you go online using any of these devices?
Base: All respondents

	Impacting/ limiting condition					Number of people in household						Do any children aged 17 or under live in your household?				Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Smartphone (like an iPhone or Samsung Galaxy)	1054	282	144	154	741	206	569	259	20	704	269	103	119	97	50	486	337	85	85
	84%sclo	80%sc	89%scac	74%	85%scac	76%	85%scac	89%scTe	76%	81%	89%scTi	90%scI	87%	91%scTi	85%	81%	88%scToq	78%	88%
Tablet (like an iPad, Kindle Fire or Google Nexus)	651	196	92	119	435	137	336	170	8	442	168	73	92	50	22	316	186	62	40
	52%sr	56%	57%	57%	50%	51%	50%	58%Ti	29%	51%	56%smn	63%Timn	67%Tijm	47%	39%	53%sr	49%	56%sr	42%
Laptop	912	258	122	149	632	189	464	220	19	628	221	83	99	83	40	407	298	90	70
	72%co	73%	75%	71%	73%	70%	72%	75%	70%	72%	73%	73%	73%	78%	69%	68%	78%To	82%To	73%
Desktop computer	496	146	76	86	337	129	255	108	4	351	105	48	47	37	16	231	154	48	42
	39%	42%	47%	41%	39%	48%TiG	38%	37%	17%	41%	35%	42%	34%	35%	28%	38%	41%	44%	44%
Games console or handheld games player	323	87	49	51	222	39	149	126	10	167	110	41	57	39	20	143	91	29	46
	26%efl	25%	30%	24%	26%	14%	22%e	43%Tef	36%	19%	36%Ti	36%Ti	41%Ti	37%Ti	35%li	24%	24%	27%	49%Topq
Smart TV	595	156	76	95	419	102	297	182	13	356	188	73	92	66	36	288	168	54	51
	47%cd	44%	47%	45%	48%	38%	44%	52%Tef	48%	41%	52%Ti	54%Ti	57%Ti	52%Ti	63%Ti	48%	44%	49%	53%
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	212	53	30	31	144	33	104	72	3	129	69	28	38	25	7	84	75	33	10
	17%elo	17%	19%	15%	17%	12%	16%	25%Tef	11%	15%	23%Tin	25%Ti	28%Tin	26%Tin	12%	14%	20%or	30%Topr	11%
Smart speaker which can respond to voice commands (like Amazon Echo, Alexa, Google Home, Apple Home Pod)	352	111	57	68	240	69	176	109	8	211	114	46	59	41	20	162	107	32	37
	28%j	32%	35%	33%	28%	25%	28%	37%Tef	29%	24%	38%Ti	40%Ti	43%Ti	35%	27%	28%	28%	39%Top	29%
An iPod or other portable media player	61	15	9	7	44	12	24	23	2	30	19	11	9	4	4	25	16	9	11
	5%li	4%	5%	3%	5%	4%	4%	8%Ti	9%	4%	6%	9%Ti	7%	4%	7%	4%	4%	8%	11%Top
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	177	56	23	30	116	58	76	40	3	135	31	18	13	8	5	81	47	27	9
	14%cl	16%	14%	15%	13%	21%TiG	11%	14%	11%	16%ijm	10%	16%j	9%	7%	9%	13%	12%	24%Topr	10%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	50	10	5	6	38	9	21	17	3	21	17	5	7	8	3	21	11	3	11
	4%l	3%	3%	3%	4%	3%	3%	6%	13%	2%	6%l	4%	5%	8%l	5%	3%	3%	3%	12%Topq

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * - small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 660
D30. Do you go online using any of these devices?
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (g)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Other type of device	15	4	2	4	11	4	7	2	1	12	3	-	3	-	2	6	7	2	-
	1%	1%	1%	2%	1%	2%	1%	1%	4%	1%	-	-	2%	-	4%	1%	2%	2%	-
None of these	4	1	-	1	3	2	-	-	2	3	-	-	-	-	-	3	-	-	1
	-	-	-	-	1%†	-	-	-	6%	-	-	-	-	-	-	-	-	-	1%
Don't know	4	-	-	-	1	-	3	1	1	2	1	1	1	1	1	1	1	-	1
	0.3%	-	-	-	0.1%	-	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	-	0.1%

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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 661
D30. Do you go online using any of these devices?
Base: All respondents

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet				Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	194	43	49	38	133	36	29
Smartphone (like an iPhone or Samsung Galaxy)	1054	84	50	31	888	43	123	90	91	80	88	147	138	88	784	164	672	372	28	-	1025	405	228	45	50	33	147	39	27
	84%qx	81%	83%	84%	84%	83%	90%jl	88%	85%	88%	79%	86%	78%	81%	84%	86%	86%To	80%	100%	-	90%Tq	84%lx	92%Tsvx	84%	79%	85%	71%	88%xx	79%
Tablet (like an iPad, Kindle Fire or Google Nexus)	651	59	37	19	536	30	70	56	55	36	60	70	97	62	477	102	403	243	-	20	640	254	117	32	34	16	122	21	15
	52%lkq	57%ik	61%k	52%	51%k	58%	51%	54%	51%	40%	53%	41%	55%kk	55%kk	51%	54%	52%	53%	-	34%	56%Tq	53%	47%	31%	54%	42%	59%l	46%	45%
Laptop	912	80	42	29	760	42	97	70	81	56	80	127	128	79	670	150	584	318	-	50	871	375	188	26	36	35	141	24	25
	72%lvy	76%	70%	80%	72%	81%	69%	76%	62%	71%	74%	73%	73%	71%	79%	75%T	69%	-	82%	76%T	78%Tuvx	76%lvy	50%	58%	58%	92%Tatu	68%u	55%	72%
Desktop computer	496	32	28	13	423	20	50	33	42	47	43	79	71	40	368	73	311	180	-	-	477	200	79	22	30	12	91	15	8
	39%qt	31%	47%	34%	40%	38%	36%	32%	39%	52%Tadf	38%	46%ag	40%	37%	39%	38%	40%	39%	-	-	42%Tq	41%t	32%	41%	47%t	32%	44%t	33%	25%
Games console or handheld games player	323	30	13	12	268	20	30	31	39	16	29	32	48	24	253	50	249	73	-	-	321	165	46	13	13	16	5	9	11
	26%koot	29%	22%	32%	25%k	39%kdfk	22%	31%k	38%Tdfk	17%	25%	18%	27%	23%	27%	26%	32%To	16%	-	-	28%Tq	34%Tdx	19%lx	24%lx	20%lx	41%Tvvoy	2%	20%kx	34%
Smart TV	595	51	18	21	505	30	73	47	66	35	57	65	89	42	454	93	412	178	-	-	592	269	100	24	18	64	26	21	
	47%bkoq	48%b	30%	58%	48%bk	58%bikm	53%bk	46%	62%Tbdg	38%	50%bk	38%	51%bk	39%	48%	49%	53%To	39%	-	-	52%Tq	56%Tvx	40%	45%	39%	47%	31%	58%kx	60%
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	212	22	9	8	172	8	33	22	18	13	15	25	23	15	160	35	157	53	-	-	211	105	39	10	4	7	23	4	5
	17%oq	21%	15%	21%	16%	15%	24%Tdl	21%	17%	14%	14%	15%	13%	14%	17%	18%	20%To	12%	-	-	18%Tq	22%Tvx	16%	19%	7%	19%	11%	10%	14%
Smart speaker which can respond to voice commands (like Amazon Echo, Alexa, Google Home, Apple Home Pod)	362	33	17	12	301	22	45	39	28	21	34	38	49	25	273	62	249	111	-	-	362	168	65	6	17	11	35	12	10
	29%qux	32%	27%	33%	28%	42%ukm	33%	38%ukm	26%	23%	31%	22%	28%	23%	29%	33%	32%To	24%	-	-	32%Tq	35%Tux	26%u	11%	27%	29%u	17%	28%	29%
An iPod or other portable media player	61	4	1	2	54	1	11	6	5	5	6	12	4	4	48	8	48	13	-	-	61	27	9	2	1	4	7	-	1
	5%	4%	1%	4%	5%	2%	8%u	6%	5%	5%	6%	7%	2%	3%	5%	4%	6%To	3%	-	-	5%T	6%	3%	4%	1%	9%	3%	-	2%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	177	14	2	7	154	10	18	14	17	10	17	24	27	17	124	33	107	65	-	-	175	69	27	6	10	4	45	1	5
	14%bzy	13%	3%	19%	15%b	20%b	13%	13%	16%b	11%	15%b	14%b	15%b	13%	18%	14%	14%	-	-	-	15%Tq	14%y	11%	11%	16%y	9%	22%Tsty	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 661
D30. Do you go online using any of these devices?
Base: All respondents

	GO Region													Urban/ Rural		Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	50	4	-	3	44	3	6	7	9	6	2	6	5	1	40	7	40	11	-	-	50	20	8	-	1	2	3	-	2
	4%	4%	-	8%	4%	6%	4%	6%	8%Tbdjm	7%	2%	3%	3%	1%	4%	4%	5%T	2%	-	-	4%T	4%	3%	-	2%	6%	1%	-	5%
Other type of device	15	2	-	-	13	-	1	2	-	-	3	2	6	-	8	7	11	4	-	-	15	5	1	2	-	6	1	-	
	1%A	2%	-	-	1%	-	1%	2%	-	-	2%	1%	3%Td	-	1%	3%TA	1%	1%	-	-	1%	1%	*	5%Tst	1%	3%	2%	-	
None of these	4	-	-	-	4	-	-	1	-	-	1	2	-	4	-	2	2	-	-	-	1	2	-	-	-	-	-	-	
	*	-	-	-	*	-	-	1%	-	-	*	1%	-	*	-	*	1%	-	-	-	*	1%	-	-	-	-	-	-	
Don't know	4	-	-	-	4	-	1	-	2	-	1	-	-	4	-	1	-	-	-	-	2	1	-	-	-	-	-	1	
	n	-	-	-	*	-	1%	-	2%Td	-	1%	-	-	*	-	1	-	-	-	-	2	1	-	-	-	-	-	3%Tx	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 662
D30. Do you go online using any of these devices?
Base: All respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,999 (c)	£36,400 to £52,000+ (d)	YouTube (v)	Instagram (m)	TikTok (g)	Facebook (i)	Snapchat (k)	Twitch (l)	Vimeo (n)	Fruita (o)	Bitchute (p)	OnlyFans (q)	Any exposure (r)	No exposure (s)	Very/Quite aware (u)	Not at all/Not very aware (w)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Smartphone (like an iPhone or Samsung Galaxy)	1054	188	272	231	156	135	976	613	343	886	318	150	127	49	35	63	213	832	395	659
Tablet (like an iPad, Kindle Fire or Google Nexus)	651	110	165	150	102	83	593	364	205	557	187	82	78	27	19	43	135	510	227	424
Laptop	912	149	230	215	128	135	852	532	284	766	266	132	116	47	35	54	180	721	339	573
Desktop computer	496	81	128	121	63	62	460	245	142	400	120	88	73	27	21	37	98	391	194	302
Games console or handheld games player	323	48	68	70	57	307	238	154	270	146	91	56	24	16	35	92	228	163	180	
Smart TV	595	68	145	151	101	95	559	390	225	506	224	97	37	20	48	143	448	261	333	
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	212	24	55	41	36	47	196	155	85	187	92	43	34	16	7	16	62	148	98	114
Smart speaker which can respond to voice commands (like Amazon Echo, Alexa, Google Home, Apple Home Pod)	362	43	91	90	60	54	336	255	167	321	150	67	49	20	15	33	103	256	145	217
An iPod or other portable media player	61	4	14	12	14	16	57	46	32	54	31	23	19	9	7	13	26	35	35	26
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	177	29	49	37	17	26	152	102	50	147	41	27	26	9	8	12	44	129	58	119

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 662
D30. Do you go online using any of these devices?
Base: All respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	YouTube (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	50	10	11	11	7	9	48	41	27	42	26	19	11	6	5	7	20	30	28	23
	4%su	4%	3%	4%	4%	6%	4%	6%Tg	7%Tg	4%	7%Tgj	11%Tghjk	7%Tgj	9%Tj	9%Tgj	9%Tgj	8%Ts	3%	6%Tu	3%
Other type of device	15	4	3	3	1	4	14	5	-	8	1	1	3	-	-	*	1	14	5	10
	1%jk	2%	1%	1%	1%	3%	1%jk	1%	-	1%	*	*	2%kl	-	-	1%	-	1%	1%	1%
None of these	4	3	1	-	-	-	4	2	2	2	2	-	-	-	-	1	1	1	1	3
	3%	1%T	*	-	-	-	1%	*	*	*	*	-	-	-	-	1%j	*	*	*	*
Don't know	4	-	*	1	-	-	4	2	1	1	3	*	1	1	1	1	2	1	3	2
	3%	-	*	1%	-	-	1%	1%	*	1%	1%hj	*	*	1%	2%Thijl	1%hjlm	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 663
D30. Do you go online using any of these devices?
Base: All respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431	
Weighted base	1259	174	342	264	180	300	178	345	270	177	289	
Effective base	978	108	240	197	150	317	112	242	201	149	305	
Smartphone (like an iPhone or Samsung Galaxy)	1054	84%ah	115 67%	278 81%a	240 91%Tab	162 90%Tab	259 86%a	120 67%	279 81%h	245 91%Thi	161 91%Thi	249 86%h
Tablet (like an iPad, Kindle Fire or Google Nexus)	651	83 52%	180 48%	145 53%	88 55%	155 49%	84 52%	183 47%	146 53%	89 54%	149 50%	51%
Laptop	912	72%ah	101 58%	245 72%a	202 77%a	139 77%a	225 75%a	104 59%	246 71%h	207 77%h	138 78%h	216 75%h
Desktop computer	496	39%dk	79 45%d	152 44%d	94 36%	54 30%	118 39%	80 45%k	153 45%k	96 35%	53 30%	114 39%
Games console or handheld games player	323	28%abhi	21 12%	51 15%	59 22%a	62 35%Tabc	130 42%Tabc	22 12%	52 15%	61 23%hi	59 33%Thj	129 45%Thjk
Smart TV	595	47%abhi	48 28%	135 40%a	129 49%a	104 58%Tab	178 59%Tabc	48 27%	138 40%h	132 49%h	104 59%Thi	172 60%Thj
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	212	17%bhi	18 11%	36 11%	49 18%b	34 19%b	75 25%Tab	18 10%	37 11%	49 18%l	33 19%l	75 26%Thj
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	362	29%abh	19 11%	80 24%a	74 28%a	59 33%ab	130 43%Tabcd	19 11%	82 24%h	74 27%h	59 33%hi	128 44%Thjk
An iPod or other portable media player	61	5%bi	5 3%	7 2%	12 5%	7 4%	30 10%Tabcd	5 3%	7 2%	14 5%	5 3%	30 10%Thjk
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	177	14%	28 16%	50 15%	40 15%	23 13%	36 12%	29 16%	49 14%	40 15%	23 13%	36 12%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	50	4%bi	3 2%	4 1%	12 5%b	7 4%	24 8%Tab	3 2%	6 2%	11 4%	7 4%	24 8%Thi
Other type of device	15	1%el	5 3%e	4 1%	5 2%	1 *	*	5 3%l	4 1%	5 2%	1 *	*
None of these	4	*	2 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 663
D30. Do you go online using any of these devices?
Base: All respondents

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Don't know	4	-	3	-	1	1	-	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 664
D31. When you go online, do you tend to ...?
 Base: All respondents

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44**	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Only use websites or apps that you've used before	492	248	245	135	129	108	121	35	457	73	79	58	89	63	57	38	159	96	422	65	19	37	7	217	18	228	37%
	39%k	40%	38%	39%	35%	40%	43%	40%	39%k	51%Thj	37%	28%	40%k	36%	41%k	53%k	41%k	45%k	38%	41%	42%	42%	36%	42%	45%	45%	29%
Use maybe one or two websites or apps that you haven't used before	557	257	300	145	180	114	119	41	516	54	84	109	94	81	63	31	175	94	484	68	20	39	6	229	16	34	266
	44%	42%	47%	42%	48%	44%	43%	47%	44%	38%	39%	53%Thj	43%	46%	45%	43%	45%	44%	45%	43%	46%	45%	31%	45%	39%	54%	43%
Use lots of websites or apps that you haven't used before	194	103	81	58	50	35	38	11	173	14	43	32	33	30	17	3	50	20	158	21	5	8	5	63	5	8	106
	15%	17%	13%	17%	14%	13%	14%	13%	15%	10%	20%Thio	16%	15%	17%p	12%	5%	13%	9%	15%	13%	12%	9%	28%	12%	11%	13%	17%Tx
Don't know	25	11	14	4	11	6	2	1	24	2	9	5	5	1	2	-	3	2	21	5	-	4	1	4	2	2	14
	2%k	2%	2%	1%	3%	2%	1%	1%	2%	2%	4%Thp	2%	2%	1%	1%	-	1%	1%	2%	3%	-	4%	5%	1%	5%k	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 665
D31. When you go online, do you tend to ...?
Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impacting/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	56*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Only use websites or apps that you've used before	492	155	61	94	320	97	258	124	14	337	120	56	44	33	21	236	148	38	41
	39% ^d	44% ^b	37%	45%	37%	36%	39%	42%	54%	39%	40% ^a	49% ^j	32%	31%	36%	39%	39%	34%	43%
Use maybe one or two websites or apps that you haven't used before	557	147	76	82	394	124	306	120	8	385	130	40	68	53	27	268	166	47	41
	44%	42%	47%	39%	46%	46%	41%	29%	44%	43%	35%	50% ^k	50% ^k	47%	45%	44%	42%	43%	
Use lots of websites or apps that you haven't used before	184	46	21	29	137	45	94	42	3	129	44	18	19	16	9	84	60	23	12
	15%	13%	13%	14%	16%	17%	14%	14%	13%	15%	14%	15%	14%	15%	9	14%	16%	21%	13%
Don't know	25	5	4	3	16	6	12	6	1	16	9	1	6	5	1	12	7	3	1
	2%	1%	2%	1%	2%	2%	2%	2%	5%	2%	3%	1%	5% ^T	4%	2%	2%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 666
D31. When you go online, do you tend to ...?
Base: All respondents

	GO Region											Urban/ Rural		Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Only use websites or apps that you've used before	492	36	28	19	408	17	58	39	44	27	44	72	62	44	353	74	272	214	16	34	428	172	95	23	23	20	92	20	12
	39%nr	35%	47%	53%	39%	34%	42%	38%	41%	30%	39%	42%	35%	41%	38%	39%	35%	46%Tn	56%	56%Tr	37%	36%	38%	43%	36%	52%sa	45%	45%	36%
Use maybe one or two websites or apps that you haven't used before	557	52	23	13	469	27	61	49	42	43	51	64	87	44	427	79	366	189	8	17	528	215	106	18	35	14	90	21	17
	44%sq	50%	38%	36%	44%	52%	45%	48%	39%	48%	46%	38%	49%	40%	45%	42%	47%T	41%	28%	28%	46%Tq	45%	42%	34%	56%su	35%	43%	47%	51%
Use lots of websites or apps that you haven't used before	184	16	9	4	156	7	15	12	17	18	15	32	24	16	139	30	132	51	4	10	168	81	42	10	5	4	24	2	4
	15%	15%	15%	10%	15%	14%	11%	12%	16%	20%	13%	19%	13%	15%	15%	16%	17%To	11%	15%	16%	15%	17%	17%	19%	8%	9%	11%	6%	13%
Don't know	25	1	-	-	25	-	3	2	4	2	2	3	4	5	19	6	11	9	-	-	21	14	6	1	-	1	1	1	-
	2%un	-	-	-	2%	-	2%	2%	3%	2%	2%	2%	2%	4%	2%	3%	1%	2%	-	-	2%	3%	2%	3%	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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ONLINE Fieldwork: 22nd September - 4th October 2021

Table 667
D31. When you go online, do you tend to ...?
Base: All respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£25,999 - £36,999 (c)	£36,999 - £51,999 (d)	£51,999 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	YouTube (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Only use websites or apps that you've used before	492	99	113	121	61	59	440	257	144	398	152	54	51	21	17	26	94	390	185	307
	39% ^{gl}	42%	35%	41%	35%	38%	38% ^{ld}	37% ^{ld}	37% ^{ld}	39% ^{ld}	42% ^{hilm}	31%	34%	33%	34%	35%	38%	39%	40%	38%
Use maybe one or two websites or apps that you haven't used before	557	99	157	118	80	73	521	316	178	465	151	78	65	29	24	32	105	448	195	363
	44%	42%	49%	41%	47%	47%	45%	46% ^{sk}	46% ^{sk}	45%	41%	44%	43%	45%	47%	42%	46%	42%	42%	45%
Use lots of websites or apps that you haven't used before	184	33	43	49	26	21	175	100	60	152	50	41	33	13	8	16	45	139	71	113
	15%	14%	13%	17%	15%	14%	15%	14%	15%	14%	14%	23% ^{Tghi}	22% ^{Tghi}	20%	17%	21% ^{Tghi}	18%	14%	15%	14%
Don't know	25	3	7	3	5	2	21	18	8	17	12	3	2	1	1	2	4	17	9	16
	2% ^j	1%	2%	1%	3%	1%	2%	3% ^{gj}	2%	2%	3% ^{gj}	2%	2%	2%	2%	2%	2%	2%	2%	2%

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 668
D31. When you go online, do you tend to ...?
Base: All respondents

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Only use websites or apps that you've used before	492 39%	78 45%	147 43%	91 35%	67 37%	109 36%	78 44%	150 43%	90 33%	69 39%	105 36%
Use maybe one or two websites or apps that you haven't used before	557 44%	67 38%	142 42%	135 51% ^{Tab}	80 45%	133 45%	70 39%	142 41%	139 51% ^{Thi}	75 43%	131 45%
Use lots of websites or apps that you haven't used before	184 15%	26 15%	47 14%	34 13%	28 15%	49 16%	26 15%	47 14%	37 14%	27 15%	48 16%
Don't know	25 2%	3 2%	6 2%	4 1%	4 2%	8 3%	4 2%	5 2%	5 2%	6 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 669
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All (Adult) respondents
Summary table

	YouTube (a)	YouTube Kids (b)	Facebook (c)	Instagram (d)	Snapchat (e)	TikTok (f)	Twitter (g)	Twitch (h)	Pinterest (i)	Vimeo (j)	Imgur (k)	Dailymotion (l)	Reddit (m)	Mixer (n)	Yubo (o)	YouNow (p)	BitChute (q)	PopJam (r)	Brand New Tube (s)	OnlyFans (t)	Admire Me (u)	Fanzword (v)	FruitLab (w)	PocketStars (x)	Recast (y)	RevealMe (z)	Triller (A)	TV Girls Plaza (B)	UK Babe Channel s Video (C)	VuePay (D)	Xpanded (E)	NET: Any VSP (F)		
Unweighted base	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1141	1259	1259	1141	1141	1141	1259	1141	1259	1141	1259	1141	1141	1259	1141	1259	1141	
Weighted base	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1259	1170	1259	1259	1170	1170	1170	1259	1170	1259	1170	1259	1170	1170	1259	1170	1259	1170	1259
Effective base	978	978	978	978	978	978	978	978	978	978	978	978	978	978	978	978	891	978	978	891	891	891	978	891	978	891	978	891	891	978	891	978	891	978
In the last week	884 70%bdefg hijklmno opqrstu vwxyzAB CDE	80 6%jkn opqr stuvw xyzAB	890 71%bdef ghijkl mnopqr stuvwz yzABCDE	524 42%bdefg hijklm nopqr stuvwz yzABCDE	241 19%bhij klmnop qrstuvw xyzABCDE	228 18%bhij klmnop qrstuvw xyzABCDE	409 33%bdefh ghijklm nopqr stuvwz yzABCDE	70 6%jkn opqr stuvw xyzABCDE	172 14%abhij klmnop qrstuvw yzABCDE	27 2%nopqr stuvwz yzABCDE	26 2%nopqr stuvwz yzABCDE	34 3%nopqr stuvwz yzABCDE	141 11%abhij klmnop qrstuvw xyzABCDE	8 1%	6 1%	14 1%uz	10 1%	17 1%oruv wzBDE	19 2%nopqr stuvwz yzABCDE	6 1%	6 1%	8 1%	5 1%	10 1%	4 1%	12 1%uz	6 1%	9 1%	8 1%	9 1%	8 1%	6 1%	1174 93%abcddefghijklmnopqr stuvwzABCDE	
In the last month	195 15%bcdef ghijklmn opqrstuv wxyzAB CDE	44 4%nopqr stuvw xyzAB	86 6%bdef ghijkl mnopqr stuvwz yzABCDE	98 8%bdef ghijkl mnopqr stuvwz yzABCDE	68 5%bdef ghijkl mnopqr stuvwz yzABCDE	89 7%bdef ghijkl mnopqr stuvwz yzABCDE	126 10%bdef ghijkl mnopqr stuvwz yzABCDE	40 3%nopqr stuvwz yzABCDE	148 12%bcdef ghijklmn opqrstu vwxyzAB CDE	58 5%knopq rstuvw xyzAB	34 3%nopqr stuvwz yzABCDE	61 5%hknop qrstuvw xyzAB	110 9%bdef ghijkl mnopqr stuvwz yzABCDE	15 1%v	14 1%v	14 1%	14 1%	14 1%	22 2%uvwxy zBCDE	17 1%uvBCE	7 1%	5 1%	10 1%	9 1%	10 1%	8 1%	13 1%	7 1%	8 1%	11 1%	7 1%	48 4%nopqrstuvwzABCDE		
In the last year	83 7%bcekn opqrstu vwxyzAB CDE	40 3%nopqr stuvw yzAB	43 3%nopqr stuvwz yzABCDE	59 5%knopq rstuvw yzABCDE	50 4%knopq rstuvw yzABCDE	90 7%bodeh knopqrs tuvwxyz ABCDEF	89 7%bodeh knopqrs tuvwxyz ABCDEF	63 5%bkno pqrstu vwxyzA BCDEF	166 13%abcde fghijklm nopqrstu vwxyzAB CDE	89 7%bodeh knopqrs tuvwxyz ABCDEF	31 2%nopqr stuvwz yzABCDE	78 6%bcekn opqrstu vwxyzAB CDE	80 6%bcekn opqrstu vwxyzAB CDE	9 1%	9 1%	15 1%	15 1%	11 1%	20 2%no	24 2%nonur yzBCDE	12 1%	13 1%	11 1%	14 1%	11 1%	13 1%	15 1%	10 1%	12 1%	10 1%	11 1%	18 1%		
Used to use/ visit, but haven't in the last year	24 2%osuvx yzBF	34 3%norst uvwyzA BCEF	81 6%abdfh knopqrs tuvwxyz yzABCDE	55 4%anopq rstuvw yzABCDE	111 9%abdfh hknopq rstuvw yzABCDE	39 3%opqr stuvwz yzABCDE	132 11%abdfh hknopq rstuvw yzABCDE	44 3%aopq rstuvw yzABC DEF	161 13%abcde fghijklm nopqrstu vwxyzAB CDE	119 9%abdfh hknopq rstuvw yzABCDE	42 3%aopq rstuvw yzABCDE	91 7%abdfh knopqrs tuvwxyz ABCDEF	72 6%abfkh nopqrst uvwxyzA BCEF	29 2%norst uvwyzA BCEF	11 1%	22 2%osuvx yzBF	11 1%	17 1%yzB	8 1%	14 1%yz	9 1%	6 1%	12 1%	7 1%	6 1%	5 1%	14 1%zB	5 1%	12 1%	20 2%ovvz BF	11 1%	7 1%		
Never used/ visited	69 5%F	1056 84%ade fghjlmF	156 12%AF	517 41%ACF	782 62%ACDg F	808 64%ACDg F	499 40%ACF	1037 82%ACDg fghjlmF	605 48%ACDg F	958 76%ade fghjlmF	1120 89%ade fghjlmF	991 78%ade fghjlmF	853 68%ade gijF	1192 95%abod efghijk lmF	1211 98%abod efghijk lmnpstF	1189 94%abod efghijk lmF	1113 95%abod efghijk lmF	1202 95%abod efghijk lmstF	1183 94%abod efghijk lmF	1092 93%abod efghijk lmF	1133 97%abod efghijk lmnpqr stADE	1135 97%abod efghijk lmnpqr stADE	1212 96%abod efghijk lmnpstF	1129 95%abod efghijk lmnpstF	1216 97%abod efghijk lmnpqr stF	1134 97%abod efghijk lmnpqr stADE	1200 95%abod efghijk lmstF	1137 97%abod efghijk lmnpqr stWACDF	1124 96%abod efghijk lmnpstF	1205 96%abod efghijk lmnpstF	1131 97%abode fghijkl mnpqrstAF	11 1%		
Prefer not to say	4	4	3	6	6	5	5	5	7	8	5	5	4	1%F	8	1%F	5	5	7	1%bghmF	5	5	5	6	7	7	9	1%cdghm BF	6	6	6	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: All Columns Tested (5% risk level)
 Overlap formulae used.



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Table 670
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube

	Gender			Social Grade					Age										Ethnicity				Religion					
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	13-17 (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	55+ (n)	65+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christi an (n)	Muslim (n)	Other religio n (n)	None (n)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	182	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
In the last week	884	481	402	253	284	186	176	79	804	115	179	158	152	103	68	29	200	97	727	143	42	75	18	332	33	51	448	
	70%bfbm	78%Tb	63%	74%fd	71%	72%	63%	99%Thd	69%mnop	89%Thlm	83%Thlm	77%Thmn	69%nopq	59%oppq	49%	40%	52%	46%	67%	91%Tr	95%Tr	86%Tr	97%	65%	60%	62%xx	73%Tx	
In the last month	195	77	118	46	66	33	49	6	189	13	19	26	38	42	32	18	93	50	185	17%Tst	9	1	8	*	86	6	8	88
	15%agjj	12%	18%Ta	13%	18%	13%	18%	7%	16%gj	9%	9%	13%	17%gj	24%Tghj	32%Tghij	25%gjj	24%Tghi	24%Tghi	17%Tst	6%	2%	9%	1%	17%	14%	13%	14%	
In the last year	83	15	69	15	17	22	29	1	82	3	8	10	20	17	16	8	41	24	81	2	1	1	-	46	1	-	36	
	7%agiu	2%	11%Ta	4%	5%	9%	10%Tcd	1%	7%gj	2%	4%	5%	9%gjj	10%gjj	12%Tghi	10%g	11%Tghij	7%Tsu	1%	2%	1%	-	9%Tz	2%	-	-	6%	
Used to use/ visit, but haven't in the last year	24	7	17	5	7	4	8	-	24	3	4	4	1	4	5	4	12	9	23	1	-	1	-	9	-	1	14	
	2%a	1%	3%	1%	2%	1%	3%	-	2%	2%	2%	2%	1%	2%	4%j	5%	3%	4%j	2%	1%	-	1%	-	2%	-	2%	2%	
Never used/ visited	69	36	33	22	15	15	17	2	67	8	5	5	10	8	17	14	39	31	67	1	-	1	*	40	*	2	27	
	5%js	6%	5%	6%	4%	6%	6%	2%	6%k	5%	2%	2%	4%	4%	12%Tghj	19%Tghij	10%Tghij	15%Tghij	6%Ts	1%	-	1%	1%	8%TA	1%	3%	4%	
Prefer not to say	4	3	1	1	2	-	-	-	4	1	1	1	-	1	-	-	1	-	2	1	-	1	-	1	-	1	1	
	1%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 671
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	258	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	884	240	126	129	616	188	445	230	21	583	222	85	102	79	37	379	298	85	86
	70%clfo	68%ca	79%clac	62%ca	71%clcd	69%ca	67%ca	73%clcg	78%ca	67%ca	73%ca	74%ca	75%ca	74%ca	63%ca	63%ca	79%clcp	78%clcq	90%clcr
In the last month	195	51	16	33	142	54	110	29	2	150	38	13	15	9	9	111	47	20	7
	15%clbgr	14%clba	10%ca	16%ca	16%ca	20%clg	10%ca	9%ca	17%clm	13%ca	11%ca	11%ca	8%ca	16%ca	18%clp	12%ca	18%clr	7%ca	
In the last year	83	26	13	19	54	16	53	14	1	63	18	4	9	10	6	50	18	-	1
	7%clqr	7%ca	8%ca	9%ca	6%ca	8%ca	5%ca	5%ca	7%ca	6%ca	4%ca	7%ca	9%ca	10%ca	8%clqr	5%clq	-	1%ca	
Used to use/visit, but haven't in the last year	24	10	3	9	14	4	18	3	-	20	4	-	1	3	1	14	8	2	-
	2%ca	3%ca	2%ca	5%clTd	2%ca	1%ca	3%ca	1%ca	-	2%ca	1%ca	-	1%ca	3%ca	2%ca	2%ca	2%ca	1%ca	-
Never used/visited	69	25	5	19	41	10	41	16	1	48	18	12	8	5	4	47	9	3	2
	5%clp	7%clb	3%ca	9%clTbd	5%ca	4%ca	6%ca	5%ca	4%ca	6%ca	6%ca	11%clTj	6%ca	4%ca	7%ca	8%clTpr	2%ca	3%ca	2%ca
Prefer not to say	4	1	-	-	1	-	2	1	1	2	1	-	1	1	1	1	1	-	-
	*d	-	-	-	-	-	-	-	5%ca	-	-	-	1%ca	1%ca	2%ca	-	-	-	-

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



Ofcom VSP Tracker - Wave 1
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Table 672
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multipl e devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
In the last week	884	77	39	20	747	35	105	73	61	64	83	127	127	73	671	135	603	272	19	25	821	367	179	40	36	34	106	18	25
	70%hoqv	74%h	64%	55%	71%h	67%	76%h	72%h	57%	70%	74%h	74%h	72%h	67%	72%	71%	77%To	59%	65%	40%	72%Tq	76%Twxy	72%vxy	76%xy	57%	88%Thxy	51%	40%	72%
In the last month	195	10	10	8	167	7	20	16	22	17	16	29	25	16	134	29	94	98	3	13	177	70	34	4	10	3	53	10	4
	15%n	9%	17%	21%	16%	14%	16%	20%a	19%	14%	17%	17%	14%	15%	14%	16%	12%	21%Tn	10%	13%	15%	15%	14%	8%	16%	7%	26%Tstu	22%	11%
In the last year	83	6	4	4	69	2	8	5	8	6	9	8	11	11	60	15	36	46	4	8	70	19	17	4	11	*	18	8	4
	7%krs	6%	6%	12%	7%	4%	5%	8%	7%	8%	5%	6%	10%	6%	8%	8%	5%	10%Tn	13%	13%	6%	4%	7%	7%	17%Tstw	1%	9%a	19%Tstw	11%
Used to visit, but haven't in the last year	24	4	4	-	18	1	-	3	2	1	2	1	3	4	19	3	17	7	-	4	19	3	6	3	1	1	6	3	1
	2%a	4%t	6%Tdk	-	2%	2%	-	3%	2%	1%	2%	1%	2%	4%	2%	1%	2%	2%	-	7%Tr	2%	1%	2%	6%a	2%	3%	3%	8%a	2%
Never used/ visited	69	8	4	4	53	6	4	11	2	2	6	10	4	50	7	29	39	3	11	56	21	12	2	5	*	21	4	1	
	5%kr	7%	7%	12%	5%	13%dkj	4%	4%	10%Tdk	3%	2%	4%	6%	4%	5%	4%	4%	8%Tn	9%	18%Tr	5%	4%	5%	3%	8%	1%	10%Ts	10%	3%
Prefer not to say	4	-	-	-	4	-	-	1	3	-	-	1	-	3	-	2	1	1	1	-	1	-	-	-	-	-	1	1	-
	T	-	-	-	*	-	-	1%	3%Td	-	-	*	-	*	-	*	*	3%	-	*	*	*	-	-	-	-	1%	3%Tat	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 673
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube

	Household income, per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)			Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 (d)	£52,000+ (e)	YouTube (g)	Instagram (m)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (n)	Fruita (b)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	884	152	222	207	134	121	869	553	329	716	299	155	132	48	41	63	210	664	373	510
	70% _{eu}	65%	69%	71%	78% _{Ta}	78% _{Ta}	75% _{Tj}	80% _{Tj}	84% _{Tghj}	69%	82% _{Tgj}	88% _{Tghj}	87% _{Tghj}	75%	81% _{Tjn}	84% _{Tjgn}	84% _{Ts}	67%	81% _{Tu}	64%
In the last month	195	47	53	38	21	17	178	89	96	167	39	13	12	12	5	7	24	170	43	152
	15% _{hkl}	20% _e	16%	13%	12%	11%	15% _{hkl}	13% _{lm}	9%	16% _{hkl}	11% _d	7%	6%	18% _{klm}	11%	9%	10%	17% _{Tr}	9%	19% _{Tt}
In the last year	83	22	22	14	7	9	59	25	12	70	12	4	4	3	2	3	9	74	18	65
	7% _{ghkl}	9%	7%	5%	4%	6%	5% _{hkl}	4%	3%	7% _{ghkl}	3%	2%	2%	4%	5%	3%	4%	7% _r	4%	8% _{Tt}
Used to use/ visit, but haven't in the last year	24	3	5	7	4	1	11	13	2	20	3	1	*	*	1	*	4	20	5	19
	2% _{gim}	1%	2%	2%	2%	1%	1%	2% _{gikm}	1%	2% _{gim}	1%	1%	*	*	1% _m	*	1%	2%	1%	2%
Never used/ visited	69	11	17	25	6	7	36	10	9	57	8	3	3	*	1	2	1	63	18	50
	5% _{ghkl}	5%	5%	9% _T	3%	4%	3% _h	2%	2%	5% _{ghkl}	2%	2%	2%	1%	1%	3%	1	6% _{Tr}	4%	6%
Prefer not to say	4	*	1	-	-	-	4	1	1	3	3	1	*	*	*	1	3	3	3	2
	*	*	*	-	-	-	*	*	*	1% _h	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 674
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube

Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	884	78	203	194	151	257	80	204	200	150	249
	70%abhi	45%	59%a	73%ab	84%Tabc	86%Tabc	45%	59%h	74%hi	85%Thj	86%Thj
In the last month	195	27	75	46	17	29	27	75	47	19	27
	15%del	16%	22%Tde	17%de	10%	10%	15%	22%Tkl	17%l	11%	9%
In the last year	83	19	39	15	3	6	21	39	14	3	6
	7%dekl	11%de	12%Tode	6%e	2%	2%	12%Tkl	11%Tkl	5%	2%	2%
Used to use/ visit, but haven't in the last year	24	9	10	2	2	1	9	10	2	2	1
	2%el	5%Tce	3%e	1%	1%	1%	5%Tj	3%l	1%	1%	1%
Never used/ visited	69	40	13	5	5	5	41	13	7	3	5
	5%cekl	23%Tbode	4%	2%	3%	2%	23%Tjkl	4%	2%	2%	2%
Prefer not to say	4	-	1	1	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 675
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube Kids

	Gender			Social Grade							Age										Ethnicity					Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (A)			
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610			
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613			
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494			
In the last week	80	31	50	23	22	15	21	11	69	5	28	27	6	4	1	-	5	1	46	32	6	22	3	29	14	8	26			
	6%ahmn	5%	9%	7%	6%	6%	7%	13%Thlm	6%mpq	4%	12%Thlm	13%Thlm	3%	2%	1%	-	1%	1%	4%	20%Tr	14%Tr	26%Tr	3	29	14	8	26			
	pgA							13%Thlm	6%mpq		12%Thlm	13%Thlm	3%	2%	1%	-	1%	1%	4%	20%Tr	14%Tr	26%Tr	3	29	14	8	26			
In the last month	44	21	24	13	14	9	8	6	38	3	10	10	4	7	2	2	11	4	34	10	7%Tr	1	5	2	24	3	3	15		
	4%A	3%	4%	4%	4%	3%	3%	7%Thlnp	3%	3%	5%	5%	2%	4%	2	2	3%	4%	3%	10	7%Tr	1	5	2	24	3	3	15		
								7%Thlnp	3%	3%	5%	5%	2%	4%	2	2	3%	4%	3%	10	7%Tr	1	5	2	24	3	3	15		
In the last year	40	21	19	9	13	13	5	7	33	3	4	8	10	4	3	1	2	6	3	28	11	7%Tr	2	8	*	16	5	6	11	
	3%hrA	3%	3%	3%	3%	5%	2%	8%Thlmn	3%	3%	4%	5%	2%	2%	1%	3%	2%	1%	3%	7%Tr	2	5%	9%Tr	1%	16	5	6	11		
								8%Thlmn	3%	3%	4%	5%	2%	2%	1%	3%	2%	1%	3%	7%Tr	2	5%	9%Tr	1%	16	5	6	11		
								8%Thlmn	3%	3%	4%	5%	2%	2%	1%	3%	2%	1%	3%	7%Tr	2	5%	9%Tr	1%	16	5	6	11		
Used to use/ visit, but haven't in the last year	34	14	21	7	16	5	7	12	22	1	6	8	5	-	2	-	2	2	25	9	2	5	1	10	4	3	16			
	3%hpr	2%	3%	2%	4%	2%	2%	14%Thjk	2%p	1	3%mp	4%hmp	2%	-	1%	-	*	1%	2%	6%Tr	4%	6%	7%	1	10	4	3	16		
								14%Thjk	2%p	1	3%mp	4%hmp	2%	-	1%	-	*	1%	2%	6%Tr	4%	6%	7%	1	10	4	3	16		
								14%Thjk	2%p	1	3%mp	4%hmp	2%	-	1%	-	*	1%	2%	6%Tr	4%	6%	7%	1	10	4	3	16		
Never used/ visited	1056	530	526	288	306	219	238	51	1005	128	165	148	202	161	132	69	362	201	950	95	32	45	12	434	14	42	545			
	84%gks	86%	82%	84%	82%	84%	85%	57%	86%Tgjk	89%gjk	77%g	72%g	91%Tghj	92%Tghj	95%Tghj	95%gjk	94%Tghj	95%Tghj	88%Tst	60%u	73%au	52%	62%	85%yz	33%	33%	67%y	89%Tyz		
	uz							57%	86%Tgjk	89%gjk	77%g	72%g	91%Tghj	92%Tghj	95%Tghj	95%gjk	94%Tghj	95%Tghj	88%Tst	60%u	73%au	52%	62%	85%yz	33%	33%	67%y	89%Tyz		
Prefer not to say	4	3	1	2	1	-	*	1	4	1	1	1	-	-	-	-	-	-	2	1	-	1	-	1	1	*	1			
	*	1%	*	*	*	-	*	1%	*	1%	1%	1%	-	-	-	-	-	-	2	1%	-	1%	-	1	1	*	1			
								1%	*	1%	1%	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 676
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube Kids

