

# OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 WAVE 1 - 17TH JUNE - 19TH JULY 2021.

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

**NATION**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
England	2343	379	406	425	429	354	351	2343	1132	1202	651	667	520	484	1318	1004	2343
	84%	88%	81%	85%	83%	83%	82%	84%	83%	85%	84%	83%	85%	83%	83%	84%	84%
		bdefg															
Scotland	244	22	51	41	51	37	42	244	131	111	64	74	51	51	137	102	244
	9%	5%	10%	8%	10%	9%	10%	9%	10%	8%	8%	9%	8%	9%	9%	9%	9%
		a	a		a		a	a									
Wales	137	21	28	19	21	23	26	137	65	72	48	35	24	29	83	53	137
	5%	5%	6%	4%	4%	5%	6%	5%	5%	5%	6%	4%	4%	5%	5%	4%	5%
Northern Ireland	76	7	16	15	14	14	10	76	38	37	13	28	15	19	41	34	76
	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%	3%	3%	3%	3%

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

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

**NATION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
England	2343	2343	-	-	-	2343	2084	237	317	2026	2343	649	978	688	2343
	84%	100%	-%	-%	-%	84%	85%	75%	82%	84%	84%	81%	85%	85%	84%
		bcde				bcd	b							a	
Scotland	244	-	244	-	-	244	210	29	34	210	244	87	96	54	244
	9%	-%	100%	-%	-%	9%	9%	9%	9%	9%	9%	11%	8%	7%	9%
			acde			acd						c			
Wales	137	-	-	137	-	137	98	27	22	115	137	42	52	39	137
	5%	-%	-%	100%	-%	5%	4%	9%	6%	5%	5%	5%	5%	5%	5%
				abde		abd		a							
Northern Ireland	76	-	-	-	76	76	51	24	16	60	76	23	27	25	76
	3%	-%	-%	-%	100%	3%	2%	8%	4%	2%	3%	3%	2%	3%	3%
					abce	abc		a							

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



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

## NATION

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
England	2343	453	966	466
	84%	84%	84%	82%
Scotland	244	45	93	60
	9%	8%	8%	11%
Wales	137	25	59	29
	5%	5%	5%	5%
Northern Ireland	76	16	33	15
	3%	3%	3%	3%

Columns Tested: a,b,c

# OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 WAVE 1 - 17TH JUNE - 19TH JULY 2021.

Table 2

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

## NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
North East	121	16	14	27	14	22	29	121	62	58	34	30	34	23	64	57	121
	4%	4%	3%	5%	3%	5%	7%	4%	5%	4%	4%	4%	6%	4%	4%	5%	4%
							abdg										
Yorkshire and Humberside	176	24	43	28	27	30	24	176	85	90	49	41	32	50	89	82	176
	6%	6%	9%	6%	5%	7%	5%	6%	6%	6%	6%	5%	5%	9%	6%	7%	6%
														be			
North West	403	60	63	58	70	79	73	403	197	205	115	116	90	78	231	168	403
	14%	14%	13%	12%	14%	18%	17%	14%	14%	14%	15%	14%	15%	13%	15%	14%	14%
						c	c										
West Midlands	219	39	49	31	36	35	29	219	94	125	45	80	45	46	126	91	219
	8%	9%	10%	6%	7%	8%	7%	8%	7%	9%	6%	10%	7%	8%	8%	8%	8%
												a					
East Midlands	178	26	37	40	30	23	21	178	70	108	39	55	50	35	93	84	178
	6%	6%	7%	8%	6%	5%	5%	6%	5%	8%	5%	7%	8%	6%	6%	7%	6%
										a							
East of England	202	31	33	27	49	30	32	202	91	109	48	51	52	47	100	99	202
	7%	7%	7%	5%	9%	7%	8%	7%	7%	8%	6%	6%	8%	8%	6%	8%	7%
South West	189	24	36	32	38	20	39	189	101	86	37	58	54	40	95	94	189
	7%	6%	7%	6%	7%	5%	9%	7%	7%	6%	5%	7%	9%	7%	6%	8%	7%
							e						a			a	
South East	533	95	71	115	101	79	73	533	267	265	167	135	108	120	302	228	533
	19%	22%	14%	23%	20%	18%	17%	19%	20%	19%	21%	17%	18%	21%	19%	19%	19%
		b		bf				b									
London	307	63	53	67	61	35	29	307	160	146	112	100	49	43	212	93	307
	11%	15%	11%	13%	12%	8%	7%	11%	12%	10%	14%	12%	8%	7%	13%	8%	11%
		efg		ef	f			f			cdfg	cdf			cdfg		df
Scotland	244	22	51	41	51	37	42	244	131	111	64	74	51	51	137	102	244
	9%	5%	10%	8%	10%	9%	10%	9%	10%	8%	8%	9%	8%	9%	9%	9%	9%
			a		a		a	a									

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

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

## NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Wales	137	21	28	19	21	23	26	137	65	72	48	35	24	29	83	53	137
	5%	5%	6%	4%	4%	5%	6%	5%	5%	5%	6%	4%	4%	5%	5%	4%	5%
Northern Ireland	76	7	16	15	14	14	10	76	38	37	13	28	15	19	41	34	76
	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%	3%	3%	3%	3%
Unknown region	15	1	8	-	2	2	3	15	5	10	5	2	7	1	7	7	15
	1%	1%	2%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
acg																	

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

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

**NATION/ REGION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
North East	121	121	-	-	-	121	108	11	18	103	121	49	52	19	121
	4%	5%	-%	-%	-%	4%	4%	3%	5%	4%	4%	6%	5%	2%	4%
		bcd				bcd						c	c		c
Yorkshire and Humberside	176	176	-	-	-	176	160	15	26	149	176	44	80	48	176
	6%	7%	-%	-%	-%	6%	7%	5%	7%	6%	6%	6%	7%	6%	6%
		bcd				bcd									
North West	403	403	-	-	-	403	356	46	66	336	403	125	154	117	403
	14%	17%	-%	-%	-%	14%	15%	14%	17%	14%	14%	16%	13%	14%	14%
		bcde				bcd									
West Midlands	219	219	-	-	-	219	190	25	34	184	219	58	87	70	219
	8%	9%	-%	-%	-%	8%	8%	8%	9%	8%	8%	7%	8%	9%	8%
		bcd				bcd									
East Midlands	178	178	-	-	-	178	158	20	20	158	178	46	91	41	178
	6%	8%	-%	-%	-%	6%	6%	6%	5%	7%	6%	6%	8%	5%	6%
		bcd				bcd							c		
East of England	202	202	-	-	-	202	159	43	22	180	202	72	78	51	202
	7%	9%	-%	-%	-%	7%	7%	13%	6%	7%	7%	9%	7%	6%	7%
		bcd				bcd		a							
South West	189	189	-	-	-	189	155	34	22	167	189	52	80	54	189
	7%	8%	-%	-%	-%	7%	6%	11%	6%	7%	7%	6%	7%	7%	7%
		bcd				bcd		a							
South East	533	533	-	-	-	533	487	41	72	461	533	134	218	176	533
	19%	23%	-%	-%	-%	19%	20%	13%	19%	19%	19%	17%	19%	22%	19%
		bcde				bcd	b							a	
London	307	307	-	-	-	307	303	1	34	274	307	66	132	107	307
	11%	13%	-%	-%	-%	11%	12%	1%	9%	11%	11%	8%	11%	13%	11%
		bcd				bcd	b							a	

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

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

## NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Scotland	244	-	244	-	-	244	210	29	34	210	244	87	96	54	244
	9%	-%	100%	-%	-%	9%	9%	9%	9%	9%	9%	11%	8%	7%	9%
			acde			acd						c			
Wales	137	-	-	137	-	137	98	27	22	115	137	42	52	39	137
	5%	-%	-%	100%	-%	5%	4%	9%	6%	5%	5%	5%	5%	5%	5%
				abde		abd		a							
Northern Ireland	76	-	-	-	76	76	51	24	16	60	76	23	27	25	76
	3%	-%	-%	-%	100%	3%	2%	8%	4%	2%	3%	3%	2%	3%	3%
					abce	abc		a							
Unknown region	15	15	-	-	-	15	8	2	2	13	15	2	6	6	15
	1%	1%	-%	-%	-%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%

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

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

**NATION/ REGION**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
North East	121	23	60	20
	4%	4%	5%	4%
Yorkshire and Humberside	176	36	63	36
	6%	7%	6%	6%
North West	403	74	159	90
	14%	14%	14%	16%
West Midlands	219	45	89	44
	8%	8%	8%	8%
East Midlands	178	37	84	19
	6%	7%	7%	3%
		c	c	
East of England	202	46	96	26
	7%	8%	8%	4%
		c	c	
South West	189	51	83	25
	7%	9%	7%	4%
		c		
South East	533	92	216	132
	19%	17%	19%	23%
				a
London	307	49	109	74
	11%	9%	9%	13%
Scotland	244	45	93	60
	9%	8%	8%	11%
Wales	137	25	59	29
	5%	5%	5%	5%

Columns Tested: a,b,c

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

# **NATION/ REGION**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Northern Ireland	76	16	33	15
	3%	3%	3%	3%
Unknown region	15	-	8	1
	1%	-%	1%	*%

Columns Tested: a,b,c

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

## URBANITY

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Urban	2444	387	448	446	466	366	331	2444	1213	1221	667	711	525	515	1378	1040	2444
	87%	90%	90%	89%	91%	85%	77%	87%	89%	86%	86%	88%	86%	88%	87%	87%	87%
		ef	f	f	ef	f		f	b								
Rural	318	34	36	50	45	61	91	318	139	177	94	87	75	60	181	135	318
	11%	8%	7%	10%	9%	14%	21%	11%	10%	12%	12%	11%	12%	10%	11%	11%	11%
						abd	abcdeg	ab									
Not known	39	7	17	3	3	2	6	39	13	25	15	6	10	8	21	17	39
	1%	2%	3%	1%	1%	*%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%
			cdeg														

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



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

**URBANITY**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Urban	2444	2084	210	98	51	2444	2444	-	345	2099	2444	674	1027	708	2444
	87%	89%	86%	72%	67%	87%	100%	-%	89%	87%	87%	84%	89%	88%	87%
		cd	cd			cd	b						a		
Rural	318	237	29	27	24	318	-	318	30	287	318	117	109	85	318
	11%	10%	12%	20%	32%	11%	-%	100%	8%	12%	11%	15%	9%	11%	11%
				abe	abce		a					bcd			
Not known	39	22	4	12	1	39	-	-	13	25	39	11	16	12	39
	1%	1%	2%	9%	1%	1%	-%	-%	3%	1%	1%	1%	1%	1%	1%
				abde					bc						

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

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

## URBANITY

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Urban	2444	476	997	498
	87%	88%	87%	87%
Rural	318	56	138	66
	11%	10%	12%	12%
Not known	39	7	16	6
	1%	1%	1%	1%

Columns Tested: a,b,c

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

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
A	197	29	47	36	33	27	26	197	131	65	197	-	-	-	197	-	197
	7%	7%	9%	7%	6%	6%	6%	7%	10%	5%	25%	-%	-%	-%	12%	-%	7%
									b		bcdefg				bcdfg		bcdf
B	579	82	107	93	101	86	110	579	328	249	579	-	-	-	579	-	579
	21%	19%	21%	19%	20%	20%	26%	21%	24%	18%	75%	-%	-%	-%	37%	-%	21%
							acg		b		bcdefg				bcdfg		bcdf
C1	803	151	134	141	142	122	112	803	399	401	-	803	-	-	803	-	803
	29%	35%	27%	28%	28%	29%	26%	29%	29%	28%	-%	100%	-%	-%	51%	-%	29%
		bcdfg										acdefg			acdfg		acdf
C2	610	92	119	117	116	82	84	610	294	313	-	-	610	-	-	610	610
	22%	21%	24%	23%	23%	19%	20%	22%	21%	22%	-%	-%	100%	-%	-%	51%	22%
													abdefg			abdeg	abde
D	347	42	48	78	79	71	29	347	126	219	-	-	-	347	-	347	347
	12%	10%	10%	16%	15%	17%	7%	12%	9%	15%	-%	-%	-%	60%	-%	29%	12%
				abf	abf	abfg		f		a				abcefg		abceg	abce
E	235	22	39	35	35	37	67	235	74	161	-	-	-	235	-	235	235
	8%	5%	8%	7%	7%	9%	16%	8%	5%	11%	-%	-%	-%	40%	-%	20%	8%
							abcdeg	a		a				abcefg		abceg	abce
Don't know	28	12	5	-	8	3	1	28	14	13	-	-	-	-	-	-	28
	1%	3%	1%	-%	1%	1%	*%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%
		cefg			c												abdef
<b>SUMMARY CODES</b>																	
AB	776	111	154	129	134	113	135	776	459	314	776	-	-	-	776	-	776
	28%	26%	31%	26%	26%	26%	32%	28%	34%	22%	100%	-%	-%	-%	49%	-%	28%
									b		bcdefg				bcdfg		bcdf
C1C2	1413	243	253	258	258	205	197	1413	693	715	-	803	610	-	803	610	1413
	50%	57%	51%	52%	50%	48%	46%	50%	51%	50%	-%	100%	100%	-%	51%	51%	50%
		efg										ade fg	ade fg		ad	ad	ad
DE	582	63	87	114	114	108	96	582	200	380	-	-	-	582	-	582	582
	21%	15%	17%	23%	22%	25%	22%	21%	15%	27%	-%	-%	-%	100%	-%	49%	21%
				a	a	ab	a	a		a				abcefg		abceg	abce

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

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

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
A	197	168	15	11	2	197	167	26	31	166	197	52	75	70	197
	7%	7%	6%	8%	3%	7%	7%	8%	8%	7%	7%	7%	6%	9%	7%
		d		d		d									
B	579	483	49	37	11	579	500	68	56	523	579	134	231	212	579
	21%	21%	20%	27%	15%	21%	20%	21%	15%	22%	21%	17%	20%	26%	21%
				d						a	a			abd	a
C1	803	667	74	35	28	803	711	87	87	717	803	214	335	250	803
	29%	28%	30%	25%	37%	29%	29%	27%	22%	30%	29%	27%	29%	31%	29%
					ace					a	a				
C2	610	520	51	24	15	610	525	75	90	520	610	163	267	169	610
	22%	22%	21%	18%	20%	22%	21%	24%	23%	22%	22%	20%	23%	21%	22%
D	347	297	28	16	6	347	306	34	82	265	347	124	142	71	347
	12%	13%	11%	12%	8%	12%	13%	11%	21%	11%	12%	15%	12%	9%	12%
									bc			c	c		c
E	235	187	23	13	12	235	208	25	37	199	235	103	94	30	235
	8%	8%	10%	9%	16%	8%	9%	8%	9%	8%	8%	13%	8%	4%	8%
					ae							bcd	c		c
Don't know	28	22	5	1	1	28	27	2	6	23	28	12	9	2	28
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%
												c			
<b>SUMMARY CODES</b>															
AB	776	651	64	48	13	776	667	94	88	689	776	186	306	282	776
	28%	28%	26%	35%	18%	28%	27%	30%	23%	29%	28%	23%	27%	35%	28%
		d		ade		d				a				abd	a
C1C2	1413	1187	124	59	43	1413	1235	162	177	1237	1413	377	601	419	1413
	50%	51%	51%	43%	57%	50%	51%	51%	45%	51%	50%	47%	52%	52%	50%
		c			c	c									

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

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

## HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
DE	582	484	51	29	19	582	515	60	119	464	582	226	236	101	582
	21%	21%	21%	21%	25%	21%	21%	19%	31%	19%	21%	28%	21%	13%	21%
									bc			bcd	c		c

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

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

## HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
A	197	31	52	90
	7%	6%	5%	16%
				ab
B	579	62	219	210
	21%	11%	19%	37%
			a	ab
C1	803	110	357	173
	29%	20%	31%	30%
			a	a
C2	610	128	302	66
	22%	24%	26%	12%
		c	c	
D	347	113	138	28
	12%	21%	12%	5%
		bc	c	
E	235	88	83	2
	8%	16%	7%	*%
		bc	c	
Don't know	28	7	1	1
	1%	1%	*%	*%
		b		
SUMMARY CODES				
AB	776	92	271	300
	28%	17%	24%	53%
			a	ab
C1C2	1413	238	659	239
	50%	44%	57%	42%
			ac	

Columns Tested: a,b,c

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

# HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
DE	582	202	221	30
	21%	37%	19%	5%
		bc	c	

Columns Tested: a,b,c

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

**RESPONDENT'S AGE**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
16-24 years	429	429	-	-	-	-	-	429	220	204	111	151	92	63	262	155	429
	15%	100%	-%	-%	-%	-%	-%	15%	16%	14%	14%	19%	15%	11%	17%	13%	15%
		bcdefg						bcdef				adfg			df		d
25-34 years	500	-	500	-	-	-	-	500	180	318	154	134	119	87	289	206	500
	18%	-%	100%	-%	-%	-%	-%	18%	13%	22%	20%	17%	20%	15%	18%	17%	18%
			acdefg					acdef		a	d						
35-44 years	500	-	-	500	-	-	-	500	247	251	129	141	117	114	270	230	500
	18%	-%	-%	100%	-%	-%	-%	18%	18%	18%	17%	18%	19%	20%	17%	19%	18%
				abdefg				abdef									
45-54 years	514	-	-	-	514	-	-	514	273	241	134	142	116	114	276	230	514
	18%	-%	-%	-%	100%	-%	-%	18%	20%	17%	17%	18%	19%	20%	17%	19%	18%
					abcefg			abcef									
55-64 years	429	-	-	-	-	429	-	429	223	205	113	122	82	108	236	190	429
	15%	-%	-%	-%	-%	100%	-%	15%	16%	14%	15%	15%	13%	19%	15%	16%	15%
						abcdfg		abcdf						c			
65+	429	-	-	-	-	-	429	429	224	204	135	112	84	96	248	180	429
	15%	-%	-%	-%	-%	-%	100%	15%	16%	14%	17%	14%	14%	16%	16%	15%	15%
							abcdeg	abcde									

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



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

**RESPONDENT'S AGE**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
16-24 years	429	379	22	21	7	429	387	34	99	330	429	97	212	118	429
	15%	16%	9%	15%	9%	15%	16%	11%	25%	14%	15%	12%	18%	15%	15%
		bd				bd			bc				ad		
25-34 years	500	406	51	28	16	500	448	36	80	420	500	91	205	203	500
	18%	17%	21%	20%	21%	18%	18%	11%	21%	17%	18%	11%	18%	25%	18%
							b						a	abd	a
35-44 years	500	425	41	19	15	500	446	50	85	415	500	125	195	178	500
	18%	18%	17%	14%	20%	18%	18%	16%	22%	17%	18%	16%	17%	22%	18%
														abd	
45-54 years	514	429	51	21	14	514	466	45	59	455	514	113	209	186	514
	18%	18%	21%	15%	18%	18%	19%	14%	15%	19%	18%	14%	18%	23%	18%
														abd	a
55-64 years	429	354	37	23	14	429	366	61	39	389	429	149	181	91	429
	15%	15%	15%	17%	19%	15%	15%	19%	10%	16%	15%	19%	16%	11%	15%
										a	a	c	c		c
65+	429	351	42	26	10	429	331	91	26	403	429	226	151	30	429
	15%	15%	17%	19%	13%	15%	14%	29%	7%	17%	15%	28%	13%	4%	15%
							a			a	a	bcd	c		c

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

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

**RESPONDENT'S AGE**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
16-24 years	429	122	104	40
	15%	23%	9%	7%
		bc		
25-34 years	500	111	218	79
	18%	21%	19%	14%
		c	c	
35-44 years	500	113	209	86
	18%	21%	18%	15%
		c		
45-54 years	514	98	205	138
	18%	18%	18%	24%
				ab
55-64 years	429	58	189	129
	15%	11%	16%	23%
			a	ab
65+	429	36	226	99
	15%	7%	20%	17%
			a	a

Columns Tested: a,b,c

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

**RESPONDENT'S GENDER**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Male	1366	220	180	247	273	223	224	1366	1366	-	459	399	294	200	858	494	1366
	49%	51%	36%	49%	53%	52%	52%	49%	100%	-%	59%	50%	48%	34%	54%	41%	49%
		b		b	b	b	b	b	b		bcdfg	df	df		cdg	d	df
Female	1422	204	318	251	241	205	204	1422	-	1422	314	401	313	380	716	694	1422
	51%	47%	64%	50%	47%	48%	48%	51%	-%	100%	41%	50%	51%	65%	45%	58%	51%
			acdefg							a		a	ae	abcefg		abceg	ae
Prefer to use another term	6	2	2	1	*	-	-	6	-	-	2	2	1	*	4	2	6
	*%	1%	*%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	6	3	1	2	-	-	1	6	-	-	1	1	2	1	2	3	6
	*%	1%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%

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

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

## RESPONDENT'S GENDER

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Male	1366	1132	131	65	38	1366	1213	139	148	1219	1366	369	574	400	1366
	49%	48%	54%	48%	51%	49%	50%	44%	38%	51% a	49% a	46%	50%	50%	49%
Female	1422	1202	111	72	37	1422	1221	177	239	1183	1422	430	572	403	1422
	51%	51%	46%	52%	49%	51%	50%	56%	62% bc	49%	51%	54%	50%	50%	51%
Prefer to use another term	6	4	2	-	*	6	6	-	1	5	6	1	3	2	6
	*%	*%	1%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	6	6	-	-	-	6	4	2	1	4	6	1	4	1	6
	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

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

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

**RESPONDENT'S GENDER**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Male	1366	225	594	339
	49%	42%	52%	59%
			a	ab
Female	1422	311	557	230
	51%	58%	48%	40%
		bc	c	
Prefer to use another term	6	2	*	2
	*%	*%	*%	*%
Prefer not to say	6	2	-	-
	*%	*%	-%	-%

Columns Tested: a,b,c

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
In full time employment	1292	123	319	321	319	179	31	1292	799	489	462	397	293	134	859	427	1292
	46%	29%	64%	64%	62%	42%	7%	46%	59%	34%	60%	49%	48%	23%	54%	36%	46%
		f	aefg	aefg	aefg	af		af	b		bcdg	df	df		cdg	d	df
In part time employment	521	95	90	99	91	108	38	521	163	356	107	123	136	152	231	287	521
	19%	22%	18%	20%	18%	25%	9%	19%	12%	25%	14%	15%	22%	26%	15%	24%	19%
		f	f	f	f	bdfg		f		a			abe	abeg		abeg	ae
Retired	421	-	-	-	6	64	351	421	223	198	130	128	69	94	258	163	421
	15%	-%	-%	-%	1%	15%	82%	15%	16%	14%	17%	16%	11%	16%	16%	14%	15%
					ac	abcd	abcdeg	abcd			c	c		c	c		
A student	189	174	11	3	1	-	-	189	98	88	37	97	34	15	134	49	189
	7%	41%	2%	1%	*%	-%	-%	7%	7%	6%	5%	12%	6%	3%	8%	4%	7%
		bcdefg	def					bcdef				acdefg	d		adf		df
Full-time responsibility for home/ family	189	1	30	51	65	36	6	189	18	170	21	34	50	79	55	129	189
	7%	*%	6%	10%	13%	8%	1%	7%	1%	12%	3%	4%	8%	14%	3%	11%	7%
			af	afg	abfg	af		af		a			abe	abceg		abeg	abe
Unemployed	135	25	42	20	17	30	3	135	49	85	15	15	21	84	29	105	135
	5%	6%	8%	4%	3%	7%	1%	5%	4%	6%	2%	2%	3%	14%	2%	9%	5%
		f	cdg	f	f	df		f		a				abcefg		abceg	abe
Other	39	5	3	5	14	13	*	39	12	27	4	8	7	19	12	26	39
	1%	1%	1%	1%	3%	3%	*%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%
					f	bf		f						abceg		ae	
Prefer not to say	14	5	5	1	2	1	-	14	5	9	*	1	1	6	2	6	14
	*%	1%	1%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%
		f												ae			

**SUMMARY CODES**

WORKING	1813	218	410	420	410	286	69	1813	962	846	569	520	429	286	1090	715	1813
	65%	51%	82%	84%	80%	67%	16%	65%	70%	59%	73%	65%	70%	49%	69%	60%	65%
		f	aefg	aefg	aefg	af		af	b		bdfg	d	dfg		dfg	d	df

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

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
NOT WORKING	973	206	85	78	103	141	360	973	399	568	207	282	180	291	488	471	973
	35%	48%	17%	16%	20%	33%	84%	35%	29%	40%	27%	35%	30%	50%	31%	40%	35%
		bcdeg				bcd	abcdeg	bcd		a		a		abcefg		aceg	ae

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

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
In full time employment	1292	1085	109	61	38	1292	1140	130	171	1121	1292	291	490	506	1292
	46%	46%	45%	44%	50%	46%	47%	41%	44%	46%	46%	36%	42% a	63% abd	46% a
In part time employment	521	452	40	19	10	521	458	58	99	422	521	128	255	133	521
	19%	19% d	16%	14%	13%	19% d	19%	18%	25% bc	17%	19%	16%	22% acd	17%	19%
Retired	421	341	40	31	9	421	332	83	29	392	421	225	155	24	421
	15%	15%	16%	22% ade	12%	15%	14%	26% a	7%	16% a	15% a	28% bcd	13% c	3%	15% c
A student	189	165	11	11	3	189	173	13	36	154	189	39	99	50	189
	7%	7%	5%	8%	4%	7%	7%	4%	9%	6%	7%	5%	9% a	6%	7%
Full-time responsibility for home/ family	189	146	29	7	7	189	171	17	16	173	189	56	82	42	189
	7%	6%	12% ace	5%	9%	7%	7%	5%	4%	7%	7%	7%	7%	5%	7%
Unemployed	135	107	13	7	8	135	124	10	29	106	135	43	54	34	135
	5%	5%	5%	5%	10% ae	5%	5%	3%	8% b	4%	5%	5%	5%	4%	5%
Other	39	34	2	2	1	39	33	6	6	33	39	14	13	12	39
	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%
Prefer not to say	14	14	-	-	*	14	13	1	3	11	14	5	5	3	14
	*%	1%	-%	-%	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%
<b>SUMMARY CODES</b>															
WORKING	1813	1537	149	80	47	1813	1597	188	270	1543	1813	419	745	640	1813
	65%	66% c	61%	58%	63%	65%	65%	59%	70%	64%	65%	52%	65% a	79% abd	65% a

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



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

# RESPONDENT'S WORKING STATUS

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
NOT WORKING	973	792	95	57	28	973	833	129	115	858	973	377	403	162	973
	35%	34%	39%	42%	37%	35%	34%	40%	30%	36%	35%	47%	35%	20%	35%
				a								bcd	c		c

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

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
In full time employment	1292	151	586	375
	46%	28%	51%	66%
			a	ab
In part time employment	521	172	176	75
	19%	32%	15%	13%
		bc		
Retired	421	36	230	85
	15%	7%	20%	15%
			ac	a
A student	189	55	27	11
	7%	10%	2%	2%
		bc		
Full-time responsibility for home/ family	189	59	83	17
	7%	11%	7%	3%
		bc	c	
Unemployed	135	52	37	6
	5%	10%	3%	1%
		bc	c	
Other	39	14	12	*
	1%	3%	1%	*%
		c		
Prefer not to say	14	-	1	1
	*%	-%	*%	*%

Columns Tested: a,b,c

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
<b>SUMMARY CODES</b>				
WORKING	1813	323	761	450
	65%	60%	66%	79%
			a	ab
NOT WORKING	973	216	389	120
	35%	40%	34%	21%
		bc	c	

Columns Tested: a,b,c

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

**FURLOUGH STATUS - And are you currently on furlough? (SINGLE CODE)**

Base : All respondents in full or part time employment

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2009	405	354	457	384	314	95	2009	1028	972	582	610	396	415	1192	811	2009
Effective Weighted Sample	1139	212	218	277	243	177	48	1139	605	530	345	341	240	224	686	451	1139
Total	1813	218	410	420	410	286	69	1813	962	846	569	520	429	286	1090	715	1813
Yes	153	27	34	34	38	16	**	153	110	42	74	23	41	15	98	55	153
	8%	12%	8%	8%	9%	6%	**	8%	11%	5%	13%	4%	9%	5%	9%	8%	8%
		e							b		bdefg		b		b		b
No	1632	181	365	382	371	267	**	1632	842	785	483	488	384	268	972	652	1632
	90%	83%	89%	91%	90%	93%	**	90%	87%	93%	85%	94%	90%	94%	89%	91%	90%
				a	a	a		a		a		aeg		ae		a	a
Don't know	22	9	7	3	-	3	**	22	10	12	10	5	3	3	16	5	22
	1%	4%	2%	1%	-%	1%	**	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		cdg	d														
Prefer not to say	7	1	4	1	1	-	**	7	*	6	1	4	2	*	5	2	7
	*%	1%	1%	*%	*%	-%	**	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%
										a							

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

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

### FURLOUGH STATUS - And are you currently on furlough? (SINGLE CODE)

Base : All respondents in full or part time employment

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2009	1454	188	176	191	2009	1794	181	278	1731	2009	403	857	740	2009
Effective Weighted Sample	1139	909	110	100	99	1139	1029	100	156	984	1139	217	489	441	1139
Total	1813	1537	149	80	47	1813	1597	188	270	1543	1813	419	745	640	1813
Yes	153	138	7	5	3	153	142	8	26	127	153	40	57	53	153
	8%	9%	5%	6%	6%	8%	9%	4%	10%	8%	8%	10%	8%	8%	8%
No	1632	1372	141	74	45	1632	1429	178	233	1399	1632	372	678	575	1632
	90%	89%	95%	93%	94%	90%	89%	94%	86%	91%	90%	89%	91%	90%	90%
Don't know	22	21	*	*	-	22	20	2	10	12	22	6	9	6	22
	1%	1%	*%	*%	-%	1%	1%	1%	4%	1%	1%	2%	1%	1%	1%
									bc						
Prefer not to say	7	6	*	*	-	7	7	-	1	6	7	1	1	5	7
	*%	*%	*%	1%	-%	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%

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

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

# **FURLOUGH STATUS - And are you currently on furlough? (SINGLE CODE)**

Base : All respondents in full or part time employment

	Total	FINANCIAL VULNERABILITY INDEX		
		<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2009	349	827	504
Effective Weighted Sample	1139	200	480	289
Total	1813	323	761	450
Yes	153	26	65	38
	8%	8%	9%	8%
No	1632	293	685	411
	90%	91%	90%	91%
Don't know	22	4	7	2
	1%	1%	1%	*%
Prefer not to say	7	-	4	-
	*%	-%	1%	-%

Columns Tested: a,b,c

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

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
None	18	5	4	3	-	-	5	18	5	13	-	4	3	11	4	14	18
	1%	1%	1%	1%	-%	-%	1%	1%	*%	1%	-%	1%	*%	2%	*%	1%	1%
														abeg		ae	
Up to 2 hours	101	12	5	14	18	14	37	101	58	43	28	31	6	31	60	37	101
	4%	3%	1%	3%	4%	3%	9%	4%	4%	3%	4%	4%	1%	5%	4%	3%	4%
					b		abcdeg	b			c	c		cf	c	c	c
3 to 5 hours	377	90	97	83	44	33	29	377	151	225	93	105	61	109	198	170	377
	13%	21%	19%	17%	9%	8%	7%	13%	11%	16%	12%	13%	10%	19%	13%	14%	13%
		defg	defg	def				def		a				abcefg		c	
6 to 8 hours	279	43	74	43	40	40	40	279	114	164	56	79	93	52	135	144	279
	10%	10%	15%	9%	8%	9%	9%	10%	8%	12%	7%	10%	15%	9%	9%	12%	10%
			acdefg							a			abdeg			ae	
9 to 11 hours	311	46	41	71	44	51	57	311	142	167	75	98	72	65	173	137	311
	11%	11%	8%	14%	9%	12%	13%	11%	10%	12%	10%	12%	12%	11%	11%	12%	11%
				bd													
12 to 15 hours	184	20	25	24	45	34	35	184	99	83	50	49	47	36	100	83	184
	7%	5%	5%	5%	9%	8%	8%	7%	7%	6%	6%	6%	8%	6%	6%	7%	7%
					ac												
16 to 22 hours	312	35	40	44	65	62	67	312	158	154	102	90	63	57	192	120	312
	11%	8%	8%	9%	13%	14%	16%	11%	12%	11%	13%	11%	10%	10%	12%	10%	11%
					a	abc	abcg										
23 to 30 hours	509	55	86	75	126	87	81	509	261	248	159	136	124	88	295	212	509
	18%	13%	17%	15%	24%	20%	19%	18%	19%	17%	21%	17%	20%	15%	19%	18%	18%
					abcg	a	a	a			d		d				
Over 30 hours	665	116	120	133	125	103	68	665	359	299	207	201	136	115	408	251	665
	24%	27%	24%	27%	24%	24%	16%	24%	26%	21%	27%	25%	22%	20%	26%	21%	24%
		f	f	f	f	f		f	b		df	d			df		
Don't know/ unsure	44	6	6	10	8	5	9	44	19	25	6	10	6	18	16	24	44
	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%
														abceg			

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
<b>SUMMARY CODES</b>																	
0 to 8 hours	775	150	181	143	102	86	112	775	328	446	177	219	162	203	396	365	775
	28%	35%	36%	29%	20%	20%	26%	28%	24%	31%	23%	27%	27%	35%	25%	31%	28%
		defg	cdefg	de				de		a				abceg		ae	a
9 to 22 hours	807	101	106	139	154	147	159	807	400	404	227	237	182	158	464	340	807
	29%	24%	21%	28%	30%	34%	37%	29%	29%	28%	29%	30%	30%	27%	29%	29%	29%
					b	ab	abcg	ab									
23+ hours	1174	171	207	208	250	190	149	1174	620	547	366	337	260	203	703	463	1174
	42%	40%	41%	42%	49%	44%	35%	42%	45%	38%	47%	42%	43%	35%	44%	39%	42%
					afg	f		f	b		dfg	d	d		df		d

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



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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
None	18 1%	17 1%	- -%	- -%	1 2%	18 1%	18 1%	- -%	3 1%	15 1%	18 1%	8 1%	7 1%	- -%	18 1%
Up to 2 hours	101 4%	80 3%	15 6% d	4 3%	1 2%	101 4%	82 3%	12 4%	37 9% bc	64 3%	101 4%	73 9% bcd	15 1%	6 1%	101 4% bc
3 to 5 hours	377 13%	318 14%	24 10%	22 16%	13 18% b	377 13%	327 13%	43 14%	87 22% bc	290 12%	377 13%	155 19% bcd	139 12%	76 9%	377 13% c
6 to 8 hours	279 10%	248 11%	18 7%	9 6%	5 7%	279 10%	254 10%	24 8%	41 11%	238 10%	279 10%	100 12% c	116 10%	59 7%	279 10%
9 to 11 hours	311 11%	264 11%	30 12%	11 8%	6 8%	311 11%	261 11%	44 14%	50 13%	261 11%	311 11%	105 13% c	139 12% c	57 7%	311 11% c
12 to 15 hours	184 7%	147 6%	20 8%	10 7%	7 9%	184 7%	160 7%	20 6%	30 8%	153 6%	184 7%	59 7%	77 7%	48 6%	184 7%
16 to 22 hours	312 11%	245 10%	32 13%	22 16% a	14 18% ae	312 11%	262 11%	46 15%	29 7%	283 12% a	312 11%	79 10%	141 12%	90 11%	312 11%
23 to 30 hours	509 18%	428 18%	42 17%	27 19%	13 17%	509 18%	451 18%	54 17%	43 11%	466 19% a	509 18% a	89 11%	218 19% a	199 25% abd	509 18% a
Over 30 hours	665 24%	558 24%	60 25%	32 23%	15 20%	665 24%	586 24%	72 23%	62 16%	602 25% a	665 24% a	116 14%	281 24% a	265 33% abd	665 24% a
Don't know/ unsure	44 2%	39 2%	3 1%	1 1%	1 1%	44 2%	42 2%	2 *%	6 2%	38 2%	44 2%	17 2% c	20 2%	5 1%	44 2%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
<b>SUMMARY CODES</b>															
0 to 8 hours	775 28%	662 28%	57 24%	34 25%	21 28%	775 28%	681 28%	79 25%	168 43% bc	608 25%	775 28%	336 42% bcd	277 24% c	141 18%	775 28% bc
9 to 22 hours	807 29%	656 28%	82 34%	43 31%	26 34%	807 29%	683 28%	111 35% a	109 28%	697 29%	807 29%	243 30% c	357 31% c	195 24%	807 29% c
23+ hours	1174 42%	986 42%	102 42%	58 42%	28 37%	1174 42%	1037 42%	126 40%	106 27%	1068 44% a	1174 42% a	205 26%	499 43% a	464 58% abd	1174 42% a

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
None	18	4	6	3
	1%	1%	1%	*%
Up to 2 hours	101	15	40	15
	4%	3%	3%	3%
3 to 5 hours	377	90	119	69
	13%	17%	10%	12%
		b		
6 to 8 hours	279	53	124	43
	10%	10%	11%	8%
9 to 11 hours	311	64	116	65
	11%	12%	10%	11%
12 to 15 hours	184	37	78	42
	7%	7%	7%	7%
16 to 22 hours	312	47	146	70
	11%	9%	13%	12%
23 to 30 hours	509	87	242	111
	18%	16%	21%	20%
		a		
Over 30 hours	665	138	273	149
	24%	26%	24%	26%
Don't know/ unsure	44	5	8	3
	2%	1%	1%	*%
<b>SUMMARY CODES</b>				
0 to 8 hours	775	161	289	130
	28%	30%	25%	23%
		c		

Columns Tested: a,b,c

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		<b>MOST</b>	<b>POTEN- Tially</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
9 to 22 hours	807	149	340	177
	29%	28%	29%	31%
23+ hours	1174	225	515	261
	42%	42%	45%	46%

Columns Tested: a,b,c

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

**S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)**

Base : All respondents who go online at least weekly

		AGE							GENDER		SEG							
		Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
			a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Significance Level: 95%																		
Unweighted total		3495	826	443	568	505	512	641	3495	1637	1836	866	1043	623	935	1909	1558	3495
Effective Weighted Sample		1894	425	271	334	307	289	345	1894	910	973	505	561	371	475	1064	823	1894
Total		2738	417	490	487	506	424	414	2738	1343	1384	771	789	601	553	1560	1154	2738
1	(1.0)	52 2%	- -%	- -%	8 2% ab	8 2% ab	11 2% ab	27 6% abcdeg	52 2% ab	29 2%	23 2%	15 2%	13 2%	6 1% c	18 3%	29 2%	24 2%	52 2%
2	(2.0)	73 3%	5 1%	3 1%	5 1%	14 3% b	12 3% b	35 8% abcdeg	73 3% b	48 4% b	25 2%	15 2%	18 2%	14 2%	21 4% e	33 2%	35 3%	73 3%
3	(3.0)	84 3%	1 *%	7 1% a	10 2% a	9 2% a	17 4% a	40 10% abcdeg	84 3% a	36 3%	48 3%	31 4%	18 2%	19 3%	16 3%	49 3%	35 3%	84 3%
4	(4.0)	107 4%	8 2%	11 2%	16 3%	28 5% ab	13 3% ab	31 7% abceg	107 4%	52 4%	55 4%	28 4%	35 4%	23 4%	21 4%	63 4%	43 4%	107 4%
5	(5.0)	185 7%	16 4%	30 6%	21 4%	29 6% ab	58 14% abcdfg	32 8% a	185 7% a	87 6%	98 7%	44 6%	42 5%	38 6% abceg	57 10%	86 6%	95 8% be	185 7%
6	(6.0)	244 9%	45 11% b	30 6%	35 7%	46 9%	44 10%	42 10%	244 9%	105 8%	138 10%	47 6%	69 9%	61 10% a	62 11% ae	117 7%	123 11% ae	244 9% a
7	(7.0)	443 16%	68 16%	70 14%	81 17%	101 20% f	64 15%	58 14%	443 16%	202 15%	240 17%	126 16%	136 17%	97 16%	81 15%	262 17%	178 15%	443 16%
8	(8.0)	637 23%	109 26% ef	139 28% def	126 26% f	102 20%	82 19%	80 19%	637 23%	309 23%	324 23%	194 25% d	197 25% d	137 23%	106 19%	391 25% df	243 21%	637 23%
9	(9.0)	467 17%	82 20% f	102 21% f	93 19% f	88 17% f	65 15% f	38 9% f	467 17% f	255 19% b	212 15%	146 19% d	130 16%	114 19%	78 14%	276 18%	191 17%	467 17%
10	(10.0)	445 16%	83 20% ef	98 20% f	93 19% f	81 16% f	59 14% f	32 8% f	445 16% f	220 16%	221 16%	124 16%	131 17%	93 16%	93 17%	255 16%	187 16%	445 16%

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

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

**S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)**

Base : All respondents who go online at least weekly

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	3495	826	443	568	505	512	641	3495	1637	1836	866	1043	623	935	1909	1558	3495
Effective Weighted Sample	1894	425	271	334	307	289	345	1894	910	973	505	561	371	475	1064	823	1894
Total	2738	417	490	487	506	424	414	2738	1343	1384	771	789	601	553	1560	1154	2738
Mean score	7.3	7.9	8.0	7.7	7.4	7.0	5.9	7.3	7.4	7.3	7.4	7.4	7.4	7.0	7.4	7.2	7.3
		defg	defg	defg	ef	f		ef			d	d	d		df		d
Standard deviation	2.19	1.66	1.69	1.97	2.14	2.28	2.68	2.19	2.27	2.13	2.17	2.11	2.08	2.39	2.14	2.24	2.19
Standard error	.04	.06	.08	.08	.10	.10	.11	.04	.06	.05	.07	.07	.08	.08	.05	.06	.04

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

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

**S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)**

Base : All respondents who go online at least weekly

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET				
		Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%			a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total		3495	2519	338	321	317	3495	3091	346	441	3054	3495	933	1510	1016	3495
Effective Weighted Sample		1894	1495	180	178	177	1894	1690	188	238	1659	1894	472	834	585	1894
Total		2738	2288	241	136	74	2738	2384	316	380	2358	2738	776	1126	800	2738
1	(1.0)	52 2%	42 2%	5 2%	2 1%	3 4% ae	52 2%	37 2%	12 4% a	10 3%	42 2%	52 2%	45 6% bcd	4 *% *	* *% *	52 2% bc
2	(2.0)	73 3%	50 2%	16 6% ade	6 5% a	1 1%	73 3%	56 2%	16 5% a	10 3%	63 3%	73 3%	51 7% bcd	12 1% c	1 *% *	73 3% bc
3	(3.0)	84 3%	70 3%	5 2%	6 4%	3 4%	84 3%	68 3%	15 5%	10 3%	74 3%	84 3%	52 7% bcd	22 2%	7 1%	84 3% c
4	(4.0)	107 4%	88 4%	10 4%	5 4%	3 4%	107 4%	89 4%	18 6%	23 6%	84 4%	107 4%	38 5%	39 3%	24 3%	107 4%
5	(5.0)	185 7%	157 7%	14 6%	9 7%	5 7%	185 7%	152 6%	33 10% a	20 5%	165 7%	185 7%	97 13% bcd	54 5%	33 4%	185 7% bc
6	(6.0)	244 9%	200 9%	22 9%	15 11%	7 9%	244 9%	212 9%	29 9%	52 14% bc	192 8%	244 9%	91 12% c	104 9% c	42 5%	244 9% c
7	(7.0)	443 16%	375 16%	36 15%	22 16%	11 14%	443 16%	393 16%	43 14%	69 18%	374 16%	443 16%	121 16%	205 18%	115 14%	443 16%
8	(8.0)	637 23%	538 23%	58 24%	26 19%	16 22%	637 23%	553 23%	73 23%	80 21%	558 24%	637 23%	143 18%	296 26% a	197 25% a	637 23% a
9	(9.0)	467 17%	408 18%	33 14%	17 12%	10 13%	467 17%	415 17%	46 15%	50 13%	418 18%	467 17%	71 9%	211 19% a	184 23% ad	467 17% a
10	(10.0)	445 16%	360 16%	43 18%	28 20%	14 19%	445 16%	409 17% b	30 10%	56 15%	388 16%	445 16%	67 9%	178 16% a	198 25% abd	445 16% a

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

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

**S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)**

Base : All respondents who go online at least weekly

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3495	2519	338	321	317	3495	3091	346	441	3054	3495	933	1510	1016	3495
Effective Weighted Sample	1894	1495	180	178	177	1894	1690	188	238	1659	1894	472	834	585	1894
Total	2738	2288	241	136	74	2738	2384	316	380	2358	2738	776	1126	800	2738
Mean score	7.3	7.4	7.2	7.2	7.2	7.3	7.4	6.7	7.1	7.4	7.3	6.2	7.7	8.2	7.3
Standard deviation	2.19	2.15	2.41	2.37	2.42	2.19	2.14	2.46	2.24	2.19	2.19	2.55	1.82	1.63	2.19
Standard error	.04	.04	.13	.13	.14	.04	.04	.13	.11	.04	.04	.08	.05	.05	.04

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



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

**S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)**

Base : All respondents who go online at least weekly

		FINANCIAL VULNERABILITY INDEX			
		Total	MOST	POTEN- TIALY	LEAST
			a	b	c
Significance Level: 95%					
Unweighted total		3495	680	1411	679
Effective Weighted Sample		1894	358	790	380
Total		2738	531	1138	565
1	(1.0)	52	10	29	8
		2%	2%	3%	1%
2	(2.0)	73	14	31	15
		3%	3%	3%	3%
3	(3.0)	84	11	43	17
		3%	2%	4%	3%
4	(4.0)	107	13	42	28
		4%	2%	4%	5%
5	(5.0)	185	48	59	33
		7%	9%	5%	6%
			b		
6	(6.0)	244	56	83	54
		9%	11%	7%	10%
7	(7.0)	443	81	186	93
		16%	15%	16%	16%
8	(8.0)	637	115	273	135
		23%	22%	24%	24%
9	(9.0)	467	94	214	89
		17%	18%	19%	16%
10	(10.0)	445	88	178	93
		16%	17%	16%	16%
Mean score		7.3	7.4	7.4	7.3
Standard deviation		2.19	2.16	2.25	2.16
Standard error		.04	.08	.06	.08
Columns Tested: a,b,c					

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

**IN6. Which, if any, of these apps or sites do you use to send messages or make video or voice calls? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
WhatsApp	2012	327	387	395	366	300	237	2012	926	1078	591	605	417	383	1196	800	2012
	72%	76%	77%	79%	71%	70%	55%	72%	68%	76%	76%	75%	68%	66%	76%	67%	72%
		f	ef	defg	f	f		f		a	cdf	cdf			cdfg		df
(Facebook) Messenger	1493	188	296	293	286	233	196	1493	636	849	378	392	357	360	771	718	1493
	53%	44%	59%	59%	56%	54%	46%	53%	47%	60%	49%	49%	59%	62%	49%	60%	53%
			af	af	af	af		af		a			abe	abeg		abeg	e
Instagram (Direct)	1035	316	288	191	128	74	37	1035	454	574	320	297	240	171	616	411	1035
	37%	74%	58%	38%	25%	17%	9%	37%	33%	40%	41%	37%	39%	29%	39%	34%	37%
		bcdefg	cdefg	def	ef	f		def		a	df	d	d		df		d
FaceTime	884	218	174	149	142	107	95	884	358	523	273	265	198	142	538	340	884
	32%	51%	35%	30%	28%	25%	22%	32%	26%	37%	35%	33%	32%	24%	34%	29%	32%
		bcdefg	ef	f				ef		a	df	d	d		df		d
Zoom	793	99	137	176	149	133	99	793	402	387	326	230	144	90	556	234	793
	28%	23%	27%	35%	29%	31%	23%	28%	29%	27%	42%	29%	24%	15%	35%	20%	28%
				abfg		af		af			bcdefg	df	d		bcdefg		df
Snapchat	744	326	239	91	59	25	3	744	318	420	198	223	182	127	421	309	744
	27%	76%	48%	18%	12%	6%	1%	27%	23%	30%	26%	28%	30%	22%	27%	26%	27%
		bcdefg	cdefg	def	ef	f		cdef		a		d	d		d		d
Microsoft Teams	617	147	135	114	122	74	25	617	306	308	243	211	88	68	454	156	617
	22%	34%	27%	23%	24%	17%	6%	22%	22%	22%	31%	26%	14%	12%	29%	13%	22%
		bcdefg	ef	f	ef	f		f			cdfg	cdfg			cdfg		cdf
Skype	565	55	114	115	112	85	84	565	321	242	214	166	117	66	380	183	565
	20%	13%	23%	23%	22%	20%	20%	20%	23%	17%	28%	21%	19%	11%	24%	15%	20%
			a	a	a	a	a	a	b		bcdefg	df	d		dfg	d	df
iMessage (by Apple)	495	128	127	92	76	46	26	495	205	288	160	142	114	75	302	189	495
	18%	30%	25%	18%	15%	11%	6%	18%	15%	20%	21%	18%	19%	13%	19%	16%	18%
		cdefg	cdefg	ef	f	f		ef		a	df	d	d		d		d
Discord	274	133	88	39	9	5	1	274	172	97	87	92	61	33	179	93	274
	10%	31%	18%	8%	2%	1%	*%	10%	13%	7%	11%	11%	10%	6%	11%	8%	10%
		bcdefg	cdefg	def	f			def	b		df	df	d		df		d

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

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

**IN6. Which, if any, of these apps or sites do you use to send messages or make video or voice calls? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Google Chat/ Google Meet/ Google Duo	238	45	61	51	51	20	10	238	142	94	105	63	46	23	168	69	238
	9%	11%	12%	10%	10%	5%	2%	9%	10%	7%	14%	8%	7%	4%	11%	6%	9%
		ef	efg	ef	ef			ef	b		bcdg	d	d		df		df
Houseparty	172	81	56	20	9	5	1	172	78	92	67	48	37	19	114	56	172
	6%	19%	11%	4%	2%	1%	*%	6%	6%	6%	9%	6%	6%	3%	7%	5%	6%
		bcdefg	cdefg	ef				def			dfg	d			df		d
Telegram	158	34	33	41	35	10	5	158	104	53	64	41	36	17	105	53	158
	6%	8%	7%	8%	7%	2%	1%	6%	8%	4%	8%	5%	6%	3%	7%	4%	6%
		ef	ef	ef	ef			ef	b		bdfg		d		df		d
Viber	133	12	39	40	22	11	9	133	74	58	54	23	34	22	77	56	133
	5%	3%	8%	8%	4%	2%	2%	5%	5%	4%	7%	3%	6%	4%	5%	5%	5%
			aefg	aefg				f			bdg		b		b		b
WeChat	101	15	39	21	16	7	2	101	58	43	45	20	29	7	65	36	101
	4%	4%	8%	4%	3%	2%	*%	4%	4%	3%	6%	2%	5%	1%	4%	3%	4%
		f	adefg	ef	f			f			bdfg		d		d	d	d
Kik	94	24	28	23	16	4	-	94	57	37	31	16	35	12	47	47	94
	3%	5%	6%	5%	3%	1%	-%	3%	4%	3%	4%	2%	6%	2%	3%	4%	3%
		efg	ef	ef	ef			ef					bdeg			b	
Signal	78	7	25	15	20	9	2	78	51	28	35	16	12	15	51	27	78
	3%	2%	5%	3%	4%	2%	*%	3%	4%	2%	4%	2%	2%	3%	3%	2%	3%
			afg	f	af	f		f	b		bcfg						
Slack	59	12	18	12	11	5	-	59	40	19	25	18	9	6	43	15	59
	2%	3%	4%	2%	2%	1%	-%	2%	3%	1%	3%	2%	2%	1%	3%	1%	2%
		f	f	f	f	f		f	b		df				df		
I send messages or make video/ voice calls on other apps/ sites	75	12	24	6	12	9	12	75	42	30	26	16	16	16	42	32	75
	3%	3%	5%	1%	2%	2%	3%	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%
			c														

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

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

IN6. Which, if any, of these apps or sites do you use to send messages or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2624	426	493	485	482	391	347	2624	1265	1348	740	766	569	529	1506	1097	2624
	94%	99%	99%	97%	94%	91%	81%	94%	93%	95%	95%	95%	93%	91%	95%	92%	94%
		cdefg	defg	defg	f	f		f		a	df	df			df		d
I do not send messages or make video or voice calls on any apps/ sites	163	2	5	15	33	35	74	163	94	69	32	36	39	50	68	89	163
	6%	*%	1%	3%	6%	8%	17%	6%	7%	5%	4%	4%	6%	9%	4%	7%	6%
				a	abc	abc	abcdeg	abc						abeg		abe	
Don't know	13	1	2	-	-	2	8	13	8	5	4	2	2	3	6	5	13
	*%	*%	*%	-%	-%	1%	2%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%
							acd										
Mean number of apps/ sites used (out of 19)	3.6	5.1	4.6	3.8	3.2	2.7	2.0	3.6	3.5	3.7	4.2	3.6	3.6	2.8	3.9	3.2	3.6
		bcdefg	cdefg	def	ef	f		def		a	bcdefg	df	df		bcdfg	d	df
Standard deviation	2.68	2.74	2.76	2.79	2.38	2.20	1.70	2.68	2.82	2.54	3.05	2.44	2.75	2.19	2.77	2.51	2.68
Standard error	.05	.09	.13	.12	.11	.10	.07	.05	.07	.06	.10	.07	.11	.07	.06	.06	.05

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

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

**IN6. Which, if any, of these apps or sites do you use to send messages or make video or voice calls? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
WhatsApp	2012 72%	1697 72%	161 66%	96 70%	58 76% b	2012 72%	1774 73%	215 68%	284 73%	1728 72%	2012 72%	468 58%	856 74% a	679 84% abd	2012 72% a
(Facebook) Messenger	1493 53%	1224 52%	138 57%	89 65% ade	41 54%	1493 53%	1294 53%	181 57%	212 54%	1281 53%	1493 53%	354 44%	615 53% a	512 64% abd	1493 53% a
Instagram (Direct)	1035 37%	898 38% bc	73 30%	40 29%	25 32%	1035 37% c	932 38% b	83 26%	160 41%	875 36%	1035 37%	177 22%	429 37% a	429 53% abd	1035 37% a
FaceTime	884 32%	747 32%	75 31%	39 28%	23 31%	884 32%	775 32%	97 30%	113 29%	771 32%	884 32%	151 19%	354 31% a	375 47% abd	884 32% a
Zoom	793 28%	672 29%	70 29%	32 24%	19 25%	793 28%	702 29%	84 27%	56 14%	737 31% a	793 28% a	110 14%	307 27% a	375 47% abd	793 28% a
Snapchat	744 27%	636 27%	58 24%	34 25%	16 22%	744 27%	671 27% b	53 17%	154 40% bc	590 24%	744 27%	123 15%	334 29% a	287 36% abd	744 27% a
Microsoft Teams	617 22%	542 23% bd	38 16%	25 18%	12 16%	617 22% b	551 23%	57 18%	58 15%	559 23% a	617 22% a	63 8%	236 20% a	318 39% abd	617 22% a
Skype	565 20%	472 20%	60 25% c	20 15%	13 17%	565 20%	499 20%	60 19%	55 14%	510 21% a	565 20% a	80 10%	219 19% a	263 33% abd	565 20% a
iMessage (by Apple)	495 18%	425 18%	32 13%	24 17%	14 19%	495 18%	454 19% b	37 12%	60 15%	435 18%	495 18%	58 7%	191 17% a	245 30% abd	495 18% a
Discord	274 10%	233 10% d	21 9%	17 13% d	3 4%	274 10% d	242 10%	23 7%	26 7%	248 10%	274 10%	35 4%	125 11% a	115 14% abd	274 10% a

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

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

**IN6. Which, if any, of these apps or sites do you use to send messages or make video or voice calls? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Google Chat/ Google Meet/ Google Duo	238 9%	216 9%	14 6%	6 4%	3 3%	238 9%	211 9%	20 6%	21 5%	217 9%	238 9%	24 3%	78 7%	136 17%	238 9%
		cd				cd							a	abd	a
Houseparty	172 6%	157 7%	10 4%	2 2%	3 3%	172 6%	160 7%	9 3%	23 6%	149 6%	172 6%	21 3%	77 7%	73 9%	172 6%
		c				c	b						a	ad	a
Telegram	158 6%	135 6%	14 6%	6 5%	2 3%	158 6%	146 6%	7 2%	16 4%	142 6%	158 6%	14 2%	51 4%	91 11%	158 6%
							b						a	abd	a
Viber	133 5%	118 5%	10 4%	3 2%	2 3%	133 5%	122 5%	9 3%	19 5%	114 5%	133 5%	26 3%	40 4%	66 8%	133 5%
														abd	
WeChat	101 4%	88 4%	5 2%	7 5%	1 1%	101 4%	90 4%	4 1%	11 3%	89 4%	101 4%	12 2%	35 3%	52 7%	101 4%
				d										abd	a
Kik	94 3%	85 4%	3 1%	5 3%	2 3%	94 3%	87 4%	4 1%	10 3%	85 4%	94 3%	14 2%	37 3%	43 5%	94 3%
														abd	
Signal	78 3%	65 3%	8 3%	3 2%	2 2%	78 3%	67 3%	10 3%	6 2%	72 3%	78 3%	9 1%	27 2%	42 5%	78 3%
														abd	a
Slack	59 2%	51 2%	4 2%	2 2%	1 2%	59 2%	52 2%	4 1%	9 2%	50 2%	59 2%	8 1%	19 2%	32 4%	59 2%
														abd	
I send messages or make video/ voice calls on other apps/ sites	75 3%	62 3%	5 2%	5 4%	2 2%	75 3%	69 3%	1 *%	13 3%	62 3%	75 3%	17 2%	22 2%	34 4%	75 3%
														bd	

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

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

**IN6. Which, if any, of these apps or sites do you use to send messages or make video or voice calls? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2624 94%	2197 94%	224 92%	132 96%	71 94%	2624 94%	2301 94% b	286 90%	379 97% bc	2246 93%	2624 94%	701 88%	1111 96% ad	792 98% abd	2624 94% a
I do not send messages or make video or voice calls on any apps/ sites	163 6%	137 6%	17 7%	5 4%	4 6%	163 6%	133 5%	28 9% a	7 2%	157 6% a	163 6% a	93 12% bcd	41 4% c	11 1%	163 6% bc
Don't know	13 *%	10 *%	3 1%	- -%	- -%	13 *%	10 *%	3 1%	3 1%	9 *%	13 *%	7 1% b	* *%	2 *%	13 *%
Mean number of apps/ sites used (out of 19)	3.6	3.6 bcd	3.3	3.3	3.2	3.6 bd	3.6 b	3.0	3.4	3.6	3.6	2.2	3.5 a	5.2 abd	3.6 a
Standard deviation	2.68	2.75	2.36	2.12	2.25	2.68	2.71	2.22	2.34	2.73	2.68	1.84	2.27	3.07	2.68
Standard error	.05	.05	.13	.12	.13	.05	.05	.12	.11	.05	.05	.06	.06	.10	.05

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

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

**IN6. Which, if any, of these apps or sites do you use to send messages or make video or voice calls? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
WhatsApp	2012	372	808	450
	72%	69%	70%	79%
				ab
(Facebook) Messenger	1493	331	609	294
	53%	61%	53%	51%
		bc		
Instagram (Direct)	1035	250	382	182
	37%	46%	33%	32%
		bc		
FaceTime	884	163	332	194
	32%	30%	29%	34%
Zoom	793	123	329	218
	28%	23%	29%	38%
			a	ab
Snapchat	744	190	253	102
	27%	35%	22%	18%
		bc		
Microsoft Teams	617	99	229	184
	22%	18%	20%	32%
				ab
Skype	565	91	227	164
	20%	17%	20%	29%
				ab
iMessage (by Apple)	495	105	175	112
	18%	19%	15%	20%
Discord	274	72	91	43
	10%	13%	8%	8%
		bc		

Columns Tested: a,b,c



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

**IN6. Which, if any, of these apps or sites do you use to send messages or make video or voice calls? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Google Chat/ Google Meet/ Google Duo	238 9%	35 6%	87 8%	74 13% ab
Houseparty	172 6%	45 8% b	55 5%	33 6%
Telegram	158 6%	33 6%	49 4%	42 7% b
Viber	133 5%	27 5%	49 4%	36 6%
WeChat	101 4%	25 5%	38 3%	17 3%
Kik	94 3%	21 4%	36 3%	22 4%
Signal	78 3%	14 3%	27 2%	28 5% b
Slack	59 2%	12 2%	21 2%	19 3%
I send messages or make video/ voice calls on other apps/ sites	75 3%	19 4%	29 3%	15 3%

Columns Tested: a,b,c

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

**IN6. Which, if any, of these apps or sites do you use to send messages or make video or voice calls? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2624	507	1070	539
	94%	94%	93%	95%
I do not send messages or make video or voice calls on any apps/ sites	163	32	78	27
	6%	6%	7%	5%
Don't know	13	-	3	4
	*%	-%	*%	1%
Mean number of apps/ sites used (out of 19)	3.6	3.8	3.3	3.9
		b		b
Standard deviation	2.68	2.71	2.57	2.87
Standard error	.05	.10	.07	.11
Columns Tested: a,b,c				

