

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.**

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Base : All children aged 12-17	

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Base : All children aged 12-17	
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Base : All children aged 12-17	
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Base : All children aged 8-17 opting to answer these questions	
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Base : Children aged 12-17 opting to answer these questions who go online	
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Base : Children aged 12-17 opting to answer these questions who go online	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.**

**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
North East	76 4%	9 6%	19 3%	5 3%	27 4%	** **	7 2%
Yorkshire and Humberside	167 8%	10 6%	50 8%	10 5%	52 8%	** **	29 10%
North West	223 11%	15 10%	67 10%	15 8%	67 11%	** **	38 13%
West Midlands	186 9%	14 9%	54 8%	17 9%	59 10%	** **	28 9%
East Midlands	145 7%	11 7%	42 6%	16 8%	43 7%	** **	22 7%
East of England	192 9%	11 7%	71 11%	23 12%	40 6%	** **	34 12%
South West	159 8%	15 10%	57 9%	11 6%	41 7%	** **	22 8%
South East	283 14%	27 17%	93 14%	18 9%	102 16%	** **	32 11%
London	285 14%	16 10%	72 11%	21 11%	76 12%	** **	57 19%
<b>SUMMARY</b>							
England	1715 82%	128 82%	524 80%	135 72%	507 81%	** **	268 91%
Wales	103 5%	8 5%	34 5%	12 6%	34 5%	** **	7 2%
Scotland	186 9%	12 8%	63 10%	30 16%	52 8%	** **	17 6%

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

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Northern Ireland	83	7	29	10	29	**	3
	4%	5%	5%	5%	5%	**	1%

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

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**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
North East	76 4%	4 2%	12 4%	6 3%	14 5%	15 5%	3 2%	6 4%	4 3%	** **
Yorkshire and Humberside	167 8%	22 9%	25 8%	8 5%	24 9%	21 7%	11 6%	15 11%	15 9%	** **
North West	223 11%	34 15%	29 9%	15 9%	30 12%	35 11%	17 9%	19 15%	17 10%	** **
West Midlands	186 9%	18 8%	29 9%	15 9%	25 10%	27 8%	19 10%	12 9%	17 10%	** **
East Midlands	145 7%	12 5%	29 9%	11 6%	24 9%	18 6%	9 5%	10 8%	12 7%	** **
East of England	192 9%	24 11%	24 7%	25 14%	16 6%	29 9%	19 10%	10 8%	18 10%	** **
South West	159 8%	18 8%	32 10%	18 10%	8 3%	37 12%	7 4%	8 6%	14 8%	** **
South East	283 14%	29 13%	53 16%	23 13%	39 15%	37 12%	35 18%	13 10%	19 11%	** **
London	285 14%	26 11%	26 8%	27 15%	31 12%	30 9%	33 17%	25 19%	40 23%	** **
<b>SUMMARY</b>										
England	1715 82%	188 82%	258 78%	149 83%	212 81%	247 78%	153 79%	119 91%	157 89%	** **
Wales	103 5%	12 5%	21 6%	9 5%	10 4%	25 8%	9 5%	4 3%	3 2%	** **
Scotland	186 9%	16 7%	38 12%	15 8%	28 11%	28 9%	22 11%	8 6%	12 7%	** **

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

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Northern Ireland	83	13	15	7	12	17	9	*	3	**
	4%	6%	4%	4%	4%	5%	5%	*%	2%	**

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

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

**QF. URBANITY**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Large city	489 23%	29 19%	123 19%	37 20%	156 25%	** **	88 30%
Smaller city or large town	521 25%	50 32%	155 24%	51 27%	158 25%	** **	59 20%
Medium town	468 22%	32 21%	165 25%	30 16%	140 22%	** **	65 22%
Small town	337 16%	24 15%	119 18%	31 16%	91 15%	** **	48 16%
Rural area	271 13%	20 13%	89 14%	37 20%	77 12%	** **	35 12%

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

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

**QF. URBANITY**

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Large city	489 23%	51 22%	61 18%	30 17%	69 26%	69 22%	47 25%	42 32%	53 30%	** **
Smaller city or large town	521 25%	59 26%	84 25%	47 26%	78 30%	76 24%	45 23%	29 22%	41 24%	** **
Medium town	468 22%	58 25%	70 21%	45 25%	50 19%	71 22%	43 22%	35 27%	35 20%	** **
Small town	337 16%	39 17%	63 19%	34 19%	36 14%	48 15%	30 16%	19 15%	24 14%	** **
Rural area	271 13%	22 10%	54 16%	24 14%	29 11%	53 17%	28 15%	7 5%	22 12%	** **

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

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
A	124 6%	6 4%	28 4%	9 5%	40 6%	** **	21 7%
B	460 22%	38 24%	149 23%	30 16%	154 25%	** **	62 21%
C1	519 25%	31 20%	178 27%	32 17%	158 25%	** **	81 27%
C2	438 21%	34 22%	123 19%	42 23%	136 22%	** **	61 21%
D	337 16%	24 15%	113 17%	32 17%	89 14%	** **	52 18%
E	205 10%	22 14%	60 9%	40 21%	45 7%	** **	18 6%
Don't know	3 *%	- -%	- -%	- -%	2 *%	** **	1 *%
<b>SUMMARY</b>							
AB	584 28%	44 28%	177 27%	40 21%	194 31%	** **	84 28%
DE	543 26%	46 30%	173 27%	72 39%	133 21%	** **	70 24%
ABC1	1103 53%	76 49%	355 54%	72 39%	352 57%	** **	164 56%
C2DE	981 47%	80 51%	296 46%	115 61%	269 43%	** **	131 44%

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

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
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Total	2087	229	332	180	262	318	193	131	175	75
A	124 6%	4 2%	9 3%	20 11% ab	10 4%	10 3%	32 17% ab	6 5%	12 7%	** **
B	460 22%	21 9%	60 18% a	93 52% ab	28 11%	55 17%	87 45% ab	14 11%	31 18%	** **
C1	519 25%	50 22%	105 32%	43 24%	37 14%	105 33% a	47 24%	24 18%	57 32%	** **
C2	438 21%	52 23% c	68 21%	21 12%	71 27% c	80 25% c	22 12%	32 24%	38 22%	** **
D	337 16%	54 24% c	65 19% c	4 2%	62 24% bc	44 14% c	5 3%	39 30% b	23 13%	** **
E	205 10%	48 21% bc	26 8% c	- -%	52 20% bc	24 7% c	- -%	15 11%	14 8%	** **
Don't know	3 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 1%	- -%	** **
<b>SUMMARY</b>										
AB	584 28%	25 11%	68 21% a	113 63% ab	38 15%	65 20%	119 62% ab	20 15%	43 25%	** **
DE	543 26%	103 45% bc	91 27% c	4 2%	114 44% bc	67 21% c	5 3%	54 41% b	37 21%	** **
ABC1	1103 53%	75 33%	173 52% a	155 86% ab	75 29%	170 54% a	166 86% ab	44 34%	100 57% a	** **

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

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**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
C2DE	981	154	159	25	185	148	27	86	75	**
	47%	67%	48%	14%	71%	46%	14%	66%	43%	**
		bc	c		bc	c		b		

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

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**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Boy, aged 8-11	417	79	326	-	-	**	-
	20%	51%	50%	-%	-%	**	-%
Boy, aged 12-15	417	-	-	105	297	**	-
	20%	-%	-%	57%	48%	**	-%
Boy, aged 16-17	209	-	-	-	-	**	141
	10%	-%	-%	-%	-%	**	48%
Girl, aged 8-11	417	76	325	-	-	**	-
	20%	49%	50%	-%	-%	**	-%
Girl, aged 12-15	417	-	-	81	326	**	-
	20%	-%	-%	43%	52%	**	-%
Girl, aged 16-17	209	-	-	-	-	**	155
	10%	-%	-%	-%	-%	**	52%

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2022 - 13TH OCTOBER TO 14TH NOVEMBER 2022.**

**Table 4**

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

**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Boy, aged 8-11	417	108	159	97	-	-	-	-	-	**
	20%	47%	48%	54%	-%	-%	-%	-%	-%	**
Boy, aged 12-15	417	-	-	-	119	156	113	-	-	**
	20%	-%	-%	-%	46%	49%	58%	-%	-%	**
Boy, aged 16-17	209	-	-	-	-	-	-	73	82	**
	10%	-%	-%	-%	-%	-%	-%	55%	47%	**
Girl, aged 8-11	417	121	173	83	-	-	-	-	-	**
	20%	53%	52%	46%	-%	-%	-%	-%	-%	**
Girl, aged 12-15	417	-	-	-	142	162	81	-	-	**
	20%	-%	-%	-%	54%	51%	42%	-%	-%	**
Girl, aged 16-17	209	-	-	-	-	-	-	58	93	**
	10%	-%	-%	-%	-%	-%	-%	45%	53%	**

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

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

**GENDER OF CHILD**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Boy	1044	79	326	105	297	**	141
	50%	51%	50%	57%	48%	**	48%
Girl	1044	76	325	81	326	**	155
	50%	49%	50%	43%	52%	**	52%

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

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

**GENDER OF CHILD**

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Boy	1044	108	159	97	119	156	113	73	82	**
	50%	47%	48%	54%	46%	49%	58%	55%	47%	**
Girl	1044	121	173	83	142	162	81	58	93	**
	50%	53%	52%	46%	54%	51%	42%	45%	53%	**

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1225	-	-	180	608	94	294
Effective Weighted Sample	982	-	-	141	475	80	249
Total	1251	-	-	186	623	97	296
Yes	1128	**	**	164	552	**	274
	90%	**	**	88%	89%	**	93%
No	55	**	**	11	32	**	9
	4%	**	**	6%	5%	**	3%
Don't know	68	**	**	10	39	**	13
	5%	**	**	6%	6%	**	4%

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1225	-	-	-	234	320	201	124	173	78
Effective Weighted Sample	982	-	-	-	191	246	151	106	145	67
Total	1251	-	-	-	261	318	193	130	175	75
Yes	1128	**	**	**	236	279	166	123	161	**
	90%	**	**	**	90%	88%	86%	94%	92%	**
No	55	**	**	**	15	13	16	3	4	**
	4%	**	**	**	6%	4%	8%	3%	2%	**
Don't know	68	**	**	**	10	25	11	4	10	**
	5%	**	**	**	4%	8%	6%	3%	6%	**

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1225	-	-	180	608	94	294
Effective Weighted Sample	982	-	-	141	475	80	249
Total	1251	-	-	186	623	97	296
Yes	881	**	**	124	396	**	241
	70%	**	**	67%	64%	**	82%
No	152	**	**	26	88	**	23
	12%	**	**	14%	14%	**	8%
Don't know	217	**	**	36	139	**	31
	17%	**	**	19%	22%	**	11%

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1225	-	-	-	234	320	201	124	173	78
Effective Weighted Sample	982	-	-	-	191	246	151	106	145	67
Total	1251	-	-	-	261	318	193	130	175	75
Yes	881	**	**	**	174	200	125	109	139	**
	70%	**	**	**	67%	63%	65%	84%	79%	**
No	152	**	**	**	27	52	27	9	15	**
	12%	**	**	**	10%	16%	14%	7%	9%	**
Don't know	217	**	**	**	60	65	41	12	21	**
	17%	**	**	**	23%	21%	21%	9%	12%	**

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1225	-	-	180	608	94	294
Effective Weighted Sample	982	-	-	141	475	80	249
Total	1251	-	-	186	623	97	296
To help with my schoolwork/ homework	1011	**	**	146	526	**	249
	81%	**	**	79%	84%	**	84%
To build or maintain friendships	850	**	**	121	435	**	218
	68%	**	**	65%	70%	**	74%
To find useful information about any problems or issues I may have	750	**	**	107	363	**	195
	60%	**	**	57%	58%	**	66%
To learn a new skill	650	**	**	86	320	**	162
	52%	**	**	46%	51%	**	55%
To find out about the news	604	**	**	66	287	**	183
	48%	**	**	35%	46%	**	62%
To develop creative skills	565	**	**	79	278	**	145
	45%	**	**	43%	45%	**	49%
To understand what other people think and feel about things	498	**	**	69	234	**	141
	40%	**	**	37%	38%	**	48%
To develop skills with reading and numbers	491	**	**	70	256	**	125
	39%	**	**	37%	41%	**	42%
To find out more about or to support causes or organisations	283	**	**	33	118	**	91
	23%	**	**	18%	19%	**	31%
None of these apply to me	9	**	**	7	-	**	1
	1%	**	**	4%	-%	**	*%

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1225	-	-	180	608	94	294
Effective Weighted Sample	982	-	-	141	475	80	249
Total	1251	-	-	186	623	97	296
Don't know	13	**	**	-	10	**	2
	1%	**	**	-%	2%	**	1%

**SUMMARY**

ANY OF THESE BENEFITS	1229	**	**	179	613	**	293
	98%	**	**	96%	98%	**	99%

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1225	-	-	-	234	320	201	124	173	78
Effective Weighted Sample	982	-	-	-	191	246	151	106	145	67
Total	1251	-	-	-	261	318	193	130	175	75
To help with my schoolwork/ homework	1011	**	**	**	219	263	166	93	127	**
	81%	**	**	**	84%	83%	86%	72%	72%	**
To build or maintain friendships	850	**	**	**	167	212	149	82	119	**
	68%	**	**	**	64%	67%	77%	63%	68%	**
							a			
To find useful information about any problems or issues I may have	750	**	**	**	146	194	114	79	117	**
	60%	**	**	**	56%	61%	59%	61%	67%	**
To learn a new skill	650	**	**	**	131	161	104	64	98	**
	52%	**	**	**	50%	51%	54%	50%	56%	**
To find out about the news	604	**	**	**	105	140	92	68	101	**
	48%	**	**	**	40%	44%	48%	52%	58%	**
To develop creative skills	565	**	**	**	119	137	95	59	81	**
	45%	**	**	**	45%	43%	49%	45%	47%	**
To understand what other people think and feel about things	498	**	**	**	101	124	74	51	91	**
	40%	**	**	**	39%	39%	38%	39%	52%	**
To develop skills with reading and numbers	491	**	**	**	101	128	85	47	68	**
	39%	**	**	**	39%	40%	44%	36%	39%	**
To find out more about or to support causes or organisations	283	**	**	**	52	67	32	33	55	**
	23%	**	**	**	20%	21%	17%	26%	31%	**
None of these apply to me	9	**	**	**	1	3	2	-	1	**
	1%	**	**	**	*%	1%	1%	-%	*%	**
Don't know	13	**	**	**	3	3	-	3	*	**
	1%	**	**	**	1%	1%	-%	2%	*%	**

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

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

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

Base : Children aged 12-17 who go online

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1225	-	-	-	234	320	201	124	173	78
Effective Weighted Sample	982	-	-	-	191	246	151	106	145	67
Total	1251	-	-	-	261	318	193	130	175	75
<b>SUMMARY</b>										
ANY OF THESE BENEFITS	1229	**	**	**	257	311	192	128	174	**
	98%	**	**	**	99%	98%	99%	98%	99%	**

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
Base for % (excluding non users)	1869	121	509	180	601	94	290
All is true	175 9%	14 11%	46 9%	19 10%	46 8%	**	19 7%
Most is true	431 23%	29 24%	143 28%	39 21%	109 18%	**	65 23%
Some is true	1221 65%	73 60%	306 60%	119 66%	434 72%	**	201 69%
Don't know	42 2%	5 4%	13 3%	4 2%	12 2%	**	4 2%
No – I don't do this (excluded from Base for %)	213	34	139	6	21	**	6

