

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

QD1/ QD2. NATION/ REGION	1
Base : All parents of children aged 8-17	
QF. URBANITY	7
Base : All parents of children aged 8-17	
QG. HOUSEHOLD SOCIO-ECONOMIC GROUP	10
Base : All parents of children aged 8-17	
AGE GROUP AND GENDER OF CHILD	15
Base : All parents of children aged 8-17	
GENDER OF CHILD	18
Base : All parents of children aged 8-17	
QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)	21
Base : Children aged 12-17 who go online	
QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)	24
Base : Children aged 12-17 who go online	
QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)	27
Base : Children aged 12-17 who go online	
QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook or YouTube? 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)	33
Base : Children aged 8-17 who go online	
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)	36
Base : Children aged 8-17 who go online	
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)	39
Base : Children aged 8-17 who go online	
QC59. MISINFORMATION SCENARIO - NHS 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 any of the following suggest that this post is genuine?(MULTI CODE)	42
Base : Children aged 12-17 who go online	
QC17. In a normal week when you go online, do you...? (SINGLE CODE)	48
Base : Children aged 8-17 who go online	
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)	51
Base : Children aged 12-17 who go online and use websites or apps they have not used before in a normal week	
QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE)	56
Base : Children aged 8-17 who go online	
QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)	59
Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online	
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)	62
Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online	
QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)	65
Base : Children aged 8-17 who go online	

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

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	68
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	74
QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE) Base : Children aged 8-17 who go online	77
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	80
QC37. INFLUENCER SCENARIO - CHARLI D'AMELIO INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Charli D'Amelio on social media. Here is a recent post from Charli D'Amelio that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Charli D'Amelio might say good things about the product that is shown in this post? (MULTI CODE) Base : Children aged 12-17 who go online	86
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	89
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	92
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	95
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	101
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	107
FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE Base : Children aged 12-17 who go online	113
QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE) Base : All children aged 12-17	131
QC5B. Where do you think ITV or Channel 4 mainly gets its money from? (MULTI CODE) Base : All children aged 12-17	134
QC5C. Where do you think Google mainly gets its money from? (MULTI CODE) Base : All children aged 12-17	137
QC5D. Where do you think Instagram or Facebook mainly gets its money from? (MULTI CODE) Base : All children aged 12-17	140
QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE) Base : All children aged 12-17	143
QC5F. Where do you think YouTube mainly gets its money from? (MULTI CODE) Base : All children aged 12-17	146
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	149
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	152

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

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)	155
Base : All children aged 8-17 opting to answer these questions	
QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)	158
Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them	
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)	161
Base : Children aged 12-17 opting to answer these questions who go online	
QC58. Which of these have you ever done? (MULTI CODE)	167
Base : Children aged 12-17 opting to answer these questions who go online	
SUMMARY OF SCHOOL YEARS	173
Base : All parents of children aged 8-17	
C11. Is English your child's first or main language? (SINGLE CODE)	176
Base : All parents of children aged 8-17	
C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)	179
Base : All parents of children aged 8-17	
C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)	185
Base : All parents of children aged 8-17	
C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)	191
Base : All parents of children aged 8-17	
C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)	194
Base : All parents of children aged 8-17	
C6. What is your working status? (SINGLE CODE)	197
Base : All parents of children aged 8-17	
C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)	200
Base : All parents of children aged 8-17	
C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)	206
Base : All parents of children aged 8-17	
C10. How much help did your child receive in completing the questions today? (SINGLE CODE)	209
Base : All parents of children aged 8-17	
FINANCIAL VULNERABILITY	212
Base : Those where it is possible to calculate the Financial Vulnerability Index	

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
North East	78	37	26	15	45	33	32	45	23	14	14	12	8	7
	4%	4%	3%	3%	4%	3%	4%	3%	5%	3%	3%	3%	4%	3%
Yorkshire and Humberside	171	70	73	28	81	89	50	116	37	33	30	44	14	13
	8%	8%	9%	6%	8%	8%	7%	8%	9%	8%	7%	10%	7%	6%
North West	228	82	104	42	112	116	70	152	39	43	52	51	20	22
	11%	10%	12%	10%	10%	11%	10%	11%	9%	10%	12%	12%	9%	11%
West Midlands	190	62	101	27	101	89	49	140	32	30	54	48	15	12
	9%	7%	12%	6%	9%	8%	7%	10%	7%	7%	13%	11%	7%	5%
			ac					a			abef	f		
East Midlands	148	56	56	35	66	81	47	97	19	37	26	30	21	15
	7%	7%	7%	8%	6%	8%	6%	7%	5%	9%	6%	7%	10%	7%
										a			a	
East of England	196	77	84	35	107	89	67	127	35	42	53	31	19	15
	9%	9%	10%	8%	10%	8%	9%	9%	8%	10%	12%	7%	9%	7%
											d			
South West	162	76	51	35	83	80	64	94	34	42	32	19	17	18
	8%	9%	6%	8%	8%	7%	9%	7%	8%	10%	7%	4%	8%	9%
		b								d				
South East	289	137	97	55	133	156	118	168	65	72	41	56	27	28
	14%	16%	11%	13%	12%	15%	16%	12%	15%	17%	10%	13%	13%	13%
		b					b		c	c				
London	291	106	107	78	144	147	98	191	66	40	47	60	31	47
	14%	12%	13%	18%	13%	14%	13%	14%	15%	9%	11%	14%	15%	22%
				ab					b					abcd
SUMMARY														
England	1753	703	700	350	872	881	595	1130	350	353	349	351	173	177
	82%	82%	82%	82%	82%	83%	81%	83%	82%	83%	82%	82%	81%	83%
Wales	105	44	42	20	54	52	37	68	22	22	22	20	10	10
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
	Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Scotland	190	74	77	39	97	93	70	117	37	36	39	38	20	19
	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%
Northern Ireland	84	33	34	18	44	41	33	51	17	16	17	17	10	8
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
North East	78	78	-	-	-	70	8	14	16	19	26	31	45
	4%	4%	-%	-%	-%	4%	3%	2%	3%	4%	5%	3%	5%
		bcd											ae
Yorkshire and Humberside	171	171	-	-	-	135	36	38	45	39	48	84	87
	8%	10%	-%	-%	-%	7%	13%	6%	9%	9%	9%	7%	9%
		bcd					a						
North West	228	228	-	-	-	207	21	68	57	33	69	125	102
	11%	13%	-%	-%	-%	11%	8%	11%	11%	7%	12%	11%	10%
		bcd									c		
West Midlands	190	190	-	-	-	174	16	43	44	46	57	87	103
	9%	11%	-%	-%	-%	9%	6%	7%	8%	10%	10%	8%	10%
		bcd											
East Midlands	148	148	-	-	-	119	28	38	41	34	36	78	70
	7%	8%	-%	-%	-%	6%	10%	6%	8%	8%	6%	7%	7%
		bcd					a						
East of England	196	196	-	-	-	169	27	48	40	56	52	88	108
	9%	11%	-%	-%	-%	9%	10%	8%	8%	13%	9%	8%	11%
		bcd								abe			e
South West	162	162	-	-	-	134	29	25	46	39	53	71	92
	8%	9%	-%	-%	-%	7%	10%	4%	9%	9%	10%	6%	9%
		bcd							a	a	ae		ae
South East	289	289	-	-	-	243	46	98	66	52	73	164	125
	14%	16%	-%	-%	-%	13%	17%	16%	12%	12%	13%	15%	12%
		bcd						cf					
London	291	291	-	-	-	285	6	135	78	43	35	213	78
	14%	17%	-%	-%	-%	15%	2%	23%	15%	10%	6%	19%	8%
		bcd				b		bcd	cd			cd	
SUMMARY													
England	1753	1753	-	-	-	1535	218	508	433	361	448	941	810
	82%	100%	-%	-%	-%	83%	79%	85%	82%	81%	81%	84%	81%
		bcd						f					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Wales	105	-	-	105	-	86	19	24	27	25	29	51	55
	5%	-%	-%	100% abd	-%	5%	7%	4%	5%	6%	5%	5%	5%
Scotland	190	-	190	-	-	170	20	44	51	41	52	95	94
	9%	-%	100% acd	-%	-%	9%	7%	7%	10%	9%	9%	8%	9%
Northern Ireland	84	-	-	-	84	65	20	22	18	20	25	40	45
	4%	-%	-%	-%	100% abc	3%	7% a	4%	3%	4%	4%	4%	4%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
North East	78 4%	13 3%	62 4%	35 5% c	27 3%	6 2%
Yorkshire and Humberside	171 8%	43 9%	121 8%	53 7%	76 9%	19 6%
North West	228 11%	62 12%	160 10%	80 11%	93 11%	34 10%
West Midlands	190 9%	47 9%	134 9%	88 12% bc	64 8%	23 7%
East Midlands	148 7%	31 6%	114 7%	54 7%	52 6%	20 6%
East of England	196 9%	38 8%	149 10%	78 10%	65 8%	36 11%
South West	162 8%	46 9%	112 7%	83 11% bc	54 7%	13 4%
South East	289 14%	74 15%	203 13%	79 10%	127 15% a	50 15%
London	291 14%	62 12%	213 14%	71 9%	117 14% a	76 23% ab
SUMMARY						
England	1753 82%	415 83%	1269 82%	621 83%	676 81%	278 83%
Wales	105 5%	22 4%	80 5%	42 6%	43 5%	12 4%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Scotland	190	41	144	68	74	27
	9%	8%	9%	9%	9%	8%
Northern Ireland	84	21	61	22	40	18
	4%	4%	4%	3%	5%	5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 2

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

QF. URBANITY

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Large city	575	205	249	122	287	288	183	388	110	94	125	124	52	70
	27%	24%	29%	29%	27%	27%	25%	28%	26%	22%	29%	29%	24%	33%
			a								b	b		b
Smaller city or large town	498	190	209	99	243	256	160	333	93	97	97	112	53	46
	23%	22%	25%	23%	23%	24%	22%	24%	22%	23%	23%	26%	25%	22%
Medium town	410	150	183	78	214	196	122	280	80	70	90	92	44	33
	19%	18%	21%	18%	20%	18%	17%	21%	19%	16%	21%	22%	21%	16%
							a							
Small town	372	171	129	71	182	190	154	209	78	93	71	58	33	38
	17%	20%	15%	17%	17%	18%	21%	15%	18%	22%	17%	14%	16%	18%
		b					b			d				
Rural area	277	137	84	56	140	137	115	155	66	71	44	40	31	26
	13%	16%	10%	13%	13%	13%	16%	11%	15%	17%	10%	9%	14%	12%
		b					b		cd	cd				

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

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Large city	575	487	50	18	20	575	-	238	130	90	116	368	206
	27%	28%	27%	18%	23%	31%	-%	40%	25%	20%	21%	33%	21%
		c	c			b		bcdef				bcdf	
Smaller city or large town	498	412	45	22	19	498	-	138	120	108	133	258	241
	23%	24%	24%	21%	23%	27%	-%	23%	23%	24%	24%	23%	24%
						b							
Medium town	410	338	38	16	18	410	-	79	118	91	121	197	213
	19%	19%	20%	15%	21%	22%	-%	13%	22%	20%	22%	17%	21%
						b			ae	a	ae	a	ae
Small town	372	298	36	29	8	372	-	71	99	89	110	171	199
	17%	17%	19%	28%	9%	20%	-%	12%	19%	20%	20%	15%	20%
		d	d	abd		b			a	ae	ae		ae
Rural area	277	218	20	19	20	-	277	71	62	69	74	134	144
	13%	12%	11%	18%	23%	-%	100%	12%	12%	16%	13%	12%	14%
				ab	ab		a						