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

**COUNT OF APPS/ SITES USED TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
None used	176	3	7	15	33	37	82	176	101	74	36	37	41	54	74	95	176
	6%	1%	1%	3%	6%	9%	19%	6%	7%	5%	5%	5%	7%	9%	5%	8%	6%
				a	abc	abc	abcdeg	abc	b					abeg		abe	
Only one site or app used	497	35	47	80	114	111	109	497	268	229	121	134	104	134	254	238	497
	18%	8%	9%	16%	22%	26%	25%	18%	20%	16%	16%	17%	17%	23%	16%	20%	18%
				ab	abc	abcg	abcg	ab	b					abceg		ae	
More than one site or app used	2127	391	446	405	368	280	238	2127	997	1120	619	632	465	395	1252	859	2127
	76%	91%	89%	81%	72%	65%	55%	76%	73%	79%	80%	79%	76%	68%	79%	72%	76%
		cdefg	cdefg	defg	f	f		ef		a	df	df	d		dfg		df
Mean number of apps/ sites used (out of 19)	3.6	5.1	4.6	3.8	3.2	2.7	2.0	3.6	3.5	3.7	4.2	3.6	3.6	2.8	3.9	3.2	3.6
		bcdefg	cdefg	def	ef	f		def		a	bcdefg	df	df		bcdfg	d	df
Standard deviation	2.68	2.74	2.76	2.79	2.38	2.20	1.70	2.68	2.82	2.54	3.05	2.44	2.75	2.19	2.77	2.51	2.68
Standard error	.05	.09	.13	.12	.11	.10	.07	.05	.07	.06	.10	.07	.11	.07	.06	.06	.05

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

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

**COUNT OF APPS/ SITES USED TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
None used	176	146	20	5	4	176	143	31	10	166	176	100	42	13	176
	6%	6%	8%	4%	6%	6%	6%	10%	3%	7%	6%	12%	4%	2%	6%
								a		a	a	bcd	c		bc
Only one site or app used	497	412	44	24	17	497	439	54	86	411	497	240	189	58	497
	18%	18%	18%	18%	23%	18%	18%	17%	22%	17%	18%	30%	16%	7%	18%
												bcd	c		c
More than one site or app used	2127	1785	180	108	54	2127	1862	233	293	1834	2127	462	921	734	2127
	76%	76%	74%	79%	72%	76%	76%	73%	75%	76%	76%	58%	80%	91%	76%
													ad	abd	a
Mean number of apps/ sites used (out of 19)	3.6	3.6	3.3	3.3	3.2	3.6	3.6	3.0	3.4	3.6	3.6	2.2	3.5	5.2	3.6
		bcd				bd	b						a	abd	a
Standard deviation	2.68	2.75	2.36	2.12	2.25	2.68	2.71	2.22	2.34	2.73	2.68	1.84	2.27	3.07	2.68
Standard error	.05	.05	.13	.12	.13	.05	.05	.12	.11	.05	.05	.06	.06	.10	.05

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

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

### COUNT OF APPS/ SITES USED TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
None used	176	32	81	31
	6%	6%	7%	5%
Only one site or app used	497	82	227	90
	18%	15%	20%	16%
More than one site or app used	2127	425	843	449
	76%	79%	73%	79%
		b		b
Mean number of apps/ sites used (out of 19)	3.6	3.8	3.3	3.9
		b		b
Standard deviation	2.68	2.71	2.57	2.87
Standard error	.05	.10	.07	.11
Columns Tested: a,b,c				

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

**IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
YouTube	2124	374	389	400	414	320	228	2124	1083	1032	588	630	474	408	1219	882	2124
	76%	87%	78%	80%	81%	75%	53%	76%	79%	73%	76%	78%	78%	70%	77%	74%	76%
		bcdefg	f	f	f	f		f	b		d	d	d		d		d
Facebook (inc. Facebook Gaming)	1206	139	273	270	250	161	114	1206	531	670	326	319	291	265	646	555	1206
	43%	32%	55%	54%	49%	38%	27%	43%	39%	47%	42%	40%	48%	45%	41%	47%	43%
			aefg	aefg	aef	f		af		a			be			be	
Instagram	1081	304	317	208	148	76	29	1081	458	616	316	324	253	180	640	433	1081
	39%	71%	63%	42%	29%	18%	7%	39%	33%	43%	41%	40%	42%	31%	41%	36%	39%
		bcdefg	cdefg	def	ef	f		def		a	d	d	d		d	d	d
TikTok	810	291	228	139	101	43	8	810	372	432	235	217	206	140	453	345	810
	29%	68%	46%	28%	20%	10%	2%	29%	27%	30%	30%	27%	34%	24%	29%	29%	29%
		bcdefg	cdefg	def	ef	f		def			d		bd			d	d
Snapchat	586	257	193	79	41	14	1	586	265	316	168	180	141	84	347	226	586
	21%	60%	39%	16%	8%	3%	0%	21%	19%	22%	22%	22%	23%	14%	22%	19%	21%
		bcdefg	cdefg	def	ef	f		cdef			d	d	d		d	d	d
Twitch	295	108	96	49	31	9	3	295	194	97	94	94	69	36	188	106	295
	11%	25%	19%	10%	6%	2%	1%	11%	14%	7%	12%	12%	11%	6%	12%	9%	11%
		cdefg	cdefg	ef	ef			def	b		d	d	d		df		d
Vimeo	142	13	43	35	22	23	6	142	93	47	53	39	36	15	92	50	142
	5%	3%	9%	7%	4%	5%	1%	5%	7%	3%	7%	5%	6%	3%	6%	4%	5%
			adfg	af	f	f		f	b		df	d	d		d		d
Dailymotion	129	20	33	33	27	16	1	129	84	44	44	42	31	11	86	42	129
	5%	5%	7%	7%	5%	4%	0%	5%	6%	3%	6%	5%	5%	2%	5%	4%	5%
		f	f	f	f	f		f	b		d	d	d		d		d
OnlyFans	59	19	22	9	2	7	-	59	47	11	31	9	16	3	40	18	59
	2%	5%	4%	2%	0%	2%	0%	2%	3%	1%	4%	1%	3%	0%	3%	2%	2%
		cdefg	cdfg	f		f		df	b		bdfg		d		bd		d
BitChute	39	5	20	6	6	*	1	39	28	11	20	10	6	3	30	9	39
	1%	1%	4%	1%	1%	0%	0%	1%	2%	1%	3%	1%	1%	0%	2%	1%	1%
			acdefg						b		df				df		

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

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

**IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Dubsmash	34	13	10	8	3	-	-	34	18	16	14	8	7	5	21	13	34
	1%	3%	2%	2%	1%	-%	-%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		defg	ef	ef				f									
I watch videos/ clips on other apps/ sites	55	8	5	6	10	10	16	55	30	25	21	11	15	8	32	23	55
	2%	2%	1%	1%	2%	2%	4%	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%
							bcg										
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2477	424	490	472	465	356	271	2477	1235	1231	687	731	559	474	1418	1033	2477
	88%	99%	98%	94%	90%	83%	63%	88%	90%	87%	88%	91%	92%	81%	90%	87%	88%
		cdefg	cdefg	efg	ef	f		ef	b		d	df	df		df	d	d
I do not watch videos/ clips on any apps/ sites	309	1	8	26	47	71	156	309	127	182	87	67	50	103	154	153	309
	11%	*%	2%	5%	9%	17%	36%	11%	9%	13%	11%	8%	8%	18%	10%	13%	11%
			a	ab	abc	abcdg	abcdeg	abc		a				abcefg		bce	
Don't know	14	4	2	2	2	2	2	14	5	9	2	5	2	5	7	6	14
	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	1%	*%	1%	*%
Mean number of apps/ sites used (out of 12)	2.3	3.6	3.3	2.5	2.1	1.6	.9	2.3	2.3	2.3	2.5	2.3	2.5	2.0	2.4	2.3	2.3
		bcdefg	cdefg	def	ef	f		def			df	d	bdfg		df	d	d
Standard deviation	1.75	1.67	1.76	1.69	1.41	1.31	.93	1.75	1.79	1.71	1.93	1.63	1.74	1.62	1.78	1.70	1.75
Standard error	.03	.06	.08	.07	.06	.06	.04	.03	.04	.04	.07	.05	.07	.05	.04	.04	.03

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

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

**IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
YouTube	2124	1786	183	97	58	2124	1879	223	276	1849	2124	432	928	752	2124
	76%	76%	75%	70%	77%	76%	77%	70%	71%	77%	76%	54%	81%	93%	76%
							b			a			ad	abd	a
Facebook (inc. Facebook Gaming)	1206	1000	111	58	37	1206	1048	143	179	1027	1206	222	472	506	1206
	43%	43%	45%	42%	49%	43%	43%	45%	46%	43%	43%	28%	41%	63%	43%
													a	abd	a
Instagram	1081	936	72	45	28	1081	986	79	165	917	1081	153	463	464	1081
	39%	40%	30%	33%	36%	39%	40%	25%	42%	38%	39%	19%	40%	58%	39%
		b			b	b	b						a	abd	a
TikTok	810	692	58	37	23	810	725	69	135	675	810	111	349	350	810
	29%	30%	24%	27%	30%	29%	30%	22%	35%	28%	29%	14%	30%	43%	29%
							b		b				a	abd	a
Snapchat	586	506	39	27	14	586	531	40	111	475	586	85	261	240	586
	21%	22%	16%	20%	18%	21%	22%	13%	29%	20%	21%	11%	23%	30%	21%
							b		bc				a	abd	a
Twitch	295	258	24	10	4	295	269	19	23	272	295	35	119	141	295
	11%	11%	10%	7%	5%	11%	11%	6%	6%	11%	11%	4%	10%	18%	11%
		d				d	b			a	a		a	abd	a
Vimeo	142	125	11	4	2	142	136	6	12	130	142	12	45	85	142
	5%	5%	4%	3%	2%	5%	6%	2%	3%	5%	5%	2%	4%	11%	5%
							b						a	abd	a
Dailymotion	129	116	8	2	4	129	111	13	6	123	129	10	35	84	129
	5%	5%	3%	1%	5%	5%	5%	4%	2%	5%	5%	1%	3%	10%	5%
		c			c	c				a	a		a	abd	a
OnlyFans	59	50	6	1	1	59	53	3	10	48	59	9	27	22	59
	2%	2%	2%	1%	1%	2%	2%	1%	3%	2%	2%	1%	2%	3%	2%
BitChute	39	34	3	1	1	39	36	1	4	34	39	7	17	15	39
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%

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



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

**IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Dubsmash	34 1%	31 1%	2 1%	- -%	1 1%	34 1%	33 1%	1 *%	5 1%	29 1%	34 1%	6 1%	13 1%	15 2%	34 1%
I watch videos/ clips on other apps/ sites	55 2%	50 2%	4 2%	1 *%	* 1%	55 2%	49 2%	6 2%	8 2%	47 2%	55 2%	8 1%	25 2%	21 3%	55 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2477 88%	2077 89%	217 89%	115 84%	69 91%	2477 88%	2179 89%	264 83%	361 93%	2116 88%	2477 88%	578 72%	1088 94%	795 99%	2477 88%
		c			c		b		bc				ad	abd	a
I do not watch videos/ clips on any apps/ sites	309 11%	253 11%	26 11%	23 16%	6 9%	309 11%	252 10%	53 17%	22 6%	287 12%	309 11%	214 27%	64 6%	7 1%	309 11%
				ade				a		a	a	bcd	c		bc
Don't know	14 *%	13 1%	* *%	- -%	* *%	14 *%	13 1%	1 *%	5 1%	8 *%	14 *%	9 1%	1 *%	2 *%	14 *%
									b			b			
Mean number of apps/ sites used (out of 12)	2.3	2.4 bc	2.1	2.1	2.3	2.3 bc	2.4 b	1.9	2.4	2.3	2.3	1.4	2.4 a	3.3 abd	2.3 a
Standard deviation	1.75	1.78	1.52	1.58	1.52	1.75	1.76	1.50	1.66	1.76	1.75	1.40	1.49	1.83	1.75
Standard error	.03	.04	.08	.09	.08	.03	.03	.08	.08	.03	.03	.05	.04	.06	.03

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

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
YouTube	2124	423	856	450
	76%	78%	74%	79%
Facebook (inc. Facebook Gaming)	1206	252	503	247
	43%	47%	44%	43%
Instagram	1081	239	419	189
	39%	44%	36%	33%
		bc		
TikTok	810	211	279	129
	29%	39%	24%	23%
		bc		
Snapchat	586	136	226	79
	21%	25%	20%	14%
		bc	c	
Twitch	295	67	122	51
	11%	12%	11%	9%
Vimeo	142	24	53	38
	5%	5%	5%	7%
Dailymotion	129	28	47	33
	5%	5%	4%	6%
OnlyFans	59	14	22	16
	2%	3%	2%	3%
BitChute	39	10	18	10
	1%	2%	2%	2%
Dubsmash	34	13	6	6
	1%	2%	1%	1%
		b		

Columns Tested: a,b,c

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

**IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
I watch videos/ clips on other apps/ sites	55	9	24	16
	2%	2%	2%	3%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2477	492	998	507
	88%	91%	87%	89%
		b		
I do not watch videos/ clips on any apps/ sites	309	47	150	61
	11%	9%	13%	11%
			a	
Don't know	14	*	3	3
	*%	*%	*%	1%
Mean number of apps/ sites used (out of 12)	2.3	2.6	2.2	2.2
		bc		
Standard deviation	1.75	1.86	1.69	1.81
Standard error	.03	.07	.04	.07
Columns Tested: a,b,c				

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

**COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
None used	323	5	10	28	49	73	158	323	131	191	90	72	51	108	162	159	323
	12%	1%	2%	6%	10%	17%	37%	12%	10%	13%	12%	9%	8%	19%	10%	13%	12%
				ab	ab	abcdg	abcdeg	abc		a				abcefg		bce	
Only one site or app used	750	50	73	130	155	174	166	750	416	333	201	236	144	158	437	302	750
	27%	12%	15%	26%	30%	41%	39%	27%	30%	23%	26%	29%	24%	27%	28%	25%	27%
				ab	ab	abcdg	abcdg	ab		b							
More than one site or app used	1728	373	417	342	310	182	105	1728	819	898	486	495	414	316	982	730	1728
	62%	87%	83%	68%	60%	42%	24%	62%	60%	63%	63%	62%	68%	54%	62%	61%	62%
		cdefg	cdefg	defg	ef	f		ef			d	d	defg		d	d	d
Mean number of apps/ sites used (out of 12)	2.3	3.6	3.3	2.5	2.1	1.6	.9	2.3	2.3	2.3	2.5	2.3	2.5	2.0	2.4	2.3	2.3
		bcdefg	cdefg	def	ef	f		def			df	d	bdfg		df	d	d
Standard deviation	1.75	1.67	1.76	1.69	1.41	1.31	.93	1.75	1.79	1.71	1.93	1.63	1.74	1.62	1.78	1.70	1.75
Standard error	.03	.06	.08	.07	.06	.06	.04	.03	.04	.04	.07	.05	.07	.05	.04	.04	.03

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

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

**COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
None used	323	267	27	23	7	323	265	54	28	295	323	223	65	10	323
	12%	11%	11%	16%	9%	12%	11%	17%	7%	12%	12%	28%	6%	1%	12%
				ad				a		a	a	bcd	c		bc
Only one site or app used	750	621	73	34	21	750	651	91	113	636	750	319	311	107	750
	27%	26%	30%	25%	28%	27%	27%	29%	29%	26%	27%	40%	27%	13%	27%
												bcd	c		c
More than one site or app used	1728	1456	144	81	48	1728	1528	173	248	1480	1728	259	776	689	1728
	62%	62%	59%	59%	63%	62%	63%	54%	64%	61%	62%	32%	67%	86%	62%
							b						ad	abd	a
Mean number of apps/ sites used (out of 12)	2.3	2.4	2.1	2.1	2.3	2.3	2.4	1.9	2.4	2.3	2.3	1.4	2.4	3.3	2.3
		bc				bc	b						a	abd	a
Standard deviation	1.75	1.78	1.52	1.58	1.52	1.75	1.76	1.50	1.66	1.76	1.75	1.40	1.49	1.83	1.75
Standard error	.03	.04	.08	.09	.08	.03	.03	.08	.08	.03	.03	.05	.04	.06	.03

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

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

# COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
None used	323	47	153	64
	12%	9%	13%	11%
			a	
Only one site or app used	750	127	308	179
	27%	23%	27%	31%
			a	
More than one site or app used	1728	366	690	328
	62%	68%	60%	57%
		bc		
Mean number of apps/ sites used (out of 12)	2.3	2.6	2.2	2.2
		bc		
Standard deviation	1.75	1.86	1.69	1.81
Standard error	.03	.07	.04	.07
Columns Tested: a,b,c				

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

### IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Yes	854	216	266	167	133	48	23	854	437	413	283	232	196	136	515	332	854
	30%	50%	53%	33%	26%	11%	5%	30%	32%	29%	36%	29%	32%	23%	33%	28%	30%
		cdefg	cdefg	def	ef	f		ef			bdfg	d	d		df		d
No	1930	206	231	328	379	380	405	1930	924	997	492	567	409	442	1059	851	1930
	69%	48%	46%	66%	74%	89%	95%	69%	68%	70%	63%	71%	67%	76%	67%	71%	69%
				ab	abc	abcdg	abcdeg	ab				a		abceg		ae	a
Don't know	17	6	3	5	2	1	*	17	5	12	2	4	5	4	6	9	17
	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
		f															

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

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

**IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Yes	854	721	72	42	19	854	776	61	124	730	854	140	367	347	854
	30%	31%	30%	31%	25%	30%	32%	19%	32%	30%	30%	17%	32%	43%	30%
							b						a	abd	a
No	1930	1608	170	95	57	1930	1652	256	261	1668	1930	656	782	451	1930
	69%	69%	70%	69%	75%	69%	68%	81%	67%	69%	69%	82%	68%	56%	69%
							a					bcd	c		c
Don't know	17	14	2	1	*	17	16	1	3	13	17	5	3	7	17
	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%

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



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

**IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Yes	854	192	348	156
	30%	36%	30%	27%
		c		
No	1930	345	801	413
	69%	64%	70%	72%
				a
Don't know	17	2	3	1
	1%	*%	*%	*%

Columns Tested: a,b,c

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents who upload videos online that they have made themselves

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1037	414	224	178	124	51	46	1037	473	555	301	299	185	245	600	430	1037
Effective Weighted Sample	556	209	137	115	76	29	33	556	264	291	182	153	109	126	335	220	556
Total	854	216	266	167	133	48	23	854	437	413	283	232	196	136	515	332	854
Instagram	405	127	141	77	47	**	**	405	173	231	153	117	75	57	271	132	405
	47%	59%	53%	46%	35%	**	**	47%	40%	56%	54%	51%	38%	42%	53%	40%	47%
		cdg	d					d		a	cdf	cf			cdf		
Facebook (inc. Facebook Gaming)	393	44	130	98	76	**	**	393	192	200	137	77	107	71	215	177	393
	46%	20%	49%	59%	57%	**	**	46%	44%	48%	49%	33%	54%	52%	42%	53%	46%
			a	ag	a			a			b		be	be		be	b
YouTube	368	84	109	80	67	**	**	368	258	108	134	103	81	49	237	130	368
	43%	39%	41%	48%	51%	**	**	43%	59%	26%	47%	44%	41%	36%	46%	39%	43%
									b		d				d		
TikTok	324	127	119	46	25	**	**	324	151	171	123	72	76	48	194	124	324
	38%	59%	45%	28%	19%	**	**	38%	35%	41%	43%	31%	39%	35%	38%	37%	38%
		bcdg	cd					cd			b						
Snapchat	264	119	92	35	17	**	**	264	106	157	91	72	53	46	163	99	264
	31%	55%	35%	21%	13%	**	**	31%	24%	38%	32%	31%	27%	34%	32%	30%	31%
		bcdg	cd					cd		a							
Twitch	74	27	30	11	5	**	**	74	48	26	30	26	11	7	56	18	74
	9%	12%	11%	7%	4%	**	**	9%	11%	6%	10%	11%	6%	5%	11%	6%	9%
		d							b			f			f		
Vimeo	42	9	16	7	8	**	**	42	31	11	24	10	8	*	33	8	42
	5%	4%	6%	4%	6%	**	**	5%	7%	3%	8%	4%	4%	*%	7%	2%	5%
									b		df	d	d		df		d
OnlyFans	30	12	6	6	3	**	**	30	21	9	11	3	14	1	14	15	30
	3%	6%	2%	4%	2%	**	**	3%	5%	2%	4%	1%	7%	1%	3%	5%	3%
													bde			d	
Dailymotion	27	5	11	4	5	**	**	27	23	4	18	4	5	1	21	6	27
	3%	2%	4%	3%	4%	**	**	3%	5%	1%	6%	2%	3%	*%	4%	2%	3%
									b		bdf				d		
BitChute	25	2	13	5	5	**	**	25	21	4	16	6	3	-	22	3	25
	3%	1%	5%	3%	4%	**	**	3%	5%	1%	6%	3%	2%	-%	4%	1%	3%
			a						b		df				df		d

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

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents who upload videos online that they have made themselves

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1037	414	224	178	124	51	46	1037	473	555	301	299	185	245	600	430	1037
Effective Weighted Sample	556	209	137	115	76	29	33	556	264	291	182	153	109	126	335	220	556
Total	854	216	266	167	133	48	23	854	437	413	283	232	196	136	515	332	854
Dubsmash	23	8	9	4	2	**	**	23	12	11	11	5	5	2	15	7	23
	3%	4%	3%	3%	1%	**	**	3%	3%	3%	4%	2%	3%	2%	3%	2%	3%
I upload videos I have made myself to other apps/ sites	10	3	-	*	3	**	**	10	7	3	4	3	2	1	7	3	10
	1%	2%	-%	*%	2%	**	**	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	849	216	266	167	133	**	**	849	436	410	282	230	195	135	512	330	849
	99%	100%	100%	100%	100%	**	**	99%	100%	99%	100%	99%	99%	99%	100%	99%	99%
Don't know	5	*	-	-	-	**	**	5	1	3	1	2	1	1	2	2	5
	1%	*%	-%	-%	-%	**	**	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%

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

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents who upload videos online that they have made themselves

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	~c	~d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	1037	761	103	87	86	1037	935	76	146	891	1037	155	454	427	1037
Effective Weighted Sample	556	445	55	42	51	556	500	47	81	474	556	82	233	242	556
Total	854	721	72	42	19	854	776	61	124	730	854	140	367	347	854
Instagram	405	347	28	**	**	405	370	**	56	350	405	45	172	189	405
	47%	48%	38%	**	**	47%	48%	**	45%	48%	47%	32%	47%	54%	47%
													a	a	a
Facebook (inc. Facebook Gaming)	393	316	43	**	**	393	356	**	55	338	393	53	143	196	393
	46%	44%	60%	**	**	46%	46%	**	44%	46%	46%	38%	39%	57%	46%
			a											abd	
YouTube	368	300	40	**	**	368	346	**	36	332	368	45	147	176	368
	43%	42%	56%	**	**	43%	45%	**	29%	46%	43%	32%	40%	51%	43%
			a							a	a			abd	
TikTok	324	286	18	**	**	324	304	**	53	271	324	40	140	143	324
	38%	40%	25%	**	**	38%	39%	**	43%	37%	38%	29%	38%	41%	38%
		b												a	
Snapchat	264	222	21	**	**	264	245	**	54	210	264	40	118	107	264
	31%	31%	29%	**	**	31%	32%	**	44%	29%	31%	28%	32%	31%	31%
									bc						
Twitch	74	63	4	**	**	74	67	**	4	70	74	5	36	34	74
	9%	9%	6%	**	**	9%	9%	**	3%	10%	9%	4%	10%	10%	9%
Vimeo	42	41	-	**	**	42	39	**	-	42	42	*	19	22	42
	5%	6%	-%	**	**	5%	5%	**	-%	6%	5%	1%	5%	6%	5%
										a	a		a	a	a
OnlyFans	30	27	2	**	**	30	28	**	4	26	30	6	11	13	30
	3%	4%	2%	**	**	3%	4%	**	3%	4%	3%	4%	3%	4%	3%
Dailymotion	27	23	2	**	**	27	24	**	1	26	27	2	14	12	27
	3%	3%	3%	**	**	3%	3%	**	1%	4%	3%	1%	4%	3%	3%
BitChute	25	25	-	**	**	25	25	**	3	22	25	1	12	13	25
	3%	4%	-%	**	**	3%	3%	**	3%	3%	3%	1%	3%	4%	3%

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

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents who upload videos online that they have made themselves

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	~c	~d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	1037	761	103	87	86	1037	935	76	146	891	1037	155	454	427	1037
Effective Weighted Sample	556	445	55	42	51	556	500	47	81	474	556	82	233	242	556
Total	854	721	72	42	19	854	776	61	124	730	854	140	367	347	854
Dubsmash	23	22	-	**	**	23	22	**	5	18	23	6	8	9	23
	3%	3%	-%	**	**	3%	3%	**	4%	2%	3%	4%	2%	3%	3%
I upload videos I have made myself to other apps/ sites	10	8	1	**	**	10	10	**	*	10	10	1	6	4	10
	1%	1%	1%	**	**	1%	1%	**	%	1%	1%	1%	2%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	849	717	71	**	**	849	772	**	123	726	849	137	365	347	849
	99%	100%	98%	**	**	99%	99%	**	100%	99%	99%	98%	100%	100%	99%
Don't know	5	3	1	**	**	5	4	**	1	4	5	3	1	1	5
	1%	*%	2%	**	**	1%	1%	**	%	1%	1%	2%	*%	*%	1%

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

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents who upload videos online that they have made themselves

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1037	231	392	173
Effective Weighted Sample	556	124	220	96
Total	854	192	348	156
Instagram	405	90	158	79
	47%	47%	45%	51%
Facebook (inc. Facebook Gaming)	393	93	162	89
	46%	49%	47%	57%
YouTube	368	91	168	69
	43%	48%	48%	44%
TikTok	324	86	114	53
	38%	45%	33%	34%
		b		
Snapchat	264	65	102	37
	31%	34%	29%	23%
Twitch	74	21	23	17
	9%	11%	7%	11%
Vimeo	42	5	20	12
	5%	3%	6%	8%
OnlyFans	30	5	14	6
	3%	3%	4%	4%
Dailymotion	27	3	10	10
	3%	1%	3%	6%
				a
BitChute	25	3	11	9
	3%	1%	3%	6%
Dubsmash	23	7	8	7
	3%	4%	2%	5%

Columns Tested: a,b,c

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents who upload videos online that they have made themselves

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
		a	b	c
Significance Level: 95%				
Unweighted total	1037	231	392	173
Effective Weighted Sample	556	124	220	96
Total	854	192	348	156
I upload videos I have made myself to other apps/ sites	10	*	4	2
	1%	*%	1%	2%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	849	192	344	156
	99%	100%	99%	100%
Don't know	5	-	4	-
	1%	-%	1%	-%

Columns Tested: a,b,c

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Instagram	405	127	141	77	47	11	2	405	173	231	153	117	75	57	271	132	405
	14%	30%	28%	15%	9%	3%	1%	14%	13%	16%	20%	15%	12%	10%	17%	11%	14%
		cdefg	cdefg	def	ef	f		def		a	bcdfg	d			cdf		df
Facebook (inc. Facebook Gaming)	393	44	130	98	76	29	15	393	192	200	137	77	107	71	215	177	393
	14%	10%	26%	20%	15%	7%	4%	14%	14%	14%	18%	10%	17%	12%	14%	15%	14%
		f	adefg	aefg	ef			aef			bdeg		bd		b	b	b
YouTube	368	84	109	80	67	22	6	368	258	108	134	103	81	49	237	130	368
	13%	20%	22%	16%	13%	5%	1%	13%	19%	8%	17%	13%	13%	8%	15%	11%	13%
		defg	defg	ef	ef	f		ef	b		bdfg	d	d		df		d
TikTok	324	127	119	46	25	6	1	324	151	171	123	72	76	48	194	124	324
	12%	30%	24%	9%	5%	1%	0%	12%	11%	12%	16%	9%	12%	8%	12%	10%	12%
		cdefg	cdefg	def	ef			def			bdfg		d		bd		d
Snapchat	264	119	92	35	17	-	1	264	106	157	91	72	53	46	163	99	264
	9%	28%	18%	7%	3%	0%	0%	9%	8%	11%	12%	9%	9%	8%	10%	8%	9%
		bcdefg	cdefg	def	ef			def		a	df						
Twitch	74	27	30	11	5	1	-	74	48	26	30	26	11	7	56	18	74
	3%	6%	6%	2%	1%	0%	0%	3%	4%	2%	4%	3%	2%	1%	4%	2%	3%
		cdefg	cdefg	ef	f			ef	b		df	df			df		
Vimeo	42	9	16	7	8	2	-	42	31	11	24	10	8	*	33	8	42
	1%	2%	3%	1%	2%	0%	0%	1%	2%	1%	3%	1%	1%	0%	2%	1%	1%
		f	efg	f	f			f	b		bdfg	d	d		df		d
OnlyFans	30	12	6	6	3	2	-	30	21	9	11	3	14	1	14	15	30
	1%	3%	1%	1%	1%	0%	0%	1%	2%	1%	1%	0%	2%	0%	1%	1%	1%
		defg	f	f							d		bdeg			d	
Dailymotion	27	5	11	4	5	2	-	27	23	4	18	4	5	1	21	6	27
	1%	1%	2%	1%	1%	0%	0%	1%	2%	0%	2%	0%	1%	0%	1%	0%	1%
		f	f		f				b		bdfg				d		
BitChute	25	2	13	5	5	-	-	25	21	4	16	6	3	-	22	3	25
	1%	1%	3%	1%	1%	0%	0%	1%	2%	0%	2%	1%	1%	0%	1%	0%	1%
			aefg						b		dfg				df		d

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



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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Dubsmash	23	8	9	4	2	-	-	23	12	11	11	5	5	2	15	7	23
	1%	2%	2%	1%	*%	-%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
		ef	ef														
I upload videos I have made myself to other apps/ sites	10	3	-	*	3	1	2	10	7	3	4	3	2	1	7	3	10
	*%	1%	-%	*%	1%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	849	216	266	167	133	47	19	849	436	410	282	230	195	135	512	330	849
	30%	50%	53%	33%	26%	11%	5%	30%	32%	29%	36%	29%	32%	23%	32%	28%	30%
		cdefg	cdefg	def	ef	f		ef			bdfg	d	d		df		d
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1930	206	231	328	379	380	405	1930	924	997	492	567	409	442	1059	851	1930
	69%	48%	46%	66%	74%	89%	95%	69%	68%	70%	63%	71%	67%	76%	67%	71%	69%
				ab	abc	abcdg	abcdeg	ab				a		abceg		ae	a
Don't know	21	6	3	5	2	2	4	21	6	15	2	6	6	5	8	11	21
	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
Mean number of apps/ sites used (out of 12)	.7	1.3	1.4	.8	.5	.2	.1	.7	.8	.7	1.0	.6	.7	.5	.8	.6	.7
		cdefg	cdefg	def	ef	f		def	b		bcddefg	d	d		bdfg	d	df
Standard deviation	1.38	1.76	1.73	1.41	1.15	.59	.32	1.38	1.48	1.28	1.68	1.26	1.38	1.05	1.49	1.23	1.38
Standard error	.02	.06	.08	.06	.05	.03	.01	.02	.04	.03	.06	.04	.06	.03	.03	.03	.02

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

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**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Instagram	405 14%	347 15%	28 11%	21 15%	9 12%	405 14%	370 15%	28 9%	56 14%	350 14%	405 14%	45 6%	172 15%	189 23%	405 14%
							b						a	abd	a
Facebook (inc. Facebook Gaming)	393 14%	316 13%	43 18%	24 17%	10 13%	393 14%	356 15%	30 9%	55 14%	338 14%	393 14%	53 7%	143 12%	196 24%	393 14%
													a	abd	a
YouTube	368 13%	300 13%	40 17%	17 13%	10 13%	368 13%	346 14%	18 6%	36 9%	332 14%	368 13%	45 6%	147 13%	176 22%	368 13%
							b			a			a	abd	a
TikTok	324 12%	286 12%	18 7%	13 9%	7 9%	324 12%	304 12%	15 5%	53 14%	271 11%	324 12%	40 5%	140 12%	143 18%	324 12%
							b						a	abd	a
Snapchat	264 9%	222 9%	21 9%	15 11%	6 8%	264 9%	245 10%	10 3%	54 14%	210 9%	264 9%	40 5%	118 10%	107 13%	264 9%
							b		bc				a	ad	a
Twitch	74 3%	63 3%	4 2%	6 4%	2 2%	74 3%	67 3%	5 2%	4 1%	70 3%	74 3%	5 1%	36 3%	34 4%	74 3%
													a	a	a
Vimeo	42 1%	41 2%	- -%	* *%	1 1%	42 1%	39 2%	2 1%	- -%	42 2%	42 1%	* *%	19 2%	22 3%	42 1%
										a			a	ad	a
OnlyFans	30 1%	27 1%	2 1%	1 1%	- -%	30 1%	28 1%	1 *%	4 1%	26 1%	30 1%	6 1%	11 1%	13 2%	30 1%
Dailymotion	27 1%	23 1%	2 1%	* *%	1 1%	27 1%	24 1%	1 *%	1 *%	26 1%	27 1%	2 *%	14 1%	12 1%	27 1%
														a	
BitChute	25 1%	25 1%	- -%	- -%	- -%	25 1%	25 1%	- -%	3 1%	22 1%	25 1%	1 *%	12 1%	13 2%	25 1%
													a	a	

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

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Dubsmash	23 1%	22 1%	- -%	* *%	* *%	23 1%	22 1%	* *%	5 1%	18 1%	23 1%	6 1%	8 1%	9 1%	23 1%
I upload videos I have made myself to other apps/ sites	10 *%	8 *%	1 *%	1 1%	1 1%	10 *%	10 *%	- -%	* *%	10 *%	10 *%	1 *%	6 *%	4 *%	10 *%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	849 30%	717 31%	71 29%	42 31%	19 25%	849 30%	772 32% b	61 19%	123 32%	726 30%	849 30%	137 17%	365 32% a	347 43% abd	849 30% a
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1930 69%	1608 69%	170 70%	95 69%	57 75%	1930 69%	1652 68%	256 81% a	261 67%	1668 69%	1930 69%	656 82% bcd	782 68% c	451 56%	1930 69% c
Don't know	21 1%	17 1%	3 1%	1 1%	* *%	21 1%	20 1%	1 *%	4 1%	17 1%	21 1%	8 1%	5 *%	8 1%	21 1%
Mean number of apps/ sites used (out of 12)	.7	.7	.7	.7	.6	.7	.8 b	.3	.7	.7	.7	.3	.7 a	1.1 abd	.7 a
Standard deviation	1.38	1.41	1.23	1.24	1.27	1.38	1.43	.85	1.27	1.40	1.38	.84	1.30	1.78	1.38
Standard error	.02	.03	.07	.07	.07	.02	.03	.05	.06	.03	.02	.03	.03	.06	.02

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

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Instagram	405	90	158	79
	14%	17%	14%	14%
Facebook (inc. Facebook Gaming)	393	93	162	89
	14%	17%	14%	16%
YouTube	368	91	168	69
	13%	17%	15%	12%
TikTok	324	86	114	53
	12%	16%	10%	9%
		bc		
Snapchat	264	65	102	37
	9%	12%	9%	6%
		c		
Twitch	74	21	23	17
	3%	4%	2%	3%
Vimeo	42	5	20	12
	1%	1%	2%	2%
OnlyFans	30	5	14	6
	1%	1%	1%	1%
Dailymotion	27	3	10	10
	1%	*%	1%	2%
BitChute	25	3	11	9
	1%	*%	1%	2%
Dubsmash	23	7	8	7
	1%	1%	1%	1%

Columns Tested: a,b,c

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

**IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
I upload videos I have made myself to other apps/ sites	10	*	4	2
	*%	*%	*%	*%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	849	192	344	156
	30%	36%	30%	27%
		bc		
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1930	345	801	413
	69%	64%	70%	72%
				a
Don't know	21	2	7	1
	1%	*%	1%	*%
Mean number of apps/ sites used (out of 12)	.7	.9	.7	.7
		bc		
Standard deviation	1.38	1.50	1.35	1.52
Standard error	.02	.06	.04	.06
Columns Tested: a,b,c				

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

**COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
None used	1951	213	234	333	381	381	409	1951	930	1012	494	573	415	447	1067	862	1951
	70%	50%	47%	67%	74%	89%	95%	70%	68%	71%	64%	71%	68%	77%	68%	72%	70%
				ab	abc	abcdg	abcdeg	ab				a		abceg		ae	a
Only one site or app used	318	67	78	71	61	27	13	318	170	146	88	102	70	53	189	124	318
	11%	16%	16%	14%	12%	6%	3%	11%	12%	10%	11%	13%	12%	9%	12%	10%	11%
		efg	efg	ef	ef	f		ef									
More than one site or app used	532	149	188	97	72	20	7	532	266	263	194	129	125	82	323	206	532
	19%	35%	38%	19%	14%	5%	2%	19%	19%	19%	25%	16%	20%	14%	20%	17%	19%
		cdefg	cdefg	ef	ef	f		def			bdefg		d		bd		d
Mean number of apps/ sites used (out of 12)	.7	1.3	1.4	.8	.5	.2	.1	.7	.8	.7	1.0	.6	.7	.5	.8	.6	.7
		cdefg	cdefg	def	ef	f		def	b		bcdefg	d	d		bdfg	d	df
Standard deviation	1.38	1.76	1.73	1.41	1.15	.59	.32	1.38	1.48	1.28	1.68	1.26	1.38	1.05	1.49	1.23	1.38
Standard error	.02	.06	.08	.06	.05	.03	.01	.02	.04	.03	.06	.04	.06	.03	.03	.03	.02

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

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

## COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
None used	1951	1626	173	95	57	1951	1672	257	265	1686	1951	664	787	459	1951
	70%	69%	71%	69%	75%	70%	68%	81% a	68%	70%	70%	83% bcd	68% c	57%	70% c
Only one site or app used	318	272	29	10	6	318	280	31	50	268	318	81	131	105	318
	11%	12%	12%	7%	8%	11%	11%	10%	13%	11%	11%	10%	11%	13%	11%
More than one site or app used	532	445	42	32	13	532	492	30	74	458	532	56	234	242	532
	19%	19%	17%	23%	17%	19%	20% b	9%	19%	19%	19%	7%	20% a	30% abd	19% a
Mean number of apps/ sites used (out of 12)	.7	.7	.7	.7	.6	.7	.8 b	.3	.7	.7	.7	.3	.7 a	1.1 abd	.7 a
Standard deviation	1.38	1.41	1.23	1.24	1.27	1.38	1.43	.85	1.27	1.40	1.38	.84	1.30	1.78	1.38
Standard error	.02	.03	.07	.07	.07	.02	.03	.05	.06	.03	.02	.03	.03	.06	.02

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

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

### COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
None used	1951	347	808	414
	70%	64%	70%	73%
			a	a
Only one site or app used	318	68	122	65
	11%	13%	11%	11%
More than one site or app used	532	124	222	92
	19%	23%	19%	16%
		c		
Mean number of apps/ sites used (out of 12)	.7	.9	.7	.7
		bc		
Standard deviation	1.38	1.50	1.35	1.52
Standard error	.02	.06	.04	.06
Columns Tested: a,b,c				



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

**SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2477	424	490	472	465	356	271	2477	1235	1231	687	731	559	474	1418	1033	2477
	88%	99%	98%	94%	90%	83%	63%	88%	90%	87%	88%	91%	92%	81%	90%	87%	88%
		cdefg	cdefg	efg	ef	f		ef	b		d	df	df		df	d	d
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	849	216	266	167	133	47	19	849	436	410	282	230	195	135	512	330	849
	30%	50%	53%	33%	26%	11%	5%	30%	32%	29%	36%	29%	32%	23%	32%	28%	30%
		cdefg	cdefg	def	ef	f		ef			bdfg	d	d		df		d
TOTAL - EITHER OF THESE ACTIVITIES	2483	424	492	473	466	357	271	2483	1238	1234	688	734	559	476	1422	1034	2483
	89%	99%	98%	95%	91%	83%	63%	89%	91%	87%	89%	91%	92%	82%	90%	87%	89%
		cdefg	cdefg	efg	ef	f		ef	b		d	df	df		df	d	d
TOTAL - BOTH OF THESE ACTIVITIES	844	216	264	166	132	46	19	844	433	407	281	228	195	134	508	329	844
	30%	50%	53%	33%	26%	11%	4%	30%	32%	29%	36%	28%	32%	23%	32%	28%	30%
		cdefg	cdefg	def	ef	f		ef			bdfg	d	d		df		d
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	317	5	8	27	48	72	157	317	129	189	88	69	51	107	158	158	317
	11%	1%	2%	5%	9%	17%	37%	11%	9%	13%	11%	9%	8%	18%	10%	13%	11%
				ab	ab	abcdg	abcddeg	abc		a				abcefg		bce	

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

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

**SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2477	2077	217	115	69	2477	2179	264	361	2116	2477	578	1088	795	2477
	88%	89%	89%	84%	91%	88%	89%	83%	93%	88%	88%	72%	94%	99%	88%
		c			c		b		bc				ad	abd	a
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	849	717	71	42	19	849	772	61	123	726	849	137	365	347	849
	30%	31%	29%	31%	25%	30%	32%	19%	32%	30%	30%	17%	32%	43%	30%
							b						a	abd	a
TOTAL - EITHER OF THESE ACTIVITIES	2483	2081	218	115	69	2483	2185	264	362	2121	2483	582	1089	796	2483
	89%	89%	89%	84%	91%	89%	89%	83%	93%	88%	89%	73%	94%	99%	89%
					c		b		bc				ad	abd	a
TOTAL - BOTH OF THESE ACTIVITIES	844	713	71	41	19	844	767	61	122	722	844	134	364	346	844
	30%	30%	29%	30%	25%	30%	31%	19%	31%	30%	30%	17%	32%	43%	30%
							b						a	abd	a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	317	262	26	22	7	317	259	54	26	291	317	220	64	9	317
	11%	11%	11%	16%	9%	11%	11%	17%	7%	12%	11%	27%	6%	1%	11%
				d				a		a	a	bcd	c		bc

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

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

### SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2477	492	998	507
	88%	91%	87%	89%
		b		
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	849	192	344	156
	30%	36%	30%	27%
		bc		
TOTAL - EITHER OF THESE ACTIVITIES	2483	493	1000	509
	89%	91%	87%	89%
		b		
TOTAL - BOTH OF THESE ACTIVITIES	844	192	341	154
	30%	36%	30%	27%
		bc		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	317	46	151	62
	11%	9%	13%	11%
			a	

Columns Tested: a,b,c

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

**IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
YouTube (Live)	1061	240	251	206	186	120	57	1061	611	444	317	323	239	177	640	416	1061
	38%	56%	50%	41%	36%	28%	13%	38%	45%	31%	41%	40%	39%	30%	40%	35%	38%
		cdefg	cdefg	ef	ef	f		ef	b		df	df	d		df		d
Facebook (Live)	777	82	213	195	170	77	40	777	385	391	229	194	181	171	423	352	777
	28%	19%	43%	39%	33%	18%	9%	28%	28%	28%	30%	24%	30%	29%	27%	30%	28%
		f	adefg	aefg	aef	f		aef			b					b	
Instagram (Live)	766	248	241	142	89	33	12	766	320	443	252	221	168	119	473	287	766
	27%	58%	48%	28%	17%	8%	3%	27%	23%	31%	32%	27%	28%	20%	30%	24%	27%
		bcdefg	cdefg	def	ef	f		def		a	dfg	d	d		df		d
TikTok (LIVE)	521	198	153	87	54	24	4	521	236	281	158	134	121	99	292	220	521
	19%	46%	31%	17%	10%	6%	1%	19%	17%	20%	20%	17%	20%	17%	18%	18%	19%
		bcdefg	cdefg	def	ef	f		def									
Twitch	320	137	106	43	23	8	3	320	222	93	102	89	86	42	191	128	320
	11%	32%	21%	9%	4%	2%	1%	11%	16%	7%	13%	11%	14%	7%	12%	11%	11%
		bcdefg	cdefg	def	f			def	b		d	d	d		d	d	d
YouNow	51	12	23	10	6	-	1	51	34	16	24	13	11	3	37	14	51
	2%	3%	5%	2%	1%	-%	*%	2%	3%	1%	3%	2%	2%	*%	2%	1%	2%
		ef	defg	ef				ef	b		df		d		d		d
Periscope	49	11	17	10	7	3	1	49	36	13	19	17	12	1	36	13	49
	2%	3%	3%	2%	1%	1%	*%	2%	3%	1%	2%	2%	2%	*%	2%	1%	2%
		f	ef	f				f	b		d	d	d		d		d
I watch live streamed videos on other apps/ sites	39	3	9	5	7	7	7	39	21	17	20	5	5	8	25	13	39
	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
											bcfg						
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1720	388	430	344	300	173	86	1720	861	850	508	495	393	310	1003	704	1720
	61%	91%	86%	69%	58%	40%	20%	61%	63%	60%	65%	62%	64%	53%	63%	59%	61%
		bcdefg	cdefg	defg	ef	f		ef			df	d	d		df	d	d

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

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

**IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
I do not watch live streamed videos on any apps/ sites	957	32	62	125	193	227	318	957	464	490	247	268	184	247	515	432	957
	34%	8%	12%	25%	37%	53%	74%	34%	34%	34%	32%	33%	30%	42%	33%	36%	34%
			a	ab	abc	abcdg	abcdeg	abc						abcefg		c	
Don't know	123	8	9	31	22	29	25	123	41	82	21	40	32	25	62	57	123
	4%	2%	2%	6%	4%	7%	6%	4%	3%	6%	3%	5%	5%	4%	4%	5%	4%
				ab	a	ab	ab	ab		a							
Mean number of apps/ sites used (out of 8)	1.3	2.2	2.0	1.4	1.1	.6	.3	1.3	1.4	1.2	1.4	1.2	1.4	1.1	1.3	1.2	1.3
		cdefg	cdefg	def	ef	f		def	b		bdfg	d	df		df	d	d
Standard deviation	1.37	1.38	1.41	1.34	1.21	.92	.68	1.37	1.44	1.30	1.47	1.31	1.39	1.28	1.40	1.34	1.37
Standard error	.02	.05	.07	.06	.05	.04	.03	.02	.04	.03	.05	.04	.06	.04	.03	.03	.02

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

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

**IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
YouTube (Live)	1061	905	92	38	26	1061	974	75	141	920	1061	154	434	473	1061
	38%	39%	38%	27%	34%	38%	40%	24%	36%	38%	38%	19%	38%	59%	38%
		c	c			c	b						a	abd	a
Facebook (Live)	777	637	70	40	29	777	695	71	109	668	777	91	294	392	777
	28%	27%	29%	29%	39%	28%	28%	23%	28%	28%	28%	11%	25%	49%	28%
					abce								a	abd	a
Instagram (Live)	766	671	40	33	22	766	698	55	127	639	766	86	327	354	766
	27%	29%	17%	24%	28%	27%	29%	17%	33%	26%	27%	11%	28%	44%	27%
		b			b	b	b		b				a	abd	a
TikTok (LIVE)	521	448	40	19	14	521	470	40	102	419	521	61	235	225	521
	19%	19%	16%	14%	19%	19%	19%	13%	26%	17%	19%	8%	20%	28%	19%
							b		bc				a	abd	a
Twitch	320	275	27	13	4	320	291	24	32	288	320	38	149	133	320
	11%	12%	11%	10%	6%	11%	12%	7%	8%	12%	11%	5%	13%	17%	11%
		d				d							a	ad	a
YouNow	51	46	4	*	*	51	50	1	8	43	51	16	12	24	51
	2%	2%	2%	*%	1%	2%	2%	*%	2%	2%	2%	2%	1%	3%	2%
														b	
Periscope	49	45	3	1	*	49	47	-	2	47	49	3	17	29	49
	2%	2%	1%	*%	1%	2%	2%	-%	*%	2%	2%	*%	1%	4%	2%
														abd	a
I watch live streamed videos on other apps/ sites	39	30	3	5	1	39	31	3	5	34	39	8	18	12	39
	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%
				ae											

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

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

**IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1720	1455	141	76	49	1720	1544	146	271	1449	1720	291	747	682	1720
	61%	62%	58%	55%	64%	61%	63% b	46%	70% bc	60%	61%	36%	65% a	85% abd	61% a
I do not watch live streamed videos on any apps/ sites	957	788	87	57	25	957	798	151	101	855	957	452	355	112	957
	34%	34%	36%	41% a	33%	34%	33%	47% a	26%	35% a	34% a	56% bcd	31% c	14%	34% c
Don't know	123	101	16	5	2	123	102	21	16	107	123	58	50	11	123
	4%	4%	6%	3%	3%	4%	4%	7%	4%	4%	4%	7% bcd	4% c	1%	4% c
Mean number of apps/ sites used (out of 8)	1.3	1.3	1.2	1.1	1.3	1.3	1.3	.8	1.4	1.3	1.3	.6	1.3	2.0	1.3
		c				c	b						a	abd	a
Standard deviation	1.37	1.39	1.29	1.30	1.24	1.37	1.39	1.14	1.27	1.39	1.37	.93	1.28	1.48	1.37
Standard error	.02	.03	.07	.07	.07	.02	.02	.06	.06	.02	.02	.03	.03	.05	.02

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

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

**IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)**

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
YouTube (Live)	1061	226	430	191
	38%	42%	37%	33%
		c		
Facebook (Live)	777	182	328	144
	28%	34%	28%	25%
		c		
Instagram (Live)	766	174	301	126
	27%	32%	26%	22%
		bc		
TikTok (LIVE)	521	143	179	79
	19%	27%	16%	14%
		bc		
Twitch	320	77	106	54
	11%	14%	9%	9%
		bc		
YouNow	51	11	19	15
	2%	2%	2%	3%
Periscope	49	8	17	18
	2%	2%	1%	3%
I watch live streamed videos on other apps/ sites	39	3	16	15
	1%	1%	1%	3%
				a
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1720	372	677	308
	61%	69%	59%	54%
		bc		

Columns Tested: a,b,c



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

**IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
I do not watch live streamed videos on any apps/ sites	957 34%	147 27%	424 37% a	237 42% a
Don't know	123 4%	20 4%	50 4%	26 4%
Mean number of apps/ sites used (out of 8)	1.3	1.5 bc	1.2	1.1
Standard deviation	1.37	1.44	1.35	1.39
Standard error	.02	.05	.04	.05
Columns Tested: a,b,c				

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

**COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
None used	1080	40	70	156	215	256	343	1080	505	572	268	309	217	272	577	489	1080
	39%	9%	14%	31%	42%	60%	80%	39%	37%	40%	35%	38%	36%	47%	37%	41%	39%
		a	a	ab	abc	abcdg	abcdeg	abc						abcefg		ae	
Only one site or app used	700	116	128	145	152	102	57	700	332	365	191	212	155	134	403	289	700
	25%	27%	26%	29%	30%	24%	13%	25%	24%	26%	25%	26%	25%	23%	26%	24%	25%
		f	f	f	f	f		f									
More than one site or app used	1020	273	302	199	147	71	29	1020	530	485	317	283	238	176	600	415	1020
	36%	64%	60%	40%	29%	17%	7%	36%	39%	34%	41%	35%	39%	30%	38%	35%	36%
		cdefg	cdefg	def	ef	f		def	b		df		d		d		d
Mean number of apps/ sites used (out of 8)	1.3	2.2	2.0	1.4	1.1	.6	.3	1.3	1.4	1.2	1.4	1.2	1.4	1.1	1.3	1.2	1.3
		cdefg	cdefg	def	ef	f		def	b		bdfg	d	df		df	d	d
Standard deviation	1.37	1.38	1.41	1.34	1.21	.92	.68	1.37	1.44	1.30	1.47	1.31	1.39	1.28	1.40	1.34	1.37
Standard error	.02	.05	.07	.06	.05	.04	.03	.02	.04	.03	.05	.04	.06	.04	.03	.03	.02

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

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

## COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
None used	1080	889	102	61	27	1080	900	172	117	962	1080	511	405	123	1080
	39%	38%	42%	45%	36%	39%	37%	54%	30%	40%	39%	64%	35%	15%	39%
								a		a	a	bcd	c		c
Only one site or app used	700	585	61	36	18	700	612	72	127	573	700	181	307	212	700
	25%	25%	25%	26%	24%	25%	25%	23%	33%	24%	25%	23%	27%	26%	25%
									bc						
More than one site or app used	1020	869	80	40	30	1020	932	74	145	876	1020	109	440	471	1020
	36%	37%	33%	29%	40%	36%	38%	23%	37%	36%	36%	14%	38%	58%	36%
		c			c		b						a	abd	a
Mean number of apps/ sites used (out of 8)	1.3	1.3	1.2	1.1	1.3	1.3	1.3	.8	1.4	1.3	1.3	.6	1.3	2.0	1.3
		c				c	b						a	abd	a
Standard deviation	1.37	1.39	1.29	1.30	1.24	1.37	1.39	1.14	1.27	1.39	1.37	.93	1.28	1.48	1.37
Standard error	.02	.03	.07	.07	.07	.02	.02	.06	.06	.02	.02	.03	.03	.05	.02

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

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

### COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
None used	1080	167	475	263
	39%	31%	41%	46%
			a	a
Only one site or app used	700	128	276	132
	25%	24%	24%	23%
More than one site or app used	1020	244	401	176
	36%	45%	35%	31%
		bc		
Mean number of apps/ sites used (out of 8)	1.3	1.5	1.2	1.1
		bc		
Standard deviation	1.37	1.44	1.35	1.39
Standard error	.02	.05	.04	.05
Columns Tested: a,b,c				

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

**IN11. And do you ever live stream your own videos? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Yes	432	113	142	90	62	21	3	432	276	154	167	112	103	48	279	151	432
	15%	26%	28%	18%	12%	5%	1%	15%	20%	11%	21%	14%	17%	8%	18%	13%	15%
		cdefg	cdefg	def	ef	f		ef	b		bdfg	d	df		df	d	d
No	2353	309	356	406	449	407	425	2353	1085	1259	603	689	507	528	1293	1035	2353
	84%	72%	71%	81%	87%	95%	99%	84%	79%	89%	78%	86%	83%	91%	82%	87%	84%
				ab	abc	abcdg	abcdeg	ab		a		ae	a	abcefg		ae	a
Don't know	15	6	2	4	3	1	*	15	6	9	7	2	*	6	9	6	15
	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%
		fg															

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

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

# IN11. And do you ever live stream your own videos? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Yes	432	370	31	20	10	432	397	24	66	366	432	79	192	161	432
	15%	16%	13%	14%	14%	15%	16%	8%	17%	15%	15%	10%	17%	20%	15%
							b						a	ad	a
No	2353	1960	212	116	65	2353	2032	293	316	2036	2353	713	960	639	2353
	84%	84%	87%	84%	86%	84%	83%	92%	81%	84%	84%	89%	83%	79%	84%
							a					bcd			c
Don't know	15	13	*	2	*	15	15	-	7	9	15	9	1	5	15
	1%	1%	*%	1%	*%	1%	1%	-%	2%	*%	1%	1%	*%	1%	1%
									bc			b			

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

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

# IN11. And do you ever live stream your own videos? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Yes	432	105	185	74
	15%	19%	16%	13%
		c		
No	2353	432	965	495
	84%	80%	84%	87%
				a
Don't know	15	3	2	2
	1%	*%	*%	*%

Columns Tested: a,b,c

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

**IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)**

Base : All respondents who live stream their own videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	a	b	a	b	c	~d	e	f	g
Unweighted total	467	186	118	89	54	15	5	467	270	193	147	125	100	92	272	192	467
Effective Weighted Sample	255	88	75	55	32	10	4	255	149	108	92	64	58	51	155	100	255
Total	432	113	142	90	62	21	3	432	276	154	167	112	103	48	279	151	432
Instagram (Live)	221	67	75	**	**	**	**	221	133	88	103	52	47	**	155	66	221
	51%	59%	53%	**	**	**	**	51%	48%	57%	62% f	46%	46%	**	56%	44%	51%
YouTube (Live)	209	52	78	**	**	**	**	209	146	64	86	51	55	**	136	73	209
	48%	46%	55%	**	**	**	**	48%	53%	41%	51%	45%	53%	**	49%	48%	48%
Facebook (Live)	192	25	70	**	**	**	**	192	123	69	83	40	47	**	123	69	192
	44%	22%	49% a	**	**	**	**	44% a	45%	45%	50%	36%	45%	**	44%	46%	44%
TikTok (LIVE)	134	39	38	**	**	**	**	134	82	52	55	28	41	**	83	50	134
	31%	35%	27%	**	**	**	**	31%	30%	33%	33%	25%	39%	**	30%	33%	31%
Twitch	98	44	32	**	**	**	**	98	75	21	36	24	30	**	60	38	98
	23%	38% bg	23%	**	**	**	**	23%	27% b	14%	22%	22%	30%	**	22%	25%	23%
Periscope	28	9	6	**	**	**	**	28	23	6	15	6	7	**	21	7	28
	7%	8%	4%	**	**	**	**	7%	8%	4%	9%	6%	6%	**	8%	5%	7%
YouNow	26	5	4	**	**	**	**	26	22	4	11	4	10	**	15	11	26
	6%	5%	3%	**	**	**	**	6%	8%	3%	7%	4%	10%	**	5%	7%	6%
I post or share my own live streamed videos to other apps/ sites	9	4	1	**	**	**	**	9	8	2	4	2	3	**	5	4	9
	2%	4%	1%	**	**	**	**	2%	3%	1%	2%	1%	3%	**	2%	3%	2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	427	113	142	**	**	**	**	427	273	152	166	111	103	**	277	150	427
	99%	100%	100%	**	**	**	**	99%	99%	99%	100%	99%	100%	**	99%	100%	99%
Don't know	4	-	*	**	**	**	**	4	3	2	1	1	-	**	2	1	4
	1%	-%	*%	**	**	**	**	1%	1%	1%	*%	1%	-%	**	1%	*%	1%

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



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

**IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)**

Base : All respondents who live stream their own videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	467	349	40	34	44	467	425	29	64	403	467	76	209	182	467
Effective Weighted Sample	255	210	23	14	23	255	232	20	33	223	255	39	112	107	255
Total	432	370	31	20	10	432	397	24	66	366	432	79	192	161	432
Instagram (Live)	221	189	**	**	**	221	203	**	**	175	221	**	86	92	221
	51%	51%	**	**	**	51%	51%	**	**	48%	51%	**	45%	57%	51%
YouTube (Live)	209	174	**	**	**	209	199	**	**	188	209	**	88	91	209
	48%	47%	**	**	**	48%	50%	**	**	51%	48%	**	46%	56%	48%
Facebook (Live)	192	164	**	**	**	192	176	**	**	168	192	**	79	91	192
	44%	44%	**	**	**	44%	44%	**	**	46%	44%	**	41%	57% bd	44%
TikTok (LIVE)	134	122	**	**	**	134	129	**	**	113	134	**	49	66	134
	31%	33%	**	**	**	31%	33%	**	**	31%	31%	**	25%	41% b	31%
Twitch	98	86	**	**	**	98	89	**	**	86	98	**	43	43	98
	23%	23%	**	**	**	23%	22%	**	**	24%	23%	**	23%	26%	23%
Periscope	28	26	**	**	**	28	27	**	**	24	28	**	8	15	28
	7%	7%	**	**	**	7%	7%	**	**	7%	7%	**	4%	9%	7%
YouNow	26	25	**	**	**	26	24	**	**	24	26	**	12	11	26
	6%	7%	**	**	**	6%	6%	**	**	6%	6%	**	6%	7%	6%
I post or share my own live streamed videos to other apps/ sites	9	9	**	**	**	9	9	**	**	9	9	**	5	4	9
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	427	366	**	**	**	427	393	**	**	362	427	**	190	161	427
	99%	99%	**	**	**	99%	99%	**	**	99%	99%	**	99%	100%	99%
Don't know	4	4	**	**	**	4	4	**	**	4	4	**	2	1	4
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	**	1%	*%	1%

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

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

# IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents who live stream their own videos

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	~c
Unweighted total	467	115	179	75
Effective Weighted Sample	255	68	98	42
Total	432	105	185	74
Instagram (Live)	221	50	96	**
	51%	47%	52%	**
YouTube (Live)	209	59	90	**
	48%	56%	48%	**
Facebook (Live)	192	43	75	**
	44%	41%	40%	**
TikTok (LIVE)	134	38	49	**
	31%	36%	27%	**
Twitch	98	32	37	**
	23%	30%	20%	**
Periscope	28	3	14	**
	7%	3%	8%	**
YouNow	26	7	12	**
	6%	7%	7%	**
I post or share my own live streamed videos to other apps/ sites	9	2	4	**
	2%	2%	2%	**
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	427	102	184	**
	99%	97%	99%	**
Don't know	4	3	1	**
	1%	3%	1%	**

Columns Tested: a,b,c

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

**IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Instagram (Live)	221	67	75	35	38	6	-	221	133	88	103	52	47	19	155	66	221
	8%	16%	15%	7%	7%	1%	-%	8%	10%	6%	13%	6%	8%	3%	10%	6%	8%
		cdefg	cdefg	ef	ef	f		ef	b		bcdefg	d	d		bdf		df
YouTube (Live)	209	52	78	49	28	1	2	209	146	64	86	51	55	18	136	73	209
	7%	12%	16%	10%	5%	*%	*%	7%	11%	4%	11%	6%	9%	3%	9%	6%	7%
		defg	cdefg	def	ef			ef	b		bdfg	d	d		df	d	d
Facebook (Live)	192	25	70	54	31	11	1	192	123	69	83	40	47	22	123	69	192
	7%	6%	14%	11%	6%	3%	*%	7%	9%	5%	11%	5%	8%	4%	8%	6%	7%
		ef	adefg	adefg	ef	f		ef	b		bdfg		d		bd		d
TikTok (LIVE)	134	39	38	30	26	-	-	134	82	52	55	28	41	10	83	50	134
	5%	9%	8%	6%	5%	-%	-%	5%	6%	4%	7%	4%	7%	2%	5%	4%	5%
		defg	efg	ef	ef			ef	b		bdfg		bd		d	d	d
Twitch	98	44	32	12	10	-	-	98	75	21	36	24	30	7	60	38	98
	3%	10%	6%	2%	2%	-%	-%	3%	6%	1%	5%	3%	5%	1%	4%	3%	3%
		cdefg	cdefg	ef	ef			ef	b		d	d	d		d	d	d
Periscope	28	9	6	6	2	5	1	28	23	6	15	6	7	1	21	7	28
	1%	2%	1%	1%	*%	1%	*%	1%	2%	*%	2%	1%	1%	*%	1%	1%	1%
		df							b		df		d		d		d
YouNow	26	5	4	10	7	-	1	26	22	4	11	4	10	1	15	11	26
	1%	1%	1%	2%	1%	-%	*%	1%	2%	*%	1%	*%	2%	*%	1%	1%	1%
				ef	e				b		d		d				
I post or share my own live streamed videos to other apps/ sites	9	4	1	2	2	-	-	9	8	2	4	2	3	1	5	4	9
	*%	1%	*%	*%	*%	-%	-%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	427	113	142	89	62	19	3	427	273	152	166	111	103	47	277	150	427
	15%	26%	28%	18%	12%	4%	1%	15%	20%	11%	21%	14%	17%	8%	18%	13%	15%
		cdefg	cdefg	def	ef	f		ef	b		bdfg	d	df		df	d	d