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	a	b	c	a	b	~c
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
Base for % (excluding non users)	1869	184	268	140	255	308	183	128	171	73
All is true	175 9%	20 11%	32 12%	11 8%	23 9%	29 10%	12 7%	17 13%	10 6%	** **
Most is true	431 23%	52 28%	80 30%	35 25%	48 19%	63 21%	36 20%	23 18%	45 27%	** **
Some is true	1221 65%	109 59%	152 57%	88 63%	175 69%	210 68%	134 73%	87 68%	114 67%	** **
Don't know	42 2%	3 1%	5 2%	7 5%	9 3%	6 2%	1 *%	2 2%	2 1%	** **
No – I don't do this (excluded from Base for %)	213	44	62	39	6	10	10	2	4	**

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
Base for % (excluding non users)	1952	145	603	170	591	89	281
All is true	747 38%	53 37%	247 41%	65 38%	239 40%	**	100 35%
Most is true	755 39%	55 38%	217 36%	71 42%	223 38%	**	112 40%
Some is true	407 21%	31 21%	116 19%	31 18%	122 21%	**	68 24%
Don't know	44 2%	5 4%	23 4%	4 2%	8 1%	**	1 1%
No – I don't do this (excluded from Base for %)	130	11	45	16	32	**	15

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
Base for % (excluding non users)	1952	213	303	168	246	296	187	120	165	74
All is true	747 38%	85 40%	114 38%	76 46%	93 38%	132 44%	68 36%	37 31%	55 33%	** **
Most is true	755 39%	67 31%	130 43%	59 35%	90 36%	112 38%	77 41%	54 45%	67 40%	** **
Some is true	407 21%	57 27%	49 16%	27 16%	60 24%	50 17%	38 20%	28 23%	43 26%	** **
Don't know	44 2%	5 2%	11 4%	5 3%	3 1%	3 1%	5 2%	1 1%	- -%	** **
No – I don't do this (excluded from Base for %)	130	15	27	12	16	21	6	10	10	**

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
Base for % (excluding non users)	1673	113	473	147	528	84	262
All is true	350 21%	26 23%	132 28%	18 12%	96 18%	**	45 17%
Most is true	748 45%	47 42%	184 39%	72 49%	250 47%	**	127 49%
Some is true	493 29%	29 25%	130 27%	45 31%	163 31%	**	84 32%
Don't know	82 5%	11 10%	27 6%	12 8%	18 3%	**	6 2%
No – I don't do this (excluded from Base for %)	409	43	175	39	95	**	34

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
Base for % (excluding non users)	1673	171	237	134	221	264	164	113	158	64
All is true	350 21%	40 23%	64 27%	44 33%	27 12%	48 18%	34 21%	24 21%	24 15%	** **
Most is true	748 45%	64 37%	103 43%	55 41%	106 48%	138 52%	76 46%	48 42%	76 48%	** **
Some is true	493 29%	57 33%	56 24%	26 19%	73 33%	68 26%	51 31%	39 34%	53 34%	** **
Don't know	82 5%	11 6%	14 6%	9 7%	15 7%	9 4%	2 1%	2 2%	4 3%	** **
No – I don't do this (excluded from Base for %)	409	57	93	46	41	54	29	17	17	**

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	~b	a	b	~a	b
Unweighted total	1225	-	-	180	608	94	294
Effective Weighted Sample	982	-	-	141	475	80	249
Total	1251	-	-	186	623	97	296
Yes	1005	**	**	156	504	**	235
	80%	**	**	84%	81%	**	79%
No	137	**	**	12	61	**	36
	11%	**	**	7%	10%	**	12%
Don't know	108	**	**	18	58	**	25
	9%	**	**	10%	9%	**	8%

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1225	-	-	-	234	320	201	124	173	78
Effective Weighted Sample	982	-	-	-	191	246	151	106	145	67
Total	1251	-	-	-	261	318	193	130	175	75
Yes	1005	**	**	**	213	263	158	96	139	**
	80%	**	**	**	82%	83%	82%	74%	80%	**
No	137	**	**	**	25	26	21	21	26	**
	11%	**	**	**	10%	8%	11%	16%	15%	**
Don't know	108	**	**	**	23	29	14	14	9	**
	9%	**	**	**	9%	9%	7%	10%	5%	**

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

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

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

Base : Children aged 12-17 who go online who think the post is genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	988	-	-	152	494	74	234
Effective Weighted Sample	795	-	-	119	387	63	199
Total	1005	-	-	156	504	76	235
NHS LOGO IN POST	615	**	**	96	324	**	146
	61%	**	**	62%	64%	**	62%
HM GOVERNMENT LOGO IN POST	394	**	**	67	214	**	84
	39%	**	**	43%	43%	**	36%
VERIFIED TICK	282	**	**	40	154	**	63
	28%	**	**	26%	30%	**	27%
NHS USERNAME	280	**	**	40	151	**	65
	28%	**	**	26%	30%	**	28%
NHS PROFILE LOGO	233	**	**	31	128	**	51
	23%	**	**	20%	25%	**	22%
HASHTAG 3 #NHS	209	**	**	38	99	**	49
	21%	**	**	24%	20%	**	21%
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	182	**	**	35	79	**	46
	18%	**	**	22%	16%	**	20%
NHS.UK WEBLINK UNDER POST	163	**	**	32	76	**	34
	16%	**	**	21%	15%	**	14%
HASHTAG 2 #COVID19	155	**	**	27	70	**	40
	15%	**	**	17%	14%	**	17%
HASHTAG 1 #GETBOOSTEDNOW	131	**	**	27	56	**	32
	13%	**	**	17%	11%	**	14%
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	94	**	**	19	37	**	25
	9%	**	**	12%	7%	**	11%
PHOTO OF PEOPLE IN POST	79	**	**	12	24	**	19
	8%	**	**	8%	5%	**	8%

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

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

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

Base : Children aged 12-17 who go online who think the post is genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	988	-	-	152	494	74	234
Effective Weighted Sample	795	-	-	119	387	63	199
Total	1005	-	-	156	504	76	235
VIEWS COUNT	70	**	**	13	35	**	15
	7%	**	**	9%	7%	**	6%
COMMENT BUTTON	6	**	**	2	2	**	-
	1%	**	**	1%	*%	**	-%
SEND BUTTON	6	**	**	2	1	**	-
	1%	**	**	1%	*%	**	-%
LIKE BUTTON	5	**	**	2	2	**	-
	1%	**	**	1%	*%	**	-%
BOOKMARK BUTTON	3	**	**	2	-	**	1
	*%	**	**	1%	-%	**	*%

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

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

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

Base : Children aged 12-17 who go online who think the post is genuine

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST ~a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	988	-	-	-	194	269	162	94	137	65
Effective Weighted Sample	795	-	-	-	160	207	121	81	116	56
Total	1005	-	-	-	213	263	158	96	139	64
NHS LOGO IN POST	615	**	**	**	132	168	108	**	90	**
	61%	**	**	**	62%	64%	68%	**	65%	**
HM GOVERNMENT LOGO IN POST	394	**	**	**	86	103	80	**	46	**
	39%	**	**	**	41%	39%	50%	**	33%	**
VERIFIED TICK	282	**	**	**	53	70	59	**	33	**
	28%	**	**	**	25%	26%	37%	**	24%	**
NHS USERNAME	280	**	**	**	55	76	47	**	32	**
	28%	**	**	**	26%	29%	30%	**	23%	**
NHS PROFILE LOGO	233	**	**	**	46	63	45	**	30	**
	23%	**	**	**	21%	24%	29%	**	22%	**
HASHTAG 3 #NHS	209	**	**	**	45	46	41	**	30	**
	21%	**	**	**	21%	17%	26%	**	21%	**
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	182	**	**	**	43	48	25	**	21	**
	18%	**	**	**	20%	18%	16%	**	15%	**
NHS.UK WEBLINK UNDER POST	163	**	**	**	32	41	30	**	20	**
	16%	**	**	**	15%	16%	19%	**	14%	**
HASHTAG 2 #COVID19	155	**	**	**	36	33	27	**	25	**
	15%	**	**	**	17%	13%	17%	**	18%	**
HASHTAG 1 #GETBOOSTEDNOW	131	**	**	**	30	31	20	**	20	**
	13%	**	**	**	14%	12%	13%	**	15%	**
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	94	**	**	**	16	26	12	**	22	**
	9%	**	**	**	8%	10%	8%	**	16%	**
PHOTO OF PEOPLE IN POST	79	**	**	**	17	12	10	**	14	**
	8%	**	**	**	8%	4%	6%	**	10%	**

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

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

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

Base : Children aged 12-17 who go online who think the post is genuine

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST ~a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	988	-	-	-	194	269	162	94	137	65
Effective Weighted Sample	795	-	-	-	160	207	121	81	116	56
Total	1005	-	-	-	213	263	158	96	139	64
VIEWS COUNT	70	**	**	**	16	16	13	**	9	**
	7%	**	**	**	7%	6%	8%	**	6%	**
COMMENT BUTTON	6	**	**	**	1	3	-	**	1	**
	1%	**	**	**	*%	1%	-%	**	1%	**
SEND BUTTON	6	**	**	**	1	2	-	**	1	**
	1%	**	**	**	1%	1%	-%	**	1%	**
LIKE BUTTON	5	**	**	**	1	3	-	**	1	**
	1%	**	**	**	*%	1%	-%	**	1%	**
BOOKMARK BUTTON	3	**	**	**	-	2	-	**	1	**
	*%	**	**	**	-%	1%	-%	**	1%	**

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

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

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

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE ~b
Significance Level: 99%							
Unweighted total	237	-	-	28	114	20	60
Effective Weighted Sample	187	-	-	22	87	17	50
Total	246	-	-	30	119	21	61
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	118 48%	** **	** **	** **	57 48%	** **	** **
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	53 22%	** **	** **	** **	28 24%	** **	** **
PHOTO OF PEOPLE IN POST	39 16%	** **	** **	** **	15 13%	** **	** **
NHS.UK WEBLINK UNDER POST	28 12%	** **	** **	** **	10 8%	** **	** **
VIEWS COUNT	21 9%	** **	** **	** **	11 9%	** **	** **
NHS LOGO IN POST	18 7%	** **	** **	** **	7 6%	** **	** **
HM GOVERNMENT LOGO IN POST	17 7%	** **	** **	** **	6 5%	** **	** **
HASHTAG 1 #GETBOOSTEDNOW	15 6%	** **	** **	** **	9 8%	** **	** **
HASHTAG 2 #COVID19	15 6%	** **	** **	** **	9 7%	** **	** **
NHS USERNAME	14 6%	** **	** **	** **	4 4%	** **	** **
HASHTAG 3 #NHS	14 6%	** **	** **	** **	8 6%	** **	** **
NHS PROFILE LOGO	7 3%	** **	** **	** **	4 3%	** **	** **

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

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

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

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE ~b
Significance Level: 99%							
Unweighted total	237	-	-	28	114	20	60
Effective Weighted Sample	187	-	-	22	87	17	50
Total	246	-	-	30	119	21	61
LIKE BUTTON	6	**	**	**	3	**	**
	2%	**	**	**	3%	**	**
BOOKMARK BUTTON	4	**	**	**	1	**	**
	2%	**	**	**	*%	**	**
SEND BUTTON	4	**	**	**	3	**	**
	2%	**	**	**	3%	**	**
VERIFIED TICK	4	**	**	**	2	**	**
	2%	**	**	**	1%	**	**
COMMENT BUTTON	4	**	**	**	3	**	**
	2%	**	**	**	2%	**	**

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

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

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

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%										
Unweighted total	237	-	-	-	40	51	39	30	36	13
Effective Weighted Sample	187	-	-	-	32	39	31	26	30	11
Total	246	-	-	-	48	54	35	34	36	11
TEXT UNDER POST - 'GET A BOOSTER DOSE...'	118 48%	**	**	**	**	**	**	**	**	**
TEXT IN POST - 'JOIN US LET'S GET PROTECTED'	53 22%	**	**	**	**	**	**	**	**	**
PHOTO OF PEOPLE IN POST	39 16%	**	**	**	**	**	**	**	**	**
NHS.UK WEBLINK UNDER POST	28 12%	**	**	**	**	**	**	**	**	**
VIEWS COUNT	21 9%	**	**	**	**	**	**	**	**	**
NHS LOGO IN POST	18 7%	**	**	**	**	**	**	**	**	**
HM GOVERNMENT LOGO IN POST	17 7%	**	**	**	**	**	**	**	**	**
HASHTAG 1 #GETBOOSTEDNOW	15 6%	**	**	**	**	**	**	**	**	**
HASHTAG 2 #COVID19	15 6%	**	**	**	**	**	**	**	**	**
NHS USERNAME	14 6%	**	**	**	**	**	**	**	**	**
HASHTAG 3 #NHS	14 6%	**	**	**	**	**	**	**	**	**
NHS PROFILE LOGO	7 3%	**	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%										
Unweighted total	237	-	-	-	40	51	39	30	36	13
Effective Weighted Sample	187	-	-	-	32	39	31	26	30	11
Total	246	-	-	-	48	54	35	34	36	11
LIKE BUTTON	6	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**
BOOKMARK BUTTON	4	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**
SEND BUTTON	4	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**
VERIFIED TICK	4	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**
COMMENT BUTTON	4	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**

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

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

QC17. In a normal week when you go online, do you...? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
Only use websites or apps that you've used before	1185 57%	102 65%	435 67%	103 55%	323 52%	** **	138 47%
Use one or two websites or apps that you have not used before	735 35%	48 31%	180 28%	66 36%	236 38%	** **	130 44%
Use lots of websites or apps that you have not used before	126 6%	4 3%	25 4%	17 9%	48 8%	** **	24 8%
Don't know	37 2%	3 2%	8 1%	1 *%	16 3%	** **	4 1%
<b>SUMMARY</b>							
ANY USE OF WEBSITES OR APPS NOT USED BEFORE	861 41%	52 33%	205 32%	83 45%	283 45%	** **	154 52%

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

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

**QC17. In a normal week when you go online, do you...? (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIAL- LY b	LEAST c	MOST a	POTEN- TIAL- LY b	LEAST c	MOST a	POTEN- TIAL- LY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
Only use websites or apps that you've used before	1185 57%	140 61%	223 68%	123 68%	146 56%	167 53%	89 46%	75 58%	65 37%	** b
Use one or two websites or apps that you have not used before	735 35%	75 33%	98 30%	49 27%	86 33%	122 39%	86 44%	49 37%	91 52%	** **
Use lots of websites or apps that you have not used before	126 6%	11 5%	9 3%	6 3%	27 10%	22 7%	14 7%	4 3%	18 10%	** **
Don't know	37 2%	2 1%	* *%	3 1%	2 1%	6 2%	5 2%	2 2%	1 1%	** **
<b>SUMMARY</b>										
ANY USE OF WEBSITES OR APPS NOT USED BEFORE	861 41%	86 38%	107 32%	54 30%	113 43%	144 45%	100 52%	53 41%	109 62%	** **

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

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

QC18. When you go to websites or apps that you have never used before to look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – might you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online and use websites or apps they have not used before in a normal week

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	592	-	-	81	281	50	155
Effective Weighted Sample	477	-	-	64	219	42	132
Total	594	-	-	83	283	50	154
Check the general look of the website/ app – for example the layout, colours or how professional it looks	284 48%	**	**	**	125 44%	**	93 61%
Ask someone else if they have used the website/ app	267 45%	**	**	**	129 45%	**	67 44%
See whether it's a company you have heard of	264 44%	**	**	**	124 44%	**	80 52%
Check some types of information across a number of websites/ apps to be sure it's correct	227 38%	**	**	**	103 36%	**	71 46%
Look at how up to date the information on the website/ app is	212 36%	**	**	**	85 30%	**	67 43%
Something else	24 4%	**	**	**	16 6%	**	- -%
Don't know	24 4%	**	**	**	12 4%	**	4 2%
No – I don't think about this	40 7%	**	**	**	27 10%	**	5 3%

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

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

**QC18. When you go to websites or apps that you have never used before to look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – might you check to see if the information is true or accurate? (MULTI CODE)**