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

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Large city	575	142	403	172	235	119
	27%	29%	26%	23%	28% a	35% ab
Smaller city or large town	498	111	373	192	198	62
	23%	22%	24%	26% c	24%	18%
Medium town	410	95	300	145	169	49
	19%	19%	19%	19%	20% c	15%
Small town	372	86	277	144	142	53
	17%	17%	18%	19%	17%	16%
Rural area	277	65	199	100	89	53
	13%	13%	13%	13%	11%	16% b

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER						
		Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%			a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203	
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195	
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213	
A	183	49	92	43	97	86	42	141	30	19	42	49	25	18	
	9%	6%	11%	10%	9%	8%	6%	10%	7%	4%	10%	12%	12%	8%	
			a	a				a			b	ab	b	b	
B	414	155	168	91	197	217	128	282	80	75	77	91	40	50	
	19%	18%	20%	21%	18%	20%	17%	21%	19%	18%	18%	21%	19%	24%	
C1	529	211	229	89	271	258	192	324	110	101	118	112	43	45	
	25%	25%	27%	21%	25%	24%	26%	24%	26%	24%	28%	26%	20%	21%	
			c												
C2	448	193	150	105	228	220	165	273	94	99	80	70	54	51	
	21%	23%	18%	25%	21%	21%	23%	20%	22%	23%	19%	16%	25%	24%	
		b		b						d			d	d	
D	321	134	124	63	145	176	115	204	62	72	51	73	33	30	
	15%	16%	15%	15%	14%	17%	16%	15%	14%	17%	12%	17%	15%	14%	
E	233	108	90	35	124	109	89	140	48	60	58	31	18	17	
	11%	13%	10%	8%	12%	10%	12%	10%	11%	14%	14%	7%	8%	8%	
		c								df	d				
Don't know	4	3	1	1	4	1	3	1	3	-	1	-	-	1	
	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	-%	-%	*%	
SUMMARY															
AB	597	204	260	133	294	303	171	423	110	94	119	141	65	68	
	28%	24%	30%	31%	28%	28%	23%	31%	26%	22%	28%	33%	31%	32%	
			a	a				a				ab	b	b	
DE	555	242	214	99	270	285	204	344	109	133	109	104	51	48	
	26%	28%	25%	23%	25%	27%	28%	25%	26%	31%	26%	24%	24%	22%	
										f					
ABC1	1126	415	489	222	565	561	362	746	220	195	237	252	109	113	
	53%	49%	57%	52%	53%	53%	49%	55%	52%	46%	55%	59%	51%	53%	
			a					a			b	ab			
C2DE	1003	435	364	204	498	505	369	617	204	231	189	174	105	99	
	47%	51%	43%	48%	47%	47%	50%	45%	48%	54%	44%	41%	49%	46%	
		b					b			cd					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
A	183	162	7	8	5	172	11	183	-	-	-	183	-
	9%	9%	4%	8%	6%	9%	4%	31%	-%	-%	-%	16%	-%
		b		b		b		bcdef				bcdf	
B	414	346	37	15	17	354	60	414	-	-	-	414	-
	19%	20%	19%	15%	20%	19%	22%	69%	-%	-%	-%	37%	-%
								bcdef				bcdf	
C1	529	433	51	27	18	467	62	-	529	-	-	529	-
	25%	25%	27%	26%	21%	25%	22%	-%	100%	-%	-%	47%	-%
									acdef			acdf	
C2	448	361	41	25	20	378	69	-	-	448	-	-	448
	21%	21%	22%	24%	24%	20%	25%	-%	-%	100%	-%	-%	45%
										abdef			abde
D	321	258	31	17	16	282	39	-	-	-	321	-	321
	15%	15%	16%	16%	18%	15%	14%	-%	-%	-%	58%	-%	32%
											abcef		abce
E	233	191	21	12	9	198	35	-	-	-	233	-	233
	11%	11%	11%	11%	11%	11%	13%	-%	-%	-%	42%	-%	23%
											abcef		abce
Don't know	4	3	1	-	-	4	-	-	-	-	-	-	-
	*%	*%	1%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%
SUMMARY													
AB	597	508	44	24	22	526	71	597	-	-	-	597	-
	28%	29%	23%	22%	26%	28%	26%	100%	-%	-%	-%	53%	-%
		c						bcdef				bcdf	
DE	555	448	52	29	25	480	74	-	-	-	555	-	555
	26%	26%	28%	28%	29%	26%	27%	-%	-%	-%	100%	-%	55%
											abcef		abce
ABC1	1126	941	95	51	40	993	134	597	529	-	-	1126	-
	53%	54%	50%	48%	47%	53%	48%	100%	100%	-%	-%	100%	-%
								cdf	cdf			cdf	

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
C2DE	1003	810	94	55	45	859	144	-	-	448	555	-	1003
	47%	46%	49%	52%	53%	46%	52%	-%	-%	100%	100%	-%	100%
										abe	abe		abe

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
A	183 9%	45 9%	128 8%	26 4%	76 9% a	72 22% ab
B	414 19%	81 16%	318 21%	80 11%	162 19% a	143 43% ab
C1	529 25%	122 24%	394 25%	137 18%	256 31% ac	74 22%
C2	448 21%	101 20%	334 22%	180 24% c	185 22% c	40 12%
D	321 15%	81 16%	228 15%	167 22% bc	118 14% c	3 1%
E	233 11%	67 13% b	148 10%	160 21% bc	37 4% c	2 1%
Don't know	4 *%	2 *%	2 *%	3 *%	- -%	- -%
SUMMARY						
AB	597 28%	126 25%	446 29%	107 14%	238 29% a	215 64% ab
DE	555 26%	147 30% b	376 24%	327 43% bc	155 19% c	6 2%
ABC1	1126 53%	248 50%	840 54%	243 32%	494 59% a	289 86% ab

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
C2DE	1003	248	710	507	339	46
	47%	50%	46%	67% bc	41% c	14%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Boy, aged 8-11	427	427	-	-	427	-	370	57	427	-	-	-	-	-
	20%	50%	-%	-%	40%	-%	50%	4%	100%	-%	-%	-%	-%	-%
		bc			b		b		bcdef					
Boy, aged 12-15	427	-	427	-	427	-	-	427	-	-	427	-	-	-
	20%	-%	50%	-%	40%	-%	-%	31%	-%	-%	100%	-%	-%	-%
			ac		b			a			abdef			
Boy, aged 16-17	213	-	-	213	213	-	-	192	-	-	-	-	213	-
	10%	-%	-%	50%	20%	-%	-%	14%	-%	-%	-%	-%	100%	-%
				ab	b			a					abcdf	
Girl, aged 8-11	427	427	-	-	-	427	364	62	-	427	-	-	-	-
	20%	50%	-%	-%	-%	40%	50%	5%	-%	100%	-%	-%	-%	-%
		bc			a		b			acdef				
Girl, aged 12-15	427	-	427	-	-	427	-	427	-	-	-	427	-	-
	20%	-%	50%	-%	-%	40%	-%	31%	-%	-%	-%	100%	-%	-%
			ac		a			a				abcef		
Girl, aged 16-17	213	-	-	213	-	213	-	200	-	-	-	-	-	213
	10%	-%	-%	50%	-%	20%	-%	15%	-%	-%	-%	-%	-%	100%
				ab	a			a						abcde

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Boy, aged 8-11	427	350	37	22	17	361	66	110	110	94	109	220	204
	20%	20%	20%	21%	20%	19%	24%	18%	21%	21%	20%	20%	20%
Boy, aged 12-15	427	349	39	22	17	383	44	119	118	80	109	237	189
	20%	20%	21%	21%	20%	21%	16%	20%	22%	18%	20%	21%	19%
Boy, aged 16-17	213	173	20	10	10	182	31	65	43	54	51	109	105
	10%	10%	11%	9%	12%	10%	11%	11%	8%	12%	9%	10%	10%
Girl, aged 8-11	427	353	36	22	16	355	71	94	101	99	133	195	231
	20%	20%	19%	21%	19%	19%	26%	16%	19%	22%	24%	17%	23%
							a			a	ae		ae
Girl, aged 12-15	427	351	38	20	17	387	40	141	112	70	104	252	174
	20%	20%	20%	19%	20%	21%	14%	24%	21%	16%	19%	22%	17%
						b		cf				cf	
Girl, aged 16-17	213	177	19	10	8	188	26	68	45	51	48	113	99
	10%	10%	10%	9%	9%	10%	9%	11%	9%	11%	9%	10%	10%

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Boy, aged 8-11	427	92	323	164	165	55
	20%	18%	21%	22%	20%	16%
Boy, aged 12-15	427	105	301	157	149	73
	20%	21%	19%	21%	18%	22%
Boy, aged 16-17	213	60	150	63	92	41
	10%	12%	10%	8%	11%	12%
Girl, aged 8-11	427	85	322	160	174	55
	20%	17%	21%	21%	21%	16%
Girl, aged 12-15	427	88	321	141	175	64
	20%	18%	21%	19%	21%	19%
Girl, aged 16-17	213	67	136	68	77	48
	10%	13%	9%	9%	9%	14%
		b				ab

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

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

GENDER OF CHILD

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
	Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Boy	1067	427	427	213	1067	-	370	676	427	-	427	-	213	-
	50%	50%	50%	50%	100%	-%	50%	50%	100%	-%	100%	-%	100%	-%
					b				bdf		bdf		bdf	
Girl	1067	427	427	213	-	1067	364	689	-	427	-	427	-	213
	50%	50%	50%	50%	-%	100%	50%	50%	-%	100%	-%	100%	-%	100%
						a				ace		ace		ace

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

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

GENDER OF CHILD

Base : All parents of children aged 8-17

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Boy	1067	872	97	54	44	926	140	294	271	228	270	565	498
	50%	50%	51%	51%	52%	50%	51%	49%	51%	51%	49%	50%	50%
Girl	1067	881	93	52	41	930	137	303	258	220	285	561	505
	50%	50%	49%	49%	48%	50%	49%	51%	49%	49%	51%	50%	50%