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	80	14	10	9	60	3	30	43	5	10	59	35	30	14	6	33	16	17	11
	6%aei	4%	6%	4%	7%	1%	4%e	15%Tef	20%	1%	19%Tim	30%Tjm	22%Tim	13%Ti	10%ai	6%	4%	15%Top	11%Top
In the last month	44	12	8	7	32	3	23	16	3	14	23	11	14	7	3	14	17	3	8
	4%lei	3%	5%	3%	4%	1%	3%	5%e	10%	2%	8%Ti	9%Ti	10%Ti	6%ai	3%	2%	4%	3%	8%To
In the last year	40	10	5	6	27	4	22	14	-	14	18	8	10	5	2	14	13	4	6
	3%li	3%	3%	3%	3%	2%	3%	5%	-	2%	6%Ti	7%Ti	8%Ti	4%	3%	2%	3%	4%	6%To
Used to use/visit, but haven't in the last year	34	7	4	3	24	3	14	17	-	9	13	2	8	7	1	10	8	-	12
	3%lo	2%	2%	2%	3%	1%	2%	6%Tef	2%	1%	4%li	2%	6%Ti	7%Ti	2%	2%	2%	-	13%Topq
Never used/visited	1056	310	136	184	721	259	580	201	17	819	186	59	73	73	45	529	327	85	59
	84%gkl	88%T	84%	88%	83%	95%Tfg	87%Tg	69%	64%	94%Tjkl	62%kl	51%	53%	68%kl	78%kl	88%Tqr	86%r	77%r	62%
Prefer not to say	4	-	-	-	2	-	2	1	1	2	-	2	1	1	2	1	1	-	-
	1	-	-	-	2	-	2	1	1	2	1%	-	1%	1%	2%ai	-	-	-	-

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 677
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube Kids

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)							
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39							
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**							
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29							
In the last week	80	9	6% ^{kx}	8% ^{lb}	72	1%	10	7	5	11	4	21	11	2	65	8	47	33	2	*	75	29	30	2	-	1	2	3	2							
					7%	7%	7%	5%	12% ^{bjm}	3%	3%	12% ^{Tbdejm}	6%	2%	7%	4%	6%	7%	7%	*	7%	6% ^{lx}	12% ^{Tsvx}	3%	-	1%	1%	6%								
In the last month	44	2	2	1	40	1	8	3	5	1	5	8	3	6	37	4	30	14	1	-	42	14	7	4	1	2	6	2	2							
	4%	2%	4%	2%	4%	3%	6%	3%	4%	1%	4%	5%	2%	5%	4%	2%	4%	3%	4%	-	4%	3%	3%	7%	1%	4%	3%	6%	6%							
In the last year	40	3	3% ^{kx}	3%	36	4	9	2	6	4	1	4	3	3	31	6	26	13	1	1	37	16	10	-	1	1	1	2	1							
					2%	3%	7% ^{lj}	7% ^{Tdj}	2%	6% ^{lj}	4%	1%	2%	2%	3%	3%	3%	3%	2%	1%	3%	4% ^{kx}	-	1%	3%	*	5% ^{kx}	4%								
Used to use/ visit, but haven't in the last year	34	5	3%	1	26	1	2	2	3	1	2	4	9	2	31	1	29	6	-	1	34	8	6	2	2	*	-	2	2							
		5%	2%	6%	3%	2%	2%	2%	3%	1%	2%	2%	5%	2%	3%	1%	4% ^{To}	1%	-	1%	3%	2%	3%	4% ^{kx}	3% ^{kx}	1%	-	4% ^{kx}	5%							
Never used/ visited	1056	87	84% ^{Ant}	83%	93% ^{lk}	90%	83%	87%	79%	85%	81%	82%	90% ^{lk}	135	149	96	770	169	84%	82%	89% ^A	83%	86%	84%	97% ^{Tr}	84%	86% ^t	414	194	45	60	35	197	96% ^{Tstu}	77%	76%
					87%	79%	85%	81%	82%	90% ^{lk}	79%	84%	88%	82%	89% ^A	83%	86%	84%	97% ^{Tr}	84%	86% ^t	84%	86% ^t	78%	85%	95% ^{Ty}	91%	96% ^{Tstu}	77%	76%						
Prefer not to say	4	-	1	-	4	-	-	1	1	-	-	1	1	-	2	1	3	-	1	-	2	1	-	-	-	-	-	1	1	3% ^{Tstx}	2%					
			1%	-	-	-	1%	1%	-	-	-	-	-	-	2	1	3	-	3%	-	2	1	-	-	-	-	-	-	3% ^{Tstx}	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 678
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube Kids

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (k)	Snapchat (l)	Twitch (n)	Vimeo (m)	Fruita (o)	Bitchute (p)	OnlyFans (q)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	288	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	80	15	14	20	12	18	79	66	48	74	48	74	28	19	11	13	34	45	48	32
	6%su	6%	4%	7%	7%	12%Tb	7%T	10%Tg	12%Tgh	7%T	13%Tghj	16%Tghj	16%Tghj	30%Tghijklmop	21%Tghij	17%Tghij	14%Ts	5%	10%Tu	4%
In the last month	44	5	11	16	5	5	43	32	26	38	22	14	13	8	7	10	17	27	27	17
	4%su	2%	3%	6%	3%	3%	4%	5%T	7%Tghj	4%	6%Tgj	8%Tghj	8%Tghj	13%Tghijkl	13%Tghij	13%Tghij	7%Ts	3%	6%Tu	2%
In the last year	40	5	12	7	5	9	38	32	17	28	23	8	8	5	4	4	13	26	20	20
	3%	2%	4%	3%	3%	6%	3%	5%Tgj	4%j	3%	6%Tgj	5%	5%j	9%Tgj	8%Tgj	5%j	5%	3%	4%	2%
Used to use/ visit, but haven't in the last year	34	8	5	8	5	6	34	28	20	30	23	12	8	3	4	2	11	22	14	20
	3%	3%	2%	3%	3%	4%	4%Tgj	5%Tgj	3%	6%Tghjp	7%Tghjp	5%	5%	5%	8%Tgjp	2%	4%	2%	3%	3%
Never used/ visited	1056	201	277	238	145	117	959	532	277	860	245	112	99	28	25	47	172	871	346	710
	84%seghijklmnop	86%se	87%se	82%	84%	78%	83%hijklmnop	77%ijklmnop	71%kino	83%hijklmnop	67%uno	64%no	66%no	44%	50%	62%uno	69%	88%Tr	75%	89%T
Prefer not to say	4	*	1	1	.	.	4	2	2	3	3	2	*	*	*	1	3	4	1	1
	u	1%hij	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 679
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube Kids

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	80	*	7	19	15	39	*	7	19	15	38
	6%abhi	*	2%	7%ab	8%ab	13%Tabc	*	2%	7%hi	8%hi	13%Thij
In the last month	44	4	7	4	7	22	4	7	5	6	22
	4%	2%	2%	2%	4%	7%Tabc	2%	2%	2%	4%	8%Thij
In the last year	40	4	7	5	7	16	4	7	4	8	16
	3%	2%	2%	4%	7	6%Tbc	2%	2%	2%	4%	6%Tij
Used to use/ visit, but haven't in the last year	34	1	4	4	7	19	1	4	4	7	19
	3%	*	1%	2%	4%	6%Tabc	*	1%	2%	4%	6%Thij
Never used/ visited	1056	164	315	232	143	202	168	317	237	142	192
	84%el	95%Tde	92%Tde	88%de	80%e	67%	94%Tkl	92%Tkl	88%kl	80%kl	66%
Prefer not to say	4	-	1	1	1	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 690
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Facebook

	Gender		Social Grade					Age										Ethnicity				Religion						
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
In the last week	890	404	486	246	256	180	203	53	837	109	160	143	162	124	95	44	263	139	775	108	28	63	15	379	31	40	426	
	71%ag	65%	76%Ta	72%	69%	69%	73%	60%	72%g	76%g	74%g	70%	73%q	71%	68%	61%	68%	66%	71%	69%	64%	72%	78%	74%	75%	64%	69%	
In the last month	86	49	37	23	23	22	18	11	76	12	12	10	13	13	14	1	28	15	70	13	3	8	2	26	5	6	47	
	7%	8%	6%	7%	6%	9%	7%	12%Thko	6%	9%	6%	5%	6%	7%	10%q	1%	7%	7%	6%	9%	8%	9%	9%	5%	13%	9%	8%	
In the last year	43	26	17	11	14	6	11	4	39	2	9	15	6	1	3	2	7	6	33	10	2	5	*	12	4	-	26	
	3%am	4%	3%	3%	4%	2%	4%	5%km	3%am	1%	4%am	7%Thimp	3%	*	2%	3%	2%	3%	2%	3%	6%Tr	5%	6%	1%	2%	9%xz	-	4%
Used to use/ visit, but haven't in the last year	81	53	28	22	28	14	16	3	78	8	24	16	15	5	5	14	10	71	10	5	3	1	26	1	10	44		
	6%bmp	9%Tb	4%	6%	8%	5%	6%	3%	7%mp	5%	11%Tghmn	8%am	7%	3%	7%	4%	5%	7%	6%	12%	3%	7%	5%	2%	16%TA	7%		
Never used/ visited	156	84	72	39	47	39	30	18	138	12	8	19	25	32	22	20	74	41	133	16	5	8	1	68	1	7	70	
	12%ly	14%	11%	11%	13%	15%	11%	20%Thj	12%j	8%	4%	9%j	11%	19%Thj	16%j	27%Thj	19%Thj	20%Thj	12%	10%	11%	9%	5%	13%y	1%	11%	11%	
Prefer not to say	3	3	-	1	2	-	-	-	3	1	1	1	-	-	-	-	-	-	2	-	-	-	-	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/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 681
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Facebook

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	258	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	890	250	112	145	620	175	497	203	16	599	238	98	104	80	41	434	267	81	56
	71% _{ser}	71%	68%	69%	72%	64%	74% _{Te}	69%	59%	69%	79% _{Ti}	86% _{Tlj}	76%	75%	71%	72% _{sr}	70% _{sr}	73% _{sr}	58%
In the last month	86	24	13	9	59	17	42	26	2	66	10	2	7	4	1	38	26	6	16
	7% _{jk}	7% _{cc}	8%	4%	7%	6%	6%	9%	7%	8% _{jk}	3%	2%	5%	4%	1%	6%	7%	5%	16% _{Topq}
In the last year	43	14	9	10	22	9	20	12	2	25	13	5	8	4	4	16	12	6	4
	3% _{dd}	4%	5%	5%	3%	3%	3%	4%	7%	3%	4%	5%	6%	4%	7%	3%	3%	5%	4%
Used to use/visit, but haven't in the last year	81	21	10	12	59	22	42	16	-	63	15	5	5	4	3	35	30	8	4
	8%	6%	6%	6%	7%	8%	8%	6%	-	7%	5%	4%	4%	4%	8%	8%	8%	7%	4%
Never used/visited	156	44	19	32	105	50	66	33	7	112	26	4	13	14	8	78	45	10	16
	12% _{kk}	12%	12%	16%	12%	18% _{Tlg}	10%	11%	28%	13% _{kk}	8% _{kk}	3%	9% _{kk}	13% _{kk}	15% _{kk}	13%	12%	9%	17%
Prefer not to say	3	-	-	-	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 682
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Facebook

	GEO Region												Urban/ Rural		Internet usage				Devices used to access internet				Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61**	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
In the last week	890	72	46	26	746	41	97	76	74	65	79	123	117	75	658	140	569	313	19	35	831	350	191	32	39	26	141	35	23
	71%	69%	76%	70%	71%	79%	71%	75%	69%	71%	70%	71%	66%	69%	70%	74%	73%T	68%	68%	58%	73%T	73%	77%Tuv	61%	61%	68%	68%	80%	69%
In the last month	86	5	2	7	72	4	6	1	11	4	6	10	17	11	72	9	54	32	3	83	23	17	4	7	8	13	3	2	
	7%gs	5%	4%	20%	7%g	9%g	5%	1%	10%g	5%	5%	6%	10%g	6%	5%	7%	7%	-	5%	7%	5%	7%	7%	10%	22%Tstx	6%	6%	6%	
In the last year	43	6	1	1	36	1	2	2	4	7	3	4	9	3	32	6	28	11	1	2	32	19	4	2	6	5	2	1	
	3%r	5%	2%	1%	3%	3%	2%	4%	7%	3%	2%	5%	3%	3%	3%	4%	2%	5%	4%	3%	4%	2%	3%	10%Tx	1%	2%	4%	3%	
Used to use/ visit, but haven't in the last year	81	7	4	2	67	1	8	13	5	5	8	10	13	5	61	12	57	23	2	2	75	39	14	4	4	10	2	3	
	6%	7%	7%	5%	6%	2%	5%	13%Td	4%	6%	7%	6%	7%	5%	6%	6%	7%T	5%	7%	3%	7%	8%	6%	8%	7%	4%	5%	4%	9%
Never used/ visited	156	15	7	1	133	4	24	9	13	10	17	24	18	14	113	23	67	83	5	18	122	51	23	11	8	2	37	3	4
	12%nr	14%	11%	3%	13%	7%	18%	8%	12%	11%	15%	14%	10%	13%	12%	12%	9%	18%Tn	18%	30%Tr	11%	10%	9%	20%t	12%	5%	18%Tst	6%	11%
Prefer not to say	3	-	-	-	3	-	-	1	-	-	-	2	1	-	1	-	3	-	1	2	-	2	-	-	-	-	-	-	1
	0%	-	-	-	0%	-	1%	-	-	-	-	1%	-	-	-	-	0%T	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/p/q/r - T/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
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Table 683
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Facebook

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	890	160	238	210	126	100	803	545	293	880	286	121	115	49	32	57	193	692	363	527
	71% ^{gu}	68%	74% ^e	72%	74%	64%	69%	79% ^{Tgll}	75% ^{Tglo}	85% ^{Tghl}	78% ^{Tglo}	69%	76% ^{glo}	78% ^{oo}	64%	75% ^{lo}	78% ^{Ts}	70%	79% ^{Tu}	66%
In the last month	86	21	15	13	12	20	78	47	36	77	27	16	9	3	4	5	19	66	27	60
	7%	9%	5%	5%	7%	13% ^{Tbc}	7%	7%	9% ^{Tgh}	8%	7%	9%	6%	5%	8%	7%	8%	7%	6%	7%
In the last year	43	6	11	9	5	5	43	20	14	28	11	9	6	4	7	5	12	30	16	27
	3% ^j	3%	3%	3%	3%	3%	4% ^j	3%	3%	3%	3%	5% ^{hj}	4%	7% ^j	14% ^{Tghij}	6% ^{Thijk}	5%	3%	3%	3%
Used to use/ visit, but haven't in the last year	81	11	13	23	15	14	80	40	21	15	16	10	1	4	6	14	66	24	57	
	8% ^{jk}	5%	4%	8%	9%	9%	7% ^{Tjkn}	40% ^{jk}	5% ^j	2%	4% ^j	9% ^{hijkn}	10% ^{jn}	1%	8% ^{jkn}	8% ^{jkn}	14%	7%	24%	7%
Never used/ visited	158	36	42	36	13	16	151	38	25	25	26	12	10	6	3	3	10	137	29	128
	12% ^{hijk}	15% ^{kd}	13%	12%	8%	11%	13% ^{Thijk}	6% ^j	6% ^j	2%	7% ^j	7% ^j	7% ^j	9% ^{jp}	5%	4%	4%	14% ^{Tr}	6%	16% ^{Tl}
Prefer not to say	3	.	1	1	.	.	3	2	2	3	1	2	1	3	2	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 684
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Facebook

	Total (T)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (i)	2 VSPs (j)	3 VSPs (k)	4 VSPs (l)	5+ VSPs (m)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	890	51 71% ^{ah}	245 30%	209 72% ^{ia}	143 79% ^{Ta}	242 81% ^{Tab}	53 30%	249 72% ^h	214 79% Th	142 80% Th	233 81% Th
In the last month	86	10 7%	19 6%	21 6%	10 6%	26 9%	12 7%	17 5%	21 8%	11 6%	25 9%
In the last year	43	3 3%	2 2%	18 5%	9 3%	4 2%	10 3%	3 2%	19 5%	8 3%	4 2%
Used to use/ visit, but haven't in the last year	61	16 6% ^{dekl}	18 9% ^{de}	33 10% ^{Tde}	17 7%	4 2%	10 3%	33 10% ^{Tkl}	17 6%	4 2%	10 3%
Never used/ visited	156	94 12% ^{bceijl}	26 54% ^{Tbcde}	7 8% ^{ce}	3 10% ^{ce}	18 3%	10 3%	94 53% ^{Tjkl}	27 6% ^{jl}	9 3%	17 9% ^{jl}
Prefer not to say	3	-	-	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 685
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Instagram

	Gender		Social Grade						Age										Ethnicity					Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
In the last week	524	228	296	146	180	97	97	59	465	114	127	91	72	37	19	5	61	24	419	99	29	54	15	182	28	29	271	
	42%afhl	37%	46%Ta	43%	49%Tef	37%	35%	66%Thl	40%lmno	80%Tgh	59%Thd	45%lmno	33%mnop	21%pq	13%	7%	16%q	11%	39%	63%Tr	64%Tr	62%Tr	81%	35%	69%TxzA	47%	44%xx	
In the last month	98	45	52	35	22	17	23	11	87	6	16	24	15	11	12	2	25	14	85	11	5	6	1	36	3	6	52	
	8%	7%	8%	10%	6%	7%	8%	12%j	7%	4%	7%	12%Thi	7%	9%	3%	3%	7%	7%	8%	7%	11%	7%	4%	7%	8%	9%	8%	
In the last year	59	23	36	14	25	10	10	2	57	3	13	16	11	9	6	-	15	6	50	9	2	7	-	26	1	4	26	
	5%	4%	6%	4%	7%	4%	3%	3%	5%	2%	6%	8%q	5%	4%	-	4%	3%	5%	6%	4%	8%	-	-	5%	3%	7%	4%	
Used to use/ visit, but haven't in the last year	55	37	19	19	18	8	4	4	51	2	7	8	15	10	8	1	19	9	50	5	4	*	*	*	30	*	2	22
	4%b	6%Tb	3%	6%	5%	3%	4%	4%	4%	1%	3%	4%	7%j	6%	6%	2%	5%	4%	5%	3%u	9%u	1%	1%	6%	1%	3%	4%	
Never used/ visited	517	281	236	124	125	128	140	12	505	17	51	64	108	106	95	64	265	159	478	32	5	18	3	239	6	22	241	
	41%zbdg	45%Td	37%	38%	34%	49%Tcd	50%Tcd	14%	43%Tgj	12%	24%i	31%gi	49%Tgl	61%Tgh	69%Tgh	68%Tgh	69%Tgh	75%Tgh	44%Tatu	20%	12%	21%	14%	47%TyA	14%	35%y	39%y	
Prefer not to say	6	4	2	3	1	-	-	1	5	1	2	1	-	1	-	-	1	-	3	2	-	2	-	1	2	-	2	
	%r	1%	*	1%	*	-	-	1%	*	1%	1%	1%	-	1%	-	-	*	-	*	1%	-	2%Tr	-	*	5%TxA	-	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 696
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Instagram

	Impairing/ limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	524	132	75	56	373	71	269	168	17	311	154	55	71	57	26	215	172	55	63
	43%calo	37%ca	46%ca	27%	49%ca	26%	40%ca	57%Tel	63%	36%	51%Ti	48%cl	52%Ti	54%Ti	45%	36%	45%co	50%co	66%Topq
In the last month	98	31	14	22	64	25	49	23	1	60	27	7	15	9	3	47	28	7	12
	8%	9%	9%	11%	7%	9%	7%	8%	3%	7%	9%	6%	11%	8%	4%	8%	7%	6%	12%
In the last year	59	19	8	15	40	13	29	16	1	38	19	7	10	8	4	25	22	5	2
	5%	5%	5%	7%	5%	5%	4%	5%	3%	4%	6%	6%	7%	7%	6%	4%	6%	5%	3%
Used to use/ visit, but haven't in the last year	55	19	10	12	35	16	27	11	1	43	8	5	4	1	-	25	18	5	4
	4%	5%	6%	6%	4%	6%	4%	4%	5%	5%	3%	5%	3%	1%	-	4%	5%	5%	4%
Never used/ visited	517	152	55	103	352	147	293	72	6	415	90	39	34	29	24	287	140	37	14
	41%gjm	43%b	34%	49%Tabd	41%	54%Tlg	44%sg	25%	21%	48%Tkl	30%	34%	25%	28%	42%cl	48%Tpqr	37%r	34%r	14%
Prefer not to say	6	*	-	*	4	-	2	3	1	1	3	1	3	2	1	2	1	1	1
	1	*	-	*	*	-	*	1%	5%	*	1%cl	1%	2%Ti	2%Ti	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 687
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Instagram

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
In the last week	524	47	20	11	446	19	62	47	38	36	47	82	75	39	399	83	381	138	13	7	496	221	115	20	16	33	25	19	16
	42%soqv	45%	34%	31%	42%	36%	45%	46%	36%	40%	42%	48%	42%	36%	43%	44%	49%To	30%	45%	43%Tq	46%Tv	46%vx	38%xx	26%xx	86%Tsu	12%	42%xx	47%	
In the last month	98	3	6	3	86	8	9	10	11	7	5	16	10	9	74	13	74	22	*	1	95	38	19	5	6	1	10	3	5
	8%so	3%	10%	7%	8%	16%Taj	6%	10%	10%	8%	5%	9%	6%	8%	8%	7%	10%To	5%	1%	1%	8%T	8%	8%	9%	3%	5%	10%	6%	15%
In the last year	59	6	1	3	49	-	7	6	3	6	4	11	8	3	44	6	45	14	1	1	56	25	14	2	6	*	6	1	2
	5%	6%	2%	7%	5%	-	5%	6%	3%	6%	4%	7%	5%	3%	5%	3%	6%T	3%	2%	1%	5%	5%	6%	4%	10%	1%	3%	2%	6%
Used to use/ visit, but haven't in the last year	55	5	3	1	46	1	9	6	2	3	9	3	9	5	42	9	40	14	1	1	54	24	13	3	1	-	8	2	*
	4%	5%	5%	3%	4%	1%	7%k	5%	2%	4%	8%k	2%	5%	4%	5%	5%	5%T	3%	2%	2%	5%	5%	5%	6%	2%	-	4%	4%	1%
Never used/ visited	517	43	30	19	425	24	50	33	51	38	46	58	74	52	373	78	235	275	13	51	441	173	87	22	33	4	158	19	10
	41%nsrw	41%	49%	52%	40%	46%	36%	32%	47%k	41%	41%	34%	42%	48%gk	40%	41%	30%	60%Tn	47%	84%Tr	39%	36%w	35%w	42%w	52%stw	10%	77%Tsu	44%w	28%
Prefer not to say	6	-	-	-	6	-	-	1	1	1	-	2	1	1	5	-	5	-	1	-	3	2	-	-	-	*	-	1	1
	1%	-	-	-	1%	-	-	1%	1%	1%	-	1%	1%	1%	1%	-	1%	-	3%	-	1%	1%	-	-	-	1%	-	3%kx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 698
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Instagram

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (f)	Vimeo (n)	Fruitlet (b)	Bitchat (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	524	76	125	118	77	91	493	513	251	470	263	116	90	38	28	48	149	371	242	282
	42% ^{kasu}	32%	39%	41%	45% ^{ka}	59% ^{Tabcd}	43% ^T	74% ^{Tgjlmmop}	64% ^{Tgjo}	46% ^{Tg}	72% ^{Tgjlmmop}	66% ^{Tgjm}	59% ^{Tgjo}	60% ^{Tgj}	55% ^{Tgj}	63% ^{Tgj}	60% ^{Ts}	37%	53% ^{Tu}	35%
In the last month	98	18	28	21	15	14	93	83	42	87	31	16	17	12	6	7	21	74	48	50
	8% ^{su}	8%	9%	7%	9%	9%	8%	12% ^{Tgjk}	11% ^{Tgj}	8%	9%	9%	11% ^T	19% ^{Tgjlmmop}	11%	9%	8%	9%	10% ^{Tu}	6%
In the last year	59	12	12	15	6	6	56	32	21	44	16	9	9	5	3	4	11	47	20	39
	5%	5%	4%	5%	4%	4%	5%	5%	5%	4%	4%	5%	6%	8%	7%	5%	4%	5%	4%	5%
Used to use/ visit, but haven't in the last year	55	8	17	10	7	6	49	15	11	48	12	6	4	*	2	5	9	46	17	38
	4% ^h	3%	5%	4%	4%	4%	4% ^h	2%	3%	5% ^h	3%	4%	3%	1%	3% ⁿ	6% ^{hkmn}	4%	5%	4%	5%
Never used/ visited	517	120	138	125	66	36	462	48	62	379	39	27	31	7	13	56	452	128	389	
	41% ^{aghljmmoprt}	51% ^{Tde}	43% ^{ae}	43% ^{ae}	38% ^{ae}	24%	40% ^{hijklmmop}	7%	16% ^{hik}	37% ^{hklmmop}	11% ^h	15% ^{hk}	20% ^{hkh}	11%	21% ^{hkn}	17% ^{hkn}	23%	46% ^{Tr}	28%	49% ^{Tl}
Prefer not to say	6	*	1	1	1	2	6	2	2	4	4	2	*	1	1	3	3	5	1	
	0% ^u	*	0%	0%	0%	1%	1%	0%	0%	1% ^h	1%	0%	0%	2% ^{Tghjmmop}	0%	1%	0%	1% ^{Tu}	0%	

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



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Table 689
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Instagram

	Total (n)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	524	2 42%abhi	38 11%a	141 53%Tab	122 68%Tabc	220 73%Tabc	2 1%	40 12%h	145 54%Thi	123 69%Thij	214 74%Thij
In the last month	98	5 8%abhi	10 3%	33 13%Tab	17 9%ab	33 11%Tab	5 3%	10 3%	33 12%Thi	19 11%hi	31 11%Thi
In the last year	59	5 5%	14 4%	19 7%	10 5%	11 4%	5 3%	15 4%	20 7%	7 4%	11 4%
Used to use/ visit, but haven't in the last year	55	9 4%el	21 5%	10 6%e	8 4%	7 2%	10 6%	21 6%j	10 4%	8 4%	7 2%
Never used/ visited	517	152 41%cdeljk	257 88%Tbcde	60 75%Tode	22 12%	26 9%	155 87%Tijkl	257 75%Tjkl	62 23%kl	21 12%	23 8%
Prefer not to say	6	-	2 1%	1	1	2 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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 690
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Snapchat

	Gender			Social Grade										Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (A)						
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610						
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613						
Effective base	976	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494						
In the last week	241	110	131	69	76	48	45	51	190	78	55	28	20	8	-	-	8	-	187	53	22	22	8	85	13	11	123						
	19%Tlmm	18%	20%	20%	21%	18%	18%	57%Thjk	11%slmno	55%Thjk	25%Thkl	14%mnopq	9%npq	4%npq	-	-	2%	-	17%	33%Tru	49%Trau	25%	43%	17%	32%Tx	16%	20%						
In the last month	68	36	32	22	21	12	12	13	55	17	16	9	8	2	2	1	5	3	52	16	10%Tr	2	11	3	26	6	5						
	5%hmpqr	6%	5%	6%	6%	4%	4%	15%Thjkl	5%mpq	12%Thklm	8%mpq	5%p	3%	1%	2%	1%	1%	3%	5%	16%Tr	4%	12%Tr	3	16%	5%	15%TxA	8%						
In the last year	50	19	31	19	13	11	8	3	48	5	13	16	7	2	2	2	6	4	40	10	2	8	-	20	3	5							
	4%p	3%	5%	5%	4%	4%	3%	3%	4%p	4%	13	16	7	2	2	2	6	4	40	10	2	8	-	20	3	5							
Used to use/ visit, but haven't in the last year	111	57	54	27	45	25	14	3	108	17	32	17	21	13	5	2	20	7	97	13	6	5	*	35	1	6							
	9%hnpq	9%	8%	8%	12%Ti	9%	5%	4%	9%npq	12%gnpq	15%Tghmn	8%	10%q	8%	3%	3%	5%	3%	9%	8%	13%	6%	2%	7%	3%	9%	11%Tx						
Never used/ visited	782	393	390	203	213	166	200	19	764	25	96	131	165	149	129	68	347	197	706	65	13	39	7	346	15	35							
	62%dgj	63%	61%	59%	57%	64%	72%Tcd	21%	65%Tgj	17%	44%gl	64%glj	75%Tghi	85%Tghi	93%Tghi	93%Tghi	90%Tghi	93%Tghi	65%Tstu	41%t	29%	45%	39%	67%TyA	38%	56%							
Prefer not to say	6	4	2	2	-	-	-	-	6	1	1	2	-	1	-	-	1	-	4	1	-	1	-	1	1	-							
	*	1%	*	1%	1%	-	-	-	*	1%	1%	2	-	1%	-	-	*	-	4	1%	-	1%	-	*	3%TxA	*							

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

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Table 691
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Snapchat

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129	
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
In the last week	241	57	19%ceff	37	22	174	18	112	99	12	114	76	31	28	27	13	90	68	20	51
		16%kc	23%ac	11%	20%kc	7%	17%ae	34%Tef	44%	13%	25%Ti	27%kl	20%l	26%kl	23%	15%	18%	18%	53%Topq	
In the last month	68	19	5%lei	12	11	46	5	28	31	4	31	24	12	8	4	27	20	4	15	
		5%	7%	5%	5%	2%	4%	11%Tef	15%	4%	8%kl	9%kl	9%	8%	7%	5%	5%	4%	15%Topq	
In the last year	50	14	4%l	7	8	36	9	28	13	-	26	22	8	11	7	3	23	15	9	4
		4%	4%	4%	4%	3%	4%	4%	-	3%	7%Ti	7%	8%Ti	7%	5%	4%	4%	8%	4%	
Used to use/visit, but haven't in the last year	111	35	9%	17	18	70	26	66	17	2	87	20	7	12	10	2	54	36	13	5
		10%	10%	9%	8%	10%	10%	8%	7%	10%	7%	6%	9%	9%	4%	9%	9%	12%	5%	
Never used/visited	782	228	62%gkl	89	149	538	213	433	129	8	607	157	59	72	52	35	404	241	65	21
		65%bd	55%	72%Tabd	62%	78%Tfg	65%hg	44%	29%	70%Tkl	52%	52%	52%	49%	59%	67%Tr	63%r	59%r	22%	
Prefer not to say	6	-	-	-	3	-	2	2	1	2	3	-	2	2	2	1	2	-	-	
		-	-	-	-	-	1%	5%	-	1%	-	1%	1%	2%Ti	2%kl	-	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 692
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Snapchat

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
In the last week	241	17	13	7	204	9	33	18	22	18	18	37	32	18	175	41	182	54	6	3	226	95	44	6	23	2	6	9	
	19%oqx	16%	21%	20%	19%	17%	24%	17%	21%	19%	16%	22%	18%	17%	19%	22%	23%To	12%	21%	5%	20%kq	20%ix	18%ix	11%ix	9%ix	59%Tatuv	1%	14%ix	26%
In the last month	68	7	3	2	56	2	9	4	6	4	6	10	5	59	8	54	14	1	1	64	31	13	2	-	4	3	1	1	
	5%ox	7%	5%	5%	5%	4%	7%	4%	6%	4%	6%	6%	5%	6%T	4%	7%To	3%	4%	2%	6%	6%ix	5%	5%	-	10%vxx	1%	3%	3%	
In the last year	50	6	2	*	42	2	8	6	4	4	2	6	5	43	6	31	18	1	-	48	22	16	1	2	1	2	2	1	
	4%ix	5%	4%	1%	4%	4%	6%	5%	4%	4%	2%	3%	3%	5%	3%	4%	4%	5%	-	4%	5%ix	7%ix	2%	3%	4%	1%	5%	2%	
Used to use/ visit, but haven't in the last year	111	14	3	3	91	5	6	18	8	7	9	13	15	11	84	20	81	30	3	1	107	54	32	8	3	3	5	-	2
	9%ix	13%l	5%	8%	9%	10%	4%	17%tbdk	7%	7%	8%	8%	9%	10%	9%	10%	10%T	6%	11%	1%	9%T	11%Txy	13%Txy	15%xy	4%	9%	2%	-	6%
Never used/ visited	782	61	40	24	658	33	82	56	65	54	80	107	112	69	573	115	427	346	16	55	697	277	143	35	52	7	195	34	21
	62%nrsw	59%	66%	65%	62%	65%	59%	55%	61%	60%	71%ig	62%	63%	64%	61%	61%	55%	75%Tn	56%	91%Tr	61%	57%w	58%w	67%w	83%Tstw	18%	94%Tstuvv	76%stw	60%
Prefer not to say	6	-	-	-	6	-	-	1	1	-	-	2	2	-	4	-	4	-	1	-	3	3	-	-	-	-	-	1	1
	1%	-	-	-	1%	-	-	1%	1%	-	-	1%	1%	-	4%	-	4%	-	3%	-	3%	1%	-	-	-	-	-	3%ix	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z. Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 693
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	YouTube (g)	Instagram (m)	TikTok (i)	Facebook (k)	Snapchat (l)	Twitch (f)	Vimeo (n)	Fruitlet (b)	Bitchat (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	241	32	48	58	39	44	232	214	152	217	233	71	50	28	13	28	84	154	128	113
	19% ^{asu}	14%	15%	20%	23% ^{ka}	28% ^{Tab}	20% ^T	31% ^{Tgj}	38% ^{Tghj}	21% ^T	64% ^{Tghjlmnop}	41% ^{Tghj}	33% ^{Tgjo}	45% ^{Tghjmo}	25%	37% ^{Tghj}	34% ^{Ts}	16%	28% ^{Tu}	14%
In the last month	68	11	12	15	10	12	67	61	51	62	51	25	20	18	11	11	25	41	33	36
	5% ^{sa}	5%	4%	5%	6%	8%	6%	9% ^{Tgj}	13% ^{Tghj}	6%	14% ^{Tghj}	14% ^{Tghj}	13% ^{Tghj}	28% ^{Tghjklmp}	21% ^{Tghjklmp}	14% ^{Tghj}	10% ^{Ts}	4%	7%	4%
In the last year	50	7	18	8	5	7	46	46	33	47	24	12	12	4	5	14	36	26	25	25
	4%	3%	5%	3%	3%	4%	7% ^{Tgj}	8% ^{Tgj}	5%	7% ^{Tgj}	7% ^{Tg}	8% ^{Tgj}	6%	10% ^{Tgin}	7% ^{Tg}	6%	4%	6% ^{Tu}	3%	
Used to use/ visit, but haven't in the last year	111	23	23	24	13	21	103	92	37	94	14	14	11	3	4	7	29	82	46	65
	9% ^{sk}	10%	7%	8%	8%	13%	9% ^{sk}	13% ^{Tgjklmn}	10% ^{sk}	9% ^{sk}	4%	8% ^{sk}	7% ^{sk}	5%	8% ^{skn}	9% ^{skn}	12%	8%	10%	8%
Never used/ visited	782	161	218	185	103	69	704	276	114	608	39	51	58	10	17	24	95	678	223	559
	62% ^{aghijklmnoprt}	69% ^{Te}	68% ^{Te}	64% ^{se}	60% ^{se}	45%	61% ^{ghijklmnop}	40% ^{ghijklmnop}	29% ^{kn}	59% ^{ghijklmnop}	11%	29% ^{kn}	39% ^{skn}	15%	34% ^{skn}	31% ^{kn}	38%	68% ^{Tr}	49%	70% ^{Tu}
Prefer not to say	6	*	1	1	-	1	6	2	2	4	3	2	1	*	*	1	4	4	2	*
	*	*	*	*	-	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



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Table 694
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Snapchat

Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	241	1	5	22	59	154	1	5	22	62	151
	19%abchij	1%	2%	8%ab	33%Tabc	51%Tabcd	1%	2%	8%hi	35%Thij	52%Thijk
In the last month	68	-	1	10	15	42	-	1	10	15	42
	5%abhi	-	*	4%ab	8%ab	14%Tabc	-	*	4%hi	9%hi	15%Thij
In the last year	50	-	3	10	10	27	-	5	9	10	26
	4%abhi	-	1%	4%ab	6%ab	9%Tabc	-	1%	3%h	6%hi	9%Thij
Used to use/ visit, but haven't in the last year	111	2	23	48	21	18	2	23	47	21	18
	9%aehl	1%	7%a	18%Tabe	12%ae	6%a	1%	7%h	18%Thil	12%hi	6%h
Never used/ visited	782	171	307	174	73	57	175	308	180	69	50
	62%dekl	98%Tbcde	90%Tcde	66%cde	41%e	19%	98%Tijk	89%Tjk	67%kl	39%l	17%
Prefer not to say	6	-	2	1	1	2	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 695
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
TikTok

	Gender			Social Grade							Age										Ethnicity					Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)			
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	182	125	41	328	166	1041	201	59	105	31	502	59	62	610			
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613			
Effective base	976	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494			
In the last week	228	109	119	68	64	44	49	46	182	55	47	38	26	10	4	2	16	6	180	47	11	27	8	78	16	16	113			
	18%klmn	18%	19%	20%	17%	17%	18%	52%Thj	16%mnop	38%Thjk	22%klmn	19%mnop	12%npq	8%	3%	3%	4%	3%	17%	30%Tr	26%	31%Tr	43%	8	40%Tx	25%	18%			
In the last month	89	38	51	27	28	16	17	16	73	15	14	11	10	14	7	2	23	9	72	16	4	10	1	34	8	9	37			
	7%h	6%	8%	8%	7%	6%	6%	18%Thjkl	6%	10%hq	6%	5%	5%	8%	5%	2%	6%	4%	7%	10%	9%	12%	6%	7%	18%Tx	14%A	6%			
In the last year	90	41	50	27	28	21	14	5	85	11	14	15	20	16	5	3	24	8	81	9	4	4	1	34	1	4	51			
	7%	7%	8%	8%	8%	5%	5%	6%	7%	8%	7%	8%	9%	9%	4%	5%	6%	4%	7%	6%	9%	5%	6%	7%	3%	7%	8%			
Used to use/ visit, but haven't in the last year	39	23	15	14	12	5	9	3	36	9	9	5	10	-	4	-	4	4	26	10	4	6	1	10	4	3	19			
	3%mpr	4%	2%	4%	3%	2%	3%	3%im	3%mp	6%Thmpq	4%mp	2%	4%mp	-	3%	-	1%	2%	2%	6%Tr	9%Tr	6%	4%	2%	9%Tx	6%	3%			
Never used/ visited	808	405	403	204	238	174	190	18	790	52	130	133	155	134	119	66	319	185	723	75	21	39	8	357	11	31	392			
	64%gist	65%	63%	60%	64%	67%	68%	20%	68%Tgij	36%q	61%gl	65%gl	70%gl	77%Tghi	86%Tghi	90%Tghi	83%Tghi	87%Tghi	67%Tstu	47%	48%	44%	41%	41%	70%Tyz	27%	49%y	64%yz		
Prefer not to say	5	3	2	2	1	-	-	-	5	1	1	1	-	1	-	-	1	-	3	1	-	1	-	1	1	-	2			
	*	*	*	1%	*	-	-	-	*	1%	1%	1%	-	1%	-	-	*	-	*	1%	-	1%	-	*	3%Tx	*	*			

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

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Table 696
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
TikTok

	Impairing/ limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impairing/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129	
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96	
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106	
In the last week	228	62	43	30	161	21	88	104	16	102	80	27	39	35	18	92	55	22	47	
	18%efo	18%	26%Tacd	14%	19%	8%	13%e	35%Tel	62%	12%	26%Ti	24%kl	28%TI	33%TI	30%TI	15%	14%	20%	50%Topq	
In the last month	89	18	13	5	68	9	54	26	*	46	27	10	15	5	4	34	30	7	17	
	7%cei	5%c	8%c	2%	8%c	3%	8%e	9%e	1%	5%	9%	9%	11%kl	5%	7%	6%	8%	6%	18%Topq	
In the last year	90	24	13	12	64	23	52	16	-	62	22	9	6	2	41	32	5	8	8	
	7%	7%	8%	6%	8%	8%	8%	5%	-	7%	7%	8%	6%	5%	3%	7%	8%	4%	8%	
Used to visit, but haven't in the last year	39	10	2	7	26	4	18	13	3	23	13	1	9	5	4	19	10	5	3	
	3%	3%	1%	4%	3%	2%	3%	5%	10%	4%k	1%	7%TIk	5%	7%	3%	2%	4%	3%	3%	
Never used/ visited	808	239	92	155	545	215	455	132	6	633	157	66	63	54	30	413	254	72	21	
	64%gjm	68%b	57%	74%Tabd	63%	79%TIg	68%Tg	45%	6	73%TIj	52%mm	58%	46%	51%	51%	69%Tr	67%r	65%r	22%	
Prefer not to say	5	-	-	-	2	-	-	1	1	3	-	-	2	2	1	-	-	-	-	
	1%	-	-	-	-	-	-	5%	1%	1%	-	-	1%	2%TI	2%kl	-	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 697
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
TikTok