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

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

**IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
DO NOT LIVE STREAM THEIR OWN VIDEOS	2353	309	356	406	449	407	425	2353	1085	1259	603	689	507	528	1293	1035	2353
	84%	72%	71%	81%	87%	95%	99%	84%	79%	89%	78%	86%	83%	91%	82%	87%	84%
				ab	abc	abcdg	abcdeg	ab		a		ae	a	abcefg		ae	a
Don't know	20	6	2	5	3	3	1	20	9	11	7	3	*	7	10	7	20
	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%
Mean number of apps/ sites used (out of 8)	.3	.6	.6	.4	.3	.1	*	.3	.4	.2	.5	.3	.4	.1	.4	.3	.3
		cdefg	cdefg	ef	ef	f		ef	b		bdefg	d	bdf		bdf	d	bdf
Standard deviation	.96	1.21	1.21	1.07	.96	.28	.16	.96	1.13	.75	1.21	.79	1.10	.52	1.03	.87	.96
Standard error	.02	.04	.06	.04	.04	.01	.01	.02	.03	.02	.04	.02	.04	.02	.02	.02	.02

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

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

**IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Instagram (Live)	221 8%	189 8%	17 7%	9 7%	5 7%	221 8%	203 8% b	9 3%	46 12% bc	175 7%	221 8%	42 5%	86 8%	92 11% abd	221 8% a
YouTube (Live)	209 7%	174 7%	20 8%	9 7%	7 9%	209 7%	199 8% b	8 3%	21 5%	188 8%	209 7%	31 4%	88 8% a	91 11% abd	209 7% a
Facebook (Live)	192 7%	164 7%	11 5%	11 8%	5 7%	192 7%	176 7%	14 4%	24 6%	168 7%	192 7%	21 3%	79 7% a	91 11% abd	192 7% a
TikTok (LIVE)	134 5% b	122 5% b	4 2%	5 4%	2 3%	134 5%	129 5% b	4 1%	20 5%	113 5%	134 5%	20 2%	49 4%	66 8% abd	134 5% a
Twitch	98 3%	86 4%	7 3%	3 3%	2 2%	98 3%	89 4%	7 2%	12 3%	86 4%	98 3%	12 1%	43 4% a	43 5% ad	98 3% a
Periscope	28 1%	26 1%	2 1%	- -%	- -%	28 1%	27 1%	- -%	4 1%	24 1%	28 1%	6 1%	8 1%	15 2% b	28 1%
YouNow	26 1%	25 1%	- -%	- -%	1 2%	26 1%	24 1%	1 *%	3 1%	24 1%	26 1%	3 *%	12 1%	11 1%	26 1%
I post or share my own live streamed videos to other apps/ sites	9 *%	9 *%	1 *%	- -%	* *%	9 *%	9 *%	- -%	1 *%	9 *%	9 *%	1 *%	5 *%	4 *%	9 *%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	427 15%	366 16%	31 13%	20 14%	10 14%	427 15%	393 16% b	24 8%	65 17%	362 15%	427 15%	77 10%	190 16% a	161 20% ad	427 15% a

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

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

# IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
DO NOT LIVE STREAM THEIR OWN VIDEOS	2353	1960	212	116	65	2353	2032	293	316	2036	2353	713	960	639	2353
	84%	84%	87%	84%	86%	84%	83%	92% a	81%	84%	84%	89% bcd	83%	79%	84% c
Don't know	20	18	*	2	*	20	19	-	7	12	20	11	3	5	20
	1%	1%	*%	1%	*%	1%	1%	-%	2% b	1%	1%	1% b	*%	1%	1%
Mean number of apps/ sites used (out of 8)	.3	.3	.3	.3	.3	.3	.4 b	.1	.3	.3	.3	.2	.3 a	.5 abd	.3 a
Standard deviation	.96	.99	.75	.75	.84	.96	1.00	.55	.95	.96	.96	.66	.87	1.28	.96
Standard error	.02	.02	.04	.04	.05	.02	.02	.03	.04	.02	.02	.02	.02	.04	.02

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

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

**IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Instagram (Live)	221	50	96	43
	8%	9%	8%	8%
YouTube (Live)	209	59	90	30
	7%	11%	8%	5%
		c		
Facebook (Live)	192	43	75	49
	7%	8%	6%	9%
TikTok (LIVE)	134	38	49	29
	5%	7%	4%	5%
		b		
Twitch	98	32	37	14
	3%	6%	3%	3%
		bc		
Periscope	28	3	14	10
	1%	1%	1%	2%
YouNow	26	7	12	4
	1%	1%	1%	1%
I post or share my own live streamed videos to other apps/ sites	9	2	4	2
	*%	*%	*%	*%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	427	102	184	74
	15%	19%	16%	13%
		c		
DO NOT LIVE STREAM THEIR OWN VIDEOS	2353	432	965	495
	84%	80%	84%	87%
			a	

Columns Tested: a,b,c

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

**IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Don't know	20	6	3	2
	1%	1%	*%	*%
Mean number of apps/ sites used (out of 8)	.3	.4	.3	.3
		b		
Standard deviation	.96	1.12	.95	1.02
Standard error	.02	.04	.03	.04

Columns Tested: a,b,c



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

**COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
None used	2373	315	358	411	452	410	426	2373	1093	1270	610	693	507	535	1303	1042	2373
	85%	74%	72%	82%	88%	96%	99%	85%	80%	89%	79%	86%	83%	92%	82%	87%	85%
				ab	abc	abcdg	abcdeg	ab		a		a		abcefg		ace	a
Only one site or app used	204	54	64	41	28	15	2	204	127	75	65	64	47	27	129	74	204
	7%	13%	13%	8%	5%	3%	*%	7%	9%	5%	8%	8%	8%	5%	8%	6%	7%
		defg	defg	ef	f	f		ef	b		d	d			d		d
More than one site or app used	224	60	78	47	34	4	1	224	146	77	100	47	56	20	148	76	224
	8%	14%	16%	9%	7%	1%	*%	8%	11%	5%	13%	6%	9%	3%	9%	6%	8%
		defg	cdefg	ef	ef			ef	b		bdefg		d		bdf	d	d
Mean number of apps/ sites used (out of 8)	.3	.6	.6	.4	.3	.1	*	.3	.4	.2	.5	.3	.4	.1	.4	.3	.3
		cdefg	cdefg	ef	ef	f		ef	b		bdefg	d	bdf		bdf	d	bdf
Standard deviation	.96	1.21	1.21	1.07	.96	.28	.16	.96	1.13	.75	1.21	.79	1.10	.52	1.03	.87	.96
Standard error	.02	.04	.06	.04	.04	.01	.01	.02	.03	.02	.04	.02	.04	.02	.02	.02	.02

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

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

## COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
None used	2373	1977	212	118	65	2373	2051	293	324	2049	2373	725	963	645	2373
	85%	84%	87%	86%	86%	85%	84%	92% a	83%	85%	85%	90% bcd	84%	80%	85% c
Only one site or app used	204	180	12	8	3	204	183	13	38	166	204	55	87	63	204
	7%	8%	5%	6%	4%	7%	7%	4%	10%	7%	7%	7%	8%	8%	7%
More than one site or app used	224	185	20	12	7	224	210	11	27	196	224	22	103	98	224
	8%	8%	8%	9%	9%	8%	9% b	3%	7%	8%	8%	3%	9% a	12% abd	8% a
Mean number of apps/ sites used (out of 8)	.3	.3	.3	.3	.3	.3	.4 b	.1	.3	.3	.3	.2	.3 a	.5 abd	.3 a
Standard deviation	.96	.99	.75	.75	.84	.96	1.00	.55	.95	.96	.96	.66	.87	1.28	.96
Standard error	.02	.02	.04	.04	.05	.02	.02	.03	.04	.02	.02	.02	.02	.04	.02

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

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

### COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
None used	2373	438	968	497
	85%	81%	84%	87%
				a
Only one site or app used	204	43	96	30
	7%	8%	8%	5%
More than one site or app used	224	59	88	44
	8%	11%	8%	8%
Mean number of apps/ sites used (out of 8)	.3	.4	.3	.3
		b		
Standard deviation	.96	1.12	.95	1.02
Standard error	.02	.04	.03	.04
Columns Tested: a,b,c				

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

**SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1720	388	430	344	300	173	86	1720	861	850	508	495	393	310	1003	704	1720
	61%	91%	86%	69%	58%	40%	20%	61%	63%	60%	65%	62%	64%	53%	63%	59%	61%
		bcdefg	cdefg	defg	ef	f		ef			df	d	d		df	d	d
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	427	113	142	89	62	19	3	427	273	152	166	111	103	47	277	150	427
	15%	26%	28%	18%	12%	4%	1%	15%	20%	11%	21%	14%	17%	8%	18%	13%	15%
		cdefg	cdefg	def	ef	f		ef	b		bdfg	d	df		df	d	d
TOTAL - EITHER OF THESE ACTIVITIES	1733	391	430	352	300	174	86	1733	870	853	511	502	394	313	1013	706	1733
	62%	91%	86%	70%	58%	41%	20%	62%	64%	60%	66%	62%	65%	54%	64%	59%	62%
		bcdefg	cdefg	defg	ef	f		ef			df	d	d		df	d	d
TOTAL - BOTH OF THESE ACTIVITIES	415	111	141	80	62	18	3	415	264	149	163	104	102	45	267	148	415
	15%	26%	28%	16%	12%	4%	1%	15%	19%	11%	21%	13%	17%	8%	17%	12%	15%
		cdefg	cdefg	ef	ef	f		ef	b		bdefg	d	df		bdf	d	d
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1067	38	70	148	214	255	343	1067	496	569	265	302	216	270	567	486	1067
	38%	9%	14%	30%	42%	59%	80%	38%	36%	40%	34%	38%	35%	46%	36%	41%	38%
			a	ab	abc	abcdg	abcdeg	abc						abcefg		ae	

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

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

**SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1720 61%	1455 62%	141 58%	76 55%	49 64%	1720 61%	1544 63% b	146 46% b	271 70% bc	1449 60%	1720 61%	291 36%	747 65% a	682 85% abd	1720 61% a
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	427 15%	366 16%	31 13%	20 14%	10 14%	427 15%	393 16% b	24 8%	65 17%	362 15%	427 15%	77 10%	190 16% a	161 20% ad	427 15% a
TOTAL - EITHER OF THESE ACTIVITIES	1733 62%	1465 63%	143 59%	76 55%	49 64%	1733 62%	1556 64% b	147 46% b	272 70% bc	1461 61%	1733 62%	292 36%	758 66% a	683 85% abd	1733 62% a
TOTAL - BOTH OF THESE ACTIVITIES	415 15%	356 15%	29 12%	20 14%	10 14%	415 15%	381 16% b	23 7%	65 17%	350 15%	415 15%	76 9%	179 16% a	160 20% abd	415 15% a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1067 38%	878 37%	100 41%	61 45%	27 36%	1067 38%	888 36%	171 54% a	117 30%	950 39% a	1067 38% a	510 64% bcd	395 34% c	122 15%	1067 38% c

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

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

### SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1720 61%	372 69% bc	677 59%	308 54%
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	427 15%	102 19% c	184 16%	74 13%
TOTAL - EITHER OF THESE ACTIVITIES	1733 62%	374 69% bc	682 59%	311 54%
TOTAL - BOTH OF THESE ACTIVITIES	415 15%	100 19% c	178 15%	71 12%
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1067 38%	166 31%	469 41% a	260 46% a

Columns Tested: a,b,c

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

**IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Facebook	1821	193	346	365	369	289	260	1821	807	1005	485	498	411	418	983	829	1821
	65%	45%	69%	73%	72%	67%	61%	65%	59%	71%	62%	62%	67%	72%	62%	70%	65%
			af	afg	afg	a	a	a		a				abeg		abeg	
Instagram	1324	345	340	253	214	123	49	1324	581	735	390	413	298	215	803	513	1324
	47%	80%	68%	51%	42%	29%	12%	47%	43%	52%	50%	51%	49%	37%	51%	43%	47%
		bcdefg	cdefg	def	ef	f		ef		a	df	df	d		df	d	df
Twitter	931	181	208	197	159	139	47	931	515	409	316	302	177	133	619	310	931
	33%	42%	42%	39%	31%	32%	11%	33%	38%	29%	41%	38%	29%	23%	39%	26%	33%
		defg	defg	dfg	f	f		f	b		cdfg	cdf	d		cdfg		df
Snapchat	731	316	222	103	68	19	3	731	318	408	198	232	165	125	430	290	731
	26%	74%	44%	21%	13%	4%	1%	26%	23%	29%	26%	29%	27%	22%	27%	24%	26%
		bcdefg	cdefg	def	ef	f		cdef		a		d			d		d
TikTok	725	278	205	123	85	25	9	725	340	379	202	205	180	126	407	306	725
	26%	65%	41%	25%	17%	6%	2%	26%	25%	27%	26%	26%	29%	22%	26%	26%	26%
		bcdefg	cdefg	def	ef	f		def					d				
Pinterest	547	127	118	100	101	61	41	547	151	393	155	170	127	92	325	219	547
	20%	30%	24%	20%	20%	14%	10%	20%	11%	28%	20%	21%	21%	16%	21%	18%	20%
		cdefg	ef	f	f			ef		a		d			d		
LinkedIn	410	36	79	87	107	67	34	410	261	147	211	123	40	35	334	75	410
	15%	8%	16%	17%	21%	16%	8%	15%	19%	10%	27%	15%	7%	6%	21%	6%	15%
			af	af	afg	af		af	b		bcdefg	cdf			bcdfg		cdf
Reddit	323	107	86	59	47	21	2	323	223	97	112	103	73	32	216	105	323
	12%	25%	17%	12%	9%	5%	0%	12%	16%	7%	14%	13%	12%	5%	14%	9%	12%
		bcdefg	defg	ef	ef	f		ef	b		df	df	d		df	d	df
Tumblr	110	26	55	10	12	7	1	110	48	60	34	37	21	14	71	36	110
	4%	6%	11%	2%	2%	2%	0%	4%	4%	4%	4%	5%	4%	2%	4%	3%	4%
		cdef	acdefg	f	f	f		f									
I use other social media apps or sites	42	8	7	4	3	7	12	42	26	15	12	15	4	7	27	12	42
	1%	2%	1%	1%	1%	2%	3%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
							d										

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

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

**IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ANY OF THESE APPS SITES FOR SOCIAL MEDIA	2451	416	483	463	450	348	290	2451	1169	1270	678	720	543	493	1398	1036	2451
	88%	97%	97%	93%	88%	81%	68%	88%	86%	89%	87%	90%	89%	85%	88%	87%	88%
		cdefg	cdefg	defg	ef	f		ef		a		d			d		
None/ I do not use any social media apps or sites	323	8	13	33	58	80	130	323	185	138	96	72	61	85	169	146	323
	12%	2%	3%	7%	11%	19%	30%	12%	14%	10%	12%	9%	10%	15%	11%	12%	12%
				ab	abc	abcdg	abcdeg	abc	b					bce			
Don't know	26	4	4	4	6	1	8	26	12	13	2	11	6	4	13	10	26
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							e										
ONLY USES FACEBOOK	490	9	26	74	99	111	172	490	217	273	99	118	109	164	216	273	490
	18%	2%	5%	15%	19%	26%	40%	18%	16%	19%	13%	15%	18%	28%	14%	23%	18%
			a	ab	ab	abcdg	abcdeg	ab					ae	abcefg		abceg	ae
Mean number of apps/ sites used (out of 10)	2.5	3.8	3.3	2.6	2.3	1.8	1.1	2.5	2.4	2.6	2.7	2.6	2.5	2.1	2.7	2.3	2.5
		bcdefg	cdefg	def	ef	f		def		a	cdfg	df	df		cdfg	d	df
Standard deviation	1.89	1.88	1.87	1.80	1.73	1.48	1.09	1.89	1.89	1.89	2.08	1.86	1.78	1.71	1.97	1.76	1.89
Standard error	.03	.07	.09	.07	.08	.07	.04	.03	.05	.04	.07	.06	.07	.06	.04	.04	.03

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



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

**IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Facebook	1821	1509	166	94	52	1821	1587	221	255	1567	1821	447	746	615	1821
	65%	64%	68%	68%	69%	65%	65%	70%	66%	65%	65%	56%	65% a	76% abd	65% a
Instagram	1324	1138	95	55	36	1324	1190	116	206	1118	1324	216	584	524	1324
	47%	49% bc	39%	40%	48%	47% b	49% b	36%	53% b	46%	47%	27%	51% a	65% abd	47% a
Twitter	931	782	80	46	22	931	820	92	88	843	931	133	373	422	931
	33%	33%	33%	34%	29%	33%	34%	29%	23%	35% a	33% a	17%	32% a	52% abd	33% a
Snapchat	731	631	52	32	17	731	666	53	139	592	731	111	330	291	731
	26%	27%	21%	23%	22%	26%	27% b	17%	36% bc	25%	26%	14%	29% a	36% abd	26% a
TikTok	725	632	48	26	18	725	652	55	129	596	725	100	322	302	725
	26%	27% bc	20%	19%	24%	26% c	27% b	17%	33% bc	25%	26%	12%	28% a	38% abd	26% a
Pinterest	547	461	54	20	12	547	468	67	69	478	547	65	220	262	547
	20%	20%	22%	15%	16%	20%	19%	21%	18%	20%	20%	8%	19% a	32% abd	20% a
LinkedIn	410	354	36	14	6	410	360	49	37	374	410	43	148	219	410
	15%	15% d	15%	10%	8%	15% d	15%	15%	9%	15% a	15% a	5%	13% a	27% abd	15% a
Reddit	323	270	31	12	10	323	298	23	22	301	323	35	126	162	323
	12%	12%	13%	9%	13%	12%	12% b	7%	6%	12% a	12% a	4%	11% a	20% abd	12% a
Tumblr	110	101	4	3	2	110	104	2	13	97	110	8	44	59	110
	4%	4%	2%	2%	3%	4%	4% b	1%	3%	4%	4%	1%	4% a	7% abd	4% a

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

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

**IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
I use other social media apps or sites	42 1%	37 2%	2 1%	1 *%	2 2%	42 1%	37 1%	5 2%	8 2%	34 1%	42 1%	13 2%	16 1%	13 2%	42 1%
USE ANY OF THESE APPS SITES FOR SOCIAL MEDIA	2451 88%	2051 88%	215 88%	119 87%	66 88%	2451 88%	2150 88%	270 85%	357 92% b	2094 87%	2451 88%	603 75%	1055 92% ad	777 97% abd	2451 88% a
None/ I do not use any social media apps or sites	323 12%	269 11%	27 11%	18 13%	9 12%	323 12%	272 11%	44 14%	27 7%	296 12% a	323 12% a	177 22% bcd	94 8% c	28 3%	323 12% bc
Don't know	26 1%	23 1%	2 1%	1 1%	- -%	26 1%	22 1%	4 1%	5 1%	21 1%	26 1%	22 3% bcd	3 *%	- -%	26 1% c
ONLY USES FACEBOOK	490 18%	393 17%	50 21%	35 25% ade	13 17%	490 18%	409 17%	79 25% a	77 20%	413 17%	490 18%	250 31% bcd	177 15% c	52 6%	490 18% c
Mean number of apps/ sites used (out of 10)	2.5	2.5 c	2.3	2.2	2.3	2.5 c	2.5 b	2.2	2.5	2.5	2.5	1.5	2.5 a	3.6 abd	2.5 a
Standard deviation	1.89	1.91	1.80	1.85	1.69	1.89	1.91	1.69	1.78	1.91	1.89	1.44	1.71	1.95	1.89
Standard error	.03	.04	.10	.10	.09	.03	.03	.09	.08	.03	.03	.05	.04	.06	.03

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

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

**IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Facebook	1821	372	756	367
	65%	69%	66%	64%
Instagram	1324	276	510	257
	47%	51%	44%	45%
		b		
Twitter	931	188	362	228
	33%	35%	31%	40%
				b
Snapchat	731	178	266	94
	26%	33%	23%	17%
		bc	c	
TikTok	725	182	237	119
	26%	34%	21%	21%
		bc		
Pinterest	547	95	190	124
	20%	18%	17%	22%
				b
LinkedIn	410	50	148	158
	15%	9%	13%	28%
				ab
Reddit	323	77	113	70
	12%	14%	10%	12%
		b		
Tumblr	110	23	42	28
	4%	4%	4%	5%
I use other social media apps or sites	42	8	15	7
	1%	1%	1%	1%

Columns Tested: a,b,c

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

**IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ANY OF THESE APPS SITES FOR SOCIAL MEDIA	2451	491	994	482
	88%	91%	86%	84%
		bc		
None/ I do not use any social media apps or sites	323	47	146	87
	12%	9%	13%	15%
			a	a
Don't know	26	1	11	2
	1%	*%	1%	*%
ONLY USES FACEBOOK	490	91	230	77
	18%	17%	20%	14%
			c	
Mean number of apps/ sites used (out of 10)	2.5	2.7	2.3	2.5
		b		b
Standard deviation	1.89	1.89	1.81	2.04
Standard error	.03	.07	.05	.08
Columns Tested: a,b,c				

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

**COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
None used	349	12	17	37	64	81	138	349	197	152	98	83	67	89	182	156	349
	12%	3%	3%	7%	12%	19%	32%	12%	14%	11%	13%	10%	11%	15%	12%	13%	12%
				ab	abc	abcdg	abcdeg	abc	b					be			
Only one site or app used	729	50	76	129	133	146	195	729	350	379	176	191	162	197	367	359	729
	26%	12%	15%	26%	26%	34%	45%	26%	26%	27%	23%	24%	27%	34%	23%	30%	26%
				ab	ab	abcdg	abcdeg	ab						abceg		abeg	
More than one site or app used	1722	366	407	334	317	202	95	1722	819	892	502	529	381	296	1031	677	1722
	62%	85%	81%	67%	62%	47%	22%	62%	60%	63%	65%	66%	62%	51%	65%	57%	62%
		cdefg	cdefg	ef	ef	f		ef			df	df	d		dfg	d	df
Mean number of apps/ sites used (out of 10)	2.5	3.8	3.3	2.6	2.3	1.8	1.1	2.5	2.4	2.6	2.7	2.6	2.5	2.1	2.7	2.3	2.5
		bcdefg	cdefg	def	ef	f		def		a	cdfg	df	df		cdfg	d	df
Standard deviation	1.89	1.88	1.87	1.80	1.73	1.48	1.09	1.89	1.89	1.89	2.08	1.86	1.78	1.71	1.97	1.76	1.89
Standard error	.03	.07	.09	.07	.08	.07	.04	.03	.05	.04	.07	.06	.07	.06	.04	.04	.03

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

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

**COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
None used	349	292	29	18	9	349	294	48	32	317	349	199	97	28	349
	12%	12%	12%	13%	12%	12%	12%	15%	8%	13%	12%	25%	8%	3%	12%
										a		bcd	c		bc
Only one site or app used	729	591	75	46	17	729	621	100	123	606	729	342	286	87	729
	26%	25%	31%	33%	22%	26%	25%	32%	32%	25%	26%	43%	25%	11%	26%
				ade					b			bcd	c		c
More than one site or app used	1722	1460	140	73	49	1722	1529	170	233	1489	1722	261	769	690	1722
	62%	62%	57%	53%	65%	62%	63%	54%	60%	62%	62%	33%	67%	86%	62%
		c			c	c	b						ad	abd	a
Mean number of apps/ sites used (out of 10)	2.5	2.5	2.3	2.2	2.3	2.5	2.5	2.2	2.5	2.5	2.5	1.5	2.5	3.6	2.5
		c				c	b						a	abd	a
Standard deviation	1.89	1.91	1.80	1.85	1.69	1.89	1.91	1.69	1.78	1.91	1.89	1.44	1.71	1.95	1.89
Standard error	.03	.04	.10	.10	.09	.03	.03	.09	.08	.03	.03	.05	.04	.06	.03

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

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

# COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
None used	349	48	157	89
	12%	9%	14%	16%
			a	a
Only one site or app used	729	125	338	130
	26%	23%	29%	23%
			ac	
More than one site or app used	1722	367	656	352
	62%	68%	57%	62%
		b		
Mean number of apps/ sites used (out of 10)	2.5	2.7	2.3	2.5
		b		b
Standard deviation	1.89	1.89	1.81	2.04
Standard error	.03	.07	.05	.08
Columns Tested: a,b,c				

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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3135	821	436	533	458	418	469	3135	1418	1696	779	942	568	821	1721	1389	3135
Effective Weighted Sample	1721	421	267	319	291	234	265	1721	790	921	458	504	341	428	962	750	1721
Total	2451	416	483	463	450	348	290	2451	1169	1270	678	720	543	493	1398	1036	2451
Facebook	1249	44	168	273	291	228	246	1249	559	688	310	312	283	342	623	625	1249
	51%	11%	35%	59%	65%	66%	85%	51%	48%	54%	46%	43%	52%	69%	45%	60%	51%
			a	abg	abg	abg	abcdeg	ab		a			be	abcefg		abceg	abe
Instagram	409	107	143	67	58	24	10	409	191	216	129	146	90	44	275	133	409
	17%	26%	30%	14%	13%	7%	3%	17%	16%	17%	19%	20%	16%	9%	20%	13%	17%
		cdefg	cdefg	ef	ef			ef			df	df	d		df	d	df
Twitter	236	31	36	63	41	55	10	236	142	94	73	84	47	32	157	79	236
	10%	8%	7%	14%	9%	16%	3%	10%	12%	7%	11%	12%	9%	6%	11%	8%	10%
		f	f	abfg	f	abdfg		f	b		d	df			df		d
TikTok	192	94	58	24	12	5	*	192	90	102	51	62	44	29	113	74	192
	8%	23%	12%	5%	3%	1%	1%	8%	8%	8%	8%	9%	8%	6%	8%	7%	8%
		bcdefg	cdefg	ef	f			def									
Snapchat	168	109	33	14	8	2	1	168	74	91	35	62	46	21	97	67	168
	7%	26%	7%	3%	2%	1%	1%	7%	6%	7%	5%	9%	8%	4%	7%	6%	7%
		bcdefg	cdef	ef				cdef				ad	d				
LinkedIn	50	2	11	3	12	20	3	50	44	7	37	7	4	1	45	6	50
	2%	1%	2%	1%	3%	6%	1%	2%	4%	1%	6%	1%	1%	1%	3%	1%	2%
			a		ac	abcfg		a	b		bcdefg				bcdf		df
Pinterest	47	13	6	6	14	4	5	47	9	39	16	19	4	8	35	12	47
	2%	3%	1%	1%	3%	1%	2%	2%	1%	3%	2%	3%	1%	2%	2%	1%	2%
									a								
Reddit	44	10	17	8	6	1	1	44	30	13	11	14	13	5	25	19	44
	2%	2%	4%	2%	1%	1%	1%	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%
		e	ef						b								
Tumblr	12	1	5	1	5	*	-	12	8	3	3	2	6	1	4	8	12
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other social media app or site	25	3	1	2	2	6	11	25	16	9	7	10	3	5	16	7	25
	1%	1%	1%	1%	1%	2%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							abcdg										

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



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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3135	821	436	533	458	418	469	3135	1418	1696	779	942	568	821	1721	1389	3135
Effective Weighted Sample	1721	421	267	319	291	234	265	1721	790	921	458	504	341	428	962	750	1721
Total	2451	416	483	463	450	348	290	2451	1169	1270	678	720	543	493	1398	1036	2451
Don't know	18	1	5	2	3	3	3	18	8	10	5	4	2	4	9	6	18
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3135	2263	309	280	283	3135	2785	304	411	2724	3135	723	1398	997	3135
Effective Weighted Sample	1721	1355	173	156	154	1721	1546	163	222	1503	1721	367	767	589	1721
Total	2451	2051	215	119	66	2451	2150	270	357	2094	2451	603	1055	777	2451
Facebook	1249	1031	112	70	36	1249	1076	164	165	1085	1249	363	503	370	1249
	51%	50%	52%	59%	54%	51%	50%	61%	46%	52%	51%	60%	48%	48%	51%
				a				a				bcd			
Instagram	409	349	33	14	13	409	368	36	58	351	409	71	174	164	409
	17%	17%	16%	12%	19%	17%	17%	14%	16%	17%	17%	12%	17%	21%	17%
													a	abd	a
Twitter	236	195	21	14	6	236	207	19	21	215	236	39	100	95	236
	10%	9%	10%	12%	9%	10%	10%	7%	6%	10%	10%	7%	9%	12%	10%
										a				a	
TikTok	192	161	18	8	5	192	176	11	41	152	192	33	102	58	192
	8%	8%	8%	7%	7%	8%	8%	4%	11%	7%	8%	5%	10%	7%	8%
									b				a		
Snapchat	168	148	10	6	3	168	152	13	38	129	168	38	89	41	168
	7%	7%	5%	5%	5%	7%	7%	5%	11%	6%	7%	6%	8%	5%	7%
									bc				c		
LinkedIn	50	46	4	1	*	50	40	9	4	47	50	14	25	11	50
	2%	2%	2%	1%	%	2%	2%	3%	1%	2%	2%	2%	2%	1%	2%
Pinterest	47	35	8	2	1	47	39	9	12	35	47	18	18	11	47
	2%	2%	4%	2%	2%	2%	2%	3%	3%	2%	2%	3%	2%	1%	2%
Reddit	44	36	5	1	2	44	41	3	4	40	44	10	17	17	44
	2%	2%	3%	1%	3%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Tumblr	12	10	1	1	-	12	12	-	3	9	12	1	4	6	12
	%	%	1%	1%	%	%	1%	%	1%	%	%	%	%	1%	%
Other social media app or site	25	24	-	1	1	25	21	5	6	20	25	12	11	3	25
	1%	1%	%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	%	1%
												c			

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

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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3135	2263	309	280	283	3135	2785	304	411	2724	3135	723	1398	997	3135
Effective Weighted Sample	1721	1355	173	156	154	1721	1546	163	222	1503	1721	367	767	589	1721
Total	2451	2051	215	119	66	2451	2150	270	357	2094	2451	603	1055	777	2451
Don't know	18	16	1	*	*	18	17	*	5	12	18	4	11	2	18
	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%

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

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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3135	628	1229	583
Effective Weighted Sample	1721	341	698	323
Total	2451	491	994	482
Facebook	1249	281	533	237
	51%	57%	54%	49%
		c		
Instagram	409	71	177	74
	17%	15%	18%	15%
Twitter	236	40	93	68
	10%	8%	9%	14%
			ab	
TikTok	192	33	63	31
	8%	7%	6%	6%
Snapchat	168	43	52	15
	7%	9%	5%	3%
		bc		
LinkedIn	50	5	15	28
	2%	1%	2%	6%
			ab	
Pinterest	47	3	24	8
	2%	1%	2%	2%
			a	
Reddit	44	9	16	10
	2%	2%	2%	2%
Tumblr	12	1	7	3
	*%	*%	1%	1%
Other social media app or site	25	4	10	5
	1%	1%	1%	1%
Don't know	18	*	4	3
	1%	*%	*%	1%

Columns Tested: a,b,c

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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Facebook	1249	44	168	273	291	228	246	1249	559	688	310	312	283	342	623	625	1249
	45%	10%	34%	55%	56%	53%	57%	45%	41%	48%	40%	39%	46%	59%	39%	52%	45%
			a	abg	abg	abg	abg	ab		a			be	abcefg		abeg	be
Instagram	409	107	143	67	58	24	10	409	191	216	129	146	90	44	275	133	409
	15%	25%	29%	13%	11%	6%	2%	15%	14%	15%	17%	18%	15%	7%	17%	11%	15%
		cdefg	cdefg	ef	ef	f		ef			df	dfg	d		dfg	d	df
Twitter	236	31	36	63	41	55	10	236	142	94	73	84	47	32	157	79	236
	8%	7%	7%	13%	8%	13%	2%	8%	10%	7%	9%	10%	8%	6%	10%	7%	8%
		f	f	abfg	f	abdfg		f	b		d	df			df		d
TikTok	192	94	58	24	12	5	*	192	90	102	51	62	44	29	113	74	192
	7%	22%	12%	5%	2%	1%	1%	7%	7%	7%	7%	8%	7%	5%	7%	6%	7%
		bcdefg	cdefg	ef	f			def									
Snapchat	168	109	33	14	8	2	1	168	74	91	35	62	46	21	97	67	168
	6%	26%	7%	3%	1%	1%	1%	6%	5%	6%	5%	8%	8%	4%	6%	6%	6%
		bcdefg	cdef	ef				cdef				ad	d		d		d
LinkedIn	50	2	11	3	12	20	3	50	44	7	37	7	4	1	45	6	50
	2%	1%	2%	1%	2%	5%	1%	2%	3%	1%	5%	1%	1%	1%	3%	1%	2%
			a		ac	acfg		a	b		bcdefg				bcdf		df
Pinterest	47	13	6	6	14	4	5	47	9	39	16	19	4	8	35	12	47
	2%	3%	1%	1%	3%	1%	1%	2%	1%	3%	2%	2%	1%	1%	2%	1%	2%
										a		f			f		
Reddit	44	10	17	8	6	1	1	44	30	13	11	14	13	5	25	19	44
	2%	2%	3%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%
		ef	efg						b								
Tumblr	12	1	5	1	5	*	-	12	8	3	3	2	6	1	4	8	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			f														
Other social media app or site	25	3	1	2	2	6	11	25	16	9	7	10	3	5	16	7	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2433	415	478	461	447	345	287	2433	1161	1261	673	716	541	489	1389	1030	2433
	87%	97%	96%	92%	87%	81%	67%	87%	85%	89%	87%	89%	89%	84%	88%	86%	87%
		cdefg	defg	defg	ef	f		ef		a		d	d		d		
DO NOT USE SOCIAL MEDIA SITES OR APPS	323	8	13	33	58	80	130	323	185	138	96	72	61	85	169	146	323
	12%	2%	3%	7%	11%	19%	30%	12%	14%	10%	12%	9%	10%	15%	11%	12%	12%
				ab	abc	abcdg	abcdeg	abc	b					bce			
Don't know	43	5	9	6	9	3	11	43	20	23	8	15	8	8	22	16	43
	2%	1%	2%	1%	2%	1%	3%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%

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

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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Facebook	1249	1031	112	70	36	1249	1076	164	165	1085	1249	363	503	370	1249
	45%	44%	46%	51%	47%	45%	44%	52% a	42%	45%	45%	45%	44%	46%	45%
Instagram	409	349	33	14	13	409	368	36	58	351	409	71	174	164	409
	15%	15%	14%	10%	17%	15%	15%	11%	15%	15%	15%	9%	15% a	20% abd	15% a
Twitter	236	195	21	14	6	236	207	19	21	215	236	39	100	95	236
	8%	8%	9%	10%	8%	8%	8%	6%	5%	9%	8%	5%	9% a	12% abd	8% a
TikTok	192	161	18	8	5	192	176	11	41	152	192	33	102	58	192
	7%	7%	7%	6%	6%	7%	7%	4%	10% bc	6%	7%	4%	9% a	7% a	7% a
Snapchat	168	148	10	6	3	168	152	13	38	129	168	38	89	41	168
	6%	6%	4%	4%	4%	6%	6%	4%	10% bc	5%	6%	5%	8% ac	5%	6%
LinkedIn	50	46	4	1	*	50	40	9	4	47	50	14	25	11	50
	2%	2%	2%	1%	*%	2%	2%	3%	1%	2%	2%	2%	2%	1%	2%
Pinterest	47	35	8	2	1	47	39	9	12	35	47	18	18	11	47
	2%	2%	3%	2%	2%	2%	2%	3%	3% b	1%	2%	2%	2%	1%	2%
Reddit	44	36	5	1	2	44	41	3	4	40	44	10	17	17	44
	2%	2%	2%	1%	3%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%
Tumblr	12	10	1	1	-	12	12	-	3	9	12	1	4	6	12
	*%	*%	*%	1%	-%	*%	*%	-%	1%	*%	*%	*%	*%	1%	*%
Other social media app or site	25	24	-	1	1	25	21	5	6	20	25	12	11	3	25
	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1% c	1%	*%	1%

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

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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2433	2035	214	119	66	2433	2133	270	351	2082	2433	599	1044	775	2433
	87%	87%	88%	86%	87%	87%	87%	85%	90%	86%	87%	75%	91% ad	96% abd	87% a
DO NOT USE SOCIAL MEDIA SITES OR APPS	323	269	27	18	9	323	272	44	27	296	323	177	94	28	323
	12%	11%	11%	13%	12%	12%	11%	14%	7%	12% a	12% a	22% bcd	8% c	3%	12% bc
Don't know	43	39	3	1	*	43	39	4	10	33	43	26	14	2	43
	2%	2%	1%	1%	*%	2%	2%	1%	3%	1%	2%	3% bcd	1%	*%	2% c

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



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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Facebook	1249	281	533	237
	45%	52%	46%	42%
		c		
Instagram	409	71	177	74
	15%	13%	15%	13%
Twitter	236	40	93	68
	8%	7%	8%	12%
			ab	
TikTok	192	33	63	31
	7%	6%	5%	5%
Snapchat	168	43	52	15
	6%	8%	4%	3%
		bc		
LinkedIn	50	5	15	28
	2%	1%	1%	5%
			ab	
Pinterest	47	3	24	8
	2%	1%	2%	1%
Reddit	44	9	16	10
	2%	2%	1%	2%
Tumblr	12	1	7	3
	*%	*%	1%	*%
Other social media app or site	25	4	10	5
	1%	1%	1%	1%

Columns Tested: a,b,c

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

**IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2433	491	990	479
	87%	91%	86%	84%
		bc		
DO NOT USE SOCIAL MEDIA SITES OR APPS	323	47	146	87
	12%	9%	13%	15%
			a	a
Don't know	43	1	15	5
	2%	*%	1%	1%

Columns Tested: a,b,c

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

**SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USES APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2624	426	493	485	482	391	347	2624	1265	1348	740	766	569	529	1506	1097	2624
	94%	99%	99%	97%	94%	91%	81%	94%	93%	95%	95%	95%	93%	91%	95%	92%	94%
		cdefg	defg	defg	f	f		f		a	df	df			df		d
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2483	424	492	473	466	357	271	2483	1238	1234	688	734	559	476	1422	1034	2483
	89%	99%	98%	95%	91%	83%	63%	89%	91%	87%	89%	91%	92%	82%	90%	87%	89%
		cdefg	cdefg	efg	ef	f		ef	b		d	df	df		df	d	d
USES SOCIAL MEDIA APPS OR SITES	2451	416	483	463	450	348	290	2451	1169	1270	678	720	543	493	1398	1036	2451
	88%	97%	97%	93%	88%	81%	68%	88%	86%	89%	87%	90%	89%	85%	88%	87%	88%
		cdefg	cdefg	defg	ef	f		ef		a		d			d		
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1733	391	430	352	300	174	86	1733	870	853	511	502	394	313	1013	706	1733
	62%	91%	86%	70%	58%	41%	20%	62%	64%	60%	66%	62%	65%	54%	64%	59%	62%
		bcdefg	cdefg	defg	ef	f		ef			df	d	d		df	d	d
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2735	428	500	490	513	418	386	2735	1329	1394	756	792	598	562	1548	1159	2735
	98%	100%	100%	98%	100%	98%	90%	98%	97%	98%	97%	99%	98%	96%	98%	97%	98%
		cefg	cefg	f	cefg	f		f				d					
USES NONE OF THESE	65	*	*	10	2	11	42	65	37	28	21	11	12	21	32	33	65
	2%	0%	0%	2%	0%	2%	10%	2%	3%	2%	3%	1%	2%	4%	2%	3%	2%
				abd		abd	abcdeg	abd						b			
USES ALL FOUR TYPES OF APPS/ SITES	1645	382	421	344	270	158	70	1645	821	814	478	484	381	291	962	671	1645
	59%	89%	84%	69%	52%	37%	16%	59%	60%	57%	62%	60%	62%	50%	61%	56%	59%
		cdefg	cdefg	defg	ef	f		def			d	d	df		df	d	d

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

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

**SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USES APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2624 94%	2197 94%	224 92%	132 96%	71 94%	2624 94%	2301 94% b	286 90%	379 97% bc	2246 93%	2624 94%	701 88%	1111 96% ad	792 98% abd	2624 94% a
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2483 89%	2081 89%	218 89%	115 84%	69 91% c	2483 89%	2185 89% b	264 83%	362 93% bc	2121 88%	2483 89%	582 73%	1089 94% ad	796 99% abd	2483 89% a
USES SOCIAL MEDIA APPS OR SITES	2451 88%	2051 88%	215 88%	119 87%	66 88%	2451 88%	2150 88%	270 85%	357 92% b	2094 87%	2451 88%	603 75%	1055 92% ad	777 97% abd	2451 88% a
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1733 62%	1465 63%	143 59%	76 55%	49 64%	1733 62%	1556 64% b	147 46%	272 70% bc	1461 61%	1733 62%	292 36%	758 66% a	683 85% abd	1733 62% a
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2735 98%	2289 98%	238 98%	135 98%	73 96%	2735 98%	2396 98% b	301 95%	386 99%	2349 97%	2735 98%	756 94%	1144 99% ad	803 100% ad	2735 98% a
USES NONE OF THESE	65 2%	54 2%	6 2%	3 2%	3 4%	65 2%	48 2%	17 5% a	3 1%	63 3%	65 2%	45 6% bcd	8 1%	2 *% a	65 2% bc
USES ALL FOUR TYPES OF APPS/ SITES	1645 59%	1392 59%	135 55%	73 53%	46 60%	1645 59%	1478 60% b	138 43%	259 67% bc	1386 57%	1645 59%	260 32%	726 63% ad	659 82% abd	1645 59% a

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

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

**SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USES APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2624	507	1070	539
	94%	94%	93%	95%
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2483	493	1000	509
	89%	91%	87%	89%
		b		
USES SOCIAL MEDIA APPS OR SITES	2451	491	994	482
	88%	91%	86%	84%
		bc		
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1733	374	682	311
	62%	69%	59%	54%
		bc		
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2735	529	1118	559
	98%	98%	97%	98%
USES NONE OF THESE	65	11	33	12
	2%	2%	3%	2%
USES ALL FOUR TYPES OF APPS/ SITES	1645	359	644	297
	59%	67%	56%	52%
		bc		

Columns Tested: a,b,c

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

**IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3135	821	436	533	458	418	469	3135	1418	1696	779	942	568	821	1721	1389	3135
Effective Weighted Sample	1721	421	267	319	291	234	265	1721	790	921	458	504	341	428	962	750	1721
Total	2451	416	483	463	450	348	290	2451	1169	1270	678	720	543	493	1398	1036	2451
I often share, post or comment on social media sites or apps	699 29%	159 38% cdefg	186 38% cdefg	133 29% ef	108 24% f	65 19%	48 17%	699 29% ef	335 29%	362 29%	227 34% beg	163 23%	162 30% b	145 29% b	390 28% b	307 30% b	699 29% b
I sometimes share, post or comment on social media sites or apps	846 35%	148 35% ef	170 35%	187 40% efg	168 37% ef	94 27%	79 27%	846 35% ef	411 35%	432 34%	225 33%	253 35%	200 37%	161 33%	477 34%	361 35%	846 35%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1545 63%	307 74% defg	355 74% defg	320 69% defg	276 61% ef	159 46%	128 44%	1545 63% ef	746 64%	794 62%	452 67% b	416 58%	362 67% b	306 62%	868 62%	668 64% b	1545 63% b
I usually just 'like' things on social media sites or apps	491 20%	76 18%	97 20%	84 18%	89 20%	85 24%	59 20%	491 20%	204 17%	284 22% a	106 16%	167 23% a	108 20%	107 22% a	273 20%	215 21% a	491 20% a
I tend to only read things on these sites or apps and rarely like or post anything	401 16%	27 6%	28 6%	59 13% ab	85 19% abc	100 29% abcdg	102 35% abcdg	401 16% ab	213 18% b	185 15%	119 18%	131 18%	72 13%	79 16%	250 18% c	150 15%	401 16%
Don't know	14 1%	7 2% cdg	3 1%	- -%	* *%	4 1%	1 *%	14 1%	6 1%	8 1%	1 *%	7 1%	1 *%	2 *%	8 1%	3 *%	14 1%

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

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

**IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3135	2263	309	280	283	3135	2785	304	411	2724	3135	723	1398	997	3135
Effective Weighted Sample	1721	1355	173	156	154	1721	1546	163	222	1503	1721	367	767	589	1721
Total	2451	2051	215	119	66	2451	2150	270	357	2094	2451	603	1055	777	2451
I often share, post or comment on social media sites or apps	699 29%	595 29%	49 23%	38 32%	17 25%	699 29%	628 29%	59 22%	115 32%	584 28%	699 29%	137 23%	280 27%	281 36% abd	699 29% a
I sometimes share, post or comment on social media sites or apps	846 35%	706 34%	76 35%	40 33%	24 36%	846 35%	743 35%	93 34%	121 34%	725 35%	846 35%	175 29%	393 37% a	276 36% a	846 35% a
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1545 63%	1301 63%	125 58%	78 66%	41 62%	1545 63%	1371 64%	151 56%	236 66%	1309 63%	1545 63%	311 52%	673 64% a	557 72% abd	1545 63% a
I usually just 'like' things on social media sites or apps	491 20%	419 20%	38 18%	22 19%	12 18%	491 20%	430 20%	53 20%	83 23%	408 19%	491 20%	145 24% c	218 21% c	123 16%	491 20% c
I tend to only read things on these sites or apps and rarely like or post anything	401 16%	317 15%	52 24% ae	19 16%	14 21%	401 16%	336 16%	64 24% a	31 9%	370 18% a	401 16% a	137 23% bcd	162 15%	95 12%	401 16% c
Don't know	14 1%	14 1%	- -%	- -%	- -%	14 1%	13 1%	1 *% b	6 2% b	8 *%	14 1%	10 2% bcd	2 *%	2 *%	14 1%

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

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

**IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3135	628	1229	583
Effective Weighted Sample	1721	341	698	323
Total	2451	491	994	482
I often share, post or comment on social media sites or apps	699 29%	155 32%	284 29%	120 25%
I sometimes share, post or comment on social media sites or apps	846 35%	188 38%	365 37%	134 28%
		c	c	
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1545 63%	343 70%	649 65%	254 53%
		c	c	
I usually just 'like' things on social media sites or apps	491 20%	92 19%	192 19%	104 22%
I tend to only read things on these sites or apps and rarely like or post anything	401 16%	55 11%	149 15%	123 26%
				ab
Don't know	14 1%	2 *%	5 *%	* *%

Columns Tested: a,b,c



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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
YouTube	2253	396	429	427	430	335	235	2253	1150	1093	640	663	498	428	1303	926	2253
	80%	92%	86%	85%	84%	78%	55%	80%	84%	77%	82%	83%	82%	73%	83%	78%	80%
		bcdefg	efg	efg	f	f		f	b		df	df	d		df		d
Facebook	1956	219	402	391	386	298	261	1956	891	1057	528	536	448	432	1064	881	1956
	70%	51%	80%	78%	75%	70%	61%	70%	65%	74%	68%	67%	74%	74%	67%	74%	70%
			aefg	aefg	af	af	a	af		a			be	abe		abeg	
Instagram	1468	375	392	288	231	130	53	1468	659	801	446	443	335	235	889	570	1468
	52%	88%	78%	58%	45%	30%	12%	52%	48%	56%	57%	55%	55%	40%	56%	48%	52%
		bcdefg	cdefg	def	ef	f		def		a	dfg	df	df		dfg	d	df
TikTok	952	321	286	167	121	45	12	952	459	486	277	251	242	170	528	411	952
	34%	75%	57%	33%	24%	11%	3%	34%	34%	34%	36%	31%	40%	29%	33%	35%	34%
		bcdefg	cdefg	def	ef	f		def			d		bdeg			d	d
Twitter	931	181	208	197	159	139	47	931	515	409	316	302	177	133	619	310	931
	33%	42%	42%	39%	31%	32%	11%	33%	38%	29%	41%	38%	29%	23%	39%	26%	33%
		defg	defg	dfg	f	f		f	b		cdfg	cdf	d		cdfg		df
Snapchat	833	352	258	117	77	24	4	833	378	449	242	251	192	134	493	326	833
	30%	82%	52%	23%	15%	6%	1%	30%	28%	32%	31%	31%	31%	23%	31%	27%	30%
		bcdefg	cdefg	def	ef	f		cdef			d	d	d		d		d
Pinterest	547	127	118	100	101	61	41	547	151	393	155	170	127	92	325	219	547
	20%	30%	24%	20%	20%	14%	10%	20%	11%	28%	20%	21%	21%	16%	21%	18%	20%
		cdefg	ef	f	f			ef		a		d			d		
Twitch	436	167	144	64	45	12	3	436	290	141	138	129	116	51	267	167	436
	16%	39%	29%	13%	9%	3%	1%	16%	21%	10%	18%	16%	19%	9%	17%	14%	16%
		bcdefg	cdefg	ef	ef	f		def	b		d	d	df		d	d	d
LinkedIn	410	36	79	87	107	67	34	410	261	147	211	123	40	35	334	75	410
	15%	8%	16%	17%	21%	16%	8%	15%	19%	10%	27%	15%	7%	6%	21%	6%	15%
			af	af	afg	af		af	b		bcdefg	cdf			bcdfg		cdf
Reddit	323	107	86	59	47	21	2	323	223	97	112	103	73	32	216	105	323
	12%	25%	17%	12%	9%	5%	*%	12%	16%	7%	14%	13%	12%	5%	14%	9%	12%
		bcdefg	defg	ef	ef	f		ef	b		df	df	d		df	d	df

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Vimeo	167	18	54	38	27	23	6	167	113	52	64	46	42	15	110	57	167
	6%	4%	11%	8%	5%	5%	1%	6%	8%	4%	8%	6%	7%	3%	7%	5%	6%
		f	adefg	af	f	f		f	b		df	d	d		df	d	d
Dailymotion	146	23	41	33	30	18	1	146	97	48	53	45	35	12	98	47	146
	5%	5%	8%	7%	6%	4%	0%	5%	7%	3%	7%	6%	6%	2%	6%	4%	5%
		f	efg	f	f	f		f	b		df	d	d		df		d
Tumblr	110	26	55	10	12	7	1	110	48	60	34	37	21	14	71	36	110
	4%	6%	11%	2%	2%	2%	0%	4%	4%	4%	4%	5%	4%	2%	4%	3%	4%
		cdef	acdefg	f	f	f		f									
OnlyFans	74	25	25	11	5	7	-	74	60	14	33	11	27	3	44	30	74
	3%	6%	5%	2%	1%	2%	0%	3%	4%	1%	4%	1%	4%	0%	3%	2%	3%
		cdefg	defg	f		f		f	b		bd		bd		d	d	d
Periscope	64	18	20	12	7	7	1	64	48	16	26	21	15	1	48	17	64
	2%	4%	4%	2%	1%	2%	0%	2%	3%	1%	3%	3%	3%	0%	3%	1%	2%
		dfg	df	f		f		f	b		df	d	d		df	d	d
YouNow	61	15	25	10	9	-	1	61	42	18	26	14	18	3	40	21	61
	2%	4%	5%	2%	2%	0%	0%	2%	3%	1%	3%	2%	3%	1%	3%	2%	2%
		ef	cdefg	ef	ef			ef	b		d		d		d		d
BitChute	50	6	25	7	11	*	1	50	39	11	25	13	10	3	38	12	50
	2%	1%	5%	1%	2%	0%	0%	2%	3%	1%	3%	2%	2%	0%	2%	1%	2%
			acefg		ef			ef	b		dfg				df		d
Dubsmash	43	14	15	9	5	-	-	43	25	19	18	9	10	6	28	16	43
	2%	3%	3%	2%	1%	0%	0%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%
		defg	ef	ef				ef									
ANY OF THESE	2653	427	496	483	500	405	342	2653	1296	1346	734	772	584	536	1506	1120	2653
	95%	100%	99%	97%	97%	94%	80%	95%	95%	95%	95%	96%	96%	92%	95%	94%	95%
		cdefg	cefg	f	f	f		f				d	d		d		d
NONE OF THESE	147	1	4	17	14	24	86	147	70	76	43	31	26	46	74	72	147
	5%	0%	1%	3%	3%	6%	20%	5%	5%	5%	5%	4%	4%	8%	5%	6%	5%
				ab	a	ab	abcdeg	ab							bceg		

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
YouTube	2253	1901	192	99	61	2253	1993	236	299	1954	2253	480	989	772	2253
	80%	81%	79%	72%	81%	80%	82%	74%	77%	81%	80%	60%	86%	96%	80%
		c			c	c	b						ad	abd	a
Facebook	1956	1624	175	100	57	1956	1705	232	279	1677	1956	485	796	662	1956
	70%	69%	72%	73%	75%	70%	70%	73%	72%	70%	70%	61%	69%	82%	70%
													a	abd	a
Instagram	1468	1263	102	65	39	1468	1319	125	231	1237	1468	255	654	559	1468
	52%	54%	42%	47%	52%	52%	54%	39%	59%	51%	52%	32%	57%	69%	52%
		b				b	b		bc				ad	abd	a
TikTok	952	817	65	41	29	952	852	80	169	783	952	140	425	386	952
	34%	35%	27%	30%	38%	34%	35%	25%	44%	32%	34%	17%	37%	48%	34%
		b			b	b	b		bc				a	abd	a
Twitter	931	782	80	46	22	931	820	92	88	843	931	133	373	422	931
	33%	33%	33%	34%	29%	33%	34%	29%	23%	35%	33%	17%	32%	52%	33%
										a	a		a	abd	a
Snapchat	833	719	57	38	19	833	761	55	160	673	833	139	369	325	833
	30%	31%	23%	28%	25%	30%	31%	17%	41%	28%	30%	17%	32%	40%	30%
		b					b		bc				a	abd	a
Pinterest	547	461	54	20	12	547	468	67	69	478	547	65	220	262	547
	20%	20%	22%	15%	16%	20%	19%	21%	18%	20%	20%	8%	19%	32%	20%
													a	abd	a
Twitch	436	377	35	18	5	436	401	26	45	391	436	61	190	184	436
	16%	16%	14%	13%	7%	16%	16%	8%	12%	16%	16%	8%	17%	23%	16%
		d	d			d	b						a	abd	a
LinkedIn	410	354	36	14	6	410	360	49	37	374	410	43	148	219	410
	15%	15%	15%	10%	8%	15%	15%	15%	9%	15%	15%	5%	13%	27%	15%
		d				d				a	a		a	abd	a
Reddit	323	270	31	12	10	323	298	23	22	301	323	35	126	162	323
	12%	12%	13%	9%	13%	12%	12%	7%	6%	12%	12%	4%	11%	20%	12%
							b			a	a		a	abd	a

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Vimeo	167 6%	149 6%	11 4%	5 3%	2 3%	167 6%	160 7%	6 2%	12 3%	154 6%	167 6%	13 2%	61 5%	92 11%	167 6%
							b			a			a	abd	a
Dailymotion	146 5%	129 6%	10 4%	2 2%	4 5%	146 5%	126 5%	15 5%	7 2%	139 6%	146 5%	11 1%	47 4%	88 11%	146 5%
		c			c	c				a	a		a	abd	a
Tumblr	110 4%	101 4%	4 2%	3 2%	2 3%	110 4%	104 4%	2 1%	13 3%	97 4%	110 4%	8 1%	44 4%	59 7%	110 4%
							b						a	abd	a
OnlyFans	74 3%	64 3%	6 2%	2 2%	1 1%	74 3%	67 3%	4 1%	11 3%	63 3%	74 3%	11 1%	36 3%	26 3%	74 3%
														a	
Periscope	64 2%	58 2%	5 2%	1 **%	* 1%	64 2%	63 3%	- -%	6 2%	58 2%	64 2%	9 1%	22 2%	34 4%	64 2%
							b							abd	
YouNow	61 2%	55 2%	4 2%	* **%	1 2%	61 2%	58 2%	1 **%	9 2%	51 2%	61 2%	17 2%	18 2%	26 3%	61 2%
		c					b							b	
BitChute	50 2%	45 2%	3 1%	1 1%	1 1%	50 2%	47 2%	1 **%	7 2%	43 2%	50 2%	7 1%	25 2%	18 2%	50 2%
Dubsmash	43 2%	40 2%	2 1%	* **%	1 2%	43 2%	42 2%	1 **%	7 2%	36 2%	43 2%	9 1%	19 2%	15 2%	43 2%
ANY OF THESE	2653 95%	2220 95%	233 96%	128 93%	72 95%	2653 95%	2329 95%	290 91%	382 98%	2272 94%	2653 95%	704 88%	1123 97%	803 100%	2653 95%
							b		bc				ad	abd	a
NONE OF THESE	147 5%	123 5%	10 4%	9 7%	4 5%	147 5%	115 5%	28 9%	7 2%	140 6%	147 5%	97 12%	30 3%	2 **%	147 5%
							a			a	a	bcd	c		bc

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
YouTube	2253	444	915	466
	80%	82%	80%	82%
Facebook	1956	389	814	397
	70%	72%	71%	70%
Instagram	1468	306	567	284
	52%	57%	49%	50%
		b		
TikTok	952	241	333	153
	34%	45%	29%	27%
		bc		
Twitter	931	188	362	228
	33%	35%	31%	40%
				b
Snapchat	833	196	311	116
	30%	36%	27%	20%
		bc	c	
Pinterest	547	95	190	124
	20%	18%	17%	22%
				b
Twitch	436	96	170	73
	16%	18%	15%	13%
LinkedIn	410	50	148	158
	15%	9%	13%	28%
				ab
Reddit	323	77	113	70
	12%	14%	10%	12%
		b		

Columns Tested: a,b,c

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Vimeo	167	28	65	43
	6%	5%	6%	8%
Dailymotion	146	28	54	41
	5%	5%	5%	7%
Tumblr	110	23	42	28
	4%	4%	4%	5%
OnlyFans	74	14	32	16
	3%	3%	3%	3%
Periscope	64	9	26	22
	2%	2%	2%	4%
YouNow	61	14	26	15
	2%	3%	2%	3%
BitChute	50	10	22	15
	2%	2%	2%	3%
Dubsmash	43	13	10	10
	2%	2%	1%	2%
		b		
ANY OF THESE	2653	517	1085	533
	95%	96%	94%	93%
NONE OF THESE	147	22	67	37
	5%	4%	6%	7%

Columns Tested: a,b,c

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

**IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	6 *%	1 *%	2 *%	1 *%	2 *%	* *%	1 *%	6 *%	4 *%	2 *%	3 *%	1 *%	2 *%	1 *%	4 *%	3 *%	6 *%
USE MORE THAN ONE PROFILE	10 *%	* *%	4 1%	3 1%	3 1%	- -%	- -%	10 *%	9 1%	1 *%	7 1%	- -%	3 *%	* *%	7 *%	3 *%	10 *%
USE BUT DON'T HAVE A PROFILE	34	5	20	2	6	-	*	34	26	8	15	12	5	2	27	7	34
	1%	1%	4%	*%	1%	-%	*%	1%	2%	1%	2%	2%	1%	*%	2%	1%	1%
		acdefg							b		bd				df		
DON'T USE THIS APP/ SITE	2750	423	475	493	503	428	428	2750	1328	1411	752	791	600	579	1542	1180	2750
	98%	99%	95%	99%	98%	100%	100%	98%	97%	99%	97%	98%	98%	100%	98%	99%	98%
		b		b		bdg	bdg	b		a				aeg		ae	a

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

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

## IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	6	5	*	*	*	6	6	1	1	6	6	*	1	5	6
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%
USE MORE THAN ONE PROFILE	10	10	-	-	*	10	10	-	-	10	10	-	7	3	10
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	34	30	2	1	1	34	31	-	7	27	34	6	17	10	34
	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%
DON'T USE THIS APP/ SITE	2750	2298	241	136	75	2750	2397	317	382	2369	2750	795	1128	787	2750
	98%	98%	99%	99%	99%	98%	98%	100%	98%	98%	98%	99%	98%	98%	98%

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



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

#### IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
		a	b	c
Significance Level: 95%				
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	6	1	3	2
	%	%	%	%
USE MORE THAN ONE PROFILE	10	2	7	1
	%	%	1%	%
USE BUT DON'T HAVE A PROFILE	34	6	12	12
	1%	1%	1%	2%
DON'T USE THIS APP/ SITE	2750	530	1130	555
	98%	98%	98%	97%

Columns Tested: a,b,c

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

**IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	23	1	5	12	5	-	-	23	16	7	9	9	3	2	18	5	23
	1%	*%	1%	2%	1%	-%	-%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
			f	ae fg													
USE MORE THAN ONE PROFILE	2	*	1	-	*	-	-	2	2	-	1	-	1	*	1	2	2
	*%	*%	*%	-%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	-	-	-	*	-	-	*	*	-	-	-	-	*	-	*	*
	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	120	21	35	21	24	18	1	120	78	41	43	36	30	9	80	39	120
	4%	5%	7%	4%	5%	4%	*%	4%	6%	3%	6%	5%	5%	2%	5%	3%	4%
		f	fg	f	f	f		f	b		df	d	d		d		d
DON'T USE THIS APP/ SITE	2654	405	459	467	485	411	428	2654	1270	1374	724	758	575	570	1482	1146	2654
	95%	95%	92%	93%	94%	96%	100%	95%	93%	97%	93%	94%	94%	98%	94%	96%	95%
						b	abcdeg	b		a				abceg		ae	