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

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Boy	1067	258	774	384	407	169
	50%	52%	50%	51%	49%	50%
Girl	1067	240	778	369	426	167
	50%	48%	50%	49%	51%	50%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
Yes	1173	**	776	397	582	590	**	1142	**	**	388	388	195	202
	92%	**	91%	93%	91%	92%	**	92%	**	**	91%	91%	91%	95%
No	47	**	34	13	21	26	**	45	**	**	13	21	9	4
	4%	**	4%	3%	3%	4%	**	4%	**	**	3%	5%	4%	2%
Don't know	60	**	43	17	36	24	**	59	**	**	26	17	10	7
	5%	**	5%	4%	6%	4%	**	5%	**	**	6%	4%	4%	3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
Yes	1173	963	108	54	47	1050	123	374	280	236	281	654	517
	92%	92%	93%	89%	91%	92%	88%	95% bdf	88%	93%	90%	92%	91%
No	47	42	3	*	2	44	3	10	16	9	13	26	21
	4%	4%	2%	1%	3%	4%	2%	3%	5%	3%	4%	4%	4%
Don't know	60	45	5	7	3	46	14	9	21	10	19	30	29
	5%	4%	5%	11% a	5%	4%	10% a	2%	7% a	4%	6% a	4%	5% a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
Yes	1173	286	840	395	447	215
	92%	89%	92%	92%	90%	96%
						b
No	47	21	26	16	20	6
	4%	6%	3%	4%	4%	3%
		b				
Don't know	60	15	43	17	27	4
	5%	5%	5%	4%	6%	2%
					c	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
Yes	946	**	613	333	485	461	**	922	**	**	309	304	176	157
	74%	**	72%	78% b	76%	72%	**	74%	**	**	72%	71%	82% cdf	74%
No	147	**	103	44	67	80	**	143	**	**	49	54	17	27
	11%	**	12%	10%	10%	13%	**	12%	**	**	12%	13%	8%	13%
Don't know	187	**	137	49	88	98	**	180	**	**	68	69	20	29
	15%	**	16%	12% c	14%	15%	**	14%	**	**	16% e	16% e	9%	14%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
Yes	946	779	91	39	38	843	103	321	229	180	216	550	396
	74%	74%	78%	63%	73%	74%	74%	82%	72%	71%	69%	77%	70%
		c	c					bcd				d	
No	147	119	11	12	5	134	13	47	43	24	33	90	56
	11%	11%	9%	19%	10%	12%	9%	12%	13%	9%	11%	13%	10%
				ab									
Don't know	187	152	15	11	9	163	23	25	46	52	64	71	115
	15%	14%	13%	18%	17%	14%	17%	6%	15%	20%	20%	10%	20%
									a	ae	ae		ae

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
Yes	946	247	663	312	365	177
	74%	77%	73%	73%	74%	78%
No	147	45	98	52	55	24
	11%	14%	11%	12%	11%	11%
Don't know	187	29	147	64	74	25
	15%	9%	16%	15%	15%	11%
			a			

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
To help with my schoolwork/ homework	984	**	676	309	470	515	**	970	**	**	328	347	141	167
	77%	**	79%	72%	73%	80%	**	78%	**	**	77%	81%	66%	78%
			c			a					e	e		e
To build or maintain friendships	813	**	542	271	377	436	**	794	**	**	252	290	126	145
	64%	**	64%	64%	59%	68%	**	64%	**	**	59%	68%	59%	68%
						a						ce		c
To find useful information about any problems or issues I may have	737	**	475	261	365	372	**	716	**	**	235	241	131	131
	58%	**	56%	61%	57%	58%	**	57%	**	**	55%	56%	61%	61%
To learn a new skill	646	**	423	223	317	329	**	632	**	**	206	216	111	112
	50%	**	50%	52%	50%	51%	**	51%	**	**	48%	51%	52%	53%
To find out about the news	566	**	365	201	278	288	**	550	**	**	173	192	105	96
	44%	**	43%	47%	43%	45%	**	44%	**	**	41%	45%	49%	45%
To develop creative skills	551	**	376	175	251	300	**	538	**	**	161	215	91	84
	43%	**	44%	41%	39%	47%	**	43%	**	**	38%	50%	42%	39%
						a						cf		
To develop skills with reading and numbers	505	**	356	149	244	260	**	500	**	**	171	184	73	76
	39%	**	42%	35%	38%	41%	**	40%	**	**	40%	43%	34%	36%
			c									e		
To understand what other people think and feel about things	499	**	322	177	234	265	**	485	**	**	146	176	88	89
	39%	**	38%	42%	37%	41%	**	39%	**	**	34%	41%	41%	42%
To find out more about or to support causes or organisations	304	**	197	107	131	173	**	300	**	**	81	116	50	57
	24%	**	23%	25%	21%	27%	**	24%	**	**	19%	27%	24%	27%
						a						c		c
None of these apply to me	10	**	4	7	7	3	**	9	**	**	2	1	5	2
	1%	**	*%	2%	1%	1%	**	1%	**	**	1%	*%	2%	1%
													d	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
Don't know	11	**	6	5	7	4	**	11	**	**	3	3	5	1
	1%	**	1%	1%	1%	1%	**	1%	**	**	1%	1%	2%	*%
SUMMARY														
ANY OF THESE BENEFITS	1258	**	844	414	625	633	**	1225	**	**	421	422	204	211
	98%	**	99%	97%	98%	99%	**	98%	**	**	99%	99%	96%	99%
			c								e	e		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
To help with my schoolwork/ homework	984	805	91	46	42	860	125	307	260	188	228	566	417
	77%	77%	78%	75%	82%	75%	89% a	78%	82% cdf	74%	73%	80% df	73%
To build or maintain friendships	813	663	76	40	33	726	88	233	216	170	194	449	364
	64%	63%	65%	66%	64%	64%	62% a	59%	68% a	67%	62%	63%	64%
To find useful information about any problems or issues I may have	737	608	65	37	26	643	94	233	189	140	174	422	315
	58%	58%	56%	60%	50%	56%	67% a	59%	60%	55%	56%	59%	55%
To learn a new skill	646	529	57	33	27	573	73	194	164	128	159	358	288
	50%	50%	49%	53%	53%	50%	52%	49%	52%	50%	51%	50%	51%
To find out about the news	566	462	53	28	23	502	64	167	144	122	132	311	255
	44%	44%	45%	46%	45%	44%	45%	43%	45%	48%	42%	44%	45%
To develop creative skills	551	447	51	28	25	485	66	176	145	95	134	321	230
	43%	43%	44%	46%	48%	43%	47%	45%	46%	37%	43%	45%	40%
To develop skills with reading and numbers	505	414	50	21	20	451	54	173	129	97	105	302	202
	39%	39%	43%	34%	38%	40%	38% df	44% df	41%	38%	34%	43% df	36%
To understand what other people think and feel about things	499	416	42	22	20	452	47	168	120	106	106	288	211
	39%	40%	36%	36%	38%	40%	33% d	43% d	38%	41%	34%	40%	37%
To find out more about or to support causes or organisations	304	254	28	12	10	269	35	124	75	51	54	200	105
	24%	24%	24%	19%	20%	24%	25% bcd	32% cdf	24%	20%	17%	28% cdf	18%
None of these apply to me	10	9	1	-	*	8	2	2	1	1	6	3	7
	1%	1%	1%	-%	1%	1%	2%	1%	*%	1%	2%	*%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
Don't know	11	11	-	-	1	11	-	-	3	4	4	3	8
	1%	1%	-%	-%	1%	1%	-%	-%	1%	2%	1%	*%	1%
										a	a		a
SUMMARY													
ANY OF THESE BENEFITS	1258	1031	115	61	51	1120	138	391	313	249	302	705	552
	98%	98%	99%	100%	98%	98%	98%	99%	99%	98%	97%	99%	97%
								df				df	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
To help with my schoolwork/ homework	984	214	729	320	383	170
	77%	67%	80%	75%	77%	75%
			a			
To build or maintain friendships	813	188	597	275	310	148
	64%	58%	66%	64%	63%	66%
			a			
To find useful information about any problems or issues I may have	737	167	548	246	284	140
	58%	52%	60%	57%	58%	62%
			a			
To learn a new skill	646	142	482	208	260	111
	50%	44%	53%	49%	53%	49%
			a			
To find out about the news	566	126	420	187	227	95
	44%	39%	46%	44%	46%	42%
			a			
To develop creative skills	551	143	394	179	222	101
	43%	45%	43%	42%	45%	45%
To develop skills with reading and numbers	505	127	362	147	215	97
	39%	40%	40%	34%	44%	43%
					a	a
To understand what other people think and feel about things	499	128	352	163	190	93
	39%	40%	39%	38%	39%	41%
To find out more about or to support causes or organisations	304	73	220	102	119	59
	24%	23%	24%	24%	24%	26%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
None of these apply to me	10	1	10	5	2	1
	1%	*%	1%	1%	*%	*%
Don't know	11	2	8	5	2	*
	1%	1%	1%	1%	1%	*%

SUMMARY

ANY OF THESE BENEFITS	1258	318	891	418	490	224
	98%	99%	98%	98%	99%	99%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 9

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

QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook or YouTube? 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2130	885	840	405	1070	1060	783	1315	444	441	424	416	202	203
Effective Weighted Sample	1738	698	660	385	873	866	612	1097	354	345	331	330	191	195
Total	2129	849	853	427	1064	1065	730	1365	424	426	427	427	213	213
Base for % (excluding non users)	1903	677	813	413	931	972	573	1297	326	351	402	410	202	211
All is true	233	81	102	49	113	120	76	156	42	40	48	54	24	26
	12%	12%	13%	12%	12%	12%	13%	12%	13%	11%	12%	13%	12%	12%
Most is true	414	170	171	74	203	211	147	263	84	86	84	87	36	38
	22%	25%	21%	18%	22%	22%	26%	20%	26%	25%	21%	21%	18%	18%
		c					b		ef					
Some is true	1208	403	523	282	587	621	331	851	188	215	260	263	139	143
	63%	60%	64%	68%	63%	64%	58%	66%	58%	61%	65%	64%	69%	67%
				a			a						a	a
Don't know	48	22	17	8	28	20	20	27	13	9	11	6	3	5
	3%	3%	2%	2%	3%	2%	3%	2%	4%	3%	3%	1%	2%	2%
									d					
No – I don't do this (excluded from Base for %)	226	172	40	13	133	93	157	68	97	75	24	16	11	2

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 9

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

QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook or YouTube? 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	2130	1368	294	256	212	1889	241	657	520	405	543	1177	948
Effective Weighted Sample	1738	1292	270	219	129	1539	202	543	416	333	451	954	783
Total	2129	1749	190	105	84	1856	273	597	526	448	553	1123	1001
Base for % (excluding non users)	1903	1564	172	93	74	1678	225	542	469	392	495	1012	887
All is true	233	197	19	10	7	215	18	100	35	39	59	135	98
	12%	13%	11%	11%	10%	13%	8%	18%	7%	10%	12%	13%	11%
						b		bcdef			b	b	b
Most is true	414	352	28	18	17	374	40	126	108	95	83	234	178
	22%	23%	16%	19%	22%	22%	18%	23%	23%	24%	17%	23%	20%
		b						d	d	d		d	
Some is true	1208	980	119	61	48	1045	163	308	316	250	333	624	583
	63%	63%	69%	65%	65%	62%	73%	57%	67%	64%	67%	62%	66%
							a		ae	a	ae		a
Don't know	48	35	7	5	2	44	4	8	10	9	20	18	29
	3%	2%	4%	5%	3%	3%	2%	1%	2%	2%	4%	2%	3%
				a							ae		ae
No – I don't do this (excluded from Base for %)	226	185	17	13	10	178	49	55	57	56	58	112	114
Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f													

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

QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook or YouTube? 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2130	491	1558	745	841	346
Effective Weighted Sample	1738	405	1267	611	681	282
Total	2129	494	1553	749	833	335
Base for % (excluding non users)	1903	448	1379	669	747	298
All is true	233	77	137	77	90	45
	12%	17%	10%	12%	12%	15%
		b				
Most is true	414	114	287	151	165	61
	22%	25%	21%	23%	22%	21%
Some is true	1208	249	917	425	476	186
	63%	55%	67%	63%	64%	63%
			a			
Don't know	48	8	38	17	17	6
	3%	2%	3%	3%	2%	2%
No – I don't do this (excluded from Base for %)	226	46	174	79	86	37