	GO Region											Urban/ Rural		Internet usage				Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
In the last week	228	26	7	4	191	9	27	15	16	24	19	34	31	15	184	25	180	46	7	1	215	92	41	6	9	17	4	4	7
	18%oqx	25%	12%	12%	18%	17%	20%	15%	15%	27% _m	17%	20%	18%	14%	20% _T	13%	23% _{To}	10%	25%	2%	19% _q	19% _s	17% _t	12% _u	15% _v	45% _w	2% _x	9% _y	19% _z
In the last month	89	5	6	2	75	7	9	9	8	3	6	9	15	9	73	13	57	32	1	1	84	29	27	1	-	1	7	4	3
	7%	5%	9%	7%	7%	14%	6%	9%	8%	3%	5%	5%	8%	9%	8%	7%	7%	4%	2%	7%	6%	11% _{Tsvx}	3%	-	3%	3%	9% _w	10%	
In the last year	90	13	6	-	71	7	12	7	10	5	4	4	14	8	59	21	56	34	1	3	85	37	21	1	7	4	9	5	-
	7% _k	13% _{Tdkj}	9%	-	7% _k	13% _k	9% _k	7%	10% _k	5%	4%	3%	8%	7%	6%	11% _A	7%	7%	5%	4%	7%	8%	9%	2%	11%	11%	4%	12%	-
Used to use/ visit, but haven't in the last year	39	5	1	-	33	-	2	4	4	1	5	7	8	2	30	6	30	8	1	-	37	20	9	2	2	1	-	1	1
	3% _k	5%	2%	-	3%	-	1%	4%	4%	1%	4%	4%	4%	1%	3%	3%	4% _T	2%	3%	-	4% _s	4% _t	4% _u	3% _v	4% _w	-	2%	2%	
Never used/ visited	808	55	41	30	683	29	88	67	66	57	78	115	108	75	587	124	454	343	17	56	721	302	149	42	45	14	186	29	23
	64% _{annw}	52%	67%	82%	65% _a	56%	64%	65%	62%	63%	69% _a	67% _a	61%	69% _a	63%	65%	58%	74% _{Tn}	60%	92% _{Tr}	63%	63% _w	60% _w	79% _{Tstw}	71% _w	38%	90% _{Tstu}	65% _w	67% _w
Prefer not to say	5	-	-	-	5	-	-	1	1	-	-	2	1	-	4	-	4	-	1	-	2	2	-	-	-	-	1	1	1
	T	-	-	-	*	-	-	1%	1%	-	-	1%	-	-	*	-	*	-	3%	-	*	*	-	-	-	-	3% _{Tx}	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 698
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
TikTok

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (n)	Fruitlet (b)	Bitchat (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)		
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728		
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799		
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585		
In the last week	228	37	49	43	39	45	221	203	214	205	157	68	52	33	14	33	94	131	128	100		
	18%su	16%	15%	15%	23%	29%	Tabc	19%T	29%	Tgij	55%	Tghj	20%T	43%	Tghj	39%	Tghj	34%	Tgij	52%	Tghj	
In the last month	89	12	13	22	18	17	82	72	60	81	45	16	18	8	8	29	59	42	47	6%		
	7%bs	5%	4%	7%	11%	11%	b	10%	Tg	15%	Tghjk	8%T	12%	Tg	12%	15%	Tg	10%	11%	Ts	9%	Tu
In the last year	90	13	29	23	6	11	85	56	39	75	31	18	15	7	5	6	22	68	34	56		
	7%	5%	9%	d	8%	3%	7%	7%	8%	10%	Tg	7%	8%	10%	12%	10%	8%	9%	7%	7%		
Used to use/ visit, but haven't in the last year	39	4	11	8	5	7	36	28	11	33	17	11	5	4	3	9	28	17	22	3%		
	3%	2%	3%	3%	4%	4%	3%	4%	3%	5%	Tg	6%	Tgijm	3%	7%	5%	3%	4%	3%	4%		
Never used/ visited	808	167	217	194	104	73	730	334	64	635	112	62	61	11	20	26	94	705	235	574		
	64%	leght	71%	Tde	68%	e	67%	e	60%	e	48%	63%	shkl	mno	p	48%	shkl	mno	p	31%	shkl	
Prefer not to say	5	*	1	1	-	1	5	1	1	3	3	1	*	*	*	1	3	4	1	*		
	u	*	*	*	-	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 699
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
TikTok

Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months					
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)	
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	228	2	5	21	47	153	2	5	22	47	152
	18%abchij	1%	2%	8%ab	26%Tabc	51%Tabcd	1%	2%	8%hi	26%Thij	53%Thijk
In the last month	89	3	7	19	19	41	3	7	20	18	40
	7%abhi	2%	2%	7%ab	10%ab	14%Tabc	2%	2%	7%hi	10%hi	14%Thij
In the last year	90	4	22	24	14	26	4	24	24	12	26
	7%ah	2%	6%	9%a	8%	9%a	2%	7%	9%h	7%	9%h
Used to use/ visit, but haven't in the last year	39	4	6	7	8	12	4	8	7	8	12
	3%	2%	2%	3%	4%	4%	2%	2%	3%	5%	4%
Never used/ visited	808	161	297	193	91	66	165	298	196	92	57
	64%dekj	93%Tode	87%Tode	73%Tde	51%e	22%	92%Tjkl	87%Tjkl	73%Tkl	52%l	20%
Prefer not to say	5	-	2	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 700
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitter

	Gender			Social Grade						Age										Ethnicity					Religion				
	Total (n)	Male (n)	Female (n)	AB (n)	C1 (n)	C2 (n)	DE (n)	13-17 (n)	18+ (n)	18-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75-84 (n)	85+ (n)	85+ (n)	White (n)	BAME (n)	Mixed (n)	Asian (n)	Black (n)	Christian (n)	Muslim (n)	Other religion (n)	None (n)		
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	182	125	41	328	166	1041	201	59	105	31	502	59	62	610		
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613		
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494		
In the last week	409	234	176	151	124	64	70	34	375	74	82	89	72	29	25	4	59	29	343	63	26	28	9	148	13	17	222		
33%befn nopqx		38%Tb	27%	44%Tdef	34%ef	24%	25%	38%mnop q	32%mnop q	51%Thj mnopq	38%mnop nopq	44%Thim nopq	33%mnop q	17%	18%sq	6%	15%	14%	32%	40%Tr	58%Treu	33%	47%	29%	31%	28%	36%Tx		
In the last month	126	61	65	31	44	24	25	12	114	21	20	30	20	10	11	3	24	14	92	30	12%	5	19	22%Tr	3	38	13	58	
10%spix		10%	10%	9%	12%	9%	9%	14%mp	10%p	14%mpq	9%	14%Thmpq	9%	6%	8%	4%	6%	6%	9%	19%Tr	12%	17%	22%Tr	32%TxA	20%TxA	9%			
In the last year	89	37	52	18	32	18	18	5	83	10	14	18	13	17	11	-	28	11	77	11	4	4	2	28	1	6	51		
7%	6%	8%	5%	9%	7%	6%	6%	2%	7%	9%	8%	10%o	8%q	-	3%	5%	7%	7%	7%	9%	5%	8%	5%	3%	9%	8%			
Used to use/ visit, but haven't in the last year	132	81	52	26	43	28	36	5	127	12	31	23	27	16	12	6	33	18	118	15	3	9	2	55	3	8	67		
11%bc	13%Tb	8%	7%	12%	11%	13%e	6%	11%	9%	14%g	11%	12%	9%	8%	6%	8%	9%	8%	11%	15%	8%	11%	8%	11%	6%	13%	11%		
Never used/ visited	499	205	294	115	126	126	130	32	466	26	67	43	89	102	80	59	241	139	453	38	7	25	4	243	11	19	214		
40%acd jksuA	33%	46%Ta	34%	34%	49%Tcd	47%Tcd	36%ik	40%jk	18%	31%ak	21%	40%kj	58%Tgh jkl	58%Tgh jkl	82%Tgh jkmppq	62%Tgh jkl	68%Tgh jkn	42%Tstu	24%	16%	29%	19%	47%TyzA	28%	30%	35%			
Prefer not to say	5	2	2	2	1	-	-	-	5	1	1	1	-	1	-	-	1	-	2	1	-	1	-	1	1	-	2		
-	-	-	1%	-	-	-	-	-	-	1%	1%	1%	-	1%	-	-	-	-	1%	1%	-	1%	-	3%TxA	-	-			

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



Ofcom VSP Tracker - Wave 1
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Table 701
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitter

	Impairing/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	409	115	59	63	286	86	207	109	8	267	108	45	48	42	22	159	149	53	33
	33%a	33%	36%	30%	33%	32%	31%	37%	29%	31%	36%	39%	35%	39%	38%	26%	39%To	46%To	35%
In the last month	126	36	22	16	85	20	56	45	5	74	40	10	19	12	8	53	36	13	20
	10%a	10%	14%	9%	10%	7%	8%	16%Tef	18%	9%	13%e	9%	14%	11%	14%	9%	10%	11%	21%Top
In the last year	89	24	12	10	62	19	44	24	2	57	26	10	14	7	4	49	23	6	5
	7%	7%	8%	5%	7%	7%	8%	7%	7%	8%	9%	10%	7%	7%	8%	6%	5%	5%	5%
Used to use/ visit, but haven't in the last year	132	41	23	23	89	30	72	27	3	95	32	6	15	20	5	71	34	13	6
	11%	12%	14%	11%	10%	11%	11%	9%	12%	11%	11%k	5%	11%	19%Tjkl	9%	12%	9%	12%	6%
Never used/ visited	499	137	45	94	343	117	289	85	8	372	94	43	39	23	17	267	139	25	31
	40%bgjl	39%b	28%	45%ab	40%b	43%g	43%Tg	29%	29%	43%Tjen	31%em	38%em	29%	22%	29%	44%Tpqr	36%q	23%	33%
Prefer not to say	5	-	-	-	2	-	2	1	1	3	-	2	2	1	2	1	-	-	-
	1	-	-	-	1	-	1	1	1	1%	-	-	1%l	2%Ti	2%l	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 702
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitter

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
In the last week	409	42	23	11	334	16	49	33	38	34	27	64	44	29	302	62	318	87	10	7	390	196	73	15	15	17	34	11	14
	33%loqx	40%jl	37%	30%	32%	31%	35%	32%	36%	37%	24%	37%ij	25%	27%	32%	33%	41%To	19%	34%	34%Tq	41%Tvx	29%xx	14%xx	28%	45%wx	16%	25%	14	42%
In the last month	126	11	5	2	108	7	21	9	9	11	10	13	25	3	102	12	88	36	2	3	114	47	34	7	5	10	3	3	4
	10%smx	10%sm	8%	6%	10%sm	13%sm	16%Tkm	9%	8%	12%sm	9%	7%	14%sm	2%	11%	6%	11%T	8%	8%	6%	10%xx	14%xx	14%xx	8%xx	26%Tstx	1%	3	3	4
In the last year	89	7	3	5	74	1	7	5	8	5	8	18	11	11	67	15	63	25	1	5	83	33	22	6	4	2	10	1	5
	7%	6%	4%	14%	7%	2%	5%	5%	8%	6%	7%	10%	6%	10%	7%	8%	8%T	5%	2%	8%	7%	7%	9%	12%	6%	6%	5%	2%	15%
Used to use/ visit, but haven't in the last year	132	12	9	4	108	1	12	14	9	10	15	14	25	8	106	18	82	51	1	6	124	64	22	6	9	3	18	2	2
	11%	11%	15%e	11%	10%	2%	9%	14%e	8%	12%	14%e	8%	14%e	8%	11%	9%	10%	11%	3%	10%	11%	13%T	9%	11%	15%	9%	9%	4%	5%
Never used/ visited	499	33	22	15	429	26	49	40	42	31	52	62	71	57	357	82	225	264	14	39	432	141	98	18	29	5	141	26	8
	40%lnrsx	32%	36%	40%	41%	51%a	36%	39%	39%	34%	46%	36%	40%	53%Tad	38%	43%	29%	57%Tn	50%	65%Tr	38%	29%w	39%sw	34%w	47%sw	14%	68%Tstuw	59%Tstuw	23%
Prefer not to say	5	-	-	-	5	-	-	1	1	-	-	2	1	-	3	-	3	-	1	-	2	2	-	-	-	-	-	1	1
	T	-	-	-	*	-	-	1%	1%	-	-	1%	*	-	*	-	*	-	3%	-	*	*	-	-	-	-	-	3%Tx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z. Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 703
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitter

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (f)	Vimeo (n)	Fruitlet (b)	Bitchat (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	409	60	91	100	65	75	387	324	197	358	164	99	89	35	23	51	105	301	181	229
	33% _{asu}	26%	29%	34%	38% _{ka}	48% _{Tabc}	33% _T	47% _{Tgj}	50% _{Tghj}	35% _T	45% _{Tgj}	56% _{Tghjko}	59% _{Tghjko}	55% _{Tgjo}	45% _{Tgj}	68% _{Tghijkmno}	42% _{Ts}	30%	39% _{Tu}	29%
In the last month	126	23	39	22	17	20	121	98	59	108	55	24	19	10	9	11	45	79	59	67
	10% _{su}	10%	12%	7%	10%	13%	10%	14% _{Tgj}	15% _{Tgj}	10%	15% _{Tgj}	13%	13%	15%	18% _{Tgj}	15% _T	18% _{Ts}	8%	13% _{Tu}	8%
In the last year	89	14	23	21	12	7	84	53	30	80	27	12	8	6	4	3	22	66	40	48
	7%	6%	7%	7%	7%	5%	7% _{sp}	8% _{sp}	8% _p	8% _p	7% _{sp}	7% _{sp}	5%	9% _{sp}	8% _p	4%	9%	7%	9%	6%
Used to use/ visit, but haven't in the last year	132	28	30	29	17	16	120	61	23	107	26	14	9	4	5	4	33	98	43	89
	11% _{shikmp}	12%	10%	10%	10%	10%	10% _{shikmp}	9% _p	8%	10% _{ukmp}	7%	8%	6%	8%	10% _{unmp}	5%	13%	10%	9%	11%
Never used/ visited	499	109	135	119	60	36	441	155	79	378	91	27	26	9	9	7	42	448	132	366
	40% _{seahijkmnoprt}	46% _{Tde}	42% _{de}	41% _{de}	35% _{de}	23%	38% _{shikdmnop}	22% _{ulmp}	20% _{lp}	37% _{shikdmnop}	25% _{ulmnp}	15% _p	17% _p	14% _{sp}	18% _p	9%	17%	45% _{Tr}	29%	46% _{Tt}
Prefer not to say	5	.	1	1	.	1	5	1	1	3	2	1	1	3	4	1
	0% _u	1%	.	.	.	3%	2%	1%	1%	3%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/04
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitter

	Total (n)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	409	20	58	85	83	163	20	61	86	85	157
	33%abhi	12%	17%	32%ab	46%Tabc	54%Tabc	11%	18%	32%hi	48%Thij	54%Thij
In the last month	126	10	13	37	17	48	10	13	38	17	47
	10%bi	6%	4%	14%Tab	10%b	16%Tab	5%	4%	14%Thi	10%i	16%Thi
In the last year	89	4	22	29	11	22	4	23	29	9	22
	7%ah	3%	6%	11%Ta	6%	7%	2%	7%	11%Th	5%	8%h
Used to use/ visit, but haven't in the last year	132	16	49	36	16	15	15	49	36	16	15
	11%el	9%	14%Te	13%e	9%	5%	9%	14%Ti	13%i	9%	5%
Never used/ visited	499	123	197	77	52	49	127	196	80	50	46
	40%cdeljk	71%Tbcde	58%Tode	29%e	29%e	16%	71%Tijkl	57%Tjkl	30%i	28%i	16%
Prefer not to say	5	-	2	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 705
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitich

	Gender			Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
In the last week	70	52	18	19	21	17	14	18	53	16	19	13	4	-	-	-	-	55	14	7	5	1	22	4	1	41		
	6%bhlmn	6%Tb	3%	6%	6%	6%	5%	20%Thjkl	4%lmpq	11%Thlmn	9%Thlmn	7%lmpq	2%p	-	-	-	-	5%	9%	16%Tr	6%	8%	4%	11%	1%	7%		
In the last month	40	26	14	13	13	6	7	9	31	7	12	6	5	1	-	-	1	-	32	8	1	5	2	12	2	2	24	
	3%hmpq	4%	2%	4%	3%	2%	3%	10%Thklm	3%p	5%lmpq	6%Thmpq	3%p	2%p	-	-	-	-	3%	5%	12%Tr	2%	6%	9%	2%	4%	3%	4%	
In the last year	63	42	21	18	24	6	15	6	56	14	19	15	4	3	1	-	4	1	44	18	6	8	4	14	6	4	37	
	5%blmnp	7%Tb	3%	5%	7%e	2%	5%	7%lmpq	5%lmpq	10%Thlmn	9%Thlmn	7%lmpq	2%	2%	1%	-	1%	4%	12%Tr	13%Tr	9%r	23%	3%	16%TxA	6%	6%x		
Used to use/ visit, but haven't in the last year	44	28	15	11	17	6	9	4	40	9	14	11	4	-	2	-	2	2	36	7	4	2	1	15	3	-	24	
	3%mpq	5%	2%	3%	4%	2%	3%	4%mpq	9%mpq	6%lmpq	6%Thlmn	6%lmpq	2%	-	1%	-	1%	3%	5%	10%Tr	2%	6%	3%	7%	1%	4%		
Never used/ visited	1037	468	570	279	296	225	234	51	986	96	150	157	204	170	136	73	380	209	915	109	26	66	10	450	25	55	486	
	82%agj	76%	89%Ta	82%	80%	86%	84%	58%	84%Tgjk	67%	69%	77%g	82%Tghj	97%Tghj	98%Tghj	100%Tghj	99%Tghj	84%Tatu	69%	109	26	66	75%	54%	88%TyA	60%	89%y	79%y
Prefer not to say	5	2	2	2	1	-	-	-	5	1	1	1	-	1	-	-	1	-	2	1	-	1	-	1	1	1	2	
	0	0	0	1%	0	0	0	0	0	1%	1%	1%	0	1%	0	0	0	0	0	1%	0	1%	0	0	0	3%TxA	0	0

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 706
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitich

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	70	12	11	6	56	11	30	27	2	37	16	4	11	5	1	18	27	7	12
	5%o	4%	7%a	3%	7%	4%	4%	3%Td	7%	4%	5%	4%	8%	5%	2%	3%	7%o	7%	13%To
In the last month	40	9	6	4	30	6	19	13	2	19	12	8	4	3	1	15	11	3	9
	3%l	3%	4%	2%	3%	2%	3%	4%	6%	2%	4%	7%Tl	3%	3%	2%	3%	3%	3%	10%Tppq
In the last year	63	16	10	7	44	11	34	17	1	44	12	4	8	4	3	19	25	10	9
	5%o	5%	6%	3%	5%	4%	5%	6%	2%	5%	4%	3%	6%	3%	4%	3%	6%o	9%o	9%o
Used to use/ visit, but haven't in the last year	44	15	8	8	27	6	21	16	1	26	14	5	6	5	3	18	13	6	6
	3%	4%	5%	4%	3%	2%	3%	5%	4%	3%	5%	5%	4%	4%	4%	3%	3%	5%	6%
Never used/ visited	1037	300	127	163	707	237	563	218	20	740	246	93	106	88	49	530	305	83	60
	82%gr	85%b	78%	88%Tb	82%	87%Tg	84%g	75%	76%	85%Tl	82%	81%	77%	82%	85%	88%Tppq	80%r	76%r	62%
Prefer not to say	5	-	-	-	2	-	2	1	1	1	3	-	2	2	1	2	1	-	-
	1	-	-	-	1	-	1	1	1	1%	-	-	1%	2%Tl	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 707
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitch

	GEO Region											Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)				
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39				
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**				
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29				
In the last week	70	10	6	3	51	2	9	4	9	4	4	9	6	4	53	9	59	11	-	1	70	32	7	2	4	5	-	-	1				
	6%dox	10%	10%	7%	5%	4%	7%	4%	8%	5%	3%	5%	4%	4%	6%	5%	8%To	2%	-	2%	6%T	7%lx	3%lx	3%lx	7%lx	14%Txy	-	-	1%				
In the last month	40	4	-	1	35	1	4	5	4	6	3	7	4	2	33	3	35	5	1	-	39	17	7	2	1	-	-	2					
	3%cox	4%	-	2%	3%	2%	3%	5%	4%	6%	3%	4%	2%	2%	4%	2%	5%To	1%	3%	-	3%	4%lx	3%	4%lx	2%	2%lx	-	-	5%lx				
In the last year	63	8	3	1	50	5	6	4	4	5	4	7	13	3	57	4	61	2	1	-	61	36	8	3	3	4	-	2					
	5%cox	8%	5%	3%	5%	9%	4%	4%	3%	5%	4%	4%	7%	2%	6%T	2%	8%To	-	2%	-	5%	7%Tx	3%lx	5%lx	10%lx	-	-	5%lx					
Used to use/ visit, but haven't in the last year	44	3	1	2	38	2	3	5	3	5	4	7	7	2	31	9	39	5	-	-	43	22	9	3	-	3	-	1					
	3%cox	3%	1%	5%	4%	4%	2%	5%	3%	6%	4%	4%	4%	2%	3%	5%	5%To	1%	-	-	4%	5%lx	3%lx	6%lx	-	-	7%vxx	-	2%				
Never used/ visited	1037	79	50	30	878	42	115	83	87	71	97	139	146	98	759	164	585	440	26	59	931	372	218	43	55	26	206	38					
	82%Annrs	75%	83%	83%	83%	81%	84%	82%	81%	78%	87%	81%	83%	98%	90%Tal	86%	75%	95%Tn	92%	38%Tr	81%	77%	88%Tsw	81%	86%sw	67%	100%Tstu	85%	29				
Prefer not to say	5	-	-	-	5	-	-	1	1	-	-	2	1	-	4	-	3	-	1	-	2	2	-	-	-	-	1	1					
	r	-	-	-	*	-	-	1%	1%	-	-	1%	1%	-	*	-	*	-	3%	-	*	-	-	-	-	-	3%Tx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 708
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitich

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitich (l)	Vimeo (m)	Fruita b (n)	Bschut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	70	15	14	17	7	15	70	56	40	59	38	63	24	15	7	14	21	49	43	28
	6%u	7%	5%	6%	4%	9%	6%T	8%Tg	10%Tghj	6%	10%Tghj	36%Tghjkmnop	16%Tghj	24%Tghjkmno	14%Tghj	18%Tghjk	8%Ts	5%	9%Tu	3%
In the last month	40	6	12	10	6	5	39	32	27	35	26	32	16	9	9	10	21	19	21	20
	3%a	3%	4%	3%	3%	3%	3%	5%Tg	7%Tghj	3%	7%Tghj	18%Tghj	11%Tghjk	14%Tghj	17%Tghjk	13%Tghjk	8%Ts	2%	4%	2%
In the last year	63	12	15	11	13	9	63	51	35	48	30	26	17	9	8	11	27	35	31	31
	5%a	5%	5%	4%	8%	6%	5%Tj	7%Tg	9%Tg	5%	8%Tg	15%Tghj	11%Tghj	14%Tghj	15%Tghjk	14%Tghjk	11%Ts	4%	7%Tu	4%
Used to use/ visit, but haven't in the last year	44	8	6	12	10	6	44	34	22	37	20	11	9	6	3	6	13	30	26	17
	3%u	4%	2%	4%	6%b	4%	4%	5%Tg	6%Tg	4%	6%Tg	6%Tg	6%Tj	9%Tgjo	5%	7%Tg	5%	3%	6%Tu	2%
Never used/ visited	1037	192	273	240	135	119	938	518	255	850	248	43	85	24	24	35	166	859	335	702
	82%ghiklmnoprt	82%	85%	83%	79%	77%	81%hklmnop	75%klmnop	68%lmnop	82%ghiklmnop	68%lmnop	25%	56%lnop	37%l	48%ln	47%ln	67%	86%Tr	73%	68%Tt
Prefer not to say	5	-	1	1	-	1	5	1	1	3	2	1	-	-	-	-	1	3	4	1
	u	-	*	*	-	1%	*	*	*	1%sh	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 709
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitch

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	70	-	5	9	10	46	-	5	10	10	45
	6%abhi	-	1%	4%a	6%ab	15%Tabcd	-	1%	4%h	6%hi	16%Thjk
In the last month	40	1	2	3	5	29	1	2	3	5	29
	3%bi	1%	-	1%	3%b	10%Tabcd	1%	-	1%	3%j	10%Thjk
In the last year	63	4	7	10	9	33	4	7	10	9	33
	5%bi	2%	2%	4%	5%	11%Tabcd	2%	2%	4%	5%	11%Thjk
Used to use/ visit, but haven't in the last year	44	1	7	11	7	16	1	7	11	7	16
	3%	1%	2%	4%	4%	6%Tab	1%	2%	4%	4%	6%Th
Never used/ visited	1037	168	319	230	147	173	172	322	235	146	163
	82%el	97%Tcd	93%Tcd	87%Te	82%e	58%	96%Tjkl	93%Tjkl	87%Tl	82%l	56%
Prefer not to say	5	-	2	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 710
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Pinterest

	Gender			Social Grade					Age										Ethnicity				Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
In the last week	172	54	118	47	58	29	36	21	151	21	39	26	32	18	9	6	33	15	135	36	9	17	5	79	12	9	69
	14% rA	9% sAhnpq	18% Ta	14% f	16% g	11% h	13% i	24% Thkm nopq	13% nopq	15% nq	18% shnpq	13% nopq	15% npq	10% nopq	6% o	6% p	9% q	7% r	12% s	23% Tr	20% t	19% u	28% v	15% w	30% TxA	15% x	11% y
In the last month	148	62	86	44	55	26	23	12	137	30	29	27	20	17	11	2	30	13	117	30	8	17	4	44	7	10	83
	12% ppqx	10% q	13% r	13% s	15% t	10% u	8% v	13% w	12% x	13% y	14% z	13% A	9% B	10% C	8% D	3% E	8% F	6% G	11% H	19% I	19% J	20% K	23% L	9% M	18% N	16% O	14% P
In the last year	166	67	99	44	56	36	28	7	159	20	27	39	28	23	17	5	45	22	136	28	6	15	4	76	7	12	63
	13% saA	11% b	15% c	13% d	15% e	14% f	10% g	8% h	14% i	14% j	13% k	13% l	13% m	13% n	12% o	7% p	12% q	11% r	13% s	18% t	14% u	17% v	23% w	15% xA	16% y	19% z	10% A
Used to use/ visit, but haven't in the last year	161	62	79	42	48	32	39	5	155	29	28	35	30	20	13	-	34	13	143	17	4	11	1	51	2	12	95
	13% gppq	13% h	12% i	12% j	13% k	12% l	14% m	6% n	13% oppp	20% Tghn opq	13% o	17% gppq	14% oq	12% oq	10% oq	-	9% p	6% q	13% r	10% s	9% t	13% u	5% v	10% w	6% x	19% y	15% z
Never used/ visited	605	350	255	163	151	137	153	43	562	42	90	76	110	97	60	243	146	549	46	17	26	4	260	11	20	302	
	48% sbdik suyz	57% Tb	40% c	48% d	41% e	53% d	55% Td	49% kl	48% wik	29% q	37% h	37% ik	50% uk	55% jk	87% Tghi jklmp	82% Tghi jklmp	69% Tghi jklmp	51% Tsu	29% s	38% t	29% u	21% v	21% w	51% yz	27% x	31% y	49% kyz
Prefer not to say	7	3	4	2	3	1	-	1	6	1	2	1	-	-	2	-	2	4	1	1	-	1	-	3	1	-	1
	1%	3%	1%	1%	1%	1%	-	1%	6%	1%	1%	1%	-	-	1%	-	2%	4%	1%	1%	-	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 711
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Pinterest

	Impairing/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (f)	Any (g)	Mental condition (h)	Physical condition (i)	No impact/limiting condition (j)	1 (k)	2-3 (l)	4-5 (m)	6+ (n)	No children aged 17 or under (o)	NET: Yes (p)	Aged under 5 (q)	Aged 5-10 (r)	Aged 11-15 (s)	Aged 16-17 (t)	Secondary school or equiv (u)	University degree or equiv (v)	Higher university degree (w)	Still in full time education (x)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	172	47	25	25	120	25	82	56	9	101	50	20	25	19	11	67	53	21	23
	14%col	13%	15%	12%	14%	9%	12%	19%Tef	35%	12%	17%	18%	18%sl	18%	11%	11%	14%	19%	24%Top
In the last month	148	42	25	20	105	24	79	42	3	94	43	12	25	16	4	70	54	9	11
	12%	12%	17%Tac	10%	12%	9%	12%	15%	13%	11%	14%	11%	19%Ttkn	15%	7%	12%	14%	8%	12%
In the last year	166	52	29	27	110	35	83	44	3	110	49	14	23	17	13	78	59	16	10
	13%	15%	18%	13%	13%	13%	15%	15%	12%	13%	16%	12%	17%	16%	22%	13%	16%	14%	10%
Used to use/visit, but haven't in the last year	161	43	30	21	112	33	91	35	2	122	32	5	12	19	6	72	56	19	9
	13%k	12%	19%Tac	10%	13%	12%	14%	12%	7%	14%k	11%k	5%	9%	18%kl	10%	12%	15%	17%	10%
Never used/visited	605	170	50	116	415	155	331	111	8	437	124	63	49	34	24	314	157	46	43
	48%bgjlmp	48%b	31%	55%Tab	48%b	57%Tg	49%g	38%	29%	50%Tjen	41%um	55%jm	36%	32%	41%	52%Tp	41%	42%	45%
Prefer not to say	7	-	-	-	4	-	3	2	1	3	2	1	2	1	1	1	2	-	-
	1%	-	-	-	1%	-	1%	1%	5%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 712
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Pinterest

	GO Region																Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House parents/ Other (y)	Furloughed (z)									
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39									
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**									
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29									
In the last week	172	13	5	2	153	8	24	17	9	9	12	32	26	16	137	22	119	50	4	6	159	62	45	3	5	5	15	8	8									
	14% _x	12%	8%	5%	14%	15%	17%	17%	9%	10%	11%	19% _h	14%	14%	15%	12%	15% _T	11%	13%	9%	14%	13%	18% _x	6%	8%	14%	7%	17%	23%									
In the last month	148	10	11	6	121	7	15	8	11	12	13	17	26	12	109	27	104	44	2	3	142	57	31	5	8	6	18	7	5									
	12%	10%	18%	17%	11%	13%	11%	8%	10%	14%	12%	10%	15%	11%	12%	14%	13% _T	9%	7%	4%	12% _T	12%	13%	9%	12%	15%	9%	15%	15%									
In the last year	166	16	5	3	143	6	13	16	14	11	17	26	26	11	115	33	112	53	4	5	157	74	41	6	11	9	14	1	3									
	13% _{xy}	15%	8%	7%	13%	12%	10%	17%	13%	12%	15%	15%	15%	11%	12%	17%	14% _T	12%	14%	9%	14%	15% _{xy}	17% _{xy}	11%	17% _{xy}	25% _{Txy}	7%	2%	8%									
Used to use/ visit, but haven't in the last year	161	13	9	4	135	6	25	15	7	11	13	22	26	10	125	23	113	46	3	3	152	57	43	14	11	8	15	3	5									
	13% _x	12%	15%	10%	13%	12%	18% _h	14%	6%	12%	12%	13%	15%	10%	13%	12%	15% _T	10%	11%	4%	13%	12%	17% _x	27% _{Txy}	18% _x	20% _x	7%	7%	13%									
Never used/ visited	605	53	30	21	501	25	60	44	64	46	57	73	72	59	448	84	329	268	15	45	531	230	88	25	28	10	143	24	13									
	48% _{unr}	50%	50%	57%	47%	48%	44%	43%	60% _{Td}	51%	50%	43%	41%	55%	48%	44%	42%	58% _{Tn}	51%	73% _{Tr}	46%	48% _{tw}	38%	47%	45%	25%	69% _{Tstu}	55% _{tw}	39%									
Prefer not to say	7	-	1	2	4	-	-	1	2	1	-	1	1	-	4	1	4	2	1	-	4	2	-	-	-	-	2	1	1									
	1% _r	-	1%	4%	-	-	1%	2%	1%	-	-	1%	-	-	4%	1%	4%	3%	-	-	4%	2%	-	-	-	-	1%	3% _t	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 713
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Pinterest

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (m)	TikTok (l)	Facebook (i)	Snapchat (k)	Twitch (f)	Vimeo (n)	Fruitlet (b)	Bitchat (e)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	172	33	43	26	21	38	168	134	93	154	79	34	42	24	10	18	53	116	72	100
	14%ucs	14%	13%	9%	12%	25%Tabcd	14%T	19%Tgj	24%Tghj	15%T	22%Tgj	20%Tgj	28%Tghjklmnop	37%Tghijklmnop	20%T	23%Tgj	22%Ts	12%	16%	13%
In the last month	148	27	40	29	26	20	144	118	70	131	62	33	26	9	11	8	44	103	67	92
	12%sa	12%	13%	10%	15%	13%	12%T	17%Tgjp	18%Tgjp	13%T	17%Tgjp	19%Tgjp	17%Tgjp	15%	21%Tgjn	10%	18%Ts	10%	14%Tu	10%
In the last year	166	27	47	41	17	22	155	103	56	140	51	27	28	13	9	16	45	120	67	99
	13%	12%	15%	14%	10%	14%	13%	15%	14%	14%	14%	15%	19%Tgj	21%Tgj	18%	21%Tghijkl	18%Ts	12%	14%	12%
Used to use/ visit, but haven't in the last year	161	30	34	38	18	24	147	104	47	130	50	23	20	4	5	11	34	126	65	96
	13%	13%	11%	13%	10%	16%	13%	15%Tgj	12%	13%	14%ln	13%ln	13%ln	6%	9%	14%no	14%	13%	14%	12%
Never used/ visited	605	117	156	154	91	50	538	231	121	472	119	57	35	12	16	24	69	525	186	419
	48%seghijklmnop	50%e	49%e	53%e	53%e	32%	46%shklmnop	33%mn	31%mn	46%shklmnop	32%mn	32%mn	23%	12%	19%	31%mn	31%mn	28%	53%Tr	40%
Prefer not to say	7	1	1	3	-	-	7	3	2	5	4	2	1	1	1	-	2	4	4	3
	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%h	1%h	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



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ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7.14
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Pinterest

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	172	6 14%abhi	26 8%	43 16%ab	28 15%ab	70 23%Tabcd	6 3%	26 8%	42 16%hi	28 16%hi	70 24%Thjk
In the last month	148	7 12%abhi	18 4%	33 12%ab	31 17%Tab	60 20%Tabc	7 4%	19 6%	32 12%hi	32 18%Thi	58 20%Thj
In the last year	166	14 13%	42 8%	40 12%	26 15%	45 15%	15 8%	42 12%	39 14%	25 14%	45 15%
Used to use/ visit, but haven't in the last year	161	11 13%ah	47 6%	44 14%a	21 12%	37 12%	11 6%	46 14%h	43 16%h	21 12%	37 13%h
Never used/ visited	605	135 48%cekl	207 78%Tbcde	104 61%Tcde	73 39%e	85 41%e	138 78%Tjkl	206 60%Tjkl	112 42%l	71 40%l	77 27%
Prefer not to say	7	-	3 1%	1	1	3 1%	1	3 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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

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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 respondents
Vimeo

	Gender		Social Grade					Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	289	137	828	138	44	71	24	383	37	46	494	
In the last week	27	20	7	18	5	2	4	8	18	4	6	4	4	1	-	-	1	-	16	11	5	5	-	11	4	3	9	
	2%bhp	3%Tb	1%	5%Tdel	1%	1%	1%	8%	15%Thjk	2%ip	3%ppq	3%ppq	2%	2%	1%	-	-	1%	7%Tr	12%Tr	5%	6%Tr	3%	11%	4%	3%	9%	
In the last month	58	37	22	23	21	6	8	5	54	10	17	12	11	5	-	-	5	-	40	18	6	9	2	22	2	7	25	
	5%npqr	6%T	3%	7%se	6%	2%	3%	5%npqr	5%npqr	7%npqr	8%Thnpqr	6%npqr	5%npqr	3%sq	-	-	1%	-	4%	11%Tr	13%Tr	10%Tr	2	11%	4%	4%	12%TxA	4%
In the last year	89	64	25	30	33	13	13	3	85	11	19	24	17	8	5	-	14	5	69	15	2	8	4	28	7	3	49	
	7%bqpr	10%Tb	4%	9%	9%	5%	5%	4%	7%ppq	8%q	9%ppq	12%Tghmn	8%q	5%	4%	-	4%	5%	6%	9%	4%	9%	22%	5%	16%Tx	5%	8%	
Used to use/ visit, but haven't in the last year	119	72	47	37	42	20	19	9	110	27	21	32	13	10	8	-	18	8	91	26	14	9	4	43	6	9	59	
	9%bqpr	12%Tb	7%	11%	11%	8%	7%	10%apq	9%ppq	19%Thj	10%ppq	16%Thimn	6%	6%	6%q	-	5%	4%	8%	17%Tru	31%Trsu	10%	4	20%	8%	14%	14%	10%
Never used/ visited	958	423	535	234	268	219	232	63	895	89	151	129	177	150	126	73	349	199	863	87	18	56	8	408	21	41	468	
	76%acj	68%	83%Ta	68%	72%	84%Tcd	83%Tcd	71%	76%ijk	62%	70%	63%	80%ijk	86%Tghi	91%Tgh	100%Tgh	90%Tgh	94%Tgh	80%Tstu	55%t	41%	64%sat	44%	80%Tyz	52%	65%	76%y	
Prefer not to say	8	3	5	2	1	1	3	-	8	2	2	3	-	1	-	-	1	-	6	2	-	1	-	2	1	-	4	
	1%	-	1%	1%	-	-	1%	-	1%	1%	1%	2%	-	1%	-	-	-	-	1%	1%	-	1%	2%	-	3%ix	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 716
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Vimeo

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children in aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	27	8	6	4	18	2	9	15	1	10	6	4	5	2	1	4	7	5	9
	2% _{lo}	2%	4%	2%	2%	1%	1%	5% _{Tef}	3%	1%	3%	4%	4% _{sl}	2%	1%	1%	2%	5% _o	10% _{Top}
In the last month	59	13	7	6	42	15	28	14	2	36	15	5	8	11	3	16	23	11	6
	5% _o	4%	5%	3%	5%	5%	4%	5%	7%	4%	6%	5%	6%	10% _{TI}	6%	3%	6% _o	10% _{To}	6%
In the last year	89	24	14	9	58	26	39	22	1	63	22	8	14	10	2	31	39	13	4
	7% _o	7% _c	9%	4%	7%	9%	6%	8%	5%	7%	7%	7%	10%	9%	3%	5%	10% _{To}	12% _{or}	4%
Used to use/ visit, but haven't in the last year	119	28	15	18	88	25	64	27	3	82	28	10	9	10	6	41	47	15	12
	9% _o	8%	9%	9%	10%	9%	10%	9%	11%	9%	9%	8%	6%	10%	10%	7%	12% _{To}	13% _o	12%
Never used/ visited	958	280	120	172	655	205	527	208	18	675	220	87	97	71	45	503	263	66	65
	76% _{gmpq}	79% _b	74%	82% _{Tb}	76%	75%	79% _{Tg}	71%	69%	78% _{um}	73%	76%	71%	67%	78%	84% _{TPqr}	69%	60%	68%
Prefer not to say	8	-	-	-	5	-	2	4	1	1	6	1	4	3	1	5	1	-	-
	1% _{sl}	-	-	-	1%	-	2%	5%	1%	1%	2% _{TI}	1%	3% _{TI}	2% _{TI}	2% _{sl}	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 717
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Vimeo

	GEO Region												Urban/ Rural		Internet usage		Devices used to access internet				Working status									
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multipl e devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
In the last week	27	1	2	-	24	-	3	3	1	4	1	7	4	1	21	4	23	4	-	1	26	11	3	1	-	3	-	-	-	
	2%	1%	3%	-	2%	-	2%	3%	1%	4%	1%	4%	2%	1%	2%	2%	3%T	1%	-	1%	2%	2%	1%	-	-	9%Tatvx	-	-	-	
In the last month	58	6	1	2	49	3	3	3	5	2	3	15	11	4	48	5	48	10	1	1	55	28	17	2	1	2	1	-	3	
	5%cox	6%	2%	6%	5%	7%	2%	3%	4%	2%	3%	9%Tdf	6%	4%	5%	2%	6%To	2%	4%	2%	5%	6%xx	7%xx	4%	1%	6%xx	-	1%	8%	
In the last year	89	7	4	5	73	1	7	8	5	10	11	8	20	4	63	13	67	21	1	6	81	48	19	7	4	2	3	1	1	
	7%xx	7%	7%	12%	7%	2%	5%	5%	4%	12%	10%	5%	11%df	4%	7%	7%	9%To	4%	2%	11%	7%	10%Tx	8%xx	14%xx	4%	6%	5%	1%	2%	3%
Used to use/ visit, but haven't in the last year	119	16	5	5	93	5	12	10	8	5	12	22	13	7	92	21	99	21	1	1	116	52	24	7	2	10	8	2	6	
	9%cox	15%	8%	15%	9%	9%	10%	7%	5%	10%	13%	8%	6%	10%	11%	13%To	4%	4%	2%	10%T	11%xx	10%xx	13%vxx	2%	26%Tatvx	4%	4%	18%		
Never used/ visited	958	75	49	24	810	42	111	78	88	69	85	117	128	92	710	147	539	404	25	52	865	340	183	36	57	21	195	40	23	
	76%knsw	72%	81%	67%	77%k	82%	81%k	76%	82%k	77%	75%	68%	73%	85%Tadk	70%	78%	69%	67%Tn	88%	85%	75%	70%sw	74%sw	68%	90%Tatu	55%	95%Tstu	90%Tstu	69%	
Prefer not to say	8	-	-	-	8	-	-	3	1	1	1	2	1	-	4	-	5	2	1	-	3	3	2	-	-	-	-	1	1	
	1%r	-	-	-	1%	-	-	3%Td	1%	1%	1%	1%	-	-	-	-	1%	-	3%	-	-	1%	1%	-	-	-	-	3%xx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 718
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Vimeo