Base : Children aged 12-17 who go online and use websites or apps they have not used before in a normal week

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	~b	~a	b	~a	b
Unweighted total	592	-	-	81	281	50	155
Effective Weighted Sample	477	-	-	64	219	42	132
Total	594	-	-	83	283	50	154
<b>SUMMARY</b>							
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	530	**	**	**	244	**	146
	89%	**	**	**	86%	**	95%

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

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

QC18. When you go to websites or apps that you have never used before to look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – might you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online and use websites or apps they have not used before in a normal week

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIAL- LY ~b	LEAST ~c	MOST a	POTEN- TIAL- LY b	LEAST c	MOST ~a	POTEN- TIAL- LY b	LEAST ~c
Significance Level: 99%										
Unweighted total	592	-	-	-	103	143	106	56	105	46
Effective Weighted Sample	477	-	-	-	85	112	79	48	89	40
Total	594	-	-	-	113	144	100	53	109	47
Check the general look of the website/ app – for example the layout, colours or how professional it looks	284 48%	** **	** **	** **	51 45%	51 35%	51 51%	** **	56 51%	** **
Ask someone else if they have used the website/ app	267 45%	** **	** **	** **	55 49%	69 48%	45 46%	** **	50 46%	** **
See whether it's a company you have heard of	264 44%	** **	** **	** **	51 46%	60 42%	43 43%	** **	51 47%	** **
Check some types of information across a number of websites/ apps to be sure it's correct	227 38%	** **	** **	** **	42 37%	50 35%	30 31%	** **	48 44%	** **
Look at how up to date the information on the website/ app is	212 36%	** **	** **	** **	42 37%	47 32%	31 31%	** **	49 45%	** **
Something else	24 4%	** **	** **	** **	5 4%	11 7%	5 5%	** **	1 1%	** **
Don't know	24 4%	** **	** **	** **	4 3%	12 8%	2 2%	** **	* *%	** **
No – I don't think about this	40 7%	** **	** **	** **	5 4%	11 8%	14 14%	** **	2 2%	** **
<b>SUMMARY</b>										
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	530 89%	** **	** **	** **	104 92%	122 84%	83 83%	** **	107 98%	** **

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
Yes	1931	138	581	171	600	**	283
	93%	89%	90%	92%	96%	**	96%
No	130	18	57	14	18	**	11
	6%	11%	9%	8%	3%	**	4%
Don't know	21	-	9	1	5	**	1
	1%	-%	1%	1%	1%	**	*%

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
Yes	1931	211	298	154	247	306	189	125	163	**
	93%	92%	90%	86%	95%	96%	98%	96%	93%	**
No	130	17	30	21	11	11	4	3	12	**
	6%	8%	9%	12%	4%	4%	2%	2%	7%	**
Don't know	21	-	2	4	3	1	-	3	-	**
	1%	-%	1%	2%	1%	*%	-%	2%	-%	**

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

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

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

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

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	1935	140	604	167	587	88	282
Effective Weighted Sample	1542	112	476	130	458	74	239
Total	1931	138	581	171	600	91	283
I think that if they have been listed in the search results these websites can be trusted	467 24%	39 28%	158 27%	44 26%	134 22%	**	62 22%
I think that some of these websites can be trusted and some can't	1278 66%	80 58%	331 57%	114 67%	430 72%	**	208 74%
I don't really think about whether the website can be trusted	152 8%	15 11%	78 13%	13 7%	26 4%	**	9 3%
Don't know	35 2%	4 3%	15 3%	1 *%	10 2%	**	4 1%

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

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

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

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

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1935	205	314	174	224	306	196	120	161	74
Effective Weighted Sample	1542	165	250	135	183	237	147	102	135	64
Total	1931	211	298	154	247	306	189	125	163	71
I think that if they have been listed in the search results these websites can be trusted	467 24%	63 30%	70 24%	47 31%	56 22%	73 24%	44 23%	23 19%	37 23%	** **
I think that some of these websites can be trusted and some can't	1278 66%	119 57%	179 60%	83 54%	173 70%	216 71%	132 70%	97 78%	118 72%	** **
I don't really think about whether the website can be trusted	152 8%	24 11%	42 14%	19 12%	17 7%	11 4%	10 6%	4 3%	8 5%	** **
Don't know	35 2%	5 2%	8 3%	5 3%	2 1%	4 1%	2 1%	- -%	1 *%	** **

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

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

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

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

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1935	140	604	167	587	88	282
Effective Weighted Sample	1542	112	476	130	458	74	239
Total	1931	138	581	171	600	91	283
These are adverts/ they have paid to be here	1044 54%	60 44%	234 40%	105 62%	372 62%	** **	186 66%
These are the most popular results	732 38%	48 35%	219 38%	65 38%	233 39%	** **	107 38%
These are the best results	472 24%	38 27%	166 29%	37 22%	128 21%	** **	61 22%
Anything else	12 1%	- -%	4 1%	* *%	5 1%	** **	2 1%
Don't know	112 6%	10 7%	57 10%	14 8%	19 3%	** **	3 1%
				b			
<b>SUMMARY</b>							
ONLY GAVE THE CORRECT RESPONSE	791 41%	50 36%	191 33%	72 42%	270 45%	** **	145 51%

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

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

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

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

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	a	b	c	a	b	~c
Unweighted total	1935	205	314	174	224	306	196	120	161	74
Effective Weighted Sample	1542	165	250	135	183	237	147	102	135	64
Total	1931	211	298	154	247	306	189	125	163	71
These are adverts/ they have paid to be here	1044 54%	88 42%	132 44%	61 39%	134 54%	187 61%	136 72%	74 59%	104 64%	**
These are the most popular results	732 38%	77 37%	110 37%	57 37%	108 44%	112 37%	66 35%	43 35%	64 39%	**
These are the best results	472 24%	62 29%	80 27%	43 28%	62 25%	74 24%	31 17%	27 22%	39 24%	**
Anything else	12 1%	- -%	2 1%	- -%	1 1%	- -%	- -%	- -%	2 1%	**
Don't know	112 6%	17 8%	30 10%	12 8%	16 7%	12 4%	3 1%	2 1%	* *%	**
<b>SUMMARY</b>										
ONLY GAVE THE CORRECT RESPONSE	791 41%	74 35%	106 36%	52 34%	87 35%	139 45%	105 56%	63 51%	76 47%	**

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
I would always tell someone	1106 53%	102 66%	406 63%	95 51%	300 48%	** **	118 40%
I would sometimes tell someone	778 37%	43 28%	201 31%	73 39%	250 40%	** **	143 48%
I would not tell someone	78 4%	4 3%	14 2%	10 5%	30 5%	** **	15 5%
Don't know	114 5%	5 4%	24 4%	8 4%	41 7%	** **	19 7%
Prefer not to say	6 *%	1 *%	3 *%	- -%	2 *%	** **	1 *%
<b>SUMMARY</b>							
WOULD TELL SOMEONE	1885 91%	145 93%	607 94%	168 90%	550 88%	** **	261 88%

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
I would always tell someone	1106 53%	152 66%	195 59%	120 67%	142 54%	156 49%	79 41%	71 55%	57 33%	** **
I would sometimes tell someone	778 37%	60 26%	122 37%	50 28%	89 34%	130 41%	94 48%	46 35%	95 54%	** **
I would not tell someone	78 4%	10 4%	2 1%	5 3%	11 4%	15 5%	11 6%	7 6%	7 4%	** **
Don't know	114 5%	6 3%	10 3%	4 2%	20 8%	15 5%	10 5%	6 4%	16 9%	** **
Prefer not to say	6 *%	- -%	1 *%	1 *%	- -%	2 *%	- -%	- -%	1 *%	** **
<b>SUMMARY</b>										
WOULD TELL SOMEONE	1885 91%	212 93%	316 96%	170 95%	231 88%	286 90%	173 89%	117 90%	152 87%	** **

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

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

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

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

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1898	148	632	165	544	82	256
Effective Weighted Sample	1514	119	498	130	423	69	218
Total	1885	145	607	168	550	85	261
A parent	1633 87%	133 92%	554 91%	140 83%	476 87%	** **	226 87%
My friend	622 33%	27 18%	135 22%	49 29%	227 41%	** **	114 44%
My brother/ sister	472 25%	41 28%	128 21%	42 25%	125 23%	** **	70 27%
A teacher	462 24%	47 32%	192 32%	42 25%	108 20%	** **	47 18%
Another member of my family	264 14%	29 20%	79 13%	20 12%	72 13%	** **	43 17%
The police	127 7%	14 10%	35 6%	6 4%	31 6%	** **	19 7%
The websites/ apps where I saw it	109 6%	3 2%	11 2%	14 8%	33 6%	** **	30 11%
Would tell someone else	7 *%	- -%	3 *%	- -%	1 *%	** **	1 *%
Unsure who I would tell	19 1%	1 1%	5 1%	4 3%	7 1%	** **	- -%
Don't know	3 *%	1 1%	2 *%	- -%	* *%	** **	- -%
Prefer not to say	4 *%	- -%	2 *%	- -%	2 *%	** **	- -%
<b>SUMMARY</b>							
ANY FAMILY MEMBER	1754 93%	141 97%	573 94%	153 91%	508 92%	** **	247 95%

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

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

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

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

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1898	148	632	165	544	82	256
Effective Weighted Sample	1514	119	498	130	423	69	218
Total	1885	145	607	168	550	85	261
ONLY A FAMILY MEMBER	850 45%	77 53%	311 51%	74 44%	236 43%	**	100 39%
ANYONE OUTSIDE OF FAMILY	1011 54%	67 46%	288 48%	90 53%	305 55%	**	160 61%

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

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

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

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

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1898	208	335	189	211	291	181	111	149	70
Effective Weighted Sample	1514	167	267	147	172	222	136	94	127	61
Total	1885	212	316	170	231	286	173	117	152	69
A parent	1633 87%	197 93%	282 89%	155 91%	206 89%	245 85%	143 83%	94 80%	121 79%	** **
My friend	622 33%	45 21%	68 21%	40 24%	78 34%	104 36%	85 49%	44 37%	75 50%	** **
My brother/ sister	472 25%	63 30%	57 18%	40 24%	78 34%	52 18%	38 22%	47 40%	33 22%	** **
A teacher	462 24%	68 32%	93 29%	53 31%	54 23%	56 20%	38 22%	18 16%	20 13%	** **
Another member of my family	264 14%	34 16%	35 11%	25 15%	38 17%	34 12%	18 10%	18 15%	23 15%	** **
The police	127 7%	12 6%	14 4%	16 9%	15 6%	13 5%	9 5%	16 14%	11 7%	** **
The websites/ apps where I saw it	109 6%	1 1%	5 2%	6 3%	19 8%	16 6%	10 6%	12 10%	19 13%	** **
Would tell someone else	7 *%	1 *%	* *%	1 *%	- -%	- -%	- -%	1 1%	1 1%	** **
Unsure who I would tell	19 1%	- -%	5 2%	1 1%	1 1%	4 1%	4 2%	- -%	- -%	** **
Don't know	3 *%	1 *%	- -%	2 1%	- -%	- -%	* *%	- -%	- -%	** **
Prefer not to say	4 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	** **

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

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

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

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

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1898	208	335	189	211	291	181	111	149	70
Effective Weighted Sample	1514	167	267	147	172	222	136	94	127	61
Total	1885	212	316	170	231	286	173	117	152	69
<b>SUMMARY</b>										
ANY FAMILY MEMBER	1754	207	298	161	221	264	157	106	137	**
	93%	98%	94%	94%	96%	92%	91%	91%	90%	**
ONLY A FAMILY MEMBER	850	119	173	80	107	128	58	46	54	**
	45%	56%	55%	47%	46%	45%	33%	40%	36%	**
ANYONE OUTSIDE OF FAMILY	1011	92	138	88	122	154	110	71	98	**
	54%	44%	44%	52%	53%	54%	64%	60%	64%	**

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
A parent	1633 78%	133 86%	554 85%	140 75%	476 76%	** **	226 77%
My friend	622 30%	27 17%	135 21%	49 26%	227 36%	** **	114 39%
My brother/ sister	472 23%	41 26%	128 20%	42 23%	125 20%	** **	70 24%
A teacher	462 22%	47 30%	192 30%	42 23%	108 17%	** **	47 16%
Another member of my family	264 13%	29 18%	79 12%	20 11%	72 12%	** **	43 15%
The police	127 6%	14 9%	35 5%	6 3%	31 5%	** **	19 7%
The websites/ apps where I saw it	109 5%	3 2%	11 2%	14 7%	33 5%	** **	30 10%
Would tell someone else	7 *%	- -%	3 *%	- -%	1 *%	** **	1 *%
Unsure who I would tell	19 1%	1 1%	5 1%	4 2%	7 1%	** **	- -%
Don't know	3 *%	1 1%	2 *%	- -%	* *%	** **	- -%
Prefer not to say	4 *%	- -%	2 *%	- -%	2 *%	** **	- -%
<b>SUMMARY</b>							
ANY FAMILY MEMBER	1754 84%	141 91%	573 88%	153 82%	508 82%	** **	247 83%

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
ONLY A FAMILY MEMBER	850 41%	77 49%	311 48%	74 40%	236 38%	**	100 34%
ANYONE OUTSIDE OF FAMILY	1011 49%	67 43%	288 45%	90 48%	305 49%	**	160 54%
WOULD NOT TELL SOMEONE	198 9%	10 7%	41 6%	18 10%	73 12%	**	35 12%

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
A parent	1633 78%	197 86%	282 85%	155 87%	206 79%	245 77%	143 74%	94 72%	121 69%	** **
My friend	622 30%	45 20%	68 21%	40 23%	78 30%	104 33%	85 44%	44 33%	75 43%	** **
My brother/ sister	472 23%	63 28%	57 17%	40 22%	78 30%	52 16%	38 20%	47 36%	33 19%	** **
A teacher	462 22%	68 30%	93 28%	53 29%	54 21%	56 18%	38 20%	18 14%	20 12%	** **
Another member of my family	264 13%	34 15%	35 11%	25 14%	38 15%	34 11%	18 9%	18 14%	23 13%	** **
The police	127 6%	12 5%	14 4%	16 9%	15 6%	13 4%	9 5%	16 12%	11 6%	** **
The websites/ apps where I saw it	109 5%	1 1%	5 1%	6 3%	19 7%	16 5%	10 5%	12 9%	19 11%	** **
Would tell someone else	7 *%	1 *%	* *%	1 *%	- -%	- -%	- -%	1 1%	1 1%	** **
Unsure who I would tell	19 1%	- -%	5 2%	1 1%	1 *%	4 1%	4 2%	- -%	- -%	** **
Don't know	3 *%	1 *%	- -%	2 1%	- -%	- -%	* *%	- -%	- -%	** **
Prefer not to say	4 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	** **

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
<b>SUMMARY</b>										
ANY FAMILY MEMBER	1754	207	298	161	221	264	157	106	137	**
	84%	91%	90%	90%	85%	83%	81%	82%	78%	**
ONLY A FAMILY MEMBER	850	119	173	80	107	128	58	46	54	**
	41%	52%	52%	44%	41%	40%	30%	36%	31%	**
ANYONE OUTSIDE OF FAMILY	1011	92	138	88	122	154	110	71	98	**
	49%	41%	42%	49%	47%	48%	57%	54%	56%	**
WOULD NOT TELL SOMEONE	198	16	14	9	30	31	21	13	23	**
	9%	7%	4%	5%	12%	10%	11%	10%	13%	**

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
Yes	614 29%	50 32%	152 23%	86 46% b	167 27%	**	75 25%
No	1287 62%	91 58%	442 68%	84 45%	398 64% a	**	203 69%
Don't know	160 8%	15 10%	49 8%	15 8%	50 8%	**	17 6%
Prefer not to say	21 1%	- -%	5 1%	1 1%	8 1%	**	1 *%