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

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

## IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	23	16	6	*	1	23	17	6	-	23	23	2	5	17	23
	1%	1%	2%	*%	1%	1%	1%	2%	-%	1%	1%	*%	*%	2%	1%
			ae					a						abd	
USE MORE THAN ONE PROFILE	2	2	-	-	*	2	1	-	-	2	2	-	*	2	2
	*%	*%	-%	-%	1%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	*	*	-	-	*	*	-	*	-	*
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	120	111	5	2	3	120	109	8	7	113	120	10	41	69	120
	4%	5%	2%	1%	3%	4%	4%	3%	2%	5%	4%	1%	4%	9%	4%
		c								a			a	abd	a
DON'T USE THIS APP/ SITE	2654	2214	233	135	72	2654	2318	303	382	2272	2654	790	1106	718	2654
	95%	94%	96%	98%	95%	95%	95%	95%	98%	94%	95%	99%	96%	89%	95%
				ade					bc			bcd	c		c

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

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

# IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	23	2	8	9
	1%	*%	1%	2%
USE MORE THAN ONE PROFILE	2	1	1	-
	*%	*%	*%	-%
DON'T KNOW HOW MANY PROFILES	*	*	-	-
	*%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	120	25	45	31
	4%	5%	4%	6%
DON'T USE THIS APP/ SITE	2654	511	1097	530
	95%	95%	95%	93%

Columns Tested: a,b,c

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

**IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	15	5	6	2	2	-	-	15	10	5	7	4	2	2	11	4	15
	1%	1%	1%	*%	*%	-%	-%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
			f														
USE MORE THAN ONE PROFILE	2	*	-	1	-	-	-	2	*	1	1	-	*	-	1	*	2
	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	-	-	*	-	*	-	-	*	-	-	*	*
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	27	9	9	6	3	-	-	27	14	13	11	5	8	3	16	11	27
	1%	2%	2%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		ef	ef	f													
DON'T USE THIS APP/ SITE	2757	414	485	491	509	429	429	2757	1342	1403	758	794	600	576	1552	1176	2757
	98%	97%	97%	98%	99%	100%	100%	98%	98%	99%	98%	99%	98%	99%	98%	99%	98%
					a	abcg	abcg	a									

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

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

## IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	15	15	-	-	-	15	15	-	2	13	15	2	11	3	15
	1%	1%	-%	-%	-%	1%	1%	-%	*%	1%	1%	*%	1%	*%	1%
USE MORE THAN ONE PROFILE	2	2	-	-	-	2	2	-	*	1	2	-	*	1	2
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	*	*	-	-	*	*	-	*	-	*
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	27	23	2	*	1	27	25	1	5	22	27	8	8	11	27
	1%	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
DON'T USE THIS APP/ SITE	2757	2303	242	137	74	2757	2402	316	382	2375	2757	792	1133	790	2757
	98%	98%	99%	100%	98%	98%	98%	100%	98%	98%	98%	99%	98%	98%	98%

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

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

# IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	15	3	3	5
	1%	*%	*%	1%
USE MORE THAN ONE PROFILE	2	-	*	1
	*%	-%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	-	*	-
	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	27	11	6	4
	1%	2%	1%	1%
		b		
DON'T USE THIS APP/ SITE	2757	526	1142	560
	98%	98%	99%	98%
			a	

Columns Tested: a,b,c

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

**IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	1571	160	292	311	330	256	222	1571	687	877	418	437	352	356	855	708	1571
	56%	37%	58%	62%	64%	60%	52%	56%	50%	62%	54%	54%	58%	61%	54%	59%	56%
		a	a	afg	afg	af	a	a		a				abeg		ae	
USE MORE THAN ONE PROFILE	139	17	48	32	20	18	3	139	67	72	45	33	29	30	78	59	139
	5%	4%	10%	6%	4%	4%	1%	5%	5%	5%	6%	4%	5%	5%	5%	5%	5%
		f	adefg	f	f	f		f									
DON'T KNOW HOW MANY PROFILES	11	3	-	-	2	2	4	11	3	8	1	2	5	2	3	7	11
	*%	1%	-%	-%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%
													e				
USE BUT DON'T HAVE A PROFILE	235	39	61	48	34	23	32	235	134	100	65	64	62	44	129	106	235
	8%	9%	12%	10%	7%	5%	7%	8%	10%	7%	8%	8%	10%	8%	8%	9%	8%
			defg	e					b								
DON'T USE THIS APP/ SITE	844	210	98	109	129	130	167	844	476	365	248	267	161	150	515	311	844
	30%	49%	20%	22%	25%	30%	39%	30%	35%	26%	32%	33%	26%	26%	33%	26%	30%
		bcdefg				bc	bcdeg	bc	b		df	cdf			cdf		f

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



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

**IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	1571	1292	147	87	46	1571	1366	190	217	1355	1571	370	656	534	1571
	56%	55%	60%	63%	61%	56%	56%	60%	56%	56%	56%	46%	57%	66%	56%
				a									a	abd	a
USE MORE THAN ONE PROFILE	139	116	10	8	5	139	125	14	27	112	139	32	42	64	139
	5%	5%	4%	6%	6%	5%	5%	4%	7%	5%	5%	4%	4%	8%	5%
														abd	
DON'T KNOW HOW MANY PROFILES	11	11	-	-	-	11	8	4	3	8	11	9	2	*	11
	*%	*%	-%	-%	-%	*%	*%	1%	1%	*%	*%	1%	*%	*%	*%
												bc			
USE BUT DON'T HAVE A PROFILE	235	205	19	5	6	235	206	25	32	203	235	74	96	63	235
	8%	9%	8%	4%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%	8%
		c				c									
DON'T USE THIS APP/ SITE	844	719	69	37	19	844	739	86	110	734	844	316	357	143	844
	30%	31%	28%	27%	25%	30%	30%	27%	28%	30%	30%	39%	31%	18%	30%
												bcd	c		c

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

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

#### IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	1571	303	658	338
	56%	56%	57%	59%
USE MORE THAN ONE PROFILE	139	43	55	12
	5%	8%	5%	2%
		bc	c	
DON'T KNOW HOW MANY PROFILES	11	4	*	*
	*%	1%	*%	*%
		b		
USE BUT DON'T HAVE A PROFILE	235	40	101	47
	8%	7%	9%	8%
DON'T USE THIS APP/ SITE	844	150	337	173
	30%	28%	29%	30%

Columns Tested: a,b,c

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

**IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	875	172	236	194	155	85	33	875	375	493	273	255	200	144	527	344	875
	31%	40%	47%	39%	30%	20%	8%	31%	27%	35%	35%	32%	33%	25%	33%	29%	31%
		defg	cdefg	defg	ef	f		ef		a	df	d	d		df		d
USE MORE THAN ONE PROFILE	268	141	72	32	17	5	1	268	95	172	79	89	51	45	167	96	268
	10%	33%	14%	6%	3%	1%	*%	10%	7%	12%	10%	11%	8%	8%	11%	8%	10%
		bcdefg	cdefg	ef	f			def		a							
DON'T KNOW HOW MANY PROFILES	8	4	-	3	-	1	-	8	7	1	-	1	1	5	1	6	8
	*%	1%	-%	1%	-%	*%	-%	*%	*%	*%	-%	*%	*%	1%	*%	1%	*%
		g												aeg		e	
USE BUT DON'T HAVE A PROFILE	318	59	84	59	59	39	19	318	182	134	95	99	83	41	193	124	318
	11%	14%	17%	12%	11%	9%	4%	11%	13%	9%	12%	12%	14%	7%	12%	10%	11%
		f	efg	f	f	f		f	b		d	d	d		d	d	d
DON'T USE THIS APP/ SITE	1332	53	108	212	284	299	375	1332	707	622	330	361	275	347	691	622	1332
	48%	12%	22%	42%	55%	70%	88%	48%	52%	44%	43%	45%	45%	60%	44%	52%	48%
			a	ab	abcg	abcdg	abcdeg	ab	b					abcefg		abceg	ae

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

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

## IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	875	742	68	37	28	875	773	87	123	751	875	125	383	366	875
	31%	32%	28%	27%	37%	31%	32%	27%	32%	31%	31%	16%	33%	45%	31%
					c								a	abd	a
USE MORE THAN ONE PROFILE	268	234	15	13	6	268	247	18	49	219	268	34	118	116	268
	10%	10%	6%	9%	8%	10%	10%	6%	13%	9%	10%	4%	10%	14%	10%
													a	abd	a
DON'T KNOW HOW MANY PROFILES	8	8	-	-	-	8	8	-	1	7	8	2	5	1	8
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	318	279	18	16	5	318	290	19	58	260	318	93	148	77	318
	11%	12%	7%	11%	7%	11%	12%	6%	15%	11%	11%	12%	13%	10%	11%
		d					b								
DON'T USE THIS APP/ SITE	1332	1080	142	72	37	1332	1125	193	158	1174	1332	547	499	246	1332
	48%	46%	58%	53%	48%	48%	46%	61%	41%	49%	48%	68%	43%	31%	48%
			ae					a		a	a	bcd	c		bc

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

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

# IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	875	162	341	187
	31%	30%	30%	33%
USE MORE THAN ONE PROFILE	268	73	90	32
	10%	13%	8%	6%
		bc		
DON'T KNOW HOW MANY PROFILES	8	4	2	-
	*%	1%	*%	-%
USE BUT DON'T HAVE A PROFILE	318	66	133	64
	11%	12%	12%	11%
DON'T USE THIS APP/ SITE	1332	234	585	287
	48%	43%	51%	50%
			a	

Columns Tested: a,b,c

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

## IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	311	18	50	63	90	62	28	311	191	118	160	101	26	23	261	49	311
	11%	4%	10%	13%	17%	14%	7%	11%	14%	8%	21%	13%	4%	4%	17%	4%	11%
		a	a	af	abfg	af		af	b		bcdefg	cdf			bcdfg		cdf
USE MORE THAN ONE PROFILE	14	1	6	6	2	1	-	14	10	4	12	1	1	-	13	1	14
	1%	*%	1%	1%	*%	*%	-%	1%	1%	*%	2%	*%	*%	-%	1%	*%	1%
			f	f							bcdfg				df		
DON'T KNOW HOW MANY PROFILES	1	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-	1
	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	85	17	23	18	15	5	6	85	59	25	39	21	13	12	59	25	85
	3%	4%	5%	4%	3%	1%	1%	3%	4%	2%	5%	3%	2%	2%	4%	2%	3%
		ef	ef	ef					b		bcdfg				f		
DON'T USE THIS APP/ SITE	2390	393	421	413	408	361	394	2390	1105	1275	566	680	570	547	1246	1117	2390
	85%	92%	84%	83%	79%	84%	92%	85%	81%	90%	73%	85%	93%	94%	79%	94%	85%
		bcdeg					bcdeg	d		a		ae	abeg	abeg	a	abeg	ae

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

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

## IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	311	264	29	13	6	311	269	41	19	292	311	25	107	179	311
	11%	11%	12%	9%	8%	11%	11%	13%	5%	12%	11%	3%	9%	22%	11%
										a	a		a	abd	a
USE MORE THAN ONE PROFILE	14	13	1	-	*	14	14	-	*	14	14	1	6	7	14
	1%	1%	1%	-%	*%	1%	1%	-%	*%	1%	1%	*%	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	1	1	-	-	1	1	-	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	85	77	6	1	*	85	77	7	17	67	85	17	34	34	85
	3%	3%	2%	1%	1%	3%	3%	2%	4%	3%	3%	2%	3%	4%	3%
		d													
DON'T USE THIS APP/ SITE	2390	1989	208	124	69	2390	2084	269	352	2038	2390	759	1005	586	2390
	85%	85%	85%	90%	92%	85%	85%	85%	91%	85%	85%	95%	87%	73%	85%
					ae				bc			bcd	c		c

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

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

#### IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	311	34	106	135
	11%	6%	9%	24%
				ab
USE MORE THAN ONE PROFILE	14	2	3	8
	1%	*%	*%	1%
				b
DON'T KNOW HOW MANY PROFILES	1	-	-	-
	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	85	13	38	16
	3%	2%	3%	3%
DON'T USE THIS APP/ SITE	2390	490	1004	412
	85%	91%	87%	72%
		c	c	

Columns Tested: a,b,c



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

**IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	21	8	8	4	-	1	-	21	18	3	11	4	4	1	15	5	21
	1%	2%	2%	1%	-%	*%	-%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%
		defg	df						b		d						
USE MORE THAN ONE PROFILE	7	4	1	2	-	-	-	7	4	3	2	1	5	-	3	5	7
	*%	1%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%
		g											d				
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	-	-	*	*	-	-	-	-	*	-	*	*
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	45	13	16	5	5	6	-	45	37	8	20	6	18	1	26	19	45
	2%	3%	3%	1%	1%	1%	-%	2%	3%	1%	3%	1%	3%	*%	2%	2%	2%
		f	cdf			f		f	b		bd		bd		d	d	d
DON'T USE THIS APP/ SITE	2726	403	475	489	510	421	429	2726	1307	1408	743	792	583	580	1536	1162	2726
	97%	94%	95%	98%	99%	98%	100%	97%	96%	99%	96%	99%	96%	100%	97%	98%	97%
				a	ab	ab	abceg	ab		a		ac		acefg			

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

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

**IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	21	16	4	1	*	21	19	1	-	21	21	1	9	11	21
	1%	1%	2%	*%	*%	1%	1%	*%	-%	1%	1%	*%	1%	1%	1%
														a	
USE MORE THAN ONE PROFILE	7	7	-	-	1	7	7	-	2	5	7	4	1	3	7
	*%	*%	-%	-%	1%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	*	*	-	-	*	*	-	*	-	*
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	45	41	2	2	-	45	40	3	8	37	45	7	27	12	45
	2%	2%	1%	1%	-%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%
													a		
DON'T USE THIS APP/ SITE	2726	2279	238	135	75	2726	2377	314	378	2348	2726	790	1116	779	2726
	97%	97%	98%	98%	99%	97%	97%	99%	97%	97%	97%	99%	97%	97%	97%
												c			

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

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

# IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	21	5	6	4
	1%	1%	1%	1%
USE MORE THAN ONE PROFILE	7	5	2	-
	*%	1%	*%	-%
DON'T KNOW HOW MANY PROFILES	*	*	-	-
	*%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	45	3	24	12
	2%	*%	2%	2%
			a	a
DON'T USE THIS APP/ SITE	2726	526	1119	554
	97%	97%	97%	97%

Columns Tested: a,b,c

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

**IN17H. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PERISCOPE**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	8	1	3	3	1	1	-	8	5	3	5	3	*	1	8	1	8
	*%	*%	1%	1%	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
USE MORE THAN ONE PROFILE	8	1	4	2	-	-	-	8	2	5	2	5	-	-	8	-	8
	*%	*%	1%	*%	-%	-%	-%	*%	*%	*%	*%	1%	-%	-%	*%	-%	*%
												f			f		
USE BUT DON'T HAVE A PROFILE	49	16	13	6	6	6	1	49	40	7	19	13	15	1	32	16	49
	2%	4%	3%	1%	1%	1%	*%	2%	3%	1%	2%	2%	2%	*%	2%	1%	2%
		cd	f			f		f	b		d	d	d		d	d	d
DON'T USE THIS APP/ SITE	2736	410	480	488	507	422	428	2736	1319	1406	750	782	594	581	1532	1175	2736
	98%	96%	96%	98%	99%	98%	100%	98%	97%	99%	97%	97%	97%	100%	97%	99%	98%
					ab		abceg	a		a				abcefg		ae	

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

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

## IN17H. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PERISCOPE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	8	8	-	-	-	8	8	-	-	8	8	-	3	6	8
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	1%	*%
USE MORE THAN ONE PROFILE	8	8	-	-	-	8	8	-	-	8	8	1	-	7	8
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	1%	*%
														b	
USE BUT DON'T HAVE A PROFILE	49	43	5	1	*	49	47	-	6	42	49	8	19	21	49
	2%	2%	2%	*%	1%	2%	2%	-%	2%	2%	2%	1%	2%	3%	2%
														a	
DON'T USE THIS APP/ SITE	2736	2285	239	137	75	2736	2381	318	382	2353	2736	793	1131	772	2736
	98%	98%	98%	100%	99%	98%	97%	100%	98%	98%	98%	99%	98%	96%	98%
								a				c	c		c

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

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

# IN17H. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PERISCOPE

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	8	-	4	4
	%	-%	%	1%
USE MORE THAN ONE PROFILE	8	5	2	-
	%	1%	%	-%
USE BUT DON'T HAVE A PROFILE	49	4	19	19
	2%	1%	2%	3%
			a	
DON'T USE THIS APP/ SITE	2736	530	1126	548
	98%	98%	98%	96%

Columns Tested: a,b,c

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

**IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	311	77	69	53	54	38	19	311	76	232	90	101	71	48	191	118	311
	11%	18%	14%	11%	10%	9%	5%	11%	6%	16%	12%	13%	12%	8%	12%	10%	11%
		cdefg	f	f	f	f		f		a		d			d		
USE MORE THAN ONE PROFILE	12	4	2	2	1	-	3	12	1	10	3	5	3	1	7	4	12
	*%	1%	*%	*%	*%	-%	1%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%
										a							
DON'T KNOW HOW MANY PROFILES	3	2	-	-	-	-	1	3	-	3	-	2	-	1	2	1	3
	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	222	44	47	44	46	23	18	222	74	148	62	63	53	43	125	96	222
	8%	10%	9%	9%	9%	5%	4%	8%	5%	10%	8%	8%	9%	7%	8%	8%	8%
		ef	f	f	f			f		a							
DON'T USE THIS APP/ SITE	2253	301	382	400	413	368	388	2253	1215	1030	621	634	483	490	1255	973	2253
	80%	70%	76%	80%	80%	86%	90%	80%	89%	72%	80%	79%	79%	84%	79%	82%	80%
				a	a	abg	abcdg	a	b					be			

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

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

## IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	311	263	30	12	5	311	264	38	31	280	311	30	117	164	311
	11%	11%	12%	9%	7%	11%	11%	12%	8%	12%	11%	4%	10% a	20% abd	11% a
USE MORE THAN ONE PROFILE	12	10	1	1	*	12	9	2	1	11	12	3	5	4	12
	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%
DON'T KNOW HOW MANY PROFILES	3	2	1	-	-	3	1	2	2	1	3	3	-	-	3
	*%	*%	*%	-%	-%	*%	*%	1% a	1% b	*%	*%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	222	186	22	6	6	222	194	24	35	186	222	29	98	94	222
	8%	8%	9%	5%	9%	8%	8%	8%	9%	8%	8%	4%	9% a	12% ad	8% a
DON'T USE THIS APP/ SITE	2253	1882	190	117	64	2253	1976	250	319	1934	2253	736	933	544	2253
	80%	80%	78%	85%	84%	80%	81%	79%	82%	80%	80%	92% bcd	81% c	68%	80% c

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



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

#### IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	311	47	101	83
	11%	9%	9%	15%
				ab
USE MORE THAN ONE PROFILE	12	4	1	4
	*%	1%	*%	1%
DON'T KNOW HOW MANY PROFILES	3	-	-	-
	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	222	45	88	37
	8%	8%	8%	6%
DON'T USE THIS APP/ SITE	2253	444	961	447
	80%	82%	83%	78%
			c	

Columns Tested: a,b,c

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

**IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	157	55	45	29	20	8	1	157	115	40	53	57	33	13	110	46	157
	6%	13%	9%	6%	4%	2%	*%	6%	8%	3%	7%	7%	5%	2%	7%	4%	6%
		cdefg	defg	ef	f	f		ef	b		df	df	d		df		d
USE MORE THAN ONE PROFILE	15	10	4	-	1	-	-	15	10	6	6	5	2	3	11	5	15
	1%	2%	1%	-%	*%	-%	-%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
		cdefg															
USE BUT DON'T HAVE A PROFILE	150	42	37	30	26	13	1	150	99	52	53	42	38	16	95	54	150
	5%	10%	7%	6%	5%	3%	*%	5%	7%	4%	7%	5%	6%	3%	6%	5%	5%
		defg	ef	f	f	f		f	b		d	d	d		d		d
DON'T USE THIS APP/ SITE	2477	321	414	441	467	408	426	2477	1143	1325	664	700	537	551	1364	1087	2477
	88%	75%	83%	88%	91%	95%	100%	88%	84%	93%	86%	87%	88%	95%	86%	91%	88%
			a	a	ab	abcdg	abcdeg	ab		a				abcefg		abeg	

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

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

## IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	157	126	17	8	5	157	142	14	4	153	157	9	55	92	157
	6%	5%	7%	6%	7%	6%	6%	4%	1%	6%	6%	1%	5%	11%	6%
										a	a		a	abd	a
USE MORE THAN ONE PROFILE	15	13	1	1	*	15	15	1	2	14	15	*	9	6	15
	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	150	130	13	3	4	150	141	9	16	135	150	25	61	64	150
	5%	6%	6%	2%	5%	5%	6%	3%	4%	6%	5%	3%	5%	8%	5%
														abd	a
DON'T USE THIS APP/ SITE	2477	2073	212	125	66	2477	2146	294	367	2110	2477	767	1027	643	2477
	88%	88%	87%	91%	87%	88%	88%	93%	94%	88%	88%	96%	89%	80%	88%
								a	bc			bcd	c		c

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

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

#### IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	157	34	52	36
	6%	6%	4%	6%
USE MORE THAN ONE PROFILE	15	6	1	4
	1%	1%	*%	1%
		b		
USE BUT DON'T HAVE A PROFILE	150	37	60	30
	5%	7%	5%	5%
DON'T USE THIS APP/ SITE	2477	462	1039	501
	88%	86%	90%	88%
			a	

Columns Tested: a,b,c

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

**IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	535	247	166	73	37	12	1	535	216	315	148	164	120	94	311	214	535
	19%	58%	33%	15%	7%	3%	*%	19%	16%	22%	19%	20%	20%	16%	20%	18%	19%
		bcdefg	cdefg	def	ef	f		cdef		a							
USE MORE THAN ONE PROFILE	55	36	17	2	-	-	-	55	19	36	14	13	15	10	27	25	55
	2%	8%	3%	*%	-%	-%	-%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%
		bcdefg	cdef					cdef									
DON'T KNOW HOW MANY PROFILES	6	2	3	*	-	-	1	6	6	*	-	4	1	*	4	2	6
	*%	*%	1%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	236	67	72	42	41	13	3	236	137	98	80	71	56	30	151	85	236
	8%	16%	14%	8%	8%	3%	1%	8%	10%	7%	10%	9%	9%	5%	10%	7%	8%
		cdefg	cdefg	ef	ef	f		ef	b		df	d	d		d		d
DON'T USE THIS APP/ SITE	1967	77	242	383	437	404	424	1967	988	973	534	552	418	448	1087	866	1967
	70%	18%	48%	77%	85%	94%	99%	70%	72%	68%	69%	69%	69%	77%	69%	73%	70%
			a	abg	abcg	abcdg	abcdeg	ab						abceg			

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

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

## IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	535	456	36	29	15	535	479	43	98	437	535	70	230	235	535
	19%	19%	15%	21%	19%	19%	20%	13%	25%	18%	19%	9%	20%	29%	19%
							b		bc				a	abd	a
USE MORE THAN ONE PROFILE	55	49	3	3	1	55	53	2	11	44	55	10	26	20	55
	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%
DON'T KNOW HOW MANY PROFILES	6	5	-	1	-	6	6	-	-	6	6	2	1	3	6
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	236	209	19	6	3	236	223	11	51	186	236	58	112	66	236
	8%	9%	8%	5%	4%	8%	9%	3%	13%	8%	8%	7%	10%	8%	8%
		cd				d	b		bc						
DON'T USE THIS APP/ SITE	1967	1624	187	99	57	1967	1683	262	229	1738	1967	663	783	480	1967
	70%	69%	77%	72%	75%	70%	69%	83%	59%	72%	70%	83%	68%	60%	70%
			a				a			a	a	bcd	c		c

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

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

# IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	535	130	188	76
	19%	24%	16%	13%
		bc		
USE MORE THAN ONE PROFILE	55	15	17	1
	2%	3%	2%	*%
		c	c	
DON'T KNOW HOW MANY PROFILES	6	2	1	3
	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	236	49	104	36
	8%	9%	9%	6%
DON'T USE THIS APP/ SITE	1967	344	841	455
	70%	64%	73%	80%
			a	ab

Columns Tested: a,b,c

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

**IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	472	191	137	82	42	15	5	472	192	275	130	133	115	86	263	200	472
	17%	45%	27%	16%	8%	4%	1%	17%	14%	19%	17%	17%	19%	15%	17%	17%	17%
		bcdefg	cdefg	def	ef	f		def		a							
USE MORE THAN ONE PROFILE	108	57	33	11	6	-	-	108	42	65	23	33	32	16	57	48	108
	4%	13%	7%	2%	1%	-%	-%	4%	3%	5%	3%	4%	5%	3%	4%	4%	4%
		bcdefg	cdefg	ef	f			def					d				
DON'T KNOW HOW MANY PROFILES	2	1	*	1	-	-	-	2	1	1	1	*	-	*	1	*	2
	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	371	71	115	74	74	30	7	371	224	146	123	84	95	68	207	163	371
	13%	17%	23%	15%	14%	7%	2%	13%	16%	10%	16%	10%	16%	12%	13%	14%	13%
		ef	acdefg	ef	ef	f		ef	b		b		b				
DON'T USE THIS APP/ SITE	1848	108	214	333	393	383	416	1848	907	936	499	552	368	413	1052	781	1848
	66%	25%	43%	67%	76%	89%	97%	66%	66%	66%	64%	69%	60%	71%	67%	65%	66%
			a	ab	abcg	abcdg	abcdeg	ab				c		acfg	c		c

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



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

**IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	472	396	37	19	19	472	418	41	76	396	472	53	200	219	472
	17%	17%	15%	14%	25%	17%	17%	13%	20%	16%	17%	7%	17%	27%	17%
					abce								a	abd	a
USE MORE THAN ONE PROFILE	108	96	5	4	2	108	100	5	18	90	108	17	53	37	108
	4%	4%	2%	3%	2%	4%	4%	2%	5%	4%	4%	2%	5%	5%	4%
													a	a	
DON'T KNOW HOW MANY PROFILES	2	2	-	-	*	2	2	-	1	1	2	1	1	-	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	371	323	22	18	8	371	331	33	75	296	371	69	171	130	371
	13%	14%	9%	13%	10%	13%	14%	10%	19%	12%	13%	9%	15%	16%	13%
									bc				a	a	a
DON'T USE THIS APP/ SITE	1848	1526	179	96	47	1848	1592	238	219	1629	1848	661	727	419	1848
	66%	65%	73%	70%	62%	66%	65%	75%	56%	68%	66%	83%	63%	52%	66%
			ade					a		a	a	bcd	c		c

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

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

# IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	472	113	156	82
	17%	21%	14%	14%
		bc		
USE MORE THAN ONE PROFILE	108	34	37	10
	4%	6%	3%	2%
		bc		
DON'T KNOW HOW MANY PROFILES	2	1	*	-
	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	371	92	140	60
	13%	17%	12%	11%
		bc		
DON'T USE THIS APP/ SITE	1848	298	819	418
	66%	55%	71%	73%
			a	a

Columns Tested: a,b,c

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

**IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	41	13	18	1	4	5	1	41	16	24	11	14	7	9	25	16	41
	1%	3%	4%	*%	1%	1%	*%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%
		cd	fg					f									
USE MORE THAN ONE PROFILE	8	2	4	2	-	-	-	8	5	2	3	1	4	*	4	4	8
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	61	11	34	6	8	3	*	61	26	34	20	22	10	5	41	16	61
	2%	2%	7%	1%	1%	1%	*%	2%	2%	2%	3%	3%	2%	1%	3%	1%	2%
		f	acdefg	f	f			f			d	d			df		
DON'T USE THIS APP/ SITE	2690	403	445	490	503	421	428	2690	1318	1363	742	767	588	568	1509	1156	2690
	96%	94%	89%	98%	98%	98%	100%	96%	96%	96%	96%	95%	96%	98%	96%	97%	96%
		b		ab	ab	ab	abcdeg	b									

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

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

## IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	41	38	1	1	1	41	38	1	2	40	41	2	17	22	41
	1%	2%	1%	1%	1%	1%	2%	*%	*%	2%	1%	*%	1%	3%	1%
													a	ad	a
USE MORE THAN ONE PROFILE	8	7	1	-	*	8	8	-	-	8	8	-	3	5	8
	*%	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	61	57	2	1	1	61	58	1	11	50	61	5	24	32	61
	2%	2%	1%	1%	1%	2%	2%	*%	3%	2%	2%	1%	2%	4%	2%
													a	abd	a
DON'T USE THIS APP/ SITE	2690	2242	240	135	74	2690	2340	315	376	2314	2690	794	1108	746	2690
	96%	96%	98%	98%	97%	96%	96%	99%	97%	96%	96%	99%	96%	93%	96%
								a				bcd	c		c

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

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

# IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	41	10	13	13
	1%	2%	1%	2%
USE MORE THAN ONE PROFILE	8	4	4	*
	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	61	9	25	15
	2%	2%	2%	3%
DON'T USE THIS APP/ SITE	2690	517	1110	543
	96%	96%	96%	95%

Columns Tested: a,b,c

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

**IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	174	78	64	24	7	1	*	174	120	51	53	58	36	25	111	62	174
	6%	18%	13%	5%	1%	*%	*%	6%	9%	4%	7%	7%	6%	4%	7%	5%	6%
		cdefg	cdefg	def	f			def	b			d			d		
USE MORE THAN ONE PROFILE	26	8	6	8	4	-	-	26	22	2	6	9	11	*	15	11	26
	1%	2%	1%	2%	1%	-%	-%	1%	2%	*%	1%	1%	2%	*%	1%	1%	1%
		ef	f	ef					b			d	d		d	d	d
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	-	-	*	-	*	*	-	-	-	*	-	*
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	235	81	73	33	34	11	3	235	148	86	79	61	69	25	140	95	235
	8%	19%	15%	7%	7%	3%	1%	8%	11%	6%	10%	8%	11%	4%	9%	8%	8%
		cdefg	cdefg	ef	ef	f		ef	b		d	d	bd		d	d	d
DON'T USE THIS APP/ SITE	2364	261	356	436	469	417	425	2364	1077	1282	639	674	494	531	1313	1025	2364
	84%	61%	71%	87%	91%	97%	99%	84%	79%	90%	82%	84%	81%	91%	83%	86%	84%
			a	ab	abg	abcdg	abcdeg	ab		a				abcefg		c	

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

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

## IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	174	149	20	4	2	174	154	15	13	161	174	16	74	84	174
	6%	6%	8%	3%	3%	6%	6%	5%	3%	7%	6%	2%	6%	10%	6%
		c	cd										a	abd	a
USE MORE THAN ONE PROFILE	26	22	-	2	1	26	22	4	4	22	26	6	13	7	26
	1%	1%	-%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	*	*	-	-	-	*	*	-	-	*	*	-	*	-	*
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	235	206	15	12	2	235	225	7	27	208	235	39	103	94	235
	8%	9%	6%	9%	2%	8%	9%	2%	7%	9%	8%	5%	9%	12%	8%
		d		d		d	b						a	ad	a
DON'T USE THIS APP/ SITE	2364	1966	209	119	70	2364	2043	291	344	2021	2364	740	962	621	2364
	84%	84%	86%	87%	93%	84%	84%	92%	88%	84%	84%	92%	83%	77%	84%
					abe			a				bcd	c		c

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

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

# IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	174	48	55	29
	6%	9%	5%	5%
		bc		
USE MORE THAN ONE PROFILE	26	6	10	6
	1%	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	*	*	-	-
	*%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	235	42	105	38
	8%	8%	9%	7%
DON'T USE THIS APP/ SITE	2364	443	981	497
	84%	82%	85%	87%

Columns Tested: a,b,c



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

**IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	647	102	133	158	121	99	34	647	364	277	228	205	111	103	433	214	647
	23%	24%	27%	32%	24%	23%	8%	23%	27%	20%	29%	25%	18%	18%	27%	18%	23%
		f	f	adefg	f	f		f	b		cdg	cd			cdg		cd
USE MORE THAN ONE PROFILE	77	31	21	12	8	4	*	77	36	40	22	28	17	9	50	26	77
	3%	7%	4%	2%	2%	1%	1%	3%	3%	3%	3%	4%	3%	2%	3%	2%	3%
		cdefg	ef	f	f			f				d					
DON'T KNOW HOW MANY PROFILES	2	1	-	1	-	-	1	2	1	1	1	*	*	1	1	1	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
USE BUT DON'T HAVE A PROFILE	204	47	54	27	29	36	12	204	113	90	65	69	49	20	134	69	204
	7%	11%	11%	5%	6%	8%	3%	7%	8%	6%	8%	9%	8%	3%	9%	6%	7%
		cdg	cdg			f		f			d	df	d		df		d
DON'T USE THIS APP/ SITE	1869	248	292	303	355	290	381	1869	852	1013	460	501	433	449	961	882	1869
	67%	58%	58%	61%	69%	68%	89%	67%	62%	71%	59%	62%	71%	77%	61%	74%	67%
					abc	ab	abcdeg	abc		a			abe	abceg		abeg	ae

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

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

**IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	647	540	58	33	16	647	577	66	55	593	647	88	255	301	647
	23%	23%	24%	24%	22%	23%	24%	21%	14%	25%	23%	11%	22%	37%	23%
										a	a		a	abd	a
USE MORE THAN ONE PROFILE	77	60	9	5	3	77	64	8	5	72	77	2	31	43	77
	3%	3%	4%	4%	4%	3%	3%	3%	1%	3%	3%	1%	3%	5%	3%
													a	abd	a
DON'T KNOW HOW MANY PROFILES	2	1	1	*	-	2	2	-	-	2	2	1	1	1	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
USE BUT DON'T HAVE A PROFILE	204	181	12	8	3	204	178	18	28	176	204	42	86	76	204
	7%	8%	5%	6%	4%	7%	7%	6%	7%	7%	7%	5%	7%	9%	7%
														a	
DON'T USE THIS APP/ SITE	1869	1561	164	91	53	1869	1624	225	301	1569	1869	669	780	384	1869
	67%	67%	67%	66%	71%	67%	66%	71%	77%	65%	67%	83%	68%	48%	67%
									bc			bcd	c		c

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

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

# IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	647	117	259	172
	23%	22%	22%	30%
				ab
USE MORE THAN ONE PROFILE	77	20	24	16
	3%	4%	2%	3%
DON'T KNOW HOW MANY PROFILES	2	-	1	-
	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	204	52	78	40
	7%	10%	7%	7%
DON'T USE THIS APP/ SITE	1869	351	789	342
	67%	65%	69%	60%
			c	

Columns Tested: a,b,c

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

**IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	33	1	22	6	2	1	*	33	22	9	19	8	5	*	27	5	33
	1%	*%	4%	1%	*%	*%	*%	1%	2%	1%	2%	1%	1%	*%	2%	*%	1%
		acdefg							b		dfg		d		df		d
USE MORE THAN ONE PROFILE	1	*	1	-	-	-	-	1	-	1	-	1	-	*	1	*	1
	*%	*%	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	-	-	1	*	-	-	1	1	-	1	-	-	*	1	*	1
	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	132	17	31	31	25	22	6	132	90	42	44	37	37	14	81	51	132
	5%	4%	6%	6%	5%	5%	1%	5%	7%	3%	6%	5%	6%	2%	5%	4%	5%
		f	f	f	f	f		f	b		d		d		d		d
DON'T USE THIS APP/ SITE	2633	411	446	462	487	405	423	2633	1253	1370	712	757	568	567	1470	1135	2633
	94%	96%	89%	92%	95%	95%	99%	94%	92%	96%	92%	94%	93%	97%	93%	95%	94%
		bc			b	b	abcdeg	b		a				abcefg		ae	

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

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

## IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	33 1%	31 1%	1 *%	* *%	1 1%	33 1%	33 1%	- -%	1 *%	32 1%	33 1%	- -%	14 1% a	19 2% ad	33 1% a
USE MORE THAN ONE PROFILE	1 *%	1 *%	- -%	- -%	* *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	* *%	1 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	1 *%	* *%	1 *%	- -%	1 *%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	132 5%	117 5% d	10 4%	4 3%	1 2%	132 5% d	126 5% b	6 2%	11 3%	121 5%	132 5%	13 2%	46 4% a	73 9% abd	132 5% a
DON'T USE THIS APP/ SITE	2633 94%	2194 94%	233 96%	133 97%	74 97%	2633 94%	2284 93%	312 98% a	376 97% b	2257 94%	2633 94%	789 98% bcd	1091 95% c	713 89%	2633 94% c

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

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

# IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	33	7	9	12
	1%	1%	1%	2%
USE MORE THAN ONE PROFILE	1	*	1	-
	*%	*%	*%	-%
DON'T KNOW HOW MANY PROFILES	1	*	-	-
	*%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	132	20	55	31
	5%	4%	5%	5%
DON'T USE THIS APP/ SITE	2633	512	1086	527
	94%	95%	94%	92%

Columns Tested: a,b,c

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

**IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	8	1	1	6	-	-	-	8	8	*	8	-	*	*	8	1	8
	*%	*%	*%	1%	-%	-%	-%	*%	1%	*%	1%	-%	*%	*%	*%	*%	*%
				fg					b		bdfg						
USE BUT DON'T HAVE A PROFILE	52	14	24	4	9	-	1	52	34	18	18	14	18	3	32	20	52
	2%	3%	5%	1%	2%	-%	*%	2%	3%	1%	2%	2%	3%	*%	2%	2%	2%
		cef	cdefg		ef			ef	b		d	d	d		d	d	d
DON'T USE THIS APP/ SITE	2739	413	475	490	505	429	427	2739	1324	1405	751	789	592	579	1540	1171	2739
	98%	96%	95%	98%	98%	100%	100%	98%	97%	99%	97%	98%	97%	99%	97%	98%	98%
				b	b	abcdg	abcdg	b		a				aceg			

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

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

## IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	8 *%	8 *%	- -%	- -%	* *%	8 *%	8 *%	1 *%	- -%	8 *%	8 *%	- -%	1 *%	8 1% abd	8 *%
USE BUT DON'T HAVE A PROFILE	52 2%	47 2%	4 2%	* *%	1 1%	52 2%	50 2% b	- -%	9 2%	43 2%	52 2%	17 2%	18 2%	18 2%	52 2%
DON'T USE THIS APP/ SITE	2739 98%	2288 98%	240 98%	137 100% a	74 98%	2739 98%	2386 98%	317 100% a	379 98%	2360 98%	2739 98%	785 98%	1134 98% c	779 97%	2739 98%

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



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

# IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	8	5	1	2
	%	1%	%	%
		b		
USE BUT DON'T HAVE A PROFILE	52	9	24	13
	2%	2%	2%	2%
DON'T USE THIS APP/ SITE	2739	526	1126	555
	98%	97%	98%	97%

Columns Tested: a,b,c

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

**IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
USE ONE PROFILE	832	205	208	152	145	82	41	832	477	351	245	262	181	140	507	321	832
	30%	48%	42%	30%	28%	19%	10%	30%	35%	25%	32%	33%	30%	24%	32%	27%	30%
		cdefg	cdefg	ef	ef	f		ef	b		d	df			df		d
USE MORE THAN ONE PROFILE	151	53	50	25	13	10	*	151	94	55	43	55	27	25	98	52	151
	5%	12%	10%	5%	3%	2%	*%	5%	7%	4%	6%	7%	4%	4%	6%	4%	5%
		cdefg	cdefg	f	f	f		def	b			f					
DON'T KNOW HOW MANY PROFILES	20	6	4	-	2	4	4	20	7	12	1	*	7	8	2	14	20
	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
		c											be	abe		abe	e
USE BUT DON'T HAVE A PROFILE	1250	133	167	250	270	239	190	1250	572	675	350	346	283	255	696	538	1250
	45%	31%	33%	50%	53%	56%	44%	45%	42%	47%	45%	43%	46%	44%	44%	45%	45%
				ab	abfg	abfg	ab	ab		a							
DON'T USE THIS APP/ SITE	547	32	71	73	84	94	193	547	216	329	136	140	112	155	276	266	547
	20%	8%	14%	15%	16%	22%	45%	20%	16%	23%	18%	17%	18%	27%	17%	22%	20%
			a	a	a	abc	abcdeg	abc		a				abceg		abe	

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

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

## IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
USE ONE PROFILE	832	691	79	38	24	832	747	75	99	733	832	118	371	341	832
	30%	29%	32%	28%	32%	30%	31%	23%	25%	30%	30%	15%	32%	42%	30%
							b						a	abd	a
USE MORE THAN ONE PROFILE	151	128	15	5	3	151	138	11	7	144	151	16	57	78	151
	5%	5%	6%	4%	4%	5%	6%	3%	2%	6%	5%	2%	5%	10%	5%
										a	a		a	abd	a
DON'T KNOW HOW MANY PROFILES	20	18	2	-	-	20	19	1	5	15	20	10	8	2	20
	1%	1%	1%	-%	-%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%
												c			
USE BUT DON'T HAVE A PROFILE	1250	1064	96	56	34	1250	1089	150	188	1061	1250	336	552	351	1250
	45%	45%	39%	40%	45%	45%	45%	47%	48%	44%	45%	42%	48%	44%	45%
													a		
DON'T USE THIS APP/ SITE	547	443	52	38	14	547	450	81	90	458	547	322	164	33	547
	20%	19%	21%	28%	19%	20%	18%	26%	23%	19%	20%	40%	14%	4%	20%
				ade				a				bcd	c		bc

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

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

# IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
USE ONE PROFILE	832	168	348	146
	30%	31%	30%	26%
USE MORE THAN ONE PROFILE	151	42	58	24
	5%	8%	5%	4%
		c		
DON'T KNOW HOW MANY PROFILES	20	10	3	*
	1%	2%	*%	*%
		bc		
USE BUT DON'T HAVE A PROFILE	1250	223	507	295
	45%	41%	44%	52%
				ab
DON'T USE THIS APP/ SITE	547	95	236	105
	20%	18%	20%	18%

Columns Tested: a,b,c

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

# IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	42	8	15	8	8	1	2	42	27	15	14	9	11	8	23	19	42
Effective Weighted Sample	23	3	9	5	6	1	2	23	16	7	9	6	6	6	15	9	23
Total	50	6	25	7	11	*	1	50	39	11	25	13	10	3	38	12	50
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

#### IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	42	32	2	3	5	42	38	2	5	37	42	5	21	16	42
Effective Weighted Sample	23	20	1	3	5	23	21	2	3	20	23	3	10	11	23
Total	50	45	3	1	1	50	47	1	7	43	50	7	25	18	50
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

#### IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	42	8	19	11
Effective Weighted Sample	23	5	11	6
Total	50	10	22	15
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c

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

# IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	152	44	29	41	22	15	1	152	98	53	50	46	26	29	96	55	152
Effective Weighted Sample	83	23	19	23	14	10	1	83	55	27	33	23	17	14	55	27	83
Total	146	23	41	33	30	18	1	146	97	48	53	45	35	12	98	47	146
USE ONE PROFILE	23	**	**	**	**	**	**	23	**	**	**	**	**	**	**	**	23
	16%	**	**	**	**	**	**	16%	**	**	**	**	**	**	**	**	16%
USE MORE THAN ONE PROFILE	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	2%
DON'T KNOW HOW MANY PROFILES	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**	*
	*0%	**	**	**	**	**	**	*0%	**	**	**	**	**	**	**	**	*0%
USE BUT DON'T HAVE A PROFILE	120	**	**	**	**	**	**	120	**	**	**	**	**	**	**	**	120
	82%	**	**	**	**	**	**	82%	**	**	**	**	**	**	**	**	82%

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



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

# IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	~b	~c	d
Unweighted total	152	121	9	7	15	152	135	12	8	144	152	11	52	89	152
Effective Weighted Sample	83	72	5	6	9	83	73	8	4	79	83	8	25	51	83
Total	146	129	10	2	4	146	126	15	7	139	146	11	47	88	146
USE ONE PROFILE	23	16	**	**	**	23	17	**	**	23	23	**	**	**	23
	16%	13%	**	**	**	16%	13%	**	**	17%	16%	**	**	**	16%
USE MORE THAN ONE PROFILE	2	2	**	**	**	2	1	**	**	2	2	**	**	**	2
	2%	1%	**	**	**	2%	1%	**	**	2%	2%	**	**	**	2%
DON'T KNOW HOW MANY PROFILES	*	*	**	**	**	*	*	**	**	*	*	**	**	**	*
	*%	*%	**	**	**	*%	*%	**	**	*%	*%	**	**	**	*%
USE BUT DON'T HAVE A PROFILE	120	111	**	**	**	120	109	**	**	113	120	**	**	**	120
	82%	86%	**	**	**	82%	86%	**	**	81%	82%	**	**	**	82%

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

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

# IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	152	31	54	36
Effective Weighted Sample	83	18	31	18
Total	146	28	54	41
USE ONE PROFILE	23	**	**	**
	16%	**	**	**
USE MORE THAN ONE PROFILE	2	**	**	**
	2%	**	**	**
DON'T KNOW HOW MANY PROFILES	*	**	**	**
	*%	**	**	**
USE BUT DON'T HAVE A PROFILE	120	**	**	**
	82%	**	**	**

Columns Tested: a,b,c

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

# IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents who use Dubsmash to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	40	20	10	7	3	-	-	40	22	18	13	10	9	7	23	16	40
Effective Weighted Sample	23	11	6	6	3	-	-	23	12	12	8	6	6	4	13	10	23
Total	43	14	15	9	5	-	-	43	25	19	18	9	10	6	28	16	43
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

# IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents who use Dubsmash to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	40	33	2	1	4	40	37	2	6	34	40	8	18	14	40
Effective Weighted Sample	23	20	2	1	2	23	22	1	4	19	23	6	8	10	23
Total	43	40	2	*	1	43	42	1	7	36	43	9	19	15	43
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

#### IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents who use Dubsmash to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	40	11	10	6
Effective Weighted Sample	23	8	7	4
Total	43	13	10	10
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**
	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c

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

**IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK**

Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2490	470	368	456	406	362	428	2490	1063	1412	607	701	445	724	1308	1169	2490
Effective Weighted Sample	1368	243	225	271	252	196	247	1368	596	765	354	382	271	379	736	628	1368
Total	1956	219	402	391	386	298	261	1956	891	1057	528	536	448	432	1064	881	1956
USE ONE PROFILE	1571	160	292	311	330	256	222	1571	687	877	418	437	352	356	855	708	1571
	80%	73%	73%	80%	85%	86%	85%	80%	77%	83%	79%	82%	79%	82%	80%	80%	80%
					ab	ab	ab	ab		a							
USE MORE THAN ONE PROFILE	139	17	48	32	20	18	3	139	67	72	45	33	29	30	78	59	139
	7%	8%	12%	8%	5%	6%	1%	7%	7%	7%	9%	6%	7%	7%	7%	7%	7%
		f	defg	f	f	f		f									
DON'T KNOW HOW MANY PROFILES	11	3	-	-	2	2	4	11	3	8	1	2	5	2	3	7	11
	1%	1%	-%	-%	1%	1%	1%	1%	*%	1%	*%	*%	1%	*%	*%	1%	1%
							c										
USE BUT DON'T HAVE A PROFILE	235	39	61	48	34	23	32	235	134	100	65	64	62	44	129	106	235
	12%	18%	15%	12%	9%	8%	12%	12%	15%	9%	12%	12%	14%	10%	12%	12%	12%
		deg	de						b								

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

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

# IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2490	1759	245	243	243	2490	2203	254	318	2172	2490	582	1053	839	2490
Effective Weighted Sample	1368	1068	135	133	128	1368	1223	136	170	1202	1368	299	567	501	1368
Total	1956	1624	175	100	57	1956	1705	232	279	1677	1956	485	796	662	1956
USE ONE PROFILE	1571	1292	147	87	46	1571	1366	190	217	1355	1571	370	656	534	1571
	80%	80%	84%	87%	81%	80%	80%	82%	78%	81%	80%	76%	82%	81%	80%
				a									a		
USE MORE THAN ONE PROFILE	139	116	10	8	5	139	125	14	27	112	139	32	42	64	139
	7%	7%	6%	8%	9%	7%	7%	6%	10%	7%	7%	7%	5%	10%	7%
														b	
DON'T KNOW HOW MANY PROFILES	11	11	-	-	-	11	8	4	3	8	11	9	2	*	11
	1%	1%	-%	-%	-%	1%	*%	2%	1%	*%	1%	2%	*%	*%	1%
												bcd			
USE BUT DON'T HAVE A PROFILE	235	205	19	5	6	235	206	25	32	203	235	74	96	63	235
	12%	13%	11%	5%	10%	12%	12%	11%	12%	12%	12%	15%	12%	9%	12%
		c				c						c			

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

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

#### IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2490	488	1048	480
Effective Weighted Sample	1368	259	604	260
Total	1956	389	814	397
USE ONE PROFILE	1571	303	658	338
	80%	78%	81%	85%
				a
USE MORE THAN ONE PROFILE	139	43	55	12
	7%	11%	7%	3%
		bc	c	
DON'T KNOW HOW MANY PROFILES	11	4	*	*
	1%	1%	*%	*%
		b		
USE BUT DON'T HAVE A PROFILE	235	40	101	47
	12%	10%	12%	12%

Columns Tested: a,b,c



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

**IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM**

Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1906	741	353	344	219	150	99	1906	791	1097	497	600	366	421	1097	787	1906
Effective Weighted Sample	1034	390	215	217	142	79	69	1034	426	605	281	324	213	229	603	424	1034
Total	1468	375	392	288	231	130	53	1468	659	801	446	443	335	235	889	570	1468
USE ONE PROFILE	875	172	236	194	155	85	**	875	375	493	273	255	200	144	527	344	875
	60%	46%	60%	68%	67%	66%	**	60%	57%	62%	61%	58%	60%	61%	59%	60%	60%
		a	a	ag	a	a		a									
USE MORE THAN ONE PROFILE	268	141	72	32	17	5	**	268	95	172	79	89	51	45	167	96	268
	18%	38%	18%	11%	7%	4%	**	18%	14%	21%	18%	20%	15%	19%	19%	17%	18%
		bcdeg	cde					cde		a							
DON'T KNOW HOW MANY PROFILES	8	4	-	3	-	1	**	8	7	1	-	1	1	5	1	6	8
	1%	1%	-%	1%	-%	1%	**	1%	1%	*%	-%	*%	*%	2%	*%	1%	1%
														abeg		e	
USE BUT DON'T HAVE A PROFILE	318	59	84	59	59	39	**	318	182	134	95	99	83	41	193	124	318
	22%	16%	21%	20%	26%	30%	**	22%	28%	17%	21%	22%	25%	17%	22%	22%	22%
					a	a		a	b								

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

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

# IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1906	1430	155	154	167	1906	1712	161	273	1633	1906	299	870	736	1906
Effective Weighted Sample	1034	848	78	76	96	1034	940	84	145	892	1034	137	485	429	1034
Total	1468	1263	102	65	39	1468	1319	125	231	1237	1468	255	654	559	1468
USE ONE PROFILE	875	742	68	37	28	875	773	87	123	751	875	125	383	366	875
	60%	59%	67%	57%	71%	60%	59%	70%	53%	61%	60%	49%	59%	65%	60%
					ae			a						abd	a
USE MORE THAN ONE PROFILE	268	234	15	13	6	268	247	18	49	219	268	34	118	116	268
	18%	19%	15%	19%	16%	18%	19%	15%	21%	18%	18%	13%	18%	21%	18%
DON'T KNOW HOW MANY PROFILES	8	8	-	-	-	8	8	-	1	7	8	2	5	1	8
	1%	1%	-%	-%	-%	1%	1%	-%	*%	1%	1%	1%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	318	279	18	16	5	318	290	19	58	260	318	93	148	77	318
	22%	22%	18%	24%	13%	22%	22%	16%	25%	21%	22%	37%	23%	14%	22%
		d				d						bcd	c		c

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

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

#### IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1906	410	673	332
Effective Weighted Sample	1034	227	384	175
Total	1468	306	567	284
USE ONE PROFILE	875	162	341	187
	60%	53%	60%	66%
				a
USE MORE THAN ONE PROFILE	268	73	90	32
	18%	24%	16%	11%
		bc		
DON'T KNOW HOW MANY PROFILES	8	4	2	-
	1%	1%	*%	-%
USE BUT DON'T HAVE A PROFILE	318	66	133	64
	22%	22%	24%	23%

Columns Tested: a,b,c

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

## IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents who use LinkedIn for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	488	76	81	111	90	75	55	488	280	205	219	158	46	62	377	108	488
Effective Weighted Sample	288	42	50	78	63	38	39	288	167	123	133	95	27	37	226	62	288
Total	410	36	79	87	107	67	34	410	261	147	211	123	40	35	334	75	410
USE ONE PROFILE	311	**	**	63	**	**	**	311	191	118	160	101	**	**	261	49	311
	76%	**	**	72%	**	**	**	76%	73%	80%	76%	82%	**	**	78%	65%	76%
												f			f		
USE MORE THAN ONE PROFILE	14	**	**	6	**	**	**	14	10	4	12	1	**	**	13	1	14
	3%	**	**	6%	**	**	**	3%	4%	3%	6%	1%	**	**	4%	2%	3%
DON'T KNOW HOW MANY PROFILES	1	**	**	-	**	**	**	1	-	1	-	-	**	**	-	-	1
	*%	**	**	-%	**	**	**	*%	-%	*%	-%	-%	**	**	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	85	**	**	18	**	**	**	85	59	25	39	21	**	**	59	25	85
	21%	**	**	21%	**	**	**	21%	23%	17%	18%	17%	**	**	18%	33%	21%
																abeg	

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

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

# IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents who use LinkedIn for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	488	369	49	38	32	488	439	45	40	448	488	44	188	256	488
Effective Weighted Sample	288	235	29	32	28	288	276	21	28	260	288	19	114	162	288
Total	410	354	36	14	6	410	360	49	37	374	410	43	148	219	410
USE ONE PROFILE	311	264	**	**	**	311	269	**	**	292	311	**	107	179	311
	76%	74%	**	**	**	76%	75%	**	**	78%	76%	**	73%	81%	76%
USE MORE THAN ONE PROFILE	14	13	**	**	**	14	14	**	**	14	14	**	6	7	14
	3%	4%	**	**	**	3%	4%	**	**	4%	3%	**	4%	3%	3%
DON'T KNOW HOW MANY PROFILES	1	1	**	**	**	1	1	**	**	1	1	**	1	-	1
	*%	*%	**	**	**	*%	*%	**	**	*%	*%	**	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	85	77	**	**	**	85	77	**	**	67	85	**	34	34	85
	21%	22%	**	**	**	21%	21%	**	**	18%	21%	**	23%	15%	21%

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

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

#### IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents who use LinkedIn for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	b	c
Unweighted total	488	65	177	165
Effective Weighted Sample	288	43	108	93
Total	410	50	148	158
USE ONE PROFILE	311	**	106	135
	76%	**	72%	85%
				b
USE MORE THAN ONE PROFILE	14	**	3	8
	3%	**	2%	5%
DON'T KNOW HOW MANY PROFILES	1	**	-	-
	*%	**	-%	-%
USE BUT DON'T HAVE A PROFILE	85	**	38	16
	21%	**	26%	10%
			c	

Columns Tested: a,b,c

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

# IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	77	42	20	9	2	4	-	77	58	18	27	19	23	7	46	30	77
Effective Weighted Sample	43	18	15	6	2	4	-	43	33	11	18	10	14	5	27	16	43
Total	74	25	25	11	5	7	-	74	60	14	33	11	27	3	44	30	74
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

# IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	77	60	8	6	3	77	67	5	9	68	77	12	32	33	77
Effective Weighted Sample	43	35	6	3	2	43	38	4	5	38	43	8	18	18	43
Total	74	64	6	2	1	74	67	4	11	63	74	11	36	26	74
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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



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

# IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	77	13	32	16
Effective Weighted Sample	43	7	18	10
Total	74	14	32	16
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**
	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c

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

# IN17H. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PERISCOPE

Base : All respondents who use Periscope to watch or share live stream videos

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	60	25	14	9	5	6	1	60	38	21	22	20	13	5	42	18	60
Effective Weighted Sample	34	10	8	7	4	4	1	34	22	13	12	13	8	3	24	10	34
Total	64	18	20	12	7	7	1	64	48	16	26	21	15	1	48	17	64
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

# IN17H. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PERISCOPE

Base : All respondents who use Periscope to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	60	48	7	2	3	60	58	-	3	57	60	7	25	28	60
Effective Weighted Sample	34	29	5	2	3	34	33	-	2	32	34	4	11	19	34
Total	64	58	5	1	*	64	63	-	6	58	64	9	22	34	64
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

#### IN17H. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PERISCOPE

Base : All respondents who use Periscope to watch or share live stream videos

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	60	10	22	16
Effective Weighted Sample	34	7	13	10
Total	64	9	26	22
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c

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

**IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST**

Base : All respondents who use Pinterest for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	735	269	111	118	97	76	64	735	182	547	188	237	136	165	425	301	735
Effective Weighted Sample	406	131	74	69	67	51	28	406	107	296	122	139	71	82	261	145	406
Total	547	127	118	100	101	61	41	547	151	393	155	170	127	92	325	219	547
USE ONE PROFILE	311	77	69	53	**	**	**	311	76	232	90	101	71	48	191	118	311
	57%	61%	59%	54%	**	**	**	57%	50%	59%	58%	59%	56%	52%	59%	54%	57%
USE MORE THAN ONE PROFILE	12	4	2	2	**	**	**	12	1	10	3	5	3	1	7	4	12
	2%	3%	1%	2%	**	**	**	2%	1%	3%	2%	3%	2%	1%	2%	2%	2%
DON'T KNOW HOW MANY PROFILES	3	2	-	-	**	**	**	3	-	3	-	2	-	1	2	1	3
	1%	2%	-%	-%	**	**	**	1%	-%	1%	-%	1%	-%	1%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	222	44	47	44	**	**	**	222	74	148	62	63	53	43	125	96	222
	40%	34%	40%	44%	**	**	**	40%	49%	38%	40%	37%	42%	46%	38%	44%	40%
									b								

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

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

# IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents who use Pinterest for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	735	536	82	52	65	735	639	79	98	637	735	92	309	333	735
Effective Weighted Sample	406	319	50	39	53	406	359	44	53	353	406	51	161	194	406
Total	547	461	54	20	12	547	468	67	69	478	547	65	220	262	547
USE ONE PROFILE	311	263	**	**	**	311	264	**	**	280	311	**	117	164	311
	57%	57%	**	**	**	57%	56%	**	**	59%	57%	**	53%	63%	57%
USE MORE THAN ONE PROFILE	12	10	**	**	**	12	9	**	**	11	12	**	5	4	12
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%	2%	2%
DON'T KNOW HOW MANY PROFILES	3	2	**	**	**	3	1	**	**	1	3	**	-	-	3
	1%	*%	**	**	**	1%	*%	**	**	*%	1%	**	-%	-%	1%
USE BUT DON'T HAVE A PROFILE	222	186	**	**	**	222	194	**	**	186	222	**	98	94	222
	40%	40%	**	**	**	40%	42%	**	**	39%	40%	**	45%	36%	40%

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

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

# IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents who use Pinterest for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	735	146	233	154
Effective Weighted Sample	406	77	132	96
Total	547	95	190	124
USE ONE PROFILE	311	47	101	83
	57%	49%	53%	67%
				ab
USE MORE THAN ONE PROFILE	12	4	1	4
	2%	4%	1%	3%
DON'T KNOW HOW MANY PROFILES	3	-	-	-
	1%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	222	45	88	37
	40%	47%	46%	30%
		c	c	

Columns Tested: a,b,c

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

**IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT**

Base : All respondents who use Reddit for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	462	238	86	72	36	25	5	462	301	154	131	171	85	70	302	155	462
Effective Weighted Sample	253	120	56	44	28	17	4	253	170	79	82	99	44	39	177	74	253
Total	323	107	86	59	47	21	2	323	223	97	112	103	73	32	216	105	323
USE ONE PROFILE	157	55	**	**	**	**	**	157	115	40	53	57	**	**	110	46	157
	49%	51%	**	**	**	**	**	49%	51%	41%	47%	55%	**	**	51%	44%	49%
USE MORE THAN ONE PROFILE	15	10	**	**	**	**	**	15	10	6	6	5	**	**	11	5	15
	5%	10%	**	**	**	**	**	5%	4%	6%	5%	4%	**	**	5%	4%	5%
USE BUT DON'T HAVE A PROFILE	150	42	**	**	**	**	**	150	99	52	53	42	**	**	95	54	150
	47%	39%	**	**	**	**	**	47%	44%	53%	47%	40%	**	**	44%	52%	47%

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



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

## IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents who use Reddit for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	462	339	53	28	42	462	424	34	29	433	462	40	193	229	462
Effective Weighted Sample	253	196	32	18	26	253	229	23	17	236	253	19	105	133	253
Total	323	270	31	12	10	323	298	23	22	301	323	35	126	162	323
USE ONE PROFILE	157	126	**	**	**	157	142	**	**	153	157	**	55	92	157
	49%	47%	**	**	**	49%	48%	**	**	51%	49%	**	44%	57% b	49%
USE MORE THAN ONE PROFILE	15	13	**	**	**	15	15	**	**	14	15	**	9	6	15
	5%	5%	**	**	**	5%	5%	**	**	4%	5%	**	7%	4%	5%
USE BUT DON'T HAVE A PROFILE	150	130	**	**	**	150	141	**	**	135	150	**	61	64	150
	47%	48%	**	**	**	47%	47%	**	**	45%	47%	**	49%	39%	47%