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,000 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	288	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	27	3	5	5	4	8	27	23	19	26	19	18	24	13	7	8	17	10	15	12
	2%sa	1%	2%	2%	2%	5%Tabc	2%	3%Tg	5%Tghj	3%T	5%Tghj	10%Tghij	16%Tghij	21%Tghij	14%Tghij	11%Tghij	7%Ts	1%	3%	2%
In the last month	58	10	12	9	5	15	58	49	35	48	31	22	35	12	9	11	21	36	30	28
	5%su	4%	4%	3%	3%	9%Tbcd	5%T	7%Tg	9%Tg	5%	8%Tgj	13%Tghij	19%Tghij	17%Tghij	15%Tghij	8%Ts	4%	7%Tu	4%	4%
In the last year	89	18	22	24	13	10	89	59	35	65	30	28	30	9	12	12	23	63	38	50
	7%j	8%	7%	8%	7%	8%Tj	8%Tj	9%	9%	8%	8%	16%Tghij	20%Tghij	14%Tgjk	22%Tghij	16%Tghij	9%	6%	8%	8%
Used to use/ visit, but haven't in the last year	119	20	29	25	23	18	118	84	46	99	42	17	15	7	6	10	34	85	59	61
	9%u	8%	9%	9%	13%	12%	10%T	12%Tg	12%	10%	11%	10%	10%	11%	12%	13%	14%Ts	9%	13%Tu	8%
Never used/ visited	958	182	251	226	126	102	858	473	251	791	238	88	47	22	16	33	150	796	312	646
	76%klmnoprt	78%se	78%se	78%se	74%	66%	74%hklmnop	68%lmnop	64%lmnop	77%ghiklmnop	65%lmnop	50%lmnop	31%	34%	32%	44%lmno	60%	80%Tr	68%	81%Tt
Prefer not to say	8	1	1	3	1	8	5	4	4	6	2	1	1	1	1	1	4	4	7	2
	1%ju	1%	1%	1%	1%	1%j	1%	1%	1%	1%	2%Tghj	1%	1%	1%	2%j	1%	2%	1%	1%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 719
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Vimeo

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (i)	2 VSPs (j)	3 VSPs (k)	4 VSPs (l)	5+ VSPs (m)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	27	-	-	2	2	23	-	-	2	3	22
	2%bi	-	-	1%	1%	8%Tabcd	-	-	1%	2%i	7%Thjk
In the last month	58	1	4	11	7	36	1	4	11	6	36
	5%abhi	1%	1%	4%b	4%	12%Tabcd	1%	1%	4%i	3%	12%Thjk
In the last year	89	9	17	19	5	39	9	17	19	4	39
	7%dk	5%	5%	7%	3%	13%Tabcd	5%	5%	7%	2%	14%Thjk
Used to use/ visit, but haven't in the last year	119	7	27	32	17	36	7	27	31	17	36
	9%ah	4%	8%	12%a	10%	12%a	4%	8%	12%h	10%	13%Th
Never used/ visited	958	157	293	201	145	163	161	294	205	144	154
	76%el	90%Tcde	86%Tce	76%e	81%e	54%	90%Tjkl	85%Tj	76%l	81%l	53%
Prefer not to say	8	-	2	1	3	3	1	2	1	2	3
	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 720
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Imgur

	Gender			Social Grade				Age										Ethnicity					Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	13-17 (i)	18+ (h)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65-74 (o)	75-84 (p)	85+ (q)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christan (w)	Muslim (x)	Other religion (y)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
In the last week	26	19	7	6	9	3	7	3	24	3	9	6	3	2	-	-	2	-	22	4	2	2	-	8	1	2	16
	2%bp	3%Tb	1%	2%	3%	1%	3%	3%pq	2%q	4%Thpq	3%pp	1%	1%	-	-	1%	-	2%	3%	5%	2%	-	2%	1%	3%	3%	16
In the last month	34	24	10	10	15	3	7	5	29	9	11	5	4	-	-	-	-	-	23	8	3	4	2	11	2	2	16
	3%bpr	4%Tb	2%	3%	4%	1%	2%	6%mpq	2%q	6%Thmn	5%Thmp	2%p	2%p	-	-	-	-	-	2%	5%Tr	7%r	4%	9%	2%	6%	3%	3%
In the last year	31	22	9	12	8	6	4	5	26	4	9	9	1	2	-	-	2	-	23	8	2	5	5	10	4	1	16
	2%bpq	4%Tb	1%	4%	2%	2%	1%	6%Thmn	2%q	3%	4%hnpq	5%hnpq	1%	1%	-	-	1%	-	2%	5%	5%	6%	1%	2%	10%TxA	1%	3%
Used to use/ visit, but haven't in the last year	42	28	15	14	20	2	6	4	39	10	16	8	4	1	-	-	1	-	34	8	4	2	2	18	1	2	21
	3%empq	4%T	2%	4%e	5%Te	1%	2%	4%npq	3%mpq	7%Thmn	8%Thmn	4%npq	2%	1%	-	-	*	-	3%	5%	9%Tr	2%	8%	4%	2%	3%	3%
Never used/ visited	1120	523	597	297	318	245	255	73	1048	116	168	174	209	169	138	73	380	211	981	128	32	73	15	465	32	56	544
	89%adgi	85%	93%Ta	87%	86%	94%Tcd	91%	82%	90%gj	81%	78%	85%	95%Tghi	97%Tgh	100%Tgh	100%Tgh	98%Tgh	100%Tgh	90%Tst	81%	73%	84%	80%	91%y	77%	89%	89%y
Prefer not to say	5	2	3	3	1	-	-	-	5	2	1	1	-	1	-	-	1	-	3	2	-	1	-	1	2	-	2
	r	*	*	1%	*	-	-	-	*	1%	1%	1%	-	1%	-	-	*	-	*	1%	-	2%	2%	*	4%TxA	-	*

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

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Table 7/21
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Imgur

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	258	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	26	6	3	5	19	6	14	7	-	19	5	3	2	1	1	8	11	4	3
	2%	2%	2%	2%	2%	2%	2%	2%	-	2%	2%	2%	1%	1%	1%	1%	3%	4%	3%
In the last month	34	9	7	3	22	6	13	14	1	18	10	3	5	5	1	11	9	7	6
	3%	3%	4%	1%	3%	2%	2%	5%Tl	4%	2%	3%	3%	4%	5%	1%	2%	2%	6%To	7%Top
In the last year	31	6	3	3	22	6	16	9	1	18	7	4	4	1	1	9	7	7	5
	2%o	2%	2%	1%	2%	2%	3%	2%	2%	2%	4%	3%	1%	1%	1%	2%	6%Top	5%o	
Used to use/visit, but haven't in the last year	42	12	8	6	29	8	23	10	1	30	9	4	5	2	*	13	19	5	5
	3%	4%	5%	3%	3%	3%	4%	4%	3%	3%	4%	4%	2%	*	2%	5%o	5%	5%	
Never used/visited	1120	319	141	192	773	246	602	250	23	780	268	100	119	94	55	558	334	86	77
	89%qr	90%	87%	92%	89%	90%	90%	86%	85%	90%	89%	87%	87%	88%	94%	93%Tpqr	88%q	78%	80%
Prefer not to say	5	*	-	*	3	-	2	2	1	1	3	*	1	2	1	2	1	1	-
	1	*	-	*	*	-	1%	1%	5%	*	1%	*	1%	2%Tl	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 722
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Imgur

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)						
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39						
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**						
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29						
In the last week	26	5	1	1	19	-	*	*	2	3	2	4	7	1	21	3	25	1	-	1	25	11	4	1	2	2	1	*	1						
	2%o	5%f	2%	4%	2%	-	*	*	1%	3%	2%	2%	4%cd	1%	2%	1%	3%To	-	-	1%	2%	2%	3%	4%	6%lx	*	1%	4%							
In the last month	34	3	3	1	27	1	5	5	2	1	2	7	2	1	28	4	28	6	*	1	32	17	5	3	-	2	-	1	*						
	3%	3%	5%	3%	3%	2%	4%	5%	2%	2%	2%	4%	1%	1%	3%	2%	4%T	1%	1%	3%	4%lx	2%	6%lx	-	6%lx	-	2%	1%							
In the last year	31	1	2	1	27	1	3	4	4	2	2	6	4	2	21	8	26	4	1	1	28	13	7	4	1	1	-	-	1						
	2%o	1%	3%	3%	3%	2%	2%	3%	4%	4%	2%	1%	3%	4%	2%	4%	3%To	1%	3%	2%	4%	3%	3%lx	8%Tx	1%	3%lx	-	-	1%						
Used to use/ visit, but haven't in the last year	42	5	1	2	35	1	4	2	2	6	3	8	4	4	32	7	40	3	-	*	42	24	7	-	4	2	-	1	1						
	3%ox	5%	1%	5%	3%	2%	3%	2%	2%	7%	3%	5%	2%	3%	3%	4%	5%To	1%	-	*	4%	5%Tx	3%lx	-	4	5%lx	-	2%	2%						
Never used/ visited	1120	90	54	31	945	49	126	90	96	76	103	150	157	98	831	168	657	448	27	58	1016	414	225	44	56	30	205	41	31						
	89%ns	80%	90%	85%	89%	94%	92%	89%	89%	84%	92%	87%	89%	90%	89%	89%	84%	97%Tn	93%	96%	89%	86%	91%w	83%	89%	79%	100%Tstu	93%	92%						
Prefer not to say	5	-	-	-	5	-	*	1	2	-	-	1	1	-	4	-	4	-	1	-	2	3	*	-	*	-	1	-	-						
	r	-	-	-	*	-	*	1%	2%	-	-	1%	*	-	4	-	1%	-	3%	-	1%	1%	*	-	1%	-	3%Tx	-	-						

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/23
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Imgur

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000+ (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	26 2%	7 3%	6 2%	5 2%	3 2%	5 3%	26 2%	20 3%T	12 3%	19 2%	11 3%	16 9%Tghj k	13 9%Tghj k	5 7%Tghj k	3 6%Tghj k	7 9%Tghj k	8 3%	18 2%	14 3%	12 2%
In the last month	34 3%	7 3%	7 2%	8 3%	3 2%	7 4%	34 3%	29 4%Tg	20 5%Tg	27 3%	23 6%Tghj k	18 10%Tghj k	17 11%Tghj k	12 18%Tghj k	9 18%Tghj k	8 11%Tghj k	12 5%Ts	22 2%	16 4%	18 2%
In the last year	31 2%au	5 2%	7 2%	8 3%	6 4%	3 2%	31 3%	20 3%	15 4%T	28 3%	13 4%	17 10%Tghj k	16 10%Tghj k	7 11%Tghj k	7 14%Tghj kp	5 7%Tghj k	12 5%Ts	18 2%	19 4%Tu	12 1%
Used to use/ visit, but haven't in the last year	42 3%u	12 5%	8 3%	10 3%	4 2%	7 4%	42 4%	31 4%T	23 6%Tg	33 3%	20 5%Tg	17 10%Tghj k	14 9%Tghj k	6 10%Tghj k	4 7%Tg	6 8%Tghj k	13 5%	30 3%	26 3%	17 2%
Never used/ visited	1120 89%ghik lmnoprt	202 86%	291 91%	260 89%	155 91%	132 86%	1020 88%hkl mnop	569 85%klm nop	318 82%lmno p	921 89%ghik lmnop	295 81%lmno p	106 60%	91 60%	33 52%	27 52%	48 63%no	202 81%	904 91%Tr	381 83%	739 93%Tt
Prefer not to say	5 u	*	1 *	1 *	* 1%	1 1%	5 *	2 1%	2 1%	4 *	3 1%h	2 1%h	1 *	1 1%	1 2%Tghj	1 1%h	2 1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/24
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Imgur

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	26	1	3	5	3	14	1	3	5	4	13
	2%	1%	1%	2%	2%	5%Tab	1%	1%	2%	2%	5%Th
In the last month	34	1	2	7	3	20	1	2	7	3	20
	3%bi	1%	1%	3%	2%	7%Tabcd	1%	1%	3%	2%	7%Thijk
In the last year	31	2	1	6	3	18	2	1	7	3	18
	2%bi	1%	*	2%b	2%	6%Tabcd	1%	*	3%j	2%	6%Thak
Used to use/ visit, but haven't in the last year	42	2	6	6	7	21	2	6	7	21	
	3%	1%	2%	2%	4%	7%Tabc	1%	2%	2%	4%	7%Thij
Never used/ visited	1120	167	327	240	162	224	171	330	245	159	215
	89%el	96%Te	96%Tode	91%e	90%e	75%	96%Tkl	96%Tjl	91%k	90%k	74%
Prefer not to say	5	-	2	-	1	2	-	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 725
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
DailyMotion

	Gender			Social Grade							Age										Ethnicity					Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)			
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610			
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613			
Effective base	976	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494			
In the last week	34	24	10	9	9	7	9	6	28	8	5	11	4	-	-	-	-	-	21	12	6	5	2	13	4	1	15			
	3%bpcr	4%Tb	2%	3%	2%	3%	3%	7%Thlmm	23%p	5%hmnop	2%sp	6%Thlmm	2%sp	-	-	-	-	-	2%	8%Tr	14%Tr	5%	9%	3%	10%TA	1%	2%			
In the last month	61	42	19	16	26	6	13	5	6%mnopq	56	5	23	15	9	2	1	3	1	43	19	3	15	1	17	7	7	30			
	5%bmnopq	7%Tb	3%	5%	7%Te	2%	5%	6%mnopq	5%mnopq	4%p	11%Thlmm	7%mnopq	4%spq	1%	1%	-	1%	4%	12%Tr	3	6%	17%Tr	1	3%	17%TA	11%k	5%			
In the last year	76	53	23	27	22	16	10	6	7%unpq	69	18	18	15	10	8	1	9	1	55	15	3	8	3	24	5	3	40			
	6%bnpqr	9%Tb	4%	8%f	6%	6%	4%	7%unpq	6%unpq	13%Thlmm	8%unpq	7%unpq	5%q	4%pq	1%	-	2%q	1%	5%	10%r	8%	9%	18%	5%	13%k	5%	6%			
Used to use/ visit, but haven't in the last year	91	61	31	27	30	16	18	4	88	15	27	25	9	9	3	-	12	3	67	23	7	13	2	34	5	8	43			
	7%bnpqr	10%Tb	5%	8%	8%	6%	6%	4%	7%unpq	10%hnp	13%Tghl	12%Tghlmm	4%	9%	2%	-	3%	1%	6%	15%Tr	15%r	9%	7%	12%	13%	7%	7%			
Never used/ visited	991	435	556	280	282	215	229	67	924	96	141	137	189	155	133	73	362	206	895	87	25	46	11	425	18	44	483			
	79%ajk	70%	87%Ta	76%	76%	83%	82%	75%	79%ujk	67%	65%	67%	85%Tghl	89%Tghl	96%Tghl	100%Tghl	94%Tghl	97%Tghl	82%Tstu	55%	57%	53%	58%	83%Tyz	45%	70%ky	79%y			
Prefer not to say	5	3	2	3	1	-	-	1	5	1	1	1	-	1	-	-	-	-	3	1	-	1	-	1	1	-	2			
	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	-	-	-	-	1%	1%	-	1%	-	1%	3%TA	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 726
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
DailyMotion

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	34	10	8	7	24	6	13	14	2	14	14	8	7	2	4	13	9	4	5
	3% <i>a</i>	3% <i>a</i>	5% <i>a</i>	3% <i>a</i>	3% <i>a</i>	2% <i>a</i>	2% <i>a</i>	5% <i>Ti</i>	7% <i>a</i>	2% <i>a</i>	5% <i>Ti</i>	7% <i>Ti</i>	5% <i>a</i>	2% <i>a</i>	6% <i>a</i>	2% <i>a</i>	2% <i>a</i>	4% <i>a</i>	5% <i>a</i>
In the last month	61	18	9	11	43	13	30	10	2	39	18	6	7	10	2	21	26	8	5
	5% <i>a</i>	5% <i>a</i>	6% <i>a</i>	5% <i>a</i>	5% <i>a</i>	4% <i>a</i>	6% <i>a</i>	4% <i>a</i>	6% <i>a</i>	4% <i>a</i>	5% <i>a</i>	5% <i>a</i>	10% <i>Ti</i>	4% <i>a</i>	3% <i>a</i>	7% <i>so</i>	8% <i>a</i>	5% <i>a</i>	
In the last year	76	16	10	9	55	16	34	25	1	48	21	7	15	8	2	29	27	10	6
	6% <i>a</i>	5% <i>a</i>	6% <i>a</i>	4% <i>a</i>	6% <i>a</i>	5% <i>a</i>	9% <i>a</i>	5% <i>a</i>	6% <i>a</i>	7% <i>a</i>	6% <i>a</i>	11% <i>Tj</i>	8% <i>a</i>	4% <i>a</i>	5% <i>a</i>	7% <i>a</i>	9% <i>a</i>	6% <i>a</i>	
Used to use/visit, but haven't in the last year	91	22	10	12	66	14	56	18	3	69	18	8	6	8	2	27	45	11	7
	7% <i>so</i>	6% <i>a</i>	6% <i>a</i>	6% <i>a</i>	8% <i>a</i>	5% <i>a</i>	8% <i>a</i>	6% <i>a</i>	12% <i>a</i>	8% <i>a</i>	6% <i>a</i>	7% <i>a</i>	4% <i>a</i>	7% <i>a</i>	4% <i>a</i>	5% <i>a</i>	12% <i>To</i>	10% <i>so</i>	7% <i>a</i>
Never used/visited	991	288	125	170	676	225	533	216	18	696	228	87	100	76	47	509	274	76	73
	79% <i>spq</i>	82% <i>a</i>	77% <i>a</i>	81% <i>a</i>	78% <i>a</i>	83% <i>g</i>	80% <i>a</i>	74% <i>a</i>	66% <i>a</i>	80% <i>m</i>	76% <i>a</i>	76% <i>a</i>	73% <i>a</i>	71% <i>a</i>	80% <i>a</i>	85% <i>Tpqr</i>	72% <i>a</i>	69% <i>a</i>	76% <i>a</i>
Prefer not to say	5	-	-	-	3	-	3	1	1	1	3	-	2	2	1	2	1	-	-
	1	-	-	-	1	-	1	1	5% <i>a</i>	1	1%	-	1% <i>a</i>	2% <i>Ti</i>	2% <i>a</i>	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 727
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
DailyMotion

	GO Region													Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
In the last week	34	3	2	-	28	*	3	1	3	5	1	11	3	2	30	*	28	6	1	*	33	15	8	1	1	1	-	2	-
	3%B	3%	4%	-	3%	*	2%	1%	3%	6%	1%	6%Tdj	2%	1%	3%B	*	4%T	1%	2%	*	3%	3%kx	3%kx	1%	1%	4%kx	-	5%kx	-
In the last month	61	5	3	3	51	3	3	4	3	7	5	14	8	4	47	9	49	12	*	1	58	35	10	4	2	2	1	1	*
	5%cox	5%	5%	8%	5%	6%	2%	4%	3%	7%	5%	8%fd	5%	3%	5%	5%	6%To	3%	2%	5%	7%Tx	4%kx	7%kx	3%	7%kx	*	3%	7%kx	1%
In the last year	76	10	6	4	56	4	5	4	8	7	5	9	8	6	58	11	59	17	1	5	68	34	19	5	1	5	3	-	3
	6%dx	9%	10%	12%	5%	8%	4%	4%	7%	8%	4%	5%	4%	6%	6%	6%	8%To	4%	4%	9%	8%	7%kx	8%kx	10%kx	1%	5	3	-	8%
Used to use/ visit, but haven't in the last year	91	6	2	3	80	4	10	8	7	6	7	17	16	3	70	10	70	21	1	3	87	43	13	7	6	5	5	2	7
	7%kx	6%	3%	9%	8%	8%	7%	8%	7%	6%	7%	10%	9%	3%	7%	5%	9%To	5%	4%	5%	8%	9%kx	5%	13%kx	10%kx	13%kx	2%	4%	20%
Never used/ visited	991	80	48	28	838	40	116	84	85	66	94	119	140	94	729	157	570	408	24	51	897	353	198	36	53	25	198	38	24
	79%knsw	77%	77%	72%	79%kx	78%	85%kx	82%kx	79%	73%	84%kx	69%	80%	88%kx	78%	83%	73%	68%Tn	86%	84%	78%	73%	80%w	68%	84%w	64%	96%Tstu	85%w	69%
Prefer not to say	5	-	1	-	5	-	-	1	1	-	-	2	1	-	3	1	4	-	1	-	2	2	-	-	-	-	1	1	1
	r	-	1%	-	*	-	-	1%	1%	-	-	1%	*	-	*	-	1%	-	3%	-	*	-	-	-	-	-	-	3%Tx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 728
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
DailyMotion

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000+ (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitter (l)	Vimeo (m)	Fruita b (n)	B&cut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all aware (u)		
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
In the last week	34	7	10	5	3	6	34	26	26	31	20	22	18	13	9	10	15	19	21	14	
	3%eu	3%	3%	2%	2%	4%	3%	4%T	7%Tghj	3%	5%Tghj	12%Tghj	12%Tghj	21%Tghj	19%Tghj	14%Tghj	6%Ts	2%	4%Tu	2%	
In the last month	61	10	15	17	8	8	61	45	30	52	32	25	31	12	11	14	26	35	36	26	
	5%su	4%	5%	6%	5%	5%	5%T	6%Tj	8%Tg	5%	6%Tghj	14%Tghj	21%Tghj	19%Tghj	21%Tghj	19%Tghj	10%Ts	4%	8%Tu	3%	
In the last year	76	11	17	15	14	11	76	53	33	58	30	27	24	9	10	10	18	56	38	38	
	6%u	5%	5%	5%	8%	7%	7%Tj	8%Tj	9%Tg	6%	8%j	15%Tghj	16%Tghj	15%Tghj	20%Tghj	13%Tghj	7%	6%	8%Tu	5%	
Used to use/ visit, but haven't in the last year	91	20	24	23	12	8	91	69	35	77	35	20	19	6	5	10	20	71	47	44	
	7%u	8%	7%	8%	7%	5%	8%T	10%Tg	9%	7%	10%T	11%Tg	13%Tg	9%	9%	13%Tg	8%	7%	10%Tu	6%	
Never used/ visited	991	186	253	229	134	120	890	497	263	811	245	81	245	59	23	15	31	168	809	314	677
	79%ghik	79%	79%	79%	78%	78%	77%hkd	72%klm	67%lmnop	79%ghik	67%lmnop	46%lmno	39%so	36%	31%	41%so	67%	81%Tr	68%	65%Tt	
Prefer not to say	5	.	1	1	.	1	5	2	2	4	3	2	1	4	5	1	
	u	1%	.	.	.	1%sh	1%	1%	.	1%Tu	.	.	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 7/29
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
DailyMotion

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	34	1	3	4	1	26	1	3	4	1	26
	3%bi	.	1%	1%	1%	9%Tabcd	.	1%	1%	1%	9%Thjk
In the last month	61	2	7	7	13	33	2	7	9	13	30
	5%abhi	1%	2%	3%	7%ab	11%Tabc	1%	2%	3%	7%hi	11%Thj
In the last year	76	8	12	13	8	35	8	12	13	8	34
	6%	4%	4%	5%	4%	12%Tabcd	4%	4%	5%	5%	12%Thjk
Used to use/ visit, but haven't in the last year	91	6	13	22	17	33	6	13	23	16	33
	7%bi	4%	4%	8%b	10%b	11%Tab	3%	4%	9%j	9%j	11%Th
Never used/ visited	991	157	305	218	140	172	161	307	220	138	164
	79%el	91%Tde	89%Tde	82%e	78%e	57%	90%Tjd	89%Tjd	81%j	78%j	57%
Prefer not to say	5	.	2	1	1	2	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 730
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Reddit

	Gender			Social Grade						Age										Ethnicity					Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)		
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610		
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613		
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494		
In the last week	141	107	33	46	54	13	27	14	127	30	54	23	15	3	1	-	4	1	108	29	11	11	5	46	5	7	85		
	11%bmn	17%Tb	5%	13%e	15%Te	5%	10%	16%lmo	11%unop	21%Thkl	25%Thkl	11%mnopq	7%mpq	2%	1%	-	1%	10%	19%Tr	25%Tr	13%	24%	9%	12%	11%	14%Tx			
In the last month	110	59	50	39	32	15	23	8	102	23	29	33	10	5	2	-	7	2	85	23	9	9	5	38	4	7	54		
	9%lmp	10%	8%	12%e	9%	6%	8%	9%unopq	9%lmp	16%Thlm	13%Thlm	5%	3%	2%	-	2%	2	8%	15%Tr	20%Tr	11%	25%	11%	7%	11%	11%			
In the last year	80	52	28	17	26	15	15	6	74	10	19	19	15	11	1	-	11	1	67	13	5	3	4	23	3	1	52		
	6%bnpq	8%Tb	4%	5%	7%	8%	5%	7%lnq	6%lnpq	7%lnpq	9%lnpq	9%lnpq	7%lnq	6%lnpq	1%	-	3%lnq	6%	9%u	12%	3%	22%	4%	8%	2%	8%Tx			
Used to use/ visit, but haven't in the last year	72	40	32	23	22	10	17	5	66	15	14	11	17	4	5	-	9	5	56	15	4	11	-	22	3	10	35		
	6%p	6%	5%	7%	6%	4%	6%	6%	6%p	11%Thmno	7%p	5%	8%mpq	2%	4%	-	2%	2%	5%	11%Tr	9%	13%Tr	-	4%	8%	16%Tx			
Never used/ visited	853	358	495	215	236	201	198	56	797	64	97	118	164	151	130	73	353	203	767	76	15	52	6	390	24	37	387		
	68%laj	58%	77%Ta	63%	64%	77%Tcd	71%	63%ij	68%jk	45%	45%	58%j	74%jkl	86%Tghi	94%Tgh	100%Tgh	91%Tgh	96%Tgh	71%Tstu	48%st	34%	59%st	29%	76%TyzA	58%	59%	63%		
Prefer not to say	4	2	2	2	1	-	-	-	4	1	1	1	-	1	-	-	-	-	2	1	-	1	-	1	1	-	2		
	-	-	-	1%	-	-	-	-	-	1%	1%	1%	-	1%	-	-	-	-	1%	1%	-	1%	-	-	3%Tx	-	-		

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

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Table 731
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Reddit

	Impacting/ limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondarily school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	141	38	26	24	97	29	66	39	6	94	33	14	18	12	4	48	54	20	17
	11% _{so}	11%	16% _{sa}	11%	11%	11%	10%	13%	22%	11%	11%	12%	13%	12%	6%	8%	14% _{To}	19% _{To}	18% _{To}
In the last month	116	34	21	12	73	17	53	37	3	68	33	13	21	12	3	42	36	16	11
	9%	10% _c	13% _c	6%	8%	6%	8%	13% _{Tef}	10%	8%	11%	11%	12%	6%	7%	9%	14% _{so}	14% _{so}	12%
In the last year	80	20	13	7	55	14	47	18	1	56	17	7	11	9	1	29	35	7	5
	6%	6% _c	8% _c	3%	6%	5%	7%	6%	5%	6%	6%	8%	8%	3%	5%	9% _{To}	9% _{To}	6%	6%
Used to use/ visit, but haven't in the last year	72	19	12	9	50	19	37	16	1	52	14	5	3	4	4	32	28	6	5
	6%	5%	7%	4%	6%	7%	5%	5%	2%	6%	5%	4%	2%	4%	7%	5%	7%	5%	5%
Never used/ visited	853	241	90	157	589	192	465	180	15	596	201	76	82	67	45	448	227	61	57
	68% _{bbpq}	68% _b	56%	75% _{Tab}	68% _b	71% _q	70% _g	62%	56%	69%	67% _u	67%	60%	63%	77% _u	75% _{Tpqr}	60%	56%	59%
Prefer not to say	4	-	-	-	2	-	2	1	1	1	3	-	2	2	1	2	1	-	-
	1%	-	-	-	-	-	-	-	5%	-	1% _u	-	1% _u	2% _{Tl}	2% _u	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 732
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Reddit

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)						
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39						
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**						
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29						
In the last week	141	17	5	4	115	5	11	12	14	18	13	16	19	8	112	17	123	18	1	1	138	75	23	5	6	8	4	3	3						
	11% ^{cox}	16%	9%	10%	11%	9%	8%	11%	13%	20% ^{Tdk}	12%	10%	11%	7%	12%	9%	16% ^{To}	4%	2%	2%	12% ^T	16% ^{Ttx}	9% ^x	10% ^x	9% ^x	21% ^{tx}	2%	6%	8%						
In the last month	110	11	9	8	82	6	13	5	9	7	6	16	16	5	88	13	97	21	1	2	105	56	22	4	4	7	3	1	4						
	9% ^{sdox}	11%	14% ^m	22%	8%	11%	9%	5%	8%	8%	6%	9%	9%	4%	9%	7%	11% ^{To}	4%	5%	3%	9%	12% ^{Tx}	9% ^x	8% ^x	7% ^x	19% ^{Txy}	3%	3%	11%						
In the last year	80	4	1	1	74	1	11	5	6	10	5	11	18	7	53	17	57	22	2	1	74	40	12	11	6	4	*	-	2						
	6% ^x	4%	2%	3%	7%	2%	8%	5%	5%	11%	5%	6%	10%	6%	6%	9%	7% ^T	5%	6%	2%	6%	8% ^x	5% ^x	20% ^{Tatby}	9% ^x	11% ^{xy}	*	-	5%						
Used to use/ visit, but haven't in the last year	72	3	3	2	64	2	11	8	*	5	8	15	11	5	55	12	51	21	1	*	70	27	20	2	5	4	6	2	1						
	6% ^h	3%	5%	4%	8% ^h	3%	8% ^h	8% ^h	*	6%	7% ^h	9% ^h	8% ^h	5%	6%	8%	7% ^T	4%	4%	*	6%	6%	8%	3%	8%	10%	3%	4%	4%						
Never used/ visited	853	70	42	22	718	38	91	71	78	51	80	112	112	85	626	130	460	381	23	56	756	282	171	31	42	15	193	38	24						
	68% ^{snrs}	67%	70%	61%	68% ^{si}	74%	67%	69%	72% ^{si}	56%	71%	66%	64%	78% ^{Tdik}	67%	69%	59%	82% ^{Tn}	80%	92% ^{Tr}	66%	59% ^w	69% ^{sw}	58%	67% ^w	40%	94% ^{Tstu}	85% ^{Tstu}	70%						
Prefer not to say	4	-	-	-	4	-	-	1	1	-	-	2	1	-	3	-	3	-	1	-	2	2	-	-	-	-	-	1	1						
	Tr	-	-	-	*	-	-	1%	1%	-	-	1%	*	-	*	-	*	-	3%	-	*	*	-	-	-	-	-	3% ^{Ttx}	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 733
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Reddit

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fuilita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	288	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	141	30	33	27	19	30	141	106	64	116	65	44	19	13	27	50	90	67	74	9%
	11%su	13%	10%	9%	11%	20%Tbc	12%T	15%Tg	16%Tg	11%	18%Tg	36%Tghijmno	29%Tghij	30%Tghij	26%Tghij	36%Tghijmno	20%Ts	9%	15%Tu	9%
In the last month	110	16	32	18	16	15	110	81	96	48	37	31	16	9	17	43	65	63	46	6%
	9%su	7%	10%	6%	9%	10%	9%T	12%Tg	14%Tghj	9%	13%Tg	21%Tghij	25%Tghij	17%Tg	22%Tghij	17%Ts	7%	14%Tu	6%	
In the last year	80	10	16	21	12	11	79	50	31	61	28	15	15	7	11	9	25	54	43	37
	6%su	4%	5%	7%	7%	7%	7%T	7%	8%	6%	8%	9%	10%T	10%	21%Tghijkmnop	12%Tghij	10%Ts	5%	9%Tu	5%
Used to use/ visit, but haven't in the last year	72	15	14	20	10	10	70	55	29	59	28	16	13	6	5	3	20	52	30	42
	6%	7%	4%	7%	6%	7%	6%	8%Tgjp	8%	6%	8%sp	9%Tgjp	9%Tp	9%sp	9%sp	4%	8%	5%	6%	5%
Never used/ visited	853	163	224	204	114	87	754	399	211	697	193	44	47	17	14	20	110	730	253	600
	68%leght	70%e	70%e	70%e	67%	56%	65%hklmnop	58%klmnop	54%lmnop	68%ghklmnop	53%lmnop	44	47	17	14	20	44%	73%Tr	55%	75%Tt
Prefer not to say	4	-	1	1	-	1	4	1	1	3	2	1	-	-	-	-	1	3	4	1
	u	-	-	-	-	1%	-	-	-	1%sh	-	-	-	-	-	-	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/34
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Reddit

Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
	1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (f)	2 VSPs (g)	3 VSPs (h)	4 VSPs (i)	5+ VSPs (j)
Unweighted base	127	281	229	176	446	132	285	235	176	431
Weighted base	174	342	264	180	300	178	345	270	177	289
Effective base	108	240	197	150	317	112	242	201	149	305
In the last week	8 11%abhi	18 5%	27 10%	22 12%ab	65 22%Tabcd	8 4%	18 5%	28 10%j	22 12%hi	65 22%Thjk
In the last month	4 9%abhi	14 4%	19 7%	17 9%ab	56 19%Tabcd	4 2%	14 4%	22 8%h	15 9%h	55 19%Thjk
In the last year	4 6%	23 7%	17 7%	6 4%	29 10%Tad	4 2%	24 7%	17 6%	8 5%	27 9%Th
Used to use/ visit, but haven't in the last year	4 6%bi	9 3%	23 9%Tab	11 6%	24 8%Tab	4 2%	10 3%	23 8%hi	11 6%	24 8%Th
Never used/ visited	153 68%el	275 88%Tcde	177 67%e	123 69%e	125 42%	157 88%Tjk	277 80%Tjk	180 67%j	121 68%j	118 41%
Prefer not to say	4	-	2 1%	1	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 735
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Mixer

	Gender		Social Grade				Age										Ethnicity					Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	13-17 (i)	18+ (h)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65-74 (o)	75-84 (p)	85+ (q)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
In the last week	8	7	-	4	2	2	1	2	6	1	2	2	1	-	-	-	-	-	5	3	1	1	-	5	2	-	1	
	1%bA	1%Tb	-	1%	*	1%	*	2%Thmpq	*	1%	1%	1%	*	-	-	-	-	-	*	2%	3%r	1%	1%	1%	4%TA	-	*	
In the last month	15	10	5	5	6	1	2	3	12	4	3	3	1	-	-	-	-	-	5	9	4	4	1	7	4	1	1	
	1%A	2%	1%	2%	2%	1%	1%	3%mpq	1%	3%pq	1%	2%p	1%	-	-	-	-	-	*	6%Tr	9%Tr	5%Tr	6%	1%A	9%TA	2%	*	
In the last year	9	7	3	5	1	2	1	4	6	1	3	2	-	-	-	-	-	-	6	3	*	2	-	6	2	-	2	
	1%h	1%	*	1%	*	1%	*	4%Thlm	*	*	1%p	1%	-	-	-	-	-	-	1%	2%	1%	3%r	-	1%	4%TA	-	*	
Used to use/ visit, but haven't in the last year	29	23	6	8	10	4	6	9	20	7	5	6	2	*	-	-	*	-	2%	5	4	1	1	18	1	1	9	
	2%bhp	4%Tb	1%	2%	3%	2%	2%	10%Thjklmnpq	2%p	5%Thlmn	2%p	6	3%pq	2	1%	*	-	*	-	2%	3%u	4	9%Tsu	1%	4%	4%A	1	1%
Never used/ visited	1192	569	623	316	350	251	269	70	1121	129	200	190	217	174	139	73	385	212	1041	136	35	78	16	476	32	60	597	
	95%agis	92%	97%Ta	93%	94%	96%	96%	79%	96%Tgij	90%g	93%g	93%g	98%Tgij	99%Tgh	100%Tgh	100%gij	100%Tgh	100%Tgh	96%Tsu	86%	79%	89%	86%	53%ky	78%	97%y	97%Ty	
Prefer not to say	6	3	3	3	1	-	*	1	6	1	2	1	-	1	-	-	1	-	4	2	-	1	1	1	1	*	3	
	1%	1%	*	1%	*	-	*	1%	*	1%	1%	1%	-	1%	-	-	*	-	*	1%	-	1%	3%	1	3%Tx	*	*	

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 736
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Mixer

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	258	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	8	*	-	-	6	1	3	4	-	2	3	1	2	1	2	3	1	2	2
	1%§	*	-	-	1%	*	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%To
In the last month	15	2	1	2	12	*	6	7	1	11	4	6	2	4	4	5	3	2	2
	1%§	1%	*	1%	1%	*	1%	3%Te	5%	4%Ti	3%§	4%Ti	2%§	6%Ti	1%	1%	3%so	2%	
In the last year	9	3	1	1	6	*	5	4	*	2	3	2	2	1	*	1	4	*	4
	1%§	1%	1%	1%	1%	*	1%	1%	2%	1%	2%§	1%	1%	1%	*	1%	*	4%Top	
Used to use/visit, but haven't in the last year	29	8	6	6	20	4	8	17	*	13	8	2	4	4	1	12	7	2	9
	2%§	2%	4%	3%	2%	1%	1%	6%Te	1%	1%	2%	1%	3%	4%	2%	2%	2%	2%	9%Topq
Never used/visited	1192	340	155	200	819	286	645	258	23	847	274	106	122	96	51	580	362	103	79
	95%§r	96%	96%	96%	94%	98%Tg	96%Tg	88%	87%	98%Tj	91%	92%	89%	90%	88%	97%Tr	95%r	94%r	82%
Prefer not to say	6	-	-	-	4	1	3	2	1	1	3	*	2	2	1	2	1	*	-
	1%§	-	-	-	*	*	1%	5%	*	1%	*	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 737
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Mixer

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)						
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39						
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**						
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29						
In the last week	8	*	-	-	7	*	1	1	1	*	-	3	1	-	6	*	8	-	-	-	7	5	*	-	*	-	-	-	-						
1%	*	-	-	-	1%	*	1%	1%	1%	*	-	2%	*	-	1%	*	1%T	-	-	-	1%	1%	*	-	1%	-	-	-	-						
In the last month	15	2	*	2	11	*	1	*	3	2	*	3	1	1	14	-	12	3	*	*	13	8	3	-	*	-	*	-	*						
1%	1%	1%	5%	1%	1%	1%	1%	1%	3%	2%	1%	2%	1%	1%	1%	-	2%T	1%	2%	1%	2%	1%	-	-	1%	-	1%	1%	1%						
In the last year	9	1	-	-	8	*	1	*	2	2	-	2	1	-	7	2	8	*	1	*	7	5	*	-	*	-	-	-	-						
1%	1%	-	-	1%	1%	1%	*	2%	2%	-	1%	1%	-	-	1%	1%	1%T	*	2%	-	1%	1%	-	-	1%	-	-	-	-						
Used to use/ visit, but haven't in the last year	29	2	2	2	23	-	1	-	2	6	3	6	4	2	21	5	26	3	-	*	29	12	5	1	1	-	-	-	2						
2%o	2%	4%	5%	2%	-	1%	-	2%	6%Tdlg	2%	3%	2%	2%	1%	2%	3%	3%To	1%	-	*	3%	2%	2%	1%	1%	-	-	-	5%						
Never used/ visited	1192	99	57	33	1002	51	133	99	99	81	109	155	169	106	885	181	721	456	26	60	1085	451	239	52	62	37	206	43	31						
95%kn	95%	95%	90%	95%k	98%	97%	97%	92%	90%	97%k	91%	90%	90%	97%l	94%	96%	92%	99%Tn	93%	99%	95%	94%	96%	99%	97%	97%	100%Tstw	97%	91%						
Prefer not to say	6	-	1	-	6	-	1	1	1	-	-	2	1	-	4	1	5	-	1	-	4	2	*	-	-	-	1	1	1						
1%r	-	1%	-	1%	-	-	1%	1%	1%	-	-	1%	*	-	*	-	1%	-	3%	-	1%	1%	*	-	-	-	3%tx	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 738
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Mixer

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruitables (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	8 1%	1 1%	3 1%	1 *	1 *	2 1%	7 1%	7 1%	7 2%Tghj	8 1%	7 2%Tghj	7 4%Tghj	8 5%Tghj	6 9%Tghj	3 6%Tghj	3 4%Tghj	4 2%ks	4 *	6 1%	2 *
In the last month	15 1%su	2 1%	4 1%	2 1%	* *	5 3%Td	15 1%	14 2%Tg	11 3%Tgj	14 1%	13 4%Tghj	11 6%Tghj	10 6%Tghj	10 16%Tghj	8 15%Tghj	7 9%Tghj	9 4%Ts	5 1%	13 3%Tu	2 *
In the last year	9 1%su	1 *	3 1%	1 *	2 1%	2 1%	9 1%	8 1%	9 2%Tghj	9 2%Tgj	7 3%Tghj	6 3%Tghj	8 5%Tghj	7 11%Tghj	4 9%Tghj	5 6%Tghj	6 2%Ts	3 *	7 1%Tu	3 *
Used to use/ visit, but haven't in the last year	29 2%su	7 3%	3 1%	6 2%	5 3%	5 3%	29 3%	24 3%Tgj	21 3%Tgj	25 3%Tgj	17 5%Tgj	10 3%Tghj	8 7%Tghj	10 13%Tghj	2 4%	3 4%	12 5%Ts	17 2%	20 4%Tu	9 1%
Never used/ visited	1192 95%ehk lmmnprt	222 95%	306 96%e	279 96%e	163 95%	139 90%	1092 94%hkd mno	636 82%hkm nop	339 87%mmno p	972 94%hkd mno	316 87%lmmno p	131 75%no	115 76%no	31 50%	32 64%un	57 75%no	216 87%	961 97%Tr	409 89%	782 98%Tt
Prefer not to say	6 1%u	* *	1 *	1 *	1 *	1 1%	6 1%	3 *	3 1%	5 *	4 1%hj	3 2%Tghj	1 1%	1 1%	1 3%Tghj	1 1%	2 1%	5 *	5 1%u	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