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
Yes	614 29%	62 27%	98 30%	41 23%	85 33%	105 33%	59 31%	57 44%	54 31%	**
No	1287 62%	145 63%	211 64%	125 70%	163 62%	175 55%	117 61%	65 50%	110 63%	**
Don't know	160 8%	20 9%	21 6%	13 7%	11 4%	34 11%	16 8%	7 6%	10 6%	**
Prefer not to say	21 1%	1 *%	- -%	1 *%	2 1%	3 1%	1 1%	1 1%	2 1%	**

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

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

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

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

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE ~b
Significance Level: 99%							
Unweighted total	640	54	165	86	182	50	77
Effective Weighted Sample	505	42	130	64	138	44	66
Total	614	50	152	86	167	58	75
Yes	518	**	137	**	134	**	**
	84%	**	90%	**	80%	**	**
No	85	**	14	**	31	**	**
	14%	**	9%	**	18%	**	**
Don't know	7	**	1	**	2	**	**
	1%	**	1%	**	1%	**	**
Prefer not to say	4	**	-	**	-	**	**
	1%	**	-%	**	-%	**	**

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

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

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

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

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY b	LEAST ~c	MOST ~a	POTEN- TIALY b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%										
Unweighted total	640	66	109	43	79	117	67	51	54	23
Effective Weighted Sample	505	52	85	35	63	87	49	45	45	20
Total	614	62	98	41	85	105	59	57	54	23
Yes	518 84%	** **	94 96%	** **	** **	82 78%	** **	** **	** **	** **
No	85 14%	** **	4 4%	** **	** **	20 19%	** **	** **	** **	** **
Don't know	7 1%	** **	- -%	** **	** **	3 3%	** **	** **	** **	** **
Prefer not to say	4 1%	** **	- -%	** **	** **	- -%	** **	** **	** **	** **

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
Yes	1886	140	595	175	569	**	260
	91%	90%	92%	94%	91%	**	88%
No	146	9	38	6	41	**	31
	7%	6%	6%	3%	7%	**	11%
Don't know	50	7	15	5	13	**	4
	2%	4%	2%	2%	2%	**	1%

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
Yes	1886	214	295	165	245	284	183	114	149	**
	91%	94%	89%	92%	94%	90%	95%	88%	85%	**
No	146	8	25	13	12	22	9	15	24	**
	7%	3%	8%	7%	5%	7%	5%	11%	13%	**
Don't know	50	6	9	2	4	11	1	1	3	**
	2%	3%	3%	1%	1%	4%	*%	1%	2%	**

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

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

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

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

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	1888	142	619	169	552	84	259
Effective Weighted Sample	1506	114	487	133	430	71	220
Total	1886	140	595	175	569	84	260
A parent	1627 86%	125 89%	523 88%	152 87%	479 84%	** **	230 89%
A teacher at school	1438 76%	107 76%	475 80%	122 70%	440 77%	** **	201 77%
The police coming in to school to talk to us	306 16%	23 17%	72 12%	41 23%	98 17%	** **	50 19%
Another member of my family	207 11%	21 15%	47 8%	16 9%	70 12%	** **	27 10%
Friends	114 6%	8 5%	18 3%	11 6%	34 6%	** **	28 11%
Websites or apps	109 6%	5 4%	25 4%	16 9%	25 4%	** **	23 9%
Television/ radio programmes	101 5%	11 8%	16 3%	11 7%	31 5%	** **	20 8%
Other	7 *%	1 *%	3 1%	- -%	3 *%	** **	1 *%
Don't know	2 *%	- -%	- -%	1 *%	- -%	** **	1 *%
<b>SUMMARY</b>							
ANY FAMILY MEMBER	1660 88%	129 92%	524 88%	156 89%	490 86%	** **	235 90%
ONLY A FAMILY MEMBER	375 20%	29 21%	109 18%	42 24%	104 18%	** **	52 20%

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

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

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

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

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1888	142	619	169	552	84	259
Effective Weighted Sample	1506	114	487	133	430	71	220
Total	1886	140	595	175	569	84	260
ANYONE OUTSIDE OF FAMILY	1509	111	486	132	465	**	208
	80%	79%	82%	75%	82%	**	80%

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

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

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

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

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1888	208	316	182	220	286	187	111	149	69
Effective Weighted Sample	1506	167	250	143	179	220	141	95	126	60
Total	1886	214	295	165	245	284	183	114	149	66
A parent	1627 86%	198 92%	252 85%	146 89%	212 87%	246 86%	155 85%	101 88%	122 82%	** **
A teacher at school	1438 76%	162 76%	223 76%	135 82%	169 69%	203 71%	155 84% ab	80 71%	107 72%	** **
The police coming in to school to talk to us	306 16%	32 15%	31 10%	25 15%	49 20%	52 18%	31 17%	20 18%	22 15%	** **
Another member of my family	207 11%	22 10%	29 10%	13 8%	31 13%	31 11%	23 12%	18 16%	15 10%	** **
Friends	114 6%	6 3%	13 5%	5 3%	21 9%	15 5%	9 5%	14 12%	9 6%	** **
Websites or apps	109 6%	11 5%	10 3%	3 2%	19 8%	15 5%	7 4%	12 11%	11 7%	** **
Television/ radio programmes	101 5%	12 5%	6 2%	8 5%	13 5%	17 6%	9 5%	6 5%	12 8%	** **
Other	7 *%	- -%	4 1%	- -%	2 1%	- -%	1 *%	- -%	1 1%	** **
Don't know	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	** **
<b>SUMMARY</b>										
ANY FAMILY MEMBER	1660 88%	199 93%	258 87%	146 89%	217 89%	252 89%	159 87%	105 92%	128 86%	** **
ONLY A FAMILY MEMBER	375 20%	49 23%	60 20%	29 17%	61 25%	68 24%	21 11%	28 25%	35 23%	** **

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

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

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

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

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1888	208	316	182	220	286	187	111	149	69
Effective Weighted Sample	1506	167	250	143	179	220	141	95	126	60
Total	1886	214	295	165	245	284	183	114	149	66
ANYONE OUTSIDE OF FAMILY	1509	165	235	136	184	217	163	86	113	**
	80%	77%	80%	83%	75%	76%	89%	75%	76%	**
							ab			

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
A parent	1627 78%	125 80%	523 81%	152 82%	479 77%	** **	230 78%
A teacher at school	1438 69%	107 69%	475 73%	122 66%	440 71%	** **	201 68%
The police coming in to school to talk to us	306 15%	23 15%	72 11%	41 22%	98 16%	** **	50 17%
Another member of my family	207 10%	21 13%	47 7%	16 8%	70 11%	** **	27 9%
Friends	114 5%	8 5%	18 3%	11 6%	34 6%	** **	28 9%
Websites or apps	109 5%	5 3%	25 4%	16 9%	25 4%	** **	23 8%
Television/ radio programmes	101 5%	11 7%	16 3%	11 6%	31 5%	** **	20 7%
Other	7 *%	1 *%	3 *%	- -%	3 *%	** **	1 *%
Don't know	2 *%	- -%	- -%	1 *%	- -%	** **	1 *%
<b>SUMMARY</b>							
ANY FAMILY MEMBER	1660 80%	129 83%	524 81%	156 84%	490 79%	** **	235 79%
ONLY A FAMILY MEMBER	375 18%	29 19%	109 17%	42 23%	104 17%	** **	52 17%

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

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

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

Base : Children aged 8-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2082	157	672	180	608	94	294
Effective Weighted Sample	1660	126	528	141	475	80	249
Total	2082	156	648	186	623	97	296
ANYONE OUTSIDE OF FAMILY	1509	111	486	132	465	**	208
	72%	71%	75%	71%	75%	**	70%
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	196	15	53	11	54	**	35
	9%	10%	8%	6%	9%	**	12%

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

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

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

Base : Children aged 8-17 who go online

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIAL- LY b	LEAST c	MOST a	POTEN- TIAL- LY b	LEAST c	MOST a	POTEN- TIAL- LY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
A parent	1627 78%	198 87% b	252 76%	146 82%	212 81%	246 77%	155 80%	101 77%	122 70%	** **
A teacher at school	1438 69%	162 71%	223 68%	135 75%	169 65%	203 64%	155 80% ab	80 62%	107 61%	** **
The police coming in to school to talk to us	306 15%	32 14%	31 9%	25 14%	49 19%	52 16%	31 16%	20 16%	22 13%	** **
Another member of my family	207 10%	22 10%	29 9%	13 7%	31 12%	31 10%	23 12%	18 14%	15 9%	** **
Friends	114 5%	6 2%	13 4%	5 3%	21 8%	15 5%	9 5%	14 11%	9 5%	** **
Websites or apps	109 5%	11 5%	10 3%	3 2%	19 7%	15 5%	7 3%	12 10%	11 6%	** **
Television/ radio programmes	101 5%	12 5%	6 2%	8 4%	13 5%	17 5%	9 5%	6 5%	12 7%	** **
Other	7 *%	- -%	4 1%	- -%	2 1%	- -%	1 *%	- -%	1 *%	** **
Don't know	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	** **
<b>SUMMARY</b>										
ANY FAMILY MEMBER	1660 80%	199 87%	258 78%	146 82%	217 83%	252 79%	159 82%	105 81%	128 73%	** **
ONLY A FAMILY MEMBER	375 18%	49 21%	60 18%	29 16%	61 24% c	68 21% c	21 11%	28 22%	35 20%	** **

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

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

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

Base : Children aged 8-17 who go online

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2082	222	350	198	234	320	201	124	173	78
Effective Weighted Sample	1660	178	277	154	191	246	151	106	145	67
Total	2082	228	330	179	261	318	193	130	175	75
ANYONE OUTSIDE OF FAMILY	1509	165	235	136	184	217	163	86	113	**
	72%	72%	71%	76%	70%	68%	84%	66%	65%	**
							ab			
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	196	14	35	14	16	33	10	16	26	**
	9%	6%	11%	8%	6%	10%	5%	12%	15%	**

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1225	-	-	180	608	94	294
Effective Weighted Sample	982	-	-	141	475	80	249
Total	1251	-	-	186	623	97	296
She is being paid with money or being given gifts by the company or brand to share this	959 77%	** **	** **	133 71%	485 78%	** **	232 79%
She thinks this product or brand is cool/ good to use	379 30%	** **	** **	71 38%	167 27%	** **	89 30%
She wants to share this information with her followers	344 27%	** **	** **	51 27%	170 27%	** **	96 33%
Something else	5 *%	** **	** **	- -%	2 *%	** **	2 1%
Don't know	40 3%	** **	** **	5 3%	19 3%	** **	7 2%
<b>SUMMARY</b>							
ONLY BEING PAID RESPONSE	648 52%	** **	** **	87 47%	338 54%	** **	153 52%
ONLY RESPONSE OTHER THAN BEING PAID	252 20%	** **	** **	48 26%	120 19%	** **	57 19%
BEING PAID AND ANY OTHER RESPONSE	311 25%	** **	** **	46 25%	147 24%	** **	79 27%

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIAL- LY ~b	LEAST ~c	MOST a	POTEN- TIAL- LY b	LEAST c	MOST a	POTEN- TIAL- LY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1225	-	-	-	234	320	201	124	173	78
Effective Weighted Sample	982	-	-	-	191	246	151	106	145	67
Total	1251	-	-	-	261	318	193	130	175	75
She is being paid with money or being given gifts by the company or brand to share this	959 77%	** **	** **	** **	181 69%	249 78%	165 85%	93 71%	132 76%	** **
							a			
She thinks this product or brand is cool/ good to use	379 30%	** **	** **	** **	79 30%	88 28%	56 29%	35 27%	52 30%	** **
She wants to share this information with her followers	344 27%	** **	** **	** **	84 32%	75 23%	47 24%	35 27%	43 25%	** **
Something else	5 *%	** **	** **	** **	- -%	2 1%	- -%	- -%	1 1%	** **
Don't know	40 3%	** **	** **	** **	7 2%	10 3%	5 3%	6 4%	7 4%	** **
<b>SUMMARY</b>										
ONLY BEING PAID RESPONSE	648 52%	** **	** **	** **	126 48%	173 54%	117 60%	66 51%	94 54%	** **
ONLY RESPONSE OTHER THAN BEING PAID	252 20%	** **	** **	** **	74 28%	58 18%	24 12%	31 24%	35 20%	** **
					c					
BEING PAID AND ANY OTHER RESPONSE	311 25%	** **	** **	** **	55 21%	76 24%	48 25%	26 20%	38 22%	** **

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1225	-	-	180	608	94	294
Effective Weighted Sample	982	-	-	141	475	80	249
Total	1251	-	-	186	623	97	296
I'm comfortable about sharing personal information on apps/ sites, so I always do	105 8%	** **	** **	22 12%	37 6%	** **	24 8%
I always share personal information, even though I'm not always comfortable about it	157 13%	** **	** **	28 15%	66 11%	** **	38 13%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	701 56%	** **	** **	91 49%	363 58%	** **	176 59%
I'm never comfortable about sharing personal information online	252 20%	** **	** **	37 20%	138 22%	** **	51 17%
Don't know	36 3%	** **	** **	8 4%	19 3%	** **	6 2%

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1225	-	-	-	234	320	201	124	173	78
Effective Weighted Sample	982	-	-	-	191	246	151	106	145	67
Total	1251	-	-	-	261	318	193	130	175	75
I'm comfortable about sharing personal information on apps/ sites, so I always do	105 8%	** **	** **	** **	19 7%	20 6%	19 10%	10 8%	20 12%	** **
I always share personal information, even though I'm not always comfortable about it	157 13%	** **	** **	** **	36 14%	44 14%	15 8%	17 13%	26 15%	** **
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	701 56%	** **	** **	** **	144 55%	177 56%	117 61%	79 61%	97 55%	** **
I'm never comfortable about sharing personal information online	252 20%	** **	** **	** **	57 22%	67 21%	37 19%	22 17%	26 15%	** **
Don't know	36 3%	** **	** **	** **	6 2%	10 3%	6 3%	1 1%	6 3%	** **

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1225	-	-	180	608	94	294
Effective Weighted Sample	982	-	-	141	475	80	249
Total	1251	-	-	186	623	97	296
Yes	228	**	**	43	95	**	48
	18%	**	**	23%	15%	**	16%
No	829	**	**	122	413	**	201
	66%	**	**	66%	66%	**	68%
Don't know	194	**	**	21	114	**	47
	15%	**	**	12%	18%	**	16%

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

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

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

Base : Children aged 12-17 who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1225	-	-	-	234	320	201	124	173	78
Effective Weighted Sample	982	-	-	-	191	246	151	106	145	67
Total	1251	-	-	-	261	318	193	130	175	75
Yes	228	**	**	**	52	62	31	30	31	**
	18%	**	**	**	20%	20%	16%	23%	18%	**
No	829	**	**	**	172	205	132	87	117	**
	66%	**	**	**	66%	64%	68%	67%	67%	**
Don't know	194	**	**	**	37	51	31	13	27	**
	15%	**	**	**	14%	16%	16%	10%	15%	**