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

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

#### IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents who use Reddit for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	~c
Unweighted total	462	109	155	92
Effective Weighted Sample	253	58	81	58
Total	323	77	113	70
USE ONE PROFILE	157	34	52	**
	49%	44%	46%	**
USE MORE THAN ONE PROFILE	15	6	1	**
	5%	8%	1%	**
USE BUT DON'T HAVE A PROFILE	150	37	60	**
	47%	48%	53%	**

Columns Tested: a,b,c

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

**IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT**

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1136	685	216	130	74	23	8	1136	480	644	283	363	228	241	646	469	1136
Effective Weighted Sample	596	353	137	83	48	16	7	596	252	339	165	178	128	125	343	247	596
Total	833	352	258	117	77	24	4	833	378	449	242	251	192	134	493	326	833
USE ONE PROFILE	535	247	166	73	**	**	**	535	216	315	148	164	120	94	311	214	535
	64%	70%	64%	62%	**	**	**	64%	57%	70%	61%	65%	62%	70%	63%	66%	64%
									a								
USE MORE THAN ONE PROFILE	55	36	17	2	**	**	**	55	19	36	14	13	15	10	27	25	55
	7%	10%	7%	2%	**	**	**	7%	5%	8%	6%	5%	8%	8%	5%	8%	7%
		cg															
DON'T KNOW HOW MANY PROFILES	6	2	3	*	**	**	**	6	6	*	-	4	1	*	4	2	6
	1%	*%	1%	*%	**	**	**	1%	1%	*%	-%	1%	1%	*%	1%	1%	1%
									b								
USE BUT DON'T HAVE A PROFILE	236	67	72	42	**	**	**	236	137	98	80	71	56	30	151	85	236
	28%	19%	28%	36%	**	**	**	28%	36%	22%	33%	28%	29%	22%	31%	26%	28%
			a	a				a	b		d						

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

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

# IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	1136	861	94	83	98	1136	1026	85	202	934	1136	166	521	449	1136
Effective Weighted Sample	596	494	43	39	61	596	537	51	103	494	596	77	274	252	596
Total	833	719	57	38	19	833	761	55	160	673	833	139	369	325	833
USE ONE PROFILE	535	456	**	**	**	535	479	**	98	437	535	70	230	235	535
	64%	63%	**	**	**	64%	63%	**	61%	65%	64%	50%	62%	72% abd	64% a
USE MORE THAN ONE PROFILE	55	49	**	**	**	55	53	**	11	44	55	10	26	20	55
	7%	7%	**	**	**	7%	7%	**	7%	7%	7%	7%	7%	6%	7%
DON'T KNOW HOW MANY PROFILES	6	5	**	**	**	6	6	**	-	6	6	2	1	3	6
	1%	1%	**	**	**	1%	1%	**	-%	1%	1%	1%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	236	209	**	**	**	236	223	**	51	186	236	58	112	66	236
	28%	29%	**	**	**	28%	29%	**	32%	28%	28%	42% cd	30% c	20%	28% c

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

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

#### IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1136	268	361	152
Effective Weighted Sample	596	147	198	88
Total	833	196	311	116
USE ONE PROFILE	535	130	188	76
	64%	66%	61%	66%
USE MORE THAN ONE PROFILE	55	15	17	1
	7%	8%	6%	1%
		c		
DON'T KNOW HOW MANY PROFILES	6	2	1	3
	1%	1%	*%	2%
USE BUT DON'T HAVE A PROFILE	236	49	104	36
	28%	25%	33%	31%

Columns Tested: a,b,c

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

## IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1249	642	242	187	114	43	21	1249	532	702	319	360	269	280	679	549	1249
Effective Weighted Sample	656	349	150	120	67	26	12	656	288	367	190	184	146	136	373	277	656
Total	952	321	286	167	121	45	12	952	459	486	277	251	242	170	528	411	952
USE ONE PROFILE	472	191	137	82	42	**	**	472	192	275	130	133	115	86	263	200	472
	50%	60%	48%	49%	34%	**	**	50%	42%	57%	47%	53%	47%	50%	50%	49%	50%
		bcdg		d				d		a							
USE MORE THAN ONE PROFILE	108	57	33	11	6	**	**	108	42	65	23	33	32	16	57	48	108
	11%	18%	12%	6%	5%	**	**	11%	9%	13%	8%	13%	13%	9%	11%	12%	11%
		cdg															
DON'T KNOW HOW MANY PROFILES	2	1	*	1	-	**	**	2	1	1	1	*	-	*	1	*	2
	*%	*%	*%	*%	-%	**	**	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	371	71	115	74	74	**	**	371	224	146	123	84	95	68	207	163	371
	39%	22%	40%	44%	61%	**	**	39%	49%	30%	44%	33%	39%	40%	39%	40%	39%
			a	a	abcg			a	b		b						

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

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

# IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	~c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1249	933	102	96	118	1249	1117	104	214	1035	1249	176	561	511	1249
Effective Weighted Sample	656	533	49	60	60	656	585	62	108	549	656	83	284	293	656
Total	952	817	65	41	29	952	852	80	169	783	952	140	425	386	952
USE ONE PROFILE	472	396	37	**	19	472	418	41	76	396	472	53	200	219	472
	50%	49%	57%	**	66%	50%	49%	51%	45%	51%	50%	38%	47%	57%	50%
					ae									abd	a
USE MORE THAN ONE PROFILE	108	96	5	**	2	108	100	5	18	90	108	17	53	37	108
	11%	12%	8%	**	6%	11%	12%	7%	11%	11%	11%	12%	13%	10%	11%
DON'T KNOW HOW MANY PROFILES	2	2	-	**	*	2	2	-	1	1	2	1	1	-	2
	*%	*%	-%	**	1%	*%	*%	-%	*%	*%	*%	1%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	371	323	22	**	8	371	331	33	75	296	371	69	171	130	371
	39%	40%	34%	**	26%	39%	39%	42%	44%	38%	39%	49%	40%	34%	39%
		d										c			

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

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

#### IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1249	304	392	184
Effective Weighted Sample	656	163	219	101
Total	952	241	333	153
USE ONE PROFILE	472	113	156	82
	50%	47%	47%	54%
USE MORE THAN ONE PROFILE	108	34	37	10
	11%	14%	11%	7%
DON'T KNOW HOW MANY PROFILES	2	1	*	-
	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	371	92	140	60
	39%	38%	42%	39%

Columns Tested: a,b,c



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

## IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents who use Tumblr for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	140	67	43	11	10	7	2	140	56	79	36	46	28	29	82	57	140
Effective Weighted Sample	72	45	28	7	8	5	2	72	31	39	22	23	16	16	45	31	72
Total	110	26	55	10	12	7	1	110	48	60	34	37	21	14	71	36	110
USE ONE PROFILE	41	**	**	**	**	**	**	41	**	**	**	**	**	**	**	**	41
	37%	**	**	**	**	**	**	37%	**	**	**	**	**	**	**	**	37%
USE MORE THAN ONE PROFILE	8	**	**	**	**	**	**	8	**	**	**	**	**	**	**	**	8
	7%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	**	7%
USE BUT DON'T HAVE A PROFILE	61	**	**	**	**	**	**	61	**	**	**	**	**	**	**	**	61
	55%	**	**	**	**	**	**	55%	**	**	**	**	**	**	**	**	55%

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

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

# IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents who use Tumblr for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	~b	~c	d
Unweighted total	140	110	8	9	13	140	130	4	15	125	140	12	58	70	140
Effective Weighted Sample	72	63	6	6	12	72	67	3	8	64	72	9	28	37	72
Total	110	101	4	3	2	110	104	2	13	97	110	8	44	59	110
USE ONE PROFILE	41	38	**	**	**	41	38	**	**	40	41	**	**	**	41
	37%	37%	**	**	**	37%	36%	**	**	41%	37%	**	**	**	37%
USE MORE THAN ONE PROFILE	8	7	**	**	**	8	8	**	**	8	8	**	**	**	8
	7%	7%	**	**	**	7%	8%	**	**	8%	7%	**	**	**	7%
USE BUT DON'T HAVE A PROFILE	61	57	**	**	**	61	58	**	**	50	61	**	**	**	61
	55%	56%	**	**	**	55%	56%	**	**	51%	55%	**	**	**	55%

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

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

# IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents who use Tumblr for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	140	29	54	27
Effective Weighted Sample	72	17	28	16
Total	110	23	42	28
USE ONE PROFILE	41	**	**	**
	37%	**	**	**
USE MORE THAN ONE PROFILE	8	**	**	**
	7%	**	**	**
USE BUT DON'T HAVE A PROFILE	61	**	**	**
	55%	**	**	**

Columns Tested: a,b,c

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

# IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	567	335	115	69	32	12	4	567	364	194	151	181	124	105	332	229	567
Effective Weighted Sample	301	173	77	45	23	8	3	301	198	98	95	89	69	53	184	114	301
Total	436	167	144	64	45	12	3	436	290	141	138	129	116	51	267	167	436
USE ONE PROFILE	174	78	64	**	**	**	**	174	120	51	53	58	36	25	111	62	174
	40%	47%	45%	**	**	**	**	40%	41%	37%	38%	45%	31%	50%	42%	37%	40%
													c				
USE MORE THAN ONE PROFILE	26	8	6	**	**	**	**	26	22	2	6	9	11	*	15	11	26
	6%	5%	4%	**	**	**	**	6%	8%	2%	4%	7%	9%	1%	6%	7%	6%
									b				d				
DON'T KNOW HOW MANY PROFILES	*	*	-	**	**	**	**	*	-	*	*	-	-	-	*	-	*
	*%	*%	-%	**	**	**	**	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	235	81	73	**	**	**	**	235	148	86	79	61	69	25	140	95	235
	54%	48%	51%	**	**	**	**	54%	51%	62%	57%	47%	60%	50%	52%	56%	54%

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

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

# IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	567	451	51	37	28	567	517	36	54	513	567	69	261	237	567
Effective Weighted Sample	301	250	29	18	16	301	275	24	28	273	301	33	139	132	301
Total	436	377	35	18	5	436	401	26	45	391	436	61	190	184	436
USE ONE PROFILE	174	149	**	**	**	174	154	**	**	161	174	**	74	84	174
	40%	39%	**	**	**	40%	38%	**	**	41%	40%	**	39%	46%	40%
USE MORE THAN ONE PROFILE	26	22	**	**	**	26	22	**	**	22	26	**	13	7	26
	6%	6%	**	**	**	6%	5%	**	**	6%	6%	**	7%	4%	6%
DON'T KNOW HOW MANY PROFILES	*	*	**	**	**	*	*	**	**	*	*	**	*	-	*
	*%	*%	**	**	**	*%	*%	**	**	*%	*%	**	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	235	206	**	**	**	235	225	**	**	208	235	**	103	94	235
	54%	55%	**	**	**	54%	56%	**	**	53%	54%	**	54%	51%	54%

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

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

#### IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	~c
Unweighted total	567	141	180	81
Effective Weighted Sample	301	80	100	48
Total	436	96	170	73
USE ONE PROFILE	174	48	55	**
	40%	50%	32%	**
		b		
USE MORE THAN ONE PROFILE	26	6	10	**
	6%	6%	6%	**
DON'T KNOW HOW MANY PROFILES	*	*	-	**
	*%	*%	-%	**
USE BUT DON'T HAVE A PROFILE	235	42	105	**
	54%	44%	62%	**
		a		

Columns Tested: a,b,c

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

**IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER**

Base : All respondents who use Twitter for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1256	408	184	248	171	153	92	1256	633	611	364	412	211	263	776	474	1256
Effective Weighted Sample	685	222	113	159	113	83	62	685	355	326	213	225	119	142	437	248	685
Total	931	181	208	197	159	139	47	931	515	409	316	302	177	133	619	310	931
USE ONE PROFILE	647	102	133	158	121	99	**	647	364	277	228	205	111	103	433	214	647
	70%	57%	64%	80%	76%	71%	**	70%	71%	68%	72%	68%	63%	77%	70%	69%	70%
				abg	ab	a		a						bc			
USE MORE THAN ONE PROFILE	77	31	21	12	8	4	**	77	36	40	22	28	17	9	50	26	77
	8%	17%	10%	6%	5%	3%	**	8%	7%	10%	7%	9%	9%	7%	8%	8%	8%
		cdeg															
DON'T KNOW HOW MANY PROFILES	2	1	-	1	-	-	**	2	1	1	1	*	*	1	1	1	2
	*%	1%	-%	*%	-%	-%	**	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	204	47	54	27	29	36	**	204	113	90	65	69	49	20	134	69	204
	22%	26%	26%	14%	18%	26%	**	22%	22%	22%	21%	23%	27%	15%	22%	22%	22%
		c	c			c		c					d				

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

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

# IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER

Base : All respondents who use Twitter for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1256	903	136	105	112	1256	1118	115	114	1142	1256	158	536	557	1256
Effective Weighted Sample	685	547	65	51	85	685	627	57	56	631	685	68	304	328	685
Total	931	782	80	46	22	931	820	92	88	843	931	133	373	422	931
USE ONE PROFILE	647	540	58	33	16	647	577	66	55	593	647	88	255	301	647
	70%	69%	72%	71%	74%	70%	70%	72%	62%	70%	70%	66%	68%	71%	70%
USE MORE THAN ONE PROFILE	77	60	9	5	3	77	64	8	5	72	77	2	31	43	77
	8%	8%	12%	11%	12%	8%	8%	9%	6%	9%	8%	2%	8%	10%	8%
DON'T KNOW HOW MANY PROFILES	2	1	1	*	-	2	2	-	-	2	2	1	1	1	2
	*%	*%	1%	*%	-%	*%	*%	-%	-%	*%	*%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	204	181	12	8	3	204	178	18	28	176	204	42	86	76	204
	22%	23%	15%	18%	14%	22%	22%	19%	32%	21%	22%	32%	23%	18%	22%

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



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

# IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER

Base : All respondents who use Twitter for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1256	260	452	276
Effective Weighted Sample	685	140	268	149
Total	931	188	362	228
USE ONE PROFILE	647	117	259	172
	70%	62%	71%	75%
				a
USE MORE THAN ONE PROFILE	77	20	24	16
	8%	10%	7%	7%
DON'T KNOW HOW MANY PROFILES	2	-	1	-
	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	204	52	78	40
	22%	28%	22%	18%
		c		

Columns Tested: a,b,c

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

## IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	~b	~a	~b	~c	~d	e	~f	g
Unweighted total	169	37	37	40	22	25	8	169	111	56	58	46	35	30	104	65	169
Effective Weighted Sample	94	17	23	25	14	17	7	94	61	33	38	25	20	14	63	31	94
Total	167	18	54	38	27	23	6	167	113	52	64	46	42	15	110	57	167
USE ONE PROFILE	33	**	**	**	**	**	**	33	22	**	**	**	**	**	27	**	33
	20%	**	**	**	**	**	**	20%	20%	**	**	**	**	**	25%	**	20%
USE MORE THAN ONE PROFILE	1	**	**	**	**	**	**	1	-	**	**	**	**	**	1	**	1
	*%	**	**	**	**	**	**	*%	-%	**	**	**	**	**	1%	**	*%
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	**	**	1	1	**	**	**	**	**	1	**	1
	*%	**	**	**	**	**	**	*%	1%	**	**	**	**	**	*%	**	*%
USE BUT DON'T HAVE A PROFILE	132	**	**	**	**	**	**	132	90	**	**	**	**	**	81	**	132
	79%	**	**	**	**	**	**	79%	80%	**	**	**	**	**	74%	**	79%

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

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

## IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	~b	~c	d
Unweighted total	169	135	11	11	12	169	160	7	7	162	169	7	69	93	169
Effective Weighted Sample	94	86	4	7	11	94	89	6	3	96	94	3	36	61	94
Total	167	149	11	5	2	167	160	6	12	154	167	13	61	92	167
USE ONE PROFILE	33	31	**	**	**	33	33	**	**	32	33	**	**	**	33
	20%	21%	**	**	**	20%	20%	**	**	21%	20%	**	**	**	20%
USE MORE THAN ONE PROFILE	1	1	**	**	**	1	1	**	**	1	1	**	**	**	1
	*%	*%	**	**	**	*%	*%	**	**	*%	*%	**	**	**	*%
DON'T KNOW HOW MANY PROFILES	1	1	**	**	**	1	1	**	**	*	1	**	**	**	1
	*%	1%	**	**	**	*%	*%	**	**	*%	*%	**	**	**	*%
USE BUT DON'T HAVE A PROFILE	132	117	**	**	**	132	126	**	**	121	132	**	**	**	132
	79%	78%	**	**	**	79%	79%	**	**	78%	79%	**	**	**	79%

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

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

# IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	169	34	63	39
Effective Weighted Sample	94	21	37	23
Total	167	28	65	43
USE ONE PROFILE	33	**	**	**
20%		**	**	**
USE MORE THAN ONE PROFILE	1	**	**	**
*%		**	**	**
DON'T KNOW HOW MANY PROFILES	1	**	**	**
*%		**	**	**
USE BUT DON'T HAVE A PROFILE	132	**	**	**
79%		**	**	**

Columns Tested: a,b,c

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

# IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents who use YouNow to watch or share live stream videos

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Significance Level: 95%																	
Unweighted total	50	19	16	8	5	-	2	50	32	17	20	9	12	9	29	21	50
Effective Weighted Sample	27	8	9	5	4	-	2	27	18	8	11	7	7	6	17	9	27
Total	61	15	25	10	9	-	1	61	42	18	26	14	18	3	40	21	61
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

# IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents who use YouNow to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	50	40	4	1	5	50	46	2	7	43	50	11	17	22	50
Effective Weighted Sample	27	23	3	1	3	27	25	2	4	23	27	6	7	14	27
Total	61	55	4	*	1	61	58	1	9	51	61	17	18	26	61
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

#### IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents who use YouNow to watch or share live stream videos

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	50	10	20	10
Effective Weighted Sample	27	5	12	6
Total	61	14	26	15
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

Columns Tested: a,b,c

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

**IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE**

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2859	787	405	492	428	395	352	2859	1395	1445	719	877	512	724	1596	1236	2859
Effective Weighted Sample	1577	413	254	299	257	222	199	1577	787	780	433	484	304	371	916	654	1577
Total	2253	396	429	427	430	335	235	2253	1150	1093	640	663	498	428	1303	926	2253
USE ONE PROFILE	832	205	208	152	145	82	41	832	477	351	245	262	181	140	507	321	832
	37%	52%	48%	35%	34%	25%	18%	37%	41%	32%	38%	40%	36%	33%	39%	35%	37%
		cdefg	cdefg	ef	ef			ef	b			d			d		
USE MORE THAN ONE PROFILE	151	53	50	25	13	10	*	151	94	55	43	55	27	25	98	52	151
	7%	13%	12%	6%	3%	3%	*%	7%	8%	5%	7%	8%	5%	6%	8%	6%	7%
		cdefg	cdefg	f	f	f		def	b								
DON'T KNOW HOW MANY PROFILES	20	6	4	-	2	4	4	20	7	12	1	*	7	8	2	14	20
	1%	1%	1%	-%	1%	1%	2%	1%	1%	1%	*%	*%	1%	2%	*%	2%	1%
		c					c						be	abe		abe	e
USE BUT DON'T HAVE A PROFILE	1250	133	167	250	270	239	190	1250	572	675	350	346	283	255	696	538	1250
	55%	34%	39%	59%	63%	71%	81%	55%	50%	62%	55%	52%	57%	60%	53%	58%	55%
				ab	abg	abcdg	abcdeg	ab		a				be		b	

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



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

# IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2859	2094	265	241	259	2859	2555	262	362	2497	2859	563	1316	972	2859
Effective Weighted Sample	1577	1260	143	150	133	1577	1419	143	196	1382	1577	292	727	566	1577
Total	2253	1901	192	99	61	2253	1993	236	299	1954	2253	480	989	772	2253
USE ONE PROFILE	832	691	79	38	24	832	747	75	99	733	832	118	371	341	832
	37%	36%	41%	39%	39%	37%	37%	32%	33%	38%	37%	25%	38%	44%	37%
													a	abd	a
USE MORE THAN ONE PROFILE	151	128	15	5	3	151	138	11	7	144	151	16	57	78	151
	7%	7%	8%	5%	5%	7%	7%	4%	2%	7%	7%	3%	6%	10%	7%
										a	a			abd	a
DON'T KNOW HOW MANY PROFILES	20	18	2	-	-	20	19	1	5	15	20	10	8	2	20
	1%	1%	1%	-%	-%	1%	1%	*%	2%	1%	1%	2%	1%	*%	1%
												c			
USE BUT DON'T HAVE A PROFILE	1250	1064	96	56	34	1250	1089	150	188	1061	1250	336	552	351	1250
	55%	56%	50%	56%	56%	55%	55%	64%	63%	54%	55%	70%	56%	45%	55%
								a	bc			bcd	c		c
Columns Tested: a,b,c,d,e - a,b - a,b,c - a,b,c,d															

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

# IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2859	575	1100	561
Effective Weighted Sample	1577	306	634	320
Total	2253	444	915	466
USE ONE PROFILE	832	168	348	146
	37%	38%	38%	31%
			c	
USE MORE THAN ONE PROFILE	151	42	58	24
	7%	10%	6%	5%
		c		
DON'T KNOW HOW MANY PROFILES	20	10	3	*
	1%	2%	*%	*%
		bc		
USE BUT DON'T HAVE A PROFILE	1250	223	507	295
	55%	50%	55%	63%
				ab

Columns Tested: a,b,c

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

## SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
BitChute	10 *%	* *%	4 1%	3 1%	3 1%	- -%	- -%	10 *%	9 1%	1 *%	7 1%	- -%	3 *%	* *%	7 *%	3 *%	10 *%
									b		bd						
Dailymotion	2 *%	* *%	1 *%	- -%	* *%	- -%	- -%	2 *%	2 *%	- -%	1 *%	- -%	1 *%	* *%	1 *%	2 *%	2 *%
Dubsmash	2 *%	* *%	- -%	1 *%	- -%	- -%	- -%	2 *%	* *%	1 *%	1 *%	- -%	* *%	- -%	1 *%	* *%	2 *%
Facebook	139 5%	17 4%	48 10%	32 6%	20 4%	18 4%	3 1%	139 5%	67 5%	72 5%	45 6%	33 4%	29 5%	30 5%	78 5%	59 5%	139 5%
		f	adefg	f	f	f		f									
Instagram	268 10%	141 33%	72 14%	32 6%	17 3%	5 1%	1 *%	268 10%	95 7%	172 12%	79 10%	89 11%	51 8%	45 8%	167 11%	96 8%	268 10%
		bcddefg	cdefg	ef	f			def		a							
LinkedIn	14 1%	1 *%	6 1%	6 1%	2 *%	1 *%	- -%	14 1%	10 1%	4 *%	12 2%	1 *%	1 *%	- -%	13 1%	1 *%	14 1%
			f	f							bcdfg				df		
OnlyFans	7 *%	4 1%	1 *%	2 *%	- -%	- -%	- -%	7 *%	4 *%	3 *%	2 *%	1 *%	5 1%	- -%	3 *%	5 *%	7 *%
		g											d				
Periscope	8 *%	1 *%	4 1%	2 *%	- -%	- -%	- -%	8 *%	2 *%	5 *%	2 *%	5 1%	- -%	- -%	8 *%	- -%	8 *%
			f									f			f		
Pinterest	12 *%	4 1%	2 *%	2 *%	1 *%	- -%	3 1%	12 *%	1 *%	10 1%	3 *%	5 1%	3 *%	1 *%	7 *%	4 *%	12 *%
										a							
Reddit	15 1%	10 2%	4 1%	- -%	1 *%	- -%	- -%	15 1%	10 1%	6 *%	6 1%	5 1%	2 *%	3 *%	11 1%	5 *%	15 1%
		cdefg															
Snapchat	55 2%	36 8%	17 3%	2 *%	- -%	- -%	- -%	55 2%	19 1%	36 3%	14 2%	13 2%	15 2%	10 2%	27 2%	25 2%	55 2%
		bcddefg	cdef					cdef									

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

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

**SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
TikTok	108	57	33	11	6	-	-	108	42	65	23	33	32	16	57	48	108
	4%	13%	7%	2%	1%	-%	-%	4%	3%	5%	3%	4%	5%	3%	4%	4%	4%
		bcdefg	cdefg	ef	f			def					d				
Tumblr	8	2	4	2	-	-	-	8	5	2	3	1	4	*	4	4	8
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
Twitch	26	8	6	8	4	-	-	26	22	2	6	9	11	*	15	11	26
	1%	2%	1%	2%	1%	-%	-%	1%	2%	*%	1%	1%	2%	*%	1%	1%	1%
		ef	f	ef					b			d	d		d	d	d
Twitter	77	31	21	12	8	4	*	77	36	40	22	28	17	9	50	26	77
	3%	7%	4%	2%	2%	1%	*%	3%	3%	3%	3%	4%	3%	2%	3%	2%	3%
		cdefg	ef	f	f			f				d					
Vimeo	1	*	1	-	-	-	-	1	-	1	-	1	-	*	1	*	1
	*%	*%	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%
YouTube	151	53	50	25	13	10	*	151	94	55	43	55	27	25	98	52	151
	5%	12%	10%	5%	3%	2%	*%	5%	7%	4%	6%	7%	4%	4%	6%	4%	5%
		cdefg	cdefg	f	f	f		def	b			f					
ANY OF THESE	576	213	178	92	56	29	8	576	271	300	170	182	124	92	352	216	576
	21%	50%	36%	18%	11%	7%	2%	21%	20%	21%	22%	23%	20%	16%	22%	18%	21%
		bcdefg	cdefg	def	f	f		def			d	df			df		d
NONE OF THESE	2224	215	322	408	459	399	420	2224	1095	1122	606	621	485	491	1227	976	2224
	79%	50%	64%	82%	89%	93%	98%	79%	80%	79%	78%	77%	80%	84%	78%	82%	79%
			a	ab	abcg	abcg	abcdeg	ab						abeg		be	

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

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

**SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
BitChute	10 *%	10 *%	- -%	- -%	* *%	10 *%	10 *%	- -%	- -%	10 *%	10 *%	- -%	7 1%	3 *%	10 *%
Dailymotion	2 *%	2 *%	- -%	- -%	* 1%	2 *%	1 *%	- -%	- -%	2 *%	2 *%	- -%	* *%	2 *%	2 *%
Dubsmash	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	* *%	1 *%	2 *%	- -%	* *%	1 *%	2 *%
Facebook	139 5%	116 5%	10 4%	8 6%	5 6%	139 5%	125 5%	14 4%	27 7%	112 5%	139 5%	32 4%	42 4%	64 8% abd	139 5%
Instagram	268 10%	234 10%	15 6%	13 9%	6 8%	268 10%	247 10%	18 6%	49 13%	219 9%	268 10%	34 4%	118 10% a	116 14% abd	268 10% a
LinkedIn	14 1%	13 1%	1 1%	- -%	* *%	14 1%	14 1%	- -%	* *%	14 1%	14 1%	1 *%	6 1%	7 1%	14 1%
OnlyFans	7 *%	7 *%	- -%	- -%	1 1%	7 *%	7 *%	- -%	2 1%	5 *%	7 *%	4 *%	1 *%	3 *%	7 *%
Periscope	8 *%	8 *%	- -%	- -%	- -%	8 *%	8 *%	- -%	- -%	8 *%	8 *%	1 *%	- -%	7 1% b	8 *%
Pinterest	12 *%	10 *%	1 *%	1 1%	* *%	12 *%	9 *%	2 1%	1 *%	11 *%	12 *%	3 *%	5 *%	4 1%	12 *%
Reddit	15 1%	13 1%	1 1%	1 *%	* *%	15 1%	15 1%	1 *%	2 *%	14 1%	15 1%	* *%	9 1%	6 1%	15 1%
Snapchat	55 2%	49 2%	3 1%	3 2%	1 2%	55 2%	53 2%	2 1%	11 3%	44 2%	55 2%	10 1%	26 2%	20 2%	55 2%
TikTok	108 4%	96 4%	5 2%	4 3%	2 2%	108 4%	100 4%	5 2%	18 5%	90 4%	108 4%	17 2%	53 5% a	37 5% a	108 4%

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

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

**SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Tumblr	8 *%	7 *%	1 *%	- -%	* *%	8 *%	8 *%	- -%	- -%	8 *%	8 *%	- -%	3 *%	5 1%	8 *%
Twitch	26 1%	22 1%	- -%	2 2%	1 2%	26 1%	22 1%	4 1%	4 1%	22 1%	26 1%	6 1%	13 1%	7 1%	26 1%
Twitter	77 3%	60 3%	9 4%	5 4%	3 4%	77 3%	64 3%	8 3%	5 1%	72 3%	77 3%	2 *%	31 3% a	43 5% abd	77 3% a
Vimeo	1 *%	1 *%	- -%	- -%	* *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	* *%	1 *%
YouTube	151 5%	128 5%	15 6%	5 4%	3 4%	151 5%	138 6%	11 3%	7 2%	144 6% a	151 5% a	16 2%	57 5% a	78 10% abd	151 5% a
ANY OF THESE	576 21%	492 21%	44 18%	26 19%	15 20%	576 21%	522 21% b	44 14%	82 21%	494 20%	576 21%	95 12%	248 21% a	234 29% abd	576 21% a
NONE OF THESE	2224 79%	1851 79%	200 82%	112 81%	61 80%	2224 79%	1922 79%	273 86% a	306 79%	1917 80%	2224 79%	706 88% bcd	905 79% c	571 71%	2224 79% c

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

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

# **SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
BitChute	10	2	7	1
	%	%	1%	%
Dailymotion	2	1	1	-
	%	%	%	-%
Dubsmash	2	-	*	1
	%	-%	%	%
Facebook	139	43	55	12
	5%	8%	5%	2%
		bc	c	
Instagram	268	73	90	32
	10%	13%	8%	6%
		bc		
LinkedIn	14	2	3	8
	1%	%	%	1%
				b
OnlyFans	7	5	2	-
	%	1%	%	-%
Periscope	8	5	2	-
	%	1%	%	-%
Pinterest	12	4	1	4
	%	1%	%	1%
Reddit	15	6	1	4
	1%	1%	%	1%
		b		
Snapchat	55	15	17	1
	2%	3%	2%	%
		c	c	

Columns Tested: a,b,c

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

# **SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
TikTok	108	34	37	10
	4%	6%	3%	2%
		bc		
Tumblr	8	4	4	*
	*%	1%	*%	*%
Twitch	26	6	10	6
	1%	1%	1%	1%
Twitter	77	20	24	16
	3%	4%	2%	3%
Vimeo	1	*	1	-
	*%	*%	*%	-%
YouTube	151	42	58	24
	5%	8%	5%	4%
		c		
ANY OF THESE	576	151	212	83
	21%	28%	18%	15%
		bc		
NONE OF THESE	2224	389	940	487
	79%	72%	82%	85%
			a	a

Columns Tested: a,b,c



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

**IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)**

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	797	433	153	114	49	33	15	797	349	438	201	273	148	162	474	310	797
Effective Weighted Sample	420	230	94	79	31	22	9	420	192	224	115	142	79	84	256	157	420
Total	576	213	178	92	56	29	8	576	271	300	170	182	124	92	352	216	576
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	237	96	71	36	**	**	**	237	113	120	72	78	49	35	149	83	237
	41%	45%	40%	39%	**	**	**	41%	42%	40%	42%	43%	39%	38%	42%	39%	41%
I have one account for my closest friends and another for my wider circle of friends	201	78	62	29	**	**	**	201	75	124	65	51	47	37	116	84	201
	35%	37%	35%	31%	**	**	**	35%	28%	41% a	38%	28%	38%	41%	33%	39% b	35%
I have separate account(s) for business purposes/ for promoting my business	165	52	56	26	**	**	**	165	92	71	69	47	35	13	116	48	165
	29%	25%	32%	28%	**	**	**	29%	34% b	24%	40% bdfg	26% d	28% d	15%	33% df	22%	29% d
I have more than one but I no longer use them all	111	40	33	16	**	**	**	111	63	47	21	46	25	20	67	44	111
	19%	19%	18%	17%	**	**	**	19%	23% b	16%	12%	25% a	20%	22%	19%	21%	19%
I have different accounts for sharing/ posting my own content and for following other people	107	42	36	17	**	**	**	107	67	39	38	29	28	12	67	39	107
	19%	20%	20%	19%	**	**	**	19%	25% b	13%	23%	16%	22%	13%	19%	18%	19%
I have an account for my parents/ family to see	94	33	39	13	**	**	**	94	41	52	26	31	22	15	57	38	94
	16%	15%	22%	14%	**	**	**	16%	15%	17%	15%	17%	18%	17%	16%	18%	16%

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

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

**IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)**

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	797	433	153	114	49	33	15	797	349	438	201	273	148	162	474	310	797
Effective Weighted Sample	420	230	94	79	31	22	9	420	192	224	115	142	79	84	256	157	420
Total	576	213	178	92	56	29	8	576	271	300	170	182	124	92	352	216	576
I have a 'real' or authentic account and another that is my curated or photoshopped one	44	9	21	7	**	**	**	44	31	13	18	10	12	4	28	16	44
	8%	4%	12%	7%	**	**	**	8%	11%	4%	10%	6%	9%	4%	8%	7%	8%
		a							b								
Some other reason	13	5	5	2	**	**	**	13	5	8	1	5	3	4	6	7	13
	2%	2%	3%	2%	**	**	**	2%	2%	3%	1%	3%	2%	5%	2%	3%	2%
Don't know	21	10	3	6	**	**	**	21	15	6	3	4	3	8	7	12	21
	4%	5%	2%	7%	**	**	**	4%	6%	2%	2%	2%	3%	9%	2%	5%	4%
									b					abeg		e	

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

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

**IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)**

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	797	601	68	62	66	797	717	61	102	695	797	107	357	333	797
Effective Weighted Sample	420	341	36	31	37	420	375	42	54	367	420	55	183	188	420
Total	576	492	44	26	15	576	522	44	82	494	576	95	248	234	576
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	237	202	**	**	**	237	210	**	37	199	237	30	90	116	237
	41%	41%	**	**	**	41%	40%	**	45%	40%	41%	32%	36%	50% abd	41%
I have one account for my closest friends and another for my wider circle of friends	201	169	**	**	**	201	182	**	25	176	201	28	89	84	201
	35%	34%	**	**	**	35%	35%	**	30%	36%	35%	29%	36%	36%	35%
I have separate account(s) for business purposes/ for promoting my business	165	148	**	**	**	165	146	**	23	142	165	21	71	72	165
	29%	30%	**	**	**	29%	28%	**	27%	29%	29%	22%	29%	31%	29%
I have more than one but I no longer use them all	111	95	**	**	**	111	106	**	7	104	111	6	56	49	111
	19%	19%	**	**	**	19%	20%	**	9%	21% a	19%	6%	23% a	21% a	19% a
I have different accounts for sharing/ posting my own content and for following other people	107	93	**	**	**	107	100	**	13	95	107	11	53	44	107
	19%	19%	**	**	**	19%	19%	**	16%	19%	19%	12%	21%	19%	19%
I have an account for my parents/ family to see	94	86	**	**	**	94	88	**	8	87	94	10	42	43	94
	16%	17%	**	**	**	16%	17%	**	10%	18%	16%	10%	17%	18%	16%

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

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

**IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)**

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	797	601	68	62	66	797	717	61	102	695	797	107	357	333	797
Effective Weighted Sample	420	341	36	31	37	420	375	42	54	367	420	55	183	188	420
Total	576	492	44	26	15	576	522	44	82	494	576	95	248	234	576
I have a 'real' or authentic account and another that is my curated or photoshopped one	44	41	**	**	**	44	37	**	4	40	44	6	20	18	44
	8%	8%	**	**	**	8%	7%	**	4%	8%	8%	6%	8%	8%	8%
Some other reason	13	10	**	**	**	13	12	**	1	11	13	*	5	8	13
	2%	2%	**	**	**	2%	2%	**	2%	2%	2%	1%	2%	3%	2%
Don't know	21	18	**	**	**	21	18	**	5	16	21	9	8	4	21
	4%	4%	**	**	**	4%	3%	**	6%	3%	4%	9%	3%	2%	4%

c

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

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

**IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)**

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	~c
Unweighted total	797	194	271	97
Effective Weighted Sample	420	109	144	53
Total	576	151	212	83
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	237 41%	59 39%	77 36%	** **
I have one account for my closest friends and another for my wider circle of friends	201 35%	64 43%	65 31%	** **
I have separate account(s) for business purposes/ for promoting my business	165 29%	38 25%	73 34%	** **
I have more than one but I no longer use them all	111 19%	21 14%	49 23%	** **
I have different accounts for sharing/ posting my own content and for following other people	107 19%	32 21%	39 19%	** **
I have an account for my parents/ family to see	94 16%	21 14%	41 19%	** **

Columns Tested: a,b,c

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

**IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)**

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	~c
Unweighted total	797	194	271	97
Effective Weighted Sample	420	109	144	53
Total	576	151	212	83
I have a 'real' or authentic account and another that is my curated or photoshopped one	44	6	23	**
	8%	4%	11%	**
Some other reason	13	7	3	**
	2%	4%	1%	**
Don't know	21	3	8	**
	4%	2%	4%	**

Columns Tested: a,b,c

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
YouTube	2253	396	429	427	430	335	235	2253	1150	1093	640	663	498	428	1303	926	2253
	80%	92%	86%	85%	84%	78%	55%	80%	84%	77%	82%	83%	82%	73%	83%	78%	80%
		bcdefg	efg	efg	f	f		f	b		df	df	d		df		d
Facebook	2057	248	416	409	396	309	279	2057	937	1111	548	568	481	449	1116	930	2057
	73%	58%	83%	82%	77%	72%	65%	73%	69%	78%	71%	71%	79%	77%	71%	78%	73%
			aefg	aefg	af	a	a	af		a			abeg	abe		abeg	
WhatsApp	2012	327	387	395	366	300	237	2012	926	1078	591	605	417	383	1196	800	2012
	72%	76%	77%	79%	71%	70%	55%	72%	68%	76%	76%	75%	68%	66%	76%	67%	72%
		f	ef	defg	f	f		f		a	cdf	cdf			cdfg		df
Instagram	1510	383	399	297	235	137	58	1510	684	818	452	456	346	246	909	592	1510
	54%	89%	80%	59%	46%	32%	14%	54%	50%	57%	58%	57%	57%	42%	58%	50%	54%
		bcdefg	cdefg	def	ef	f		def		a	df	df	df		df	d	df
TikTok	952	321	286	167	121	45	12	952	459	486	277	251	242	170	528	411	952
	34%	75%	57%	33%	24%	11%	3%	34%	34%	34%	36%	31%	40%	29%	33%	35%	34%
		bcdefg	cdefg	def	ef	f		def			d		bdeg			d	d
Twitter	931	181	208	197	159	139	47	931	515	409	316	302	177	133	619	310	931
	33%	42%	42%	39%	31%	32%	11%	33%	38%	29%	41%	38%	29%	23%	39%	26%	33%
		defg	defg	dfg	f	f		f	b		cdfg	cdf	d		cdfg		df
Snapchat	912	368	290	128	91	29	6	912	421	485	266	272	215	144	538	359	912
	33%	86%	58%	26%	18%	7%	2%	33%	31%	34%	34%	34%	35%	25%	34%	30%	33%
		bcdefg	cdefg	def	ef	f		cdef			d	d	d		d	d	d
FaceTime	884	218	174	149	142	107	95	884	358	523	273	265	198	142	538	340	884
	32%	51%	35%	30%	28%	25%	22%	32%	26%	37%	35%	33%	32%	24%	34%	29%	32%
		bcdefg	ef	f				ef		a	df	d	d		df		d
Zoom	793	99	137	176	149	133	99	793	402	387	326	230	144	90	556	234	793
	28%	23%	27%	35%	29%	31%	23%	28%	29%	27%	42%	29%	24%	15%	35%	20%	28%
				abfg		af		af			bcdefg	df	d		bcdfg		df
Microsoft Teams	617	147	135	114	122	74	25	617	306	308	243	211	88	68	454	156	617
	22%	34%	27%	23%	24%	17%	6%	22%	22%	22%	31%	26%	14%	12%	29%	13%	22%
		bcdefg	ef	f	ef	f		f			cdfg	cdfg			cdfg		cdf

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Skype	565	55	114	115	112	85	84	565	321	242	214	166	117	66	380	183	565
	20%	13%	23%	23%	22%	20%	20%	20%	23%	17%	28%	21%	19%	11%	24%	15%	20%
		a	a	a	a	a	a	a	b		bcdfg	df	d		dfg	d	df
Pinterest	547	127	118	100	101	61	41	547	151	393	155	170	127	92	325	219	547
	20%	30%	24%	20%	20%	14%	10%	20%	11%	28%	20%	21%	21%	16%	21%	18%	20%
		cdefg	ef	f	f			ef		a		d			d		
iMessage (by Apple)	495	128	127	92	76	46	26	495	205	288	160	142	114	75	302	189	495
	18%	30%	25%	18%	15%	11%	6%	18%	15%	20%	21%	18%	19%	13%	19%	16%	18%
		cdefg	cdefg	ef	f	f		ef		a	df	d	d		d		d
Twitch	436	167	144	64	45	12	3	436	290	141	138	129	116	51	267	167	436
	16%	39%	29%	13%	9%	3%	1%	16%	21%	10%	18%	16%	19%	9%	17%	14%	16%
		bcddefg	cdefg	ef	ef	f		def	b		d	d	df		d	d	d
LinkedIn	410	36	79	87	107	67	34	410	261	147	211	123	40	35	334	75	410
	15%	8%	16%	17%	21%	16%	8%	15%	19%	10%	27%	15%	7%	6%	21%	6%	15%
			af	af	afg	af		af	b		bcddefg	cdf			bcddefg		cdf
Reddit	323	107	86	59	47	21	2	323	223	97	112	103	73	32	216	105	323
	12%	25%	17%	12%	9%	5%	0%	12%	16%	7%	14%	13%	12%	5%	14%	9%	12%
		bcddefg	defg	ef	ef	f		ef	b		df	df	d		df	d	df
Discord	274	133	88	39	9	5	1	274	172	97	87	92	61	33	179	93	274
	10%	31%	18%	8%	2%	1%	0%	10%	13%	7%	11%	11%	10%	6%	11%	8%	10%
		bcddefg	cdefg	def	f			def	b		df	df	d		df		d
Google Chat/ Google Meet/ Google Duo	238	45	61	51	51	20	10	238	142	94	105	63	46	23	168	69	238
	9%	11%	12%	10%	10%	5%	2%	9%	10%	7%	14%	8%	7%	4%	11%	6%	9%
		ef	efg	ef	ef			ef	b		bcddefg	d	d		df		df
Houseparty	172	81	56	20	9	5	1	172	78	92	67	48	37	19	114	56	172
	6%	19%	11%	4%	2%	1%	0%	6%	6%	6%	9%	6%	6%	3%	7%	5%	6%
		bcddefg	cdefg	ef				def			dfg	d			df		d
Vimeo	167	18	54	38	27	23	6	167	113	52	64	46	42	15	110	57	167
	6%	4%	11%	8%	5%	5%	1%	6%	8%	4%	8%	6%	7%	3%	7%	5%	6%
		f	adefg	af	f	f		f	b		df	d	d		df	d	d

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



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**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Telegram	158 6%	34 8% ef	33 7% ef	41 8% ef	35 7% ef	10 2%	5 1%	158 6% ef	104 8% b	53 4%	64 8% bdfg	41 5%	36 6% d	17 3%	105 7% df	53 4%	158 6% d
Dailymotion	146 5%	23 5% f	41 8% efg	33 7% f	30 6% f	18 4% f	1 *%	146 5% f	97 7% b	48 3%	53 7% df	45 6% d	35 6% d	12 2%	98 6% df	47 4%	146 5% d
Viber	133 5%	12 3%	39 8% aefg	40 8% aefg	22 4%	11 2%	9 2%	133 5% f	74 5%	58 4%	54 7% bdg	23 3%	34 6% b	22 4%	77 5% b	56 5%	133 5% b
Tumblr	110 4%	26 6% cdef	55 11% acdefg	10 2% f	12 2% f	7 2% f	1 *%	110 4% f	48 4%	60 4%	34 4%	37 5%	21 4%	14 2%	71 4%	36 3%	110 4%
WeChat	101 4%	15 4% f	39 8% adefg	21 4% ef	16 3% f	7 2%	2 *%	101 4% f	58 4%	43 3%	45 6% bdfg	20 2%	29 5% d	7 1%	65 4% d	36 3% d	101 4% d
Kik	94 3%	24 5% efg	28 6% ef	23 5% ef	16 3% ef	4 1%	- -%	94 3% ef	57 4%	37 3%	31 4%	16 2%	35 6% bdeg	12 2%	47 3%	47 4% b	94 3%
Signal	78 3%	7 2%	25 5% afg	15 3% f	20 4% af	9 2% f	2 *%	78 3% f	51 4% b	28 2%	35 4% bcfg	16 2%	12 2%	15 3%	51 3%	27 2%	78 3%
OnlyFans	74 3%	25 6% cdefg	25 5% defg	11 2% f	5 1%	7 2% f	- -%	74 3% f	60 4% b	14 1%	33 4% bd	11 1%	27 4% bd	3 *%	44 3% d	30 2% d	74 3% d
Periscope	64 2%	18 4% dfg	20 4% df	12 2% f	7 1%	7 2% f	1 *%	64 2% f	48 3% b	16 1%	26 3% df	21 3% d	15 3% d	1 *%	48 3% df	17 1% d	64 2% d
YouNow	61 2%	15 4% ef	25 5% cdefg	10 2% ef	9 2% ef	- -%	1 *%	61 2% ef	42 3% b	18 1%	26 3% d	14 2%	18 3% d	3 1%	40 3% d	21 2%	61 2% d

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

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Slack	59	12	18	12	11	5	-	59	40	19	25	18	9	6	43	15	59
	2%	3%	4%	2%	2%	1%	-%	2%	3%	1%	3%	2%	2%	1%	3%	1%	2%
		f	f	f	f	f		f	b		df				df		
BitChute	50	6	25	7	11	*	1	50	39	11	25	13	10	3	38	12	50
	2%	1%	5%	1%	2%	-%	-%	2%	3%	1%	3%	2%	2%	-%	2%	1%	2%
			acefg		ef			ef	b		dfg				df		d
Dubsmash	43	14	15	9	5	-	-	43	25	19	18	9	10	6	28	16	43
	2%	3%	3%	2%	1%	-%	-%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%
		defg	ef	ef				ef									
Other sites/ apps used	4	-	1	-	-	2	1	4	2	2	1	-	*	2	1	2	4
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
ANY OF THESE	2735	428	500	490	513	418	386	2735	1329	1394	756	792	598	562	1548	1159	2735
	98%	100%	100%	98%	100%	98%	90%	98%	97%	98%	97%	99%	98%	96%	98%	97%	98%
		cefg	cefg	f	cefg	f		f				d					
NONE OF THESE	65	*	*	10	2	11	42	65	37	28	21	11	12	21	32	33	65
	2%	-%	-%	2%	-%	2%	10%	2%	3%	2%	3%	1%	2%	4%	2%	3%	2%
				abd		abd	abcdeg	abd						b			

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
YouTube	2253	1901	192	99	61	2253	1993	236	299	1954	2253	480	989	772	2253
	80%	81%	79%	72%	81%	80%	82%	74%	77%	81%	80%	60%	86%	96%	80%
		c			c	c	b						ad	abd	a
Facebook	2057	1702	189	108	59	2057	1790	246	288	1769	2057	518	840	680	2057
	73%	73%	77%	78%	78%	73%	73%	77%	74%	73%	73%	65%	73%	85%	73%
													a	abd	a
WhatsApp	2012	1697	161	96	58	2012	1774	215	284	1728	2012	468	856	679	2012
	72%	72%	66%	70%	76%	72%	73%	68%	73%	72%	72%	58%	74%	84%	72%
					b								a	abd	a
Instagram	1510	1290	114	66	41	1510	1360	125	240	1270	1510	277	667	565	1510
	54%	55%	47%	48%	54%	54%	56%	39%	62%	53%	54%	35%	58%	70%	54%
		b					b		bc				a	abd	a
TikTok	952	817	65	41	29	952	852	80	169	783	952	140	425	386	952
	34%	35%	27%	30%	38%	34%	35%	25%	44%	32%	34%	17%	37%	48%	34%
		b			b	b	b		bc				a	abd	a
Twitter	931	782	80	46	22	931	820	92	88	843	931	133	373	422	931
	33%	33%	33%	34%	29%	33%	34%	29%	23%	35%	33%	17%	32%	52%	33%
										a	a		a	abd	a
Snapchat	912	785	66	40	20	912	828	62	181	731	912	163	398	350	912
	33%	34%	27%	29%	27%	33%	34%	20%	47%	30%	33%	20%	35%	43%	33%
							b		bc				a	abd	a
FaceTime	884	747	75	39	23	884	775	97	113	771	884	151	354	375	884
	32%	32%	31%	28%	31%	32%	32%	30%	29%	32%	32%	19%	31%	47%	32%
													a	abd	a
Zoom	793	672	70	32	19	793	702	84	56	737	793	110	307	375	793
	28%	29%	29%	24%	25%	28%	29%	27%	14%	31%	28%	14%	27%	47%	28%
										a	a		a	abd	a
Microsoft Teams	617	542	38	25	12	617	551	57	58	559	617	63	236	318	617
	22%	23%	16%	18%	16%	22%	23%	18%	15%	23%	22%	8%	20%	39%	22%
		bd				b				a	a		a	abd	a

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Skype	565	472	60	20	13	565	499	60	55	510	565	80	219	263	565
	20%	20%	25% c	15%	17%	20%	20%	19%	14%	21% a	20% a	10%	19% a	33% abd	20% a
Pinterest	547	461	54	20	12	547	468	67	69	478	547	65	220	262	547
	20%	20%	22%	15%	16%	20%	19%	21%	18%	20%	20%	8%	19% a	32% abd	20% a
iMessage (by Apple)	495	425	32	24	14	495	454	37	60	435	495	58	191	245	495
	18%	18%	13%	17%	19%	18%	19% b	12%	15%	18%	18%	7%	17% a	30% abd	18% a
Twitch	436	377	35	18	5	436	401	26	45	391	436	61	190	184	436
	16%	16% d	14% d	13%	7%	16% d	16% b	8%	12%	16%	16%	8%	17% a	23% abd	16% a
LinkedIn	410	354	36	14	6	410	360	49	37	374	410	43	148	219	410
	15%	15% d	15%	10%	8%	15% d	15%	15%	9%	15% a	15% a	5%	13% a	27% abd	15% a
Reddit	323	270	31	12	10	323	298	23	22	301	323	35	126	162	323
	12%	12%	13%	9%	13%	12%	12% b	7%	6%	12% a	12% a	4%	11% a	20% abd	12% a
Discord	274	233	21	17	3	274	242	23	26	248	274	35	125	115	274
	10%	10% d	9%	13% d	4%	10% d	10%	7%	7%	10%	10%	4%	11% a	14% abd	10% a
Google Chat/ Google Meet/ Google Duo	238	216	14	6	3	238	211	20	21	217	238	24	78	136	238
	9%	9% cd	6%	4%	3%	9% cd	9%	6%	5%	9%	9%	3%	7% a	17% abd	9% a
Houseparty	172	157	10	2	3	172	160	9	23	149	172	21	77	73	172
	6%	7% c	4%	2%	3%	6% c	7% b	3%	6%	6%	6%	3%	7% a	9% ad	6% a

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Vimeo	167 6%	149 6%	11 4%	5 3%	2 3%	167 6%	160 7% b	6 2%	12 3%	154 6% a	167 6%	13 2%	61 5% a	92 11% abd	167 6% a
Telegram	158 6%	135 6%	14 6%	6 5%	2 3%	158 6%	146 6% b	7 2%	16 4%	142 6%	158 6%	14 2%	51 4% a	91 11% abd	158 6% a
Dailymotion	146 5%	129 6% c	10 4%	2 2%	4 5% c	146 5% c	126 5%	15 5%	7 2%	139 6% a	146 5% a	11 1%	47 4% a	88 11% abd	146 5% a
Viber	133 5%	118 5%	10 4%	3 2%	2 3%	133 5%	122 5%	9 3%	19 5%	114 5%	133 5%	26 3%	40 4%	66 8% abd	133 5%
Tumblr	110 4%	101 4%	4 2%	3 2%	2 3%	110 4%	104 4% b	2 1%	13 3%	97 4%	110 4%	8 1%	44 4% a	59 7% abd	110 4% a
WeChat	101 4%	88 4%	5 2%	7 5% d	1 1%	101 4%	90 4%	4 1%	11 3%	89 4%	101 4%	12 2%	35 3%	52 7% abd	101 4% a
Kik	94 3%	85 4%	3 1%	5 3%	2 3%	94 3%	87 4%	4 1%	10 3%	85 4%	94 3%	14 2%	37 3%	43 5% abd	94 3%
Signal	78 3%	65 3%	8 3%	3 2%	2 2%	78 3%	67 3%	10 3%	6 2%	72 3%	78 3%	9 1%	27 2%	42 5% abd	78 3% a
OnlyFans	74 3%	64 3%	6 2%	2 2%	1 1%	74 3%	67 3%	4 1%	11 3%	63 3%	74 3%	11 1%	36 3%	26 3% a	74 3%
Periscope	64 2%	58 2%	5 2%	1 *%	* 1%	64 2%	63 3% b	- -%	6 2%	58 2%	64 2%	9 1%	22 2%	34 4% abd	64 2%

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
YouNow	61 2%	55 2%	4 2%	* *%	1 2%	61 2%	58 2%	1 *%	9 2%	51 2%	61 2%	17 2%	18 2%	26 3%	61 2%
		c					b							b	
Slack	59 2%	51 2%	4 2%	2 2%	1 2%	59 2%	52 2%	4 1%	9 2%	50 2%	59 2%	8 1%	19 2%	32 4%	59 2%
														abd	
BitChute	50 2%	45 2%	3 1%	1 1%	1 1%	50 2%	47 2%	1 *%	7 2%	43 2%	50 2%	7 1%	25 2%	18 2%	50 2%
Dubsmash	43 2%	40 2%	2 1%	* *%	1 2%	43 2%	42 2%	1 *%	7 2%	36 2%	43 2%	9 1%	19 2%	15 2%	43 2%
Other sites/ apps used	4 *%	2 *%	- -%	2 1%	* *%	4 *%	4 *%	- -%	1 *%	3 *%	4 *%	2 *%	- -%	- -%	4 *%
				ae											
ANY OF THESE	2735 98%	2289 98%	238 98%	135 98%	73 96%	2735 98%	2396 98%	301 95%	386 99%	2349 97%	2735 98%	756 94%	1144 99%	803 100%	2735 98%
							b						ad	ad	a
NONE OF THESE	65 2%	54 2%	6 2%	3 2%	3 4%	65 2%	48 2%	17 5%	3 1%	63 3%	65 2%	45 6%	8 1%	2 *%	65 2%
							a					bcd			bc

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

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
YouTube	2253	444	915	466
	80%	82%	80%	82%
Facebook	2057	408	854	415
	73%	76%	74%	73%
WhatsApp	2012	372	808	450
	72%	69%	70%	79%
				ab
Instagram	1510	316	585	287
	54%	59%	51%	50%
		bc		
TikTok	952	241	333	153
	34%	45%	29%	27%
		bc		
Twitter	931	188	362	228
	33%	35%	31%	40%
				b
Snapchat	912	217	331	132
	33%	40%	29%	23%
		bc	c	
FaceTime	884	163	332	194
	32%	30%	29%	34%
Zoom	793	123	329	218
	28%	23%	29%	38%
			a	ab
Microsoft Teams	617	99	229	184
	22%	18%	20%	32%
				ab

Columns Tested: a,b,c

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Skype	565	91	227	164
	20%	17%	20%	29%
				ab
Pinterest	547	95	190	124
	20%	18%	17%	22%
				b
iMessage (by Apple)	495	105	175	112
	18%	19%	15%	20%
Twitch	436	96	170	73
	16%	18%	15%	13%
LinkedIn	410	50	148	158
	15%	9%	13%	28%
				ab
Reddit	323	77	113	70
	12%	14%	10%	12%
		b		
Discord	274	72	91	43
	10%	13%	8%	8%
		bc		
Google Chat/ Google Meet/ Google Duo	238	35	87	74
	9%	6%	8%	13%
				ab
Houseparty	172	45	55	33
	6%	8%	5%	6%
		b		
Vimeo	167	28	65	43
	6%	5%	6%	8%

Columns Tested: a,b,c



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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Telegram	158	33	49	42
	6%	6%	4%	7% b
Dailymotion	146	28	54	41
	5%	5%	5%	7%
Viber	133	27	49	36
	5%	5%	4%	6%
Tumblr	110	23	42	28
	4%	4%	4%	5%
WeChat	101	25	38	17
	4%	5%	3%	3%
Kik	94	21	36	22
	3%	4%	3%	4%
Signal	78	14	27	28
	3%	3%	2%	5% b
OnlyFans	74	14	32	16
	3%	3%	3%	3%
Periscope	64	9	26	22
	2%	2%	2%	4%
YouNow	61	14	26	15
	2%	3%	2%	3%
Slack	59	12	21	19
	2%	2%	2%	3%
BitChute	50	10	22	15
	2%	2%	2%	3%

Columns Tested: a,b,c

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

**SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CALLING**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Dubsmash	43	13	10	10
	2%	2%	1%	2%
Other sites/ apps used	4	1	2	*
	*%	*%	*%	*%
ANY OF THESE	2735	529	1118	559
	98%	98%	97%	98%
NONE OF THESE	65	11	33	12
	2%	2%	3%	2%

Columns Tested: a,b,c

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

**IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on the these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3464	839	448	572	511	505	589	3464	1605	1837	850	1039	616	927	1889	1543	3464
Effective Weighted Sample	1890	433	276	340	311	286	321	1890	896	983	501	563	367	472	1062	818	1890
Total	2735	428	500	490	513	418	386	2735	1329	1394	756	792	598	562	1548	1159	2735
Strongly disagree	124	33	23	7	11	21	29	124	41	83	36	45	17	25	81	43	124
	5%	8%	5%	1%	2%	5%	8%	5%	3%	6%	5%	6%	3%	5%	5%	4%	5%
		cdg	c			c	cdg	c		a		c					
Slightly disagree	241	40	35	34	53	35	44	241	117	123	64	79	47	50	143	97	241
	9%	9%	7%	7%	10%	8%	11%	9%	9%	9%	8%	10%	8%	9%	9%	8%	9%
							c										
Neither agree nor disagree	452	42	66	58	96	88	101	452	246	205	120	107	115	99	226	214	452
	17%	10%	13%	12%	19%	21%	26%	17%	19%	15%	16%	13%	19%	18%	15%	18%	17%
					ac	abc	abcdg	ac	b				be			be	
Slightly agree	918	128	134	193	179	160	123	918	442	470	255	278	194	188	533	382	918
	34%	30%	27%	39%	35%	38%	32%	34%	33%	34%	34%	35%	32%	34%	34%	33%	34%
				abfg	b	ab		b									
Strongly agree	954	178	229	193	170	103	82	954	458	493	275	270	212	187	545	399	954
	35%	42%	46%	39%	33%	25%	21%	35%	34%	35%	36%	34%	35%	33%	35%	34%	35%
		defg	defg	ef	ef			ef									
Don't know	46	6	13	5	4	11	7	46	25	20	6	13	12	12	20	24	46
	2%	1%	3%	1%	1%	3%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%

**SUMMARY CODES**

TOTAL DISAGREE	365	73	58	41	64	56	74	365	158	206	100	124	65	75	224	140	365
	13%	17%	12%	8%	13%	13%	19%	13%	12%	15%	13%	16%	11%	13%	14%	12%	13%
		bcdg				c	bcdg	c				c					
TOTAL AGREE	1872	306	363	386	349	263	205	1872	900	962	530	548	406	375	1078	781	1872
	68%	72%	73%	79%	68%	63%	53%	68%	68%	69%	70%	69%	68%	67%	70%	67%	68%
		ef	ef	adefg	f	f		f									
TOTAL NEITHER/ DON'T KNOW	497	49	79	63	100	99	108	497	272	226	126	120	128	111	246	238	497
	18%	11%	16%	13%	19%	24%	28%	18%	20%	16%	17%	15%	21%	20%	16%	21%	18%
					ac	abdg	abcdg	ac	b				be			be	

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

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

**IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on the these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%	Total	a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3464	2506	335	315	308	3464	3072	338	447	3017	3464	895	1519	1020	3464
Effective Weighted Sample	1890	1494	181	175	167	1890	1690	184	243	1650	1890	461	841	588	1890
Total	2735	2289	238	135	73	2735	2396	301	386	2349	2735	756	1144	803	2735
Strongly disagree	124 5%	107 5%	10 4%	4 3%	3 4%	124 5%	115 5%	8 3%	24 6%	100 4%	124 5%	50 7% b	36 3%	37 5%	124 5%
Slightly disagree	241 9%	206 9%	18 7%	13 10%	4 5%	241 9%	198 8%	37 12%	53 14% bc	189 8%	241 9%	84 11% c	106 9% c	44 6%	241 9% c
Neither agree nor disagree	452 17%	365 16%	45 19%	32 24% ade	10 14%	452 17%	394 16%	53 17%	58 15%	393 17%	452 17%	188 25% bcd	174 15% c	83 10%	452 17% c
Slightly agree	918 34%	775 34% c	81 34%	34 25%	27 37% c	918 34% c	794 33%	116 39%	116 30%	801 34%	918 34%	241 32%	418 37% c	250 31%	918 34%
Strongly agree	954 35%	798 35%	82 34%	46 34%	28 39%	954 35%	856 36% b	81 27%	122 32%	832 35%	954 35%	174 23%	392 34% a	386 48% abd	954 35% a
Don't know	46 2%	37 2%	3 1%	5 3%	1 1%	46 2%	40 2%	6 2%	13 3% b	33 1%	46 2%	19 3% c	19 2% c	3 *%	46 2% c
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	365 13%	314 14%	28 12%	18 13%	6 9%	365 13%	313 13%	45 15%	77 20% bc	289 12%	365 13%	134 18% bcd	142 12%	81 10%	365 13% c
TOTAL AGREE	1872 68%	1573 69% c	163 68%	81 60%	55 76% ce	1872 68% c	1650 69%	197 66%	238 62%	1634 70% a	1872 68% a	415 55%	810 71% a	636 79% abd	1872 68% a