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 10

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2130	885	840	405	1070	1060	783	1315	444	441	424	416	202	203
Effective Weighted Sample	1738	698	660	385	873	866	612	1097	354	345	331	330	191	195
Total	2129	849	853	427	1064	1065	730	1365	424	426	427	427	213	213
Base for % (excluding non users)	1989	787	815	387	991	998	679	1293	397	390	403	412	190	197
All is true	662	284	254	124	338	324	238	419	135	149	133	121	70	54
	33%	36%	31%	32%	34%	32%	35%	32%	34%	38% df	33%	29%	37% f	27%
Most is true	806	297	347	162	392	414	255	544	163	134	162	185	67	95
	40%	38%	43%	42%	40%	41%	38%	42%	41%	34%	40%	45% be	35%	48% be
Some is true	472	185	199	87	236	236	167	299	91	94	101	98	44	43
	24%	24%	24%	23%	24%	24%	25%	23%	23%	24%	25%	24%	23%	22%
Don't know	50	21	15	14	25	25	19	31	8	13	8	7	9	6
	3%	3%	2%	4%	3%	3%	3%	2%	2%	3%	2%	2%	5% d	3%
No – I don't do this (excluded from Base for %)	140	62	38	39	73	67	51	72	26	36	23	15	23	17

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 10

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	2130	1368	294	256	212	1889	241	657	520	405	543	1177	948
Effective Weighted Sample	1738	1292	270	219	129	1539	202	543	416	333	451	954	783
Total	2129	1749	190	105	84	1856	273	597	526	448	553	1123	1001
Base for % (excluding non users)	1989	1634	179	98	78	1736	253	573	492	422	499	1065	921
All is true	662	538	65	34	25	591	71	185	166	170	141	351	311
	33%	33%	36%	35%	32%	34%	28%	32%	34%	40%	28%	33%	34%
										ade			d
Most is true	806	662	71	39	33	687	118	267	209	138	190	475	329
	40%	41%	40%	40%	43%	40%	47%	47%	42%	33%	38%	45%	36%
								cdf	cf			cdf	
Some is true	472	390	40	22	19	413	58	111	110	104	146	221	250
	24%	24%	22%	23%	25%	24%	23%	19%	22%	25%	29%	21%	27%
											abe		ae
Don't know	50	43	4	3	*	45	6	11	8	10	22	19	32
	3%	3%	2%	3%	1%	3%	2%	2%	2%	2%	4%	2%	3%
											abe		e
No – I don't do this (excluded from Base for %)	140	115	10	8	6	119	21	24	34	26	54	58	80

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2130	491	1558	745	841	346
Effective Weighted Sample	1738	405	1267	611	681	282
Total	2129	494	1553	749	833	335
Base for % (excluding non users)	1989	467	1444	695	778	320
All is true	662	158	491	254	265	105
	33%	34%	34%	37%	34%	33%
Most is true	806	199	577	247	324	151
	40%	43%	40%	36%	42%	47%
					a	a
Some is true	472	100	339	173	173	58
	24%	21%	23%	25%	22%	18%
				c		
Don't know	50	10	37	20	16	6
	3%	2%	3%	3%	2%	2%
No – I don't do this (excluded from Base for %)	140	27	109	54	56	15

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2130	885	840	405	1070	1060	783	1315	444	441	424	416	202	203
Effective Weighted Sample	1738	698	660	385	873	866	612	1097	354	345	331	330	191	195
Total	2129	849	853	427	1064	1065	730	1365	424	426	427	427	213	213
Base for % (excluding non users)	1733	620	729	383	846	886	535	1177	309	311	349	380	188	195
All is true	334	151	121	61	168	166	135	198	79	72	53	69	36	25
	19%	24%	17%	16%	20%	19%	25%	17%	26%	23%	15%	18%	19%	13%
		bc					b		cdf	cf				
Most is true	763	239	341	183	393	370	199	551	130	108	174	167	89	95
	44%	38%	47%	48%	46%	42%	37%	47%	42%	35%	50%	44%	47%	48%
			a	a			a		b		ab	b	b	b
Some is true	534	186	231	117	241	293	162	367	86	100	100	132	56	61
	31%	30%	32%	30%	28%	33%	30%	31%	28%	32%	29%	35%	30%	31%
						a								
Don't know	102	44	36	22	45	57	40	60	14	30	23	13	7	14
	6%	7%	5%	6%	5%	6%	7%	5%	5%	10%	7%	3%	4%	7%
							b			ade				d
No – I don't do this (excluded from Base for %)	396	229	124	43	217	179	195	189	114	115	77	46	25	18

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	2130	1368	294	256	212	1889	241	657	520	405	543	1177	948
Effective Weighted Sample	1738	1292	270	219	129	1539	202	543	416	333	451	954	783
Total	2129	1749	190	105	84	1856	273	597	526	448	553	1123	1001
Base for % (excluding non users)	1733	1421	161	84	67	1532	200	524	409	365	430	933	795
All is true	334	276	31	13	14	308	26	111	72	73	79	183	151
	19%	19%	19%	15%	21%	20%	13%	21%	18%	20%	18%	20%	19%
						b							
Most is true	763	615	80	39	30	670	93	246	194	157	163	441	320
	44%	43%	49%	46%	45%	44%	47%	47%	48%	43%	38%	47%	40%
						df		df	df			df	
Some is true	534	447	43	24	20	466	67	148	131	106	148	279	254
	31%	31%	27%	28%	30%	30%	34%	28%	32%	29%	34%	30%	32%
										a			
Don't know	102	83	7	8	3	88	14	19	12	29	41	31	70
	6%	6%	5%	10%	5%	6%	7%	4%	3%	8%	9%	3%	9%
				ab						abe	abe		abe
No – I don't do this (excluded from Base for %)	396	329	29	22	17	323	73	73	117	83	123	190	206

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2130	491	1558	745	841	346
Effective Weighted Sample	1738	405	1267	611	681	282
Total	2129	494	1553	749	833	335
Base for % (excluding non users)	1733	418	1241	594	675	286
All is true	334	94	228	131	127	54
	19%	23%	18%	22%	19%	19%
Most is true	763	181	559	245	307	150
	44%	43%	45%	41%	45%	52%
						ab
Some is true	534	119	387	176	213	74
	31%	28%	31%	30%	32%	26%
Don't know	102	25	67	42	29	8
	6%	6%	5%	7%	4%	3%
				bc		
No – I don't do this (excluded from Base for %)	396	76	311	155	158	49

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 12

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

QC59. MISINFORMATION SCENARIO - NHS 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 any of the following suggest that this post is genuine?(MULTI CODE)

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
	Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
The logo shown in the post	898	**	608	290	453	444	**	874	**	**	302	305	151	139
	70%	**	71%	68%	71%	69%	**	70%	**	**	71%	72%	71%	65%
The blue tick next to profile name (VALID)	641	**	427	214	321	320	**	628	**	**	215	212	106	108
	50%	**	50%	50%	50%	50%	**	50%	**	**	50%	50%	50%	50%
The information in the post	430	**	286	144	215	216	**	418	**	**	143	143	72	72
	34%	**	34%	34%	34%	34%	**	34%	**	**	34%	34%	34%	34%
The profile name (VALID)	348	**	245	103	174	174	**	345	**	**	126	120	48	55
	27%	**	29%	24%	27%	27%	**	28%	**	**	29%	28%	23%	26%
The professional design of the post	319	**	220	99	154	165	**	314	**	**	103	117	52	48
	25%	**	26%	23%	24%	26%	**	25%	**	**	24%	28%	24%	22%
The link to other websites included (VALID)	263	**	171	92	137	126	**	256	**	**	87	84	49	42
	21%	**	20%	21%	21%	20%	**	21%	**	**	21%	20%	23%	20%
The number of likes	170	**	119	51	86	84	**	167	**	**	61	58	24	26
	13%	**	14%	12%	13%	13%	**	13%	**	**	14%	14%	11%	12%
None of these	53	**	36	17	20	33	**	52	**	**	13	23	7	10
	4%	**	4%	4%	3%	5%	**	4%	**	**	3%	5%	3%	4%
I don't know	27	**	17	10	17	10	**	26	**	**	10	7	7	3
	2%	**	2%	2%	3%	2%	**	2%	**	**	2%	2%	3%	1%
SUMMARY														
ANY FEATURES	1201	**	800	400	603	597	**	1169	**	**	404	397	199	201
	94%	**	94%	94%	94%	93%	**	94%	**	**	95%	93%	93%	94%
ANY VALID FEATURES	856	**	580	276	442	414	**	838	**	**	304	276	137	139
	67%	**	68%	65%	69%	65%	**	67%	**	**	71%	65%	64%	65%
ONLY VALID FEATURES	146	**	91	55	81	66	**	141	**	**	56	36	25	30
	11%	**	11%	13%	13%	10%	**	11%	**	**	13%	8%	12%	14%

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

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

QC59. MISINFORMATION SCENARIO - NHS 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 any of the following suggest that this post is genuine?(MULTI CODE)

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
ANY INVALID FEATURES	1054	**	709	345	522	532	**	1028	**	**	348	361	174	171
	82%	**	83%	81%	82%	83%	**	82%	**	**	82%	85%	82%	80%
ONLY INVALID FEATURES	345	**	220	124	161	183	**	331	**	**	100	121	62	62
	27%	**	26%	29%	25%	29%	**	27%	**	**	23%	28%	29%	29%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 12

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

QC59. MISINFORMATION SCENARIO - NHS 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 any of the following suggest that this post is genuine?(MULTI CODE)

Base : Children aged 12-17 who go online

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
The logo shown in the post	898	739	85	38	35	792	105	249	233	186	229	482	415
	70%	70%	74%	62%	68%	70%	75%	63%	73%	73%	73%	68%	73%
			c						a	a	a		a
The blue tick next to profile name (VALID)	641	530	61	32	19	568	73	196	182	106	156	379	263
	50%	50%	53%	51%	36%	50%	52%	50%	57%	42%	50%	53%	46%
		d	d						cf			cf	
The information in the post	430	353	40	17	20	375	55	134	112	89	95	246	184
	34%	34%	34%	28%	39%	33%	40%	34%	35%	35%	31%	35%	32%
The profile name (VALID)	348	295	30	12	12	316	33	118	78	77	75	196	152
	27%	28%	26%	19%	23%	28%	23%	30%	25%	30%	24%	28%	27%
		c											
The professional design of the post	319	268	24	14	13	281	39	98	91	69	61	189	130
	25%	26%	21%	23%	25%	25%	28%	25%	29%	27%	20%	27%	23%
									d			d	
The link to other websites included (VALID)	263	221	24	10	8	239	24	86	59	59	58	145	117
	21%	21%	21%	16%	16%	21%	17%	22%	19%	23%	19%	20%	21%
The number of likes	170	147	11	7	4	160	11	76	34	32	28	110	60
	13%	14%	10%	12%	8%	14%	8%	19%	11%	12%	9%	15%	11%
								bcd				df	
None of these	53	42	5	1	4	48	5	24	9	9	10	33	20
	4%	4%	5%	1%	8%	4%	3%	6%	3%	4%	3%	5%	3%
					c								
I don't know	27	21	2	2	2	25	2	9	5	5	6	15	11
	2%	2%	2%	2%	4%	2%	2%	2%	2%	2%	2%	2%	2%
SUMMARY													
ANY FEATURES	1201	987	109	59	45	1067	133	360	303	241	295	664	536
	94%	94%	94%	96%	88%	94%	95%	92%	95%	94%	95%	93%	95%
				d									