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Table 739
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Mixer

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	8	-	-	-	-	8	-	-	-	1	7
	1%	-	-	-	-	3%Tbod	-	-	-	2%Ti	
In the last month	15	-	-	1	1	13	-	-	1	1	13
	1%	-	-	*	1%	4%Tabcd	-	-	*	1%	4%Thijk
In the last year	9	-	-	-	-	9	-	-	-	-	9
	1%	-	-	-	-	3%Tabcd	-	-	-	-	3%Thijk
Used to use/ visit, but haven't in the last year	29	-	3	2	6	19	-	3	2	6	18
	2%bi	-	1%	1%	3%a	6%Tabc	-	1%	1%	3%h	6%Thij
Never used/ visited	1192	174	337	261	172	248	178	340	266	170	239
	95%el	100%Tde	99%Te	99%Te	96%e	83%	100%Tkl	99%Ti	99%Ti	96%kl	83%
Prefer not to say	6	-	2	1	1	3	1	2	1	-	3
	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 740
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Yubo

	Gender			Social Grade				Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
In the last week	6	5	1	3	2	-	1	2	4	2	1	1	*	-	-	-	-	-	4	2	1	1	-	5	1	*	*	
	1%hA	1%	1%	1%	1%	-	1%	3%Thmp	1%	1%	1%	1%	*	-	-	-	-	-	1%	1%	1%	1%	-	1%TA	*	*	*	
In the last month	14	9	5	4	7	2	*	4	11	4	3	3	1	-	-	-	-	-	6	8	2	4	2	6	3	2	2	
	1%hA	1%	1%	1%	2%	1%	*	4%Thlmpq	1%	3%hmpq	1%sp	1%	1%	-	-	-	-	-	1%	5%Tr	4%sr	4%Tr	11%	1%	8%TA	3%A	2	
In the last year	9	4	5	3	2	3	1	4	5	*	2	1	*	*	-	-	*	-	7	2	*	2	-	5	1	1	2	
	1%h	1%	1%	1%	1%	1%	*	5%Thijk	*	1%	1%	*	*	-	-	-	*	-	1%	1%	1%	2%	-	1%	3%A	1%	*	
								1%mpq																				
Used to use/ visit, but haven't in the last year	11	7	3	4	4	1	2	1	10	3	1	2	1	-	-	2	2	2	5	5	2	3	-	5	1	2	1	
	1%hA	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	-	3%	2	2	1%	3%Tr	5%Tr	4%Tr	-	1%	2%A	4%A	*	
Never used/ visited	1211	589	621	324	355	255	272	76	1134	132	206	197	218	172	139	71	381	210	1058	138	40	76	16	488	33	58	605	
	96%g	95%	97%	95%	96%	98%	97%	86%	97%Tgi	92%	96%g	96%g	99%gi	98%gi	100%Tgj	97%kg	99%Tghi	99%Tgi	97%Tstu	88%	89%	87%	85%	95%y	82%	92%	99%Tyxz	
Prefer not to say	8	4	4	3	1	-	3	1	8	2	2	1	-	3	-	-	3	-	6	2	-	1	1	3	1	-	3	
	1%	1%	1%	1%	*	-	1%	1%	1%	1%	1%	1%	-	2%	-	-	1%	-	1%	1%	-	1%	3%	1%	3%TA	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 741
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Yubo

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	6	3	3	3	2	.	1	5	.	1	2	.	1	1	1	1	1	2	2
	1%	1%	2%	1%	*	.	.	2%Tl	1%	*	1%	.	1%	1%l	2%l	*	*	1%	2%Top
In the last month	14	3	1	2	11	.	6	6	2	3	8	3	4	2	2	3	4	3	5
	1%l	1%	.	1%	1%	.	1%	2%e	6%	*	3%Tl	2%l	3%l	2%l	3%l	*	1%	2%	5%Top
In the last year	9	1	.	1	7	1	2	6	.	2	3	2	1	.	.	1	3	1	4
	1%l	*	.	*	1%	*	*	2%Tl	.	*	1%	2%	1%	.	.	*	1%	1%	5%Top
Used to use/visit, but haven't in the last year	11	2	2	1	7	1	7	3	.	6	3	1	3	1	.	3	6	.	2
	1%	1%	1%	*	1%	*	1%	1%	.	1%	1%	1%	2%	1%	.	*	2%	*	2%
Never used/visited	1211	343	157	202	834	269	648	270	23	852	282	108	125	99	54	588	367	104	83
	96%g/r	97%	97%	97%	96%	99%Tg	97%g	92%	88%	98%Tj	93%	95%	91%	93%	93%	98%Tr	96%r	95%r	87%
Prefer not to say	8	.	.	.	5	.	5	2	1	3	3	.	2	2	1	4	1	.	.
	1%	.	.	.	1%	.	1%	1%	5%	*	1%	.	1%	2%l	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 742
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Yubo

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)						
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39						
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	206	44*	34**							
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29						
In the last week	6	*	-	-	5	*	1	-	-	3	Td	1	*	-	5	-	5	1	*	*	5	2	1	-	-	*	-	*	-						
In the last month	14	1	1	2	10	1	*	*	2	1	*	6	*	-	13	-	11	3	*	-	13	6	3	-	-	1	-	*	-						
In the last year	9	-	1%	5%	9	1	*	*	1	2	-	2	1	-	8	1	8	1	*	7	3	1	-	-	*	-	-	-	1%						
Used to use/ visit, but haven't in the last year	11	*	-	-	11	-	2	-	1	-	2	4	*	*	8	*	6	5	-	-	10	4	4	-	-	-	-	*	1						
Never used/ visited	1211	102	59	35	1015	50	133	101	101	85	109	156	172	108	897	188	744	452	27	60	1104	461	239	53	63	37	206	42	32						
	96%kn	98%	97%	95%	96%kk	97%	97%	99%kl	94%	94%	97%	91%	97%km	99%kn	96%	99%TA	95%	98%	93%	99%	96%	96%	100%	100%	97%	100%Tstwy	96%	94%	94%						
Prefer not to say	8	-	1	-	8	-	*	1	1	-	1	2	3	-	6	1	5	2	1	-	5	5	*	-	-	-	1	1	2%						
	1%r	-	1%	-	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%	-	1%	3%	-	-	1%	1%	*	-	-	-	-	3%tx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 743
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Yubo

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitcut (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	288	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	6	1	*	1	*	3	6	6	6	6	6	6	6	5	3	3	5	1	3	3
	1%su	1%	*	1%	*	2%Tb	1%	1%T	2%Tgj	1%	2%Tgj	3%Tghj	4%Tghj	8%Tghj	5%Tghj	4%Tghj	2%Ts	*	1%	*
In the last month	14	2	2	4	1	5	14	14	13	14	14	12	11	11	9	7	9	6	11	3
	1%su	1%	1%	1%	3%	3%	1%	2%Tgj	3%Tghj	1%	4%Tghj	7%Tghj	7%Tghj	18%Tghj	15%Tghj	9%Tghj	3%Ts	1%	2%Tu	*
In the last year	9	1	1	2	2	1	9	9	7	8	7	5	4	4	3	3	7	1	6	3
	1%su	1%	*	1%	1%	1%	1%	1%Tgj	2%Tgj	1%	2%Tgj	3%Tghj	3%Tghj	7%Tghj	8%Tghj	5%Tghj	3%Ts	*	1%	*
Used to use/ visit, but haven't in the last year	11	6	1	1	3	*	11	10	9	10	9	4	4	3	2	3	5	5	10	1
	1%su	2%Tb	*	*	2%	*	1%	1%T	2%Tgj	1%	2%Tgj	2%Tg	3%Tgj	5%Tghj	4%Tghj	3%Tghj	2%Ts	1%	2%Tu	*
Never used/ visited	1211	222	314	282	165	144	1112	650	353	988	325	147	125	39	34	59	222	974	424	787
	96%hikl mncprt	95%	98%ie	97%	96%	93%	96%hikl mnop	94%kkmp	90%lmno	96%shikl mnop	89%lmno	83%nop	82%no	61%	66%	78%no	89%	98%Tr	92%	98%Tt
Prefer not to say	8	2	2	1	1	1	7	3	3	7	4	2	1	1	1	1	1	7	5	3
	1%	1%	1%	*	*	1%	1%	*	1%	1%	1%h	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7.44
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Yubo

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	6	-	-	-	-	6	-	-	-	-	6
	*	-	-	-	-	2%Tbc	-	-	-	-	2%Ti
In the last month	14	-	-	-	-	14	-	-	-	-	14
	1%	-	-	-	-	5%Tabcd	-	-	-	-	5%Thijk
In the last year	9	-	1	-	-	8	-	1	-	-	8
	1%	-	*	-	-	3%Tbc	-	*	-	-	3%Tjk
Used to use/ visit, but haven't in the last year	11	-	-	1	3	7	-	-	1	3	7
	1%	-	-	1	2%b	2%b	-	-	1	2%l	2%Ti
Never used/ visited	1211	172	339	263	175	262	176	342	268	174	251
	96%el	99%ae	99%Te	99%Te	98%e	87%	99%el	99%Ti	99%Ti	98%el	87%
Prefer not to say	8	2	2	1	1	3	2	2	1	-	3
	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 745
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouNow

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (A)	Female (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	13-17 (G)	18+ (H)	18-24 (I)	25-34 (J)	35-44 (K)	45-54 (L)	55-64 (M)	65-74 (N)	75-84 (O)	85+ (P)	85+ (Q)	White (R)	BAME (S)	Mixed (T)	Asian (U)	Black (V)	Christian (W)	Muslim (X)	Other religion (Y)	None (Z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
In the last week	14	11	2	5	6	1	1	2	11	6	3	3	*	-	-	-	-	-	7	6	4	2	-	5	1	2	4
	1%br	2%Td	*	1%	2%	*	1%	2%lmpq	1%	4%Thlmm	1%pq	1%	1%	-	-	-	-	-	1%	4%Tr	9%Tr	2%	-	1%	3%	3%	1%
In the last month	14	10	4	6	5	2	1	4	10	3	2	4	1	-	-	-	-	-	7	7	2	4	2	7	4	3	3
	1%hrA	2%	1%	2%	1%	1%	*	4%Thlmm	1%pq	2%	1%	2%	1%	-	-	-	-	-	1%	5%Tr	4%Tr	4%Tr	2	1%	10%TazA	-	3
In the last year	15	10	5	3	6	4	2	3	12	1	3	4	2	1	-	-	1	-	9	6	1	5	1	8	3	3	1
	1%rA	2%	1%	1%	2%	1%	1%	4%Thnpq	1%	*	2%	2%	1%	1%	-	-	*	-	1%	4%Tr	2%	5%Tr	4%	2%A	9%TAA	4%A	*
Used to use/ visit, but haven't in the last year	22	12	10	7	6	3	7	2	20	7	3	3	2	-	4	2	6	6	15	7	2	5	-	9	2	3	8
	2%r	2%	2%	2%	2%	1%	2%	2%	2%	5%Thlm	1%	2%	1%	-	3%	3%	1%	3%	1%	4%Tr	4%	6%Tr	-	2%	6%A	5%	1%
Never used/ visited	1189	572	617	318	347	251	268	77	1112	126	203	189	216	172	135	71	378	206	1045	129	36	70	16	483	29	55	595
	94%agis	93%	96%Ta	93%	94%	96%	96%	87%	95%Tgl	88%	94%gl	93%	98%Tgik	99%Tghi	97%gl	97%	98%Tghi	97%gl	98%Tatu	82%	81%	81%	82%	94%ky	71%	89%ky	97%Tyxz
Prefer not to say	5	3	2	3	1	-	-	1	4	1	1	1	-	1	-	-	1	-	2	2	-	1	1	1	1	-	2
	r	*	*	1%	*	-	-	1%	*	1%	*	1%	-	1%	-	-	*	-	*	1%	-	1%	3%	*	3%TA	-	*

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 746
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouNow

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	14	1	1	1	12	1	6	6	1	5	6	3	5	1	1	3	7	2	1
	1% <i>l</i>	*	*	*	1%		1%	2%	3%	1%	2% <i>l</i>	3% <i>l</i>	4% <i>TI</i>	1%		*	2%	2%	2%
In the last month	14	2	1	1	11	1	4	6	1	3	7	3	4	3	1	3	4	3	4
	1% <i>l</i>	1%	*	1%	1%	*	1%	3% <i>Tef</i>	3%	*	2% <i>l</i>	3% <i>l</i>	3% <i>l</i>	3% <i>l</i>	1%	*	1%	3% <i>so</i>	4% <i>Top</i>
In the last year	15	3	1	2	11	1	5	9	-	4	8	3	4	2	1	5	5	1	3
	1% <i>l</i>	1%	1%	1%	1%	*	1%	3% <i>Tef</i>	-	*	3% <i>l</i>	3% <i>l</i>	3% <i>l</i>	2%	3%	1%	1%	1%	3% <i>To</i>
Used to use/visit, but haven't in the last year	22	7	5	4	12	2	15	4	1	15	4	*	3	1	1	10	9	-	2
	2%	2%	3%	2%	1%	1%	2%	1%	2%	2%	1%	*	2%	1%	2%	2%	2%	-	2%
Never used/visited	1189	340	154	201	817	268	636	282	23	839	273	104	119	97	53	578	355	104	85
	94% <i>g</i> <i>lr</i>	97%	95%	96%	94%	99% <i>Tlg</i>	95% <i>g</i>	90%	86%	97% <i>Tkl</i>	91%	91%	87%	91%	91%	96% <i>Tr</i>	93%	94%	89%
Prefer not to say	5	-	-	-	3	-	2	1	1	1	3	*	1	2	1	2	*	*	-
	1	-	-	-	*	-	*	*	5%	*	1% <i>l</i>	*	1% <i>l</i>	2% <i>TI</i>	2% <i>l</i>	*	*	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 747
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouNow

	GEO Region														Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
In the last week	14	*	-	1	12	-	1	-	3	1	-	7	1	-	11	-	7	7	-	*	13	7	2	-	-	-	-	-	2	
1%	*	-	3%	1%	-	-	-	-	3%	1%	-	4%Tdj	*	-	1%	-	1%	1%	-	1%	1%	1%	-	-	-	-	-	1%	6%	
In the last month	14	1	-	-	13	*	1	*	1	2	1	5	3	-	12	1	11	3	*	-	13	6	2	1	-	*	-	-	1	
1%	1%	-	-	1%	*	1%	-	1%	2%	1%	3%T	2%	*	1%	*	1%T	1%	2%	-	1%	1%	1%	1%	-	1%	-	-	-	2%	
In the last year	15	2	1	1	11	-	2	1	1	-	4	1	1	1	14	1	11	3	1	-	13	8	3	-	-	*	-	-	-	
1%	2%	2%	2%	1%	1%	-	2%	1%	1%	-	2%	*	1%	1%	1%	1%	1%	2%	-	1%	2%	1%	-	-	1%	-	-	-	1%	
Used to use/ visit, but haven't in the last year	22	1	3	-	18	1	4	2	2	1	3	3	1	1	19	1	17	5	-	-	22	7	8	2	-	1	2	-	1	
2%	1%	5%	-	2%	2%	3%	2%	2%	1%	3%	2%	1%	1%	2%	1%	2%T	1%	-	-	2%	1%	3%	4%	-	3%	1%	-	-	2%	
Never used/ visited	1189	100	55	35	999	50	132	97	99	86	108	151	170	106	879	186	730	444	27	60	1082	452	233	50	63	36	204	43	30	
94%kn	99%	92%	95%	94%k	97%	96%k	95%	93%	94%	96%k	89%	97%k	97%k	94%	98%TA	94%	96%	93%	100%	95%	94%	94%	95%	100%	95%	99%Tst	97%	89%	89%	
Prefer not to say	5	-	1	-	4	-	1	1	-	1	-	1	1	-	3	1	4	-	1	-	2	2	-	-	-	-	-	1	-	
r	-	1%	-	*	-	*	1%	1%	-	-	1%	1	-	-	*	*	*	3%	-	*	*	*	-	-	-	-	-	3%Tx	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 749
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouNow

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)			Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000+ (d)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitter (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	14 1%u	3 1%	1 *	2 1%	5 3%Tb	1 1%	14 1%	12 2%T	9 2%Tg	14 2%Tg	12 3%Tghj	7 4%Tghj	6 4%Tghj	6 10%Tghij klmp	5 9%Tghij klm	4 5%Tghij	5 2%	9 1%	12 3%Tu	1 *
In the last month	14 1%au	1 1%	2 1%	2 1%	3 2%	4 3%	14 1%	13 2%Tg	12 3%Tghj	13 1%	11 3%Tghj	11 6%Tghij k	9 6%Tghij jk	10 16%Tghij klmp	8 15%Tghij klmp	7 9%Tghij k	9 4%Ts	5 *	11 2%Tu	3 *
In the last year	15 1%au	3 1%	3 1%	2 1%	2 1%	4 3%	15 1%	14 2%Tgj	11 3%Tgj	13 1%	11 3%Tgj	8 4%Tghj	8 5%Tghij j	9 14%Tghij klmp	6 12%Tghij klm	6 7%Tghij kl	7 3%Ts	8 1%	10 2%Tu	5 1%
Used to use/ visit, but haven't in the last year	22 2%au	7 3%	6 2%	3 1%	5 3%	1 1%	20 2%	18 3%Tg	15 4%Tgj	22 2%T	15 4%Tghj	8 4%Tgj	6 4%Tg	2 4%	3 6%Tgj	2 3%	8 3%Ts	13 1%	14 3%Tu	8 1%
Never used/ visited	1189 94%hijk lmnoprt	220 94%	308 96%sd	281 96%td	156 91%	143 92%	1090 94%hkl mnop	633 91%klm nop	342 88%lmno p	968 94%hkl mnop	312 86%lmno p	140 80%no	121 80%nop	35 56%	29 57%	57 75%no	218 88%	957 96%Tr	408 89%	781 98%Tt
Prefer not to say	5 *	-	1 *	1 *	1 *	1 1%	5 *	2 *	2 1%	4 *	3 1%sh	2 1%sh	1 *	1 1%	1 1%	1 1%	1 1%	4 *	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 749
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouNow

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	14	-	2	-	2	10	-	2	-	2	10
	1%	-	1%	-	1%	3%Tabc	-	1%	-	1%	3%Thij
In the last month	14	-	1	-	*	12	-	1	*	1	12
	1%	-	*	-	*	4%Tabcd	-	*	*	*	4%Thijk
In the last year	15	-	2	-	2	12	-	2	1	1	12
	1%	-	1%	-	1%	4%Tabc	-	1%	*	1%	4%Thijk
Used to use/ visit, but haven't in the last year	22	2	1	3	2	14	2	1	3	2	14
	2%bi	1%	*	1%	1%	5%Tbcd	1%	*	1%	1%	5%Tijk
Never used/ visited	1189	172	334	261	173	250	176	337	265	172	240
	94%el	99%Te	98%Te	99%Te	96%e	83%	99%Ti	98%Ti	98%Ti	97%l	83%
Prefer not to say	5	-	2	-	1	2	-	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/50
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
BRChute

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (y)	Other religio n (z)	None (A)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
In the last week	10	6	4	3	3	2	2	10	*	3	2	1	2	1	-	3	1	7	3	-	1	1	4	2	*	4	
	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%		1%	1%	1%	2%		2%	7%	1%	4%	TA	*	1%
In the last month	14	12	3	3	8	2	2	14	2	4	6	2	-	-	-	-	-	9	6	2	2	1	6	2	*	5	
	1%br	2%Td	*	1%	2%	1%	1%	1%	1%p	2%p	3%Thmpq	1%	-	-	-	-	-	1%	4%Tr	6%Tr	3%	7%	1%	6%TA	*	1%	
In the last year	15	9	6	4	6	4	1	15	2	5	7	1	*	-	-	*	-	9	3	*	3	*	3	2	2	5	
	1%pr	2%	1%	1%	2%	1%	1%	1%p	1%	2%p	3%Thmpq	*	*	-	-	*	-	1%	2%	1%	3%	1%	1%	5%TA	3%	1%	
Used to use/ visit, but haven't in the last year	11	8	3	1	5	1	4	11	3	2	3	2	-	-	-	-	-	6	5	3	1	1	6	*	1	4	
	1%r	1%	1%	*	1%	*	2%	1%	2%p	1%	2%p	1%	-	-	-	-	-	1%	3%Tr	9%Tru	1%	4%	1%	1%	1%	2%	
Never used/ visited	1113	534	579	290	327	238	254	1113	135	199	185	215	172	138	71	380	208	976	124	29	75	14	452	31	55	552	
	95%akast	93%	97%Ta	95%	93%	97%	96%	95%k	94%	92%	91%	97%k	98%jk	99%Thj	97%	98%Thj	99%Thj	97%Tstu	86%	84%	87%	79%	96%y	80%	91%	97%Ty	
Prefer not to say	7	5	2	4	1	-	-	7	1	2	1	-	1	-	2	3	2	2	4	-	3	*	1	1	2	2	
	1%r	1%	1%	1%	1%	-	-	1%	1%	1%	1%	-	1%	-	3%	3%	2%	2%	3%Tr	-	4%Tr	1%	1%	1%	4%TA	2%TA	

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 751
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
BitChute

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	156	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
In the last week	10	-	-	-	10	5	3	1	-	7	3	1	1	-	-	5	4	1	-
	1%	-	-	-	1%	2%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-
In the last month	14	4	2	2	10	3	7	5	-	7	7	3	5	2	1	6	6	2	-
	1% ^a	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	3% ^a	2%	1%	1%	1%	1%	2%	-
In the last year	15	2	1	1	9	5	5	5	-	8	7	2	4	3	1	4	7	1	1
	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	3%	3%	2%	1%	2%	1%	8%	-
Used to use/visit, but haven't in the last year	11	2	2	-	8	2	5	4	-	6	5	2	3	2	1	4	6	1	-
	1%	1%	1%	-	1%	1%	2%	2%	-	1%	2%	2%	2%	2%	1%	2%	1%	-	-
Never used/visited	1113	321	143	195	760	257	615	225	17	836	277	106	122	96	54	579	357	104	14
	95% ^{ajm}	97% ^T	97%	98%	95%	94%	96%	93%	89%	96% ^{Tjm}	92%	93%	89%	90%	92%	96% ^T	94%	94%	92%
Prefer not to say	7	-	-	-	5	-	4	2	1	3	3	-	2	2	1	2	3	-	-
	1%	-	-	-	1%	-	1%	1%	6%	-	1%	-	2%	2% ^a	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 752
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
BitChute

	GEO Region														Urban/ Rural		Internet usage					Devices used to access internet								Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)					
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39					
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**					
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29					
In the last week	10	*	-	1	9	-	1	1	1	1	1	1	1	2	8	1	10	-	-	1	8	4	3	1	1	-	-	1	-					
1%	*	-	-	2%	1%	-	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%To	-	-	2%	1%	1%	2%	2%	-	-	-	1%	-					
In the last month	14	1	1	-	13	*	1	*	2	3	*	3	2	1	11	3	12	2	*	-	14	9	4	1	1	-	-	-	*					
1%	1%	1%	-	1%	1%	1%	1%	2%	4%	**	2%	1%	1%	1%	1%	1%	2%T	1%	-	1%	2%	2%	1%	1%	-	-	-	-	1%					
In the last year	15	1	-	2	11	1	-	2	2	2	-	3	2	-	11	2	13	1	2	1	11	9	3	-	2	-	1	1	1					
1%	1%	-	6%	1%	2%	-	2%	2%	2%	-	2%	1%	-	-	1%	1%	2%To	*	6%	2%	1%	2%	1%	-	-	-	4%xt	-	2%	3%				
Used to use/ visit, but haven't in the last year	11	-	1	-	10	*	1	*	1	4	2	1	*	*	8	*	9	2	-	-	10	5	3	1	1	*	-	1	-					
1%	-	1%	-	1%	1%	1%	1%	*	1%	3%Td	1%	1%	*	1%	*	1%	1%T	*	-	-	1%	1%	1%	2%	1%	1%	-	2%	-					
Never used/ visited	1113	93	55	31	934	46	122	93	89	73	101	149	161	99	815	173	659	439	25	57	1014	453	233	50	60	37	206	41	32					
95%un	98%	97%	92%	95%	97%	96%	95%	94%	91%	96%	93%	95%	97%	95%	95%	97%	93%	98%Tn	90%	96%	96%T	94%	94%	95%	96%	95%	100%Tstu	93%	94%					
Prefer not to say	7	-	-	-	7	-	2	1	1	-	-	2	1	-	6	-	4	2	1	-	4	2	2	-	-	-	-	1	1					
1%r	-	-	-	1%	-	2%	1%	1%	-	-	1%	*	-	-	1%	-	*	3%	-	4	2	2	-	-	-	-	-	3%xt	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 753
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
BRChute

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitter (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all aware (u)
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
In the last week	10 1%u	4 2%	2 1%	2 1%	-	1 1%	10 1%	6 1%	5 1%	8 1%	4 1%	4 3%Tghjk	4 4%	5 5%	2 18%Tghij	2 3%Tghij	3 1%	7 1%	8 2%Tu	2 -
In the last month	14 1%	3 1%	2 1%	5 2%	1 1%	3 2%	14 1%	12 2%T	11 3%Tghj	11 1%	10 3%Tghj	9 7%Tghij	8 6%Tghij	7 14%Tghij	7 23%Tghij	5 10%Tghij	8 3%Ts	6 1%	9 2%	6 1%
In the last year	15 1%u	4 2%	6 2%	* 2%	3 2%	1 1%	15 1%	11 2%	10 3%Tgj	11 1%	9 3%Tgj	9 6%Tghij	7 5%Tghij	7 14%Tghij	7 17%Tghij	5 kmp	8 4%Ts	6 1%	10 2%Tu	5 1%
Used to use/ visit, but haven't in the last year	11 1%u	5 2%T	2 1%	2 1%	-	* 1%	11 1%	8 1%	7 2%Tgj	10 1%	6 2%	3 2%	3 2%	3 3%	3 6%Tghij	3 3%Tghij	4 2%	7 1%	8 2%Tu	3 -
Never used/ visited	1113 95%ghik lmmnprt	209 93%	295 96%	260 96%	145 96%	124 95%	1013 95%klm nop	578 83%klm nop	290 90%lmm nop	921 95%klm nop	266 89%lmm nop	118 82%nop	110 82%nop	32 63%o	18 36%	57 76%no	195 89%	904 96%Tr	375 90%	738 98%Tt
Prefer not to say	7 1%u	-	1 *	1 *	2 2%	1 1%	7 1%	3 1%	1 *	5 1%	5 2%Thj	1 1%	-	-	-	-	2 1%	5 1%	6 1%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



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Table 7/54
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
BRChute

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
In the last week	10	-	2	-	1	7	-	2	-	1	7
	1%	-	1%	-	1%	3%Tbc	-	1%	-	1%	3%Thj
In the last month	14	-	2	1	1	10	-	2	1	1	10
	1%	-	1%	1%	1%	4%Tabcd	-	1%	1%	1%	4%Thjk
In the last year	15	1	1	2	-	11	1	1	2	-	11
	1%	1%	*	1%	-	4%Tbcd	1%	*	1%	-	5%Thjk
Used to use/ visit, but haven't in the last year	11	-	2	1	2	7	-	1	2	2	7
	1%	-	1%	*	1%	3%Tbc	-	1%	*	1%	3%Tj
Never used/ visited	1113	167	329	252	155	210	171	331	257	153	200
	95%el	99%Te	97%Te	98%Te	96%e	85%	99%Tl	97%Tl	98%Tl	97%el	85%
Prefer not to say	7	-	2	1	3	1	2	1	2	1	2
	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 755
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
PopJam

	Gender			Social Grade				Age										Ethnicity					Religion					
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	13-17 (i)	18+ (h)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65-74 (o)	75-84 (p)	85+ (q)	85+ (r)	White (s)	BAME (t)	Mixed (u)	Asian (v)	Black (w)	Christian (x)	Muslim (y)	Other religion (z)	None (A)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
In the last week	4	3	2	2	1	*	1	1	3	1	1	1	*	-	-	-	-	1	3	2	1	*	3	+	-	1		
	Tr	*	*	1%	*	*	*	15p	*	*	*	1%	*	-	-	-	-	-	*	2%Tr	4%Tr	1%	1%	1%	1%	-		
In the last month	14	9	4	6	5	1	2	3	10	2	4	4	1	-	-	-	-	7	7	1	4	1	6	3	1	2		
	1%uA	2%	1%	2%	1%	*	1%	4%Thlmm	1%	1%	2%p	2%p	*	-	-	-	-	1%	4%Tr	2%	5%Tr	5%	1%	7%TxA	2%	*		
In the last year	11	6	5	2	2	5	2	3	7	1	2	3	1	-	-	-	-	8	3	1	2	-	6	2	-	3		
	1%sh	1%	1%	1%	*	2%	1%	4%Thlmm	1%	1%	1%	1%	-	-	-	-	-	1%	2%	1%	2%	3%	1%	5%TxA	-	*		
Used to use/ visit, but haven't in the last year	17	8	9	7	8	1	1	8	9	3	4	1	1	-	-	-	-	12	4	2	1	*	13	2	-	1		
	1%hA	1%	1%	2%	2%	*	*	9%Thjkk	1%	2%p	2%p	*	*	-	-	-	-	1%	2%	6%Tr	1%	3%	3%TA	4%A	-	*		
Never used/ visited	1202	587	616	320	352	254	271	72	1130	135	203	194	217	172	139	71	382	210	1051	136	38	75	17	482	33	58	604	
	95%gstu	95%	96%	94%	95%	97%	97%	81%	97%Tg	94%g	94%g	95%g	98%g	98%g	100%Tgjj	97%g	99%Tghj	99%Tgjj	97%Tstu	88%	88%	85%	88%	88%	94%y	80%	92%	98%Tyxz
Prefer not to say	11	6	5	5	3	-	2	1	11	2	2	1	1	3	-	2	5	2	6	5	-	4	1	3	1	3	3	
	1%r	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	*	2%	-	3%	1%	1%	3%Tr	-	5%Tr	3%	1%	3%A	3	5%TxA	*	

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

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 756
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
PopJam

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	4	1	-	1	4	-	1	3	-	-	3	1	1	2	1	1	1	1	1
	1%	-	-	-	1%	-	1%	2%	-	-	1% _u	1% _u	1% _u	2% _u	1% _u	-	-	1%	1%
In the last month	14	2	1	1	10	1	4	6	1	2	6	4	5	2	-	3	5	3	3
	1% _{so}	1%	1%	1%	1%	-	1%	3% _{Tef}	3%	-	3% _{Tl}	3% _{Tl}	4% _{Tl}	2% _u	1%	-	1%	2% _{so}	3% _{To}
In the last year	11	2	-	1	7	1	4	5	1	3	4	1	3	1	-	3	4	1	3
	1% _u	1%	-	1%	1%	-	1%	2%	2%	-	1%	1%	2%	1%	-	1%	-	1%	3% _{To}
Used to use/visit, but haven't in the last year	17	4	4	4	12	-	6	10	-	5	4	1	3	1	-	5	3	1	8
	1% _u	1%	2%	2%	1%	-	1%	4% _{Tef}	1%	1%	1%	1%	2% _u	1%	1%	1%	1%	1%	8% _{Topq}
Never used/visited	1202	343	157	201	826	270	646	293	23	851	278	106	121	98	54	585	365	104	81
	95% _q _r	97%	97%	96%	95%	99% _{Tl} _g	97% _g	90%	88%	98% _T _{kl} _{mn}	92% _u	93%	88%	92%	92%	97% _{Tr}	96% _{sr}	94% _{sr}	84%
Prefer not to say	11	1	-	1	7	-	8	2	1	5	5	-	3	2	2	5	3	-	-
	1%	-	-	1%	1%	-	1%	1%	5%	1%	1%	-	2%	2%	4% _{Tl}	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 7/57
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
PopJam

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet								Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)				
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39				
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**				
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29				
In the last week	4	-	-	-	4	-	1	-	-	-	-	2	1	-	4	-	4	1	-	-	4	3	-	-	-	-	-	-	-				
In the last month	14	-	-	1	12	1	1	2	1	-	4	2	-	12	1	10	3	1	-	12	8	2	-	-	-	-	-	-	-				
In the last year	11	1	-	3%	9	-	1	-	2	1	2	1	-	9	1	8	2	1	-	9	6	1	-	-	-	-	-	-	-				
Used to use/ visit, but haven't in the last year	17	-	1	-	15	1	-	-	5	1	4	2	1	13	2	13	3	-	-	17	5	2	1	-	-	-	-	-	1				
Never used/ visited	1202	103	58	35	1006	49	133	99	102	83	109	156	167	106	892	185	738	449	26	60	1096	455	241	52	63	38	206	43	32				
Prefer not to say	11	-	1	-	11	-	2	1	1	-	-	3	3	-	8	1	6	4	1	-	8	5	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 758
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
PopJam

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitter (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	4	*	*	1	1	2	4	4	4	4	4	4	4	4	4	2	3	3	1	3
	s	*	*	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
In the last month	14	2	1	3	3	4	14	14	12	14	13	12	10	11	8	5	7	7	12	2
	1%su	1%	*	1%	2%	3%b	1%	2%Tg	3%Tghj	1%	3%Tghj	3%Tghj	6%Tghj	17%Tghj	16%Tghj	7%Tghj	3%Ts	1%	3%Tu	*
In the last year	11	2	5	1	1	1	11	10	9	9	9	6	7	5	4	4	7	3	7	3
	1%su	1%	2%	*	1%	1%	1%	1%T	2%Tghj	1%	2%Tg	4%Tghj	4%Tghj	8%Tghj	8%Tghj	6%Tghj	3%Ts	*	2%u	*
Used to use/ visit, but haven't in the last year	17	7	*	3	3	3	17	16	16	15	15	8	6	8	2	2	8	8	13	4
	1%bsu	3%b	*	1%	2%b	2%b	1%	2%Tg	4%Tghj	2%	4%Tghj	4%Tghj	4%Tg	12%Tghj	5%Tg	2%	3%Ts	1%	3%Tu	1%
Never used/ visited	1202	221	313	281	160	144	1103	643	347	980	319	144	123	34	33	59	222	965	417	785
	95%hjk	94%	98%Tde	97%	94%	93%	95%hkd	93%kim	89%imno	95%hkl	87%imno	82%no	81%no	54%	64%un	78%no	89%	97%Tr	91%	98%Tt
Prefer not to say	11	2	1	2	3	1	10	6	3	10	6	3	1	1	1	1	2	9	7	4
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	2%gl	2%	1%	2%	3%Tghj	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

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Table 759
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
PopJam

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	4	-	-	-	-	4	-	-	-	1	4
						1%Tb				1%T	
In the last month	14	-	-	-	-	14	-	-	-	14	5%Thjk
	1%					5%Tabcd					
In the last year	11	-	-	1	1	9	-	-	1	9	3%Thij
	1%			*	1%	3%Tbc			*		
Used to use/ visit, but haven't in the last year	17	-	-	1	2	14	-	-	1	2	14
	1%			*	1%	5%Tabcd			*	1%	5%Thjk
Never used/ visited	1202	172	340	261	174	256	176	342	266	172	246
	95%el	99%ae	99%Te	99%Te	97%e	85%	99%el	99%Ti	98%Ti	97%el	85%
Prefer not to say	11	2	2	2	3	3	2	2	2	2	3
	1%	1%	1%	1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 700
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Brand New Tube

	Gender		Social Grade					Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)	
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610	
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613	
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494	
In the last week	17	12	5	5	5	3	4	6	11	*	3	4	1	1	*	1	3	1	11	5	2	3	*	6	3	1	6	
	1%h	2%	1%	1%	1%	1%	1%	7%	Thijk	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	3%Tr	4%	4%r	1%	1%	8%TA	2%	1%	
In the last month	22	13	9	7	6	6	3	3	19	4	2	7	4	1	1	*	2	1	14	8	2	5	1	14	4	1	3	
	2%prA	2%	1%	2%	2%	2%	1%	3%pp	2%p	3%p	1%	3%p	2%	1%	*	*	*	1%	5%Tr	2	5%r	4	8%	3%A	9%TA	2%	1%	
In the last year	20	13	8	4	9	5	3	1	19	4	3	6	3	1	1	*	2	1	11	8	2	4	2	9	4	1	5	
	2%r	2%	1%	1%	2%	2%	1%	2%	2%	3%p	1%	3%p	2%	*	1%	*	*	1%	5%Tr	6%Tr	4%r	10%	2%	9%TA	2%	1%		
Used to use/ visit, but haven't in the last year	8	3	6	3	3	*	2	2	6	1	2	2	1	*	*	*	*	*	5	3	2	3	*	4	1	1	1	
	1%rA	*	1%	1%	1%	*	1%	2%	Thmpq	1%	1%	1%	1	*	*	*	*	*	5	3	2%	3%Tr	*	4	1	1	1	
Never used/ visited	1183	573	610	318	347	246	288	75	1107	133	202	185	210	171	136	70	377	206	1039	130	38	70	15	478	29	56	595	
	94%gkat uy	93%	95%	93%	93%	94%	96%	85%	95%Tgk	93%	94%g	90%	95%g	98%Tgk	98%Tgk	96%	98%Tgk	97%Tgk	98%Tgk	96%	82%	85%	81%	80%	93%y	70%	90%y	97%Tyx
Prefer not to say	9	6	4	5	1	1	*	1	9	1	2	1	1	1	*	2	3	2	5	3	*	3	*	2	1	2	3	
	1%r	1%	1%	2%	*	*	*	1%	1%	1%	1%	1%	1%	1%	*	3%	1%	1%	*	2%r	*	4%Tr	1%	*	3%	3%xA	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 761
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Brand New Tube

	Impairing/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impairing condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	17	4	2	3	12	1	9	6	1	5	6	2	4	1	1	4	4	2	6
	1% <i>o</i>	1%	1%	1%	1%	1%	1%	2%	3%	1%	2%	1%	3% <i>o</i>	1%	2%	1%	1%	2%	6% <i>Top</i>
In the last month	22	5	1	4	15	4	7	9	1	9	11	4	7	5	2	7	8	3	3
	2% <i>o</i>	2%	1%	2%	2%	1%	1%	3% <i>f</i>	6%	1%	4% <i>Ti</i>	3%	5% <i>Ti</i>	6% <i>Ti</i>	3%	1%	2%	3%	3%
In the last year	20	4	1	4	13	2	9	9	-	12	7	3	4	3	2	8	10	1	1
	2%	1%	*	2%	2%	1%	1%	3%	-	1%	2%	2%	3%	3%	1%	3%	3%	1%	1%
Used to use/ visit, but haven't in the last year	8	2	2	1	6	1	5	2	*	2	4	*	4	1	*	3	3	-	2
	1% <i>o</i>	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*	3% <i>Ti</i>	1%	*	1%	-	2% <i>To</i>	
Never used/ visited	1183	337	156	198	815	263	632	265	23	836	270	106	115	92	51	577	353	103	83
	94% <i>o</i>	96% <i>o</i>	97% <i>o</i>	95% <i>o</i>	94% <i>o</i>	97% <i>Tg</i>	95% <i>g</i>	91% <i>o</i>	85% <i>o</i>	96% <i>Tjn</i>	90% <i>o</i>	93% <i>o</i>	84% <i>o</i>	86% <i>o</i>	87% <i>o</i>	96% <i>Tpr</i>	93% <i>o</i>	94% <i>o</i>	87% <i>o</i>
Prefer not to say	9	*	*	-	6	1	6	2	1	3	4	*	3	3	2	2	3	1	-
	1% <i>o</i>	*	*	-	1%	*	1%	1%	6%	*	1%	*	2% <i>o</i>	3% <i>Ti</i>	4% <i>Ti</i>	*	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 762
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Brand New Tube

	GEO Region														Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
In the last week	17	1	-	-	16	1	2	1	2	2	1	4	*	2	15	1	17	-	-	16	6	2	*	-	-	1	1	-	-	
	1%	1%	-	-	2%	1%	2%	1%	2%	3%	1%	2%	*	2%	2%	1%	2%To	-	-	1%	1%	1%	1%	-	-	-	-	2%	-	
In the last month	22	1	-	1	20	1	4	1	2	1	1	8	2	*	19	*	15	6	*	1	20	10	5	1	*	-	-	1	-	
	2%	1%	-	2%	2%	2%	3%	1%	2%	1%	1%	5%Td	1%	*	2%	*	2%	1%	2%	1%	2%	2%	2%	2%	1%	-	-	1%	-	2%
In the last year	20	3	1	*	16	*	2	1	1	2	2	5	*	1	15	2	14	5	1	18	8	7	-	1	*	-	-	1	-	
	2%	3%	2%	1%	1%	1%	1%	1%	1%	3%	2%	3%	*	1%	2%	1%	2%	1%	2%	2%	2%	3% <i>x</i>	-	2%	1%	-	-	1%	-	5%
Used to use/ visit, but haven't in the last year	8	1	-	1	6	-	*	-	1	2	1	2	1	*	7	1	7	1	-	7	4	1	-	-	*	-	*	-	1	
	1%	1%	-	3%	1%	-	*	-	1%	2%	1%	1%	*	*	1%	1%	1%T	*	-	1%	1%	*	-	-	-	-	1%	-	1%	3%
Never used/ visited	1163	100	58	34	990	50	127	97	100	83	107	151	171	105	874	184	720	448	27	60	1077	450	231	52	60	38	205	42	30	
	94%kn	95%	97%	94%	94%k	98%	92%	95%	93%	91%	95%	88%	97%k	97%k	93%	97%	92%	97%Tn	93%	98%	94%	93%	93%	97%	96%	98%	100%Tstv	94%	88%	
Prefer not to say	9	-	1	-	9	-	2	1	1	-	-	2	2	-	8	1	6	2	1	-	7	3	3	-	-	-	-	1	1	
	1%r	-	1%	-	1%	-	2%	1%	1%	-	-	1%	1%	-	1%	*	1%	*	3%	-	1%	1%	1%	-	-	-	-	3% <i>x</i>	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 763
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Brand New Tube