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

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

**IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on the these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3464	2506	335	315	308	3464	3072	338	447	3017	3464	895	1519	1020	3464
Effective Weighted Sample	1890	1494	181	175	167	1890	1690	184	243	1650	1890	461	841	588	1890
Total	2735	2289	238	135	73	2735	2396	301	386	2349	2735	756	1144	803	2735
TOTAL NEITHER/ DON'T KNOW	497	402	48	36	11	497	433	58	71	426	497	207	193	86	497
	18%	18%	20%	27%	15%	18%	18%	19%	18%	18%	18%	27%	17%	11%	18%
				ade								bcd	c		c

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

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

**IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on the these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3464	679	1373	667
Effective Weighted Sample	1890	356	777	375
Total	2735	529	1118	559
Strongly disagree	124	24	46	24
	5%	5%	4%	4%
Slightly disagree	241	43	94	44
	9%	8%	8%	8%
Neither agree nor disagree	452	86	188	70
	17%	16%	17%	13%
Slightly agree	918	164	384	199
	34%	31%	34%	36%
Strongly agree	954	207	387	214
	35%	39%	35%	38%
Don't know	46	5	20	7
	2%	1%	2%	1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	365	67	140	68
	13%	13%	13%	12%
TOTAL AGREE	1872	371	771	413
	68%	70%	69%	74%
TOTAL NEITHER/ DON'T KNOW	497	91	207	78
	18%	17%	19%	14%
			c	

Columns Tested: a,b,c

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

**IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3464	839	448	572	511	505	589	3464	1605	1837	850	1039	616	927	1889	1543	3464
Effective Weighted Sample	1890	433	276	340	311	286	321	1890	896	983	501	563	367	472	1062	818	1890
Total	2735	428	500	490	513	418	386	2735	1329	1394	756	792	598	562	1548	1159	2735
Strongly disagree	303	31	39	34	60	73	65	303	159	142	92	68	63	76	160	139	303
	11%	7%	8%	7%	12%	17%	17%	11%	12%	10%	12%	9%	11%	14%	10%	12%	11%
					ac	abcdg	abcg	ac						b		b	
Slightly disagree	331	55	49	57	68	53	51	331	185	146	101	104	60	65	205	125	331
	12%	13%	10%	12%	13%	13%	13%	12%	14%	10%	13%	13%	10%	12%	13%	11%	12%
									b								
Neither agree nor disagree	699	83	110	124	133	127	122	699	326	370	167	214	135	170	381	305	699
	26%	19%	22%	25%	26%	30%	32%	26%	25%	27%	22%	27%	23%	30%	25%	26%	26%
				a	a	ab	abg	a						aceg			
Slightly agree	766	158	153	154	141	94	67	766	383	381	210	244	178	132	454	310	766
	28%	37%	31%	31%	27%	22%	17%	28%	29%	27%	28%	31%	30%	24%	29%	27%	28%
		defg	ef	ef	f			ef				d	d		d		d
Strongly agree	555	94	143	108	97	58	54	555	243	310	163	149	144	95	311	239	555
	20%	22%	29%	22%	19%	14%	14%	20%	18%	22%	22%	19%	24%	17%	20%	21%	20%
		ef	adefg	ef				ef		a			d				
Don't know	81	7	5	13	14	14	28	81	35	45	23	13	18	24	36	42	81
	3%	2%	1%	3%	3%	3%	7%	3%	3%	3%	3%	2%	3%	4%	2%	4%	3%
							abcdeg							be		b	
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	635	86	88	91	128	126	116	635	343	288	193	172	124	141	365	264	635
	23%	20%	18%	19%	25%	30%	30%	23%	26%	21%	26%	22%	21%	25%	24%	23%	23%
					bc	abcg	abcg	b	b								
TOTAL AGREE	1320	252	296	262	238	152	121	1320	625	691	373	393	322	227	766	549	1320
	48%	59%	59%	53%	46%	36%	31%	48%	47%	50%	49%	50%	54%	40%	49%	47%	48%
		defg	defg	ef	ef			ef			d	d	df		d	d	d
TOTAL NEITHER/ DON'T KNOW	780	90	115	137	147	141	150	780	361	415	190	227	153	194	417	346	780
	29%	21%	23%	28%	29%	34%	39%	29%	27%	30%	25%	29%	26%	34%	27%	30%	29%
				a	a	ab	abcdg	a						abceg			

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

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

**IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3464	2506	335	315	308	3464	3072	338	447	3017	3464	895	1519	1020	3464
Effective Weighted Sample	1890	1494	181	175	167	1890	1690	184	243	1650	1890	461	841	588	1890
Total	2735	2289	238	135	73	2735	2396	301	386	2349	2735	756	1144	803	2735
Strongly disagree	303 11%	254 11%	26 11%	18 13%	5 7%	303 11%	256 11%	43 14%	31 8%	272 12%	303 11%	99 13%	119 10%	81 10%	303 11%
Slightly disagree	331 12%	271 12%	37 15%	16 12%	8 11%	331 12%	285 12%	38 13%	58 15%	273 12%	331 12%	109 14%	126 11%	90 11%	331 12%
Neither agree nor disagree	699 26%	588 26%	60 25%	33 25%	18 24%	699 26%	606 25%	86 29%	99 26%	601 26%	699 26%	227 30% c	292 26% c	167 21%	699 26% c
Slightly agree	766 28%	641 28%	64 27%	39 29%	21 29%	766 28%	688 29%	75 25%	110 28%	656 28%	766 28%	188 25%	324 28%	252 31% a	766 28%
Strongly agree	555 20%	473 21%	41 17%	21 15%	20 28% abce	555 20%	491 20%	49 16%	80 21%	474 20%	555 20%	104 14%	244 21% a	207 26% abd	555 20% a
Don't know	81 3%	62 3%	10 4% d	8 6% ade	* 1%	81 3%	70 3%	10 3%	8 2%	72 3%	81 3%	30 4% c	39 3% c	6 1%	81 3% c
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	635 23%	525 23%	63 26%	34 25%	13 18%	635 23%	541 23%	80 27%	89 23%	545 23%	635 23%	208 28% bc	245 21%	171 21%	635 23%
TOTAL AGREE	1320 48%	1113 49%	106 44%	60 44%	42 57% abce	1320 48%	1179 49% b	124 41%	190 49%	1130 48%	1320 48%	291 38%	568 50% a	459 57% abd	1320 48% a
TOTAL NEITHER/ DON'T KNOW	780 29%	651 28%	70 29%	41 30%	18 25%	780 29%	676 28%	96 32%	107 28%	673 29%	780 29%	257 34% cd	331 29% c	172 21%	780 29% c

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



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

**IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3464	679	1373	667
Effective Weighted Sample	1890	356	777	375
Total	2735	529	1118	559
Strongly disagree	303	57	114	68
	11%	11%	10%	12%
Slightly disagree	331	61	137	70
	12%	12%	12%	13%
Neither agree nor disagree	699	129	273	154
	26%	24%	24%	28%
Slightly agree	766	157	321	146
	28%	30%	29%	26%
Strongly agree	555	112	244	102
	20%	21%	22%	18%
Don't know	81	13	29	19
	3%	3%	3%	3%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	635	118	251	138
	23%	22%	22%	25%
TOTAL AGREE	1320	268	565	248
	48%	51%	51%	44%
TOTAL NEITHER/ DON'T KNOW	780	142	302	173
	29%	27%	27%	31%

Columns Tested: a,b,c

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

**IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3464	839	448	572	511	505	589	3464	1605	1837	850	1039	616	927	1889	1543	3464
Effective Weighted Sample	1890	433	276	340	311	286	321	1890	896	983	501	563	367	472	1062	818	1890
Total	2735	428	500	490	513	418	386	2735	1329	1394	756	792	598	562	1548	1159	2735
Strongly disagree	141 5%	29 7% cd	25 5%	16 3%	18 3%	23 5%	30 8% cd	141 5%	67 5%	74 5%	26 3%	49 6% a	26 4%	39 7% a	75 5%	65 6%	141 5%
Slightly disagree	159 6%	41 9% bcefg	23 5%	18 4%	47 9% bcefg	14 3%	17 4%	159 6%	89 7%	69 5%	56 7%	43 5%	31 5%	26 5%	99 6%	57 5%	159 6%
Neither agree nor disagree	285 10%	46 11%	55 11%	54 11%	44 9%	45 11%	40 10%	285 10%	167 13% b	116 8%	80 11%	70 9%	72 12%	55 10%	151 10%	127 11%	285 10%
Slightly agree	881 32%	111 26%	159 32%	166 34% a	165 32%	149 36% a	132 34% a	881 32% a	448 34%	428 31%	244 32%	272 34%	194 33%	166 30%	517 33%	361 31%	881 32%
Strongly agree	1246 46%	193 45%	236 47%	232 47%	237 46%	184 44%	163 42%	1246 46%	543 41%	699 50% a	344 45%	351 44%	269 45%	271 48%	695 45%	540 47%	1246 46%
Don't know	23 1%	8 2%	1 *%	4 1%	2 *%	3 1%	4 1%	23 1%	14 1%	8 1%	5 1%	7 1%	5 1%	5 1%	12 1%	10 1%	23 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	300 11%	70 16% bceg	48 10%	33 7%	64 13% c	37 9%	47 12% c	300 11% c	157 12%	143 10%	82 11%	92 12%	57 10%	64 11%	174 11%	122 10%	300 11%
TOTAL AGREE	2127 78%	304 71%	395 79% a	398 81% a	402 78% a	332 79% a	295 76% a	2127 78% a	991 75%	1127 81% a	588 78%	623 79%	464 78%	437 78%	1211 78%	901 78%	2127 78%
TOTAL NEITHER/ DON'T KNOW	308 11%	54 13%	57 11%	58 12%	46 9%	49 12%	44 11%	308 11%	182 14% b	124 9%	85 11%	77 10%	77 13%	60 11%	162 10%	137 12%	308 11%

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

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

**IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3464	2506	335	315	308	3464	3072	338	447	3017	3464	895	1519	1020	3464
Effective Weighted Sample	1890	1494	181	175	167	1890	1690	184	243	1650	1890	461	841	588	1890
Total	2735	2289	238	135	73	2735	2396	301	386	2349	2735	756	1144	803	2735
Strongly disagree	141	121	7	10	3	141	126	12	21	120	141	53	54	32	141
	5%	5%	3%	8% b	4%	5%	5%	4%	5%	5%	5%	7% c	5%	4%	5%
Slightly disagree	159	127	12	17	3	159	135	16	29	130	159	51	62	46	159
	6%	6%	5%	13% abde	4%	6%	6%	5%	8%	6%	6%	7%	5%	6%	6%
Neither agree nor disagree	285	237	27	16	5	285	252	33	51	234	285	120	110	42	285
	10%	10%	11%	12%	7%	10%	11%	11%	13%	10%	10%	16% bcd	10% c	5%	10% c
Slightly agree	881	751	72	35	24	881	775	95	109	773	881	219	412	240	881
	32%	33%	30%	26%	33%	32%	32%	32%	28%	33%	32%	29%	36% ac	30%	32%
Strongly agree	1246	1033	120	55	38	1246	1092	139	172	1073	1246	300	499	441	1246
	46%	45%	50%	41%	51%	46%	46%	46%	45%	46%	46%	40%	44%	55% abd	46% a
Don't know	23	20	1	1	1	23	17	5	4	19	23	14	6	2	23
	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	2% bc	1%	*%	1%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	300	248	18	28	6	300	261	28	50	250	300	103	117	78	300
	11%	11%	8%	20% abde	8%	11%	11%	9%	13%	11%	11%	14% c	10%	10%	11%
TOTAL AGREE	2127	1784	192	90	61	2127	1867	235	281	1846	2127	519	911	681	2127
	78%	78% c	80% c	67%	84% c	78% c	78%	78%	73%	79% a	78%	69%	80% a	85% abd	78% a

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

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

**IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3464	2506	335	315	308	3464	3072	338	447	3017	3464	895	1519	1020	3464
Effective Weighted Sample	1890	1494	181	175	167	1890	1690	184	243	1650	1890	461	841	588	1890
Total	2735	2289	238	135	73	2735	2396	301	386	2349	2735	756	1144	803	2735
TOTAL NEITHER/ DON'T KNOW	308	257	28	17	6	308	269	38	55	253	308	134	117	45	308
	11%	11%	12%	13%	8%	11%	11%	13%	14%	11%	11%	18% bcd	10% c	6%	11% c

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

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

**IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3464	679	1373	667
Effective Weighted Sample	1890	356	777	375
Total	2735	529	1118	559
Strongly disagree	141	28	61	18
	5%	5%	5%	3%
Slightly disagree	159	29	70	26
	6%	6%	6%	5%
Neither agree nor disagree	285	75	98	50
	10%	14%	9%	9%
		bc		
Slightly agree	881	154	349	207
	32%	29%	31%	37%
			a	
Strongly agree	1246	242	533	255
	46%	46%	48%	46%
Don't know	23	*	8	3
	1%	*%	1%	1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	300	57	131	44
	11%	11%	12%	8%
TOTAL AGREE	2127	396	883	461
	78%	75%	79%	83%
			a	
TOTAL NEITHER/ DON'T KNOW	308	75	105	53
	11%	14%	9%	10%
		b		

Columns Tested: a,b,c

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

**IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3464	839	448	572	511	505	589	3464	1605	1837	850	1039	616	927	1889	1543	3464
Effective Weighted Sample	1890	433	276	340	311	286	321	1890	896	983	501	563	367	472	1062	818	1890
Total	2735	428	500	490	513	418	386	2735	1329	1394	756	792	598	562	1548	1159	2735
I often see views that I disagree with	549	95	126	94	112	63	58	549	289	256	159	161	127	101	320	227	549
	20%	22%	25%	19%	22%	15%	15%	20%	22%	18%	21%	20%	21%	18%	21%	20%	20%
		ef	ef		ef			ef									
I sometimes see views that I disagree with	1575	250	277	303	301	240	204	1575	773	797	447	454	342	315	901	657	1575
	58%	58%	55%	62%	59%	57%	53%	58%	58%	57%	59%	57%	57%	56%	58%	57%	58%
				f													
I rarely see views that I disagree with	427	59	79	64	66	77	82	427	200	226	109	136	95	86	245	181	427
	16%	14%	16%	13%	13%	19%	21%	16%	15%	16%	14%	17%	16%	15%	16%	16%	16%
							acdg										
Don't know	184	25	19	28	34	37	42	184	68	116	41	42	35	60	83	95	184
	7%	6%	4%	6%	7%	9%	11%	7%	5%	8%	5%	5%	6%	11%	5%	8%	7%
						b	abcg			a				abceg		be	

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

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

**IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3464	2506	335	315	308	3464	3072	338	447	3017	3464	895	1519	1020	3464
Effective Weighted Sample	1890	1494	181	175	167	1890	1690	184	243	1650	1890	461	841	588	1890
Total	2735	2289	238	135	73	2735	2396	301	386	2349	2735	756	1144	803	2735
I often see views that I disagree with	549	434	57	38	20	549	465	67	78	471	549	109	217	221	549
	20%	19%	24%	28%	27%	20%	19%	22%	20%	20%	20%	14%	19%	28%	20%
				ae	ae								a	abd	a
I sometimes see views that I disagree with	1575	1339	122	68	45	1575	1387	173	204	1371	1575	388	672	503	1575
	58%	59%	51%	50%	61%	58%	58%	58%	53%	58%	58%	51%	59%	63%	58%
		c			c								a	ad	a
I rarely see views that I disagree with	427	362	41	18	6	427	380	40	66	361	427	165	185	69	427
	16%	16%	17%	13%	8%	16%	16%	13%	17%	15%	16%	22%	16%	9%	16%
		d	d			d						bcd	c		c
Don't know	184	153	18	11	2	184	163	21	39	145	184	95	69	10	184
	7%	7%	8%	8%	3%	7%	7%	7%	10%	6%	7%	13%	6%	1%	7%
									b			bcd	c		c

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

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

**IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		<b>MOST</b>	<b>POTEN- Tially</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3464	679	1373	667
Effective Weighted Sample	1890	356	777	375
Total	2735	529	1118	559
I often see views that I disagree with	549	112	247	101
	20%	21%	22%	18%
I sometimes see views that I disagree with	1575	290	644	342
	58%	55%	58%	61%
I rarely see views that I disagree with	427	98	159	81
	16%	19%	14%	14%
Don't know	184	29	69	34
	7%	6%	6%	6%

Columns Tested: a,b,c



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

**IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3464	839	448	572	511	505	589	3464	1605	1837	850	1039	616	927	1889	1543	3464
Effective Weighted Sample	1890	433	276	340	311	286	321	1890	896	983	501	563	367	472	1062	818	1890
Total	2735	428	500	490	513	418	386	2735	1329	1394	756	792	598	562	1548	1159	2735
Yes - all or most of the time	508	83	110	86	90	68	71	508	255	249	197	136	99	75	334	174	508
	19%	20%	22%	18%	18%	16%	18%	19%	19%	18%	26%	17%	17%	13%	22%	15%	19%
											bcdefg				bcdf		df
Yes - sometimes	1240	193	233	248	231	177	158	1240	631	604	333	351	293	254	684	548	1240
	45%	45%	47%	51%	45%	42%	41%	45%	48%	43%	44%	44%	49%	45%	44%	47%	45%
				ef													
Yes - but not very often/ rarely	515	89	96	91	99	79	61	515	229	284	123	164	115	108	287	223	515
	19%	21%	19%	19%	19%	19%	16%	19%	17%	20%	16%	21%	19%	19%	19%	19%	19%
No - I don't tend to think about whether it is true or accurate	224	45	37	34	41	43	23	224	107	117	57	76	40	51	133	90	224
	8%	11%	7%	7%	8%	10%	6%	8%	8%	8%	7%	10%	7%	9%	9%	8%	8%
		f				f											
I don't see news stories or articles on these types of apps or sites	161	4	7	11	34	42	63	161	80	80	33	50	26	42	83	69	161
	6%	1%	1%	2%	7%	10%	16%	6%	6%	6%	4%	6%	4%	8%	5%	6%	6%
					abc	abcg	abcdeg	abc						a			
Don't know	85	13	16	20	18	8	10	85	26	59	12	15	25	31	27	56	85
	3%	3%	3%	4%	3%	2%	3%	3%	2%	4%	2%	2%	4%	5%	2%	5%	3%
										a			abe	abeg		abeg	e
<b>SUMMARY CODES</b>																	
TOTAL - AT LEAST SOMETIMES	1749	277	342	334	321	245	230	1749	887	853	531	487	392	330	1018	722	1749
	64%	65%	69%	68%	63%	59%	59%	64%	67%	61%	70%	61%	66%	59%	66%	62%	64%
			ef	ef					b		bdfg		d		d		d
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g																	

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

**IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	3464	839	448	572	511	505	589	3464	1605	1837	850	1039	616	927	1889	1543	3464
Effective Weighted Sample	1890	433	276	340	311	286	321	1890	896	983	501	563	367	472	1062	818	1890
Total	2735	428	500	490	513	418	386	2735	1329	1394	756	792	598	562	1548	1159	2735
TOTAL - EVER	2264	365	439	425	420	324	290	2264	1116	1138	654	651	507	437	1305	945	2264
	83%	85%	88%	87%	82%	78%	75%	83%	84%	82%	87%	82%	85%	78%	84%	81%	83%
		ef	defg	ef	f			ef			dfg		d		d		d

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

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

**IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3464	2506	335	315	308	3464	3072	338	447	3017	3464	895	1519	1020	3464
Effective Weighted Sample	1890	1494	181	175	167	1890	1690	184	243	1650	1890	461	841	588	1890
Total	2735	2289	238	135	73	2735	2396	301	386	2349	2735	756	1144	803	2735
Yes - all or most of the time	508	412	54	25	16	508	442	57	61	448	508	97	196	213	508
	19%	18%	23%	19%	22%	19%	18%	19%	16%	19%	19%	13%	17% a	26% abd	19% a
Yes - sometimes	1240	1034	100	66	40	1240	1075	149	162	1079	1240	283	547	406	1240
	45%	45%	42%	49%	55% abe	45%	45%	49%	42%	46%	45%	37%	48% a	51% ad	45% a
Yes - but not very often/ rarely	515	446	37	23	9	515	459	48	95	421	515	164	230	120	515
	19%	20% d	16%	17%	12%	19% d	19%	16%	25% bc	18%	19%	22% c	20% c	15%	19% c
No - I don't tend to think about whether it is true or accurate	224	189	21	9	5	224	197	25	43	181	224	98	83	39	224
	8%	8%	9%	7%	7%	8%	8%	8%	11%	8%	8%	13% bcd	7%	5%	8% c
I don't see news stories or articles on these types of apps or sites	161	132	19	8	2	161	149	12	13	148	161	75	54	18	161
	6%	6%	8% d	6%	3%	6%	6%	4%	3%	6%	6%	10% bcd	5% c	2%	6% c
Don't know	85	75	6	4	1	85	75	10	12	73	85	41	34	8	85
	3%	3%	2%	3%	1%	3%	3%	3%	3%	3%	3%	5% bcd	3% c	1%	3% c

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

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

**IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3464	2506	335	315	308	3464	3072	338	447	3017	3464	895	1519	1020	3464
Effective Weighted Sample	1890	1494	181	175	167	1890	1690	184	243	1650	1890	461	841	588	1890
Total	2735	2289	238	135	73	2735	2396	301	386	2349	2735	756	1144	803	2735
<b>SUMMARY CODES</b>															
TOTAL - AT LEAST SOMETIMES	1749	1447	155	91	56	1749	1517	206	223	1526	1749	379	743	619	1749
	64%	63%	65%	67%	77% abe	64%	63%	68%	58%	65% a	64%	50%	65% a	77% abd	64% a
TOTAL - EVER	2264	1893	192	114	65	2264	1976	254	317	1947	2264	543	973	738	2264
	83%	83%	81%	85%	89% abe	83%	82%	84%	82%	83%	83%	72%	85% a	92% abd	83% a

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

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

**IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3464	679	1373	667
Effective Weighted Sample	1890	356	777	375
Total	2735	529	1118	559
Yes - all or most of the time	508	91	222	120
	19%	17%	20%	22%
Yes - sometimes	1240	254	535	243
	45%	48%	48%	44%
Yes - but not very often/ rarely	515	105	185	98
	19%	20%	17%	18%
No - I don't tend to think about whether it is true or accurate	224	38	78	49
	8%	7%	7%	9%
I don't see news stories or articles on these types of apps or sites	161	32	69	39
	6%	6%	6%	7%
Don't know	85	8	29	9
	3%	1%	3%	2%
<b>SUMMARY CODES</b>				
TOTAL - AT LEAST SOMETIMES	1749	346	757	363
	64%	65%	68%	65%
TOTAL - EVER	2264	450	942	462
	83%	85%	84%	83%

Columns Tested: a,b,c

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

**IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2874	717	394	498	427	398	440	2874	1351	1505	743	857	529	727	1600	1256	2874
Effective Weighted Sample	1588	368	241	294	263	245	239	1588	770	808	456	458	311	375	914	668	1588
Total	2264	365	439	425	420	324	290	2264	1116	1138	654	651	507	437	1305	945	2264
Check if it was by a trustworthy organisation	953	174	205	199	180	116	78	953	499	449	318	285	194	150	603	344	953
	42%	48%	47%	47%	43%	36%	27%	42%	45%	39%	49%	44%	38%	34%	46%	36%	42%
		efg	ef	ef	f	f		f	b		cdfg	df			cdfg		df
Think about how likely it is for the story to be true	943	133	160	174	185	152	140	943	459	478	281	286	207	168	566	374	943
	42%	36%	36%	41%	44%	47%	48%	42%	41%	42%	43%	44%	41%	38%	43%	40%	42%
						ab	ab										
Check to see if the same information appears anywhere else	827	126	156	156	161	131	97	827	384	438	241	250	184	151	492	334	827
	37%	35%	36%	37%	38%	41%	33%	37%	34%	39%	37%	38%	36%	34%	38%	35%	37%
Look at the comments/ what people have said about it	814	129	169	157	156	118	85	814	375	433	248	226	178	160	474	338	814
	36%	35%	39%	37%	37%	36%	29%	36%	34%	38%	38%	35%	35%	37%	36%	36%	36%
			f					f									
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	713	121	169	154	116	78	74	713	373	334	221	220	154	117	441	271	713
	31%	33%	38%	36%	28%	24%	26%	31%	33%	29%	34%	34%	30%	27%	34%	29%	31%
		ef	defg	def				e			d	d			df		
Check if the story/ article was by an organisation I had heard of	694	136	167	128	116	91	55	694	338	350	228	208	151	103	436	254	694
	31%	37%	38%	30%	28%	28%	19%	31%	30%	31%	35%	32%	30%	24%	33%	27%	31%
		cdefg	cdefg	f	f	f		f			df	d			df		d

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

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

**IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2874	717	394	498	427	398	440	2874	1351	1505	743	857	529	727	1600	1256	2874
Effective Weighted Sample	1588	368	241	294	263	245	239	1588	770	808	456	458	311	375	914	668	1588
Total	2264	365	439	425	420	324	290	2264	1116	1138	654	651	507	437	1305	945	2264
Think about whether I trust the person who shared it	546	85	108	110	99	67	76	546	280	264	184	156	115	90	339	205	546
	24%	23%	25%	26%	24%	21%	26%	24%	25%	23%	28% df	24%	23%	21%	26% d	22%	24%
Check to see if it is by someone who witnessed it	328	58	79	58	48	55	31	328	165	161	110	105	74	39	215	113	328
	15%	16%	18% df	14%	12%	17% f	11%	15%	15%	14%	17% df	16% df	15% d	9%	16% df	12%	15% d
Some other check	38	3	5	10	7	11	2	38	20	18	13	13	2	10	26	12	38
	2%	1%	1%	2%	2%	3% af	1%	2%	2%	2%	2%	2%	*% c	2% c	2% c	1%	2%
ANY OF THESE CHECKS MADE	1968	341	410	387	347	262	221	1968	983	976	589	564	447	358	1153	806	1968
	87%	93% defg	93% defg	91% def	83%	81%	76%	87% ef	88%	86%	90% df	87%	88% d	82%	88% d	85%	87% d
None of these/ I wouldn't tend to check the information in the article to see if it was true	232	12	16	25	58	59	63	232	103	129	54	71	48	59	125	107	232
	10%	3%	4%	6%	14% abc	18% abcb	22% abcdg	10% abc	9%	11%	8%	11%	9%	13% ae	10%	11%	10%
Don't know	63	12	13	13	15	3	7	63	30	33	11	16	13	20	27	33	63
	3%	3%	3%	3%	4%	1%	2%	3%	3%	3%	2%	2%	2%	5% ae	2%	3%	3%

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

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

**IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2874	2069	272	270	263	2874	2537	287	350	2524	2874	625	1292	945	2874
Effective Weighted Sample	1588	1248	153	152	139	1588	1406	165	191	1402	1588	335	705	549	1588
Total	2264	1893	192	114	65	2264	1976	254	317	1947	2264	543	973	738	2264
Check if it was by a trustworthy organisation	953	803	74	48	28	953	841	96	108	845	953	113	409	429	953
	42%	42%	39%	42%	43%	42%	43%	38%	34%	43%	42%	21%	42%	58%	42%
										a	a		a	abd	a
Think about how likely it is for the story to be true	943	795	75	42	31	943	820	113	99	844	943	160	382	397	943
	42%	42%	39%	37%	47%	42%	42%	45%	31%	43%	42%	29%	39%	54%	42%
										a	a		a	abd	a
Check to see if the same information appears anywhere else	827	691	62	47	28	827	735	83	74	753	827	122	352	353	827
	37%	36%	32%	41%	43%	37%	37%	33%	23%	39%	37%	22%	36%	48%	37%
										a	a		a	abd	a
Look at the comments/ what people have said about it	814	688	60	41	25	814	702	98	69	745	814	107	345	361	814
	36%	36%	31%	36%	39%	36%	36%	39%	22%	38%	36%	20%	35%	49%	36%
										a	a		a	abd	a
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	713	560	80	48	26	713	627	75	76	636	713	105	302	306	713
	31%	30%	42%	42%	39%	31%	32%	29%	24%	33%	31%	19%	31%	41%	31%
			ae	ae	a					a	a		a	abd	a

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



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

**IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2874	2069	272	270	263	2874	2537	287	350	2524	2874	625	1292	945	2874
Effective Weighted Sample	1588	1248	153	152	139	1588	1406	165	191	1402	1588	335	705	549	1588
Total	2264	1893	192	114	65	2264	1976	254	317	1947	2264	543	973	738	2264
Check if the story/ article was by an organisation I had heard of	694	572	61	40	21	694	606	76	70	624	694	67	273	353	694
	31%	30%	32%	35%	32%	31%	31%	30%	22%	32%	31%	12%	28%	48%	31%
										a	a		a	abd	a
Think about whether I trust the person who shared it	546	451	54	25	16	546	484	51	51	494	546	74	225	243	546
	24%	24%	28%	22%	25%	24%	25%	20%	16%	25%	24%	14%	23%	33%	24%
										a	a		a	abd	a
Check to see if it is by someone who witnessed it	328	280	26	13	10	328	288	36	36	293	328	48	121	159	328
	15%	15%	13%	11%	16%	15%	15%	14%	11%	15%	15%	9%	12%	21%	15%
														abd	a
Some other check	38	27	8	2	1	38	33	4	1	37	38	5	15	18	38
	2%	1%	4%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%
			ae												
ANY OF THESE CHECKS MADE	1968	1647	161	101	60	1968	1731	207	275	1693	1968	413	859	689	1968
	87%	87%	84%	88%	92%	87%	88%	82%	87%	87%	87%	76%	88%	93%	87%
					b		b						a	abd	a
None of these/ I wouldn't tend to check the information in the article to see if it was true	232	191	24	13	4	232	189	43	26	206	232	103	89	38	232
	10%	10%	13%	11%	7%	10%	10%	17%	8%	11%	10%	19%	9%	5%	10%
								a				bcd	c		c

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

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

**IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2874	2069	272	270	263	2874	2537	287	350	2524	2874	625	1292	945	2874
Effective Weighted Sample	1588	1248	153	152	139	1588	1406	165	191	1402	1588	335	705	549	1588
Total	2264	1893	192	114	65	2264	1976	254	317	1947	2264	543	973	738	2264
Don't know	63	55	7	*	1	63	56	3	16	47	63	27	24	11	63
	3%	3%	3%	*%	1%	3%	3%	1%	5% b	2%	3%	5% bcd	2%	2%	3%

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

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

**IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2874	579	1143	567
Effective Weighted Sample	1588	308	646	332
Total	2264	450	942	462
Check if it was by a trustworthy organisation	953	184	408	208
	42%	41%	43%	45%
Think about how likely it is for the story to be true	943	185	400	216
	42%	41%	42%	47%
Check to see if the same information appears anywhere else	827	156	356	190
	37%	35%	38%	41%
Look at the comments/ what people have said about it	814	173	333	187
	36%	39%	35%	41%
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	713	151	301	155
	31%	33%	32%	34%
Check if the story/ article was by an organisation I had heard of	694	131	273	162
	31%	29%	29%	35%
Columns Tested: a,b,c				

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

**IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2874	579	1143	567
Effective Weighted Sample	1588	308	646	332
Total	2264	450	942	462
Think about whether I trust the person who shared it	546	101	231	136
	24%	22%	25%	29%
				a
Check to see if it is by someone who witnessed it	328	56	148	79
	15%	13%	16%	17%
Some other check	38	7	14	11
	2%	1%	1%	2%
ANY OF THESE CHECKS MADE	1968	408	811	400
	87%	91%	86%	87%
		b		
None of these/ I wouldn't tend to check the information in the article to see if it was true	232	32	110	56
	10%	7%	12%	12%
			a	a
Don't know	63	10	21	6
	3%	2%	2%	1%

Columns Tested: a,b,c

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

**IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3464	839	448	572	511	505	589	3464	1605	1837	850	1039	616	927	1889	1543	3464
Effective Weighted Sample	1890	433	276	340	311	286	321	1890	896	983	501	563	367	472	1062	818	1890
Total	2735	428	500	490	513	418	386	2735	1329	1394	756	792	598	562	1548	1159	2735
Yes	1219	258	301	224	223	113	101	1219	643	570	374	347	294	191	720	486	1219
	45%	60%	60%	46%	43%	27%	26%	45%	48%	41%	49%	44%	49%	34%	47%	42%	45%
		cdefg	cdefg	ef	ef			ef	b		df	d	df		df	d	d
No	965	111	133	153	171	193	205	965	479	482	262	281	191	224	543	416	965
	35%	26%	27%	31%	33%	46%	53%	35%	36%	35%	35%	35%	32%	40%	35%	36%	35%
					a	abcdg	abcdg	ab						c			
Don't know	550	59	66	113	119	112	80	550	207	342	120	165	112	146	285	258	550
	20%	14%	13%	23%	23%	27%	21%	20%	16%	25%	16%	21%	19%	26%	18%	22%	20%
				ab	ab	abg	ab	ab		a		a		abceg		ae	a

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

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

**IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3464	2506	335	315	308	3464	3072	338	447	3017	3464	895	1519	1020	3464
Effective Weighted Sample	1890	1494	181	175	167	1890	1690	184	243	1650	1890	461	841	588	1890
Total	2735	2289	238	135	73	2735	2396	301	386	2349	2735	756	1144	803	2735
Yes	1219	994	116	64	44	1219	1072	125	170	1050	1219	195	532	483	1219
	45%	43%	49%	48%	61%	45%	45%	42%	44%	45%	45%	26%	46%	60%	45%
					abce								a	abd	a
No	965	827	76	45	17	965	845	109	133	832	965	380	399	173	965
	35%	36%	32%	34%	23%	35%	35%	36%	34%	35%	35%	50%	35%	22%	35%
		d		d		d						bcd	c		c
Don't know	550	467	46	25	12	550	480	66	83	467	550	182	214	147	550
	20%	20%	19%	19%	16%	20%	20%	22%	22%	20%	20%	24%	19%	18%	20%
												bc			

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

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

**IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3464	679	1373	667
Effective Weighted Sample	1890	356	777	375
Total	2735	529	1118	559
Yes	1219	265	504	244
	45%	50%	45%	44%
No	965	183	379	212
	35%	35%	34%	38%
Don't know	550	81	235	102
	20%	15%	21%	18%
			a	

Columns Tested: a,b,c

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

**IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1566	518	271	255	213	153	156	1566	787	770	429	481	306	337	910	643	1566
Effective Weighted Sample	837	267	160	155	128	87	96	837	427	405	257	248	178	168	504	334	837
Total	1219	258	301	224	223	113	101	1219	643	570	374	347	294	191	720	486	1219
I commented on it to say it was incorrect/ misleading	390	74	109	75	73	38	21	390	262	127	133	95	107	55	228	162	390
	32%	29%	36%	34%	33%	34%	21%	32%	41%	22%	36%	27%	36%	29%	32%	33%	32%
			f	f	f	f		f	b		b		b				
I reported it to the site/ app	341	80	95	67	56	27	17	341	168	172	111	91	78	56	202	134	341
	28%	31%	32%	30%	25%	24%	16%	28%	26%	30%	30%	26%	26%	29%	28%	28%	28%
		f	f	f				f									
I shared it online and said it was incorrect/ misleading	192	48	71	43	16	10	5	192	118	73	64	54	48	27	118	74	192
	16%	19%	23%	19%	7%	9%	5%	16%	18%	13%	17%	16%	16%	14%	16%	15%	16%
		def	defg	def				df	b								
I did something else	7	-	-	1	1	3	3	7	4	4	2	3	*	2	5	2	7
	1%	-%	-%	*%	*%	3%	3%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
						abg	abg										
TOTAL - TOOK SOME ACTION	744	165	218	135	125	61	40	744	426	315	232	201	187	118	434	305	744
	61%	64%	73%	60%	56%	53%	39%	61%	66%	55%	62%	58%	64%	62%	60%	63%	61%
		f	cdefg	f	f			f	b								
I didn't do anything/ I ignored it	459	87	77	86	95	53	61	459	211	243	138	139	101	73	277	173	459
	38%	34%	26%	39%	43%	47%	60%	38%	33%	43%	37%	40%	34%	38%	38%	36%	38%
				b	b	ab	abcdg	b		a							
Don't know	17	6	5	2	3	-	1	17	6	11	4	6	6	1	9	7	17
	1%	2%	2%	1%	1%	-%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%

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



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

**IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1566	1097	154	145	170	1566	1381	155	199	1367	1566	235	686	640	1566
Effective Weighted Sample	837	653	75	74	81	837	731	94	103	736	837	114	362	369	837
Total	1219	994	116	64	44	1219	1072	125	170	1050	1219	195	532	483	1219
I commented on it to say it was incorrect/ misleading	390 32%	330 33% d	31 26%	20 31%	10 22%	390 32%	351 33%	30 24%	45 26%	345 33%	390 32%	51 26%	169 32%	170 35%	390 32%
I reported it to the site/ app	341 28%	275 28%	27 23%	25 40% abe	13 30%	341 28%	301 28%	32 25%	47 27%	295 28%	341 28%	32 16%	139 26% a	169 35% abd	341 28% a
I shared it online and said it was incorrect/ misleading	192 16%	152 15%	21 18%	12 18%	7 17%	192 16%	175 16%	14 12%	29 17%	163 16%	192 16%	40 20% c	101 19% c	52 11%	192 16% c
I did something else	7 1%	6 1%	* *%	- -%	1 2%	7 1%	6 1%	1 1%	1 1%	6 1%	7 1%	2 1%	3 1%	2 *%	7 1%
TOTAL - TOOK SOME ACTION	744 61%	615 62%	61 53%	43 67%	24 54%	744 61%	666 62% b	62 49%	104 62%	639 61%	744 61%	115 59%	338 63%	290 60%	744 61%
I didn't do anything/ I ignored it	459 38%	365 37%	52 45%	21 32%	20 46%	459 38%	390 36%	63 50% a	58 34%	401 38%	459 38%	72 37%	190 36%	188 39%	459 38%
Don't know	17 1%	14 1%	3 3%	* *%	* *%	17 1%	17 2%	1 *%	7 4% bc	10 1%	17 1%	7 4% b	4 1%	6 1%	17 1%

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

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

**IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)**

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1566	334	619	288
Effective Weighted Sample	837	175	345	157
Total	1219	265	504	244
I commented on it to say it was incorrect/ misleading	390 32%	101 38%	171 34%	73 30%
I reported it to the site/ app	341 28%	68 26%	143 28%	71 29%
I shared it online and said it was incorrect/ misleading	192 16%	41 15%	85 17%	29 12%
I did something else	7 1%	1 *%	4 1%	2 1%
TOTAL - TOOK SOME ACTION	744 61%	179 68%	323 64%	124 51%
		c	c	
I didn't do anything/ I ignored it	459 38%	82 31%	177 35%	114 47% ab
Don't know	17 1%	4 1%	5 1%	6 3%

Columns Tested: a,b,c

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

**IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	820 29%	121 28%	173 35% ef	143 29%	176 34% ef	108 25%	99 23%	820 29% f	347 25%	469 33% a	260 33% bdf	222 28%	180 29%	151 26%	482 31%	331 28%	820 29%
Follow an online 'how to' tutorial to create or do something of your own	759 27% efg	140 33% efg	163 33% ef	140 28% f	148 29% ef	93 22%	75 17%	759 27% f	351 26%	403 28%	232 30% df	241 30% df	172 28% d	109 19%	474 30% df	282 24% d	759 27% d
Add filters to or edit photos	696 25% cdefg	189 44% cdefg	214 43% cdefg	129 26% def	94 18% ef	43 10%	26 6%	696 25% def	270 20%	422 30% a	210 27% c	210 26%	126 21%	141 24%	420 27% cf	267 22%	696 25%
Make a meme or gif	432 15% cdefg	115 27% cdefg	113 23% defg	89 18% ef	77 15% ef	29 7% f	9 2%	432 15% ef	249 18% b	180 13%	134 17% d	135 17% d	94 15%	69 12%	269 17% df	163 14%	432 15% d
Create an online photo book or calendar	298 11% ef	49 11% ef	84 17% aefg	60 12% ef	59 11% ef	28 6%	17 4%	298 11% ef	122 9%	175 12% a	105 13% df	82 10%	65 11%	45 8%	187 12% d	109 9%	298 11% d
Make or edit music online (such as editing/ cutting or mixing tracks)	291 10% cdefg	79 18% cdefg	89 18% cdefg	59 12% ef	41 8% f	21 5% f	2 1%	291 10% ef	183 13% b	108 8%	98 13% df	85 11%	65 11%	43 7%	183 12% d	108 9%	291 10% d
Create an online scrapbook of ideas, on sites like Pinterest	248 9% cdefg	75 17% cdefg	67 13% defg	51 10% ef	35 7% f	14 3%	7 2%	248 9% ef	81 6%	165 12% a	81 10% d	71 9% d	64 10% d	30 5%	152 10% d	94 8%	248 9% d

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

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

# IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Make or modify a website/ app or game	214	58	59	47	28	18	4	214	146	67	90	55	55	15	145	69	214
	8%	13%	12%	9%	5%	4%	1%	8%	11%	5%	12%	7%	9%	2%	9%	6%	8%
		defg	defg	ef	f	f		ef	b		bdfg	d	df		df	d	d
Write blogs or articles	206	49	43	51	43	13	6	206	130	74	88	49	45	24	136	69	206
	7%	12%	9%	10%	8%	3%	1%	7%	10%	5%	11%	6%	7%	4%	9%	6%	7%
		efg	ef	ef	ef			ef	b		bdfg		d		df		d
Make a podcast	128	31	32	34	26	4	1	128	87	39	42	38	44	3	80	47	128
	5%	7%	6%	7%	5%	1%	*%	5%	6%	3%	5%	5%	7%	1%	5%	4%	5%
		efg	ef	ef	ef			ef	b		d	d	dfg		d	d	d
ANY OF THESE	1774	362	425	323	315	196	153	1774	835	930	532	519	395	316	1050	711	1774
	63%	85%	85%	65%	61%	46%	36%	63%	61%	65%	68%	65%	65%	54%	66%	60%	63%
		cdefg	cdefg	ef	ef	f		ef			dfg	d	d		df		d
None of these	983	52	66	168	194	229	274	983	508	473	235	277	205	254	512	459	983
	35%	12%	13%	34%	38%	53%	64%	35%	37%	33%	30%	34%	34%	44%	32%	39%	35%
				ab	ab	abcdg	abcdeg	ab						abceg		ae	a
Don't know	43	14	9	9	6	4	1	43	24	19	10	8	10	12	17	22	43
	2%	3%	2%	2%	1%	1%	*%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%
		efg	f	f													

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

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

**IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	820 29%	691 29%	60 25%	44 32%	25 32%	820 29%	715 29%	89 28%	101 26%	719 30%	820 29%	105 13%	346 30% a	368 46% abd	820 29% a
Follow an online 'how to' tutorial to create or do something of your own	759 27%	630 27%	65 27%	41 29%	23 31%	759 27%	665 27%	81 25%	72 19%	686 28% a	759 27% a	84 10%	291 25% a	384 48% abd	759 27% a
Add filters to or edit photos	696 25%	602 26% b	44 18%	35 26%	15 19%	696 25% b	625 26% b	52 16%	110 28%	586 24%	696 25%	86 11%	287 25% a	323 40% abd	696 25% a
Make a meme or gif	432 15%	368 16%	35 14%	20 14%	10 13%	432 15%	397 16% b	28 9%	70 18%	362 15%	432 15%	79 10%	166 14% a	188 23% abd	432 15% a
Create an online photo book or calendar	298 11%	255 11%	23 9%	9 7%	10 14% c	298 11%	274 11%	21 7%	42 11%	256 11%	298 11%	16 2%	110 10% a	171 21% abd	298 11% a
Make or edit music online (such as editing/ cutting or mixing tracks)	291 10%	253 11%	22 9%	9 6%	8 11%	291 10%	266 11% b	19 6%	33 9%	258 11%	291 10%	31 4%	134 12% a	125 16% abd	291 10% a
Columns Tested: a,b,c,d,e - a,b - a,b,c - a,b,c,d															

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

**IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Create an online scrapbook of ideas, on sites like Pinterest	248 9%	215 9%	20 8%	8 6%	6 7%	248 9%	223 9%	18 6%	32 8%	217 9%	248 9%	17 2%	94 8% a	138 17% abd	248 9% a
Make or modify a website/ app or game	214 8%	190 8%	11 5%	7 5%	7 9%	214 8%	187 8%	20 6%	28 7%	186 8%	214 8%	28 4%	71 6% a	115 14% abd	214 8% a
Write blogs or articles	206 7%	178 8%	11 4%	11 8%	6 8%	206 7%	187 8%	14 4%	22 6%	184 8%	206 7%	21 3%	82 7% a	103 13% abd	206 7% a
Make a podcast	128 5%	114 5%	6 2%	5 3%	3 5%	128 5%	120 5%	7 2%	19 5%	109 5%	128 5%	19 2%	58 5% a	51 6% a	128 5% a
ANY OF THESE	1774 63%	1489 64%	153 63%	81 59%	50 66%	1774 63%	1570 64% b	173 55%	261 67%	1512 63%	1774 63%	328 41%	779 68% ad	666 83% abd	1774 63% a
None of these	983 35%	818 35%	85 35%	55 40%	25 33%	983 35%	835 34%	140 44% a	117 30%	866 36%	983 35%	451 56% bcd	358 31% c	135 17%	983 35% bc
Don't know	43 2%	36 2%	6 2%	1 *%	1 1%	43 2%	39 2%	4 1%	10 3%	33 1%	43 2%	22 3% c	15 1%	4 *%	43 2% c

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

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

**IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	820 29%	176 33%	335 29%	181 32%
Follow an online 'how to' tutorial to create or do something of your own	759 27%	158 29%	313 27%	165 29%
Add filters to or edit photos	696 25%	149 28%	281 24%	121 21%
Make a meme or gif	432 15%	92 17%	183 16%	78 14%
Create an online photo book or calendar	298 11%	61 11%	134 12%	61 11%
Make or edit music online (such as editing/ cutting or mixing tracks)	291 10%	65 12%	102 9%	62 11%
Create an online scrapbook of ideas, on sites like Pinterest	248 9%	54 10%	91 8%	55 10%

Columns Tested: a,b,c

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

**IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Make or modify a website/ app or game	214 8%	48 9%	86 7%	48 8%
Write blogs or articles	206 7%	43 8%	93 8%	39 7%
Make a podcast	128 5%	25 5%	66 6%	17 3%
			c	
ANY OF THESE	1774 63%	394 73% bc	703 61%	341 60%
None of these	983 35%	139 26%	439 38% a	226 40% a
Don't know	43 2%	6 1%	9 1%	3 1%

Columns Tested: a,b,c



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

**IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Strongly disagree	64 2%	10 2%	13 3%	11 2%	12 2%	7 2%	10 2%	64 2%	29 2%	35 2%	15 2%	24 3%	10 2%	15 3%	39 2%	25 2%	64 2%
Slightly disagree	113 4%	38 9%	28 6%	11 2%	23 4%	7 2%	6 1%	113 4%	65 5%	48 3%	36 5%	35 4%	31 5%	12 2%	71 4%	42 4%	113 4%
		cdefg	cef		ef			ef			d	d	d		d		d
Neither agree nor disagree	323 12%	77 18%	87 17%	70 14%	44 9%	21 5%	25 6%	323 12%	163 12%	157 11%	89 11%	86 11%	68 11%	70 12%	175 11%	138 12%	323 12%
		defg	defg	def				ef									
Slightly agree	727 26%	129 30%	131 26%	142 28%	141 27%	107 25%	77 18%	727 26%	378 28%	347 24%	188 24%	217 27%	165 27%	154 27%	405 26%	319 27%	727 26%
		f	f	f	f	f		f									
Strongly agree	1542 55%	161 38%	237 47%	261 52%	292 57%	282 66%	308 72%	1542 55%	720 53%	816 57%	439 57%	436 54%	331 54%	322 55%	875 55%	653 55%	1542 55%
			a	a	ab	abcdg	abcdg	ab		a							
Don't know	31 1%	13 3%	4 1%	6 1%	3 1%	4 1%	2 *	31 1%	12 1%	19 1%	9 1%	6 1%	6 1%	9 2%	15 1%	15 1%	31 1%
		bdfg															
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	177 6%	48 11%	41 8%	22 4%	34 7%	14 3%	17 4%	177 6%	94 7%	83 6%	51 7%	58 7%	41 7%	26 5%	109 7%	67 6%	177 6%
		cdefg	cef					e									
TOTAL AGREE	2269 81%	290 68%	368 74%	403 81%	433 84%	390 91%	385 90%	2269 81%	1098 80%	1163 82%	627 81%	653 81%	496 81%	477 82%	1280 81%	972 82%	2269 81%
				ab	ab	abcdg	abcdg	ab									
TOTAL NEITHER/ DON'T KNOW	354 13%	90 21%	91 18%	75 15%	47 9%	25 6%	27 6%	354 13%	175 13%	176 12%	98 13%	92 11%	74 12%	79 14%	190 12%	153 13%	354 13%
		cdefg	defg	def				ef									

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

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

**IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Strongly disagree	64 2%	47 2%	9 4%	6 5% a	2 2%	64 2%	54 2%	9 3%	15 4%	49 2%	64 2%	17 2%	30 3%	14 2%	64 2%
Slightly disagree	113 4%	92 4%	9 4%	11 8% ade	2 2%	113 4%	97 4%	12 4%	23 6%	90 4%	113 4%	35 4%	43 4%	35 4%	113 4%
Neither agree nor disagree	323 12%	270 12%	29 12%	17 12%	8 10%	323 12%	289 12%	30 9%	63 16% bc	260 11%	323 12%	113 14% c	136 12% c	63 8%	323 12% c
Slightly agree	727 26%	601 26%	74 30%	34 24%	20 26%	727 26%	634 26%	79 25%	102 26%	625 26%	727 26%	197 25%	293 25%	227 28%	727 26%
Strongly agree	1542 55%	1306 56%	123 50%	68 50%	45 59%	1542 55%	1344 55%	183 58%	176 45%	1365 57% a	1542 55% a	424 53%	641 56%	463 58%	1542 55%
Don't know	31 1%	28 1%	1 *% ade	2 1%	* *% ade	31 1%	26 1%	5 1%	9 2% b	22 1%	31 1%	15 2% c	10 1%	3 *% ade	31 1%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	177 6%	139 6%	18 7%	17 12% ade	3 5%	177 6%	150 6%	21 7%	38 10% bc	139 6%	177 6%	52 7%	73 6%	49 6%	177 6%
TOTAL AGREE	2269 81%	1907 81% c	196 80%	102 74%	64 85% c	2269 81% c	1979 81%	262 83%	278 72%	1991 83% a	2269 81% a	621 77%	934 81%	690 86% abd	2269 81%
TOTAL NEITHER/ DON'T KNOW	354 13%	298 13%	30 12%	19 14%	8 10%	354 13%	315 13%	34 11%	73 19% bc	282 12%	354 13%	128 16% c	145 13% c	66 8%	354 13% c

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

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

**IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Strongly disagree	64 2%	12 2%	27 2%	9 2%
Slightly disagree	113 4%	33 6%	44 4%	11 2%
Neither agree nor disagree	323 12%	67 12%	107 9%	56 10%
Slightly agree	727 26%	158 29%	293 25%	130 23%
Strongly agree	1542 55%	268 50%	675 59%	361 63%
Don't know	31 1%	1 *%	6 *%	2 *%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	177 6%	45 8%	71 6%	21 4%
TOTAL AGREE	2269 81%	426 79%	968 84%	491 86%
TOTAL NEITHER/ DON'T KNOW	354 13%	68 13%	112 10%	58 10%

Columns Tested: a,b,c

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

**IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Strongly disagree	331 12%	26 6%	47 9%	39 8%	51 10%	68 16%	100 23%	331 12%	165 12%	166 12%	105 14%	73 9%	60 10%	88 15%	178 11%	148 12%	331 12%
						abcd	abcdeg	ac			b			bceg		b	
Slightly disagree	394 14%	42 10%	68 14%	44 9%	94 18%	83 19%	64 15%	394 14%	193 14%	200 14%	114 15%	121 15%	85 14%	73 13%	235 15%	158 13%	394 14%
					acg	acg	ac	ac									
Neither agree nor disagree	692 25%	93 22%	101 20%	137 27%	129 25%	104 24%	128 30%	692 25%	332 24%	358 25%	176 23%	186 23%	167 27%	157 27%	362 23%	324 27%	692 25%
				b			abg									e	
Slightly agree	803 29%	148 34%	167 33%	162 32%	138 27%	109 26%	78 18%	803 29%	402 29%	396 28%	213 27%	258 32%	170 28%	159 27%	471 30%	328 28%	803 29%
		defg	ef	f	f	f		f									
Strongly agree	520 19%	108 25%	108 22%	105 21%	93 18%	56 13%	51 12%	520 19%	247 18%	271 19%	152 20%	146 18%	121 20%	97 17%	298 19%	217 18%	520 19%
		defg	ef	ef	f			ef									
Don't know	59 2%	12 3%	9 2%	13 3%	8 2%	9 2%	8 2%	59 2%	28 2%	31 2%	16 2%	19 2%	8 1%	8 1%	35 2%	16 1%	59 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	726 26%	68 16%	114 23%	83 17%	146 28%	151 35%	164 38%	726 26%	357 26%	366 26%	219 28%	194 24%	145 24%	162 28%	413 26%	306 26%	726 26%
			a		ac	abcg	abcdg	ac									
TOTAL AGREE	1323 47%	256 60%	275 55%	267 53%	231 45%	165 39%	128 30%	1323 47%	649 48%	667 47%	365 47%	404 50%	290 48%	255 44%	769 49%	545 46%	1323 47%
		defg	defg	defg	f	f		ef				d					
TOTAL NEITHER/ DON'T KNOW	751 27%	105 24%	110 22%	150 30%	137 27%	113 26%	136 32%	751 27%	360 26%	389 27%	192 25%	205 26%	175 29%	165 28%	397 25%	341 29%	751 27%
				b			ab										

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

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

**IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Strongly disagree	331 12%	259 11%	34 14%	28 21% ae	10 14%	331 12%	277 11%	48 15%	36 9%	295 12%	331 12%	133 17% bcd	121 11%	72 9%	331 12% c
Slightly disagree	394 14%	330 14%	37 15%	20 14%	7 10%	394 14%	342 14%	48 15%	47 12%	347 14%	394 14%	105 13%	196 17% cd	92 11%	394 14%
Neither agree nor disagree	692 25% d	595 25% d	50 20%	36 26% d	12 16%	692 25% d	617 25%	64 20%	92 24%	601 25%	692 25%	240 30% bcd	254 22%	177 22%	692 25%
Slightly agree	803 29%	668 29%	79 32% c	30 22%	26 34% c	803 29%	701 29%	89 28%	110 28%	692 29%	803 29%	172 21%	342 30% a	280 35% abd	803 29% a
Strongly agree	520 19%	441 19%	38 16%	22 16%	19 25% abce	520 19%	462 19%	54 17%	94 24% bc	426 18%	520 19%	127 16%	217 19%	177 22% a	520 19%
Don't know	59 2%	50 2%	7 3%	1 1%	1 1%	59 2%	45 2%	14 5% a	9 2%	50 2%	59 2%	24 3% c	22 2%	7 1%	59 2%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	726 26%	589 25%	70 29%	48 35% ade	18 24%	726 26%	619 25%	96 30%	84 21%	642 27%	726 26%	239 30% c	317 28% c	164 20%	726 26% c
TOTAL AGREE	1323 47% c	1109 47% c	117 48% c	52 38%	45 59% abce	1323 47% c	1163 48%	143 45%	204 53%	1119 46%	1323 47%	299 37%	559 48% a	457 57% abd	1323 47% a
TOTAL NEITHER/ DON'T KNOW	751 27% d	644 28% d	57 23%	38 27% d	13 17%	751 27% d	662 27%	78 25%	101 26%	651 27%	751 27%	264 33% bcd	277 24%	184 23%	751 27%

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

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

**IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Strongly disagree	331	52	157	75
	12%	10%	14%	13%
Slightly disagree	394	71	180	92
	14%	13%	16%	16%
Neither agree nor disagree	692	135	273	129
	25%	25%	24%	23%
Slightly agree	803	169	313	162
	29%	31%	27%	28%
Strongly agree	520	103	209	102
	19%	19%	18%	18%
Don't know	59	9	19	10
	2%	2%	2%	2%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	726	123	338	167
	26%	23%	29%	29%
			a	a
TOTAL AGREE	1323	272	521	265
	47%	50%	45%	46%
TOTAL NEITHER/ DON'T KNOW	751	144	293	139
	27%	27%	25%	24%

Columns Tested: a,b,c

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

# IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Strongly disagree	154 5%	8 2%	13 3%	11 2%	27 5% ac	29 7% abc	66 15% abcdeg	154 5% abc	77 6%	76 5%	47 6%	39 5%	23 4%	44 8% c	86 5%	67 6%	154 5%
Slightly disagree	275 10%	30 7%	37 7%	40 8%	66 13% abc	42 10%	59 14% abcbg	275 10%	116 8%	158 11%	73 9%	62 8%	79 13% be	60 10%	135 9%	138 12% be	275 10%
Neither agree nor disagree	575 21%	68 16%	96 19%	103 21%	91 18%	104 24% a	113 26% abdg	575 21% a	259 19%	315 22%	132 17%	172 21%	115 19%	148 25% aceg	304 19%	263 22% a	575 21%
Slightly agree	1007 36%	156 36%	188 38%	182 36%	179 35%	169 39% f	133 31%	1007 36%	507 37%	495 35%	277 36%	308 38% d	223 37%	188 32%	584 37%	411 35%	1007 36%
Strongly agree	743 27%	155 36% defg	156 31% ef	156 31% ef	144 28% ef	79 19% f	52 12%	743 27% ef	386 28%	353 25%	231 30% d	212 26%	165 27%	133 23%	443 28% d	298 25%	743 27%
Don't know	46 2%	12 3%	10 2%	7 1%	6 1%	6 1%	5 1%	46 2%	21 2%	25 2%	17 2%	10 1%	6 1%	9 2%	27 2%	15 1%	46 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	429 15%	38 9%	50 10%	51 10%	93 18% abc	71 17% abc	125 29% abcdeg	429 15% abc	193 14%	234 16%	120 16%	101 13%	101 17%	104 18% b	222 14%	205 17% b	429 15%
TOTAL AGREE	1751 63%	311 73% defg	344 69% efg	338 68% ef	324 63% f	248 58% f	185 43%	1751 63% f	894 65% b	848 60%	508 65% df	520 65% df	388 64% d	321 55%	1027 65% df	709 60%	1751 63% d
TOTAL NEITHER/ DON'T KNOW	621 22%	79 19%	106 21%	110 22%	98 19%	110 26% a	118 28% adg	621 22%	279 20%	340 24%	148 19%	182 23%	121 20%	157 27% aceg	330 21%	277 23%	621 22%

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

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

**IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Strongly disagree	154 5%	123 5%	16 7%	11 8%	4 5%	154 5%	131 5%	22 7%	22 6%	131 5%	154 5%	82 10% bcd	52 5% c	11 1%	154 5% c
Slightly disagree	275 10%	236 10%	15 6%	18 13% b	6 7%	275 10%	242 10%	26 8%	59 15% bc	216 9%	275 10%	105 13% bcd	108 9%	55 7%	275 10% c
Neither agree nor disagree	575 21%	492 21%	43 18%	28 20%	13 17%	575 21%	498 20%	71 22%	79 20%	496 21%	575 21%	210 26% cd	251 22% c	99 12%	575 21% c
Slightly agree	1007 36%	829 35%	104 43% c	44 32%	30 40%	1007 36%	868 36%	129 41%	120 31%	887 37%	1007 36%	266 33%	441 38%	291 36%	1007 36%
Strongly agree	743 27%	625 27%	62 26%	34 25%	22 29%	743 27%	665 27% b	64 20%	99 26%	644 27%	743 27%	114 14%	292 25% a	337 42% abd	743 27% a
Don't know	46 2%	38 2%	3 1%	3 2%	1 1%	46 2%	40 2%	5 2%	9 2%	37 2%	46 2%	24 3% bd	8 1%	13 2%	46 2% b
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	429 15%	359 15%	31 13%	29 21% bd	9 12%	429 15%	373 15%	48 15%	81 21% bc	347 14%	429 15%	187 23% bcd	160 14% c	66 8%	429 15% c
TOTAL AGREE	1751 63%	1454 62%	166 68% c	78 57%	52 69% c	1751 63%	1533 63%	193 61%	219 56%	1531 64% a	1751 63%	380 47%	733 64% a	627 78% abd	1751 63% a
TOTAL NEITHER/ DON'T KNOW	621 22%	529 23%	46 19%	31 22%	14 19%	621 22%	538 22%	76 24%	88 23%	533 22%	621 22%	234 29% bcd	259 23% c	112 14%	621 22% c

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



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

**IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Strongly disagree	154	24	73	36
	5%	4%	6%	6%
Slightly disagree	275	55	105	70
	10%	10%	9%	12%
Neither agree nor disagree	575	109	254	95
	21%	20%	22%	17%
			c	
Slightly agree	1007	208	395	205
	36%	39%	34%	36%
Strongly agree	743	139	310	160
	27%	26%	27%	28%
Don't know	46	4	14	5
	2%	1%	1%	1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	429	79	177	106
	15%	15%	15%	19%
TOTAL AGREE	1751	347	705	365
	63%	64%	61%	64%
TOTAL NEITHER/ DON'T KNOW	621	113	269	100
	22%	21%	23%	17%
			c	