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

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

QC59. MISINFORMATION SCENARIO - NHS 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 any of the following suggest that this post is genuine?(MULTI CODE)

Base : Children aged 12-17 who go online

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
ANY VALID FEATURES	856	714	76	40	26	769	87	263	217	171	204	480	376
	67%	68%	66%	65%	50%	67%	62%	67%	68%	67%	65%	68%	66%
		d	d	d									
ONLY VALID FEATURES	146	117	12	14	4	135	12	50	34	28	35	84	63
	11%	11%	10%	22%	8%	12%	8%	13%	11%	11%	11%	12%	11%
				abd									
ANY INVALID FEATURES	1054	871	97	45	41	933	122	311	269	213	260	580	473
	82%	83%	83%	74%	80%	82%	87%	79%	85%	84%	83%	82%	83%
		c											
ONLY INVALID FEATURES	345	274	33	19	20	299	46	97	86	70	91	183	161
	27%	26%	28%	31%	38%	26%	33%	25%	27%	27%	29%	26%	28%
					a								

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

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

QC59. MISINFORMATION SCENARIO - NHS 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 any of the following suggest that this post is genuine?(MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
The logo shown in the post	898	220	650	311	353	144
	70%	68%	72%	73%	71%	64%
				c		
The blue tick next to profile name (VALID)	641	175	442	244	221	118
	50%	55%	49%	57%	45%	52%
				b		
The information in the post	430	106	315	150	165	79
	34%	33%	35%	35%	33%	35%
The profile name (VALID)	348	86	247	115	133	71
	27%	27%	27%	27%	27%	32%
The professional design of the post	319	73	241	104	134	58
	25%	23%	27%	24%	27%	26%
The link to other websites included (VALID)	263	83	175	98	111	40
	21%	26%	19%	23%	22%	18%
		b				
The number of likes	170	54	108	56	65	36
	13%	17%	12%	13%	13%	16%
		b				
None of these	53	3	47	5	31	10
	4%	1%	5%	1%	6%	5%
			a		a	a
I don't know	27	5	20	7	8	6
	2%	2%	2%	2%	2%	2%

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

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

QC59. MISINFORMATION SCENARIO - NHS 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 any of the following suggest that this post is genuine?(MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
SUMMARY						
ANY FEATURES	1201	313	842	417	455	210
	94%	98%	93%	97%	92%	93%
		b		bc		
ANY VALID FEATURES	856	231	593	315	312	160
	67%	72%	65%	74%	63%	71%
		b		b		
ONLY VALID FEATURES	146	41	96	56	47	27
	11%	13%	11%	13%	10%	12%
ANY INVALID FEATURES	1054	273	746	360	408	183
	82%	85%	82%	84%	83%	81%
ONLY INVALID FEATURES	345	82	248	101	143	50
	27%	26%	27%	24%	29%	22%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2130	885	840	405	1070	1060	783	1315	444	441	424	416	202	203
Effective Weighted Sample	1738	698	660	385	873	866	612	1097	354	345	331	330	191	195
Total	2129	849	853	427	1064	1065	730	1365	424	426	427	427	213	213
Only use websites or apps that you've used before	1171	516	442	213	599	572	448	705	257	259	233	209	109	104
	55%	61%	52%	50%	56%	54%	61%	52%	61%	61%	55%	49%	51%	49%
		bc					b		def	def				
Use one or two websites or apps that you have not used before	769	270	336	162	368	401	228	530	127	143	158	178	82	80
	36%	32%	39%	38%	35%	38%	31%	39%	30%	34%	37%	42%	38%	38%
			a	a			a				a	ab	a	
Use lots of websites or apps that you have not used before	144	47	56	41	72	71	42	98	29	18	24	31	19	22
	7%	6%	7%	10%	7%	7%	6%	7%	7%	4%	6%	7%	9%	10%
				a									b	bc
Don't know	46	16	20	10	24	21	13	32	10	6	11	9	3	7
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	3%
SUMMARY														
ANY USE OF WEBSITES OR APPS NOT USED BEFORE	912	317	392	203	440	472	270	628	156	161	183	209	101	102
	43%	37%	46%	48%	41%	44%	37%	46%	37%	38%	43%	49%	47%	48%
			a	a				a				ab	ab	ab

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2130	1368	294	256	212	1889	241	657	520	405	543	1177	948
Effective Weighted Sample	1738	1292	270	219	129	1539	202	543	416	333	451	954	783
Total	2129	1749	190	105	84	1856	273	597	526	448	553	1123	1001
Only use websites or apps that you've used before	1171	967	106	58	40	997	174	278	288	263	339	565	602
	55%	55%	56%	55%	48%	54%	64%	47%	55%	59%	61%	50%	60%
							a		a	ae	ae		ae
Use one or two websites or apps that you have not used before	769	633	62	38	36	688	80	258	198	143	170	456	313
	36%	36%	32%	36%	43%	37%	29%	43%	38%	32%	31%	41%	31%
					b	b		cdf	df			cdf	
Use lots of websites or apps that you have not used before	144	115	17	6	6	129	15	55	28	30	31	83	60
	7%	7%	9%	6%	7%	7%	5%	9%	5%	7%	6%	7%	6%
								bdf					
Don't know	46	34	6	3	2	42	4	7	12	12	14	19	26
	2%	2%	3%	3%	2%	2%	1%	1%	2%	3%	3%	2%	3%
SUMMARY													
ANY USE OF WEBSITES OR APPS NOT USED BEFORE	912	748	78	44	42	817	95	313	226	173	201	539	373
	43%	43%	41%	42%	50%	44%	35%	52%	43%	39%	36%	48%	37%
						b		bcd	d			cdf	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2130	491	1558	745	841	346
Effective Weighted Sample	1738	405	1267	611	681	282
Total	2129	494	1553	749	833	335
Only use websites or apps that you've used before	1171	259	869	452	429	153
	55%	52%	56%	60%	51%	46%
				bc		
Use one or two websites or apps that you have not used before	769	186	555	242	334	140
	36%	38%	36%	32%	40%	42%
					a	a
Use lots of websites or apps that you have not used before	144	39	95	40	58	37
	7%	8%	6%	5%	7%	11%
						ab
Don't know	46	10	34	14	14	5
	2%	2%	2%	2%	2%	1%
SUMMARY						
ANY USE OF WEBSITES OR APPS NOT USED BEFORE	912	225	649	283	391	177
	43%	46%	42%	38%	47%	53%
					a	a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	~e	~f
Unweighted total	583	-	388	195	289	294	-	570	-	-	193	195	96	99
Effective Weighted Sample	487	-	305	184	239	248	-	475	-	-	149	156	90	94
Total	595	-	392	203	284	311	-	581	-	-	183	209	101	102
Check the general look of the website/ app – for example the layout, colours or how professional it looks	265	**	172	93	126	139	**	259	**	**	76	96	**	**
	45%	**	44%	46%	45%	45%	**	45%	**	**	42%	46%	**	**
See whether it's a company you have heard of	263	**	173	89	127	135	**	253	**	**	82	91	**	**
	44%	**	44%	44%	45%	43%	**	44%	**	**	45%	44%	**	**
Ask someone else if they have used the website/ app	251	**	171	81	119	133	**	245	**	**	80	91	**	**
	42%	**	44%	40%	42%	43%	**	42%	**	**	44%	43%	**	**
Check some types of information across a number of websites/ apps to be sure it's correct	231	**	144	87	105	126	**	222	**	**	68	76	**	**
	39%	**	37%	43%	37%	41%	**	38%	**	**	37%	36%	**	**
Look at how up to date the information on the website/ app is	219	**	144	75	102	117	**	216	**	**	69	75	**	**
	37%	**	37%	37%	36%	38%	**	37%	**	**	38%	36%	**	**
Something else	24	**	17	7	6	18	**	22	**	**	3	13	**	**
	4%	**	4%	3%	2%	6%	**	4%	**	**	2%	6%	**	**
Don't know	23	**	18	4	11	12	**	23	**	**	7	11	**	**
	4%	**	5%	2%	4%	4%	**	4%	**	**	4%	5%	**	**
No – I don't think about this	27	**	17	10	15	12	**	26	**	**	9	8	**	**
	5%	**	4%	5%	5%	4%	**	5%	**	**	5%	4%	**	**
SUMMARY														
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	545	**	356	189	258	287	**	532	**	**	167	189	**	**
	92%	**	91%	93%	91%	92%	**	92%	**	**	91%	91%	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	~b	~c	~d	a	~b	a	b	~c	d	e	f
Significance Level: 95%													
Unweighted total	583	392	72	63	56	535	48	232	144	91	116	376	207
Effective Weighted Sample	487	368	66	50	29	447	40	197	115	76	102	311	178
Total	595	487	51	30	27	542	54	219	143	106	128	362	234
Check the general look of the website/ app – for example the layout, colours or how professional it looks	265	211	**	**	**	242	**	110	60	**	51	170	95
	45%	43%	**	**	**	45%	**	50%	42%	**	40%	47%	41%
See whether it's a company you have heard of	263	208	**	**	**	238	**	114	57	**	47	170	92
	44%	43%	**	**	**	44%	**	52% bdf	40%	**	37%	47%	40%
Ask someone else if they have used the website/ app	251	203	**	**	**	226	**	90	64	**	58	154	97
	42%	42%	**	**	**	42%	**	41%	45%	**	45%	43%	42%
Check some types of information across a number of websites/ apps to be sure it's correct	231	189	**	**	**	212	**	104	52	**	46	156	75
	39%	39%	**	**	**	39%	**	48% f	36%	**	36%	43% f	32%
Look at how up to date the information on the website/ app is	219	189	**	**	**	199	**	99	32	**	36	131	88
	37%	39%	**	**	**	37%	**	45% bde	23%	**	28%	36% b	38% b
Something else	24	20	**	**	**	18	**	4	12	**	4	16	8
	4%	4%	**	**	**	3%	**	2%	8% a	**	3%	4%	3%
Don't know	23	21	**	**	**	15	**	5	3	**	10	8	15
	4%	4%	**	**	**	3%	**	2%	2%	**	8% abe	2%	6% ae
No – I don't think about this	27	21	**	**	**	27	**	5	8	**	4	13	14
	5%	4%	**	**	**	5%	**	2%	6%	**	3%	4%	6%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b	~c	d	e	f
Unweighted total	583	392	72	63	56	535	48	232	144	91	116	376	207
Effective Weighted Sample	487	368	66	50	29	447	40	197	115	76	102	311	178
Total	595	487	51	30	27	542	54	219	143	106	128	362	234
SUMMARY													
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	545	445	**	**	**	499	**	208	132	**	114	340	205
	92%	91%	**	**	**	92%	**	95%	92%	**	89%	94%	88%
								df				f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	583	154	404	168	244	130
Effective Weighted Sample	487	132	333	144	201	107
Total	595	161	407	177	246	130
Check the general look of the website/ app – for example the layout, colours or how professional it looks	265	65	191	75	121	54
	45%	41%	47%	42%	49%	41%
See whether it's a company you have heard of	263	76	177	79	107	62
	44%	47%	43%	45%	43%	47%
Ask someone else if they have used the website/ app	251	79	164	72	110	50
	42%	49%	40%	41%	45%	38%
Check some types of information across a number of websites/ apps to be sure it's correct	231	59	158	67	88	58
	39%	37%	39%	38%	36%	45%
Look at how up to date the information on the website/ app is	219	53	156	59	97	52
	37%	33%	38%	33%	39%	40%
Something else	24	10	14	6	8	6
	4%	6%	3%	3%	3%	5%
Don't know	23	6	15	6	9	3
	4%	4%	4%	4%	4%	2%
No – I don't think about this	27	3	25	14	8	5
	5%	2%	6%	8%	3%	4%