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

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

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

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b
Significance Level: 99%							
Unweighted total	217	-	-	39	97	23	44
Effective Weighted Sample	174	-	-	32	75	20	36
Total	228	-	-	43	95	28	48
PROFILE PICTURE	70	**	**	**	**	**	**
	31%	**	**	**	**	**	**
NUMBER FOLLOWING	54	**	**	**	**	**	**
	24%	**	**	**	**	**	**
POSTED PHOTO 2	51	**	**	**	**	**	**
	22%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	42	**	**	**	**	**	**
	18%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	40	**	**	**	**	**	**
	17%	**	**	**	**	**	**
NAME IN BIOGRAPHY	35	**	**	**	**	**	**
	15%	**	**	**	**	**	**
DESCRIPTION UNDER BIOGRAPHY	32	**	**	**	**	**	**
	14%	**	**	**	**	**	**
POSTED PHOTO 3	26	**	**	**	**	**	**
	11%	**	**	**	**	**	**
POSTED PHOTO 1	20	**	**	**	**	**	**
	9%	**	**	**	**	**	**
LINK IN DESCRIPTION	17	**	**	**	**	**	**
	8%	**	**	**	**	**	**
PROFILE USERNAME	15	**	**	**	**	**	**
	7%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	14	**	**	**	**	**	**
	6%	**	**	**	**	**	**
NUMBER OF POSTS	14	**	**	**	**	**	**
	6%	**	**	**	**	**	**

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

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

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

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b
Significance Level: 99%							
Unweighted total	217	-	-	39	97	23	44
Effective Weighted Sample	174	-	-	32	75	20	36
Total	228	-	-	43	95	28	48
CLICK TO MESSAGE BUTTON	5 2%	**	**	**	**	**	**
CLICK TO VIEW GRID BUTTON	1 *%	**	**	**	**	**	**
Mean number of features chosen	1.9	**	**	**	**	**	**
Standard deviation	1.56	**	**	**	**	**	**
Standard error	.11	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b							

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

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

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%										
Unweighted total	217	-	-	-	50	63	30	26	27	10
Effective Weighted Sample	174	-	-	-	41	48	23	22	23	8
Total	228	-	-	-	52	62	31	30	31	9
PROFILE PICTURE	70	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**
NUMBER FOLLOWING	54	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**
POSTED PHOTO 2	51	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	42	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**
NUMBER OF FOLLOWERS	40	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**
NAME IN BIOGRAPHY	35	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**
DESCRIPTION UNDER BIOGRAPHY	32	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**
POSTED PHOTO 3	26	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**
POSTED PHOTO 1	20	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**
LINK IN DESCRIPTION	17	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**
PROFILE USERNAME	15	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	14	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**
NUMBER OF POSTS	14	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%										
Unweighted total	217	-	-	-	50	63	30	26	27	10
Effective Weighted Sample	174	-	-	-	41	48	23	22	23	8
Total	228	-	-	-	52	62	31	30	31	9
CLICK TO MESSAGE BUTTON	5	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**
CLICK TO VIEW GRID BUTTON	1	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**
Mean number of features chosen	1.9	**	**	**	**	**	**	**	**	**
Standard deviation	1.56	**	**	**	**	**	**	**	**	**
Standard error	.11	**	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	828	-	-	121	412	64	203
Effective Weighted Sample	660	-	-	94	319	55	172
Total	829	-	-	122	413	64	201
DESCRIPTION UNDER BIOGRAPHY	647	**	**	97	330	**	149
	78%	**	**	79%	80%	**	74%
LINK IN DESCRIPTION	392	**	**	59	193	**	99
	47%	**	**	49%	47%	**	49%
NUMBER OF FOLLOWERS	280	**	**	46	144	**	56
	34%	**	**	38%	35%	**	28%
PROFILE USERNAME	223	**	**	34	110	**	65
	27%	**	**	28%	27%	**	33%
NUMBER FOLLOWING	199	**	**	34	98	**	45
	24%	**	**	28%	24%	**	23%
POSTED PHOTO 3	103	**	**	20	45	**	22
	12%	**	**	16%	11%	**	11%
POSTED PHOTO 1	100	**	**	21	45	**	20
	12%	**	**	18%	11%	**	10%
DETAIL IN BIOGRAPHY	93	**	**	13	47	**	21
	11%	**	**	11%	11%	**	11%
POSTED PHOTO 2	90	**	**	15	43	**	20
	11%	**	**	13%	10%	**	10%
PROFILE PICTURE	66	**	**	9	33	**	15
	8%	**	**	7%	8%	**	7%
NUMBER OF POSTS	41	**	**	8	21	**	4
	5%	**	**	6%	5%	**	2%
NAME IN BIOGRAPHY	23	**	**	2	14	**	6
	3%	**	**	1%	3%	**	3%
CLICK TO FOLLOW BUTTON	7	**	**	-	4	**	2
	1%	**	**	-%	1%	**	1%

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

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

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

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	828	-	-	121	412	64	203
Effective Weighted Sample	660	-	-	94	319	55	172
Total	829	-	-	122	413	64	201
CLICK TO MESSAGE BUTTON	5	**	**	3	2	**	-
	1%	**	**	2%	1%	**	-%
CLICK TO VIEW GRID BUTTON	1	**	**	-	-	**	1
	*%	**	**	-%	-%	**	*%
TAGS	*	**	**	*	-	**	-
	*%	**	**	*%	-%	**	-%
Mean number of features chosen	2.7	**	**	3.0	2.7	**	2.6
Standard deviation	1.90	**	**	2.01	1.83	**	1.94
Standard error	.07	**	**	.18	.09	**	.14

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

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

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

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST ~a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	828	-	-	-	152	211	143	85	117	62
Effective Weighted Sample	660	-	-	-	124	163	105	73	98	54
Total	829	-	-	-	172	205	132	87	117	60
DESCRIPTION UNDER BIOGRAPHY	647	**	**	**	139	163	106	**	83	**
	78%	**	**	**	80%	80%	80%	**	71%	**
LINK IN DESCRIPTION	392	**	**	**	79	98	65	**	44	**
	47%	**	**	**	46%	48%	49%	**	38%	**
NUMBER OF FOLLOWERS	280	**	**	**	63	73	49	**	30	**
	34%	**	**	**	36%	36%	37%	**	25%	**
PROFILE USERNAME	223	**	**	**	31	61	45	**	37	**
	27%	**	**	**	18%	30%	34%	**	32%	**
							a			
NUMBER FOLLOWING	199	**	**	**	47	51	31	**	29	**
	24%	**	**	**	27%	25%	23%	**	25%	**
POSTED PHOTO 3	103	**	**	**	20	22	21	**	14	**
	12%	**	**	**	11%	11%	16%	**	12%	**
POSTED PHOTO 1	100	**	**	**	17	24	22	**	10	**
	12%	**	**	**	10%	12%	17%	**	9%	**
DETAIL IN BIOGRAPHY	93	**	**	**	26	19	11	**	13	**
	11%	**	**	**	15%	9%	9%	**	11%	**
POSTED PHOTO 2	90	**	**	**	16	24	16	**	13	**
	11%	**	**	**	9%	12%	12%	**	11%	**
PROFILE PICTURE	66	**	**	**	9	18	12	**	13	**
	8%	**	**	**	5%	9%	9%	**	11%	**
NUMBER OF POSTS	41	**	**	**	11	14	5	**	4	**
	5%	**	**	**	6%	7%	4%	**	4%	**
NAME IN BIOGRAPHY	23	**	**	**	5	9	2	**	4	**
	3%	**	**	**	3%	4%	1%	**	3%	**
CLICK TO FOLLOW BUTTON	7	**	**	**	2	-	2	**	3	**
	1%	**	**	**	1%	-%	2%	**	2%	**

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

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

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

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST ~a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	828	-	-	-	152	211	143	85	117	62
Effective Weighted Sample	660	-	-	-	124	163	105	73	98	54
Total	829	-	-	-	172	205	132	87	117	60
CLICK TO MESSAGE BUTTON	5	**	**	**	5	-	-	**	-	**
	1%	**	**	**	3%	-%	-%	**	-%	**
CLICK TO VIEW GRID BUTTON	1	**	**	**	-	-	-	**	-	**
	*%	**	**	**	-%	-%	-%	**	-%	**
TAGS	*	**	**	**	-	*	-	**	-	**
	*%	**	**	**	-%	*%	-%	**	-%	**
Mean number of features chosen	2.7	**	**	**	2.7	2.8	2.9	**	2.5	**
Standard deviation	1.90	**	**	**	1.85	1.93	1.89	**	1.95	**
Standard error	.07	**	**	**	.15	.13	.16	**	.18	**

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

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

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

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b
Significance Level: 99%							
Unweighted total	180	-	-	20	99	7	47
Effective Weighted Sample	148	-	-	16	81	6	41
Total	194	-	-	21	114	5	47
DESCRIPTION UNDER BIOGRAPHY	106	**	**	**	**	**	**
	55%	**	**	**	**	**	**
LINK IN DESCRIPTION	60	**	**	**	**	**	**
	31%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	32	**	**	**	**	**	**
	17%	**	**	**	**	**	**
PROFILE USERNAME	22	**	**	**	**	**	**
	11%	**	**	**	**	**	**
POSTED PHOTO 3	22	**	**	**	**	**	**
	11%	**	**	**	**	**	**
POSTED PHOTO 2	19	**	**	**	**	**	**
	10%	**	**	**	**	**	**
POSTED PHOTO 1	16	**	**	**	**	**	**
	8%	**	**	**	**	**	**
NUMBER FOLLOWING	14	**	**	**	**	**	**
	7%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	12	**	**	**	**	**	**
	6%	**	**	**	**	**	**
PROFILE PICTURE	11	**	**	**	**	**	**
	6%	**	**	**	**	**	**
NUMBER OF POSTS	6	**	**	**	**	**	**
	3%	**	**	**	**	**	**
NAME IN BIOGRAPHY	5	**	**	**	**	**	**
	3%	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	3	**	**	**	**	**	**
	1%	**	**	**	**	**	**

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

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

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

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b
Mean number of features chosen	1.7	**	**	**	**	**	**
Standard deviation	1.03	**	**	**	**	**	**
Standard error	.08	**	**	**	**	**	**

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

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

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

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%										
Unweighted total	180	-	-	-	32	46	28	13	29	6
Effective Weighted Sample	148	-	-	-	27	36	23	12	25	6
Total	194	-	-	-	37	51	31	13	27	6
DESCRIPTION UNDER BIOGRAPHY	106	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**
LINK IN DESCRIPTION	60	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**
NUMBER OF FOLLOWERS	32	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**
PROFILE USERNAME	22	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**
POSTED PHOTO 3	22	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**
POSTED PHOTO 2	19	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**
POSTED PHOTO 1	16	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**
NUMBER FOLLOWING	14	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	12	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**
PROFILE PICTURE	11	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**
NUMBER OF POSTS	6	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**
NAME IN BIOGRAPHY	5	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	3	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		~a	~b	~c	~a	~b	~c	~a	~b	~c
Mean number of features chosen	1.7	**	**	**	**	**	**	**	**	**
Standard deviation	1.03	**	**	**	**	**	**	**	**	**
Standard error	.08	**	**	**	**	**	**	**	**	**

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

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

QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1227	-	-	181	608	94	294
Effective Weighted Sample	984	-	-	142	475	80	249
Total	1252	-	-	187	623	97	296
People pay to use the service	771 62%	**	**	134 72%	362 58%	**	194 66%
				b			
The government gives money to the service	464 37%	**	**	58 31%	218 35%	**	111 38%
Companies pay the service to show their advertising	373 30%	**	**	51 27%	187 30%	**	83 28%
Don't know	103 8%	**	**	17 9%	56 9%	**	21 7%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	450 36%	**	**	80 43%	223 36%	**	109 37%

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

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

QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1227	-	-	-	235	320	201	125	173	78
Effective Weighted Sample	984	-	-	-	192	246	151	107	145	67
Total	1252	-	-	-	262	318	193	131	175	75
People pay to use the service	771 62%	** **	** **	** **	162 62%	199 63%	115 60%	85 65%	110 63%	** **
The government gives money to the service	464 37%	** **	** **	** **	86 33%	100 31%	79 41%	48 36%	73 42%	** **
Companies pay the service to show their advertising	373 30%	** **	** **	** **	90 34%	89 28%	47 24%	38 29%	51 29%	** **
Don't know	103 8%	** **	** **	** **	18 7%	24 7%	22 11%	10 8%	9 5%	** **
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	450 36%	** **	** **	** **	92 35%	134 42%	66 34%	52 40%	60 35%	** **

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

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

QC5B. Where do you think ITV or Channel 4 mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1227	-	-	181	608	94	294
Effective Weighted Sample	984	-	-	142	475	80	249
Total	1252	-	-	187	623	97	296
Companies pay the service to show their advertising	923	**	**	134	462	**	234
	74%	**	**	72%	74%	**	79%
People pay to use the service	388	**	**	61	188	**	87
	31%	**	**	33%	30%	**	29%
The government gives money to the service	209	**	**	29	84	**	52
	17%	**	**	15%	13%	**	18%
Don't know	84	**	**	12	50	**	15
	7%	**	**	6%	8%	**	5%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	642	**	**	95	329	**	161
	51%	**	**	51%	53%	**	54%

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

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

QC5B. Where do you think ITV or Channel 4 mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1227	-	-	-	235	320	201	125	173	78
Effective Weighted Sample	984	-	-	-	192	246	151	107	145	67
Total	1252	-	-	-	262	318	193	131	175	75
Companies pay the service to show their advertising	923	**	**	**	191	233	151	93	135	**
	74%	**	**	**	73%	73%	78%	71%	77%	**
People pay to use the service	388	**	**	**	97	95	47	36	50	**
	31%	**	**	**	37%	30%	24%	27%	29%	**
The government gives money to the service	209	**	**	**	43	38	24	29	31	**
	17%	**	**	**	17%	12%	13%	22%	18%	**
Don't know	84	**	**	**	9	24	18	7	6	**
	7%	**	**	**	4%	8%	9%	5%	3%	**
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	642	**	**	**	126	171	115	66	99	**
	51%	**	**	**	48%	54%	59%	51%	57%	**

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

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

**QC5C. Where do you think Google mainly gets its money from? (MULTI CODE)**

Base : All children aged 12-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1227	-	-	181	608	94	294
Effective Weighted Sample	984	-	-	142	475	80	249
Total	1252	-	-	187	623	97	296
Companies pay the service to show their advertising	991	**	**	145	501	**	246
	79%	**	**	78%	80%	**	83%
People pay to use the service	368	**	**	53	173	**	94
	29%	**	**	28%	28%	**	32%
The government gives money to the service	171	**	**	32	65	**	36
	14%	**	**	17%	10%	**	12%
Don't know	104	**	**	17	54	**	24
	8%	**	**	9%	9%	**	8%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	677	**	**	97	357	**	160
	54%	**	**	52%	57%	**	54%

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

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

QC5C. Where do you think Google mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1227	-	-	-	235	320	201	125	173	78
Effective Weighted Sample	984	-	-	-	192	246	151	107	145	67
Total	1252	-	-	-	262	318	193	131	175	75
Companies pay the service to show their advertising	991	**	**	**	203	252	163	104	138	**
	79%	**	**	**	77%	79%	84%	79%	79%	**
People pay to use the service	368	**	**	**	87	85	50	33	63	**
	29%	**	**	**	33%	27%	26%	26%	36%	**
The government gives money to the service	171	**	**	**	41	35	17	15	33	**
	14%	**	**	**	16%	11%	9%	12%	19%	**
Don't know	104	**	**	**	21	27	14	13	9	**
	8%	**	**	**	8%	8%	7%	10%	5%	**
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	677	**	**	**	131	184	118	71	84	**
	54%	**	**	**	50%	58%	61%	54%	48%	**

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

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

**QC5D. Where do you think Instagram or Facebook mainly gets its money from? (MULTI CODE)**

Base : All children aged 12-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1227	-	-	181	608	94	294
Effective Weighted Sample	984	-	-	142	475	80	249
Total	1252	-	-	187	623	97	296
Companies pay the service to show their advertising	1027	**	**	144	523	**	247
	82%	**	**	77%	84%	**	83%
People pay to use the service	322	**	**	52	139	**	79
	26%	**	**	28%	22%	**	27%
The government gives money to the service	99	**	**	17	29	**	24
	8%	**	**	9%	5%	**	8%
Don't know	95	**	**	16	61	**	16
	8%	**	**	8%	10%	**	5%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	773	**	**	109	403	**	187
	62%	**	**	58%	65%	**	63%