Columns Tested: a,b,c

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

**IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to broaden my understanding or view of the world. (SINGLE CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Strongly disagree	100 4%	15 3%	19 4%	7 1%	16 3%	17 4%	27 6% c	100 4% c	43 3%	57 4%	36 5%	20 2%	14 2%	27 5% b	55 3%	41 3%	100 4%
Slightly disagree	187 7%	19 4%	33 7%	26 5%	46 9% a	27 6%	36 8% a	187 7%	91 7%	95 7%	38 5%	75 9% acfg	33 5%	40 7%	114 7%	73 6%	187 7%
Neither agree nor disagree	561 20%	64 15%	89 18%	98 20%	96 19%	100 23% a	113 26% abcdg	561 20% a	273 20%	286 20%	136 18%	140 17%	126 21%	150 26% abeg	276 17%	277 23% abe	561 20%
Slightly agree	1088 39%	154 36%	169 34%	194 39%	215 42%	179 42%	177 41%	1088 39%	519 38%	567 40%	300 39%	337 42% d	246 40%	198 34%	636 40% d	444 37%	1088 39% d
Strongly agree	830 30%	164 38% defg	184 37% defg	169 34% def	134 26% f	104 24% f	74 17%	830 30% f	432 32% b	391 27%	257 33% d	223 28%	184 30%	158 27%	480 30%	342 29%	830 30%
Don't know	35 1%	12 3% efg	6 1%	7 1%	7 1%	3 1%	1 *%	35 1%	9 1%	26 2% a	10 1%	9 1%	7 1%	9 2%	19 1%	15 1%	35 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	286 10%	34 8%	52 10%	33 7%	62 12% c	43 10%	63 15% acg	286 10% c	134 10%	152 11%	74 10%	95 12% c	47 8%	67 12%	169 11%	114 10%	286 10%
TOTAL AGREE	1917 68%	318 74% efg	353 71% f	363 73% f	349 68% f	283 66%	251 59%	1917 68% f	950 70%	958 67%	557 72% df	560 70% d	430 71% d	356 61%	1116 71% df	786 66%	1917 68% d
TOTAL NEITHER/ DON'T KNOW	596 21%	77 18%	95 19%	105 21%	103 20%	102 24% a	114 27% abdg	596 21%	282 21%	312 22%	146 19%	149 19%	133 22%	159 27% abeg	295 19%	292 24% abe	596 21%

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

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

**IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to broaden my understanding or view of the world. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Strongly disagree	100 4%	81 3%	9 4%	9 7% ade	1 2%	100 4%	80 3%	16 5%	21 5%	79 3%	100 4%	58 7% bcd	27 2%	10 1%	100 4% c
Slightly disagree	187 7%	163 7% d	15 6%	6 4%	2 3%	187 7%	150 6%	35 11% a	31 8%	156 6%	187 7%	85 11% bcd	70 6% c	26 3%	187 7% c
Neither agree nor disagree	561 20%	460 20%	54 22%	35 25% d	13 17%	561 20%	489 20%	64 20%	92 24%	469 19%	561 20%	241 30% bcd	208 18% c	96 12%	561 20% c
Slightly agree	1088 39%	908 39%	99 41%	46 34%	35 46% c	1088 39%	966 40%	112 35%	137 35%	951 39%	1088 39%	269 34%	485 42% a	322 40% a	1088 39% a
Strongly agree	830 30%	701 30%	63 26%	40 29%	24 32%	830 30%	730 30%	86 27%	96 25%	734 30%	830 30%	123 15%	356 31% a	347 43% abd	830 30% a
Don't know	35 1%	30 1%	4 1%	1 1%	1 1%	35 1%	30 1%	5 1%	13 3% bc	23 1%	35 1%	26 3% bcd	6 1%	3 *%	35 1%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	286 10%	244 10% d	24 10%	15 11% d	3 5%	286 10% d	230 9%	51 16% a	52 13%	235 10%	286 10%	143 18% bcd	97 8% c	37 5%	286 10% c
TOTAL AGREE	1917 68%	1609 69%	163 67%	86 63%	59 78% abce	1917 68%	1695 69% b	198 62%	232 60%	1685 70% a	1917 68% a	392 49%	841 73% ad	669 83% abd	1917 68% a
TOTAL NEITHER/ DON'T KNOW	596 21%	490 21%	57 23%	36 26% d	13 17%	596 21%	519 21%	69 22%	105 27% bc	492 20%	596 21%	267 33% bcd	214 19% c	99 12%	596 21% c

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

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

**IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to broaden my understanding or view of the world. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Strongly disagree	100 4%	15 3%	54 5%	14 3%
Slightly disagree	187 7%	33 6%	74 6%	37 6%
Neither agree nor disagree	561 20%	122 23%	203 18%	107 19%
Slightly agree	1088 39%	204 38%	466 41%	240 42%
Strongly agree	830 30%	156 29%	350 30%	170 30%
Don't know	35 1%	9 2%	4 *%	2 *%
		b		
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	286 10%	48 9%	128 11%	51 9%
TOTAL AGREE	1917 68%	361 67%	816 71%	410 72%
TOTAL NEITHER/ DON'T KNOW	596 21%	130 24%	207 18%	109 19%
		b		

Columns Tested: a,b,c

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

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2532	776	386	454	391	258	267	2532	1198	1314	611	770	488	638	1381	1126	2532
Effective Weighted Sample	1388	400	238	279	240	153	148	1388	678	700	373	416	284	325	788	595	1388
Total	2039	397	442	407	405	216	171	2039	1006	1023	555	585	476	402	1139	878	2039
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1071	134	193	209	243	154	139	1071	383	684	274	295	252	243	569	495	1071
	53%	34%	44%	51%	60%	71%	81%	53%	38%	67%	49%	50%	53%	60%	50%	56%	53%
			a	a	abcg	abcdg	abcdg	ab		a				abeg		ae	
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	604	199	155	130	91	24	5	604	365	233	181	180	144	96	361	240	604
	30%	50%	35%	32%	23%	11%	3%	30%	36%	23%	33%	31%	30%	24%	32%	27%	30%
		bcdefg	def	def	ef	f		def	b		d	d			d		d
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	551	109	145	125	97	54	21	551	303	246	181	126	154	88	307	242	551
	27%	27%	33%	31%	24%	25%	12%	27%	30%	24%	33%	22%	32%	22%	27%	28%	27%
		f	df	f	f	f		f	b		bdeg		bd		b	b	b
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	475	102	135	114	72	36	15	475	299	172	138	144	116	76	282	192	475
	23%	26%	30%	28%	18%	17%	9%	23%	30%	17%	25%	25%	24%	19%	25%	22%	23%
		def	defg	def	f	f		f	b						d		
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	464	166	121	87	71	16	2	464	247	210	146	142	109	65	287	174	464
	23%	42%	27%	21%	17%	8%	1%	23%	25%	21%	26%	24%	23%	16%	25%	20%	23%
		bcdefg	def	ef	ef	f		ef			df	d	d		df		d

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

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

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2532	776	386	454	391	258	267	2532	1198	1314	611	770	488	638	1381	1126	2532
Effective Weighted Sample	1388	400	238	279	240	153	148	1388	678	700	373	416	284	325	788	595	1388
Total	2039	397	442	407	405	216	171	2039	1006	1023	555	585	476	402	1139	878	2039
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	345 17%	91 23% defg	108 24% cdefg	70 17% ef	53 13% f	19 9% f	4 2% f	345 17% ef	223 22% b	121 12% b	118 21% dfg	103 18% d	78 16% d	45 11% d	221 19% df	124 14% d	345 17% d
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	311 15%	87 22% defg	99 22% defg	66 16% ef	47 12% ef	11 5% ef	2 1% ef	311 15% ef	168 17% ef	140 14% ef	94 17% d	100 17% d	71 15% d	45 11% d	194 17% d	116 13% d	311 15% d
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	281 14%	34 8%	61 14% a	66 16% af	65 16% af	40 19% af	15 9% af	281 14% a	132 13% a	149 15% a	81 15% b	56 10% b	88 18% beg	55 14% beg	138 12% beg	143 16% be	281 14% b
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	281 14%	77 19% defg	84 19% defg	65 16% def	37 9% f	17 8% f	1 1% f	281 14% def	191 19% b	88 9% b	111 20% bcdfg	73 12% bcdfg	61 13% bcdfg	36 9% bcdfg	183 16% df	97 11% df	281 14% d
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	255 12%	74 19% defg	68 15% def	59 14% ef	37 9% f	11 5% f	5 3% f	255 12% ef	117 12% ef	135 13% ef	81 15% f	83 14% f	47 10% f	43 11% f	164 14% f	90 10% f	255 12% f

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

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

## G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2532	776	386	454	391	258	267	2532	1198	1314	611	770	488	638	1381	1126	2532
Effective Weighted Sample	1388	400	238	279	240	153	148	1388	678	700	373	416	284	325	788	595	1388
Total	2039	397	442	407	405	216	171	2039	1006	1023	555	585	476	402	1139	878	2039
Accurately simulate a real-life experience (e.g. flying a plane)	253	67	81	49	32	18	7	253	153	98	101	71	48	34	171	82	253
	12%	17%	18%	12%	8%	8%	4%	12%	15%	10%	18%	12%	10%	8%	15%	9%	12%
		defg	cdefg	f				df	b		bcdg				cdf		df
Other type of games	37	8	4	5	10	6	5	37	29	8	10	11	8	7	21	15	37
	2%	2%	1%	1%	2%	3%	3%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
									b								
Don't know	58	11	13	13	12	2	7	58	27	31	5	14	9	21	19	30	58
	3%	3%	3%	3%	3%	1%	4%	3%	3%	3%	1%	2%	2%	5%	2%	3%	3%
														abceg		ae	a
Mean number of genres played (out of 12)	2.4	2.9	2.8	2.6	2.1	1.9	1.3	2.4	2.6	2.2	2.7	2.4	2.5	2.1	2.5	2.3	2.4
		cdefg	defg	def	f	f		def	b		bcdg	d	d		bdfg	d	df
Standard deviation	1.82	1.97	1.98	1.94	1.56	1.38	.70	1.82	1.94	1.68	2.04	1.62	1.80	1.73	1.85	1.78	1.82
Standard error	.04	.07	.10	.09	.08	.09	.04	.04	.06	.05	.08	.06	.08	.07	.05	.05	.04

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

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

## G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2532	1845	251	212	224	2532	2265	226	317	2215	2532	499	1127	898	2532
Effective Weighted Sample	1388	1106	133	118	116	1388	1240	132	176	1215	1388	263	611	521	1388
Total	2039	1710	184	92	52	2039	1817	192	290	1749	2039	434	882	713	2039
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1071	905	93	42	30	1071	933	127	121	950	1071	184	443	443	1071
	53%	53%	51%	46%	58%	53%	51%	66% a	42%	54% a	53% a	42%	50% a	62% abd	53% a
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	604	520	47	25	12	604	562	32	66	537	604	91	264	249	604
	30%	30%	25%	27%	23%	30%	31% b	17%	23%	31% a	30%	21%	30% a	35% ad	30% a
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	551	478	35	26	12	551	495	48	80	471	551	58	220	273	551
	27%	28% b	19%	28%	23%	27% b	27%	25%	28%	27%	27%	13%	25% a	38% abd	27% a
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	475	387	49	24	15	475	414	52	35	440	475	45	200	230	475
	23%	23%	27%	26%	28%	23%	23%	27%	12%	25% a	23% a	10%	23% a	32% abd	23% a
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	464	390	43	21	10	464	426	29	66	398	464	52	215	197	464
	23%	23%	23%	22%	18%	23%	23% b	15%	23%	23%	23%	12%	24% a	28% ad	23% a

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



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

## G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2532	1845	251	212	224	2532	2265	226	317	2215	2532	499	1127	898	2532
Effective Weighted Sample	1388	1106	133	118	116	1388	1240	132	176	1215	1388	263	611	521	1388
Total	2039	1710	184	92	52	2039	1817	192	290	1749	2039	434	882	713	2039
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	345 17%	294 17%	28 15%	17 19%	5 10%	345 17%	311 17%	22 11%	42 15%	302 17%	345 17%	57 13%	141 16%	147 21% ab	345 17%
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	311 15%	260 15% d	28 15%	19 21% d	4 8%	311 15% d	270 15%	31 16%	28 10%	284 16% a	311 15% a	24 6%	111 13% a	176 25% abd	311 15% a
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	281 14%	225 13%	30 16%	16 18%	10 19%	281 14%	249 14%	31 16%	33 11%	248 14%	281 14%	36 8%	94 11%	152 21% abd	281 14% a
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	281 14%	238 14%	20 11%	18 20% bd	5 9%	281 14%	264 15% b	11 6%	22 8%	259 15% a	281 14% a	21 5%	133 15% a	126 18% ad	281 14% a
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	255 12%	210 12%	26 14%	14 15%	5 9%	255 12%	231 13%	21 11%	25 9%	230 13%	255 12%	26 6%	86 10%	140 20% abd	255 12% a

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

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

## G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2532	1845	251	212	224	2532	2265	226	317	2215	2532	499	1127	898	2532
Effective Weighted Sample	1388	1106	133	118	116	1388	1240	132	176	1215	1388	263	611	521	1388
Total	2039	1710	184	92	52	2039	1817	192	290	1749	2039	434	882	713	2039
Accurately simulate a real-life experience (e.g. flying a plane)	253	212	25	11	6	253	225	23	27	226	253	19	105	130	253
	12%	12%	13%	12%	11%	12%	12%	12%	9%	13%	12%	4%	12% a	18% abd	12% a
Other type of games	37	33	2	1	*	37	32	5	4	33	37	4	21	12	37
	2%	2%	1%	1%	1%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%
Don't know	58	50	7	1	*	58	56	2	11	47	58	27	17	8	58
	3%	3%	4%	1%	1%	3%	3%	1%	4%	3%	3%	6% bcd	2%	1%	3% c
Mean number of genres played (out of 12)	2.4	2.4	2.3	2.6	2.2	2.4	2.4	2.3	1.9	2.5	2.4	1.4	2.3	3.2	2.4
				d						a	a		a	abd	a
Standard deviation	1.82	1.85	1.70	1.79	1.55	1.82	1.86	1.45	1.37	1.87	1.82	.94	1.52	2.20	1.82
Standard error	.04	.04	.11	.12	.10	.04	.04	.10	.08	.04	.04	.04	.05	.07	.04

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

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

## G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2532	542	980	442
Effective Weighted Sample	1388	291	564	250
Total	2039	448	836	374
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1071	223	436	228
	53%	50%	52%	61%
				ab
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	604	152	230	106
	30%	34%	27%	28%
		b		
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	551	122	221	112
	27%	27%	26%	30%
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	475	97	220	95
	23%	22%	26%	25%
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	464	104	185	75
	23%	23%	22%	20%

Columns Tested: a,b,c

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

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2532	542	980	442
Effective Weighted Sample	1388	291	564	250
Total	2039	448	836	374
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	345 17%	81 18%	140 17%	69 18%
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	311 15%	59 13%	130 16%	62 16%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	281 14%	59 13%	129 15%	63 17%
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	281 14%	74 17%	104 12%	53 14%
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	255 12%	51 11%	112 13%	43 11%
Accurately simulate a real-life experience (e.g. flying a plane)	253 12%	54 12%	89 11%	62 17%

b

Columns Tested: a,b,c

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

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2532	542	980	442
Effective Weighted Sample	1388	291	564	250
Total	2039	448	836	374
Other type of games	37	7	14	11
	2%	2%	2%	3%
Don't know	58	12	13	9
	3%	3%	2%	2%
Mean number of genres played (out of 12)	2.4	2.4	2.4	2.6
				b
Standard deviation	1.82	1.80	1.73	2.13
Standard error	.04	.08	.06	.10

Columns Tested: a,b,c

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

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1071	134	193	209	243	154	139	1071	383	684	274	295	252	243	569	495	1071
	38%	31%	39%	42%	47%	36%	32%	38%	28%	48%	35%	37%	41%	42%	36%	42%	38%
			a	af	abefg			af		a				ae		ae	
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	604	199	155	130	91	24	5	604	365	233	181	180	144	96	361	240	604
	22%	46%	31%	26%	18%	6%	1%	22%	27%	16%	23%	22%	24%	17%	23%	20%	22%
		bcdefg	defg	def	ef	f		ef	b		d	d	d		d		d
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	551	109	145	125	97	54	21	551	303	246	181	126	154	88	307	242	551
	20%	25%	29%	25%	19%	13%	5%	20%	22%	17%	23%	16%	25%	15%	19%	20%	20%
		defg	defg	efg	ef	f		ef	b		bd		bdeg		d	bd	bd
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	475	102	135	114	72	36	15	475	299	172	138	144	116	76	282	192	475
	17%	24%	27%	23%	14%	8%	4%	17%	22%	12%	18%	18%	19%	13%	18%	16%	17%
		defg	defg	defg	ef	f		ef	b		d	d	d		d		d
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	464	166	121	87	71	16	2	464	247	210	146	142	109	65	287	174	464
	17%	39%	24%	17%	14%	4%	1%	17%	18%	15%	19%	18%	18%	11%	18%	15%	17%
		bcdefg	cdefg	ef	ef	f		ef			df	d	d		df		d

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

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

## G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	345 12%	91 21% cdefg	108 22% cdefg	70 14% ef	53 10% ef	19 4% f	4 1% ef	345 12% ef	223 16% b	121 8% ef	118 15% df	103 13% d	78 13% d	45 8% ef	221 14% df	124 10% ef	345 12% d
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	311 11%	87 20% cdefg	99 20% cdefg	66 13% ef	47 9% ef	11 3% f	2 *% ef	311 11% ef	168 12% ef	140 10% ef	94 12% d	100 12% d	71 12% d	45 8% ef	194 12% d	116 10% ef	311 11% d
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	281 10%	34 8% f	61 12% f	66 13% af	65 13% af	40 9% f	15 4% f	281 10% f	132 10% f	149 10% f	81 10% b	56 7% bdeg	88 14% bdeg	55 9% bdeg	138 9% bdeg	143 12% be	281 10% b
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	281 10%	77 18% defg	84 17% defg	65 13% def	37 7% f	17 4% f	1 *% ef	281 10% ef	191 14% b	88 6% bdfg	111 14% bdfg	73 9% d	61 10% d	36 6% d	183 12% df	97 8% df	281 10% d
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	255 9%	74 17% cdefg	68 14% defg	59 12% ef	37 7% ef	11 3% ef	5 1% ef	255 9% ef	117 9% ef	135 9% ef	81 10% ef	83 10% ef	47 8% ef	43 7% ef	164 10% f	90 8% f	255 9% f

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

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

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Accurately simulate a real-life experience (e.g. flying a plane)	253	67	81	49	32	18	7	253	153	98	101	71	48	34	171	82	253
	9%	16%	16%	10%	6%	4%	2%	9%	11%	7%	13%	9%	8%	6%	11%	7%	9%
		cdefg	cdefg	ef	f	f		ef	b		bcdg				df		d
Other type of games	37	8	4	5	10	6	5	37	29	8	10	11	8	7	21	15	37
	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
									b								
Don't know	58	11	13	13	12	2	7	58	27	31	5	14	9	21	19	30	58
	2%	3%	3%	3%	2%	1%	2%	2%	2%	2%	1%	2%	1%	4%	1%	3%	2%
		e	e	e										abceg		ae	a
DO NOT PLAY GAMES	761	31	58	93	109	213	257	761	361	400	222	218	134	180	440	314	761
	27%	7%	12%	19%	21%	50%	60%	27%	26%	28%	29%	27%	22%	31%	28%	26%	27%
			a	ab	ab	abcdg	abcdg	abcd			c			c	c		c
Mean number of genres played (out of 12)	1.8	2.7	2.5	2.1	1.7	.9	.5	1.8	1.9	1.6	2.0	1.7	1.9	1.4	1.8	1.7	1.8
		cdefg	cdefg	defg	ef	f		ef	b		bdfg	d	bdfg		df	d	d
Standard deviation	1.89	2.04	2.07	2.02	1.63	1.36	.77	1.89	2.02	1.74	2.12	1.74	1.89	1.73	1.94	1.83	1.89
Standard error	.03	.07	.10	.08	.07	.06	.03	.03	.05	.04	.07	.05	.08	.06	.04	.05	.03

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



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

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1071	905	93	42	30	1071	933	127	121	950	1071	184	443	443	1071
	38%	39%	38%	31%	40%	38%	38%	40%	31%	39%	38%	23%	38%	55%	38%
		c								a	a		a	abd	a
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	604	520	47	25	12	604	562	32	66	537	604	91	264	249	604
	22%	22%	19%	18%	16%	22%	23%	10%	17%	22%	22%	11%	23%	31%	22%
							b						a	abd	a
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	551	478	35	26	12	551	495	48	80	471	551	58	220	273	551
	20%	20%	14%	19%	16%	20%	20%	15%	21%	20%	20%	7%	19%	34%	20%
		b											a	abd	a
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	475	387	49	24	15	475	414	52	35	440	475	45	200	230	475
	17%	17%	20%	18%	19%	17%	17%	16%	9%	18%	17%	6%	17%	29%	17%
										a	a		a	abd	a
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	464	390	43	21	10	464	426	29	66	398	464	52	215	197	464
	17%	17%	18%	15%	13%	17%	17%	9%	17%	16%	17%	6%	19%	24%	17%
							b						a	abd	a

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

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

## G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	345 12%	294 13% d	28 11%	17 12%	5 7%	345 12% d	311 13% b	22 7%	42 11%	302 13%	345 12%	57 7%	141 12% a	147 18% abd	345 12% a
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	311 11%	260 11% d	28 12%	19 14% d	4 6%	311 11% d	270 11%	31 10%	28 7%	284 12% a	311 11%	24 3%	111 10% a	176 22% abd	311 11% a
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	281 10%	225 10%	30 12%	16 12%	10 13%	281 10%	249 10%	31 10%	33 9%	248 10%	281 10%	36 4%	94 8% a	152 19% abd	281 10% a
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	281 10%	238 10%	20 8%	18 13% d	5 7%	281 10%	264 11% b	11 3%	22 6%	259 11% a	281 10% a	21 3%	133 12% a	126 16% abd	281 10% a
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	255 9%	210 9%	26 10%	14 10%	5 6%	255 9%	231 9%	21 7%	25 6%	230 10%	255 9%	26 3%	86 7% a	140 17% abd	255 9% a

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

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

## G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Accurately simulate a real-life experience (e.g. flying a plane)	253	212	25	11	6	253	225	23	27	226	253	19	105	130	253
	9%	9%	10%	8%	7%	9%	9%	7%	7%	9%	9%	2%	9% a	16% abd	9% a
Other type of games	37	33	2	1	*	37	32	5	4	33	37	4	21	12	37
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	2% a	2%	1%
Don't know	58	50	7	1	*	58	56	2	11	47	58	27	17	8	58
	2%	2%	3%	1%	1%	2%	2%	1%	3%	2%	2%	3% bc	1%	1%	2%
DO NOT PLAY GAMES	761	633	60	45	23	761	627	126	99	662	761	368	270	92	761
	27%	27%	24%	33%	31%	27%	26%	40% a	25%	27%	27%	46% bcd	23% c	11%	27% bc
Mean number of genres played (out of 12)	1.8	1.8	1.7	1.7	1.5	1.8	1.8	1.4	1.4	1.8	1.8	.8	1.8	2.8	1.8
		d				d	b			a	a		a	abd	a
Standard deviation	1.89	1.91	1.78	1.90	1.64	1.89	1.92	1.58	1.44	1.95	1.89	.99	1.65	2.31	1.89
Standard error	.03	.04	.10	.11	.09	.03	.03	.08	.07	.03	.03	.03	.04	.07	.03

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

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

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1071	223	436	228
	38%	41%	38%	40%
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	604	152	230	106
	22%	28%	20%	19%
		bc		
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	551	122	221	112
	20%	23%	19%	20%
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	475	97	220	95
	17%	18%	19%	17%
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	464	104	185	75
	17%	19%	16%	13%
		c		

Columns Tested: a,b,c

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

**G2. Which of the following types of games do you play? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	345 12%	81 15%	140 12%	69 12%
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	311 11%	59 11%	130 11%	62 11%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	281 10%	59 11%	129 11%	63 11%
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	281 10%	74 14% b	104 9%	53 9%
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	255 9%	51 10%	112 10%	43 8%

Columns Tested: a,b,c

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

## G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Accurately simulate a real-life experience (e.g. flying a plane)	253	54	89	62
	9%	10%	8%	11%
Other type of games	37	7	14	11
	1%	1%	1%	2%
Don't know	58	12	13	9
	2%	2%	1%	2%
DO NOT PLAY GAMES	761	91	316	196
	27%	17%	27%	34%
		a	a	ab
Mean number of genres played (out of 12)	1.8	2.0	1.7	1.7
		bc		
Standard deviation	1.89	1.87	1.82	2.13
Standard error	.03	.07	.05	.08
Columns Tested: a,b,c				

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

### G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1752	635	280	287	248	161	141	1752	858	879	439	536	351	409	975	760	1752
Effective Weighted Sample	952	322	177	179	151	95	75	952	484	460	267	289	197	204	555	389	952
Total	1388	329	323	249	257	142	89	1388	718	662	410	396	332	242	806	574	1388
Playing on your own - against the games console/ computer or other device	960 69%	196 60%	223 69%	165 66%	198 77%	109 77%	70 78%	960 69%	455 63%	502 76%	275 67%	277 70%	222 67%	184 76%	552 68%	406 71%	960 69%
			a		ac	a	a	a		a				ace			
Playing with or against someone you know/ that you have met in person	653 47%	204 62%	191 59%	126 51%	93 36%	33 23%	7 8%	653 47%	405 56%	242 37%	224 55%	186 47%	164 49%	78 32%	410 51%	242 42%	653 47%
		cdefg	defg	def	ef	f		def	b		dfg	d	d		df	d	d
Playing with or against someone you do not know/ you have not met in person	413 30%	106 32%	106 33%	80 32%	69 27%	38 27%	15 17%	413 30%	255 36%	155 23%	122 30%	134 34%	97 29%	56 23%	255 32%	153 27%	413 30%
		f	f	f				f	b			df			d		
Don't know	17 1%	4 1%	4 1%	1 *%	2 1%	1 *%	5 6%	17 1%	1 *%	15 2%	1 *%	6 2%	1 *%	6 3%	7 1%	7 1%	17 1%
							abcdeg			a				ac			

### SUMMARY CODES

PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	825 59%	232 71%	227 70%	164 66%	124 48%	60 42%	18 21%	825 59%	507 71%	310 47%	270 66%	243 61%	205 62%	102 42%	514 64%	307 54%	825 59%
		defg	defg	def	f	f		def	b		df	df	d		df	d	df
TOTAL - PLAYS GAMES ONLINE	1388 100%	329 100%	323 100%	249 100%	257 100%	142 100%	89 100%	1388 100%	718 100%	662 100%	410 100%	396 100%	332 100%	242 100%	806 100%	574 100%	1388 100%

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

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1752	1299	163	142	148	1752	1578	142	213	1539	1752	251	790	711	1752
Effective Weighted Sample	952	762	93	75	82	952	862	79	116	838	952	128	419	408	952
Total	1388	1173	118	64	33	1388	1240	124	188	1200	1388	213	609	566	1388
Playing on your own - against the games console/ computer or other device	960 69%	802 68%	90 76%	42 65%	27 82% ace	960 69%	842 68%	102 82% a	126 67%	834 69%	960 69%	138 65%	390 64%	432 76% abd	960 69%
Playing with or against someone you know/ that you have met in person	653 47%	559 48% d	55 47%	27 43%	12 36%	653 47%	611 49% b	32 26%	61 32%	592 49% a	653 47% a	54 25%	313 51% a	287 51% a	653 47% a
Playing with or against someone you do not know/ you have not met in person	413 30%	350 30%	32 27%	20 31%	10 32%	413 30%	373 30%	30 25%	33 17%	380 32% a	413 30% a	31 15%	162 27% a	220 39% abd	413 30% a
Don't know	17 1%	12 1%	2 2%	2 3%	* 1%	17 1%	16 1%	1 1%	3 2%	13 1%	17 1%	8 4% bcd	6 1%	2 *%	17 1%
<b>SUMMARY CODES</b>															
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	825 59%	705 60%	67 57%	37 58%	16 50%	825 59%	761 61% b	49 40%	80 42%	745 62% a	825 59% a	78 36%	377 62% a	370 65% ad	825 59% a
TOTAL - PLAYS GAMES ONLINE	1388 100%	1173 100%	118 100%	64 100%	33 100%	1388 100%	1240 100%	124 100%	188 100%	1200 100%	1388 100%	213 100%	609 100%	566 100%	1388 100%
Columns Tested: a,b,c,d,e - a,b - a,b,c - a,b,c,d															



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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games online

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1752	377	682	280
Effective Weighted Sample	952	206	387	159
Total	1388	302	580	257
Playing on your own - against the games console/ computer or other device	960	198	405	197
	69%	66%	70%	77%
				a
Playing with or against someone you know/ that you have met in person	653	156	267	112
	47%	52%	46%	43%
Playing with or against someone you do not know/ you have not met in person	413	91	176	72
	30%	30%	30%	28%
Don't know	17	2	7	-
	1%	1%	1%	-%
<b>SUMMARY CODES</b>				
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	825	184	342	144
	59%	61%	59%	56%
TOTAL - PLAYS GAMES ONLINE	1388	302	580	257
	100%	100%	100%	100%

Columns Tested: a,b,c

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2532	776	386	454	391	258	267	2532	1198	1314	611	770	488	638	1381	1126	2532
Effective Weighted Sample	1388	400	238	279	240	153	148	1388	678	700	373	416	284	325	788	595	1388
Total	2039	397	442	407	405	216	171	2039	1006	1023	555	585	476	402	1139	878	2039
Playing on your own - against the games console/ computer or other device	960	196	223	165	198	109	70	960	455	502	275	277	222	184	552	406	960
	47%	49%	50%	41%	49%	51%	41%	47%	45%	49%	50%	47%	47%	46%	48%	46%	47%
		c	c			c		c									
Playing with or against someone you know/ that you have met in person	653	204	191	126	93	33	7	653	405	242	224	186	164	78	410	242	653
	32%	51%	43%	31%	23%	15%	4%	32%	40%	24%	40%	32%	34%	19%	36%	28%	32%
		bcdefg	cdefg	def	f	f		def	b		bdfg	d	df		df	d	df
Playing with or against someone you do not know/ you have not met in person	413	106	106	80	69	38	15	413	255	155	122	134	97	56	255	153	413
	20%	27%	24%	20%	17%	18%	9%	20%	25%	15%	22%	23%	20%	14%	22%	17%	20%
		cdefg	f	f	f	f		f	b		d	df	d		df		d
Don't know	17	4	4	1	2	1	5	17	1	15	1	6	1	6	7	7	17
	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
							cdg			a							

**SUMMARY CODES**

PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	825	232	227	164	124	60	18	825	507	310	270	243	205	102	514	307	825
	40%	58%	51%	40%	31%	28%	11%	40%	50%	30%	49%	42%	43%	25%	45%	35%	40%
		cdefg	cdefg	def	f	f		def	b		bdfg	df	df		dfg	d	df
TOTAL - PLAYS GAMES ONLINE	1388	329	323	249	257	142	89	1388	718	662	410	396	332	242	806	574	1388
	68%	83%	73%	61%	63%	66%	52%	68%	71%	65%	74%	68%	70%	60%	71%	65%	68%
		bcdefg	cdf		f	f		cf	b		dfg	d	d		df		d

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

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2532	776	386	454	391	258	267	2532	1198	1314	611	770	488	638	1381	1126	2532
Effective Weighted Sample	1388	400	238	279	240	153	148	1388	678	700	373	416	284	325	788	595	1388
Total	2039	397	442	407	405	216	171	2039	1006	1023	555	585	476	402	1139	878	2039
PLAYS GAMES BUT NOT ONLINE	623	64	118	149	138	72	82	623	279	342	139	180	139	153	319	292	623
	31%	16%	27%	37%	34%	34%	48%	31%	28%	33%	25%	31%	29%	38%	28%	33%	31%
			a	abg	a	a	abcdeg	a		a				abceg		ae	a
UNSURE WHETHER PLAYS GAMES ONLINE	28	4	2	9	11	1	1	28	8	19	5	9	5	7	14	13	28
	1%	1%	*%	2%	3%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%
					b												

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

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2532	1845	251	212	224	2532	2265	226	317	2215	2532	499	1127	898	2532
Effective Weighted Sample	1388	1106	133	118	116	1388	1240	132	176	1215	1388	263	611	521	1388
Total	2039	1710	184	92	52	2039	1817	192	290	1749	2039	434	882	713	2039
Playing on your own - against the games console/ computer or other device	960 47%	802 47%	90 49%	42 45%	27 51%	960 47%	842 46%	102 53%	126 44%	834 48%	960 47%	138 32%	390 44% a	432 61% abd	960 47% a
Playing with or against someone you know/ that you have met in person	653 32%	559 33% d	55 30%	27 30%	12 23%	653 32% d	611 34% b	32 17%	61 21%	592 34% a	653 32% a	54 12%	313 35% a	287 40% ad	653 32% a
Playing with or against someone you do not know/ you have not met in person	413 20%	350 20%	32 18%	20 21%	10 20%	413 20%	373 21%	30 16%	33 11%	380 22% a	413 20% a	31 7%	162 18% a	220 31% abd	413 20% a
Don't know	17 1%	12 1%	2 1%	2 2%	* 1%	17 1%	16 1%	1 *%	3 1%	13 1%	17 1%	8 2% c	6 1%	2 *%	17 1%
<b>SUMMARY CODES</b>															
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	825 40%	705 41% d	67 36%	37 40%	16 31%	825 40% d	761 42% b	49 26%	80 28%	745 43% a	825 40% a	78 18%	377 43% a	370 52% abd	825 40% a
TOTAL - PLAYS GAMES ONLINE	1388 68%	1173 69%	118 64%	64 69%	33 62%	1388 68%	1240 68%	124 65%	188 65%	1200 69%	1388 68%	213 49%	609 69% a	566 79% abd	1388 68% a

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

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2532	1845	251	212	224	2532	2265	226	317	2215	2532	499	1127	898	2532
Effective Weighted Sample	1388	1106	133	118	116	1388	1240	132	176	1215	1388	263	611	521	1388
Total	2039	1710	184	92	52	2039	1817	192	290	1749	2039	434	882	713	2039
PLAYS GAMES BUT NOT ONLINE	623	511	64	27	20	623	551	67	95	528	623	215	254	146	623
	31%	30%	35%	30%	38%	31%	30%	35%	33%	30%	31%	50% bcd	29% c	20%	31% c
UNSURE WHETHER PLAYS GAMES ONLINE	28	26	1	1	-	28	26	1	6	21	28	6	19	2	28
	1%	1%	1%	1%	-%	1%	1%	1%	2%	1%	1%	1%	2% c	*%	1% c

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

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2532	542	980	442
Effective Weighted Sample	1388	291	564	250
Total	2039	448	836	374
Playing on your own - against the games console/ computer or other device	960	198	405	197
	47%	44%	48%	53%
				a
Playing with or against someone you know/ that you have met in person	653	156	267	112
	32%	35%	32%	30%
Playing with or against someone you do not know/ you have not met in person	413	91	176	72
	20%	20%	21%	19%
Don't know	17	2	7	-
	1%	1%	1%	-%
<b>SUMMARY CODES</b>				
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	825	184	342	144
	40%	41%	41%	39%
TOTAL - PLAYS GAMES ONLINE	1388	302	580	257
	68%	67%	69%	69%
PLAYS GAMES BUT NOT ONLINE	623	144	249	115
	31%	32%	30%	31%

Columns Tested: a,b,c

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2532	542	980	442
Effective Weighted Sample	1388	291	564	250
Total	2039	448	836	374
UNSURE WHETHER PLAYS GAMES ONLINE	28	2	7	3
	1%	*%	1%	1%

Columns Tested: a,b,c

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Playing on your own - against the games console/ computer or other device	960	196	223	165	198	109	70	960	455	502	275	277	222	184	552	406	960
	34%	46%	45%	33%	38%	26%	16%	34%	33%	35%	35%	35%	36%	32%	35%	34%	34%
		cdefg	cefg	ef	ef	f		ef									
Playing with or against someone you know/ that you have met in person	653	204	191	126	93	33	7	653	405	242	224	186	164	78	410	242	653
	23%	48%	38%	25%	18%	8%	2%	23%	30%	17%	29%	23%	27%	13%	26%	20%	23%
		bcdefg	cdefg	def	ef	f		def	b		bdfg	d	df		df	d	d
Playing with or against someone you do not know/ you have not met in person	413	106	106	80	69	38	15	413	255	155	122	134	97	56	255	153	413
	15%	25%	21%	16%	13%	9%	3%	15%	19%	11%	16%	17%	16%	10%	16%	13%	15%
		cdefg	defg	ef	f	f		ef	b		d	df	d		df		d
Don't know	17	4	4	1	2	1	5	17	1	15	1	6	1	6	7	7	17
	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%	1%
										a							

**SUMMARY CODES**

PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	825	232	227	164	124	60	18	825	507	310	270	243	205	102	514	307	825
	29%	54%	45%	33%	24%	14%	4%	29%	37%	22%	35%	30%	34%	17%	33%	26%	29%
		bcdefg	cdefg	def	ef	f		ef	b		dfg	d	df		df	d	df
TOTAL - PLAYS GAMES ONLINE	1388	329	323	249	257	142	89	1388	718	662	410	396	332	242	806	574	1388
	50%	77%	65%	50%	50%	33%	21%	50%	53%	47%	53%	49%	54%	42%	51%	48%	50%
		bcdefg	cdefg	ef	ef	f		ef	b		d	d	df		d	d	d

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



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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
PLAYS GAMES BUT NOT ONLINE	623	64	118	149	138	72	82	623	279	342	139	180	139	153	319	292	623
	22%	15%	24%	30%	27%	17%	19%	22%	20%	24%	18%	22%	23%	26%	20%	25%	22%
			ae	ae fg	ae f			ae						ae		ae	a
UNSURE WHETHER PLAYS GAMES ONLINE	28	4	2	9	11	1	1	28	8	19	5	9	5	7	14	13	28
	1%	1%	*%	2%	2%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				f	f												
DO NOT PLAY GAMES	761	31	58	93	109	213	257	761	361	400	222	218	134	180	440	314	761
	27%	7%	12%	19%	21%	50%	60%	27%	26%	28%	29%	27%	22%	31%	28%	26%	27%
			a	ab	ab	abcdg	abcdeg	abcd			c			c	c		c

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

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Playing on your own - against the games console/ computer or other device	960 34%	802 34%	90 37%	42 30%	27 35%	960 34%	842 34%	102 32%	126 33%	834 35%	960 34%	138 17%	390 34% a	432 54% abd	960 34% a
Playing with or against someone you know/ that you have met in person	653 23%	559 24% d	55 23%	27 20%	12 16%	653 23% d	611 25% b	32 10%	61 16%	592 25% a	653 23% a	54 7%	313 27% ad	287 36% abd	653 23% a
Playing with or against someone you do not know/ you have not met in person	413 15%	350 15%	32 13%	20 14%	10 14%	413 15%	373 15% b	30 10%	33 8%	380 16% a	413 15% a	31 4%	162 14% a	220 27% abd	413 15% a
Don't know	17 1%	12 1%	2 1%	2 1%	* 1%	17 1%	16 1%	1 *%	3 1%	13 1%	17 1%	8 1%	6 1%	2 *%	17 1%
<b>SUMMARY CODES</b>															
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	825 29%	705 30% d	67 28%	37 27%	16 22%	825 29% d	761 31% b	49 16%	80 21%	745 31% a	825 29% a	78 10%	377 33% a	370 46% abd	825 29% a
TOTAL - PLAYS GAMES ONLINE	1388 50%	1173 50%	118 49%	64 47%	33 43%	1388 50%	1240 51% b	124 39%	188 48%	1200 50%	1388 50%	213 27%	609 53% a	566 70% abd	1388 50% a

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

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
PLAYS GAMES BUT NOT ONLINE	623 22%	511 22%	64 26%	27 20%	20 26%	623 22%	551 23%	67 21%	95 24%	528 22%	623 22%	215 27% bcd	254 22%	146 18%	623 22% c
UNSURE WHETHER PLAYS GAMES ONLINE	28 1%	26 1%	1 1%	1 1%	- -%	28 1%	26 1%	1 *%	6 2%	21 1%	28 1%	6 1%	19 2% c	2 *%	28 1%
DO NOT PLAY GAMES	761 27%	633 27%	60 24%	45 33%	23 31%	761 27%	627 26%	126 40% a	99 25%	662 27%	761 27%	368 46% bcd	270 23% c	92 11%	761 27% bc

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

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Playing on your own - against the games console/ computer or other device	960	198	405	197
	34%	37%	35%	35%
Playing with or against someone you know/ that you have met in person	653	156	267	112
	23%	29%	23%	20%
		bc		
Playing with or against someone you do not know/ you have not met in person	413	91	176	72
	15%	17%	15%	13%
Don't know	17	2	7	-
	1%	*%	1%	-%

**SUMMARY CODES**

PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	825	184	342	144
	29%	34%	30%	25%
		c		
TOTAL - PLAYS GAMES ONLINE	1388	302	580	257
	50%	56%	50%	45%
		c		
PLAYS GAMES BUT NOT ONLINE	623	144	249	115
	22%	27%	22%	20%
		c		

Columns Tested: a,b,c

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

**G3B. When you play games online, which of these describe how you play? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
UNSURE WHETHER PLAYS GAMES ONLINE	28	2	7	3
	1%	*%	1%	1%
DO NOT PLAY GAMES	761	91	316	196
	27%	17%	27%	34%
			a	ab

Columns Tested: a,b,c

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

**Q1. Which one of these best describes how you feel about the time you spend watching videos online? (SINGLE CODE)**

Base : All respondents who watch content on video sharing platforms

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3136	833	441	544	471	428	419	3136	1493	1621	772	955	572	806	1727	1378	3136
Effective Weighted Sample	1709	430	271	325	282	241	238	1709	833	865	454	520	339	413	972	728	1709
Total	2477	424	490	472	465	356	271	2477	1235	1231	687	731	559	474	1418	1033	2477
I spend too much time doing this	405	134	118	75	47	19	12	405	221	180	118	126	93	65	244	158	405
	16%	32%	24%	16%	10%	5%	4%	16%	18%	15%	17%	17%	17%	14%	17%	15%	16%
		bcdefg	cdefg	def	ef			def									
I am comfortable with the amount of time I spend doing this	1868	258	350	356	375	302	228	1868	937	925	546	547	408	358	1093	766	1868
	75%	61%	71%	75%	81%	85%	84%	75%	76%	75%	79%	75%	73%	76%	77%	74%	75%
			a	a	ab	abcg	abcg	a			cf						
I would like to spend more time doing this	102	22	12	22	23	15	8	102	45	57	16	33	34	18	49	52	102
	4%	5%	2%	5%	5%	4%	3%	4%	4%	5%	2%	4%	6%	4%	3%	5%	4%
													ae			a	
Don't know	102	10	9	19	20	21	23	102	33	69	8	25	24	33	33	57	102
	4%	2%	2%	4%	4%	6%	8%	4%	3%	6%	1%	3%	4%	7%	2%	6%	4%
						ab	abcg			a		a	a	abeg		ae	ae

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

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

**Q1. Which one of these best describes how you feel about the time you spend watching videos online? (SINGLE CODE)**

Base : All respondents who watch content on video sharing platforms

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3136	2268	303	277	288	3136	2790	295	420	2716	3136	678	1436	1010	3136
Effective Weighted Sample	1709	1352	165	155	154	1709	1535	159	225	1487	1709	347	789	581	1709
Total	2477	2077	217	115	69	2477	2179	264	361	2116	2477	578	1088	795	2477
I spend too much time doing this	405 16%	343 17%	36 17%	15 13%	11 16%	405 16%	354 16%	42 16%	53 15%	352 17%	405 16%	67 12%	175 16% a	163 21% abd	405 16% a
I am comfortable with the amount of time I spend doing this	1868 75%	1555 75%	168 77%	92 80%	54 78%	1868 75%	1644 75%	199 75%	271 75%	1597 75%	1868 75%	428 74%	827 76%	608 76%	1868 75%
I would like to spend more time doing this	102 4%	91 4%	4 2%	5 4%	2 2%	102 4%	92 4%	9 4%	12 3%	90 4%	102 4%	26 4%	57 5% c	19 2%	102 4%
Don't know	102 4%	88 4%	9 4%	3 3%	2 3%	102 4%	89 4%	13 5%	25 7% b	77 4%	102 4%	58 10% bcd	29 3% c	5 1%	102 4% c

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

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

**Q1. Which one of these best describes how you feel about the time you spend watching videos online? (SINGLE CODE)**

Base : All respondents who watch content on video sharing platforms

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3136	631	1208	608
Effective Weighted Sample	1709	330	690	340
Total	2477	492	998	507
I spend too much time doing this	405	91	161	51
	16%	19%	16%	10%
		c	c	
I am comfortable with the amount of time I spend doing this	1868	357	768	427
	75%	73%	77%	84%
				ab
I would like to spend more time doing this	102	25	32	22
	4%	5%	3%	4%
Don't know	102	19	37	7
	4%	4%	4%	1%
		c	c	

Columns Tested: a,b,c



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

**Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3135	821	436	533	458	418	469	3135	1418	1696	779	942	568	821	1721	1389	3135
Effective Weighted Sample	1721	421	267	319	291	234	265	1721	790	921	458	504	341	428	962	750	1721
Total	2451	416	483	463	450	348	290	2451	1169	1270	678	720	543	493	1398	1036	2451
I spend too much time doing this	603	181	161	104	80	52	25	603	250	350	167	183	146	101	349	247	603
	25%	43%	33%	23%	18%	15%	9%	25%	21%	28%	25%	25%	27%	20%	25%	24%	25%
		bcdefg	cdefg	ef	f	f		def		a			d				
I am comfortable with the amount of time I spend doing this	1749	214	302	346	344	289	254	1749	866	875	488	518	368	366	1006	734	1749
	71%	51%	62%	75%	76%	83%	87%	71%	74%	69%	72%	72%	68%	74%	72%	71%	71%
			a	ab	ab	abcg	abcdg	ab	b								
I would like to spend more time doing this	71	18	17	6	18	5	6	71	39	32	22	15	17	17	37	34	71
	3%	4%	4%	1%	4%	2%	2%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%
		c			c												
Don't know	28	4	2	7	8	2	6	28	14	14	1	4	12	10	5	21	28
	1%	1%	*%	1%	2%	*%	2%	1%	1%	1%	*%	1%	2%	2%	*%	2%	1%
													abe	abe		abe	e

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

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

**Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3135	2263	309	280	283	3135	2785	304	411	2724	3135	723	1398	997	3135
Effective Weighted Sample	1721	1355	173	156	154	1721	1546	163	222	1503	1721	367	767	589	1721
Total	2451	2051	215	119	66	2451	2150	270	357	2094	2451	603	1055	777	2451
I spend too much time doing this	603 25%	512 25%	49 23%	23 19%	19 29% c	603 25%	540 25%	48 18%	83 23%	520 25%	603 25%	77 13%	269 25% a	256 33% abd	603 25% a
I am comfortable with the amount of time I spend doing this	1749 71%	1457 71%	158 73%	87 74%	47 70%	1749 71%	1519 71%	216 80% a	249 70%	1500 72%	1749 71%	479 79% bcd	752 71% c	504 65%	1749 71% c
I would like to spend more time doing this	71 3%	60 3% d	4 2%	8 7% abde	- -%	71 3% d	64 3%	6 2%	17 5%	55 3%	71 3%	25 4%	30 3%	17 2%	71 3%
Don't know	28 1%	22 1%	5 2%	1 1%	* 1%	28 1%	27 1%	* *%	8 2%	20 1%	28 1%	22 4% bcd	5 *%	1 *%	28 1% c

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

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

**Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3135	628	1229	583
Effective Weighted Sample	1721	341	698	323
Total	2451	491	994	482
I spend too much time doing this	603	132	226	97
	25%	27%	23%	20%
		c		
I am comfortable with the amount of time I spend doing this	1749	331	740	367
	71%	67%	74%	76%
			a	a
I would like to spend more time doing this	71	19	21	16
	3%	4%	2%	3%
Don't know	28	9	7	1
	1%	2%	1%	*%
		c		

Columns Tested: a,b,c

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

**Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)**

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2532	776	386	454	391	258	267	2532	1198	1314	611	770	488	638	1381	1126	2532
Effective Weighted Sample	1388	400	238	279	240	153	148	1388	678	700	373	416	284	325	788	595	1388
Total	2039	397	442	407	405	216	171	2039	1006	1023	555	585	476	402	1139	878	2039
I spend too much time doing this	338	89	72	56	49	31	40	338	170	166	115	90	69	63	205	132	338
	17%	22%	16%	14%	12%	14%	23%	17%	17%	16%	21%	15%	15%	16%	18%	15%	17%
		cdeg					cdeg				bcf						
I am comfortable with the amount of time I spend doing this	1469	244	314	306	314	170	121	1469	740	720	403	421	342	294	824	636	1469
	72%	61%	71%	75%	77%	79%	71%	72%	74%	70%	73%	72%	72%	73%	72%	72%	72%
			a	a	a	a	a	a									
I would like to spend more time doing this	163	51	41	35	24	9	3	163	75	89	30	54	44	33	84	77	163
	8%	13%	9%	9%	6%	4%	2%	8%	7%	9%	5%	9%	9%	8%	7%	9%	8%
		defg	f	f				f				a	a			a	
Don't know	69	13	15	10	19	6	7	69	21	47	7	21	21	12	27	33	69
	3%	3%	3%	2%	5%	3%	4%	3%	2%	5%	1%	4%	4%	3%	2%	4%	3%
										a		a	a			a	a

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

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

**Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)**

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2532	1845	251	212	224	2532	2265	226	317	2215	2532	499	1127	898	2532
Effective Weighted Sample	1388	1106	133	118	116	1388	1240	132	176	1215	1388	263	611	521	1388
Total	2039	1710	184	92	52	2039	1817	192	290	1749	2039	434	882	713	2039
I spend too much time doing this	338 17%	278 16%	33 18%	17 18%	9 17%	338 17%	285 16%	45 24% a	60 21%	277 16%	338 17%	76 18%	141 16%	121 17%	338 17%
I am comfortable with the amount of time I spend doing this	1469 72%	1231 72%	131 71%	68 74%	38 73%	1469 72%	1315 72%	136 71%	188 65%	1281 73% a	1469 72% a	289 67%	639 72%	536 75% a	1469 72%
I would like to spend more time doing this	163 8%	143 8%	12 7%	4 4%	4 7%	163 8%	153 8%	9 5%	24 8%	139 8%	163 8%	36 8%	79 9%	48 7%	163 8%
Don't know	69 3%	57 3%	7 4%	3 4%	1 2%	69 3%	64 4%	2 1%	17 6%	52 3%	69 3%	32 7% bcd	23 3%	8 1%	69 3% c

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

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

**Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)**

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2532	542	980	442
Effective Weighted Sample	1388	291	564	250
Total	2039	448	836	374
I spend too much time doing this	338	86	121	58
	17%	19%	14%	15%
I am comfortable with the amount of time I spend doing this	1469	309	623	289
	72%	69%	75%	77%
				a
I would like to spend more time doing this	163	33	68	20
	8%	7%	8%	5%
Don't know	69	20	24	8
	3%	5%	3%	2%

Columns Tested: a,b,c

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

**Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
I spend too much time doing this	430 15%	97 23% cdefg	98 20% def	78 16% e	64 12%	41 10%	52 12%	430 15% e	219 16%	210 15%	131 17%	122 15%	91 15%	82 14%	253 16%	173 15%	430 15%
I am comfortable with the amount of time I spend doing this	2133 76%	267 62%	354 71% a	371 74% a	419 82% abcg	368 86% abcg	354 83% abcg	2133 76% ab	1053 77%	1072 75%	598 77%	610 76%	465 76%	443 76%	1209 77%	909 76%	2133 76%
I would like to spend more time doing this	165 6%	50 12% cdefg	39 8% ef	29 6% f	22 4%	13 3%	12 3%	165 6% ef	65 5%	96 7%	40 5%	49 6%	38 6%	37 6%	89 6%	75 6%	165 6%
Don't know	73 3%	14 3%	10 2%	22 4% e	9 2%	7 2%	11 3%	73 3%	29 2%	44 3%	7 1%	22 3% a	16 3% a	20 3% ae	29 2%	36 3% a	73 3% a

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

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

**Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
I spend too much time doing this	430	362	39	19	9	430	390	33	83	347	430	99	186	144	430
	15%	15%	16%	14%	11%	15%	16%	10%	21%	14%	15%	12%	16%	18%	15%
							b		bc					a	
I am comfortable with the amount of time I spend doing this	2133	1775	188	108	62	2133	1846	255	260	1872	2133	611	874	617	2133
	76%	76%	77%	79%	81%	76%	76%	80%	67%	78%	76%	76%	76%	77%	76%
										a	a				
I would like to spend more time doing this	165	143	10	9	4	165	147	17	22	143	165	42	81	40	165
	6%	6%	4%	6%	5%	6%	6%	5%	6%	6%	6%	5%	7%	5%	6%
Don't know	73	63	6	1	2	73	61	12	24	49	73	49	12	4	73
	3%	3%	3%	1%	2%	3%	2%	4%	6%	2%	3%	6%	1%	*%	3%
									bc			bcd			bc

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



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

**Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
I spend too much time doing this	430	87	177	88
	15%	16%	15%	15%
I am comfortable with the amount of time I spend doing this	2133	390	898	462
	76%	72%	78%	81%
			a	a
I would like to spend more time doing this	165	39	57	17
	6%	7%	5%	3%
		c		
Don't know	73	24	20	3
	3%	4%	2%	1%
		bc		

Columns Tested: a,b,c

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

**C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
1	360	13	47	34	61	85	121	360	192	167	95	120	40	104	215	144	360
	13%	3%	9%	7%	12%	20%	28%	13%	14%	12%	12%	15%	7%	18%	14%	12%	13%
			a	a	ac	abcdg	abcdeg	ac			c	c		acefg	c	c	c
2	745	43	98	55	118	179	251	745	365	379	193	212	171	165	405	336	745
	27%	10%	20%	11%	23%	42%	59%	27%	27%	27%	25%	26%	28%	28%	26%	28%	27%
			ac		ac	abcdg	abcdeg	abc									
3	702	90	161	171	145	88	45	702	330	371	212	183	165	137	395	302	702
	25%	21%	32%	34%	28%	21%	11%	25%	24%	26%	27%	23%	27%	23%	25%	25%	25%
		f	aefg	aefg	aef	f		f									
4	560	109	122	139	130	53	6	560	274	284	167	159	134	92	326	226	560
	20%	25%	24%	28%	25%	12%	1%	20%	20%	20%	22%	20%	22%	16%	21%	19%	20%
		efg	ef	efg	efg	f		ef			d		d		d		d
5-6	268	104	44	60	43	13	4	268	118	146	76	73	67	49	149	116	268
	10%	24%	9%	12%	8%	3%	1%	10%	9%	10%	10%	9%	11%	8%	9%	10%	10%
		bcdefg	ef	ef	ef			ef									
7-9	29	16	2	6	4	1	-	29	9	20	4	9	10	5	14	15	29
	1%	4%	*%	1%	1%	*%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		bcdefg		f													
10 or more	3	3	-	*	-	-	-	3	1	2	2	-	1	*	2	2	3
	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
		g															
Prefer not to say	133	50	26	34	13	9	1	133	77	53	27	46	22	30	73	51	133
	5%	12%	5%	7%	3%	2%	*%	5%	6%	4%	3%	6%	4%	5%	5%	4%	5%
		bcdefg	ef	def	f	f		ef									

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

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

**C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
1	360 13%	292 12%	41 17%	18 13%	9 12%	360 13%	310 13%	44 14%	45 12%	315 13%	360 13%	148 18% bcd	128 11%	82 10%	360 13%
2	745 27%	599 26%	81 33% a	46 33% a	19 25%	745 27%	634 26%	98 31%	93 24%	652 27%	745 27%	272 34% bcd	289 25% c	160 20%	745 27% c
3	702 25%	599 26%	48 20%	31 23%	23 31% b	702 25%	616 25%	82 26%	90 23%	612 25%	702 25%	162 20%	302 26% a	233 29% a	702 25% a
4	560 20%	475 20%	44 18%	27 20%	14 18%	560 20%	489 20%	60 19%	70 18%	490 20%	560 20%	111 14%	260 23% a	183 23% a	560 20% a
5-6	268 10%	233 10%	16 7%	12 9%	7 9%	268 10%	243 10%	22 7%	47 12%	221 9%	268 10%	39 5%	107 9% a	122 15% abd	268 10% a
7-9	29 1%	26 1%	1 *%	- -%	2 3% ace	29 1%	27 1%	2 1%	6 1%	23 1%	29 1%	5 1%	13 1%	11 1%	29 1%
10 or more	3 *%	3 *%	* *%	- -%	* *%	3 *%	3 *%	- -%	2 *%	2 *%	3 *%	2 *%	2 *%	* *%	3 *%
Prefer not to say	133 5%	117 5%	12 5%	3 2%	2 2%	133 5%	123 5%	9 3%	36 9% bc	97 4%	133 5%	63 8% bcd	53 5% c	13 2%	133 5% c

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

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

**C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
1	360	66	151	108
	13%	12%	13%	19%
				ab
2	745	65	382	189
	27%	12%	33%	33%
			a	a
3	702	72	406	117
	25%	13%	35%	20%
			ac	a
4	560	183	190	102
	20%	34%	17%	18%
		bc		
5-6	268	135	22	50
	10%	25%	2%	9%
		bc		b
7-9	29	18	-	5
	1%	3%	-%	1%
		bc		b
10 or more	3	2	-	-
	*%	*%	-%	-%
Prefer not to say	133	-	-	-
	5%	-%	-%	-%

Columns Tested: a,b,c

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

**C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Yes	1146	132	288	360	280	74	11	1146	540	604	360	284	287	204	643	491	1146
	41%	31%	58%	72%	54%	17%	3%	41%	40%	42%	46%	35%	47%	35%	41%	41%	41%
		ef	aefg	abdefg	aefg	f		aef			bdeg		bdeg		bd	bd	bd
No	1513	240	185	106	221	345	417	1513	745	761	386	472	301	349	858	649	1513
	54%	56%	37%	21%	43%	81%	97%	54%	55%	54%	50%	59%	49%	60%	54%	54%	54%
		bcd	c		c	abcdg	abcdeg	bcd				acg		aceg			
Prefer not to say	141	57	27	34	13	9	1	141	81	57	31	48	22	30	79	52	141
	5%	13%	5%	7%	3%	2%	*%	5%	6%	4%	4%	6%	4%	5%	5%	4%	5%
		bcdefg	ef	def	f	f		ef	b								

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

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

**C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Yes	1146	965	91	56	34	1146	1019	109	182	964	1146	230	476	432	1146
	41%	41%	37%	41%	44%	41%	42%	34%	47%	40%	41%	29%	41%	54%	41%
							b		b				a	abd	a
No	1513	1254	141	78	40	1513	1294	200	166	1347	1513	502	621	360	1513
	54%	54%	58%	57%	54%	54%	53%	63%	43%	56%	54%	63%	54%	45%	54%
							a			a	a	bcd	c		c
Prefer not to say	141	124	12	3	2	141	131	9	41	100	141	69	55	13	141
	5%	5%	5%	2%	2%	5%	5%	3%	11%	4%	5%	9%	5%	2%	5%
									bc			bcd	c		c

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

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

**C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Yes	1146	299	498	206
	41%	55%	43%	36%
		bc	c	
No	1513	240	654	364
	54%	45%	57%	64%
			a	ab
Prefer not to say	141	-	-	-
	5%	-%	-%	-%

Columns Tested: a,b,c

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

**C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
None/ no children aged under 18 living at home	1513	240	185	106	221	345	417	1513	745	761	386	472	301	349	858	649	1513
	54%	56%	37%	21%	43%	81%	97%	54%	55%	54%	50%	59%	49%	60%	54%	54%	54%
		bcd	c		c	abcdg	abcdeg	bcd				acg		aceg			
1	620	82	155	157	166	49	9	620	294	326	200	146	154	113	346	268	620
	22%	19%	31%	31%	32%	12%	2%	22%	22%	23%	26%	18%	25%	19%	22%	22%	22%
		ef	aefg	aefg	aefg	f		ef			bd		bd			b	b
2	382	31	96	141	94	18	2	382	195	187	121	101	97	59	221	156	382
	14%	7%	19%	28%	18%	4%	*%	14%	14%	13%	16%	13%	16%	10%	14%	13%	14%
		f	aefg	abdefg	aefg	f		aef			d		d		d		d
3	101	9	29	43	16	4	*	101	39	61	32	27	24	18	59	42	101
	4%	2%	6%	9%	3%	1%	*%	4%	3%	4%	4%	3%	4%	3%	4%	4%	4%
		f	aef	adefg	f			ef									
4	26	4	3	14	4	-	-	26	7	18	4	4	11	6	9	17	26
	1%	1%	1%	3%	1%	-%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
				abefg									e			e	
5 or more	8	3	3	2	-	-	-	8	2	6	-	3	1	4	3	5	8
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%
Prefer not to say	150	60	28	37	13	12	1	150	85	62	34	51	22	33	85	55	150
	5%	14%	6%	7%	3%	3%	*%	5%	6%	4%	4%	6%	4%	6%	5%	5%	5%
		bcdefg	f	def	f	f		df									