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Facebook (n)	Blisbut (o)	OnlyFan (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	288	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
In the last week	17	3	5	2	2	3	17	13	11	16	12	9	9	7	7	4	10	7	10	6	
	1%a	1%	2%	1%	1%	2%	1%	2%	3%Tgj	2%	3%Tghj	5%Tghj	6%Tghj	10%Tghj	14%Tghj	5%Tghj	4%Ts	1%	2%	1%	
In the last month	22	4	4	7	3	4	22	16	13	17	14	12	12	10	11	9	9	12	16	6	
	2%au	2%	1%	2%	2%	2%	2%	2%	3%Tgj	2%	4%Tghj	7%Tghj	8%Tghj	16%Tghj	21%Tghj	12%Tghj	4%Ts	1%	4%Tu	1%	
In the last year	20	5	4	4	4	1	19	17	15	19	13	8	5	5	6	5	7	11	14	6	
	2%au	2%	1%	1%	2%	1%	2%	2%Tg	4%Tghj	2%	4%Tgj	4%Tghj	4%Tg	8%Tghj	12%Tghj	6%Tghj	3%a	1%	3%Tu	1%	
Used to use/ visit, but haven't in the last year	8	3	1	1	2	1	8	7	6	8	5	4	5	3	2	2	6	2	6	2	
	1%au	1%	*	*	1%	*	1%	1%	2%Tgj	1%	1%	2%Tgj	3%Tghj	7%Tghj	6%Tghj	2%Tg	2%Ts	*	1%Tu	*	
Never used/ visited	1183	219	304	275	159	144	1083	633	340	966	313	141	118	37	22	56	215	955	405	777	
	94%hikl mnopt	94%	95%	95%	93%	94%	94%hikl mnop	91%kk nop	87%lmo p	94%shikl mnop	86%lmo nop	80%nop	78%no	58%o	22	44%	74%no	86%	96%Tr	88%	97%T
Prefer not to say	9	-	2	1	3	1	9	6	3	8	7	3	1	1	1	1	2	6	7	2	
	1%u	-	1%	*	1%	1%	1%	1%	1%	1%	2%Tghj	2%	1%	1%	2%am	1%	1%	1%	2%Tu	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 7/64
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Brand New Tube

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	17	-	2	1	2	12	-	2	1	2	12
	1%	-	1%	*	1%	4%Tabc	-	1%	*	1%	4%Thj
In the last month	22	2	3	1	1	15	2	3	1	1	15
	2%	1%	1%	*	1%	5%Tbcd	1%	1%	*	*	5%Tijk
In the last year	20	-	*	4	1	15	-	2	3	1	15
	2%b	-	*	2%	*	5%Tabcd	-	1%	1%	1%	5%Thijk
Used to use/ visit, but haven't in the last year	8	-	-	-	1	6	-	-	-	1	8
	1%	-	-	-	1	3%Tbc	-	-	-	*	3%Tj
Never used/ visited	1183	171	334	258	171	248	175	335	265	170	237
	94%el	99%Te	98%Te	98%Te	95%e	83%	98%Ti	97%Ti	98%Ti	96%l	82%
Prefer not to say	9	-	2	1	4	3	1	2	1	3	3
	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Absolutes/col percents

Table 7/65
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
OnlyFans

	Gender		Social Grade					Age										Ethnicity					Religion			
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	85+ (o)	85+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (u)	Christi an (v)	Muslim (w)	Other religio n (x)	None (A)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
In the last week	19	17	2	3	4	4	7	19	2	5	4	2	*	*	*	1	*	15	4	1	2	*	3	1	1	14
	2%bpx	3%Tb	*	1%	1%	2%	3%	2%p	4%Thmp	3%p	2%p	1%					1%	2%	3%	3%	2%	3%	1%	3%	1%	2%k
In the last month	17	14	3	8	6	2	1	17	5	5	4	2	-	1	-	1	1	12	5	1	3	1	8	1	1	7
	1%bp	2%Tb	1%	3%	2%	1%	1%	1%p	4%mp	2%p	2%	1%	-	1%	-	1	1%	1%	3%	3%	1	6%	2%	4%	1	2%
In the last year	24	20	4	8	9	5	1	24	4	9	6	3	2	-	-	2	-	18	6	3	3	-	6	4	*	14
	2%bp	3%Tb	1%	3%	3%	2%	1%	2%p	3%pq	4%Thnpq	3%pq	1%	1%	-	-	*	2%	4%	8%Tr	4%	-	1%	9%TA	1%	2%	
Used to use/ visit, but haven't in the last year	14	7	6	4	3	-	7	14	5	3	2	3	-	1	-	1	1	10	3	*	3	-	3	2	1	7
	1%	1%	1%	1%	1%	-	3%e	1%	3%Thmp	1%	1%	1%	-	1%	-	*	1%	1%	2%	1%	3%	-	1%	2	5%Tx	1%
Never used/ visited	1092	513	579	279	328	235	247	1092	122	191	187	211	171	136	73	380	209	952	126	29	74	16	451	30	57	528
	93%ajj	89%	97%Ta	92%	93%	96%	94%	93%ij	85%	89%	92%	96%ij	98%Thj	98%Thj	100%ij	98%Thj	99%Thj	94%Tatu	87%	85%	86%	91%	95%Ty	76%	96%y	92%y
Prefer not to say	5	3	2	2	1	-	-	5	1	1	1	-	1	-	-	1	-	3	1	-	1	*	1	1	-	2
	*	*	*	1%	*	-	-	*	1%	1%	1%	-	1%	-	-	*	-	*	1%	-	1%	1%	*	3%TA	-	*

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 706
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
OnlyFans

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	156	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
In the last week	19	4	3	3	12	5	7	5	1	13	6	2	2	3	1	10	6	2	1
	2%	1%	2%	1%	2%	2%	1%	2%	3%	1%	2%	1%	2%	2%	2%	2%	1%	1%	6%
In the last month	17	4	2	2	13	3	8	5	1	10	8	4	4	2	1	6	5	5	1
	1%	1%	1%	1%	2%	1%	2%	4%	1%	2%	3%	3%	2%	2%	1%	1%	1%	5%Top	4%
In the last year	24	7	3	4	16	4	10	9	1	14	10	6	7	2	1	9	13	2	*
	2%	2%	2%	2%	2%	1%	2%	4%	3%	2%	3%	5%TI	5%TI	2%	2%	3%	3%	1%	3%
Used to use/visit, but haven't in the last year	14	2	2	*	9	3	7	3	*	7	6	1	4	2	1	8	5	1	-
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	1%	3%I	2%	3%	1%	1%	1%	-
Never used/visited	1092	312	137	191	749	256	603	218	16	822	269	102	118	96	52	565	353	100	13
	93%gjl	94%	93%	95%	93%	94%	94%g	90%	82%	95%Tkl	89%	89%	86%	90%	89%	94%	93%	91%	87%
Prefer not to say	5	*	-	-	2	-	2	2	1	1	3	*	2	2	1	2	1	1	-
	1	*	-	-	*	-	1%	6%	*	1%	*	1%	2%TI	2%I	*	*	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
 ONLINE Fieldwork: 22nd September - 4th October 2021

Table 767
 D32. Have you visited or used any of the following sites or apps that host user-generated videos?
 Base: All Adult respondents
 OnlyFans

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)						
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39						
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**						
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29						
In the last week	19	2	-	-	17	-	1	3	2	3	1	3	3	1	13	3	19	-	-	-	17	11	4	1	1	-	-	-	1	2					
	2%	2%	-	-	2%	1%	1%	3%	3%	3%	1%	2%	2%	1%	2%	2%	3%To	-	2%	1%	2%	2%	2%	2%	2%	1%	-	-	-	2%					
In the last month	17	1	1	-	16	1	2	1	1	1	4	3	3	1	15	1	15	2	-	-	17	12	3	-	-	1	-	-	-	-					
	1%	1%	1%	-	2%	2%	1%	1%	1%	1%	4%	3%	2%	1%	2%	1%	2%T	-	-	-	2%	3%T	1%	-	-	2%kx	-	1%	1%	-					
In the last year	24	1	-	1	22	-	4	1	3	2	1	6	4	2	18	3	19	4	1	-	22	19	3	1	1	1	-	-	-	-					
	2%	1%	-	2%	2%	-	3%	1%	3%	2%	1%	4%	2%	2%	2%	2%	3%T	1%	-	-	2%	4%Tx	1%	2%	1%	2%	-	-	-	-					
Used to use/ visit, but haven't in the last year	14	1	1	-	11	-	-	2	-	1	3	4	1	-	13	1	12	1	-	-	13	8	3	-	-	-	-	1	2						
	1%	1%	3%	-	1%	-	-	2%	-	1%	3%	2%	1%	-	1%	-	2%T	-	-	-	1%	2%	1%	-	-	1%	-	3%kx	5%						
Never used/ visited	1092	91	55	34	913	46	120	90	88	73	99	142	158	98	798	170	638	439	26	58	989	430	235	51	61	36	206	42	31						
	93%kns	95%	96%	98%	93%	97%	94%	92%	92%	91%	94%	89%	93%	96%	93%	95%	90%	96%Tn	92%	99%	93%	89%	95%kx	96%	97%	93%	100%Tstu	94%	91%						
Prefer not to say	5	-	-	-	5	-	-	1	1	-	-	2	1	-	4	-	4	-	1	-	2	2	-	-	-	-	-	1	1						
	1%	-	-	-	1%	-	-	1%	1%	-	-	1%	-	-	1%	-	1%	-	3%	-	2%	2%	-	-	-	-	-	3%Tx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/58
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
OnlyFans

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1141	228	293	288	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671	
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755	
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544	
In the last week	19	4	6	5	2	2	18	17	13	18	12	8	8	4	4	4	16	8	10	11	7
	2%a	2%	2%	2%	1%	2%	2%	3%Tg	4%Tg	2%	4%Tg	5%Tghj	6%Tghj	8%Tghj	8%Tghj	8%Tghj	21%Tghj	4%Ts	1%	3%u	1%
In the last month	17	3	3	3	3	5	17	15	9	16	10	10	7	6	5	12	10	7	10	7	7
	1%a	1%	1%	1%	2%	4%T	2%	2%Tg	3%T	2%	3%Tg	7%Tghj	5%Tghj	12%Tghj	10%Tghj	15%Tghj	5%Ts	1%	2%	2%	1%
In the last year	24	4	3	5	6	5	22	19	12	19	14	8	5	6	5	8	5	18	17	7	7
	2%u	2%	1%	2%	4%	4%	2%	3%Tg	4%Tg	2%	5%Tg	5%Tg	4%	12%Tghj	11%Tghj	10%Tghj	2%	2%	4%Tu	1%	1%
Used to use/ visit, but haven't in the last year	14	5	3	3	1	1	12	12	10	12	10	3	3	2	1	4	6	6	6	8	8
	1%a	2%	1%	1%	1%	1%	1%	2%Tg	3%Tghj	1%	3%Tg	2%	2%	5%Tgjo	2%	5%Tghj	3%Ts	1%	1%	1%	1%
Never used/ visited	1092	209	292	252	139	116	996	555	277	898	251	115	110	32	35	187	892	368	724	96%T	
	93%hikl	93%	95%e	84%	92%	89%	93%hikl	90%kkm	86%lnop	93%hikl	84%lnop	80%lnop	82%lnop	63%p	68%np	36	48%	86%	95%Tr	89%	96%T
Prefer not to say	5	-	1	1	*	1	5	1	2	3	2	1	1	*	*	1	1	4	4	1	1
	*	-	*	*	*	1%	*	*	1%	*	1%h	1%	1%	1%	1%	1%h	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



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Table 7/59
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
OnlyFans

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
In the last week	19	-	-	1	3	15	-	-	1	3	15
	2% ^{bi}	-	-	-	2% ^b	6% ^{Tabc}	-	-	-	2% ^d	6% ^{Thj}
In the last month	17	-	1	3	3	10	-	1	3	3	9
	1%	-	1%	1%	2%	4% ^{Tab}	-	1%	1%	2%	4% ^{Thi}
In the last year	24	2	2	4	4	12	2	2	4	4	12
	2%	1%	1%	1%	2%	5% ^{Tbc}	1%	1%	1%	2%	5% ^{Tj}
Used to use/ visit, but haven't in the last year	14	1	-	2	2	9	1	1	2	2	9
	1%	1%	-	1%	1%	4% ^{Tbc}	1%	1%	1%	1%	4% ^{Tj}
Never used/ visited	1092	165	332	247	148	199	169	334	253	146	190
	93% ^{hel}	98% ^{Tde}	98% ^{Tde}	98% ^{de}	92% ^{de}	81%	98% ^{Tkl}	98% ^{Tkl}	96% ^{Tl}	92% ^{kl}	80%
Prefer not to say	5	-	2	1	1	2	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 770
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Admire.Me

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (f)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	85+ (o)	85+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (u)	Christian (v)	Muslim (w)	Other religion (x)	None (y)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
In the last week	6	4	2	1	2	1	1	6	2	2	1	1	-	-	-	-	-	2	3	1	2	-	2	2	-	1	
	1%	1%	*	*	1%	1%	*	15p	1%	1%	1%	*	-	-	-	-	-	2%Tr	2%Tr	3%Tr	3%Tr	1%	2	2	*	1	
In the last month	7	5	2	3	2	*	1	7	1	2	3	1	-	-	-	-	-	2	4	1	3	1	3	2	2	*	
	1%rA	1%	*	1%	1%	*	*	1%	1%	1%	1%p	*	-	-	-	-	-	*	3%Tr	2%	3%Tr	4%	1	5	2	3	
In the last year	12	8	4	3	5	2	2	12	4	4	3	1	-	-	-	-	-	6	6	2	3	-	5	2	2	3	
	1%r	1%	1%	1%	1%	1%	1%	3%pq	2%p	1%p	*	-	-	-	-	-	-	1%	4%Tr	6%Tr	4%Tr	-	1	4	1	3	
Used to use/ visit, but haven't in the last year	9	5	4	5	2	1	-	9	1	3	2	*	-	-	2	2	2	4	4	1	2	1	4	1	2	*	
	1%rA	1%	1%	2%	1%	*	-	1%	2%	1%	*	-	-	3%	1%	1%	*	3%Tr	3%	3%r	3%	3%	1%	2	2	3	
Never used/ visited	1133	550	584	290	337	242	260	1133	135	203	194	218	174	139	71	383	210	993	126	29	74	16	457	32	54	564	
	97%jstu	96%	98%	95%	96%	98%	99%	97%j	94%	94%	95%	99%ij	99%Thi	100%jk	97%	99%Thij	99%ijk	98%Tstu	87%	86%	86%	86%	90%	97%y	81%	91%	99%Tyz
Prefer not to say	5	3	2	2	1	-	-	5	1	1	1	*	1	-	-	1	-	2	1	-	1	1	1	1	1	2	
	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	*	1%	-	-	1%	-	2	1%	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 771
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Admire.Me

	Impairing/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
In the last week	6	2	1	2	4	-	2	2	-	1	4	1	2	1	1	2	2	2	-
	1%	-	1%	1%	-	-	1%	2%	-	1%	1%	1%	2%	1%	2%	-	-	2%	-
In the last month	7	1	1	-	5	1	3	3	-	1	5	3	2	2	1	1	3	2	-
	1%	-	-	-	1%	-	1%	-	-	2%Ti	2%Ti	2%	1%	1%	-	1%	2%	2%	-
In the last year	12	2	1	1	8	1	5	4	-	7	4	3	2	1	1	4	6	1	-
	1%	1%	-	-	1%	-	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%
Used to use/visit, but haven't in the last year	9	1	-	1	7	-	6	3	-	3	6	1	4	1	-	3	6	-	-
	1%	-	-	-	1%	-	1%	-	-	2%Ti	1%	3%Ti	1%	-	-	1%	-	-	-
Never used/visited	1133	324	145	196	776	269	620	227	17	853	279	107	124	98	54	590	364	103	15
	97%gjm	98%	98%	98%	97%	99%Tg	97%	94%	88%	98%Tjklmn	93%	93%	90%	93%	92%	98%Tpq	96%	94%	98%
Prefer not to say	5	-	-	-	2	-	2	2	1	1	3	-	2	2	1	2	1	1	-
	1	-	-	-	1	-	1%	8%	1	1%	-	1%	2%Ti	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 772
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Admire.Me

	GEO Region														Urban/ Rural		Internet usage				Devices used to access internet								Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)				
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39				
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**				
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29				
In the last week	6	*	*	-	5	*	-	-	1	1	-	3	*	-	5	-	5	1	*	-	5	4	1	-	-	*	-	-	-				
In the last month	7	-	-	-	7	-	1	*	*	1	*	3	1	1	6	-	6	1	-	*	6	4	2	-	-	-	-	*	*				
In the last year	12	2	-	-	9	1	1	1	1	1	-	3	2	-	9	1	9	2	1	9	8	3	-	1	*	-	-	-	-				
Used to use/ visit, but haven't in the last year	9	*	-	1	7	-	2	-	-	1	1	3	-	*	7	1	5	4	-	-	8	5	3	-	-	-	-	-	1				
Never used/ visited	1133	92	57	33	951	46	122	96	92	78	104	146	166	101	831	177	679	440	28	59	1030	459	239	53	63	38	206	43	33				
97%kns	97%	100%	97%	97%k	97%	96%	98%	98%	97%	99%k	91%	98%k	99%k	97%	99%	98%	98%	93%	100%	97%	95%	96%	100%	99%	98%	100%Tsty	97%	96%	96%				
Prefer not to say	5	-	-	-	5	-	-	1	1	-	-	2	1	-	4	-	4	-	1	-	2	2	-	-	-	-	-	1	1				
9%	-	-	-	-	-	-	1%	1%	-	-	1%	1%	-	-	1%	-	1%	3%	-	2	2	-	-	-	-	-	-	3%Tx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork: 22nd September - 4th October 2021

Table 773
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Admire.Me

	Household income- per year					Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitcut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	288	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
In the last week	6	1	1	1	1	1	6	6	6	6	6	5	6	5	4	4	3	2	4	1
	%s	*	*	1%	*	1%	1%	1%	2%Tg	1%	2%Tg	4%Tghj	4%Tghij	9%Tghijkl	8%Tghijk	6%Tghijk	2%Ts	*	1%	*
In the last month	7	1	1	2	-	2	7	6	5	6	6	5	5	6	6	4	5	2	6	1
	1%au	1%	*	1%	-	2%	1%	1%	2%Tg	1%	2%Tg	4%Tghij	4%Tghij	11%Tghijklmp	12%Tghijkl	6%Tghijk	2%Ts	*	1%Tu	*
In the last year	12	3	4	1	2	2	12	12	10	11	10	7	5	5	6	7	4	8	3	
	1%au	1%	1%	*	1%	-	1%	2%Tg	3%Tg	1%	3%Tghj	5%Tghj	4%Tg	9%Tghijklm	10%Tghijklm	8%Tghijklm	3%Ts	*	2%Tu	*
Used to use/ visit, but haven't in the last year	9	2	1	1	4	-	9	9	5	9	4	3	4	4	2	5	4	7	2	
	1%au	1%	*	*	3%Tbc	-	1%	1%Tg	2%	1%	3%Tghj	3%Tg	2%Tg	8%Tghijklmp	7%Tghijklmp	3%Tghj	2%Ts	*	2%Tu	*
Never used/ visited	1133	217	300	265	144	125	1033	586	296	931	266	121	114	31	32	58	197	922	387	746
	97%hiklmnoprt	97%	98%	98%	96%	98%	97%hiklmnop	95%klmnop	92%lmnop	96%hiklmnop	89%lmnop	85%nop	85%nop	62%	62%	76%no	90%	98%Tr	93%	99%Tt
Prefer not to say	5	-	1	1	1	1	5	1	1	3	3	1	1	*	*	1	2	3	4	1
	*	-	*	*	*	1%	*	*	*	*	1%sh	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 774
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Admire.Me

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
In the last week	6	-	-	-	-	6	-	-	-	-	6
	1%	-	-	-	-	2%Tbc	-	-	-	-	2%Tj
In the last month	7	-	-	-	-	7	-	-	-	-	7
	1%	-	-	-	-	3%Tbcd	-	-	-	-	3%Tjkl
In the last year	12	-	-	-	1	11	-	-	-	1	11
	1%	-	-	-	1%	4%Tabcd	-	-	-	1%	5%Thjkl
Used to use/ visit, but haven't in the last year	9	-	-	-	2	7	-	-	-	2	7
	1%	-	-	-	1%	3%Tbc	-	-	-	1%	3%Tj
Never used/ visited	1133	168	335	257	157	216	172	338	262	155	206
	97%el	100%ae	99%Te	100%Te	98%e	87%	100%h	99%Ti	100%Ti	98%l	87%
Prefer not to say	5	-	2	1	1	1	2	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 775
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Fanzworld

	Gender		Social Grade				Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	85+ (o)	85+ (p)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
In the last week	6	4	1	3	2	-	-	6	1	2	-	1	-	-	-	-	-	3	3	-	2	1	4	1	-	1
r	1%	-	-	1%	1%	-	-	-	-	1%	1%	-	1%	-	-	-	-	-	2%Tr	1%	2%	4%	1%	2%A	-	-
In the last month	5	4	2	2	2	1	1	5	1	1	2	1	-	-	-	-	-	2	4	1	2	1	2	2	1	1
r	1%	-	-	1%	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	2%Tr	3%r	2%Tr	4%	-	5%TA	1%	-
In the last year	13	7	6	3	6	2	3	13	3	4	4	2	-	-	-	-	-	6	6	2	4	-	6	2	1	2
r	1%prA	1%	1%	1%	2%	1%	1%	1%p	2%p	2%p	2%p	1%	-	-	-	-	-	1%	4%Tr	7%Tr	5%Tr	-	1%	5%TA	2%A	-
Used to use/ visit, but haven't in the last year	6	5	1	2	3	1	1	6	1	2	2	2	-	1	1	-	2	1	4	2	-	1	3	1	-	2
r	1%	1%	-	1%	1%	-	-	1%	1%	1%	1%	-	-	1%	-	-	1%	1%	1%	1%	1%	1%	1%	3%A	-	-
Never used/ visited	1135	550	585	293	336	243	258	1135	136	204	195	217	173	138	73	383	210	992	128	30	76	15	456	32	57	564
r	97%stuy	96%	98%	96%	96%	90%	98%	97%	95%	95%	96%	98%	99%k	99%	100%	99%Thij	99%ijk	98%Tstu	89%	88%	88%	88%	96%y	82%	96%y	99%Ty
Prefer not to say	5	3	3	3	1	-	-	5	2	1	1	-	1	-	-	1	-	3	1	-	1	1	2	1	-	2
r	-	-	-	1%	-	-	-	-	1%	1%	1%	-	1%	-	-	-	-	3	1%	-	1%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 776
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Fanzworld

	Impairing/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impairing/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
In the last week	6	1	-	*	5	-	3	2	-	1	5	2	2	1	1	1	2	2	-
	1%	*	-	*	1%	-	1%	1%	-	2%Ti	2%l	2%l	1%l	2%l	*	1%	2%To	-	-
In the last month	5	1	*	1	3	1	1	2	1	1	4	1	2	1	1	2	3	1	-
	1%	*	*	1%	3%	*	1%	3%	*	1%Ti	1%	1%l	1%	2%	*	1%	1%	-	-
In the last year	13	3	1	2	9	2	7	5	*	7	6	2	5	2	1	4	8	1	*
	1%	1%	*	1%	1%	1%	2%	1%	1%	2%	2%	3%Ti	2%	1%	1%	2%	1%	2%	1%
Used to use/visit, but haven't in the last year	6	*	*	*	4	-	4	3	-	2	4	1	3	1	1	2	4	*	-
	1%l	*	*	*	1%	-	1%	1%	-	1%l	1%	2%Ti	1%	2%	*	1%	*	-	-
Never used/visited	1135	325	146	196	778	269	622	227	17	854	279	108	123	98	53	591	364	104	15
	97%jim	98%	99%	98%	97%	99%g	98%g	94%	87%	99%Tjkl	93%	94%	90%	93%	91%	98%Tpq	96%	94%	98%
Prefer not to say	5	*	*	-	3	-	2	2	1	1	3	*	2	2	1	2	1	1	-
	1	*	*	-	*	-	1%	1%	8%	*	1%	-	1%l	2%Ti	2%l	*	*	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 777
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Fanzworld

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)						
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39						
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**						
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29						
In the last week	6	*	-	-	5	*	1	*	*	1	-	2	-	1	5	-	5	1	-	-	5	5	1	-	-	-	-	-	-						
In the last month	5	*	-	-	5	-	1	1	1	-	*	1	1	*	4	-	5	-	*	*	4	3	1	-	-	*	-	*	*						
In the last year	13	1	*	1	10	-	1	*	1	2	1	5	*	-	9	1	9	4	1	*	10	8	3	-	-	1	-	1	1						
Used to use/ visit, but haven't in the last year	6	-	-	-	6	*	1	1	-	1	3	*	1	6	*	5	2	-	-	-	6	4	2	-	-	-	-	-	-						
Never used/ visited	1135	93	57	33	952	47	123	95	92	78	104	147	167	100	832	177	680	440	28	59	1032	459	241	53	63	37	206	43	32						
	97%kns	98%	100%	97%	97%k	98%	97%	97%	96%	97%	98%	92%	99%k	98%	97%	99%	96%	99%kn	93%	99%	97%T	95%	97%	100%	100%	97%	100%Tstwy	97%	94%						
Prefer not to say	5	-	-	-	5	-	*	1	2	-	-	2	1	-	4	-	4	-	1	-	3	3	-	-	-	-	1	1	1						
	r	-	-	-	1%	-	*	1%	2%	-	-	1%	*	-	1%	-	1%	-	3%	-	1%	1%	-	-	-	-	-	3%tx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 778
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Fanzworld

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitcut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1141	228	293	268	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671	
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755	
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544	
In the last week	6	*	*	2	1	2	6	5	5	6	5	4	5	4	4	5	4	1	4	2	
	%s	*	*	1%	1%	2%	1%	1%	1%Tg	1%	2%Tg	4%Tghj	3%Tgh	9%Tghij	8%Tghij	6%Tghij	2%Ts	*	1%	*	
In the last month	5	2	1	1	1	1	5	5	5	5	5	5	5	5	5	3	2	4	1		
	%u	1%	*	1%	*	1%	1%	1%	2%Tg	1%	2%Tg	4%Tghij	4%Tghij	5	9%Tghi	10%Tghij	5	6%Tghij	1%	4	1
In the last year	13	5	4	1	1	1	13	12	10	12	10	6	7	8	7	6	7	5	11	2	
	%au	2%	1%	*	*	1%	1%	2%Tg	3%Tg	1%	3%Tghj	4%Tghj	5%Tghj	10%Tghi	13%Tghij	8%Tghij	3%Ts	1%	3%Tu	*	
Used to use/ visit, but haven't in the last year	6	2	2	1	1	1	6	6	6	6	5	3	3	2	2	2	3	2	3	3	
	%sa	1%	1%	*	*	1%	1%	1%T	2%Tg	1%	2%Tg	2%Tg	2%Tg	3%Tg	3%Tghj	3%Tghj	1%sa	*	1%	*	
Never used/ visited	1135	215	300	264	148	125	1035	589	295	933	270	123	114	31	33	58	198	923	389	746	
	97%hikl mnoprt	98%	98%	98%	98%	98%	97%hikl mnop	95%kkim nop	91%lmno p	97%shikl mnop	90%lmno p	86%nop	85%nop	82%	84%	76%no	91%	99%Tr	94%	99%Tt	
Prefer not to say	5	*	1	1	1	1	5	2	2	4	3	2	1	*	*	1	2	3	4	1	
	*	*	*	*	*	1%	1%	*	1%	*	1%sh	1%sh	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 779
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Fanzworld

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
In the last week	6	-	-	-	-	6	-	-	-	-	6
	*	-	-	-	-	2%Tbc	-	-	-	-	2%Tj
In the last month	5	-	-	-	-	5	-	-	-	-	5
	*	-	-	-	-	2%Tbc	-	-	-	-	2%Tj
In the last year	13	-	-	1	-	12	-	-	1	-	12
	1%	-	-	*	-	5%Tabcd	-	-	*	-	5%Thijk
Used to use/ visit, but haven't in the last year	6	-	-	-	1	5	-	-	-	1	5
	1%	-	-	-	1%	2%Tbc	-	-	-	1%	2%Tj
Never used/ visited	1135	168	335	256	159	216	172	338	261	157	206
	97%el	100%ae	99%Te	99%Te	99%e	88%	100%il	99%Tl	99%Tl	99%il	87%
Prefer not to say	5	-	2	1	1	2	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/0
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
FruitLab

	Gender		Social Grade					Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
In the last week	8	6	2	2	5	-	-	-	8	5	2	1	*	-	-	-	-	-	4	5	3	1	-	5	1	*	1
	1%rA	1%	*	1%	1%	-	-	-	1%	3%Thklm	1%	*	*	-	-	-	-	-	3%Tr	7%Tr	2%	1%	-	1%	3%A	*	*
In the last month	10	9	1	6	3	*	1	3	8	1	3	2	1	1	-	-	1	-	6	5	1	3	1	6	3	*	1
	1%brA	1%b	*	2%	1%	-	-	3%Thpq	1%	1%	1%	1%	*	*	-	-	1	-	1%	3%Tr	2%	3%Tr	1	5%	1%	6%TA	*
In the last year	11	7	4	3	4	3	*	1	9	3	3	2	1	-	1	-	1	1	4	6	1	3	-	3	3	1	3
	1%r	1%	1%	1%	1%	1%	-	2%	1%	2%p	1%	1%	-	-	*	-	*	4%Tr	3%r	4%Tr	3%	1%	1%	8%TA	1%	*	
Used to use/ visit, but haven't in the last year	12	6	6	5	3	2	2	5	6	1	2	3	1	-	-	-	-	9	2	2	-	2	-	9	1	1	1
	1%NA	1%	1%	1%	1%	1%	1%	6%Thjk	1%	1	1%	1%p	1	-	-	-	-	1%	2%	2%	-	3%	-	2%A	3%A	1%	1
Never used/ visited	1212	587	624	322	355	255	276	78	1134	133	204	195	218	173	138	73	384	211	1059	138	39	76	17	489	32	60	605
	96%acgl	95%	96%Ta	94%	96%	98%	99%Tc	88%	97%Tl	93%	95%g	95%g	98%gl	99%gj	100%Tjl	100%g	99%Tgh	100%Tgh	98%Tsu	88%	87%	87%	88%	95%y	77%	96%y	99%Ty
Prefer not to say	6	3	3	3	1	-	*	1	5	1	1	1	*	1	-	-	1	-	3	2	-	1	1	1	1	*	2
	*r	1%	*	1%	-	-	*	1%	*	1%	1%	1%	*	1%	-	-	*	-	1%	1%	-	2%	3%	*	3%TA	*	*

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



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/1
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
FruitLab

	Impairing/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impairing/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	8	*	-	*	8	*	5	3	-	4	4	1	3	2	1	1	5	2	-
	1%o	*	-	*	1%	*	1%	1%	-	1%	1%	1%	2%	1%	2%	1%o	2%o	1%	
In the last month	10	3	1	3	6	*	4	5	1	1	6	2	4	2	1	3	3	1	3
	1%a	1%	*	1%	1%	*	1%	2%	4%	*	2%Ti	2%a	3%Ti	2%a	1%	1%	1%	1%	3%To
In the last year	11	1	*	1	8	*	3	7	1	3	7	2	3	3	1	3	4	2	2
	1%a	*	*	*	1%	*	*	2%Tef	2%	*	2%Ti	2%a	2%a	3%Ti	1%	*	1%	2%	2%
Used to use/ visit, but haven't in the last year	12	*	*	-	10	2	4	5	1	3	3	1	2	1	*	2	3	1	5
	1%aa	*	*	-	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	*	1%	1%	1%	8%Top
Never used/ visited	1212	348	160	205	831	269	651	270	23	855	278	108	123	96	54	590	365	103	86
	96%gjm	99%Td	99%	98%	96%	99%Tg	97%g	92%	86%	99%Tjd	92%	94%	90%	90%	92%	98%Tqr	96%r	93%	89%
Prefer not to say	6	*	*	-	4	-	2	2	1	1	4	*	2	3	1	2	1	1	-
	1	*	*	-	*	-	1%	6%	6%	1%	1%a	*	2%a	3%Ti	3%a	*	*	*	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/32
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
FruitLab

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
In the last week	8	-	1	1	6	-	1	-	-	-	-	4	-	-	6	-	4	4	-	-	8	5	3	-	-	-	-	-	-
1%	-	-	2%	3%	1%	-	1%	-	-	-	-	3%Td	-	-	1%	-	1%	1%	-	-	1%	1%	1%	-	-	-	-	-	1%
In the last month	10	-	-	1	9	-	1	-	1	-	-	4	1	1	10	-	9	1	-	-	9	5	2	-	-	-	-	-	-
1%	-	-	-	2%	1%	-	1%	-	1%	-	-	2%Td	-	1%	1%	-	1%T	-	1%	-	1%	1%	1%	-	-	1%	-	-	1%
In the last year	11	1	1	-	9	1	-	-	3	1	-	2	1	-	9	2	10	-	1	-	9	7	1	-	-	-	-	-	1
1%	1%	1%	-	1%	2%	-	-	-	2%	1%	-	1%	1%	-	1%	1%	1%To	-	3%	-	1%	1%	1%	-	-	-	-	-	3%
Used to use/ visit, but haven't in the last year	12	1	1	-	10	-	1	1	-	2	2	3	-	-	10	1	10	1	-	-	10	4	1	1	-	-	-	-	-
1%	1%	2%	-	1%	-	1%	1%	-	3%	2%	2%	2%	-	1%	1%	1%T	-	1%	-	1%	1%	1%	1%	-	-	-	-	-	-
Never used/ visited	1212	102	56	35	1019	51	134	100	102	86	110	155	173	107	900	186	741	456	28	60	1106	458	242	52	63	38	206	43	32
96%kn	98%kn	93%kn	95%kn	98%kn	98%kn	98%kn	98%kn	95%kn	95%kn	98%kn	91%kn	98%kn	99%kn	99%kn	99%kn	98%kn	95%kn	99%kn	33%kn	100%kn	97%kn	95%kn	97%kn	99%kn	98%kn	98%kn	100%Tsty	97%kn	94%kn
Prefer not to say	6	-	1	-	5	-	-	1	1	-	-	2	1	-	4	1	5	-	1	-	3	2	-	-	-	-	-	1	1
r	-	1%	-	1%	-	-	1%	1%	-	-	1%	1%	-	-	1%	1%	1%	-	3%	-	1%	1%	1%	-	-	-	-	3%Tstx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/33
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
FruitLab

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)			Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000+ (d)	£52,000+ (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitter (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	8	2	*	1	*	3	8	8	6	8	8	5	4	5	4	3	4	4	7	2
	1%u	1%	*	*	*	2%	1%	1%Tg	2%Tgj	1%	2%Tghj	3%Tghj	3%Tghj	7%Tghij	8%Tghij	5%Tghij	2%	*	1%Tu	*
In the last month	10	1	1	3	1	4	10	9	9	10	10	10	10	9	7	6	8	2	8	2
	1%su	1%	*	1%	1%	2%T	1%	1%T	2%Tghj	1%	3%Tghj	6%Tghj	6%Tghj	13%Tghij	13%Tghij	7%Tghij	3%Ts	*	8%Tu	*
In the last year	11	2	3	2	2	1	11	10	8	10	10	9	9	9	5	6	8	2	9	2
	1%su	1%	1%	1%	1%	1%	1%	1%Tg	2%Tgj	1%	3%Tghj	5%Tghj	6%Tghij	14%Tghij	10%Tghij	8%Tghij	3%Ts	*	2%Tu	*
Used to use/ visit, but haven't in the last year	12	3	3	2	3	*	12	10	10	12	7	5	6	4	2	2	7	4	8	3
	1%su	1%	1%	1%	2%	*	1%	1%	3%Tghj	1%	2%T	3%Tgj	4%Tghj	6%Tghij	5%Tghjk	2%	3%Ts	*	8%Tu	*
Never used/ visited	1212	225	312	292	165	145	1111	652	353	988	326	145	121	37	32	58	226	977	423	789
	96%hjk	96%	97%	97%	96%	94%	96%hkd	94%klm	91%lmnop	96%hkl	89%lmnop	82%nop	80%no	37	32	58	76%no	89%	97%Tr	92%
Prefer not to say	6	*	1	1	1	1	6	3	3	4	4	3	1	1	1	1	2	4	5	2
	*	*	*	*	*	1%	1%	*	1%	*	1%h	1%Thj	1%	1%	2%	1%h	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used.