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

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

QC5D. Where do you think Instagram or Facebook mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1227	-	-	-	235	320	201	125	173	78
Effective Weighted Sample	984	-	-	-	192	246	151	107	145	67
Total	1252	-	-	-	262	318	193	131	175	75
Companies pay the service to show their advertising	1027	**	**	**	208	261	169	102	146	**
	82%	**	**	**	79%	82%	88%	78%	83%	**
People pay to use the service	322	**	**	**	87	67	40	39	46	**
	26%	**	**	**	33%	21%	21%	30%	26%	**
					b					
The government gives money to the service	99	**	**	**	22	15	9	17	19	**
	8%	**	**	**	8%	5%	5%	13%	11%	**
Don't know	95	**	**	**	24	32	11	6	8	**
	8%	**	**	**	9%	10%	6%	5%	5%	**
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	773	**	**	**	135	208	137	76	109	**
	62%	**	**	**	52%	65%	71%	58%	63%	**
						a	a			

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

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

QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1227	-	-	181	608	94	294
Effective Weighted Sample	984	-	-	142	475	80	249
Total	1252	-	-	187	623	97	296
People pay to use the service	1071	**	**	157	541	**	260
	85%	**	**	84%	87%	**	88%
Companies pay the service to show their advertising	436	**	**	69	194	**	105
	35%	**	**	37%	31%	**	35%
The government gives money to the service	73	**	**	14	24	**	11
	6%	**	**	7%	4%	**	4%
Don't know	28	**	**	5	15	**	5
	2%	**	**	3%	2%	**	2%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	744	**	**	104	397	**	181
	59%	**	**	56%	64%	**	61%

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

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

QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1227	-	-	-	235	320	201	125	173	78
Effective Weighted Sample	984	-	-	-	192	246	151	107	145	67
Total	1252	-	-	-	262	318	193	131	175	75
People pay to use the service	1071	**	**	**	226	274	167	113	142	**
	85%	**	**	**	87%	86%	87%	86%	81%	**
Companies pay the service to show their advertising	436	**	**	**	97	91	67	48	68	**
	35%	**	**	**	37%	29%	35%	37%	39%	**
The government gives money to the service	73	**	**	**	14	15	10	8	12	**
	6%	**	**	**	5%	5%	5%	6%	7%	**
Don't know	28	**	**	**	5	6	4	3	1	**
	2%	**	**	**	2%	2%	2%	3%	1%	**
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	744	**	**	**	152	209	115	75	98	**
	59%	**	**	**	58%	66%	60%	57%	56%	**

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

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

**QC5F. Where do you think YouTube mainly gets its money from? (MULTI CODE)**

Base : All children aged 12-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1227	-	-	181	608	94	294
Effective Weighted Sample	984	-	-	142	475	80	249
Total	1252	-	-	187	623	97	296
Companies pay the service to show their advertising	990	**	**	147	484	**	244
	79%	**	**	79%	78%	**	83%
People pay to use the service	621	**	**	96	294	**	166
	50%	**	**	51%	47%	**	56%
The government gives money to the service	95	**	**	18	33	**	16
	8%	**	**	9%	5%	**	6%
Don't know	74	**	**	12	38	**	19
	6%	**	**	6%	6%	**	6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	500	**	**	67	270	**	105
	40%	**	**	36%	43%	**	35%

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

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

QC5F. Where do you think YouTube mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1227	-	-	-	235	320	201	125	173	78
Effective Weighted Sample	984	-	-	-	192	246	151	107	145	67
Total	1252	-	-	-	262	318	193	131	175	75
Companies pay the service to show their advertising	990	**	**	**	211	243	154	105	140	**
	79%	**	**	**	80%	76%	80%	81%	80%	**
People pay to use the service	621	**	**	**	130	164	81	70	86	**
	50%	**	**	**	50%	52%	42%	53%	49%	**
The government gives money to the service	95	**	**	**	27	16	10	12	13	**
	8%	**	**	**	10%	5%	5%	9%	7%	**
Don't know	74	**	**	**	12	17	14	6	13	**
	6%	**	**	**	4%	5%	7%	5%	7%	**
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	500	**	**	**	102	125	94	50	68	**
	40%	**	**	**	39%	39%	48%	38%	39%	**

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

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

**QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.**

Base : All children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Yes, I will answer these questions	1815 87%	143 92%	575 88%	167 90%	524 84%	**	257 87%
No, I would prefer not to answer these questions	272 13%	13 8%	77 12%	19 10%	99 16%	**	39 13%

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

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

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Yes, I will answer these questions	1815 87%	212 92%	300 90%	156 87%	226 86%	274 86%	168 87%	120 91%	149 85%	**
No, I would prefer not to answer these questions	272 13%	17 8%	32 10%	24 13%	36 14%	44 14%	26 13%	11 9%	26 15%	**

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

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

**QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)**

Base : All children aged 8-17 opting to answer these questions

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	1823	146	593	161	523	82	254
Effective Weighted Sample	1453	117	467	127	406	69	215
Total	1815	143	575	167	524	85	257
Yes	1032 57%	85 60% b	262 46%	121 72%	320 61%	** **	146 57%
No	666 37%	47 33%	267 46% a	36 22%	178 34%	** **	98 38%
Don't know	105 6%	11 8%	45 8%	9 5%	25 5%	** **	9 4%
Prefer not to say	11 1%	- -%	1 *%	2 1%	1 *%	** **	3 1%

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

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

**QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)**

Base : All children aged 8-17 opting to answer these questions

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1823	206	318	172	207	283	173	113	150	64
Effective Weighted Sample	1453	165	251	134	168	216	130	98	125	55
Total	1815	212	300	156	226	274	168	120	149	64
Yes	1032 57%	99 47%	161 54%	74 48%	143 63%	186 68%	98 59%	74 62%	91 61%	** **
No	666 37%	97 46%	125 42%	69 44%	71 32%	75 27%	62 37%	43 36%	43 29%	** **
Don't know	105 6%	16 7%	14 5%	13 8%	11 5%	12 4%	7 4%	3 2%	10 7%	** **
Prefer not to say	11 1%	- -%	- -%	- -%	1 1%	* *%	* *%	- -%	4 3%	** **

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

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

**QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)**

Base : All children aged 8-17 opting to answer these questions

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	1823	146	593	161	523	82	254
Effective Weighted Sample	1453	117	467	127	406	69	215
Total	1815	143	575	167	524	85	257
Yes	631 35%	68 47% b	137 24%	90 54% b	181 35%	** **	88 34%
No	1123 62%	74 52%	413 72% a	74 44%	330 63% a	** **	160 62%
Don't know	44 2%	2 1%	18 3%	3 2%	8 1%	** **	6 2%
Prefer not to say	17 1%	- -%	6 1%	1 *%	5 1%	** **	4 2%

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

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

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : All children aged 8-17 opting to answer these questions

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1823	206	318	172	207	283	173	113	150	64
Effective Weighted Sample	1453	165	251	134	168	216	130	98	125	55
Total	1815	212	300	156	226	274	168	120	149	64
Yes	631 35%	57 27%	109 36% c	34 22%	100 44% c	115 42%	48 28%	51 43%	58 39%	**
No	1123 62%	138 65%	189 63%	120 77% b	124 55%	151 55%	114 68%	66 55%	85 57%	**
Don't know	44 2%	13 6% b	3 1%	3 2%	1 1%	7 2%	2 1%	3 2%	6 4%	**
Prefer not to say	17 1%	3 1%	* *%	- -%	- -%	1 *%	4 3%	- -%	- -%	**

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

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE ~b
Significance Level: 99%							
Unweighted total	650	69	152	86	185	50	90
Effective Weighted Sample	518	56	118	67	146	41	76
Total	631	68	137	90	181	46	88
Face to face	359 57%	** **	86 63%	** **	94 52%	** **	** **
By text or messaging apps (like WhatsApp)	357 57%	** **	45 33%	** **	116 64%	** **	** **
On social media sites or apps (like TikTok, Instagram, Snapchat)	280 44%	** **	27 19%	** **	98 54%	** **	** **
In online games	203 32%	** **	56 41%	** **	39 22%	** **	** **
Through phone calls	70 11%	** **	5 3%	** **	11 6%	** **	** **
Through other websites or apps	58 9%	** **	14 10%	** **	12 7%	** **	** **
Through video calls (like FaceTime or Zoom)	36 6%	** **	4 3%	** **	6 4%	** **	** **
Through some other way	4 1%	** **	1 1%	** **	1 *%	** **	** **
Don't know	1 *%	** **	- -%	** **	- -%	** **	** **
Prefer not to say	1 *%	** **	1 1%	** **	- -%	** **	** **
SUMMARY - ANY COMMS TECHNOLOGY	530 84%	** **	95 70%	** **	162 89%	** **	** **

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

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST ~a	POTEN- TIALY b	LEAST ~c	MOST ~a	POTEN- TIALY b	LEAST ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 99%										
Unweighted total	650	64	113	39	94	115	52	50	60	31
Effective Weighted Sample	518	51	89	31	77	88	40	43	49	27
Total	631	57	109	34	100	115	48	51	58	28
Face to face	359 57%	** **	68 63%	** **	** **	65 57%	** **	** **	** **	** **
By text or messaging apps (like WhatsApp)	357 57%	** **	38 35%	** **	** **	72 63%	** **	** **	** **	** **
On social media sites or apps (like TikTok, Instagram, Snapchat)	280 44%	** **	17 16%	** **	** **	64 55%	** **	** **	** **	** **
In online games	203 32%	** **	41 38%	** **	** **	29 25%	** **	** **	** **	** **
Through phone calls	70 11%	** **	5 4%	** **	** **	11 10%	** **	** **	** **	** **
Through other websites or apps	58 9%	** **	14 13%	** **	** **	7 6%	** **	** **	** **	** **
Through video calls (like FaceTime or Zoom)	36 6%	** **	6 6%	** **	** **	5 4%	** **	** **	** **	** **
Through some other way	4 1%	** **	- -%	** **	** **	2 2%	** **	** **	** **	** **
Don't know	1 *%	** **	1 1%	** **	** **	- -%	** **	** **	** **	** **
Prefer not to say	1 *%	** **	1 1%	** **	** **	- -%	** **	** **	** **	** **
SUMMARY - ANY COMMS TECHNOLOGY	530 84%	** **	78 72%	** **	** **	100 87%	** **	** **	** **	** **

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

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

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

Base : Children aged 12-17 opting to answer these questions who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1060	-	-	161	523	82	254
Effective Weighted Sample	849	-	-	127	406	69	215
Total	1074	-	-	167	524	85	257
Block people on social media if you don't want to hear from them	897 84%	** **	** **	146 87%	423 81%	** **	232 90%
Block people when you play online games	720 67%	** **	** **	125 74%	338 64%	** **	172 67%
Change the settings so fewer people can view your social media profile	600 56%	** **	** **	87 52%	281 54%	** **	171 67%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	493 46%	** **	** **	70 42%	223 43%	** **	138 54%
Delete the 'history' records of which websites you have visited	447 42%	** **	** **	59 35%	202 39%	** **	134 52%
Use a reporting or flagging function on an app or site to report inappropriate content	380 35%	** **	** **	60 36%	179 34%	** **	101 39%
Get around controls that are there to stop you visiting certain sites or apps	226 21%	** **	** **	18 11%	108 21%	** **	73 28%
Use a proxy server to access particular sites or apps	117 11%	** **	** **	18 11%	43 8%	** **	40 15%

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

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

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

Base : Children aged 12-17 opting to answer these questions who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1060	-	-	161	523	82	254
Effective Weighted Sample	849	-	-	127	406	69	215
Total	1074	-	-	167	524	85	257
Don't know how to do any of these	24 2%	**	**	3 2%	15 3%	**	6 2%
Don't know	13 1%	**	**	1 1%	8 2%	**	3 1%
Prefer not to say	5 1%	**	**	- -%	1 *%	**	1 *%
<b>SUMMARY</b>							
KNOW HOW TO DO ANY OF THESE	1032 96%	**	**	164 98%	499 95%	**	247 96%
KNOW ANY OF THE SAFETY MEASURES	1014 94%	**	**	164 98%	484 92%	**	245 95%
KNOW ANY OF THE 'RISKY' MEASURES	658 61%	**	**	93 56%	308 59%	**	178 69%

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

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

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

Base : Children aged 12-17 opting to answer these questions who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIAL- LY ~b	LEAST ~c	MOST a	POTEN- TIAL- LY b	LEAST c	MOST a	POTEN- TIAL- LY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1060	-	-	-	207	283	173	112	150	64
Effective Weighted Sample	849	-	-	-	168	216	130	97	125	55
Total	1074	-	-	-	226	274	168	119	149	64
Block people on social media if you don't want to hear from them	897 84%	** **	** **	** **	199 88%	220 81%	124 74%	104 88%	122 82%	** **
Block people when you play online games	720 67%	** **	** **	** **	152 67%	189 69%	106 63%	89 75%	95 64%	** **
Change the settings so fewer people can view your social media profile	600 56%	** **	** **	** **	125 55%	142 52%	85 51%	72 60%	85 57%	** **
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	493 46%	** **	** **	** **	102 45%	113 41%	72 43%	65 55%	69 46%	** **
Delete the 'history' records of which websites you have visited	447 42%	** **	** **	** **	82 36%	98 36%	64 38%	62 52%	72 48%	** **
Use a reporting or flagging function on an app or site to report inappropriate content	380 35%	** **	** **	** **	87 39%	84 31%	54 32%	42 35%	55 37%	** **
Get around controls that are there to stop you visiting certain sites or apps	226 21%	** **	** **	** **	40 18%	49 18%	31 18%	27 23%	37 25%	** **
Use a proxy server to access particular sites or apps	117 11%	** **	** **	** **	22 10%	23 9%	13 8%	16 14%	21 14%	** **

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

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

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

Base : Children aged 12-17 opting to answer these questions who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1060	-	-	-	207	283	173	112	150	64
Effective Weighted Sample	849	-	-	-	168	216	130	97	125	55
Total	1074	-	-	-	226	274	168	119	149	64
Don't know how to do any of these	24 2%	**	**	**	3 1%	6 2%	7 4%	2 2%	3 2%	**
Don't know	13 1%	**	**	**	1 *%	6 2%	1 1%	1 1%	1 1%	**
Prefer not to say	5 1%	**	**	**	- -%	- -%	1 1%	- -%	1 1%	**
<b>SUMMARY</b>										
KNOW HOW TO DO ANY OF THESE	1032 96%	**	**	**	222 98%	261 96%	159 95%	115 97%	144 96%	**
KNOW ANY OF THE SAFETY MEASURES	1014 94%	**	**	**	221 98% c	258 94%	149 89%	113 95%	142 95%	**
KNOW ANY OF THE 'RISKY' MEASURES	658 61%	**	**	**	138 61%	148 54%	101 60%	87 73%	92 62%	**

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

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

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

Base : Children aged 12-17 opting to answer these questions who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1060	-	-	161	523	82	254
Effective Weighted Sample	849	-	-	127	406	69	215
Total	1074	-	-	167	524	85	257
Block people on social media if you don't want to hear from them	718 67%	**	**	117 70%	338 65%	**	185 72%
Block people when you play online games	480 45%	**	**	94 56%	230 44%	**	101 39%
Change the settings so fewer people can view your social media profile	353 33%	**	**	55 33%	157 30%	**	104 40%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	233 22%	**	**	36 21%	102 19%	**	62 24%
Delete the 'history' records of which websites you have visited	217 20%	**	**	34 20%	86 16%	**	69 27%
Use a reporting or flagging function on an app or site to report inappropriate content	149 14%	**	**	34 20%	61 12%	**	38 15%
Get around controls that are there to stop you visiting certain sites or apps	63 6%	**	**	7 4%	29 5%	**	19 8%
Use a proxy server to access particular sites or apps	42 4%	**	**	7 4%	12 2%	**	16 6%