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



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

**C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
None/ no children aged under 18 living at home	1513	1254	141	78	40	1513	1294	200	166	1347	1513	502	621	360	1513
	54%	54%	58%	57%	54%	54%	53%	63% a	43%	56% a	54% a	63% bcd	54% c	45%	54% c
1	620	526	51	27	15	620	554	54	95	525	620	145	256	218	620
	22%	22%	21%	20%	20%	22%	23%	17%	24%	22%	22%	18%	22%	27% abd	22% a
2	382	316	31	22	14	382	332	46	55	326	382	73	166	139	382
	14%	13%	13%	16%	18%	14%	14%	14%	14%	14%	14%	9%	14% a	17% ad	14% a
3	101	89	7	2	4	101	93	8	17	84	101	6	35	60	101
	4%	4%	3%	2%	5%	4%	4%	2%	4%	3%	4%	1%	3% a	7% abd	4% a
4	26	21	1	3	1	26	25	*	6	19	26	3	12	11	26
	1%	1%	*%	2%	1%	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%
5 or more	8	5	1	2	-	8	6	-	3	5	8	2	4	2	8
	*%	*%	*%	1% ae	-%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%
Prefer not to say	150	132	13	3	2	150	140	9	45	105	150	72	58	16	150
	5%	6%	5%	2%	2%	5%	6%	3%	12% bc	4%	5%	9% bcd	5% c	2%	5% c

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

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

### C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
None/ no children aged under 18 living at home	1513	240	654	364
	54%	45%	57%	64%
			a	ab
1	620	102	337	108
	22%	19%	29%	19%
			ac	
2	382	129	138	69
	14%	24%	12%	12%
		bc		
3	101	49	22	24
	4%	9%	2%	4%
		bc		b
4	26	15	-	5
	1%	3%	-%	1%
		bc		b
5 or more	8	3	-	-
	*%	1%	-%	-%
		b		
Prefer not to say	150	-	-	-
	5%	-%	-%	-%

Columns Tested: a,b,c

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

**C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
None/ no children aged under 18 living at home	1513	240	185	106	221	345	417	1513	745	761	386	472	301	349	858	649	1513
	54%	56%	37%	21%	43%	81%	97%	54%	55%	54%	50%	59%	49%	60%	54%	54%	54%
		bcd	c		c	abcdg	abcdeg	bcd				acg		aceg			
Under 1 year old	68	4	50	10	-	2	2	68	20	48	25	18	17	8	43	25	68
	2%	1%	10%	2%	-%	*%	*%	2%	1%	3%	3%	2%	3%	1%	3%	2%	2%
			acdefg	df				adef		a	d						
1-4 years old	294	43	133	94	18	6	-	294	128	166	111	58	75	51	169	126	294
	11%	10%	27%	19%	4%	1%	-%	11%	9%	12%	14%	7%	12%	9%	11%	11%	11%
		def	acdefg	adefg	f	f		def			bdefg		b		b	b	b
5-7 years old	280	38	89	109	40	3	2	280	115	165	77	70	79	54	147	133	280
	10%	9%	18%	22%	8%	1%	*%	10%	8%	12%	10%	9%	13%	9%	9%	11%	10%
		ef	adefg	adefg	ef			ef		a			be				
8-11 years old	357	18	81	149	97	10	2	357	146	209	98	80	104	73	179	177	357
	13%	4%	16%	30%	19%	2%	1%	13%	11%	15%	13%	10%	17%	12%	11%	15%	13%
		f	aef	abdefg	aefg			aef		a			beg			be	
12-15 years old	383	34	49	127	135	33	5	383	208	174	122	97	93	60	219	153	383
	14%	8%	10%	25%	26%	8%	1%	14%	15%	12%	16%	12%	15%	10%	14%	13%	14%
		f	f	abefg	abefg	f		aef			d		d				d
16-17 years old	215	26	4	68	84	29	4	215	108	107	50	69	47	50	119	97	215
	8%	6%	1%	14%	16%	7%	1%	8%	8%	8%	6%	9%	8%	9%	8%	8%	8%
		bf		abefg	abefg	bf		bf									
Prefer not to say	154	60	32	37	14	12	1	154	85	67	37	51	22	34	88	56	154
	6%	14%	6%	7%	3%	3%	*%	6%	6%	5%	5%	6%	4%	6%	6%	5%	6%
		bcdefg	def	def	f	f		def									

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

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

**C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
None/ no children aged under 18 living at home	1513 54%	1254 54%	141 58%	78 57%	40 54%	1513 54%	1294 53%	200 63% a	166 43%	1347 56% a	1513 54% a	502 63% bcd	621 54% c	360 45%	1513 54% c
Under 1 year old	68 2%	54 2%	7 3%	4 3%	2 2%	68 2%	56 2%	12 4%	11 3%	57 2%	68 2%	4 1%	24 2% a	39 5% abd	68 2% a
1-4 years old	294 11%	242 10%	24 10%	17 12%	11 15%	294 11%	263 11%	22 7%	71 18% bc	224 9%	294 11%	46 6%	125 11% a	123 15% abd	294 11% a
5-7 years old	280 10%	242 10%	17 7%	15 11%	6 8%	280 10%	249 10%	26 8%	50 13%	230 10%	280 10%	70 9%	113 10%	97 12%	280 10%
8-11 years old	357 13%	303 13%	20 8%	18 13%	15 20% abe	357 13%	323 13%	32 10%	50 13%	307 13%	357 13%	64 8%	148 13% a	144 18% abd	357 13% a
12-15 years old	383 14%	314 13%	37 15%	20 15%	11 15%	383 14%	333 14%	45 14%	44 11%	340 14%	383 14%	76 10%	162 14% a	138 17% ad	383 14% a
16-17 years old	215 8%	187 8%	14 6%	9 6%	6 8%	215 8%	197 8%	15 5%	34 9%	181 8%	215 8%	37 5%	90 8% a	89 11% abd	215 8% a
Prefer not to say	154 6%	133 6%	17 7% d	3 2%	2 2%	154 6%	143 6%	10 3%	46 12% bc	108 4%	154 6%	73 9% bcd	61 5% c	16 2%	154 6% c

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

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

#### C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
None/ no children aged under 18 living at home	1513	240	654	364
	54%	45%	57%	64%
			a	ab
Under 1 year old	68	20	35	8
	2%	4%	3%	1%
		c		
1-4 years old	294	100	121	42
	11%	18%	11%	7%
		bc		
5-7 years old	280	87	126	33
	10%	16%	11%	6%
		bc	c	
8-11 years old	357	125	129	63
	13%	23%	11%	11%
		bc		
12-15 years old	383	109	135	93
	14%	20%	12%	16%
		b		b
16-17 years old	215	60	79	47
	8%	11%	7%	8%
		b		
Prefer not to say	154	-	4	-
	6%	-%	*%	-%

Columns Tested: a,b,c

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
I have no formal qualifications (and I am not still studying)	118	8	13	8	14	20	56	118	55	64	15	13	32	57	28	88	118
	4%	2%	3%	2%	3%	5%	13%	4%	4%	4%	2%	2%	5%	10%	2%	7%	4%
						ac	abcdeg	ac					abe	abceg		abeg	abe
Entry level qualification such as ESOL, ELC or Skills for Life	38	13	10	4	6	1	4	38	22	16	10	2	10	15	12	26	38
	1%	3%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	3%	1%	2%	1%
		cefg	e										b	beg		be	b
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	314	41	62	60	58	56	37	314	160	153	34	74	102	104	108	206	314
	11%	10%	12%	12%	11%	13%	9%	11%	12%	11%	4%	9%	17%	18%	7%	17%	11%
												a	abeg	abeg		abeg	ae
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	495	98	58	61	106	102	70	495	211	283	72	122	138	150	195	288	495
	18%	23%	12%	12%	21%	24%	16%	18%	15%	20%	9%	15%	23%	26%	12%	24%	18%
		bcfg			bc	bcfg		bc		a		a	abeg	abeg		abeg	ae
Level 1-2 vocational qualification or intermediate apprenticeship	147	23	25	40	28	13	18	147	72	75	27	27	47	45	55	92	147
	5%	5%	5%	8%	5%	3%	4%	5%	5%	5%	4%	3%	8%	8%	3%	8%	5%
				efg									abe	abeg		abeg	e

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

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	356 13%	86 20% bcdefg	59 12%	63 13%	56 11%	51 12%	41 10%	356 13%	168 12%	187 13%	89 12%	125 16% df	84 14%	57 10%	215 14% d	141 12%	356 13%
Level 3 vocational qualification or advanced apprenticeship	176 6%	20 5%	20 4%	39 8% b	30 6%	39 9% ab	28 6%	176 6%	62 5%	112 8% a	29 4%	63 8% a	45 7% a	39 7% a	91 6%	85 7% a	176 6% a
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	171 6%	12 3%	30 6% a	29 6% a	55 11% abceg	13 3%	33 8% ae	171 6% ae	91 7%	80 6%	55 7% d	57 7% d	38 6%	22 4%	111 7% d	60 5%	171 6% d
Level 4-5 vocational qualification or higher apprenticeship	69 2%	6 1%	10 2%	9 2%	15 3%	12 3%	18 4% a	69 2%	40 3%	29 2%	24 3% d	23 3%	16 3%	7 1%	47 3% d	22 2%	69 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	504 18%	42 10%	108 22% a	124 25% adefg	93 18% a	67 16% a	72 17% a	504 18% a	258 19%	244 17%	203 26% cdfg	196 24% cdfg	57 9%	49 8%	399 25% cdfg	106 9%	504 18% cdf
Level 6 vocational qualification or degree apprenticeship	35 1%	2 1%	7 1%	2 *% ac	3 1%	11 2% ac	10 2% ac	35 1%	23 2%	11 1%	18 2% cdf	11 1%	3 1%	3 *%	29 2% df	6 1%	35 1%

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

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
University higher degree (e.g. Masters, PhD or equivalent)	287	27	82	58	43	40	38	287	174	111	191	62	17	15	253	33	287
	10%	6%	16%	12%	8%	9%	9%	10%	13%	8%	25%	8%	3%	3%	16%	3%	10%
			adefg	a				a	b		bcdefg	cdf			bcdfg		cdf
Still studying/ still at school	35	31	2	-	1	*	-	35	14	21	3	21	4	4	24	8	35
	1%	7%	*%	-%	*%	*%	-%	1%	1%	1%	*%	3%	1%	1%	2%	1%	1%
		bcdefg						cf				acdfg			a		
Don't know	16	6	4	3	-	2	2	16	6	10	1	1	6	5	2	11	16
	1%	1%	1%	1%	-%	*%	*%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
		d											e	e		e	
Prefer not to say	37	14	11	1	7	2	2	37	11	25	4	6	10	10	11	20	37
	1%	3%	2%	*%	1%	*%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%
		cefg	cef													e	

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



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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
I have no formal qualifications (and I am not still studying)	118 4%	92 4%	16 7%	7 5%	3 4%	118 4%	98 4%	13 4%	27 7% b	91 4%	118 4%	72 9% bcd	31 3% c	8 1%	118 4% bc
Entry level qualification such as ESOL, ELC or Skills for Life	38 1%	32 1%	3 1%	2 2%	* *%	38 1%	37 2%	1 *%	15 4% bc	22 1%	38 1%	18 2% c	18 2% c	2 *%	38 1% c
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	314 11%	268 11%	27 11%	14 10%	5 7%	314 11%	280 11%	31 10%	80 20% bc	235 10%	314 11%	121 15% bcd	130 11% c	56 7%	314 11% c
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	495 18%	432 18% b	22 9%	26 19% b	15 19% b	495 18% b	423 17%	68 21%	61 16%	434 18%	495 18%	154 19% c	219 19% c	110 14%	495 18% c
Level 1-2 vocational qualification or intermediate apprenticeship	147 5%	133 6%	6 2%	6 4%	3 4%	147 5%	132 5%	10 3%	34 9% bc	113 5%	147 5%	42 5%	49 4%	56 7% b	147 5%

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

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	356 13%	290 12%	44 18% acde	14 10%	8 11%	356 13%	314 13%	38 12%	40 10%	316 13%	356 13%	86 11%	170 15% a	99 12%	356 13%
Level 3 vocational qualification or advanced apprenticeship	176 6%	149 6%	13 6%	11 8%	3 4%	176 6%	141 6%	34 11% a	20 5%	156 6%	176 6%	51 6%	77 7%	43 5%	176 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	171 6%	135 6%	29 12% acde	5 4%	2 3%	171 6%	151 6%	18 6%	13 3%	159 7% a	171 6%	40 5%	81 7%	49 6%	171 6%
Level 4-5 vocational qualification or higher apprenticeship	69 2%	62 3%	4 2%	3 2%	* 1%	69 2%	65 3%	4 1%	5 1%	65 3%	69 2%	19 2%	24 2%	27 3%	69 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	504 18%	410 18%	41 17%	28 20%	25 33% abce	504 18%	460 19% b	41 13%	38 10%	466 19% a	504 18% a	98 12%	189 16% a	217 27% abd	504 18% a

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

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Level 6 vocational qualification or degree apprenticeship	35 1%	28 1%	4 2%	2 1%	1 1%	35 1%	26 1%	8 3%	1 *%	34 1%	35 1%	8 1%	11 1%	16 2%	35 1%
University higher degree (e.g. Masters, PhD or equivalent)	287 10%	238 10%	24 10%	16 12%	8 10%	287 10%	242 10%	40 13%	21 5%	266 11% a	287 10% a	59 7%	116 10%	111 14% abd	287 10% a
Still studying/ still at school	35 1%	29 1%	3 1%	2 1%	1 1%	35 1%	32 1%	3 1%	13 3% bc	21 1%	35 1%	15 2%	15 1%	5 1%	35 1%
Don't know	16 1%	12 1%	3 1%	* *%	* 1%	16 1%	13 1%	3 1%	8 2% bc	8 *%	16 1%	9 1% c	4 *%	1 *%	16 1%
Prefer not to say	37 1%	32 1%	3 1%	1 1%	1 1%	37 1%	29 1%	5 2%	13 3% bc	24 1%	37 1%	12 2%	19 2%	5 1%	37 1%

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

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
I have no formal qualifications (and I am not still studying)	118	26	51	10
	4%	5%	4%	2%
		c	c	
Entry level qualification such as ESOL, ELC or Skills for Life	38	16	9	3
	1%	3%	1%	*%
		bc		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	314	81	126	28
	11%	15%	11%	5%
		c	c	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	495	129	188	74
	18%	24%	16%	13%
		bc		
Level 1-2 vocational qualification or intermediate apprenticeship	147	34	71	9
	5%	6%	6%	2%
		c	c	

Columns Tested: a,b,c

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	356 13%	66 12%	149 13%	80 14%
Level 3 vocational qualification or advanced apprenticeship	176 6%	36 7%	94 8% c	22 4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	171 6%	25 5%	94 8% a	31 5%
Level 4-5 vocational qualification or higher apprenticeship	69 2%	13 2%	23 2%	19 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	504 18%	54 10%	212 18% a	168 30% ab
Level 6 vocational qualification or degree apprenticeship	35 1%	1 *%	16 1%	16 3% a

Columns Tested: a,b,c

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
University higher degree (e.g. Masters, PhD or equivalent)	287	38	112	108
	10%	7%	10%	19%
				ab
Still studying/ still at school	35	7	3	2
	1%	1%	*%	*%
		b		
Don't know	16	5	2	-
	1%	1%	*%	-%
Prefer not to say	37	8	3	-
	1%	2%	*%	-%
		bc		

Columns Tested: a,b,c

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Very confident	2037	246	311	342	414	335	389	2037	954	1075	600	596	414	412	1196	826	2037
	73%	57%	62%	68%	80%	78%	91%	73%	70%	76%	77%	74%	68%	71%	76%	69%	73%
				a	abcg	abcg	abcdeg	ab		a	cdgf	cf			cdf		
Fairly confident	560	130	124	117	76	81	33	560	292	266	143	157	140	117	299	258	560
	20%	30%	25%	23%	15%	19%	8%	20%	21%	19%	18%	19%	23%	20%	19%	22%	20%
		cdefg	df	df	f	f		df									
Neither confident nor not confident	128	26	48	23	17	8	6	128	81	47	20	28	38	35	48	73	128
	5%	6%	10%	5%	3%	2%	1%	5%	6%	3%	3%	3%	6%	6%	3%	6%	5%
		ef	cdefg	f				ef	b				abe	ae		abe	ae
Not very confident	47	16	11	11	6	4	-	47	25	22	8	17	10	12	25	23	47
	2%	4%	2%	2%	1%	1%	-%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
		defg	f	f	f			f									
Not at all confident	11	3	4	4	*	-	-	11	6	4	2	2	4	3	4	7	11
	*%	1%	1%	1%	*%	-%	-%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%
Don't know	4	3	-	*	-	-	-	4	3	*	2	1	*	*	3	1	4
	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		g															
Prefer not to say	12	5	3	3	1	-	-	12	4	8	2	3	4	3	5	6	12
	*%	1%	1%	1%	*%	-%	-%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2597	376	435	459	489	416	423	2597	1246	1341	743	753	554	529	1496	1083	2597
	93%	88%	87%	92%	95%	97%	99%	93%	91%	94%	96%	94%	91%	91%	95%	91%	93%
					ab	abcg	abcdg	ab		a	cdgf				cdgf		
TOTAL NOT CONFIDENT	58	19	14	15	6	4	-	58	31	26	10	19	14	15	28	29	58
	2%	4%	3%	3%	1%	1%	-%	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%
		defg	f	f	f			f									
TOTAL NEITHER/ DON'T KNOW	132	30	48	23	17	8	6	132	85	48	22	29	38	35	51	73	132
	5%	7%	10%	5%	3%	2%	1%	5%	6%	3%	3%	4%	6%	6%	3%	6%	5%
		def	cdefg	f				ef	b				ae	ae		abe	e

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

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Very confident	2037	1697	178	106	56	2037	1763	249	233	1805	2037	541	834	638	2037
	73%	72%	73%	78%	74%	73%	72%	78%	60%	75% a	73% a	67%	72%	79% abd	73% a
Fairly confident	560	483	44	16	16	560	492	60	93	467	560	164	250	136	560
	20%	21% c	18%	12%	21% c	20% c	20%	19%	24%	19%	20%	20%	22% c	17%	20%
Neither confident nor not confident	128	100	18	8	2	128	119	4	44	85	128	56	48	18	128
	5%	4%	7% d	6%	3%	5%	5% b	1%	11% bc	4%	5%	7% bcd	4%	2%	5% c
Not very confident	47	40	2	4	1	47	45	3	10	38	47	24	15	8	47
	2%	2%	1%	3%	1%	2%	2%	1%	2%	2%	2%	3% bc	1%	1%	2%
Not at all confident	11	7	1	2	1	11	9	1	2	9	11	5	2	3	11
	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
Don't know	4	3	-	*	-	4	3	1	*	4	4	4	*	-	4
	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%
Prefer not to say	12	11	1	-	*	12	12	-	8	5	12	8	2	2	12
	*%	*%	*%	-%	*%	*%	1%	-%	2% bc	*%	*%	1%	*%	*%	*%
<b>SUMMARY CODES</b>															
TOTAL CONFIDENT	2597	2181	222	123	72	2597	2255	309	325	2272	2597	705	1084	774	2597
	93%	93%	91%	89%	96% c	93%	92%	97% a	84%	94% a	93% a	88%	94% a	96% ad	93% a
TOTAL NOT CONFIDENT	58	48	3	6	1	58	54	4	11	47	58	30	18	10	58
	2%	2%	1%	4%	2%	2%	2%	1%	3%	2%	2%	4% bcd	2%	1%	2%

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



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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
TOTAL NEITHER/ DON'T KNOW	132	104	18	9	2	132	122	5	44	88	132	59	48	18	132
	5%	4%	7%	6%	3%	5%	5%	2%	11%	4%	5%	7%	4%	2%	5%
			d				b		bc			bcd			c

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

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Very confident	2037	356	869	476
	73%	66%	75%	83%
			a	ab
Fairly confident	560	130	243	72
	20%	24%	21%	13%
		c	c	
Neither confident nor not confident	128	40	24	20
	5%	7%	2%	4%
		bc		
Not very confident	47	11	11	2
	2%	2%	1%	*%
		c		
Not at all confident	11	2	4	-
	*%	*%	*%	-%
Don't know	4	-	*	-
	*%	-%	*%	-%
Prefer not to say	12	2	-	-
	*%	*%	-%	-%
<b>SUMMARY CODES</b>				
TOTAL CONFIDENT	2597	485	1112	548
	93%	90%	97%	96%
			a	a
TOTAL NOT CONFIDENT	58	13	16	2
	2%	2%	1%	*%
		c		

Columns Tested: a,b,c

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
TOTAL NEITHER/ DON'T KNOW	132	40	24	20
	5%	7%	2%	4%
		bc		

Columns Tested: a,b,c

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

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Yes – (English is first/ main language)	2626	380	473	453	483	415	422	2626	1297	1321	736	753	562	550	1489	1112	2626
	94%	89%	95%	91%	94%	97%	98%	94%	95%	93%	95%	94%	92%	94%	94%	93%	94%
		a	a	a	a	acg	abcdg	ac									
No	156	39	27	41	31	13	4	156	61	92	35	44	45	31	78	76	156
	6%	9%	5%	8%	6%	3%	1%	6%	4%	6%	4%	5%	7%	5%	5%	6%	6%
		efg	f	efg	f			f									
Prefer not to say	18	10	-	6	*	-	3	18	9	9	6	6	3	1	12	4	18
	1%	2%	-%	1%	*%	-%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
		bdeg															

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

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

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Yes – (English is first/ main language)	2626	2196	234	125	72	2626	2288	302	350	2276	2626	739	1089	758	2626
	94%	94%	96%	91%	95%	94%	94%	95%	90%	94% a	94% a	92%	94%	94%	94%
No	156	130	10	12	4	156	143	11	31	124	156	49	59	47	156
	6%	6%	4%	9%	5%	6%	6%	3%	8%	5%	6%	6%	5%	6%	6%
Prefer not to say	18	17	*	*	*	18	13	5	8	11	18	13	5	*	18
	1%	1%	*%	*%	1%	1%	1%	1%	2%	*%	1%	2%	*%	*%	1%
									bc			bcd			

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

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

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Yes – (English is first/ main language)	2626	510	1099	545
	94%	95%	95%	95%
No	156	28	49	26
	6%	5%	4%	5%
Prefer not to say	18	1	3	-
	1%	*%	*%	-%

Columns Tested: a,b,c

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

### C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Owned outright by the household	933	86	74	95	141	208	329	933	519	412	338	257	195	135	595	330	933
	33%	20%	15%	19%	27%	49%	77%	33%	38%	29%	44%	32%	32%	23%	38%	28%	33%
					abc	abcdg	abcdeg	abcd	b		bcdefg	d	d		bcdfg		df
Being bought on mortgage	729	99	164	179	179	86	22	729	348	379	248	258	142	81	505	223	729
	26%	23%	33%	36%	35%	20%	5%	26%	25%	27%	32%	32%	23%	14%	32%	19%	26%
		f	aefg	aefg	aefg	f		ef			cdg	cdg	d		cdg	d	df
Rented from private landlord	523	72	148	121	99	53	30	523	259	259	103	153	131	132	257	263	523
	19%	17%	30%	24%	19%	12%	7%	19%	19%	18%	13%	19%	21%	23%	16%	22%	19%
		f	adefg	aefg	ef	f		ef				a	ae	aeg		aeg	a
Rented from Local Authority/ Housing Association/ Trust	488	95	95	92	89	76	41	488	189	298	70	98	110	204	168	314	488
	17%	22%	19%	18%	17%	18%	10%	17%	14%	21%	9%	12%	18%	35%	11%	26%	17%
		fg	f	f	f	f		f		a			abe	abcefg		abceg	abe
Something else	32	9	4	6	3	3	6	32	11	21	5	8	7	13	13	19	32
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
														ae			
Don't know	48	42	3	3	-	-	-	48	22	25	5	20	12	7	24	19	48
	2%	10%	1%	1%	-%	-%	-%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%
		bcdefg						def				a	a				
Prefer not to say	47	25	12	4	3	2	1	47	18	29	8	10	13	11	18	24	47
	2%	6%	2%	1%	1%	1%	*%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%
		bcdefg	f					f									

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

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

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Owned outright by the household	933	754	103	49	27	933	793	133	91	841	933	329	383	198	933
	33%	32%	42%	36%	35%	33%	32%	42%	24%	35%	33%	41%	33%	25%	33%
			ae					a		a	a	bcd	c		c
Being bought on mortgage	729	606	65	41	18	729	631	83	98	631	729	154	284	289	729
	26%	26%	27%	30%	23%	26%	26%	26%	25%	26%	26%	19%	25%	36%	26%
													a	abd	a
Rented from private landlord	523	454	27	21	21	523	469	45	75	448	523	127	213	182	523
	19%	19%	11%	15%	27%	19%	19%	14%	19%	19%	19%	16%	18%	23%	19%
		b			abce	b								ad	
Rented from Local Authority/ Housing Association/ Trust	488	417	43	21	8	488	445	40	90	399	488	148	222	109	488
	17%	18%	18%	15%	10%	17%	18%	13%	23%	17%	17%	18%	19%	13%	17%
		d	d			d			bc			c	c		c
Something else	32	30	*	2	-	32	24	8	3	29	32	9	11	8	32
	1%	1%	*%	1%	-%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	48	42	2	3	2	48	45	2	17	32	48	18	24	6	48
	2%	2%	1%	2%	2%	2%	2%	1%	4%	1%	2%	2%	2%	1%	2%
									bc						
Prefer not to say	47	41	3	2	1	47	37	6	16	31	47	17	16	14	47
	2%	2%	1%	1%	2%	2%	2%	2%	4%	1%	2%	2%	1%	2%	2%
									bc						

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



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

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Owned outright by the household	933	130	427	245
	33%	24%	37%	43%
			a	a
Being bought on mortgage	729	100	288	208
	26%	18%	25%	36%
			a	ab
Rented from private landlord	523	128	233	85
	19%	24%	20%	15%
		c	c	
Rented from Local Authority/ Housing Association/ Trust	488	162	183	26
	17%	30%	16%	5%
		bc	c	
Something else	32	13	10	2
	1%	2%	1%	*%
		bc		
Don't know	48	5	8	4
	2%	1%	1%	1%
Prefer not to say	47	2	3	1
	2%	*%	*%	*%

Columns Tested: a,b,c

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Your mental health? Anxiety, depression, or trauma-related conditions, for example	405 14%	91 21% cdefg	92 18% ef	73 15% f	77 15% f	49 11% f	24 6% f	405 14% f	154 11%	247 17% a	83 11%	109 14%	77 13%	131 22% abcefg	192 12%	208 17% abceg	405 14% a
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	251 9%	31 7%	34 7%	21 4%	45 9% c	52 12% abc	68 16% abcdg	251 9% c	127 9%	123 9%	58 8%	57 7%	61 10%	72 12% abeg	116 7%	132 11% abe	251 9%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	205 7%	62 14% bcdefg	35 7%	32 6%	25 5%	20 5%	30 7%	205 7%	99 7%	105 7%	63 8%	55 7%	44 7%	41 7%	118 7%	86 7%	205 7%
Breathing? Breathlessness or chest pains	154 5%	22 5%	20 4%	19 4%	22 4%	29 7%	41 10% abcdg	154 5%	90 7% b	63 4%	38 5%	38 5%	35 6%	40 7%	77 5%	75 6%	154 5%
Hearing? Poor hearing, partial hearing, or are deaf	150 5%	11 3%	15 3%	15 3%	28 5%	23 5%	58 14% abcdeg	150 5% a	81 6%	69 5%	30 4%	46 6%	31 5%	38 7%	75 5%	69 6%	150 5%

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

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	111 4%	29 7% bcdg	15 3%	15 3%	16 3%	16 4%	20 5%	111 4%	62 5%	48 3%	40 5%	24 3%	22 4%	24 4%	64 4%	46 4%	111 4%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	101 4%	26 6% defg	29 6% ef	18 4% f	15 3%	7 2%	6 1%	101 4% f	49 4%	51 4%	33 4% b	15 2%	21 3%	32 5% be	48 3%	53 4% b	101 4% b
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	96 3%	24 6% efg	28 6% ef	18 4% ef	22 4% ef	1 **%	3 1%	96 3% ef	51 4%	43 3%	28 4%	18 2%	30 5% b	20 3%	46 3%	50 4% b	96 3%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	174 6%	19 4%	13 3%	17 3%	44 8% abc	38 9% abc	43 10% abcg	174 6% bc	82 6%	91 6%	40 5%	46 6%	36 6%	51 9% aeg	86 5%	87 7%	174 6%

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

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1002	203	181	137	178	138	165	1002	469	524	260	263	209	260	524	469	1002
	36%	47%	36%	27%	35%	32%	39%	36%	34%	37%	34%	33%	34%	45%	33%	39%	36%
		bcdefg	c		c		c	c						abceg		abe	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1565	161	258	316	307	269	254	1565	789	775	481	473	340	266	954	606	1565
	56%	38%	52%	63%	60%	63%	59%	56%	58%	54%	62%	59%	56%	46%	60%	51%	56%
			a	abg	a	abg	a	a			dfg	df	d		dfg		df
Don't know	119	41	36	20	11	10	2	119	63	55	24	32	32	21	56	53	119
	4%	9%	7%	4%	2%	2%	*%	4%	5%	4%	3%	4%	5%	4%	4%	4%	4%
		cdefg	defg	f		f		f									
Prefer not to say	114	24	25	27	19	11	7	114	45	68	11	35	29	35	46	64	114
	4%	6%	5%	5%	4%	3%	2%	4%	3%	5%	1%	4%	5%	6%	3%	5%	4%
		f	f	f				f				a	a	ae		ae	a

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

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Your mental health? Anxiety, depression, or trauma-related conditions, for example	405 14%	336 14%	35 14%	23 17%	12 16%	405 14%	357 15%	43 14%	62 16%	344 14%	405 14%	76 9%	178 15% a	148 18% ad	405 14% a
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	251 9%	198 8%	27 11%	17 12%	8 11%	251 9%	210 9%	33 11%	34 9%	216 9%	251 9%	98 12% bcd	100 9% c	46 6%	251 9% c
Eyesight? Poor vision, colour blindness, partial sight, or are blind	205 7%	177 8%	13 5%	11 8%	4 5%	205 7%	179 7%	23 7%	29 8%	176 7%	205 7%	41 5%	96 8% a	64 8%	205 7%
Breathing? Breathlessness or chest pains	154 5%	130 6%	11 4%	9 7%	4 5%	154 5%	130 5%	23 7%	12 3%	142 6%	154 5%	59 7% c	55 5%	34 4%	154 5%
Hearing? Poor hearing, partial hearing, or are deaf	150 5%	124 5%	13 5%	9 7%	4 5%	150 5%	127 5%	22 7%	16 4%	134 6%	150 5%	47 6%	63 5%	37 5%	150 5%
Columns Tested: a,b,c,d,e - a,b - a,b,c - a,b,c,d															

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	111 4%	96 4% b	2 1%	5 4%	7 9% abe	111 4% b	91 4%	17 5%	24 6%	87 4%	111 4%	38 5% c	53 5% c	18 2%	111 4%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	101 4%	84 4%	6 2%	8 6%	3 4%	101 4%	87 4%	13 4%	17 4%	84 3%	101 4%	23 3%	44 4%	32 4%	101 4%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	96 3%	80 3%	9 4%	5 4%	2 3%	96 3%	83 3%	14 4%	11 3%	86 4%	96 3%	13 2%	45 4% a	38 5% a	96 3% a
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	174 6%	146 6%	12 5%	10 7%	7 9%	174 6%	152 6%	21 7%	12 3%	162 7% a	174 6% a	55 7%	71 6%	46 6%	174 6%

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

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1002	836	83	55	28	1002	875	112	162	840	1002	279	441	272	1002
	36%	36%	34%	40%	37%	36%	36%	35%	42% b	35%	36%	35%	38%	34%	36%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1565	1314	137	72	42	1565	1358	184	170	1395	1565	438	625	481	1565
	56%	56%	56%	52%	56%	56%	56%	58%	44%	58% a	56% a	55%	54%	60% b	56%
Don't know	119	101	13	2	2	119	110	9	30	89	119	46	38	30	119
	4%	4%	5%	2%	3%	4%	4%	3%	8% bc	4%	4%	6% b	3%	4%	4%
Prefer not to say	114	92	11	7	4	114	101	13	27	87	114	39	49	22	114
	4%	4%	4%	5%	5%	4%	4%	4%	7% bc	4%	4%	5%	4%	3%	4%

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

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Your mental health? Anxiety, depression, or trauma-related conditions, for example	405 14%	110 20% bc	172 15% c	54 9%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	251 9%	64 12% c	101 9%	34 6%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	205 7%	49 9% c	83 7%	25 4%
Breathing? Breathlessness or chest pains	154 5%	32 6%	67 6%	27 5%
Hearing? Poor hearing, partial hearing, or are deaf	150 5%	41 8% c	71 6% c	18 3%

Columns Tested: a,b,c



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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
		a	b	c
Significance Level: 95%				
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	111	33	44	12
	4%	6%	4%	2%
		c		
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	101	35	32	17
	4%	6%	3%	3%
		bc		
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	96	27	40	6
	3%	5%	3%	1%
		c	c	
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	174	43	88	20
	6%	8%	8%	3%
		c	c	

Columns Tested: a,b,c

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1002	246	434	141
	36%	46%	38%	25%
		bc	c	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1565	241	669	415
	56%	45%	58%	73%
			a	ab
Don't know	119	35	21	9
	4%	6%	2%	2%
		bc		
Prefer not to say	114	18	27	6
	4%	3%	2%	1%
		c		

Columns Tested: a,b,c

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2228	240	385	378	429	386	410	2228	1077	1143	599	607	512	494	1206	1006	2228
	80%	56%	77%	76%	83%	90%	96%	80%	79%	80%	77%	76%	84%	85%	76%	84%	80%
		a	a	a	ac	abcdg	abcdeg	a					abe	abeg		abeg	be
WHITE - Irish	32	3	5	5	12	5	2	32	20	11	6	16	5	5	22	10	32
	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
					f												
WHITE - Gypsy, Traveller or Irish Traveller	4	2	2	-	-	-	-	4	2	2	*	-	2	2	*	3	4
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
WHITE - Any other white background	91	13	19	27	15	11	7	91	27	62	21	33	17	19	54	36	91
	3%	3%	4%	5%	3%	3%	2%	3%	2%	4%	3%	4%	3%	3%	3%	3%	3%
				fg						a							
MIXED - White and Black Caribbean	15	7	5	1	1	-	*	15	6	9	2	6	1	3	8	5	15
	1%	2%	1%	*%	*%	-%	*%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%
		cefg															
MIXED - White and Black African	21	2	9	7	-	3	-	21	8	13	5	10	2	4	15	6	21
	1%	*%	2%	1%	-%	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
			df	df													
MIXED - White and Asian	18	8	5	2	-	2	*	18	10	7	4	5	3	6	9	9	18
	1%	2%	1%	*%	-%	*%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		dfg															
MIXED - Any other mixed/ multiple ethnic background	16	2	5	5	4	-	*	16	4	12	6	5	3	1	11	5	16
	1%	*%	1%	1%	1%	-%	*%	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%

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

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
ASIAN AND BRITISH ASIAN - Indian	75 3%	21 5% efg	14 3% f	18 4% f	16 3% f	5 1%	1 *% f	75 3% f	45 3%	30 2%	33 4% cdf	25 3% f	8 1%	9 2%	57 4% cdf	17 1%	75 3% f
ASIAN AND BRITISH ASIAN - Pakistani	66 2%	35 8% bcdefg	6 1% f	21 4% bdefg	4 1%	* *%	- -%	66 2% ef	42 3% b	24 2%	19 2%	27 3% cf	7 1%	10 2%	47 3% f	17 1%	66 2%
ASIAN AND BRITISH ASIAN- Bangladeshi	21 1%	15 3% bcdefg	4 1%	3 1%	- -%	- -%	- -%	21 1%	14 1%	7 *%	7 1%	3 *%	6 1%	5 1%	10 1%	11 1%	21 1%
ASIAN AND BRITISH ASIAN - Chinese	23 1%	7 2% f	6 1%	6 1%	3 1%	1 *%	1 *%	23 1%	11 1%	11 1%	11 1% c	5 1%	1 *%	6 1%	16 1%	6 1%	23 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	45 2%	8 2%	15 3%	9 2%	5 1%	4 1%	4 1%	45 2%	14 1%	30 2%	19 2% d	11 1% d	14 2% d	1 *%	30 2% d	15 1% d	45 2% d
BLACK AND BLACK BRITISH - Caribbean	28 1%	10 2% cfg	5 1%	1 *%	4 1%	7 2% f	1 *%	28 1%	15 1%	13 1%	10 1%	3 *%	7 1%	6 1%	13 1%	14 1%	28 1%
BLACK AND BLACK BRITISH - African	62 2%	37 9% bcdefg	7 1%	8 2%	9 2% e	1 *%	1 *%	62 2% ef	41 3% b	21 2%	20 3% df	27 3% df	11 2%	3 1%	47 3% df	14 1%	62 2% d

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

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	8 *%	1 *%	- -%	1 *%	5 1%	- -%	1 *%	8 *%	6 *%	1 *%	5 1%	1 *%	1 *%	1 *%	6 *%	2 *%	8 *%
OTHER ETHNIC GROUP - Arab	21 1%	7 2%	5 1%	4 1%	4 1%	- -%	1 *%	21 1%	9 1%	11 1%	5 1%	8 1%	7 1%	1 *%	13 1%	8 1%	21 1%
OTHER ETHNIC GROUP - Any other ethnic background	8 *%	4 1%	- -%	2 *%	1 *%	1 *%	- -%	8 *%	2 *%	6 *%	2 *%	6 1% f	- -%	1 *%	7 *%	1 *%	8 *%
Prefer not to say	20 1%	7 2% f	4 1%	3 1%	2 *%	4 1%	- -%	20 1%	11 1%	8 1%	2 *%	7 1%	3 1%	4 1%	9 1%	7 1%	20 1%
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g																	

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2228	1827	221	121	58	2228	1913	285	303	1925	2228	675	905	610	2228
	80%	78%	91%	88%	77%	80%	78%	90%	78%	80%	80%	84%	79%	76%	80%
			ade	ade				a				bcd			c
WHITE - Irish	32	18	2	*	12	32	26	5	4	27	32	4	12	15	32
	1%	1%	1%	*%	16%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
					abce									a	
WHITE - Gypsy, Traveller or Irish Traveller	4	3	-	*	-	4	3	*	2	2	4	-	3	*	4
	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
WHITE - Any other white background	91	81	5	3	2	91	84	6	7	84	91	14	42	35	91
	3%	3%	2%	2%	3%	3%	3%	2%	2%	3%	3%	2%	4%	4%	3%
														a	
MIXED - White and Black Caribbean	15	14	*	*	*	15	14	1	3	12	15	4	3	8	15
	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%
MIXED - White and Black African	21	19	1	1	-	21	20	1	1	20	21	5	9	7	21
	1%	1%	1%	1%	-%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
MIXED - White and Asian	18	15	-	2	*	18	17	*	-	18	18	2	7	7	18
	1%	1%	-%	1%	*%	1%	1%	*%	-%	1%	1%	*%	1%	1%	1%
MIXED - Any other mixed/ multiple ethnic background	16	13	*	2	-	16	14	1	3	13	16	6	3	7	16
	1%	1%	*%	2%	-%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%

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

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
ASIAN AND BRITISH ASIAN - Indian	75 3%	72 3%	2 1%	1 1%	* 1%	75 3%	71 3%	4 1%	8 2%	67 3%	75 3%	12 1%	34 3%	28 4%	75 3%
		c												a	
ASIAN AND BRITISH ASIAN - Pakistani	66 2%	61 3%	5 2%	* *%	- -%	66 2%	65 3%	- -%	13 3%	53 2%	66 2%	19 2%	30 3%	17 2%	66 2%
		cd				d	b								
ASIAN AND BRITISH ASIAN- Bangladeshi	21 1%	20 1%	- -%	1 1%	* *%	21 1%	21 1%	- -%	2 1%	19 1%	21 1%	* *%	15 1%	6 1%	21 1%
													a		
ASIAN AND BRITISH ASIAN - Chinese	23 1%	21 1%	2 1%	* *%	* *%	23 1%	22 1%	- -%	2 *%	21 1%	23 1%	6 1%	5 *%	12 1%	23 1%
														b	
ASIAN AND BRITISH ASIAN - Any other Asian background	45 2%	41 2%	4 1%	* *%	* 1%	45 2%	34 1%	8 2%	5 1%	40 2%	45 2%	15 2%	20 2%	10 1%	45 2%
BLACK AND BLACK BRITISH - Caribbean	28 1%	28 1%	- -%	- -%	- -%	28 1%	26 1%	1 *%	7 2%	21 1%	28 1%	9 1%	13 1%	6 1%	28 1%
BLACK AND BLACK BRITISH - African	62 2%	58 2%	2 1%	2 2%	- -%	62 2%	62 3%	* *%	9 2%	53 2%	62 2%	10 1%	34 3%	19 2%	62 2%
		d				d	b						a		

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

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	8 *%	8 *%	- -%	- -%	- -%	8 *%	8 *%	- -%	1 *%	7 *%	8 *%	2 *%	1 *%	5 1%	8 *%
OTHER ETHNIC GROUP - Arab	21 1%	21 1%	- -%	- -%	- -%	21 1%	18 1%	3 1%	11 3% bc	10 *%	21 1%	11 1% b	3 *%	6 1%	21 1%
OTHER ETHNIC GROUP - Any other ethnic background	8 *%	8 *%	- -%	- -%	- -%	8 *%	8 *%	- -%	2 *%	7 *%	8 *%	2 *%	5 *%	1 *%	8 *%
Prefer not to say	20 1%	16 1%	- -%	2 1%	1 2%	20 1%	17 1%	1 *%	7 2% b	13 1%	20 1%	6 1%	9 1%	5 1%	20 1%

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



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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2228	429	955	466
	80%	79%	83%	82%
WHITE - Irish	32	4	13	11
	1%	1%	1%	2%
WHITE - Gypsy, Traveller or Irish Traveller	4	-	2	2
	*%	-%	*%	*%
WHITE - Any other white background	91	16	27	27
	3%	3%	2%	5%
			b	
MIXED - White and Black Caribbean	15	1	7	1
	1%	*%	1%	*%
MIXED - White and Black African	21	-	16	3
	1%	-%	1%	*%
			a	
MIXED - White and Asian	18	4	7	2
	1%	1%	1%	*%
MIXED - Any other mixed/ multiple ethnic background	16	5	5	3
	1%	1%	*%	*%

Columns Tested: a,b,c

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
ASIAN AND BRITISH ASIAN - Indian	75	19	24	15
	3%	4%	2%	3%
ASIAN AND BRITISH ASIAN - Pakistani	66	15	21	11
	2%	3%	2%	2%
ASIAN AND BRITISH ASIAN- Bangladeshi	21	9	5	-
	1%	2%	*%	-%
		bc		
ASIAN AND BRITISH ASIAN - Chinese	23	3	7	5
	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN - Any other Asian background	45	9	26	3
	2%	2%	2%	*%
			c	
BLACK AND BLACK BRITISH - Caribbean	28	8	4	6
	1%	1%	*%	1%
		b		
BLACK AND BLACK BRITISH - African	62	14	23	12
	2%	3%	2%	2%
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	8	-	-	1
	*%	-%	-%	*%

Columns Tested: a,b,c

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
OTHER ETHNIC GROUP - Arab	21	-	7	2
	1%	-%	1%	*%
OTHER ETHNIC GROUP - Any other ethnic background	8	2	2	1
	*%	*%	*%	*%
Prefer not to say	20	*	3	*
	1%	*%	*%	*%

Columns Tested: a,b,c

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

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Universal Credit (and household has other earnings).	350	61	111	79	63	31	5	350	146	203	64	65	95	125	129	220	350
	13%	14%	22%	16%	12%	7%	1%	13%	11%	14%	8%	8%	16%	21%	8%	18%	13%
		ef	acdefg	ef	ef	f		ef		a			abe	abceg		abeg	abe
Personal Independence Payment (PIP)	171	16	26	20	49	38	22	171	84	87	32	47	28	62	80	90	171
	6%	4%	5%	4%	9%	9%	5%	6%	6%	6%	4%	6%	5%	11%	5%	8%	6%
					abcfg	ac								abceg		ae	
Employment and Support Allowance (ESA)	143	25	24	39	31	23	1	143	73	70	38	30	23	49	68	72	143
	5%	6%	5%	8%	6%	5%	*%	5%	5%	5%	5%	4%	4%	8%	4%	6%	5%
		f	f	f	f	f		f						abceg			
Carer's allowance	126	21	14	18	40	22	11	126	64	62	29	20	32	39	49	72	126
	5%	5%	3%	4%	8%	5%	3%	5%	5%	4%	4%	3%	5%	7%	3%	6%	5%
					bcfg								be	abeg		be	b
Income Support	108	36	36	10	19	5	1	108	58	49	36	28	24	19	64	43	108
	4%	8%	7%	2%	4%	1%	*%	4%	4%	3%	5%	3%	4%	3%	4%	4%	4%
		cdefg	cefg	f	ef			ef									
Pensions Credit (Guaranteed Credit)	72	16	7	10	8	6	25	72	45	27	20	11	20	22	31	41	72
	3%	4%	1%	2%	2%	1%	6%	3%	3%	2%	3%	1%	3%	4%	2%	3%	3%
							bcdeg		b				b	be		be	
Income-based Jobseeker's Allowance	53	10	26	8	1	8	-	53	22	31	21	12	4	17	32	21	53
	2%	2%	5%	2%	*%	2%	-%	2%	2%	2%	3%	1%	1%	3%	2%	2%	2%
		df	acdefg	f		f		df			c			c			
Pensions Credit (no Guaranteed Credit)	41	10	17	8	-	1	5	41	18	22	17	8	8	8	25	15	41
	1%	2%	3%	2%	-%	*%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%
		de	deg	d				d									

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

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

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
<b>SPONTANEOUS RESPONSES</b>																	
Child benefit	11 *%	1 *%	2 *%	4 1%	4 1%	- -%	- -%	11 *%	1 *%	11 1% a	3 *%	4 1%	4 1%	* *%	7 *%	4 *%	11 *%
Disability living allowance	8 *%	* *%	* *%	- -%	2 *%	1 *%	5 1%	8 *%	3 *%	5 *%	4 1%	1 *%	* *%	2 *%	5 *%	3 *%	8 *%
							ag										
Attendance Allowance	6 *%	- -%	- -%	- -%	- -%	1 *%	5 1%	6 *%	3 *%	3 *%	3 *%	1 *%	1 *%	1 *%	4 *%	2 *%	6 *%
							ag										
(Child) tax credits	5 *%	- -%	1 *%	4 1%	* *%	- -%	- -%	5 *%	1 *%	5 *%	- -%	- -%	4 1%	2 *%	- -%	5 *%	5 *%
				g									e		e		
Working Tax Credit	4 *%	- -%	- -%	- -%	2 *%	1 *%	1 *%	4 *%	2 *%	2 *%	- -%	1 *%	* *%	2 *%	1 *%	2 *%	4 *%
Other type of benefit	10 *%	- -%	1 *%	2 *%	* *%	2 *%	5 1%	10 *%	4 *%	7 *%	3 *%	2 *%	1 *%	4 1%	6 *%	5 *%	10 *%
							ag										
RECEIVES ANY OF THESE BENEFITS	787 28%	141 33% efg	189 38% cdefg	136 27% f	154 30% ef	94 22%	74 17%	787 28% ef	361 26%	425 30%	186 24%	161 20%	178 29% be	254 44% abcefg	348 22%	432 36% abceg	787 28% be
None of these - Do not receive any of these benefits	1745 62%	167 39%	276 55% a	317 63% ab	335 65% ab	310 72% abcg	340 79% abcdeg	1745 62% ab	887 65% b	851 60%	546 70% cdfg	566 70% cdfg	368 60% df	256 44%	1111 70% cdfg	624 52% d	1745 62% df
Don't know	146 5%	96 22% bcdefg	15 3%	17 3% f	7 1%	7 2%	4 1%	146 5% def	68 5%	75 5%	27 3%	51 6% a	27 5%	33 6%	77 5%	60 5%	146 5%

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

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

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Prefer not to say	121	24	20	30	18	18	11	121	50	71	17	26	36	40	43	76	121
	4%	6%	4%	6%	3%	4%	3%	4%	4%	5%	2%	3%	6%	7%	3%	6%	4%
		f		f									abe	abeg		abeg	ae

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

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

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Universal Credit (and household has other earnings).	350	289	37	16	8	350	319	22	66	285	350	65	156	128	350
	13%	12%	15%	12%	11%	13%	13%	7%	17%	12%	13%	8%	14%	16%	13%
							b		b				a	ad	a
Personal Independence Payment (PIP)	171	132	20	12	7	171	156	13	12	159	171	53	75	42	171
	6%	6%	8%	9%	10%	6%	6%	4%	3%	7%	6%	7%	7%	5%	6%
					a					a					
Employment and Support Allowance (ESA)	143	114	17	8	5	143	127	13	22	121	143	38	67	37	143
	5%	5%	7%	5%	7%	5%	5%	4%	6%	5%	5%	5%	6%	5%	5%
Carer's allowance	126	97	15	8	5	126	110	14	7	119	126	27	64	31	126
	5%	4%	6%	6%	7%	5%	5%	4%	2%	5%	5%	3%	6%	4%	5%
										a					
Income Support	108	93	8	3	3	108	102	6	21	86	108	32	42	34	108
	4%	4%	3%	2%	4%	4%	4%	2%	5%	4%	4%	4%	4%	4%	4%
Pensions Credit (Guaranteed Credit)	72	60	5	5	2	72	63	10	12	60	72	31	26	13	72
	3%	3%	2%	4%	3%	3%	3%	3%	3%	2%	3%	4%	2%	2%	3%
												c			
Income-based Jobseeker's Allowance	53	45	5	3	1	53	49	2	9	44	53	9	28	16	53
	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%
Pensions Credit (no Guaranteed Credit)	41	34	2	4	*	41	39	1	8	33	41	15	19	7	41
	1%	1%	1%	3%	*%	1%	2%	*%	2%	1%	1%	2%	2%	1%	1%
				d											

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

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

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
<b>SPONTANEOUS RESPONSES</b>															
Child benefit	11 *%	10 *%	- -%	- -%	1 1%	11 *%	11 *%	1 *%	* *%	11 *%	11 *%	- -%	4 *%	7 1% a	11 *%
Disability living allowance	8 *%	6 *%	2 1%	* *%	* 1%	8 *%	7 *%	1 *%	1 *%	7 *%	8 *%	1 *%	6 1%	* *%	8 *%
Attendance Allowance	6 *%	5 *%	- -%	1 *%	- -%	6 *%	5 *%	1 *%	1 *%	5 *%	6 *%	- -%	4 *%	1 *%	6 *%
(Child) tax credits	5 *%	5 *%	- -%	* *%	* 1%	5 *%	5 *%	* *%	* *%	5 *%	5 *%	- -%	1 *%	5 1%	5 *%
Working Tax Credit	4 *%	2 *%	1 *%	- -%	* *%	4 *%	4 *%	- -%	- -%	4 *%	4 *%	1 *%	* *%	2 *%	4 *%
Other type of benefit	10 *%	7 *%	3 1%	- -%	* *%	10 *%	9 *%	1 *%	2 *%	8 *%	10 *%	3 *%	5 *%	2 *%	10 *%
RECEIVES ANY OF THESE BENEFITS	787 28%	646 28%	75 31%	43 31%	23 31%	787 28%	710 29% b	65 20%	135 35% bc	652 27%	787 28%	221 28%	338 29%	218 27%	787 28%
None of these - Do not receive any of these benefits	1745 62%	1465 63%	154 63%	80 59%	46 61%	1745 62%	1493 61%	233 73% a	191 49%	1554 64% a	1745 62% a	499 62%	701 61%	520 65%	1745 62%
Don't know	146 5%	127 5% b	5 2%	11 8% bd	2 3%	146 5%	135 6%	7 2%	41 10% bc	105 4%	146 5%	42 5%	67 6%	34 4%	146 5%

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



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

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Prefer not to say	121	104	10	3	4	121	105	12	22	100	121	39	47	33	121
	4%	4%	4%	2%	6%	4%	4%	4%	6%	4%	4%	5%	4%	4%	4%

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

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

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Universal Credit (and household has other earnings).	350	162	121	18
	13%	30%	10%	3%
		bc	c	
Personal Independence Payment (PIP)	171	50	79	21
	6%	9%	7%	4%
		c	c	
Employment and Support Allowance (ESA)	143	59	51	17
	5%	11%	4%	3%
		bc		
Carer's allowance	126	46	59	10
	5%	9%	5%	2%
		bc	c	
Income Support	108	35	38	6
	4%	7%	3%	1%
		bc	c	
Pensions Credit (Guaranteed Credit)	72	22	35	7
	3%	4%	3%	1%
		c		
Income-based Jobseeker's Allowance	53	18	23	6
	2%	3%	2%	1%
		c		
Pensions Credit (no Guaranteed Credit)	41	10	20	3
	1%	2%	2%	*%

Columns Tested: a,b,c

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

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
<b>SPONTANEOUS RESPONSES</b>				
Child benefit	11	3	2	6
	*%	*%	*%	1% b
Disability living allowance	8	*	2	3
	*%	*%	*%	1%
Attendance Allowance	6	-	5	1
	*%	-%	*%	*%
(Child) tax credits	5	2	*	3
	*%	*%	*%	1% b
Working Tax Credit	4	2	1	-
	*%	*%	*%	-%
Other type of benefit	10	1	6	*
	*%	*%	1%	*%
RECEIVES ANY OF THESE BENEFITS	787	297	301	74
	28%	55%	26%	13%
		bc	c	
None of these - Do not receive any of these benefits	1745	198	804	475
	62%	37%	70%	83%
			a	ab
Don't know	146	30	25	11
	5%	5%	2%	2%
		bc		

Columns Tested: a,b,c

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

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
		a	b	c
Significance Level: 95%				
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Prefer not to say	121	15	22	10
	4%	3%	2%	2%

Columns Tested: a,b,c

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3552	840	449	578	513	517	655	3552	1659	1871	871	1057	628	963	1928	1591	3552
Effective Weighted Sample	1933	434	276	341	312	293	354	1933	926	996	509	571	375	491	1079	845	1933
Total	2800	429	500	500	514	429	429	2800	1366	1422	776	803	610	582	1580	1192	2800
Up to £199 per week/ Up to £10,399 per year	242 9%	44 10%	50 10%	34 7%	45 9%	38 9%	30 7%	242 9%	93 7%	149 10% a	31 4%	44 5%	32 5%	129 22% abcefg	75 5%	162 14% abceg	242 9% abce
From £200 to £299 per week/ From £10,400 to £15,599 per year	328 12%	51 12%	66 13%	52 10%	45 9%	51 12%	63 15% d	328 12%	151 11%	177 12%	60 8%	73 9%	83 14% abe	111 19% abceg	133 8%	194 16% abeg	328 12% ae
From £300 to £499 per week/ From £15,600 to £25,999 per year	484 17%	62 15%	80 16%	96 19%	91 18%	69 16%	85 20% a	484 17%	260 19%	224 16%	97 13%	136 17% a	135 22% abeg	116 20% ae	233 15%	250 21% aeg	484 17% a
From £500 to £699 per week/ From £26,000 to £36,399 per year	488 17%	59 14%	97 19%	89 18%	85 17%	76 18%	83 19% a	488 17%	253 19%	231 16%	117 15%	160 20% ad	143 24% adefg	65 11%	278 18% d	209 17% d	488 17% d
From £700 to £999 per week/ From £36,400 to £51,999 per year	425 15%	43 10%	84 17% a	84 17% a	88 17% a	70 16% a	56 13% a	425 15% a	234 17% b	191 13% a	158 20% cdfg	159 20% cdfg	78 13% df	30 5%	317 20% cdfg	107 9% d	425 15% df
£1,000 and above per week/ £52,000 and above per year	371 13%	30 7%	51 10%	73 15% a	95 18% abfg	77 18% abfg	44 10% a	371 13% a	220 16% b	151 11% a	219 28% bdefg	92 11% cdf	38 6%	21 4%	311 20% bcdfg	59 5%	371 13% cdf
Don't know/ Prefer not to say	462 17%	139 32% bcdefg	71 14%	72 14%	65 13%	48 11%	67 16%	462 17% e	157 11%	300 21% a	92 12%	139 17% a	101 17% a	110 19% ae	232 15%	211 18% a	462 17% a

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

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Up to £199 per week/ Up to £10,399 per year	242 9%	198 8%	26 11%	12 8%	7 9%	242 9%	212 9%	24 7%	57 15% bc	185 8%	242 9%	108 13% bcd	77 7%	50 6%	242 9%
From £200 to £299 per week/ From £10,400 to £15,599 per year	328 12%	275 12%	31 13%	15 11%	7 10%	328 12%	288 12%	32 10%	55 14%	273 11%	328 12%	120 15% c	146 13% c	50 6%	328 12% c
From £300 to £499 per week/ From £15,600 to £25,999 per year	484 17%	400 17%	41 17%	27 20%	16 21%	484 17%	419 17%	61 19%	61 16%	423 18%	484 17%	132 16%	227 20% c	119 15%	484 17%
From £500 to £699 per week/ From £26,000 to £36,399 per year	488 17%	410 18%	41 17%	25 18%	12 16%	488 17%	419 17%	63 20%	59 15%	429 18%	488 17%	132 16%	200 17%	150 19%	488 17%
From £700 to £999 per week/ From £36,400 to £51,999 per year	425 15%	358 15%	36 15%	17 12%	14 18%	425 15%	383 16%	38 12%	28 7%	397 16% a	425 15% a	88 11%	167 14%	169 21% abd	425 15% a
£1,000 and above per week/ £52,000 and above per year	371 13%	311 13%	31 13%	19 14%	10 13%	371 13%	323 13%	46 14%	29 8%	341 14% a	371 13% a	63 8%	144 12% a	165 20% abd	371 13% a

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

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3552	2564	342	324	322	3552	3146	348	451	3101	3552	959	1531	1022	3552
Effective Weighted Sample	1933	1528	183	180	177	1933	1728	190	245	1691	1933	489	849	590	1933
Total	2800	2343	244	137	76	2800	2444	318	389	2411	2800	802	1152	805	2800
Don't know/ Prefer not to say	462	391	38	22	11	462	401	54	100	363	462	160	192	103	462
	17%	17%	16%	16%	14%	17%	16%	17%	26% bc	15%	17%	20% c	17% c	13%	17% c

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

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Up to £199 per week/ Up to £10,399 per year	242	227	-	-
	9%	42%	-%	-%
		bc		
From £200 to £299 per week/ From £10,400 to £15,599 per year	328	108	201	-
	12%	20%	17%	-%
		c	c	
From £300 to £499 per week/ From £15,600 to £25,999 per year	484	127	339	-
	17%	23%	29%	-%
		c	ac	
From £500 to £699 per week/ From £26,000 to £36,399 per year	488	58	357	61
	17%	11%	31%	11%
			ac	
From £700 to £999 per week/ From £36,400 to £51,999 per year	425	20	255	142
	15%	4%	22%	25%
			a	a
£1,000 and above per week/ £52,000 and above per year	371	-	-	367
	13%	-%	-%	64%
				ab

Columns Tested: a,b,c



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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)**

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3552	689	1420	683
Effective Weighted Sample	1933	364	796	383
Total	2800	539	1152	570
Don't know/ Prefer not to say	462	-	-	-
	17%	-%	-%	-%

Columns Tested: a,b,c

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

**FINANCIAL VULNERABILITY**

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2792	493	363	478	442	449	567	2792	1360	1425	721	826	492	746	1547	1238	2792
Effective Weighted Sample	1542	250	226	278	271	251	317	1542	772	766	430	449	306	374	877	666	1542
Total	2261	266	408	409	441	376	361	2261	1158	1098	664	640	496	453	1304	949	2261
Most Financially Vulnerable	539	122	111	113	98	58	36	539	225	311	92	110	128	202	202	330	539
	24%	46%	27%	28%	22%	15%	10%	24%	19%	28%	14%	17%	26%	45%	16%	35%	24%
		bcdefg	ef	ef	ef	f		ef		a			abe	abcefg		abceg	abe
Potentially Financially Vulnerable	1152	104	218	209	205	189	226	1152	594	557	271	357	302	221	628	523	1152
	51%	39%	53%	51%	46%	50%	63%	51%	51%	51%	41%	56%	61%	49%	48%	55%	51%
		a	a			a	abcdeg	a				ade	adeg	a	a	ae	a
Least Financially Vulnerable	570	40	79	86	138	129	99	570	339	230	300	173	66	30	473	96	570
	25%	15%	19%	21%	31%	34%	27%	25%	29%	21%	45%	27%	13%	7%	36%	10%	25%
					abcg	abcg	ab	a	b		bcdefg	cdf	d		bcdfg		cdf

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

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

## FINANCIAL VULNERABILITY

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2792	1990	273	261	268	2792	2465	282	308	2484	2792	713	1198	853	2792
Effective Weighted Sample	1542	1210	151	144	149	1542	1370	157	166	1379	1542	358	679	505	1542
Total	2261	1886	198	113	64	2261	1971	260	271	1991	2261	602	932	695	2261
Most Financially Vulnerable	539	453	45	25	16	539	476	56	93	447	539	158	231	143	539
	24%	24%	23%	23%	24%	24%	24%	22%	34% bc	22%	24%	26%	25%	21%	24%
Potentially Financially Vulnerable	1152	966	93	59	33	1152	997	138	133	1019	1152	324	474	330	1152
	51%	51%	47%	52%	52%	51%	51%	53%	49%	51%	51%	54%	51%	47%	51%
Least Financially Vulnerable	570	466	60	29	15	570	498	66	46	525	570	121	227	222	570
	25%	25%	30%	25%	24%	25%	25%	25%	17%	26% a	25% a	20%	24%	32% abd	25% a

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

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

# FINANCIAL VULNERABILITY

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

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2792	689	1420	683
Effective Weighted Sample	1542	364	796	383
Total	2261	539	1152	570
Most Financially Vulnerable	539	539	-	-
	24%	100%	-%	-%
		bc		
Potentially Financially Vulnerable	1152	-	1152	-
	51%	-%	100%	-%
			ac	
Least Financially Vulnerable	570	-	-	570
	25%	-%	-%	100%
				ab

Columns Tested: a,b,c