a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	583	154	404	168	244	130
Effective Weighted Sample	487	132	333	144	201	107
Total	595	161	407	177	246	130
SUMMARY						
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	545	152	367	157	228	122
	92%	94%	90%	89%	93%	94%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2130	885	840	405	1070	1060	783	1315	444	441	424	416	202	203
Effective Weighted Sample	1738	698	660	385	873	866	612	1097	354	345	331	330	191	195
Total	2129	849	853	427	1064	1065	730	1365	424	426	427	427	213	213
Yes	1984	752	819	413	990	994	642	1311	376	376	409	410	205	207
	93%	89%	96%	97%	93%	93%	88%	96%	89%	88%	96%	96%	96%	97%
			a	a				a			ab	ab	ab	ab
No	127	87	31	9	64	63	79	45	43	44	16	15	5	4
	6%	10%	4%	2%	6%	6%	11%	3%	10%	10%	4%	4%	2%	2%
		bc					b		cdef	cdef				
Don't know	18	11	2	5	9	8	9	9	5	5	1	1	3	2
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%
		b												

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2130	1368	294	256	212	1889	241	657	520	405	543	1177	948
Effective Weighted Sample	1738	1292	270	219	129	1539	202	543	416	333	451	954	783
Total	2129	1749	190	105	84	1856	273	597	526	448	553	1123	1001
Yes	1984	1625	179	100	80	1731	253	563	504	406	509	1066	914
	93%	93%	94%	95%	95%	93%	92%	94% cf	96% cdf	91%	92%	95% cdf	91%
No	127	109	10	5	4	109	18	30	22	37	38	52	75
	6%	6%	5%	5%	5%	6%	7%	5%	4%	8% be	7%	5%	8% be
Don't know	18	16	1	*	1	15	2	5	*	5	7	5	12
	1%	1%	*%	*%	1%	1%	1%	1%	*%	1% b	1% b	*%	1% b

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2130	491	1558	745	841	346
Effective Weighted Sample	1738	405	1267	611	681	282
Total	2129	494	1553	749	833	335
Yes	1984	460	1450	696	779	314
	93%	93%	93%	93%	93%	94%
No	127	29	91	46	48	19
	6%	6%	6%	6%	6%	6%
Don't know	18	4	12	7	6	2
	1%	1%	1%	1%	1%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1989	790	807	392	999	990	695	1265	396	394	408	399	195	197
Effective Weighted Sample	1624	623	633	373	813	810	542	1054	315	308	317	317	184	189
Total	1984	752	819	413	990	994	642	1311	376	376	409	410	205	207
I think that if they have been listed in the search results these websites can be trusted	548	227	220	101	269	279	197	348	120	107	101	119	48	53
	28%	30%	27%	24%	27%	28%	31%	27%	32%	28%	25%	29%	23%	26%
		c							ce					
I think that some of these websites can be trusted and some can't	1227	397	538	292	615	612	329	873	192	205	276	262	147	145
	62%	53%	66%	71%	62%	62%	51%	67%	51%	54%	68%	64%	71%	70%
			a	a				a			ab	ab	ab	ab
I don't really think about whether the website can be trusted	143	86	44	13	71	72	79	61	40	46	23	21	7	5
	7%	11%	5%	3%	7%	7%	12%	5%	11%	12%	6%	5%	4%	3%
		bc					b		cdef	cdef				
Don't know	66	41	17	7	35	30	38	28	23	18	9	8	4	4
	3%	6%	2%	2%	4%	3%	6%	2%	6%	5%	2%	2%	2%	2%
		bc					b		cdef					

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1989	1274	275	242	198	1765	224	619	497	369	500	1116	869
Effective Weighted Sample	1624	1203	252	206	119	1438	187	513	398	304	414	906	716
Total	1984	1625	179	100	80	1731	253	563	504	406	509	1066	914
I think that if they have been listed in the search results these websites can be trusted	548	469	38	22	19	499	49	195	121	98	133	316	231
	28%	29%	21%	22%	24%	29%	19%	35%	24%	24%	26%	30%	25%
		bc				b		bcd				b	
I think that some of these websites can be trusted and some can't	1227	987	122	68	51	1056	171	326	325	267	306	652	573
	62%	61%	68%	68%	64%	61%	68%	58%	65%	66%	60%	61%	63%
			a						a	a			
I don't really think about whether the website can be trusted	143	116	13	6	8	123	20	31	41	29	42	72	71
	7%	7%	7%	6%	10%	7%	8%	5%	8%	7%	8%	7%	8%
Don't know	66	53	6	4	2	53	13	11	16	12	27	27	39
	3%	3%	3%	4%	3%	3%	5%	2%	3%	3%	5%	3%	4%
											ae		ae

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1989	460	1457	693	788	324
Effective Weighted Sample	1624	379	1185	568	638	264
Total	1984	460	1450	696	779	314
I think that if they have been listed in the search results these websites can be trusted	548 28%	141 31%	381 26%	202 29%	214 28%	90 29%
I think that some of these websites can be trusted and some can't	1227 62%	283 62%	905 62%	417 60%	493 63%	196 63%
I don't really think about whether the website can be trusted	143 7%	26 6%	115 8%	54 8%	54 7%	19 6%
Don't know	66 3%	10 2%	48 3%	22 3%	17 2%	8 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 17

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1989	790	807	392	999	990	695	1265	396	394	408	399	195	197
Effective Weighted Sample	1624	623	633	373	813	810	542	1054	315	308	317	317	184	189
Total	1984	752	819	413	990	994	642	1311	376	376	409	410	205	207
These are adverts/ they have paid to be here	1075	317	505	252	548	527	268	785	165	153	255	250	128	124
	54%	42%	62%	61%	55%	53%	42%	60%	44%	41%	62%	61%	62%	60%
		a	a	a			a	a			ab	ab	ab	ab
These are the most popular results	744	266	327	151	366	378	233	501	123	143	168	159	75	76
	38%	35%	40%	37%	37%	38%	36%	38%	33%	38%	41%	39%	37%	37%
											a			
These are the best results	595	233	248	114	294	302	203	384	114	120	127	121	53	61
	30%	31%	30%	28%	30%	30%	32%	29%	30%	32%	31%	29%	26%	29%
Anything else	13	3	6	4	7	7	3	10	1	2	3	3	3	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Don't know	120	62	39	18	58	62	56	63	30	32	17	22	10	8
	6%	8%	5%	4%	6%	6%	9%	5%	8%	8%	4%	5%	5%	4%
		bc					b		c	cf				
SUMMARY														
ONLY GAVE THE CORRECT RESPONSE	732	240	309	183	369	363	196	522	131	109	147	162	92	92
	37%	32%	38%	44%	37%	37%	30%	40%	35%	29%	36%	39%	45%	44%
			a	ab			a				b		ab	ab

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	1989	1274	275	242	198	1765	224	619	497	369	500	1116	869
Effective Weighted Sample	1624	1203	252	206	119	1438	187	513	398	304	414	906	716
Total	1984	1625	179	100	80	1731	253	563	504	406	509	1066	914
These are adverts/ they have paid to be here	1075	879	94	54	48	943	132	332	288	223	232	619	455
	54%	54%	52%	55%	60%	54%	52%	59% df	57% df	55% d	46%	58% df	50%
These are the most popular results	744	620	63	36	25	657	88	232	178	137	195	410	332
	38%	38%	35%	36%	32%	38%	35%	41% c	35%	34%	38%	38%	36%
These are the best results	595	497	54	25	19	535	61	194	144	109	147	338	256
	30%	31%	30%	25%	24%	31%	24%	34% cf	29%	27%	29%	32%	28%
Anything else	13	12	1	-	*	10	3	2	2	1	8	5	9
	1%	1%	1%	-%	*%	1%	1%	*%	*%	*%	2% e	*%	1%
Don't know	120	93	13	8	5	97	22	27	31	24	38	57	62
	6%	6%	7%	8%	7%	6%	9%	5%	6%	6%	8%	5%	7%
SUMMARY													
ONLY GAVE THE CORRECT RESPONSE	732	585	71	40	36	638	94	203	195	167	167	398	335
	37%	36%	40%	40%	45%	37%	37%	36%	39%	41% d	33%	37%	37%
Columns Tested: a,b,c,d - a,b - a,b,c,d,e,f													

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1989	460	1457	693	788	324
Effective Weighted Sample	1624	379	1185	568	638	264
Total	1984	460	1450	696	779	314
These are adverts/ they have paid to be here	1075	261	780	343	454	192
	54%	57%	54%	49%	58%	61%
					a	a
These are the most popular results	744	165	557	270	293	110
	38%	36%	38%	39%	38%	35%
These are the best results	595	151	423	225	230	89
	30%	33%	29%	32%	30%	28%
Anything else	13	2	10	8	5	1
	1%	*%	1%	1%	1%	*%
Don't know	120	22	88	35	42	18
	6%	5%	6%	5%	5%	6%
SUMMARY						
ONLY GAVE THE CORRECT RESPONSE	732	169	542	230	307	134
	37%	37%	37%	33%	39%	43%
					a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 18

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2130	885	840	405	1070	1060	783	1315	444	441	424	416	202	203
Effective Weighted Sample	1738	698	660	385	873	866	612	1097	354	345	331	330	191	195
Total	2129	849	853	427	1064	1065	730	1365	424	426	427	427	213	213
I would always tell someone	1256	605	462	189	598	658	519	721	291	314	222	240	84	105
	59%	71%	54%	44%	56%	62%	71%	53%	69%	74%	52%	56%	39%	49%
		bc	c			a	b		cdef	cdef	e	e		
I would sometimes tell someone	716	214	323	179	362	354	189	517	112	101	162	161	88	91
	34%	25%	38%	42%	34%	33%	26%	38%	27%	24%	38%	38%	41%	43%
			a	a			a				ab	ab	ab	ab
I would not tell someone	61	11	21	28	37	23	8	49	5	6	11	10	21	7
	3%	1%	2%	7%	3%	2%	1%	4%	1%	1%	3%	2%	10%	3%
				ab			a						ab	ab
Don't know	87	19	39	29	61	26	15	68	15	4	27	12	19	9
	4%	2%	5%	7%	6%	2%	2%	5%	4%	1%	6%	3%	9%	4%
			a	a	b		a	a	b		bd		abd	b
Prefer not to say	9	-	7	2	5	4	-	9	-	-	4	3	1	1
	*%	-%	1%	*%	*%	*%	-%	1%	-%	-%	1%	1%	*%	1%
			a				a							
SUMMARY														
WOULD TELL SOMEONE	1972	819	786	367	960	1012	708	1238	404	415	384	401	172	195
	93%	96%	92%	86%	90%	95%	97%	91%	95%	98%	90%	94%	81%	92%
		bc	c			a	b		ce	cdef	e	e		e