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

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

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

Base : Children aged 12-17 opting to answer these questions who go online

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	1060	-	-	161	523	82	254
Effective Weighted Sample	849	-	-	127	406	69	215
Total	1074	-	-	167	524	85	257
Don't know how to do any of these	24 2%	** **	** **	3 2%	15 3%	** **	6 2%
Don't know	29 3%	** **	** **	5 3%	11 2%	** **	6 2%
Prefer not to say	13 1%	** **	** **	1 *%	6 1%	** **	2 1%
None of these	56 5%	** **	** **	5 3%	39 7%	** **	9 3%
<b>SUMMARY</b>							
HAVE DONE ANY OF THESE	952 89%	** **	** **	154 92%	452 86%	** **	235 91%
HAVE DONE ANY OF THE SAFETY MEASURES	898 84%	** **	** **	148 88%	425 81%	** **	222 86%
HAVE DONE ANY OF THE 'RISKY' MEASURES	381 35%	** **	** **	60 36%	171 33%	** **	101 40%

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

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

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

Base : Children aged 12-17 opting to answer these questions who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1060	-	-	-	207	283	173	112	150	64
Effective Weighted Sample	849	-	-	-	168	216	130	97	125	55
Total	1074	-	-	-	226	274	168	119	149	64
Block people on social media if you don't want to hear from them	718 67%	** **	** **	** **	162 72%	176 64%	98 58%	85 71%	103 69%	** **
Block people when you play online games	480 45%	** **	** **	** **	110 49%	136 50%	69 41%	50 42%	56 38%	** **
Change the settings so fewer people can view your social media profile	353 33%	** **	** **	** **	68 30%	89 33%	48 29%	41 34%	48 32%	** **
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	233 22%	** **	** **	** **	40 18%	48 18%	43 26%	25 21%	40 27%	** **
Delete the 'history' records of which websites you have visited	217 20%	** **	** **	** **	33 14%	41 15%	38 23%	29 24%	39 26%	** **
Use a reporting or flagging function on an app or site to report inappropriate content	149 14%	** **	** **	** **	34 15%	36 13%	21 13%	14 12%	22 15%	** **
Get around controls that are there to stop you visiting certain sites or apps	63 6%	** **	** **	** **	7 3%	13 5%	13 7%	7 6%	12 8%	** **
Use a proxy server to access particular sites or apps	42 4%	** **	** **	** **	4 2%	8 3%	5 3%	6 5%	6 4%	** **
Don't know how to do any of these	24 2%	** **	** **	** **	3 1%	6 2%	7 4%	2 2%	3 2%	** **

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

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

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

Base : Children aged 12-17 opting to answer these questions who go online

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST ~a	POTEN- TIALY ~b	LEAST ~c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1060	-	-	-	207	283	173	112	150	64
Effective Weighted Sample	849	-	-	-	168	216	130	97	125	55
Total	1074	-	-	-	226	274	168	119	149	64
Don't know	29	**	**	**	5	10	2	5	3	**
	3%	**	**	**	2%	4%	1%	5%	2%	**
Prefer not to say	13	**	**	**	1	3	2	1	1	**
	1%	**	**	**	*%	1%	1%	1%	1%	**
None of these	56	**	**	**	10	14	17	4	4	**
	5%	**	**	**	4%	5%	10%	4%	3%	**
<b>SUMMARY</b>										
HAVE DONE ANY OF THESE	952	**	**	**	208	241	140	106	137	**
	89%	**	**	**	92%	88%	83%	89%	92%	**
HAVE DONE ANY OF THE SAFETY MEASURES	898	**	**	**	197	228	129	99	126	**
	84%	**	**	**	87%	83%	77%	83%	84%	**
HAVE DONE ANY OF THE 'RISKY' MEASURES	381	**	**	**	67	82	72	44	63	**
	35%	**	**	**	30%	30%	43%	37%	42%	**

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

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
PRIMARY	687	128	533	-	-	**	-
	33%	82%	82%	-%	-%	**	-%
SECONDARY	1365	28	118	187	623	**	276
	65%	18%	18%	100%	100%	**	93%
POST-SCHOOL	35	-	-	-	-	**	20
	2%	-%	-%	-%	-%	**	7%

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

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
PRIMARY	687	179	265	161	-	-	-	-	-	**
	33%	78%	80%	89%	-%	-%	-%	-%	-%	**
				a						
SECONDARY	1365	50	67	20	262	318	193	115	161	**
	65%	22%	20%	11%	100%	100%	100%	88%	92%	**
		c								
POST-SCHOOL	35	-	-	-	-	-	-	16	14	**
	2%	-%	-%	-%	-%	-%	-%	12%	8%	**

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Yes	1974	144	622	182	599	**	275
	95%	92%	95%	98%	96%	**	93%
No	33	4	9	1	8	**	4
	2%	2%	1%	1%	1%	**	1%
Child is bilingual/ trilingual – using English equally with one or more other languages	73	9	20	3	14	**	15
	3%	6%	3%	2%	2%	**	5%
Prefer not to say	7	-	1	-	1	**	2
	*%	-%	*%	-%	*%	**	1%

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

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

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

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Yes	1974	214	322	170	252	310	189	123	160	**
	95%	93%	97%	94%	96%	98%	98%	94%	92%	**
No	33	3	4	2	2	3	2	3	6	**
	2%	1%	1%	1%	1%	1%	1%	2%	4%	**
Child is bilingual/ trilingual – using English equally with one or more other languages	73	12	6	8	8	4	2	5	8	**
	3%	5%	2%	4%	3%	1%	1%	4%	5%	**
Prefer not to say	7	-	-	-	-	-	-	-	-	**
	*%	-%	-%	-%	-%	-%	-%	-%	-%	**

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
<b>WHITE</b>							
English/ Welsh/ Scottish/ Northern Irish/ British	1657 79%	134 86%	514 79%	164 88%	502 81%	** **	225 76%
Irish	13 1%	1 *%	5 1%	1 *%	4 1%	** **	1 *%
Gypsy, Traveller or Irish Traveller	3 *%	1 *%	- -%	1 1%	1 *%	** **	- -%
Any other white background	48 2%	2 1%	13 2%	- -%	14 2%	** **	12 4%
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>							
White and Black Caribbean	37 2%	2 1%	11 2%	6 3%	8 1%	** **	4 1%
White and Black African	25 1%	4 3%	9 1%	* *%	5 1%	** **	3 1%
White and Asian	39 2%	3 2%	13 2%	* *%	14 2%	** **	4 1%
Any other mixed/ multiple ethnic background	27 1%	1 *%	10 2%	1 1%	11 2%	** **	3 1%
<b>ASIAN AND BRITISH ASIAN</b>							
Indian	31 2%	1 *%	8 1%	- -%	15 2%	** **	3 1%
Pakistani	57 3%	1 1%	19 3%	3 2%	23 4%	** **	7 2%

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Bangladeshi	31 1%	1 *%	12 2%	4 2%	7 1%	** **	6 2%
Chinese	12 1%	- -%	7 1%	- -%	2 *%	** **	3 1%
Any other Asian background	14 1%	- -%	5 1%	* *%	2 *%	** **	3 1%
<b>BLACK AND BLACK BRITISH</b>							
Caribbean	9 *%	- -%	- -%	- -%	4 1%	** **	3 1%
African	42 2%	1 1%	18 3%	1 *%	8 1%	** **	10 3%
Any other Black/ African/ Caribbean background	6 *%	- -%	- -%	- -%	- -%	** **	1 *%
<b>OTHER ETHNIC GROUPS</b>							
Arab	14 1%	1 *%	5 1%	3 2%	- -%	** **	2 1%
Any other ethnic background	9 *%	3 2%	2 *%	- -%	2 *%	** **	1 *%
Prefer not to say	12 1%	2 1%	1 *%	1 1%	1 *%	** **	5 2%

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

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

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

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
<b>WHITE</b>										
English/ Welsh/ Scottish/ Northern Irish/ British	1657 79%	171 75%	283 85%	146 81%	206 79%	279 88%	160 83%	102 78%	131 75%	** **
Irish	13 1%	2 1%	1 *%	2 1%	1 *%	3 1%	1 *%	- -%	1 1%	** **
Gypsy, Traveller or Irish Traveller	3 *%	- -%	1 *%	- -%	- -%	- -%	2 1%	- -%	- -%	** **
Any other white background	48 2%	3 1%	4 1%	7 4%	5 2%	2 1%	- -%	6 5%	6 3%	** **
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>										
White and Black Caribbean	37 2%	4 2%	6 2%	3 1%	7 3%	4 1%	1 *%	2 2%	2 1%	** **
White and Black African	25 1%	6 3%	6 2%	1 1%	* *%	5 1%	- -%	- -%	4 2%	** **
White and Asian	39 2%	8 4%	4 1%	2 1%	4 2%	2 1%	6 3%	2 1%	5 3%	** **
Any other mixed/ multiple ethnic background	27 1%	2 1%	2 1%	3 2%	4 2%	4 1%	4 2%	- -%	4 2%	** **
<b>ASIAN AND BRITISH ASIAN</b>										
Indian	31 2%	1 *%	1 *%	2 1%	3 1%	8 2%	4 2%	3 3%	- -%	** **
Pakistani	57 3%	13 6%	4 1%	2 1%	18 7%	1 *%	4 2%	2 2%	4 2%	** **

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

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

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

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Bangladeshi	31 1%	4 2%	2 1%	3 2%	10 4% b	- -%	1 *%	5 4%	2 1%	** **
Chinese	12 1%	4 2%	3 1%	1 1%	- -%	2 *%	* *%	- -%	3 2%	** **
Any other Asian background	14 1%	3 1%	2 *%	- -%	- -%	- -%	3 2%	1 1%	4 2%	** **
<b>BLACK AND BLACK BRITISH</b>										
Caribbean	9 *%	- -%	- -%	- -%	2 1%	- -%	3 1%	1 1%	3 2%	** **
African	42 2%	5 2%	9 3%	3 2%	1 *%	6 2%	3 1%	* *%	5 3%	** **
Any other Black/ African/ Caribbean background	6 *%	- -%	- -%	- -%	- -%	1 *%	- -%	2 1%	2 1%	** **
<b>OTHER ETHNIC GROUPS</b>										
Arab	14 1%	1 *%	2 *%	- -%	2 1%	- -%	2 1%	4 3%	- -%	** **
Any other ethnic background	9 *%	1 1%	- -%	4 2%	* *%	- -%	2 1%	1 1%	- -%	** **
Prefer not to say	12 1%	- -%	2 1%	- -%	- -%	2 1%	- -%	- -%	- -%	** **

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

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Hearing? Poor hearing, partial hearing, or are deaf	40 2%	9 6% b	- -%	21 11% b	- -%	** **	- -%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	89 4%	34 22% b	- -%	37 20% b	- -%	** **	- -%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	30 1%	11 7% b	- -%	9 5% b	- -%	** **	- -%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	23 1%	7 5% b	- -%	10 6% b	- -%	** **	- -%
Breathing? Breathlessness or chest pains	47 2%	24 15% b	- -%	15 8% b	- -%	** **	- -%

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

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	88 4%	32 20% b	- -%	38 21% b	- -%	** **	- -%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	20 1%	7 4% b	- -%	8 4% b	- -%	** **	- -%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	140 7%	55 35% b	- -%	66 35% b	- -%	** **	- -%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	167 8%	44 28% b	- -%	80 43% b	- -%	** **	- -%
Other illnesses/ conditions which impact or limit their daily activities	38 2%	19 12% b	- -%	14 7% b	- -%	** **	- -%
Nothing – no impairments or conditions that impact or limit their daily activities	1570 75%	- -%	651 100% a	- -%	623 100% a	** **	296 100%

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

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Don't know	30	-	-	-	-	**	-
	1%	-%	-%	-%	-%	**	-%
Prefer not to say	47	-	-	-	-	**	-
	2%	-%	-%	-%	-%	**	-%
<b>SUMMARY</b>							
ANY IMPACTING OR LIMITING CONDITIONS	439	156	-	187	-	**	-
	21%	100%	-%	100%	-%	**	-%
		b		b			
MULTIPLE IMPACTING OR LIMITING CONDITIONS	158	54	-	72	-	**	-
	8%	35%	-%	38%	-%	**	-%
		b		b			

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

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Hearing? Poor hearing, partial hearing, or are deaf	40 2%	4 2%	5 2%	* *%	9 3%	5 2%	5 3%	3 2%	3 2%	** **
Eyesight? Poor vision, colour blindness, partial sight, or are blind	89 4%	14 6%	15 4%	4 2%	17 7%	13 4%	2 1%	6 4%	8 4%	** **
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	30 1%	4 2%	4 1%	3 2%	4 2%	3 1%	* *%	2 2%	6 3%	** **
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	23 1%	2 1%	5 1%	* *%	5 2%	4 1%	2 1%	4 3%	2 1%	** **
Breathing? Breathlessness or chest pains	47 2%	10 4%	12 4%	1 1%	3 1%	8 2%	3 1%	3 3%	1 *%	** **
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	88 4%	7 3%	18 5%	6 3%	15 6%	16 5%	2 1%	5 4%	8 4%	** **
Difficulty with speech? e.g. due to a stroke, stutter or stammer	20 1%	3 1%	2 1%	* *%	1 *%	5 2%	2 1%	5 4%	1 *%	** **

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

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	140 7%	20 9%	26 8%	6 3%	24 9%	26 8%	8 4%	6 5%	8 4%	** **
Their mental health? Anxiety, depression, or trauma-related conditions, for example	167 8%	17 7%	16 5%	7 4%	33 12% c	35 11%	8 4%	14 11%	20 11%	** **
Other illnesses/ conditions which impact or limit their daily activities	38 2%	7 3%	7 2%	2 1%	7 3%	5 2%	1 1%	5 4%	- -%	** **
Nothing – no impairments or conditions that impact or limit their daily activities	1570 75%	169 74%	254 77%	156 87% a	180 69%	239 75%	165 85% a	85 65%	128 73%	** **
Don't know	30 1%	1 *%	4 1%	2 1%	4 2%	2 1%	4 2%	6 5%	1 *%	** **
Prefer not to say	47 2%	3 1%	5 1%	2 1%	4 1%	4 1%	1 *%	2 2%	8 4%	** **
<b>SUMMARY</b>										
ANY IMPACTING OR LIMITING CONDITIONS	439 21% c	57 25% c	69 21% c	20 11%	74 28% c	72 23%	24 12%	38 29%	39 22%	** **
MULTIPLE IMPACTING OR LIMITING CONDITIONS	158 8%	16 7%	26 8%	7 4%	30 11% c	27 9%	6 3%	10 8%	12 7%	** **

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

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

**C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Hearing? Poor hearing, partial hearing, or are deaf	27 1%	9 6% b	- -%	13 7% b	- -%	** **	- -%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	58 3%	20 13% b	- -%	27 14% b	- -%	** **	- -%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	18 1%	6 4% b	- -%	6 3% b	- -%	** **	- -%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13 1%	2 1% b	- -%	5 3% b	- -%	** **	- -%
Breathing? Breathlessness or chest pains	24 1%	14 9% b	- -%	6 3% b	- -%	** **	- -%

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

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

**C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	40 2%	16 11% b	- -%	10 5% b	- -%	** **	- -%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	8 *%	4 2% b	- -%	2 1%	- -%	** **	- -%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	92 4%	36 23% b	- -%	45 24% b	- -%	** **	- -%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	106 5%	26 17% b	- -%	49 26% b	- -%	** **	- -%
Other illnesses/ conditions which impact or limit their daily activities	20 1%	11 7% b	- -%	8 4% b	- -%	** **	- -%
Nothing – no impairments or conditions that impact or limit their daily activities	1570 75%	- -%	651 100% a	- -%	623 100% a	** **	296 100%