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Table 7/84
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
FruitLab

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	8	-	-	-	1	7	-	-	-	1	7
	1%	-	-	-	1%	2%Tbc	-	-	-	1%	3%Tj
In the last month	10	-	-	-	-	10	-	-	-	-	10
	1%	-	-	-	-	3%Tabcd	-	-	-	-	4%Thijk
In the last year	11	-	-	-	-	11	-	-	-	1	10
	1%	-	-	-	-	4%Tabcd	-	-	-	*	4%Thijk
Used to use/ visit, but haven't in the last year	12	-	-	1	2	9	-	-	1	1	9
	1%	-	-	1%	1%	3%Tabc	-	-	*	1%	3%Thij
Never used/ visited	1212	174	340	263	177	259	178	342	268	175	249
	96%el	100%Te	99%Te	99%Te	98%e	87%	100%Tl	99%Tl	99%Tl	99%l	86%
Prefer not to say	6	-	2	1	1	3	1	2	1	-	3
	*	-	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/35
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
PocketStars

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	85+ (o)	85+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (u)	Christian (v)	Muslim (w)	Other religion (x)	None (y)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
In the last week	5	4	1	2	2	*	1	5	2	2	1	*	-	-	-	-	-	2	3	-	2	-	3	1	1	1	
	7	1%	*	1%	1%	-	*	15%	15%	1%	-	-	-	-	-	-	-	2%Tr	1%	2%Tr	1%	1%	2%A	1%	*		
In the last month	9	6	3	3	4	2	*	9	2	3	3	1	-	-	-	-	-	5	4	1	2	1	4	1	1	2	
	1%r	1%	1%	1%	1%	1%	*	1%	1%p	2%p	1%p	1%	-	-	-	-	-	1%	3%Tr	3%	2%	6%	1%	3%A	2%	*	
In the last year	14	8	5	3	4	5	2	14	4	6	3	1	-	-	-	-	-	7	6	2	3	*	5	2	1	4	
	1%r	1%	1%	1%	1%	2%	1%	1%	3%mpq	3%pq	1%p	*	-	-	-	-	-	1%	4%Tr	6%Tr	4%Tr	2%	1%	6%TAA	2%	1%	
Used to use/ visit, but haven't in the last year	7	4	3	2	1	3	-	7	*	2	4	1	-	-	-	-	-	5	2	-	2	-	5	1	-	1	
	1%A	1%	1%	1%	*	1%	-	1%	*	1%	2%p	1%	-	-	-	-	-	*	1%	-	2%	-	1%	3%A	-	*	
Never used/ visited	1129	549	580	292	337	236	258	1129	134	202	190	217	174	139	73	385	212	986	129	30	76	16	454	32	57	559	
	96%kstu	96%	97%	96%	96%	96%	98%	96%ijk	94%	94%	93%	98%ijk	174	99%Thi	100%Thi	100%	100%Thi	98%Tstu	89%	89%	88%	90%	96%y	83%	96%y	98%Ty	
Prefer not to say	7	3	4	2	2	-	2	7	1	1	3	*	1	-	-	-	-	4	2	-	1	*	1	1	-	4	
	1%	1%	1%	1%	2	-	2	1%	1%	1%	2%	*	1%	-	-	-	-	4	2	-	2%	1%	1	4%Tx	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 796
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
PocketStars

	Impairing/ limiting condition				Number of people in household							Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impairing/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)	
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18	
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**	
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15	
In the last week	5	*	*	*	4	1	2	2	-	1	4	2	1	1	1	2	1	1	-	
In the last month	9	3	1	3	6	*	5	5	-	1	8	3	5	3	1	2	4	3	-	
In the last year	14	1	*	*	9	1	5	8	1	5	9	6	4	2	1	4	7	3	*	
Used to use/ visited, but haven't in the last year	7	-	-	-	7	2	3	2	*	2	4	*	3	2	-	2	3	2	-	
Never used/ visited	1129	324	146	196	772	269	623	221	16	856	272	104	118	95	54	587	365	101	15	
Prefer not to say	7	*	*	*	4	-	2	4	2	1	5	*	4	2	1	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 7/37
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
PocketStars

	GEO Region														Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)	
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39	
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**	
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29	
In the last week	5	-	-	-	5	-	1	1	*	*	-	2	*	-	4	-	4	1	*	*	4	4	1	-	-	-	-	-	-	
In the last month	9	1	-	1	7	1	1	1	-	1	*	2	1	-	9	-	8	1	-	-	9	6	3	-	-	*	-	-	*	
In the last year	14	1	-	-	13	*	1	1	2	1	5	*	1	-	9	1	10	3	1	-	11	8	4	-	-	*	-	-	1	
Used to use/ visit, but haven't in the last year	7	2	-	-	5	-	*	1	-	-	3	-	*	-	6	*	6	1	1	-	5	6	*	1	-	-	-	-	-	
Never used/ visited	1129	91	57	33	948	47	124	91	92	78	104	146	166	100	829	178	676	438	34	59	1030	455	239	52	63	38	206	43	32	
96%kns	96%	96%	100%	97%	96%k	98%	98%k	93%	97%	97%	98%k	91%	99%k	98%k	99%	99%T	96%	98%k	97%	100%	97%T	95%	99%	100%	98%	100%Tsty	97%	95%	95%	
Prefer not to say	7	-	-	-	7	-	*	3	1	-	-	2	1	-	4	-	4	2	3	-	2	2	2	-	-	-	-	1	1	
1%r	1%r	-	-	-	1%	-	*	3%Td	1%	-	-	1%	1	-	4	-	1%	2	3%	-	2	2	1%	-	-	-	-	3%k	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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ONLINE Fieldwork: 22nd September - 4th October 2021

Table 7/38
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
PocketStars

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitcut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	288	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
In the last week	5	1	*	1	1	1	5	5	5	5	2%Tg	4	5	4	4	4	5	4	1	3
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%Tg	3%Tgh	4%Tghj	8%Tghij	7%Tghij	6%Tghij	2%Ts	*	1%	*
In the last month	9	1	2	2	1	2	9	9	8	9	3%Tgh	9	7	7	7	5	4	7	2	*
	1%au	1%	1%	1%	1%	2%	1%	1%Tg	3%Tgj	1%	3%Tghj	6%Tghij	6%Tghij	15%Tghij	13%Tghij	8%Tghij	2%Ts	*	7%	2%Tu
In the last year	14	5	3	2	1	2	14	13	10	13	4%Tghj	8	8	8	7	6	8	5	12	2
	1%au	2%	1%	1%	1%	1%	1%	2%Tgj	3%Tgj	1%	5%Tghj	6%Tghij	15%Tghij	13%Tghij	8%Tghij	4%Ts	1%	3%Tu	*	*
Used to use/ visit, but haven't in the last year	7	1	3	1	1	-	7	7	5	7	2%Tg	3	1	2	1	*	3	4	4	3
	1%	1%	1%	1%	1%	-	1%	1%T	2%Tgj	1%	2%Tg	2%Tgj	1%	5%Tghij	2%	1%	*	*	1%	*
Never used/ visited	1129	216	298	261	147	124	1029	582	291	929	263	118	112	29	32	58	195	920	384	745
	96%hikl mnpqr	96%	97%	97%	97%	95%	96%hikl mnpqr	94%klmnp	90%lmnop	96%hikl mnpqr	88%lmnop	83%lmnop	84%lmnop	57%	64%lmnop	77%lmnop	89%	98%lmnop	92%	99%lmnop
Prefer not to say	7	-	1	3	1	1	7	4	4	3	5	1	1	*	*	1	4	3	6	1
	1%ju	-	1%	1%	1%	1%	1%	1%	1%	1%	2%Tghj	1%	1%	1%	1%	1%	2%Ts	*	1%Tu	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 739
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
PocketStars

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
In the last week	5	-	-	-	-	5	-	-	-	-	5
	1%	-	-	-	-	2%Tbc	-	-	-	-	2%Tj
In the last month	9	-	-	-	-	9	-	-	-	-	9
	1%	-	-	-	-	4%Tabcd	-	-	-	-	4%Thijk
In the last year	14	-	-	-	1	12	-	-	-	1	12
	1%	-	-	-	1%	5%Tabcd	-	-	-	1%	5%Thijk
Used to use/ visit, but haven't in the last year	7	-	-	-	1	6	-	-	1	-	6
	1%	-	-	-	1%	2%Tbc	-	-	1%	-	2%Ti
Never used/ visited	1129	168	335	257	156	213	172	338	261	155	203
	98%el	100%Te	99%Te	100%Tde	97%e	86%	100%Ti	99%Ti	99%Ti	98%l	86%
Prefer not to say	7	-	2	1	3	2	1	2	1	2	2
	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 730
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Recast

	Gender			Social Grade				Age										Ethnicity					Religion				
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
In the last week	10	7	3	4	4	1	*	3	7	1	2	2	1	-	1	-	1	1	7	3	1	2	-	6	1	*	1
	1%shA	1%	*	1%	1%	*	*	4%Thlmp	1%	1%	1%	1%	1%	-	-	-	1%	1%	1%	2%	3%r	2%	-	1%	2%A	*	*
In the last month	10	7	3	5	3	1	1	3	7	2	3	1	1	-	-	-	-	-	5	4	1	2	2	5	2	1	2
	1%shr	1%	*	1%	1%	1%	*	3%Thlmm	1%	1%	1%p	1%	1%	-	-	-	-	-	5	4	3%Tr	2%	2%	9%	1%	2	1%
In the last year	11	7	4	3	3	4	1	4	7	2	3	1	1	-	-	-	-	-	6	5	3	2	-	7	2	1	1
	1%shrA	1%	1%	1%	1%	1%	*	5%Thkkm	1%	2%	1%	*	*	-	-	-	-	-	1%	3%Tr	8%Tr	2%	-	1%A	5%TA	1%	*
Used to use/ visit, but haven't in the last year	6	5	1	2	3	*	-	2	4	1	2	*	*	-	-	-	-	-	5	1	*	1	-	4	1	-	2
	1%h	1%	*	1%	1%	*	-	2%Thpq	1%	1%	*	*	*	-	-	-	-	-	5	1	*	1%	-	1%	1%	2%	*
Never used/ visited	1216	590	626	324	356	254	277	75	1140	136	203	198	219	174	138	73	385	211	1058	142	39	79	17	489	34	61	605
	97%agst	95%	98%Ta	95%	96%	97%	99%Tod	85%	97%Tgj	95%g	94%g	97%g	99%gjl	99%gj	100%gj	100%g	100%Tgh	100%Tghi	98%Tstu	90%	87%	91%	90%	95%y	83%	97%ky	99%Txy
Prefer not to say	7	3	4	3	1	1	*	1	6	1	2	2	-	1	-	-	1	-	4	2	-	2	*	2	1	*	2
	1%	1%	1%	1%	*	*	*	1%	1%	1%	1%	1%	-	1%	-	-	1%	-	1%	1%	-	2%	1%	*	3%TxA	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 791
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Recast

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	10	4	3	3	6	-	4	5	-	1	5	1	3	2	1	1	4	1	3
	1%so	1%	2%	2%	1%	-	1%	2%T	1%	* 2%sl	1%	3%TI	2%sl	1%	*	1%	1%	3%To	
In the last month	10	2	1	1	7	1	3	5	1	2	4	2	2	1	2	3	2	3	
	1%sl	*	*	*	1%	*	*	2%	3%	* 1%sl	2%	2%sl	1%	1%	2%	1%	2%so	3%To	
In the last year	11	2	1	1	8	*	5	5	*	3	4	2	2	1	1	4	1	4	
	1%so	1%	*	*	1%	*	1%	2%	1%	* 1%	2%	2%	1%	1%	*	1%	1%	5%Top	
Used to use/visit, but haven't in the last year	6	*	*	*	6	-	3	2	1	*	4	*	2	1	1	2	1	1	2
	1	*	*	*	1%	-	1%	2%	2%	* 1%sl	*	1%sl	1%	2%sl	*	*	1%	2%Tp	
Never used/visited	1216	345	157	203	835	270	651	271	24	858	281	108	124	100	54	592	369	103	83
	97%slr	98%	97%	97%	96%	99%Tg	97%g	93%	89%	99%Tkl	93%	94%	91%	94%	93%	99%Tqr	97%r	94%	87%
Prefer not to say	7	-	-	-	6	-	3	3	1	1	4	1	2	2	1	3	1	1	-
	1%sl	-	-	-	1%	-	1%	1%	5%	* 1%sl	1%	2%sl	2%sl	2%sl	*	*	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 732
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Recast

	GEO Region														Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)	
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
In the last week	10	*	-	1	8	-	*	*	*	3	1	2	1	-	9	-	8	2	-	-	9	5	1	-	-	*	1	-	-	
1%	*	-	-	3%	1%	-	*	*	*	3%Td	1%	1%	1%	-	1%	-	1%T	-	-	1%	1%	1%	-	-	-	1%	-	-	-	
In the last month	10	*	-	-	9	1	1	1	1	*	*	5	*	*	8	1	9	1	*	*	9	5	1	-	-	-	-	*	*	
1%	*	-	-	-	1%	1%	*	1%	1%	*	*	3%Td	1%	*	1%	*	1%T	*	*	1%	1%	1%	-	-	-	-	-	1%	1%	
In the last year	11	*	1	1	9	*	*	*	1	1	-	4	1	1	9	1	7	3	1	*	9	3	3	-	-	*	-	-	-	
1%	*	1%	2%	1%	*	-	-	1%	2%	-	2%	1%	1%	1%	1%	1%	1%	3%	*	1%	1%	1%	-	-	-	1%	-	-	-	
Used to use/ visit, but haven't in the last year	6	-	-	-	6	*	1	1	1	1	1	1	-	*	5	1	6	-	-	-	6	3	1	-	-	-	-	-	-	
*	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	*	1%	1%T	-	-	-	-	1%	1%	*	-	-	-	-	-	-	
Never used/ visited	1216	104	59	35	1018	51	135	99	102	84	110	157	173	107	904	186	745	456	27	60	1109	463	243	53	63	38	206	43	33	
97%kn	99%k	98%	95%	98%k	98%	99%k	97%	95%	98%k	92%	98%k	92%	98%k	99%k	96%	98%	95%	99%Tn	93%	99%	97%	96%	99%	100%T	98%	98%	100%T	97%	98%	
Prefer not to say	7	-	1	-	6	-	1	2	1	2	1	2	1	-	4	1	6	-	1	-	4	3	-	*	-	-	-	1	1	
1%r	-	1%	-	1%	-	*	1%	2%	1%	-	1%	1%	-	-	1%	-	1%	-	3%	-	1%	1%	-	1%	-	-	-	3%Lx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 739
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Recast

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)			Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000+ (d)	£52,000+ (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	10 1%a	·	1	1	1	5 3%Tabc	10 1%	9 1%T	8	9	9	8 4%Tghj	8 5%Tghi	8 12%Tghij	4 8%Tghij	4 5%Tghij	7 3%Ts	3	5 1%	5 1%
In the last month	10 1%u	2 1%	1	2 1%	2 1%	3 2%	10 1%	10 1%Tg	10	10	9 3%Tghj	9 5%Tghij	8 5%Tghi	7 10%Tghij	5 10%Tghij	5 7%Tghij	4 2%	5 1%	7 1%u	3
In the last year	11 1%au	3 1%	2	2 1%	1 1%	2 1%	11 1%	10 1%T	8 2%Tgj	10	10 3%Tghj	7 4%Tghj	6 4%Tghi	6 10%Tghij	5 9%Tghij	4 kimp	7 3%Ts	3	9 2%Tu	2
Used to use/ visit, but haven't in the last year	6	1	2	1	1	6	5	5	5	5	3	3	3	3	1	2	3	3	4	2
Never used/ visited	1216 97%ehk lmnoprt	227 97%	315 98%e	282 97%e	166 97%	142 92%	1115 96%hkd mnop	655 95%kim nop	355 91%imno p	992 96%hkd mnop	329 90%imno p	146 83%no	125 83%no	39 62%	35 88%un	61 81%no	224 90%	977 98%Tr	430 94%	786 98%Tt
Prefer not to say	7 1%	1	1	2	·	1	7	4	3	5	5	3 2%Tghj	1	1	1	·	3	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u/u
 Overlap formulae used.

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Table 734
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Recast

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	10	-	-	-	-	10	-	-	-	1	9
	1%	-	-	-	-	3%Tabcd	-	-	-	1%	3%Thij
In the last month	10	-	-	-	-	10	-	-	-	10	10
	1%	-	-	-	-	3%Tabcd	-	-	-	3%Thijk	3%Thijk
In the last year	11	-	-	-	-	10	-	-	-	10	10
	1%	-	-	-	-	3%Tabcd	-	-	-	4%Thijk	4%Thijk
Used to use/ visit, but haven't in the last year	6	-	1	-	1	4	-	1	-	1	4
	0	-	1%	-	1%	1%T	-	1%	-	1%	2%T
Never used/ visited	1216	174	339	264	178	262	178	342	269	175	253
	97% ^{sel}	100% ^{Te}	99% ^{Te}	100% ^{Te}	99% ^{se}	87%	100% ^{Tl}	99% ^{Tl}	100% ^{Tl}	99% ^{sl}	87%
Prefer not to say	7	-	2	1	1	4	1	2	1	-	4
	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 735
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
RevealMe

	Gender		Social Grade				Age										Ethnicity				Religion						
	Total (n)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	18+ (g)	18-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75-84 (n)	85+ (o)	85+ (p)	White (q)	BAME (r)	Mixed (s)	Asian (t)	Black (u)	Christian (v)	Muslim (w)	Other religion (x)	None (y)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
In the last week	4	3	2	1	2	*	1	4	1	2	*	1	-	-	-	-	-	1	3	-	3	-	2	1	1	1	
	Tr	*	*	*	1%	*	*	*	*	1%	*	1%	-	-	-	-	-	*	2%Tr	-	4%Tr	-	*	3%TA	1%	*	
In the last month	8	5	3	4	2	1	1	8	3	1	2	1	-	-	-	-	-	5	3	1	1	1	4	1	1	2	
	1%	1%	*	1%	1%	*	1%	1%	2%p	1%	1%	*	-	-	-	-	-	*	2%Tr	3%r	2%	4%	1%	2%	1%	*	
In the last year	11	6	4	1	6	1	2	11	3	4	2	1	-	-	-	-	-	5	5	2	2	*	5	2	-	1	
	1%rA	1%	1%	*	2%	*	1%	1%	2%p	2%p	1%	1%	-	-	-	-	-	*	4%Tr	7%Tr	3%r	1%	1%	5%TAA	-	*	
Used to use/ visit, but haven't in the last year	5	3	2	1	1	2	1	5	1	1	2	*	-	-	-	-	-	3	2	*	1	*	2	1	1	1	
	*	*	*	*	*	1%	*	*	1%	1%	*	*	-	-	-	-	-	*	1%	1%	2%	2%	*	3%TA	1%	*	
Never used/ visited	1134	552	582	293	338	243	256	1134	134	205	194	217	174	139	71	383	210	992	128	30	74	16	458	33	56	562	
	97%ustu	96%	97%	96%	96%	98%	97%	97%u	94%	95%	95%	98%u	99%jk	100%jk	97%	99%Thj	99%jk	98%Tstu	88%	89%	87%	90%	97%y	84%	93%	98%Tyz	
Prefer not to say	9	5	5	4	1	-	2	9	1	2	3	-	1	-	2	3	2	4	4	-	3	1	1	1	2	4	
	1%r	1%	1%	1%	*	-	1%	1%	1%	2	2%	-	1%	-	3%	3	1%	*	4	3%Tr	-	4%Tr	3%	1	4%k	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 736
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
RevealMe

	Impairing/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
In the last week	4	1	*	1	3	*	2	1	*	1	3	1	1	1	1	2	1	1	-
	1%	*	*	*	*	*	1%	1%	*	1%	1%	1%	1%	1%	2%Tl	*	*	1%	-
In the last month	8	1	*	1	5	1	2	4	*	2	5	2	3	3	2	3	3	3	-
	1%sl	*	*	*	1%	*	2%Tl	2%	*	2%Tl	2%	2%sl	3%Tl	1%	*	1%	2%To	-	-
In the last year	11	2	1	1	7	1	5	4	*	5	5	2	4	2	1	3	6	1	-
	1%	1%	*	1%	1%	*	1%	2%	1%	2%	2%	3%Tl	1%	1%	*	2%	1%	-	-
Used to use/visit, but haven't in the last year	5	1	1	1	2	1	3	1	*	2	3	*	2	*	*	2	2	1	*
	*	*	*	1%	*	*	*	2%	*	1%	*	*	2%Tl	*	*	*	*	1%	2%
Never used/visited	1134	325	146	196	776	269	622	227	17	854	280	109	122	98	54	587	366	105	15
	97%gjm	99%	99%	98%	97%	99%Tg	98%g	94%	87%	99%Tkl	93%	95%	89%	92%	93%	98%	96%	95%	98%
Prefer not to say	9	-	-	-	7	-	4	4	1	3	6	*	4	2	1	4	3	*	-
	1%sl	-	-	-	1%	-	1%	2%	6%	*	2%sl	*	3%Tl	2%sl	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 737
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
RevealMe

	GEO Region													Urban/ Rural		Internet usage		Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	988	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
In the last week	4	-	-	-	4	*	*	*	*	*	*	2	1	-	4	-	4	1	-	*	4	3	1	-	-	-	-	*	1
In the last month	8	1	-	-	7	-	*	1	1	-	1	3	1	-	6	-	7	1	*	-	7	5	2	-	-	*	-	-	*
In the last year	11	1%	-	-	1%	-	*	1%	1%	-	1%	2%	*	-	1%	-	1%T	*	1%	-	1%	1%	1%	-	-	1%	-	-	1%
Used to use/ visit, but haven't in the last year	5	*	-	-	4	-	1	1	*	1	1	4	*	-	4	*	4	1	*	-	3	3	1	-	-	*	-	*	-
Never used/ visited	1134	94	57	33	951	47	122	93	92	78	103	148	166	101	833	178	682	438	28	59	1033	482	238	53	63	38	206	42	31
Prefer not to say	9	-	-	-	9	-	2	3	1	-	-	2	1	-	6	-	4	4	1	-	4	2	4	-	-	-	-	1	1
	1%	nr	-	-	1%	-	2%	3%T	2%	-	-	1%	*	-	1%	-	1%	3%	-	*	*	2%	-	-	-	-	-	3%k	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 738
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
RevealMe

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Blitcut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	288	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
In the last week	4	*	*	1	1	-	4	4	4	4	4	4	4	3	3	4	3	2	2	2
	%s	*	*	1%	1%	-	1%	1%	1%Tg	1%Tg	1%Tg	1%Tg	1%Tg	3%Tghj	3%Tghj	3%Tghj	1%Ts	1%	1%	1%
In the last month	8	1	2	2	1	3	8	7	8	7	8	7	6	6	5	6	4	4	7	*
	%su	1%	1%	1%	1%	2%	1%	1%T	2%Tghj	1%	3%Tghj	4%Tghj	4%Tghj	11%Tghi	10%Tghj	8%Tghj	2%Ts	2%Tu	2%Tu	1%
In the last year	11	5	2	1	*	1	11	10	9	10	9	6	6	7	6	5	5	5	10	1
	%su	2%	1%	1%	*	1%	1%	2%T	3%Tgj	1%	3%Tghj	4%Tghj	4%Tghj	14%Tghi	12%Tghj	7%Tghj	2%Ts	1%	2%Tu	1%
Used to use/ visit, but haven't in the last year	5	2	1	1	1	-	5	5	4	5	4	3	3	3	2	4	4	1	4	1
	%su	1%	*	*	*	-	1%	1%Tg	1%	1%Tg	2%Tghj	2%Tghj	3	3	2	3%Tghj	2%Ts	1%	1%	1%
Never used/ visited	1134	217	301	263	146	126	1035	587	296	934	268	123	114	31	32	58	198	921	385	749
	97%shkl mnoprt	96%	98%	97%	97%	96%	97%shkl mnop	95%klm nop	91%mmno p	97%shkl mnop	90%lnop	85%nop	86%nop	61%	64%	77%no	91%	98%Tr	93%	99%T
Prefer not to say	9	-	1	3	3	1	9	6	4	5	7	1	1	1	1	1	4	5	8	1
	%su	-	1%	1%	2%	1%	1%	1%	1%	1%	2%Tghj	1%	1%	1%	1%	1%	2%	1%	2%Tu	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.

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Table 739
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
RevealMe

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
In the last week	4	-	-	1	-	4	-	1	-	-	4
						1%Tb					2%T
In the last month	8	-	-	-	-	8	-	-	-	-	8
	1%	-	-	-	-	3%Tabcd	-	-	-	-	3%Thijk
In the last year	11	-	-	1	-	10	-	-	1	-	10
	1%	-	-	*	-	4%Tabcd	-	-	*	-	4%Thijk
Used to use/ visit, but haven't in the last year	5	-	-	-	-	5	-	-	-	-	5
						2%Tbc					2%Tj
Never used/ visited	1134	168	335	255	156	219	172	337	261	154	209
	97%el	100%e	99%Te	99%Te	97%e	89%	100%l	99%Tl	99%Tl	97%l	88%
Prefer not to say	9	-	2	1	5	2	1	2	4	2	2
	1%	-	1%	*	3%Tc	1%	*	1%	*	3%T	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 800
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Triller

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christi an (w)	Muslim (x)	Other religio n (y)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
In the last week	12	10	2	5	4	1	2	4	8	4	1	1	1	-	-	1	1	6	7	4	1	1	9	2	*	1	
	15%hrA	2%Tb	*	2%	1%	*	1%	5%Thjkl	1%	3%hp	1%	1%	*	-	-	1%	*	1%	4%Tr	9%Tru	2%	5%	2%A	4%A	*	*	
In the last month	13	9	4	6	4	2	1	3	10	4	3	3	1	-	-	-	-	5	8	2	4	1	8	3	1	1	
	1%hrA	1%	1%	2%	1%	1%	*	4%Thimn	1%	3%hpq	1%	1%	*	-	-	-	-	5	8	2	4	1	8	3	1	1	
In the last year	13	8	5	2	5	4	2	3	10	1	4	4	1	-	-	-	-	6	7	1	3	2	9	2	1	1	
	1%A	1%	1%	1%	1%	1%	1%	3%Thmp	1%	1%	2%p	2%p	1%	-	-	-	-	1%	4%Tr	3%	4%Tr	12%	2%A	5%TA	2%A	*	
Used to use/ visit, but haven't in the last year	14	7	7	5	6	2	2	4	11	2	3	2	1	*	1	2	3	3	8	6	*	4	1	7	2	3	1
	1%hrA	1%	1%	1%	1%	1%	1%	4%Thmp	1%	1%	1%	1%	*	*	1%	2%	3%	8	6	4%	1%	4%Tr	1%	7	2	3	1
Never used/ visited	1200	581	619	320	350	252	273	74	1127	132	203	193	218	174	138	70	381	208	1055	130	37	74	12	478	31	57	606
	95%agst	94%	97%	94%	94%	97%	98%c	83%	96%Tj	92%g	94%g	94%g	98%Tgjl	99%Tghi	99%Tgjl	96%g	99%Tghi	98%gl	97%Tatu	82%	82%	85%	66%	93%y	76%	92%	99%Txyz
Prefer not to say	6	3	3	4	1	-	-	1	5	1	2	1	-	-	-	-	1	-	4	1	-	1	-	1	1	-	3
	*	1%	*	1%	*	-	-	1%	*	1%	1%	1%	-	1%	-	-	1	-	4	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 801
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Triller

	Impairing/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impairing/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	12	4	3	3	8	2	5	6	-	4	4	1	2	3	1	2	4	2	4
1% _d	1%	1%	2%	2%	1%	1%	1%	2%	2%	*	1%	1%	1%	2%	*	1%	2%	4%	To
In the last month	13	2	*	1	10	1	4	7	2	4	6	2	4	1	1	3	5	1	4
1% _d	1%	*	1%	1%	1%	1%	2%	7%	*	2%	2%	3%	1%	2%	*	1%	1%	5%	Top
In the last year	13	5	1	4	7	2	5	5	*	4	6	3	4	1	1	3	5	2	3
1% _d	1%	1%	2%	1%	1%	1%	2%	1%	*	2%	3%	3% _{TI}	1%	2%	1%	1%	2%	3%	To
Used to use/ visit, but haven't in the last year	14	2	1	1	11	1	7	4	2	5	6	*	4	3	1	3	7	*	4
1% _d	*	*	1%	1%	*	1%	1%	8%	1%	2%	*	3%	3%	2%	1%	2%	*	4%	To
Never used/ visited	1200	340	157	199	827	266	645	288	21	849	277	107	121	96	52	587	359	105	81
95% _d	97%	97%	95%	95%	98% _{Tg}	96% _g	92%	81%	98% _{Tkj}	92%	94%	89%	91%	90%	98% _{Tpr}	94% _r	95% _r	85%	
Prefer not to say	6	-	-	-	4	1	2	2	1	1	3	*	2	2	1	2	1	*	-
1	-	-	-	*	*	*	1%	5%	*	1%	-	1%	2% _{TI}	2% _d	*	*	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 802
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Triller

Total (T)	GEO Region											Urban/ Rural		Internet usage				Devices used to access internet								Working status				
	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)		
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39	
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**	
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29	
In the last week	12	1	1	-	11	*	1	*	3	-	5	-	-	10	-	9	3	*	-	12	3	4	-	-	-	1	-	-		
1%	1%	1%	-	1%	*	1%	*	*	4%Tdl	-	3%Tdl	-	-	1%	-	1%	1%	1%	-	1%	1%	2%	-	-	-	-	-	-		
In the last month	13	1	1	1	10	-	*	*	2	*	1	4	1	*	11	1	12	1	*	10	6	3	-	-	*	-	*	*		
1%	1%	2%	2%	1%	-	-	*	*	2%	*	1%	3%	1%	*	1%	*	2%T	*	*	1%	1%	1%	-	-	*	-	1%	1%		
In the last year	13	1	-	-	12	-	1	-	2	4	1	2	1	-	11	2	11	1	-	12	8	2	-	-	*	-	-	-		
1%	1%	-	-	1%	1%	1%	-	-	2%	5%Tdlm	1%	1%	-	-	1%	1%	1%T	*	2%	-	1%	2%	1%	-	-	1%	-	-		
Used to use/ visit, but haven't in the last year	14	1	-	1	12	-	2	1	1	2	1	3	1	*	11	3	10	4	1	*	12	5	4	-	-	2	-	-		
1%	1%	-	3%	1%	-	2%	1%	1%	2%	1%	2%	1%	*	1%	2%	1%	1%	4%	*	1%	1%	2%	-	-	4%*x	-	-	-		
Never used/ visited	1200	100	57	35	1008	51	132	99	100	81	109	155	173	108	890	183	733	452	24	60	1096	457	236	53	63	36	205	43	33	
95%kn	95%	95%	95%	95%	95%kj	99%	96%	97%	94%	89%	98%k	90%	98%kk	99%Tdhk	95%	97%	94%	98%Tn	85%	99%	96%T	95%	95%	100%	100%	95%	100%Tstw	97%	96%	
Prefer not to say	6	*	1	-	5	-	-	1	1	-	-	2	1	-	4	1	5	-	1	-	3	2	-	-	-	-	1	1		
r	*	1%	-	*	-	-	1%	1%	-	-	-	1%	*	-	*	-	1%	-	3%	-	1%	-	-	-	-	-	3%*x	-	2%	

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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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 803
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Triller

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	288	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	12 1% sa	4 2%	1 *	2 1%	1 1%	4 3%	12 1%	12 2% Tg	12 3% Tghj	12 1%	12 3% Tghj	10 5% Tghij	9 6% Tghij	7 12% Tghij kmp	4 8% Tghij k	5 6% Tghij k	7 3% Ts	5 1%	8 2%	4 1%
In the last month	13 1% su	2 1%	2 1%	3 1%	3 2%	4 2%	13 1%	13 2% Tg	13 3% Tghj	13 1%	10 3% Tgj	9 5% Tghjk	9 6% Tghj k	8 12% Tghj kmp	4 9% Tghij k	6 7% Tghij k	9 4% Ts	5 *	10 2% Tu	3 *
In the last year	13 1% su	2 1%	6 2%	1 *	3 2%	1 1%	13 1%	11 2% T	11 3% Tghj	12 1%	11 3% Tghj	9 5% Tghij	9 6% Tghij jk	8 12% Tghij kmp	6 11% Tghij km	5 7% Tghij k	8 3% Ts	4 *	11 2% Tu	2 *
Used to use/ visit, but haven't in the last year	14 1% u	3 1%	1 *	3 1%	3 2%	2 1%	14 1%	14 2% Tg	10 3% Tgj	14 1%	14 4% Tghj	8 4% Tghjp	4 3% T	8 13% Tghij kmp	4 7% Tghij mp	2 2%	5 2%	8 1%	11 2% Tu	3 *
Never used/ visited	1200 95% ghij klmnop r	222 95%	308 96%	281 97%	161 94%	143 93%	1099 95% hkl mnop	638 92% klm nop	341 87% lmno p	977 95% hkl mnop	314 86% lmno p	138 78% no	121 80% no	32 50%	32 63% n	58 77% no	218 88%	968 97% Tr	414 90%	786 98% T
Prefer not to say	6 u	1 *	1 *	1 *	1 *	1 1%	6 1%	3 *	3 1%	4 *	4 1% sh	2 1% shj	1 *	1 *	1 2% Thjmn	1 1%	2 1%	4 *	5 1% Tu	1 *

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

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Table 804
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Triller

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	12	-	-	-	-	12	-	-	-	-	12
1%	-	-	-	-	-	4%Tabcd	-	-	-	-	4%Thijk
In the last month	13	-	-	-	1	12	-	-	*	1	12
1%	-	-	-	-	1%	4%Tabc	-	-	*	1%	4%Thijk
In the last year	13	-	-	1	1	11	-	-	1	1	11
1%	-	-	-	*	1%	4%Tabc	-	-	*	1%	4%Thij
Used to use/ visit, but haven't in the last year	14	-	-	-	2	12	-	-	-	2	12
1%	-	-	-	-	1%	4%Tabc	-	-	-	1%	4%Thij
Never used/ visited	1200	174	340	263	174	250	178	342	268	173	239
95%el	100%Tde	99%Tde	99%Te	97%e	83%	100%Ti	99%Ti	99%Ti	97%l	83%	
Prefer not to say	6	-	2	1	1	3	1	2	1	-	3
*	-	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 805
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

	Gender		Social Grade				Age										Ethnicity					Religion				
	Total (T)	Male (A)	Female (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	18+ (G)	18-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75-84 (N)	85+ (O)	85+ (P)	White (Q)	BAME (R)	Mixed (S)	Asian (T)	Black (U)	Christi an (V)	Muslim (W)	Other religio n (X)	None (Y)
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451
In the last week	6	6	*	1	4	*	1	6	3	1	2	*	-	-	-	-	-	3	4	2	1	*	4	1	-	1
	1%br	1%	*	1%	*	*	1%	1%	2%p	1%	1%	*	-	-	-	-	-	1%	2%Tr	6%Tr	1%	1%	1%	2%	-	*
In the last month	7	5	2	2	5	*	*	7	2	3	2	1	-	-	-	-	-	3	5	1	3	1	3	2	1	1
	1%rA	1%	*	1%	1%	*	*	1%	2%p	1%	1%	*	-	-	-	-	-	1%	3%Tr	3%r	3%Tr	6%	1%	4%TA	2%	*
In the last year	10	5	5	3	1	3	3	10	1	3	3	1	-	1	-	1	1	6	4	*	3	*	5	2	1	2
	1%rA	1%	1%	1%	*	1%	1%	1%	1%	2%	2%	1%	-	1%	-	*	*	1%	2%r	1%	3%Tr	1%	1%	6%TA	1%	*
Used to use/ visit, but haven't in the last year	5	3	2	1	2	1	5	*	2	2	1	-	-	-	-	-	-	3	2	*	1	1	3	1	1	*
	*	1%	*	1%	1%	1%	*	*	1%	1%	*	-	-	-	-	-	-	1%	1%	1%	2%	3%	1%	2%A	1%	*
Never used/ visited	1137	552	585	296	337	241	259	1137	136	204	194	218	174	138	73	384	211	993	130	30	77	15	456	32	57	565
	97%stuy	96%	98%	97%	96%	98%	98%	97%	95%	95%	95%	99%	99%jk	99%	100%	99%Thi jk	100%ijk	98%Tstu	90%	89%	90%	88%	97%y	83%	96%y	99%Ty
Prefer not to say	5	2	2	2	1	-	-	5	1	1	1	-	1	-	-	1	-	2	1	-	1	-	1	1	-	2
				1%				1%	1%	1%		1%						1%			1%		1	4%TA		

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



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Table 806
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

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	156	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
In the last week	6	2	-	2	4	-	4	2	-	3	3	1	1	1	1	1	4	1	-
	1%	*	-	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	-
In the last month	7	2	1	2	5	-	4	3	*	1	7	2	4	2	1	2	4	1	-
	1% <i>j</i>	1%	*	1%	1%	-	1%	1%	1%	*	2% <i>Tj</i>	2% <i>l</i>	3% <i>Tl</i>	2% <i>m</i>	2% <i>n</i>	*	1%	1%	-
In the last year	10	3	*	2	5	2	3	6	*	4	6	2	5	3	1	4	3	3	*
	1% <i>j</i>	1%	*	1%	1%	1%	*	2% <i>Tj</i>	1%	*	2% <i>l</i>	2%	3% <i>Tl</i>	3% <i>m</i>	2%	1%	1%	2%	2%
Used to use/visit, but haven't in the last year	5	-	-	-	5	1	1	3	-	1	4	1	4	2	-	1	3	1	-
	1	-	-	-	1%	*	*	1% <i>Tj</i>	-	*	1% <i>Tj</i>	1% <i>l</i>	3% <i>Tl</i>	2% <i>m</i>	-	*	1%	1%	-
Never used/visited	1137	324	147	195	780	269	625	226	17	857	280	107	122	97	54	590	366	104	15
	97% <i>q</i> <i>k</i> <i>l</i> <i>m</i>	98%	99%	97%	97%	99% <i>Tg</i>	98% <i>g</i>	94%	90%	99% <i>Tk</i> <i>l</i> <i>m</i> <i>n</i>	93% <i>l</i>	94%	89%	91%	92%	98% <i>Tq</i>	96%	95%	98%
Prefer not to say	5	-	-	-	2	-	2	1	1	1	3	*	2	2	1	2	1	-	-
	1	-	-	-	*	-	*	1%	6%	*	1% <i>j</i>	*	1% <i>l</i>	2% <i>m</i>	2% <i>n</i>	*	*	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible 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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 807
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

	GEO Region													Urban/ Rural		Internet usage		Devices used to access internet					Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29
In the last week	6	-	-	-	6	*	-	-	1	*	-	3	*	1	3	1	4	2	*	-	5	4	2	-	-	-	-	-	-
1%	-	-	-	-	1%	1%	-	-	1%	*	-	2%	*	1%	*	1%	1%	1%	-	1%	1%	1%	-	-	-	-	-	-	-
In the last month	7	1	-	1	5	*	1	-	*	1	-	2	*	-	7	-	5	2	-	-	7	5	2	-	-	*	-	-	*
1%	1%	1%	-	3%	1%	1%	1%	-	*	1%	-	1%	*	-	1%	-	1%	*	-	-	1%	1%	1%	-	-	1%	-	-	1%
In the last year	10	1	*	-	8	*	-	1	1	1	1	3	1	1	9	1	9	-	1	*	8	6	1	-	-	*	1	-	1
1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	-	-	1%
Used to use/ visit, but haven't in the last year	5	1	-	-	4	-	1	*	1	*	1	*	-	*	5	*	5	-	1	-	3	4	1	-	-	-	-	-	-
1%	1%	-	-	1%	-	1%	1%	*	1%	1%	1%	*	-	*	1%	*	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-
Never used/ visited	1137	91	57	33	956	47	125	95	92	78	104	150	167	100	834	177	680	442	25	59	1038	461	242	53	63	38	205	43	32
97%kns	96%	100%	97%	97%k	98%	98%	98%	96%	97%	98%	94%	99%k	98%	97%	97%	99%	99%Tn	89%	100%	98%T	90%	97%	100%	100%	98%	98%	100%	97%	95%
Prefer not to say	5	-	-	-	5	-	-	1	1	-	-	2	1	-	4	-	3	-	1	-	2	2	-	-	-	-	-	1	1
1%	-	-	-	1%	-	-	1%	2%	-	-	1%	1%	-	-	1%	-	1%	3%	-	1%	1%	1%	-	-	-	-	3%Tx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 808
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitcut e (o)	OnlyFan s (p)	Any exposur e (r)	No exposur e (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	288	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
In the last week	6 1%u	2 1%	* *	1 *	2 1%	1 1%	6 1%	6 1%T	5 2%Tgj	6 1%	6 2%Tghj	3 2%Tj	3 2%Tj	3 6%Tghjkl	3 6%Tghjkm	3 4%Tghjk	2 1%	4 *	5 1%	1 *
In the last month	7 1%au	1 1%	1 *	1 *	1 2%	2 1%	7 1%	7 1%T	6 2%Tgj	7 1%	7 2%Tghj	7 4%Tghj	5 4%Tghj	7 13%Tghijklmp	6 12%Tghijklmp	5 7%Tghijklmp	4 2%Ts	3 *	6 1%Tu	1 *
In the last year	10 1%au	3 1%	2 1%	1 *	1 2%	2 1%	10 1%	8 1%	8 3%Tghj	9 1%	8 3%Tghj	6 4%Tghj	5 4%Tghj	6 12%Tghijklmp	6 11%Tghijklmp	5 3%Tghjkm	5 2%Ts	4 *	8 2%Tu	2 *
Used to use/ visit, but haven't in the last year	5 *s	2 1%	- *	1 *	2 1%	* *	5 *	5 1%	5 1%Tgj	5 1%	5 2%Tgj	3 2%Tghj	3 2%Tgj	3 7%Tghjklmp	2 5%Tghjkm	2 3%Tghjkm	3 2%Ts	2 *	4 1%	1 *
Never used/ visited	1137 97%hikl mnoprt	216 96%	303 98%	266 98%	147 97%	124 95%	1037 97%hikl mnop	591 96%klm nop	298 92%lmno p	935 97%hikl mnop	271 91%lmop	124 86%nop	117 88%nop	31 61%	34 66%	60 79%no	201 92%	922 98%Tr	389 94%	748 99%Tt
Prefer not to say	5 *u	- *	1 *	1 *	- *	1 1%	5 *	1 *	1 *	3 *	2 1%h	1 1%	* *	* *	* *	* *	1 1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
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Table 809
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
In the last week	6	-	-	-	1	5	-	-	-	1	5
	1%	-	-	-	1%	2%Tbc	-	-	-	1%	2%Tj
In the last month	7	-	-	-	-	7	-	-	-	-	7
	1%	-	-	-	-	3%Tbcd	-	-	-	-	3%Thjk
In the last year	10	-	-	1	1	8	-	-	1	1	8
	1%	-	-	*	1%	3%Tabc	-	-	*	1%	3%Thij
Used to use/ visit, but haven't in the last year	5	-	-	-	-	5	-	-	-	-	5
		-	-	-	-	2%Tbc	-	-	-	-	2%Tj
Never used/ visited	1137	168	335	256	158	220	172	338	261	156	210
	97%el	100%e	99%Te	99%Te	98%e	89%	100%l	99%Ti	99%Ti	99%l	89%
Prefer not to say	5	-	2	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 810
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

	Gender		Social Grade					Age										Ethnicity					Religion				
	Total (T)	Male (A)	Female (B)	AB (C)	C1 (G)	C2 (I)	DE (F)	18+ (H)	18-24 (J)	25-34 (L)	35-44 (K)	45-54 (M)	55-64 (N)	65-74 (O)	75-84 (P)	85+ (Q)	85+ (R)	White (S)	BAME (T)	Mixed (U)	Asian (V)	Black (W)	Christian (X)	Muslim (Y)	Other religion (Z)	None (AA)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	289	137	754	125	34	70	22	345	35	44	451	
In the last week	9	6	3	2	5	1	1	9	2	3	3	1	-	-	-	-	-	4	4	-	3	-	3	2	-	1	
1%r	1%	1%	*	1%	1%	*	*	1%	1%	1%	1%p	1%	-	-	-	-	-	*	3%Tr	1%	4%Tr	3%	1%	6%TA	1%	1	
In the last month	8	5	3	4	2	2	*	8	2	2	3	1	-	-	-	-	-	3	4	1	3	*	4	2	1	1	
1%rA	1%	*	*	1%	1%	1%	*	1%	1%p	1%	1%	*	-	-	-	-	-	*	3%Tr	4%Tr	3%Tr	1%	1%	5%TA	1%	*	
In the last year	12	8	4	2	4	2	3	12	1	5	4	1	-	-	-	-	-	6	5	*	4	1	4	2	1	4	
1%r	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%p	2%p	1%	-	-	-	-	-	1%	4%Tr	1%	5%Tr	3%	1%	5%TA	2%	1%	
Used to use/ visit, but haven't in the last year	12	9	3	3	5	3	1	12	2	2	4	3	2	-	-	2	-	8	4	-	3	1	6	1	2	3	
1%	2%	*	1%	2%	1%	*	1%	1%	1%	2%	1%	1%	-	-	*	-	1%	3%	-	4%Tr	3%	1%	2%	3%	1%		
Never used/ visited	1124	542	582	291	332	239	258	1124	135	201	190	215	172	139	73	384	212	984	125	32	71	15	452	31	55	559	
96%akku	95%	98%Ta	96%	95%	97%	98%	96%k	94%	93%	93%	97%	98%jk	100%Thj	100%	99%Tni	100%Thij	97%Tsu	86%	93%	83%	87%	96%y	79%	92%	98%Tyz		
Prefer not to say	6	3	3	3	1	1	*	6	1	2	1	*	-	-	-	1	-	3	2	-	1	1	2	1	-	2	
1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	*	1%	-	-	1	-	3	2	1%	1%	3%	2	1	4%TA	-	2	

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



Ofcom VSP Tracker - Wave 1
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Table 811
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