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 18

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2130	1368	294	256	212	1889	241	657	520	405	543	1177	948
Effective Weighted Sample	1738	1292	270	219	129	1539	202	543	416	333	451	954	783
Total	2129	1749	190	105	84	1856	273	597	526	448	553	1123	1001
I would always tell someone	1256	1041	115	60	41	1089	167	330	296	274	354	626	628
	59%	60%	60%	57%	48%	59%	61%	55%	56%	61%	64%	56%	63%
		d	d								abe		abe
I would sometimes tell someone	716	580	61	40	35	622	94	220	190	144	161	409	306
	34%	33%	32%	38%	42%	34%	34%	37%	36%	32%	29%	36%	31%
								df	d			df	
I would not tell someone	61	46	6	3	6	57	4	23	16	8	14	39	22
	3%	3%	3%	3%	7%	3%	1%	4%	3%	2%	2%	3%	2%
					a								
Don't know	87	73	8	3	3	78	9	23	21	19	23	44	42
	4%	4%	4%	3%	4%	4%	3%	4%	4%	4%	4%	4%	4%
Prefer not to say	9	9	-	*	-	9	-	2	3	3	1	5	5
	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%
SUMMARY													
WOULD TELL SOMEONE	1972	1621	176	100	76	1711	261	550	486	418	515	1035	933
	93%	93%	93%	94%	90%	92%	95%	92%	92%	93%	93%	92%	93%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2130	491	1558	745	841	346
Effective Weighted Sample	1738	405	1267	611	681	282
Total	2129	494	1553	749	833	335
I would always tell someone	1256 59%	285 58%	918 59%	456 61% c	483 58%	176 52%
I would sometimes tell someone	716 34%	174 35%	519 33%	246 33%	285 34%	129 38%
I would not tell someone	61 3%	14 3%	44 3%	19 2%	28 3%	11 3%
Don't know	87 4%	17 3%	68 4%	27 4%	32 4%	19 6%
Prefer not to say	9 *%	4 1%	4 *%	1 *%	6 1%	1 *%
SUMMARY						
WOULD TELL SOMEONE	1972 93%	459 93%	1437 93%	702 94%	768 92%	304 91%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 19

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1968	849	774	345	965	1003	753	1191	422	427	382	392	161	184
Effective Weighted Sample	1607	672	612	328	787	821	590	995	337	335	300	312	152	176
Total	1972	819	786	367	960	1012	708	1238	404	415	384	401	172	195
A parent	1673	756	654	263	824	849	650	1005	372	383	327	327	125	138
	85%	92%	83%	72%	86%	84%	92%	81%	92%	92%	85%	81%	72%	71%
		bc	c				b		cdef	cdef	ef	ef		
My friend	607	165	285	157	272	335	140	458	76	89	134	150	61	96
	31%	20%	36%	43%	28%	33%	20%	37%	19%	21%	35%	37%	36%	49%
			a	ab		a		a			ab	ab	ab	abcde
My brother/ sister	523	180	233	110	251	272	151	368	89	91	116	117	46	64
	27%	22%	30%	30%	26%	27%	21%	30%	22%	22%	30%	29%	27%	33%
			a	a				a			ab	ab		ab
A teacher	490	259	167	65	249	242	223	265	128	130	96	71	25	41
	25%	32%	21%	18%	26%	24%	32%	21%	32%	31%	25%	18%	14%	21%
		bc					b		def	def	de			
Another member of my family	239	114	78	47	118	121	95	139	52	62	44	34	22	25
	12%	14%	10%	13%	12%	12%	13%	11%	13%	15%	11%	8%	13%	13%
		b								d				
The websites/ apps where I saw it	155	32	69	54	81	74	23	126	15	17	42	27	24	30
	8%	4%	9%	15%	8%	7%	3%	10%	4%	4%	11%	7%	14%	15%
			a	ab				a			ab		abd	abd
The police	132	38	63	31	60	72	35	93	22	16	29	34	9	22
	7%	5%	8%	9%	6%	7%	5%	8%	5%	4%	7%	8%	5%	11%
			a	a				a				b		ab
Would tell someone else	2	1	1	-	-	2	1	1	-	1	-	1	-	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	-%
Unsure who I would tell	20	4	9	7	6	14	4	14	2	2	3	5	1	6
	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	3%
				a										ab
Don't know	3	3	-	-	2	1	3	-	2	1	-	-	-	-
	*%	*%	-%	-%	*%	*%	*%	-%	1%	*%	-%	-%	-%	-%
							b							

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1968	849	774	345	965	1003	753	1191	422	427	382	392	161	184
Effective Weighted Sample	1607	672	612	328	787	821	590	995	337	335	300	312	152	176
Total	1972	819	786	367	960	1012	708	1238	404	415	384	401	172	195
Prefer not to say	3	-	3	-	3	*	-	3	-	-	3	*	-	-
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	1%	*%	-%	-%
SUMMARY														
ANY FAMILY MEMBER	1826	793	725	308	895	932	685	1121	388	406	361	364	146	161
	93%	97%	92%	84%	93%	92%	97%	91%	96%	98%	94%	91%	85%	83%
		bc	c				b		def	cdef	ef	f		
ONLY A FAMILY MEMBER	904	439	343	122	453	451	378	518	218	221	161	181	74	48
	46%	54%	44%	33%	47%	45%	53%	42%	54%	53%	42%	45%	43%	25%
		bc	c				b		cdef	cdef	f	f	f	
ANYONE OUTSIDE OF FAMILY	1027	373	431	223	490	537	322	689	182	190	217	214	90	133
	52%	46%	55%	61%	51%	53%	46%	56%	45%	46%	56%	53%	52%	68%
			a	a				a			ab	a		abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1968	1263	274	243	188	1738	230	602	482	377	503	1084	880
Effective Weighted Sample	1607	1195	252	207	113	1418	192	499	386	310	417	880	726
Total	1972	1621	176	100	76	1711	261	550	486	418	515	1035	933
A parent	1673	1381	147	84	61	1439	234	431	428	352	459	859	811
	85%	85%	83%	85%	81%	84%	90%	78%	88%	84%	89%	83%	87%
							a		ae	a	ace	a	ae
My friend	607	494	58	29	26	540	67	183	158	129	137	341	266
	31%	31%	33%	29%	35%	32%	26%	33%	32%	31%	27%	33%	28%
								d				d	
My brother/ sister	523	436	46	22	19	455	69	177	98	121	127	274	248
	27%	27%	26%	22%	25%	27%	26%	32%	20%	29%	25%	26%	27%
								bdef		b		b	b
A teacher	490	411	39	23	16	420	70	127	125	117	119	252	237
	25%	25%	22%	23%	22%	25%	27%	23%	26%	28%	23%	24%	25%
Another member of my family	239	195	23	12	10	212	27	75	54	46	62	130	108
	12%	12%	13%	12%	13%	12%	10%	14%	11%	11%	12%	13%	12%
The websites/ apps where I saw it	155	132	11	5	7	144	11	52	27	27	49	79	76
	8%	8%	6%	5%	9%	8%	4%	9%	6%	6%	10%	8%	8%
						b		b			b		
The police	132	104	18	6	4	119	13	34	33	32	33	67	65
	7%	6%	10%	6%	5%	7%	5%	6%	7%	8%	6%	6%	7%
			a										
Would tell someone else	2	1	1	-	-	2	-	-	2	-	-	2	-
	*%	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%
Unsure who I would tell	20	16	3	1	1	15	4	6	5	6	3	11	9
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Don't know	3	3	-	-	*	1	2	1	-	2	*	1	2
	*%	*%	-%	-%	*%	*%	1%	*%	-%	*%	*%	*%	*%
							a						
Prefer not to say	3	3	-	*	-	3	-	2	-	1	-	2	1
	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1968	1263	274	243	188	1738	230	602	482	377	503	1084	880
Effective Weighted Sample	1607	1195	252	207	113	1418	192	499	386	310	417	880	726
Total	1972	1621	176	100	76	1711	261	550	486	418	515	1035	933
SUMMARY													
ANY FAMILY MEMBER	1826	1501	162	93	70	1582	244	498	450	382	492	949	874
	93%	93%	92%	93%	93%	92%	94%	91%	93%	91%	96%	92%	94%
											ace		a
ONLY A FAMILY MEMBER	904	738	82	48	34	771	132	235	215	186	266	450	452
	46%	46%	47%	49%	45%	45%	51%	43%	44%	45%	52%	43%	48%
											abe		e
ANYONE OUTSIDE OF FAMILY	1027	849	91	47	40	907	120	298	262	222	243	560	465
	52%	52%	52%	47%	53%	53%	46%	54%	54%	53%	47%	54%	50%
								d				d	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1968	454	1439	700	768	314
Effective Weighted Sample	1607	375	1171	572	625	256
Total	1972	459	1437	702	768	304
A parent	1673	348	1264	603	658	240
	85%	76%	88%	86%	86%	79%
			a	c	c	
My friend	607	145	449	192	245	109
	31%	32%	31%	27%	32%	36%
						a
My brother/ sister	523	159	349	200	179	97
	27%	35%	24%	29%	23%	32%
		b		b		b
A teacher	490	130	347	184	197	67
	25%	28%	24%	26%	26%	22%
Another member of my family	239	79	155	92	92	33
	12%	17%	11%	13%	12%	11%
		b				
The websites/ apps where I saw it	155	52	101	55	62	26
	8%	11%	7%	8%	8%	9%
		b				
The police	132	35	94	48	49	18
	7%	8%	7%	7%	6%	6%
Would tell someone else	2	-	2	1	1	-
	*%	-%	*%	*%	*%	-%
Unsure who I would tell	20	1	17	5	7	6
	1%	*%	1%	1%	1%	2%
Don't know	3	-	3	1	2	-
	*%	-%	*%	*%	*%	-%
Prefer not to say	3	1	*	-	*	1
	*%	*%	*%	-%	*%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1968	454	1439	700	768	314
Effective Weighted Sample	1607	375	1171	572	625	256
Total	1972	459	1437	702	768	304
SUMMARY						
ANY FAMILY MEMBER	1826	412	1346	658	709	274
	93%	90%	94% a	94%	92%	90%
ONLY A FAMILY MEMBER	904	192	665	350	341	120
	46%	42%	46%	50% c	44%	39%
ANYONE OUTSIDE OF FAMILY	1027	261	741	342	412	172
	52%	57%	52%	49%	54%	57% a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2130	885	840	405	1070	1060	783	1315	444	441	424	416	202	203
Effective Weighted Sample	1738	698	660	385	873	866	612	1097	354	345	331	330	191	195
Total	2129	849	853	427	1064	1065	730	1365	424	426	427	427	213	213
Yes	764	269	313	181	363	401	236	519	132	137	144	169	87	95
	36%	32%	37%	42%	34%	38%	32%	38%	31%	32%	34%	40%	41%	44%
				a				a				ab	a	abc
No	1221	535	463	224	635	586	456	744	275	260	241	221	119	105
	57%	63%	54%	52%	60%	55%	62%	54%	65%	61%	57%	52%	56%	49%
		bc			b		b		cdef	df				
Don't know	127	43	65	19	58	69	36	89	15	28	36	29	7	12
	6%	5%	8%	4%	5%	6%	5%	6%	4%	7%	8%	7%	3%	6%
			ac								ae	a		
Prefer not to say	17	2	12	3	8	9	2	14	2	*	5	7	1	2
	1%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	2%	*%	1%
			a									b		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2130	1368	294	256	212	1889	241	657	520	405	543	1177	948
Effective Weighted Sample	1738	1292	270	219	129	1539	202	543	416	333	451	954	783
Total	2129	1749	190	105	84	1856	273	597	526	448	553	1123	1001
Yes	764	624	72	36	31	694	70	282	185	153	143	466	296
	36%	36%	38%	35%	37%	37%	26%	47%	35%	34%	26%	42%	30%
						b		bcdef	d	d		bcdf	
No	1221	1005	105	63	48	1036	185	286	314	254	364	600	618
	57%	57%	55%	60%	57%	56%	68%	48%	60%	57%	66%	53%	62%
						a			ae	a	ace	a	ae
Don't know	127	105	12	6	4	111	16	28	21	34	44	49	78
	6%	6%	6%	6%	5%	6%	6%	5%	4%	8%	8%	4%	8%
										be	abe		abe
Prefer not to say	17	15	1	-	1	15	2	1	6	6	4	8	10
	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2130	491	1558	745	841	346
Effective Weighted Sample	1738	405	1267	611	681	282
Total	2129	494	1553	749	833	335
Yes	764 36%	236 48% b	493 32%	279 37%	299 36%	126 38%
No	1221 57%	222 45%	955 62% a	423 56%	476 57%	191 57%
Don't know	127 6%	26 5%	97 6%	46 6%	49 6%	16 5%
Prefer not to say	17 1%	10 2% b	8 *%	2 *%	9 1%	3 1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2130	885	840	405	1070	1060	783	1315	444	441	424	416	202	203
Effective Weighted Sample	1738	698	660	385	873	866	612	1097	354	345	331	330	191	195
Total	2129	849	853	427	1064	1065	730	1365	424	426	427	427	213	213
Yes	1935	794	763	378	958	977	684	1221	391	404	381	382	186	191
	91%	94%	89%	88%	90%	92%	94%	89%	92%	95%	89%	90%	87%	90%
		bc					b			cdef				
No	154	43	71	40	79	75	35	116	24	19	33	38	22	18
	7%	5%	8%	9%	7%	7%	5%	9%	6%	5%	8%	9%	10%	8%
			a	a			a					b	ab	
Don't know	40	12	19	9	26	14	11	28	9	3	12	7	5	4
	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	3%	2%	2%	2%
											b			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2130	1368	294	256	212	1889	241	657	520	405	543	1177	948
Effective Weighted Sample	1738	1292	270	219	129	1539	202	543	416	333	451	954	783
Total	2129	1749	190	105	84	1856	273	597	526	448	553	1123	1001
Yes	1935	1597	171	93	74	1670	265	539	486	400	506	1025	906
	91%	91%	90%	88%	88%	90%	97% a	90%	92%	89%	91%	91%	90%
No	154	118	15	10	10	147	7	51	32	40	32	83	71
	7%	7%	8%	10%	12% a	8% b	3%	8%	6%	9%	6%	7%	7%
Don't know	40	34	3	2	*	39	1	7	8	9	16	15	24
	2%	2%	2%	2%	*%	2%	*%	1%	2%	2%	3%	1%	2%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2130	491	1558	745	841	346
Effective Weighted Sample	1738	405	1267	611	681	282
Total	2129	494	1553	749	833	335
Yes	1935	455	1406	685	754	302
	91%	92%	91%	92%	90%	90%
No	154	27	121	48	70	26
	7%	6%	8%	6%	8%	8%
Don't know	40	12	25	16	9	7
	2%	3%	2%	2%	1%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 22