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

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

**C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Don't know	33 2%	1 1%	- -%	1 1%	- -%	** **	- -%
Prefer not to say	48 2%	- -%	- -%	1 1%	- -%	** **	- -%
No - all of these are equally impacting or limiting	28 1%	10 7%	- -%	12 7%	- -%	** **	- -%
		b		b			

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

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

**C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)**

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Hearing? Poor hearing, partial hearing, or are deaf	27 1%	3 1%	5 2%	* *%	6 2%	4 1%	2 1%	1 1%	1 1%	** **
Eyesight? Poor vision, colour blindness, partial sight, or are blind	58 3%	9 4%	9 3%	1 1%	14 5%	8 3%	2 1%	3 2%	5 3%	** **
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	18 1%	4 2%	* *%	2 1%	4 1%	2 1%	- -%	2 2%	4 2%	** **
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	13 1%	1 *%	2 1%	- -%	3 1%	3 1%	- -%	4 3%	2 1%	** **
Breathing? Breathlessness or chest pains	24 1%	4 2%	9 3%	1 1%	* *%	4 1%	2 1%	2 2%	- -%	** **
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	40 2%	4 2%	8 2%	3 2%	4 2%	3 1%	2 1%	5 4%	5 3%	** **
Difficulty with speech? e.g. due to a stroke, stutter or stammer	8 *%	2 1%	1 *%	- -%	- -%	2 1%	- -%	2 2%	1 *%	** **

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

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

**C3A. And does one of these have more of an impacting or limiting effect on your child's daily activities? (SINGLE CODE)**

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	92 4%	12 5%	18 6%	6 3%	15 6%	19 6%	6 3%	4 3%	3 2%	** **
Their mental health? Anxiety, depression, or trauma-related conditions, for example	106 5%	8 3%	10 3%	4 2%	19 7%	21 7%	8 4%	12 9%	16 9%	** **
Other illnesses/ conditions which impact or limit their daily activities	20 1%	4 2%	2 1%	2 1%	5 2%	2 1%	* *%	1 1%	- -%	** **
Nothing – no impairments or conditions that impact or limit their daily activities	1570 75%	169 74%	254 77%	156 87% a	180 69%	239 75%	165 85% a	85 65%	128 73%	** **
Don't know	33 2%	1 1%	5 2%	2 1%	4 2%	4 1%	4 2%	6 5%	1 *%	** **
Prefer not to say	48 2%	3 1%	5 1%	2 1%	4 1%	4 1%	1 *%	2 2%	8 4%	** **
No - all of these are equally impacting or limiting	28 1%	6 3%	4 1%	1 *%	5 2%	3 1%	2 1%	2 2%	1 1%	** **

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
25-34	430 21%	67 43% b	197 30%	31 17%	96 15%	** **	13 4%
35-44	1071 51%	66 43%	349 54%	86 46%	340 55%	** **	151 51%
45-54	459 22%	18 12%	82 13%	65 35% b	138 22%	** **	109 37%
55-64	80 4%	1 1%	10 2%	4 2%	39 6%	** **	19 6%
Refused	46 2%	4 3%	13 2%	1 1%	10 2%	** **	5 2%

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
25-34	430 21%	88 38% c	115 35%	42 23%	50 19%	50 16%	19 10%	10 7%	14 8%	** **
35-44	1071 51%	109 48%	156 47%	110 61% b	147 56%	166 52%	99 51%	76 58%	77 44%	** **
45-54	459 22%	23 10%	50 15%	24 13%	48 18%	83 26%	61 31% a	37 28%	63 36%	** **
55-64	80 4%	4 2%	7 2%	- -%	12 4%	15 5%	15 8%	7 5%	15 8%	** **
Refused	46 2%	5 2%	5 1%	4 2%	5 2%	3 1%	- -%	1 1%	6 4%	** **

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Man	445	20	119	35	146	**	70
	21%	13%	18%	19%	23%	**	24%
Woman	1634	132	530	150	477	**	226
	78%	85%	81%	81%	77%	**	76%
Non-binary	4	1	1	1	-	**	-
	*%	1%	*%	1%	-%	**	-%
Prefer not to say	4	3	2	-	-	**	-
	*%	2%	*%	-%	-%	**	-%

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Man	445 21%	35 15%	62 19%	41 23%	40 15%	70 22%	69 36% ab	25 19%	49 28%	** **
Woman	1634 78%	192 84%	269 81%	139 77%	222 85% c	247 78% c	123 64%	106 81%	125 71%	** **
Non-binary	4 *%	1 *%	1 *%	- -%	- -%	- -%	1 1%	- -%	1 1%	** **
Prefer not to say	4 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
In full time employment	1064 51%	69 44%	299 46%	80 43%	364 58%	** **	170 57%
In part time employment	543 26%	39 25%	212 33%	49 26%	136 22%	** **	64 22%
Unemployed	108 5%	15 10%	33 5%	16 8%	21 3%	** **	13 4%
A student	26 1%	- -%	7 1%	1 1%	1 *%	** **	8 3%
Full time responsibility for home/ family	297 14%	27 17%	90 14%	35 19%	90 15%	** **	33 11%
Retired	6 *%	1 1%	- -%	- -%	2 *%	** **	2 1%
Other	33 2%	3 2%	6 1%	6 3%	7 1%	** **	6 2%
Don't know	3 *%	- -%	2 *%	- -%	- -%	** **	- -%
Prefer not to say	7 *%	1 1%	3 *%	- -%	1 *%	** **	- -%

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
In full time employment	1064 51%	73 32%	164 49% a	118 65% ab	91 35%	188 59% a	149 77% ab	41 32%	111 63% a	** **
In part time employment	543 26%	73 32%	109 33%	43 24%	75 29%	69 22%	33 17%	43 33%	42 24%	** **
Unemployed	108 5%	18 8% c	20 6%	2 1%	21 8% bc	8 2%	3 1%	6 5%	4 2%	** **
A student	26 1%	4 2%	1 *% *	1 *% *	3 1%	1 *% *	1 *% *	5 4%	4 2%	** **
Full time responsibility for home/ family	297 14%	57 25% bc	31 9%	15 8%	67 26% bc	43 14% c	7 4%	29 22% b	9 5%	** **
Retired	6 *% *	- -%	1 *% *	- -%	1 *% *	1 *% *	* *% *	2 1%	- -%	** **
Other	33 2%	2 1%	5 1%	1 *% *	4 2%	7 2%	1 1%	5 4%	5 3%	** **
Don't know	3 *% *	- -%	2 *% *	- -%	- -%	- -%	- -%	- -%	- -%	** **
Prefer not to say	7 *% *	1 1%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	** **

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

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Income Support	81 4%	10 7% b	12 2%	23 12% b	11 2%	** **	11 4%
Income-based Jobseeker's Allowance	25 1%	3 2%	4 1%	7 4% b	4 1%	** **	3 1%
Pensions Credit (Guaranteed Credit)	14 1%	1 1%	1 *%	1 1%	3 1%	** **	2 1%
Pensions Credit (no Guaranteed Credit)	11 1%	* *%	1 *%	2 1%	3 *%	** **	1 *%
Employment and Support Allowance (ESA)	77 4%	7 5% b	8 1%	13 7%	20 3%	** **	14 5%
Universal Credit (and household has other earnings)	349 17%	43 27% b	99 15%	42 22% b	83 13%	** **	45 15%
Universal Credit (and household has no other earnings)	146 7%	23 15% b	38 6%	22 12%	34 5%	** **	5 2%
Personal Independence Payment (PIP)	129 6%	17 11% b	24 4%	23 12% b	31 5%	** **	17 6%

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

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Carer's allowance	117 6%	19 12% b	23 3%	30 16% b	18 3%	** **	12 4%
Disability Living Allowance (DLA)	117 6%	30 19% b	20 3%	21 11% b	16 3%	** **	18 6%
Other	26 1%	- -%	10 2%	2 1%	8 1%	** **	3 1%
None of these - Do not receive any of these benefits	1194 57%	50 32%	435 67% a	62 33%	412 66% a	** **	185 63%
Don't know	36 2%	1 1%	7 1%	3 2%	12 2%	** **	5 2%
Prefer not to say	86 4%	5 3%	23 3%	6 3%	19 3%	** **	11 4%
<b>SUMMARY</b>							
ANY BENEFITS	770 37%	101 65% b	186 29%	115 62% b	180 29%	** **	94 32%

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

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Income Support	81 4%	8 3%	10 3%	3 2%	20 8%	12 4%	3 2%	10 8%	7 4%	** **
Income-based Jobseeker's Allowance	25 1%	4 2%	2 1%	* *%	4 2%	6 2%	- -%	1 1%	2 1%	** **
Pensions Credit (Guaranteed Credit)	14 1%	2 1%	1 *%	1 1%	- -%	3 1%	- -%	2 1%	3 2%	** **
Pensions Credit (no Guaranteed Credit)	11 1%	* *%	- -%	1 *%	2 1%	- -%	3 1%	- -%	3 2%	** **
Employment and Support Allowance (ESA)	77 4%	9 4%	7 2%	- -%	17 7%	12 4%	2 1%	14 11%	13 7%	** **
Universal Credit (and household has other earnings)	349 17%	68 30% bc	62 19% c	6 4%	71 27% bc	46 14% c	4 2%	36 28%	29 16%	** **
Universal Credit (and household has no other earnings)	146 7%	39 17% bc	20 6%	2 1%	34 13% bc	17 5%	2 1%	13 10%	8 5%	** **
Personal Independence Payment (PIP)	129 6%	16 7%	19 6%	5 3%	22 8%	26 8%	4 2%	17 13%	11 6%	** **
Carer's allowance	117 6%	19 8% c	21 6% c	1 1%	26 10% c	17 5%	3 2%	18 13% b	7 4%	** **

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

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Disability Living Allowance (DLA)	117 6%	14 6%	30 9%	6 4%	10 4%	19 6%	5 3%	14 11%	10 6%	** **
Other	26 1%	4 2%	6 2%	1 *%	4 2%	6 2%	- -%	5 4%	- -%	** **
None of these - Do not receive any of these benefits	1194 57%	86 38%	204 61%	156 87%	89 34%	195 61%	171 88%	37 28%	108 62%	** **
			a	ab		a	ab		a	
Don't know	36 2%	2 1%	3 1%	1 1%	7 3%	4 1%	2 1%	5 4%	- -%	** **
Prefer not to say	86 4%	4 2%	4 1%	3 1%	7 3%	8 2%	4 2%	5 4%	3 2%	** **
<b>SUMMARY</b>										
ANY BENEFITS	770 37%	137 60%	121 36%	20 11%	158 60%	111 35%	16 8%	84 64%	64 37%	** **
		bc	c		bc	c		b		

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

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
Up to £199 per week / Up to £10,399 per year	182 9%	18 12%	44 7%	28 15%	45 7%	**	19 6%
				b			
From £200 to £299 per week / From £10,400 to £15,599 per year	201 10%	26 17%	59 9%	22 12%	40 6%	**	34 12%
From £300 to £499 per week / From £15,600 to £25,999 per year	344 16%	26 17%	91 14%	51 27%	106 17%	**	45 15%
				b			
From £500 to £699 per week / From £26,000 to £36,399 per year	371 18%	26 17%	110 17%	23 12%	122 20%	**	62 21%
From £700 to £999 per week / From £36,400 to £51,999 per year	359 17%	29 19%	122 19%	23 12%	109 17%	**	55 19%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	261 12%	8 5%	99 15%	21 11%	88 14%	**	31 10%
			a				
£1,500 and above per week / £78,000 and above per year	177 8%	11 7%	54 8%	2 1%	74 12%	**	25 9%
					a		
Don't know	70 3%	4 3%	34 5%	5 3%	12 2%	**	5 2%
Prefer not to say	122 6%	7 4%	39 6%	12 6%	27 4%	**	19 6%

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

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Up to £199 per week / Up to £10,399 per year	182 9%	65 28%	- -%	- -%	78 30%	- -%	- -%	39 30%	- -%	** **
		bc			bc			b		
From £200 to £299 per week / From £10,400 to £15,599 per year	201 10%	52 23%	38 11%	- -%	45 17%	18 6%	- -%	27 20%	23 13%	** **
		bc	c		bc	c				
From £300 to £499 per week / From £15,600 to £25,999 per year	344 16%	58 25%	62 19%	- -%	90 34%	68 22%	- -%	41 31%	25 14%	** **
		c	c		bc	c		b		
From £500 to £699 per week / From £26,000 to £36,399 per year	371 18%	45 20%	93 28%	- -%	45 17%	106 33%	- -%	20 15%	63 36%	** **
		c	c		c	ac			a	
From £700 to £999 per week / From £36,400 to £51,999 per year	359 17%	9 4%	139 42%	4 2%	4 2%	126 40%	4 2%	5 4%	65 37%	** **
			ac			ac			a	
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	261 12%	- -%	- -%	110 61%	- -%	- -%	110 57%	- -%	- -%	** **
				ab			ab			
£1,500 and above per week / £78,000 and above per year	177 8%	- -%	- -%	66 37%	- -%	- -%	79 41%	- -%	- -%	** **
				ab			ab			
Don't know	70 3%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **

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

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
Prefer not to say	122 6%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%							
Unweighted total	2087	157	675	181	608	94	294
Effective Weighted Sample	1664	126	531	142	475	80	249
Total	2087	156	651	187	623	97	296
A lot	203 10%	26 17% b	49 8%	22 12%	50 8%	** **	27 9%
A little	711 34%	76 49%	295 45%	55 29%	169 27%	** **	44 15%
None	1174 56%	53 34%	307 47% a	110 59%	404 65%	** **	224 76%

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

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

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

Base : All parents of children aged 8-17

	Total	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	2087	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1664	179	278	155	192	246	151	107	145	67
Total	2087	229	332	180	262	318	193	131	175	75
A lot	203	34	25	8	28	31	14	16	18	**
	10%	15%	8%	5%	11%	10%	7%	12%	11%	**
		c								
A little	711	96	158	92	74	82	64	34	38	**
	34%	42%	48%	51%	28%	26%	33%	26%	22%	**
None	1174	98	149	80	159	204	115	81	119	**
	56%	43%	45%	45%	61%	64%	59%	62%	68%	**

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

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

**FINANCIAL VULNERABILITY**

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

	Total	AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY ~a	NONE b
Significance Level: 99%		a	b	a	b	~a	b
Unweighted total	1905	145	611	164	570	84	272
Effective Weighted Sample	1516	117	479	128	444	71	231
Total	1894	145	579	169	583	89	271
Most Financially Vulnerable	621 33%	57 39%	169 29%	74 44% b	180 31%	**	85 31%
Potentially Financially Vulnerable	825 44%	69 47%	254 44%	72 42%	239 41%	**	128 47%
Least Financially Vulnerable	448 24%	20 13%	156 27% a	24 14%	165 28% a	**	59 22%

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

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

**FINANCIAL VULNERABILITY**

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

	AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST c	MOST a	POTEN- TIALY b	LEAST ~c
Significance Level: 99%										
Unweighted total	1905	223	351	199	235	320	201	125	173	78
Effective Weighted Sample	1516	179	278	155	192	246	151	107	145	67
Total	1894	229	332	180	262	318	193	131	175	75
Most Financially Vulnerable	621 33%	229 100%	- -%	- -%	262 100%	- -%	- -%	131 100%	- -%	** **
		bc			bc			b		
Potentially Financially Vulnerable	825 44%	- -%	332 100%	- -%	- -%	318 100%	- -%	- -%	175 100%	** **
			ac			ac			a	
Least Financially Vulnerable	448 24%	- -%	- -%	180 100%	- -%	- -%	193 100%	- -%	- -%	** **
				ab			ab			

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