	Impairing/ limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	328	146	196	770	258	596	262	25	813	325	127	158	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
In the last week	9	3	1	3	5	-	5	3	1	2	7	2	4	2	2	3	4	1	-
	1% <i>h</i>	1%	1%	1%	1%	-	1%	1%	4%	*	2% <i>Ti</i>	2% <i>l</i>	3% <i>Tl</i>	2% <i>l</i>	3% <i>l</i>	1%	1%	1%	-
In the last month	8	1	-	1	6	1	1	5	*	2	6	3	3	1	1	1	3	3	*
	1% <i>h</i>	*	-	1%	1%	*	*	2% <i>Tl</i>	1%	*	2% <i>Ti</i>	2% <i>l</i>	3% <i>Tl</i>	2%	2%	1%	3% <i>To</i>	2%	-
In the last year	12	2	-	1	7	2	5	4	*	7	4	2	3	1	*	4	5	2	-
	1%	1%	-	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	-
Used to use/ visit, but haven't in the last year	12	3	1	1	9	1	9	2	*	9	4	1	1	-	1	6	4	2	-
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	2%	-
Never used/ visited	1124	320	145	193	771	268	616	224	16	846	277	106	124	98	52	584	364	101	15
	96% <i>qjlmnq</i>	97%	98%	97%	96%	98% <i>Tg</i>	97% <i>g</i>	93%	84%	98% <i>Tkj</i>	92%	93%	90%	92%	90%	97% <i>q</i>	95%	92%	98%
Prefer not to say	6	*	*	-	3	-	2	3	1	1	4	1	2	3	1	2	1	1	-
	1% <i>h</i>	*	*	-	*	-	*	1%	8%	*	1% <i>h</i>	1%	1% <i>h</i>	3% <i>Tl</i>	2% <i>l</i>	*	*	1%	-

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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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 812
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

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet										Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)						
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39						
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**						
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29						
In the last week	9	-	-	1	8	1	*	1	1	1	-	2	*	1	6	1	7	2	*	*	8	6	2	*	*	*	-	-	-						
1%	-	-	-	3%	1%	2%	*	1%	1%	1%	-	2%	*	1%	1%	1%	1%T	*	1%	*	1%	1%	1%	-	-	1%	-	-							
In the last month	8	-	-	-	7	-	1	1	1	*	-	4	1	*	7	-	7	1	*	*	6	5	1	1	*	*	-	*	*						
1%	-	-	-	-	1%	-	*	1%	1%	*	-	2%Td	*	*	1%	-	1%T	*	*	*	1%	1%	1%	-	-	1%	-	1%	1%						
In the last year	12	1	-	-	11	-	2	1	1	1	2	2	1	10	1	9	2	1	*	*	10	10	2	-	-	1	-	-							
1%	1%	-	-	1%	-	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	-	-	1%	2%T	1%	-	-	1%	-	-							
Used to use/ visit, but haven't in the last year	12	2	1	-	10	*	1	1	-	3	1	1	1	11	1	7	5	-	-	12	8	2	-	-	*	1	-	-							
1%	2%	2%	-	1%	1%	1%	1%	1%	-	3%	1%	*	1%	1%	1%	1%	1%	-	-	1%	2%	1%	-	-	1%	1%	-	-							
Never used/ visited	1124	92	56	33	943	46	123	93	90	78	101	148	164	99	822	176	672	437	26	59	1022	450	241	52	63	37	205	43	33						
96%ns	97%	98%	97%	98%	97%	97%	95%	95%	97%	95%	95%	93%	97%	96%	99%	95%	98%	92%	99%	96%	93%	97%	98%	100%	97%	99%	97%	97%	97%						
Prefer not to say	6	-	-	-	6	-	*	1	1	1	-	2	1	-	4	-	5	-	1	-	3	3	*	-	-	-	-	1	1						
1%r	-	-	-	1%	-	*	1%	2%	1%	-	1%	1	-	-	1	-	1%	-	3%	-	1%	1%	-	-	-	-	3%tx	2%							

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



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Table 813
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

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Facebook (n)	Blitcut (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	288	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
In the last week	9	2	2	1	2	1	9	9	6	9	8	6	6	6	6	6	4	5	6	2
	1%u	1%	1%	*	1%	1%	1%	1%Tg	2%Tg	1%	3%Tghj	4%Tghij	4%Tghij	11%Tghij	11%Tghij	8%Tghij	2%a	*	2%u	*
In the last month	8	1	2	2	*	3	8	8	8	7	7	6	5	5	5	5	5	3	7	1
	1%au	1%	1%	1%	*	2%	1%	1%T	2%Tghj	1%	2%Tgj	5%Tghij	5%Tghij	11%Tghij	10%Tghij	7%Tghij	2%Ts	*	2%Tu	*
In the last year	12	3	3	2	2	1	12	9	7	10	10	5	5	6	6	5	5	6	7	4
	1%as	1%	1%	1%	2%	1%	1%	1%	2%Tgj	1%	3%Tghj	3%Tghj	3%Tghj	11%Tghij	12%Tghij	7%Tghij	3%Ts	1%	2%	1%
Used to use/ visit, but haven't in the last year	12	2	5	*	*	3	12	9	7	10	4	2	3	*	1	3	7	5	5	7
	1%as	1%	2%	*	*	2%	1%	1%	2%Tj	1%	1%	2%	3%	1%	2%u	4%Tghjk	3%Ts	1%	1%	1%
Never used/ visited	1124	217	296	263	146	122	1024	582	294	926	266	121	112	32	31	55	194	916	386	738
	96%hikl mnoprt	96%	96%	98%	96%	94%	96%hikl mnop	94%kk nop	91%lmo p	96%hikl mnop	89%lmo p	84%nop	84%nop	83%	82%	73%no	89%	98%Tr	93%	98%Tt
Prefer not to say	6	1	1	1	1	1	6	3	2	4	4	2	2	2	1	2	3	4	2	2
	1%	*	*	*	1%	1%	1%	*	1%	*	1%hj	2%Tghj	1%	3%Tghij	3%Tghij	2%Tj	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 814
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

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
In the last week	9	-	-	-	1	8	-	-	-	1	8
	1%	-	-	-	1%	3%Tabc	-	-	-	1%	3%Thij
In the last month	8	-	-	-	-	8	-	-	-	-	8
	1%	-	-	-	-	3%Tabcd	-	-	-	-	3%Thijk
In the last year	12	-	-	2	-	10	-	-	2	8	
	1%	-	-	1%	-	4%Tabcd	-	-	1%	3%Thij	
Used to use/ visit, but haven't in the last year	12	-	4	1	2	5	-	5	2	5	
	1%	-	1%	-	1%	2%	-	1%	-	2%j	
Never used/ visited	1124	168	331	254	157	214	172	333	260	154	206
	98%el	100%Te	98%Te	99%Te	98%e	87%	100%Ti	98%l	99%Ti	97%l	87%
Prefer not to say	6	-	2	1	1	3	1	2	1	-	3
	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 815
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
VuePay

	Gender			Social Grade				Age								Ethnicity					Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	55+ (p)	65+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (y)	Other religion (z)	None (A)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
In the last week	8	5	2	5	2	*	*	3	4	2	1	1	*	-	-	-	-	5	2	*	2	2	6	2	-	-	
	1%h	1%	*	1%T	*	*	*	4%Thjmn	*	1%	1%	1%	*	-	-	-	-	5%	2%	1%	2%	3%	1%A	4%TA	-	-	
In the last month	11	8	3	4	4	2	1	4	7	2	2	2	1	-	-	-	-	5	6	3	3	1	5	2	*	2	
	1%hr	1%	*	1%	1%	1%	*	4%Thlmnpq	1%	2%p	1%	1%	*	-	-	-	-	5%	6%Tr	3%	3%r	4%	5%TA	*	*		
In the last year	10	6	4	4	2	3	1	2	8	1	3	3	1	-	-	-	-	6	3	1	2	*	5	2	1	2	
	1%A	1%	1%	1%	1%	1%	*	2%pq	1%	1%	1%p	2%p	*	-	-	-	-	1%	2%	1%	3%	1%	5%TA	1%	*		
Used to use/ visit, but haven't in the last year	20	12	8	7	7	4	2	4	16	3	3	4	4	1	1	-	2	1	12	8	2	5	1	10	2	3	4
	2%A	2%	1%	2%	2%	1%	2	4%p	16%	3%	2%	2%	2%	1%	1%	-	2%	1%	12%	8%	2%	5%	1%	10%	2%	3%	4%
Never used/ visited	1205	584	621	320	354	252	274	75	1129	134	204	193	216	173	137	73	383	210	1053	137	38	75	17	485	32	58	603
	96%acps	94%	97%a	94%	95%	97%	98%Tc	85%	96%Tgl	93%g	95%g	94%g	98%g	99%Tgj	99%gl	100%g	99%Tghj	99%Tghi	97%Tatu	87%	87%	86%	88%	95%y	78%	93%	98%Tryz
Prefer not to say	6	4	2	3	1	*	*	1	5	1	1	1	-	-	-	-	1	-	3	2	*	1	-	1	1	*	2
	Tr	1%	*	1%	*	*	*	1%	*	1%	1%	1%	-	-	-	-	1%	-	3%	2%	1%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
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Table 816
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
VuePay

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?					Highest education			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	8	3	2	3	4	-	2	5	-	4	2	1	2	1	2	1	2	3	3
	1% <i>kl</i>	1%	1%	1%	*	-	2% <i>T</i>	2%	-	1% <i>kl</i>	2% <i>kl</i>	1%	2% <i>kl</i>	2% <i>kl</i>	*	*	2%	3% <i>Top</i>	
In the last month	11	2	1	1	8	*	4	5	1	2	5	1	3	2	-	2	3	2	3
	1% <i>kl</i>	1%	*	1%	1%	*	1%	2%	4%	*	2% <i>kl</i>	1%	2% <i>kl</i>	2%	-	1%	2%	3% <i>To</i>	
In the last year	10	3	1	1	5	-	2	8	*	1	7	3	4	3	2	3	4	1	2
	1% <i>kl</i>	1%	1%	1%	1%	-	*	3% <i>Tef</i>	1%	*	2% <i>Tl</i>	3% <i>Tl</i>	3% <i>Tl</i>	2% <i>kl</i>	3% <i>kl</i>	*	1%	1%	2%
Used to use/visit, but haven't in the last year	20	2	1	1	17	2	10	7	1	9	7	4	4	1	1	8	7	1	4
	2% <i>kl</i>	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%	3%	3%	1%	2%	1%	2%	1%	4% <i>T</i>
Never used/visited	1205	343	157	202	828	289	648	295	23	853	276	104	123	97	53	584	364	104	84
	96% <i>qklm</i>	97%	97%	97%	96%	99% <i>Tg</i>	97% <i>g</i>	91%	87%	98% <i>Tkl</i>	91%	91%	90%	91%	91%	97% <i>Tr</i>	96% <i>sr</i>	95%	88%
Prefer not to say	6	-	-	-	4	-	3	2	1	1	3	*	2	2	1	2	1	*	-
	1	-	-	-	*	-	1%	5%	*	1%	*	1% <i>kl</i>	2%	2% <i>Tl</i>	2% <i>kl</i>	*	*	-	-

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



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Table 817
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
VuePay

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet								Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)				
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39				
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**				
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29				
In the last week	8	*	-	-	7	-	*	-	*	2	*	4	-	-	7	-	6	1	-	-	7	2	2	-	-	-	-	-	-				
1%	*	-	-	-	1%	-	*	-	*	3%	*	2%Td	-	-	1%	-	1%T	-	-	-	1%	1%	1%	-	-	-	-	-	-				
In the last month	11	-	-	1	10	*	1	*	2	1	*	4	1	*	10	-	9	2	*	-	10	4	2	-	-	*	-	-	*				
1%	-	-	3%	1%	*	1%	*	*	2%	2%	*	2%	1%	*	1%	-	1%T	*	-	1%	1%	1%	-	-	1%	-	-	-	1%				
In the last year	10	1	1	1	8	1	1	1	1	2	-	2	1	-	9	1	9	2	1	*	9	5	1	-	-	1	-	-	1				
1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	-	1%	-	1%	*	*	1%	1%	*	-	-	-	2%	-	-	1%	3%			
Used to use/ visit, but haven't in the last year	20	1	1	-	17	-	2	4	2	2	5	1	1	15	1	13	6	*	*	18	10	4	1	-	*	1	-	-	-				
2%	1%	2%	-	2%	-	1%	4%	2%	2%	2%	3%	1%	*	2%	1%	2%	1%	1%	*	2%	2%	2%	2%	-	1%	1%	-	-	-				
Never used/ visited	1205	102	57	35	1011	51	133	96	101	83	110	156	172	107	894	186	739	451	27	60	1098	458	240	52	63	37	205	43	32				
96%kn	97%	95%	95%	96%kk	98%	97%	94%	94%	92%	96%kl	91%	98%km	99%kn	95%	98%	95%	98%	93%	99%	96%	95%	96%	100%	98%	96%	99%Tn	97%	94%	94%				
Prefer not to say	6	-	1	-	5	-	*	1	1	-	-	2	1	-	4	1	5	-	1	-	3	2	-	-	-	*	-	1	1				
1%	-	1%	-	1%	-	-	1%	1%	-	-	1%	1%	-	-	1%	-	1%	3%	-	-	1%	1%	-	-	-	1%	-	3%Lx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 818
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
VuePay

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)	
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	288	130	131	198	319	922	531	728	
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799	
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585	
In the last week	81% ^s	1	1	2	1	4	2% ^{Tb}	8	8	7	8	7	8	7	4	4	5% ^{Tghij}	6	2	5	3
In the last month	11% ^{su}	1	2	2	1	4	1%	10	10	10	10	10	10	9	5	5	6% ^{Tghij}	7	4	9	1
In the last year	10% ^{su}	2	3	1	2	2	1%	10	10	9	10	10	8	8	7	6	7	2	9	1	
Used to use/ visit, but haven't in the last year	20% ^{cu}	8	4	1	6	2	2%	17	16	18	11	7	8	6	4	2	3%	8	12	8	
Never used/ visited	1205	222	310	284	163	142	1104	645	345	983	323	142	119	34	31	58	219	970	420	785	
Prefer not to say	6	1	1	1	1	1	6	2	2	4	4	2	1	1	1	2	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u Overlap formulae used.



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Table 819
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
VuePay

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	8	-	-	-	-	8	-	-	-	-	8
	1%	-	-	-	-	3%Tbod	-	-	-	-	3%Tijk
In the last month	11	-	-	-	-	11	-	-	-	-	11
	1%	-	-	-	-	4%Tabcd	-	-	-	-	4%Thijk
In the last year	10	-	-	-	-	10	-	-	-	-	10
	1%	-	-	-	-	3%Tabcd	-	-	-	-	4%Thijk
Used to use/ visit, but haven't in the last year	20	-	3	1	3	13	-	3	1	3	13
	2%	-	1%	-	2%	4%Tabc	-	1%	-	2%	4%Thij
Never used/ visited	1205	174	338	263	176	256	178	339	268	174	245
	96%el	100%Te	98%Te	99%Te	98%e	85%	100%Ti	98%Ti	99%Ti	98%l	85%
Prefer not to say	6	-	2	1	1	2	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/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 620
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Xpanded

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (T)	Male (A)	Female (B)	AB (C)	C1 (D)	C2 (E)	DE (F)	18+ (G)	18-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75-84 (N)	85+ (O)	85+ (P)	White (Q)	BAME (R)	Mixed (S)	Asian (T)	Black (U)	Christian (V)	Muslim (W)	Other religion (X)	None (Y)	
Unweighted base	1141	634	507	307	349	223	256	1141	159	234	209	211	162	125	41	328	166	942	182	45	102	29	450	55	59	552	
Weighted base	1170	573	597	305	350	246	263	1170	143	215	204	221	175	139	73*	386	212	1009	145	34*	86	18**	472	39*	60*	571	
Effective base	891	482	417	236	280	172	201	891	124	177	161	165	133	107	36	269	137	754	125	34	70	22	345	35	44	451	
In the last week	6	2	4	1	2	*	3	6	2	3	1	1	-	-	-	-	-	4	2	1	1	-	2	1	*	3	
	1%	*	1%	*	*	*	1%	1%	1%	1%	1%	*	-	-	-	-	-	*	1%	2%	1%	-	*	3%	*	1%	
In the last month	7	4	2	4	*	*	*	7	2	2	2	1	-	-	-	-	-	4	3	*	2	1	3	1	*	*	
	1%rA	1%	*	1%	1%	*	1%	2%p	1%	1%	1%	*	-	-	-	-	-	2%Tr	1%	2%	5%	1%	3%A	1%	*	*	
In the last year	11	5	6	5	2	1	3	11	*	4	4	3	-	-	-	-	-	4	7	1	6	-	5	3	1	1	
	1%rA	1%	1%	2%	1%	1%	1%	1%	*	2%p	2%p	1%	-	-	-	-	-	5%Tr	2%	7%Tr	-	1%	8%TA	2%A	*	*	
Used to use/ visit, but haven't in the last year	11	7	4	4	2	1	11	3	1	3	1	1	*	*	2	3	2	5	6	2	3	*	5	*	4	2	
	1%rA	1%	1%	1%	1%	*	1%	2%	1%	1%	*	*	*	3%	1%	1%rA	*	4%Tr	6%Tr	4%Tr	1%	1%	1%	1%	6%TA	*	
Never used/ visited	1131	552	578	290	338	242	256	1131	135	204	193	216	173	138	71	382	209	991	126	30	73	16	456	32	54	562	
	97%stuyz	96%	97%	95%	96%	98%	97%	97%	95%	95%	94%	98%	99%jk	100%Thj	97%	99%Thij	99%ijk	98%Tstu	87%	88%	85%	85%	93%	97%yz	82%	90%	99%Tyz
Prefer not to say	4	2	2	2	1	-	-	4	1	1	1	-	1	-	-	1	-	2	1	-	1	-	1	1	3%TA	-	2
	z			1%				*	1%	1%	1%	-	1%	-	-	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/yz/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table B21
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Xpanded

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1141	326	146	196	770	258	596	262	25	813	325	127	156	114	63	558	395	120	18
Weighted base	1170	330	148	200	802	272	638	242	19**	867	302	115	137	106	58*	601	381	110	15**
Effective base	891	258	118	154	599	206	476	194	17	657	232	88	113	84	44	447	306	87	15
In the last week	6	1	-	1	5	2	2	1	-	3	4	1	1	1	1	5	1	1	-
	1%	-	-	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	2%	1%	-	1%	-
In the last month	7	2	1	1	5	-	3	3	-	2	5	1	2	2	1	1	3	2	-
	1%	1%	1%	1%	1%	-	1%	1%	-	2%T	4%T	1%	2%	2%	1%	1%	2%	2%	-
In the last year	11	4	2	2	6	2	5	5	-	4	6	5	4	1	1	4	6	1	-
	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	2%	4%T	3%	-	1%	1%	2%	1%	-
Used to use/visit, but haven't in the last year	11	2	1	1	8	1	7	3	-	6	5	2	3	2	1	4	7	-	-
	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	-	2%
Never used/visited	1131	321	144	194	776	267	620	227	17	851	279	105	124	99	53	586	363	106	15
	97%gkl	97%	98%	97%	97%	98%g	97%	94%	89%	98%Tkl	92%	92%	91%	93%	91%	98%	95%	96%	98%
Prefer not to say	4	-	-	-	2	-	2	1	1	3	-	2	2	1	2	1	-	-	-
	1	-	-	-	1	-	1%	6%	1%	1%	-	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 822
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Xpanded

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet								Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)			
Unweighted base	1141	92	52	29	968	45	125	94	103	74	105	173	148	101	844	159	884	244	29	47	1039	502	242	52	58	46	159	42	39			
Weighted base	1170	95	57*	34**	984	47*	127	98	96	80	106	160	169	102	860	179	707	446	28**	59*	1061	482	248	53*	63*	38*	206	44*	34**			
Effective base	891	72	43	24	752	35	100	74	79	56	87	126	119	80	656	130	776	229	21	37	822	387	184	43	49	38	133	36	29			
In the last week	6	*	-	-	6	2	1	-	1	-	-	2	*	-	6	-	3	3	*	*	6	4	2	-	-	-	-	-	-			
1%	*	-	-	-	1%	5%Td	1%	-	1%	-	-	1%	*	-	1%	-	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-	-			
In the last month	7	-	-	1	5	*	1	*	1	*	1	*	*	6	-	5	1	-	-	6	4	2	-	-	*	-	-	-	1			
1%	-	-	3%	1%	1%	1%	*	1%	1%	*	1%	*	*	1%	-	1%T	*	-	-	1%	1%	1%	-	-	1%	-	-	-	2%			
In the last year	11	2	*	-	9	-	*	*	1	1	1	3	2	*	10	1	9	2	1	9	9	1	-	-	1	-	-	1	1			
1%	2%	*	-	1%	-	-	*	1%	1%	1%	2%	1%	*	1%	*	1%	2%	*	1%	2%	*	-	-	-	1%	-	-	1%	2%			
Used to use/ visit, but haven't in the last year	11	1	-	-	10	-	3	1	*	1	5	-	1	8	1	7	5	*	-	10	4	6	-	-	*	-	-	1	1			
1%	1%	-	-	1%	-	2%	1%	*	1%	1%	3%Td	-	1%	1%	*	1%	1%	1%	-	1%	1%	2%T	-	-	1%	-	-	-	2%			
Never used/ visited	1131	92	57	33	949	45	122	96	92	79	103	147	165	101	827	178	680	436	26	59	1028	460	237	53	63	37	206	43	31			
97%k	96%	100%	97%	96%k	95%	96%	98%	96%	98%	98%	92%	96%	99%k	99%k	96%	99%T	96%	98%	93%	99%	97%T	95%	96%	100%	97%	97%	100%Tstw	97%	92%			
Prefer not to say	4	*	-	-	4	-	-	1	1	-	-	2	1	-	4	-	3	-	1	-	2	2	-	-	-	-	-	1	1			
r	*	-	-	*	-	-	1%	1%	-	-	1%	*	*	-	*	-	*	-	3%	-	2	2	-	-	-	-	-	3%Tx	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 823
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Xpanded

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitcut e (o)	OnlyFan s (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (t)	Not at all/ Not very aware (u)
Unweighted base	1141	228	293	288	144	130	1058	698	425	972	387	251	238	112	131	198	276	848	470	671
Weighted base	1170	225	308	270	151	130	1070	619	323	966	299	143	133	50	51	76	218	937	415	755
Effective base	891	171	234	207	113	101	821	532	307	754	271	178	157	58	96	162	192	691	352	544
In the last week	6 1%au	1 *	3 1%	1 *	* *	1 1%	6 1%	6 1%T	4 1%	6 1%	4 1%	3 2%Tj	4 3%Tghj	3 7%Tghij	3 6%Tghij	4 5%Tghij	5 2%Ts	1 *	5 1%Tu	1 *
In the last month	7 1%au	2 1%	1 *	2 1%	- -	1 1%	7 1%	7 1%T	5 2%Tgj	7 1%	7 2%Tghj	6 4%Tghij	5 4%Tghij	6 11%Tghij	6 11%Tghij	4 5%Tghij	4 2%Ts	3 *	6 1%Tu	1 *
In the last year	11 1%sa	2 1%	3 1%	2 1%	2 1%	1 1%	10 1%	10 2%T	9 3%Tghj	10 1%	8 3%Tgj	8 5%Tghij	6 5%Tghj	6 13%Tghij	6 13%Tghij	8 10%Tghij	5 2%Ts	5 1%	7 2%	4 1%
Used to use/ visit, but haven't in the last year	11 1%au	5 2%	2 1%	1 *	3 2%	* *	11 1%	11 2%Tg	9 3%Tgj	11 1%	11 4%Tghj	4 3%Tj	5 4%Tgj	3 6%Tghj	2 4%Tgj	2 3%Tgj	7 3%Ts	4 *	10 2%Tu	1 *
Never used/ visited	1131 97%hikl mnoprt	215 96%	298 97%	264 98%	146 97%	126 97%	1032 96%hikl mnop	584 94%kk nop	296 92%lm p	929 96%hikl mnop	268 90%lm nop	122 85%nop	113 85%nop	32 63%	34 66%	58 77%no	196 90%	920 98%Tr	383 92%	747 99%Tt
Prefer not to say	4 *u	* *	1 *	1 *	- -	1 1%	4 *	1 *	1 *	3 *	2 1%h	1 1%	* *	- *	- *	* *	1 1%	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



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Table B24
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Xpanded

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1141	119	273	221	153	375	124	277	226	153	361
Weighted base	1170	168	337	257	161	247	173	340	262	158	237
Effective base	891	103	234	190	131	263	107	237	194	130	252
In the last week	6 1%	-	-	-	3 2%b	4 1%b	-	-	3 1%	-	4 2%Ti
In the last month	7 1%	-	-	-	-	7 3%Tbcd	-	-	-	-	7 3%Tijk
In the last year	11 1%	-	*	2 1%	-	9 4%Tabcd	-	1 *	1 *	-	9 4%Thijk
Used to use/ visit, but haven't in the last year	11 1%	-	-	-	2 1%	9 4%Tabc	-	-	-	2 1%	9 4%Thij
Never used/ visited	1131 97%el	168 100%de	335 99%Te	255 99%Te	155 97%e	217 88%	172 100%Ti	337 99%Ti	258 98%j	156 99%j	207 88%
Prefer not to say	4 *	-	2 1%	1 *	1 *	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/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
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Table 825
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
NET: Any VSP

	Gender			Social Grade							Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	13-17 (g)	18+ (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75-84 (o)	85+ (p)	85+ (q)	White (r)	BAME (s)	Mixed (t)	Asian (u)	Black (v)	Christian (w)	Muslim (x)	Other religion (y)	None (z)			
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610			
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613			
Effective base	976	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494			
In the last week	1174	573	601	321	350	242	257	86	1088	140	212	192	216	156	117	60	334	177	1005	155	43	85	19	477	39	59	576			
	93%nopq	93%	94%	94%	94%	93%	92%	97%smnop	93%nopq	98%Thmnopq	98%Thkmnopq	94%nopq	95%nopq	89%	84%	63%	86%	84%	93%	98%Tr	98%	98%	99%	93%	94%	95%	94%			
In the last month	48	20	27	13	11	9	15	2	45	1	1	8	3	16	10	5	32	15	45	1	1	*	*	20	1	2	20			
	4%jp	3%	4%	4%	3%	3%	5%	2%	4%ij	1%	1%	4%	2%	8%Tghijl	8%Thijl	7%ij	8%Thijl	7%Thijl	4%	1%	2%	*	*	1%	4%	1%	4%	3%		
In the last year	18	9	9	3	4	3	8	1	18	1	1	3	5	2	3	3	7	5	16	2	-	2	-	6	2	-	10			
	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	2%	2%	1%	2%	4%	2%	2%	1%	1%	-	2%	-	1%	5%	-	2%			
Used to use/ visit, but haven't in the last year	7	7	-	3	*	4	-	-	7	-	-	-	*	-	5	2	7	7	7	-	-	-	-	4	-	1	2			
	1%	1%Tb	-	1%	*	1%	-	-	1%	-	-	-	*	-	4%Thijk	2%	2%Thm	3%Thjkl	1%	-	-	-	-	1%	-	-	2%			
Never used/ visited	11	8	3	2	5	4	-	-	11	-	-	1	3	-	4	3	7	7	11	-	-	-	-	6	-	-	5			
	1%	1%	*	1%	1%	1%	-	-	1%	-	-	1%	1%	-	3%Tj	5%Thjm	2%	3%Thjm	1%	-	-	-	-	1%	-	-	1%			
Prefer not to say	2	2	-	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/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 626
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
NET: Any VSP

	Impacting/limiting condition				Number of people in household						Do any children aged 17 or under live in your household?				Highest education				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	655	256	634	331	36	813	325	127	156	114	63	558	395	120	129
Weighted base	1259	353	162	209	667	272	669	292	27**	867	302	115	137	106	58*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
In the last week	1174	330	151	189	812	248	623	278	25	802	288	111	131	103	56	556	356	106	93
	93% _n	94% _c	93% _c	91% _c	94% _c	91% _c	93% _c	95% _c	95% _c	92% _n	95% _n	97% _n	96% _n	97% _n	84% _c	92% _c	93% _c	96% _c	97% _c
In the last month	48	10	4	7	34	12	27	6	3	37	9	2	3	2	4	25	13	4	2
	4%	3%	3%	3%	4%	5%	4%	3%	-	4%	3%	2%	2%	2%	8%	4%	3%	4%	2%
In the last year	18	8	5	8	7	6	6	5	1	11	6	1	3	1	5	8	5	-	1
	1% _d	2%	3% _d	4% _{Td}	1%	2%	1%	2%	5%	1%	2%	1%	2%	1%	9% _{Tijkm}	1%	1%	-	1%
Used to use/visit, but haven't in the last year	7	4	2	4	3	2	5	-	-	7	*	-	*	-	-	2	5	-	-
	1%	1%	1%	2% _{Td}	*	1%	1%	-	-	1%	*	-	*	-	-	*	1%	-	-
Never used/visited	11	1	-	1	10	4	7	-	-	10	1	1	-	-	-	9	2	-	-
	1%	*	-	1%	1%	2%	1%	-	-	1%	*	1%	-	-	-	1%	1%	-	-
Prefer not to say	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 827
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
NET: Any VSP

	GEO Region													Urban/ Rural		Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multipl e devices (r)	Working full-time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House pension/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
In the last week	1174	101	57	31	985	48	133	95	94	87	107	158	164	99	878	179	750	409	25	51	1079	458	238	45	58	38	181	39	31
x	93%hoqu	97%h	94%	85%	93%h	93%	97%h	93%	88%	96%	95%	92%	93%	92%	94%	94%	96%To	88%	88%	85%	94%Tq	95%Tux	96%lux	85%	91%	99%lux	88%	89%	91%
In the last month	48	1	1	6	40	4	2	4	6	2	3	11	5	4	32	6	20	28	2	1	42	12	4	5	5	-	16	2	1
	4%nt	1%	2%	15%	4%	7%	2%	3%	6%	3%	2%	6%	3%	3%	3%	3%	6%sn	6%	7%	1%	4%	3%	1%	10%Tst	7%t	-	8%Tst	6%	3%
In the last year	18	2	3	-	13	-	1	2	3	*	3	2	2	-	13	3	4	12	1	3	12	5	2	3	1	*	4	1	2
	1%nr	2%	4%	-	1%	-	1%	2%	3%	*	3%	1%	1%	-	1%	2%	1%	3%nr	2%	6%Tr	1%	1%	1%	5%Tst	1%	1%	2%	3%	6%
Used to use/ visit, but haven't in the last year	7	-	-	-	7	-	-	-	2	1	-	-	-	4	7	*	1	6	-	2	5	*	3	-	-	-	4	-	-
	1%ns	-	-	-	1%	-	-	-	2%	1%	-	-	-	4%Tdk	1%	*	1%	-	3%r	*	*	1%ss	-	-	-	-	2%	-	-
Never used/ visited	11	-	-	-	11	-	1	-	2	-	-	1	6	1	7	1	3	8	-	3	6	5	2	-	-	-	2	1	-
	1%nr	-	-	-	1%	-	1%	-	2%	-	-	1%	3%Td	1%	1%	1%	*	2%	-	5%Tr	1%	1%	1%	-	-	-	1%	3%	-
Prefer not to say	2	-	-	-	2	-	-	1	-	-	-	-	1	-	1	-	2	-	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 828
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
NET: Any VSP

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita b (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/ Quite aware (m)	Not at all/ Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
In the last week	1174 93% ^{uw}	216 92%	290 90%	279 96% ^{Tb}	161 94%	147 95%	1084 94%	672 97% ^{Tgn} cp	377 97% ^{Tgn} p	989 96% ^{Tgn}	352 97% ^{Tgn} p	171 97% ^{Tgn} p	143 95% ^{kn}	57 89%	47 93%	71 93%	243 96% ^{Ts}	918 92%	448 97% ^{Tu}	726 91%
In the last month	48 4% ^{ghjt}	10 4%	14 4%	10 3%	6 3%	7 4%	40 3% ^{hj}	15 2%	11 3%	29 3%	9 2%	3 2%	6 4%	5 8% ^{Tghj} kimo	2 4%	4 5% ^{hkl}	4 2%	44 4% ^{sr}	7 2%	40 5% ^{Tl}
In the last year	18 1% ^{hj}	6 2% ^c	8 2% ^c	- 1%	2 1%	-	15 1% ^{hj}	3 *	1 *	8 1% ^h	3 1%	1 1%	1 1%	1 2% ^{hi}	3% ^{hijkl} m	1 2% ^{him}	2 1%	15 2%	3 1%	15 2%
Used to use/ visit, but haven't in the last year	7 1% ^{hj}	-	4 1%	* *	3 2%	-	7 1% ^{hj}	* *	* *	1 *	* *	* *	* *	* *	* *	* *	-	7 1%	-	7 1%
Never used/ visited	11 1% ^{hj}	2 1%	4 1%	1 *	- 1%	1 1% ^{hj}	1 *	- *	4 *	- *	- *	- 1%	- *	- *	- *	- *	-	9 1%	-	11 1% st
Prefer not to say	2	-	1	-	-	-	2	1	1	2	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/t/u
 Overlap formulae used.



Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 829
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
NET: Any VSP

	Total (f)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
In the last week	1174	130 93%ah	323 75%	261 95%a	172 99%Tab	288 95%a	133 75%	326 95%h	265 98%Th	171 97%h	279 96%Th
In the last month	48	21 4%cj	10 12%Tbcde	2 1%	5 3%	9 3%	23 13%Tjkl	9 3%	2 1%	6 3%	8 3%
In the last year	18	9	7	1	-	1	9	7	1	-	1
Used to use/ visit, but haven't in the last year	1%	5%Tode	2%	*	-	*	5%Tjkl	2%	*	-	*
Never used/ visited	11	7	-	1	2	-	7	1	2	-	-
Prefer not to say	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) - T/a/b/c/d/e - T/h/i/j/k/l
Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 830
 Urban/ rural from Postcode
 Base: All respondents

	Gender		Social Grade				Age										Ethnicity					Religion					
	Total (T)	Male (g)	Female (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	13-17 (m)	18+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65-74 (t)	75-84 (u)	55+ (v)	65+ (w)	White (x)	BAME (y)	Mixed (z)	Asian (aa)	Black (ab)	Christi an (ac)	Muslim (ad)	Other religio n (ae)	None (Af)
Unweighted base	1259	697	562	358	376	242	277	118	1141	159	234	209	211	162	125	41	328	166	1041	201	59	105	31	502	59	62	610
Weighted base	1259	619	640	342	371	261	279	89	1170	143	215	204	221	175	139	73*	386	212	1085	158	44*	87	19**	513	41*	62*	613
Effective base	978	526	459	273	301	185	216	94	891	124	177	161	165	133	107	36	269	137	828	138	44	71	24	383	37	46	494
Urban	938	463	475	248	286	194	208	77	860	108	178	169	150	125	87	43	255	130	790	133	31	78	17	375	37	53	453
	74%shino	75%	74%	72%	77%	74%	74%	87%Thill	74%nopq	75%uq	83%Thim	83%Thim	88%	72%p	63%	58%	66%	61%	73%	84%Trt	71%	89%Trt	89%	73%	90%TxA	84%	74%
Rural	189	100	89	60	53	40	34	11	179	23	27	21	44	34	18	12	64	30	178	11	4	5	2	71	3	2	108
	15%auz	16%	14%	18%	14%	16%	12%	12%	15%k	16%	13%	10%	20%kk	19%kk	13%	16%	16%	14%	16%Tsu	7%	9%	6%	9%	14%z	7%	3%	18%Tz
Unknown	132	56	76	36	32	26	38	1	131	13	10	14	27	15	34	18	68	52	117	14	9	5	-	67	1	8	53
	10%gA	9%	12%	10%	9%	10%	14%	1%	11%Tj	9%g	5%	7%g	12%kj	9%g	25%Tghi	25%Tghi	18%Tghi	25%Tghi	11%	9%	20%Tsu	5%	2%	13%TA	3%	12%	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) - T/a/b - T/c/d/e/f - T/g/h/i/j/k/l/m/n/o/p/q - T/r/s/t/u/v/w - T/x/y/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 831
 Urban/ rural from Postcode
 Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Highest education					
	Total (f)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Secondary school or equiv (o)	University degree or equiv (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1259	357	167	207	855	258	634	331	36	813	325	127	158	114	63	558	395	120	129
Weighted base	1259	353	162	209	867	272	669	292	27**	867	302	115	137	106	56*	601	381	110	96
Effective base	978	280	133	161	663	206	504	245	26	657	232	88	113	84	44	447	306	87	106
Urban	938	256	128	147	651	187	488	240	23	614	246	97	116	84	44	443	271	85	86
	74%el	73%	79%a	71%	75%	69%	73%	82%Tef	85%	71%	81%Ti	85%Ti	85%Ti	79%	75%	74%	71%	77%	90%Topq
Rural	189	48	20	25	137	44	114	30	2	142	36	12	13	15	6	87	72	14	9
	15%g	13%	12%	12%	16%	17%g	10%	9%	9%	16%	12%	10%	10%	14%	11%	15%	19%Tr	12%	9%
Unknown	132	49	14	37	78	41	67	22	2	110	20	6	8	7	8	71	39	12	1
	10%dj	14%Tbd	9%	18%Tabd	9%	15%Tg	10%	8%	6%	13%Tj	7%	5%	6%	6%	14%	12%r	10%sr	11%sr	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) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 1
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Table 832
 Urban/ rural from Postcode
 Base: All respondents

	GO Region													Urban/ Rural		Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	Urban (A)	Rural (B)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1259	104	57	33	1065	51	138	99	119	84	115	192	158	109	949	171	981	265	30	49	1152	502	242	52	58	46	159	42	39
Weighted base	1259	105	60*	37**	1057	52*	137	102	107	91	112	171	176	108	938	189	780	462	28**	61*	1145	482	248	53*	63*	38*	206	44*	34**
Effective base	978	82	47	27	823	39	109	78	90	64	95	140	126	85	733	139	851	242	21	38	905	387	184	43	49	38	133	36	29
Urban	938	86	40	24	787	35	120	81	80	58	73	141	129	70	938	-	590	334	21	44	849	377	183	38	49	30	123	30	30
	74%jmBx	83%bjjm	66%	66%	74%ijm	67%	87%Tbdehjm	79%ijm	75%	64%	65%	82%Tbdejm	73%	65%	100%TB	-	76%T	72%	73%	73%	74%	78%Tx	74%cx	72%	77%cx	78%xx	60%	68%	88%
Rural	189	15%kAn	9	19	10	151	8	8	15	14	16	23	1	35	189	102	84	2	8	177	72	39	11	5	8	34	9	2	
	15%kAn	8%k	32%Tadghk	29%	14%sk	16%k	8%k	14%k	13%k	17%k	20%ak	1%	20%adtkh	23%Tadghk	-	100%TA	13%	18%	8%	14%	15%	15%	16%	21%	8%	20%	15%	9	6%
Unknown	132	10%bABs	9	1	2	119	9	9	7	13	17	16	12	7	-	-	88	44	5	8	118	33	26	4	9	1	50	6	2
	10%bABs	9%	2%	6%	11%b	17%bl	7%	7%	12%b	18%Tbglm	14%b	18%Tbglm	7%	7%	-	-	11%T	10%	19%	13%	10%	7%	10%	7%	15%b	2%	24%Tstuw	13%	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) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/A/B - T/n/o - T/p/q/r - T/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
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Table 833
 Urban/ rural from Postcode
 Base: All respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (g)	Instagram (h)	TikTok (i)	Facebook (j)	Snapchat (k)	Twitch (l)	Vimeo (m)	Fruita (n)	Bitchute (o)	OnlyFans (p)	Any exposure (r)	No exposure (s)	Very/Quite aware (t)	Not at all/Not very aware (u)
Unweighted base	1259	240	311	293	171	163	1175	794	516	1055	471	297	268	130	131	198	319	922	531	728
Weighted base	1259	234	320	291	171	154	1158	692	390	1032	365	176	151	63	51	76	249	994	460	799
Effective base	978	179	248	226	134	125	907	605	379	816	336	208	179	71	96	162	225	745	400	585
Urban	938	181	239	207	129	116	862	520	303	767	277	141	122	51	40	57	184	739	356	582
	74%	77%	75%	71%	75%	74%	75%	78%	74%	76%	76%	80%	80% ^{Tghj}	81%	79%	75%	74%	74%	77%	73%
Rural	189	32	37	54	26	31	171	109	50	160	55	23	18	6	7	8	41	148	67	122
	15%	14%	12%	19% ^b	15%	20% ^b	15%	16% ^p	13%	16% ^p	15% ^p	13%	12%	10%	13%	10%	16%	15%	15%	15%
Unknown	132	21	44	30	16	8	125	62	36	105	33	11	12	6	4	11	24	108	37	95
	10% ^{alt}	9%	14% ^{se}	10%	10%	5%	11% ^{hkl}	9%	9%	10% ^{kl}	9%	6%	9%	8%	14% ^{hklld}	10%	11%	8%	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) - T/a/b/c/d/e - T/g/h/i/j/k/l/m/n/o/p - T/r/s - T/u
 Overlap formulae used.

Ofcom VSP Tracker - Wave 1
ONLINE Fieldwork: 22nd September - 4th October 2021

Table 634
 Urban/ rural from Postcode
 Base: All respondents

	Total (l)	No. of VSPs used in Past 3 months					No. of Selected VSPs used in Past 3 months				
		1 VSP (a)	2 VSPs (b)	3 VSPs (c)	4 VSPs (d)	5+ VSPs (e)	1 VSP (h)	2 VSPs (i)	3 VSPs (j)	4 VSPs (k)	5+ VSPs (l)
Unweighted base	1259	127	281	229	176	446	132	285	235	176	431
Weighted base	1259	174	342	264	180	300	178	345	270	177	289
Effective base	978	108	240	197	150	317	112	242	201	149	305
Urban	938	128	253	185	142	231	131	256	188	137	225
	74%	74%	74%	70%	79%	77%	74%	74%	70%	77%	78% ^l
Rural	189	24	46	55	19	45	25	45	56	20	43
	15%	14%	14%	21% ^{Tbd}	11%	15%	14%	13%	21% ^{Tk}	11%	15%
Unknown	132	22	43	25	18	24	22	44	25	20	21
	10% ^l	12%	13%	10%	10%	8%	12%	13% ^l	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) - T/a/b/c/d/e - T/h/i/j/k/l
 Overlap formulae used.