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1927	821	748	358	960	967	726	1173	406	415	379	369	175	183
Effective Weighted Sample	1576	651	590	340	785	791	571	979	326	325	296	293	165	175
Total	1935	794	763	378	958	977	684	1221	391	404	381	382	186	191
A parent	1727	712	691	324	853	874	612	1091	350	361	347	345	156	168
	89%	90%	91%	86%	89%	89%	89%	89%	90%	90%	91%	90%	84%	88%
			c								e	e		
A teacher at school	1338	580	508	251	671	667	494	822	284	296	262	246	126	125
	69%	73%	67%	66%	70%	68%	72%	67%	73%	73%	69%	64%	67%	65%
		bc					b		d	d				
The police coming in to school to talk to us	255	77	114	64	127	127	70	178	39	38	62	52	26	37
	13%	10%	15%	17%	13%	13%	10%	15%	10%	9%	16%	14%	14%	19%
			a	a				a			ab			ab
Another member of my family	231	83	103	45	115	116	77	151	40	43	53	49	22	24
	12%	10%	13%	12%	12%	12%	11%	12%	10%	11%	14%	13%	12%	12%
Friends	166	42	72	52	83	82	40	123	23	18	38	34	22	30
	9%	5%	9%	14%	9%	8%	6%	10%	6%	5%	10%	9%	12%	16%
			a	ab				a			b	b	ab	abd
Websites or apps	134	23	67	44	75	59	16	114	15	8	39	29	21	22
	7%	3%	9%	12%	8%	6%	2%	9%	4%	2%	10%	7%	11%	12%
			a	a				a			ab	ab	ab	ab
Television/ radio programmes	134	39	60	34	67	67	36	93	13	27	34	26	20	14
	7%	5%	8%	9%	7%	7%	5%	8%	3%	7%	9%	7%	11%	7%
			a	a							a	a	a	a
Other	3	-	3	-	2	*	-	3	-	-	2	*	-	-
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	1%	*%	-%	-%
SUMMARY														
ANY FAMILY MEMBER	1760	722	707	331	864	896	621	1114	355	367	350	357	159	172
	91%	91%	93%	88%	90%	92%	91%	91%	91%	91%	92%	93%	85%	90%
			c								e	e		
ONLY A FAMILY MEMBER	498	191	207	101	238	260	170	321	90	101	99	107	49	52
	26%	24%	27%	27%	25%	27%	25%	26%	23%	25%	26%	28%	26%	27%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1927	821	748	358	960	967	726	1173	406	415	379	369	175	183
Effective Weighted Sample	1576	651	590	340	785	791	571	979	326	325	296	293	165	175
Total	1935	794	763	378	958	977	684	1221	391	404	381	382	186	191
ANYONE OUTSIDE OF FAMILY	1437	603	557	277	720	717	514	900	301	302	282	275	137	140
	74%	76%	73%	73%	75%	73%	75%	74%	77%	75%	74%	72%	74%	73%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 22

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1927	1248	264	227	188	1696	231	586	478	360	498	1064	858
Effective Weighted Sample	1576	1179	242	194	115	1384	195	488	384	297	411	868	706
Total	1935	1597	171	93	74	1670	265	539	486	400	506	1025	906
A parent	1727	1430	150	85	63	1493	234	489	426	351	458	915	809
	89%	90%	87%	91%	85%	89%	88%	91%	88%	88%	91%	89%	89%
A teacher at school	1338	1093	128	64	53	1136	202	332	357	283	362	689	645
	69%	68%	75%	69%	72%	68%	76%	62%	74%	71%	71%	67%	71%
							a		ae	a	a	a	a
The police coming in to school to talk to us	255	185	32	25	12	215	40	56	72	58	68	127	126
	13%	12%	19%	27%	17%	13%	15%	10%	15%	15%	14%	12%	14%
			a	ad					a				
Another member of my family	231	180	32	12	8	209	23	84	50	46	50	134	96
	12%	11%	18%	13%	10%	12%	9%	16%	10%	11%	10%	13%	11%
			ad					bdf					
Friends	166	140	14	6	6	147	18	74	41	28	23	114	51
	9%	9%	8%	6%	8%	9%	7%	14%	8%	7%	5%	11%	6%
								bcd	d			cd	
Websites or apps	134	111	12	5	6	120	14	52	37	19	26	89	45
	7%	7%	7%	5%	9%	7%	5%	10%	8%	5%	5%	9%	5%
								cd				cd	
Television/ radio programmes	134	115	8	7	4	122	12	46	40	25	23	85	48
	7%	7%	5%	7%	6%	7%	4%	8%	8%	6%	5%	8%	5%
								df	d			df	
Other	3	2	-	-	*	3	-	2	*	-	-	3	-
	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

SUMMARY

ANY FAMILY MEMBER	1760	1457	153	85	63	1526	234	501	436	357	463	937	820
	91%	91%	89%	92%	86%	91%	88%	93%	90%	89%	91%	91%	90%
		d											
ONLY A FAMILY MEMBER	498	421	35	24	17	443	55	158	107	99	134	265	232
	26%	26%	21%	26%	23%	27%	21%	29%	22%	25%	26%	26%	26%
								b					

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	1927	1248	264	227	188	1696	231	586	478	360	498	1064	858
Effective Weighted Sample	1576	1179	242	194	115	1384	195	488	384	297	411	868	706
Total	1935	1597	171	93	74	1670	265	539	486	400	506	1025	906
ANYONE OUTSIDE OF FAMILY	1437	1175	136	69	57	1227	210	382	378	301	372	760	673
	74%	74%	79%	74%	77%	73%	79%	71%	78% a	75%	74%	74%	74%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1927	450	1405	684	753	307
Effective Weighted Sample	1576	372	1145	559	614	252
Total	1935	455	1406	685	754	302
A parent	1727	394	1265	618	670	273
	89%	87%	90%	90%	89%	90%
A teacher at school	1338	286	1016	488	509	210
	69%	63%	72%	71%	68%	70%
			a			
The police coming in to school to talk to us	255	59	191	104	89	37
	13%	13%	14%	15%	12%	12%
Another member of my family	231	86	139	74	95	43
	12%	19%	10%	11%	13%	14%
		b				
Friends	166	45	112	43	78	30
	9%	10%	8%	6%	10%	10%
					a	
Websites or apps	134	41	92	36	58	32
	7%	9%	7%	5%	8%	11%
						a
Television/ radio programmes	134	37	95	39	51	34
	7%	8%	7%	6%	7%	11%
						ab
Other	3	-	3	-	*	1
	*%	-%	*%	-%	*%	*%
SUMMARY						
ANY FAMILY MEMBER	1760	406	1285	625	682	278
	91%	89%	91%	91%	90%	92%
ONLY A FAMILY MEMBER	498	133	332	176	196	71
	26%	29%	24%	26%	26%	24%
		b				

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1927	450	1405	684	753	307
Effective Weighted Sample	1576	372	1145	559	614	252
Total	1935	455	1406	685	754	302
ANYONE OUTSIDE OF FAMILY	1437	321	1074	510	558	231
	74%	71%	76%	74%	74%	76%
			a			

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 23

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

QC37. INFLUENCER SCENARIO - CHARLI D'AMELIO INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Charli D'Amelio on social media. Here is a recent post from Charli D'Amelio that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Charli D'Amelio might say good things about the product that is shown in this post? (MULTI CODE)

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
	Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
She is being paid by the company or brand to say this	896	**	570	325	458	437	**	868	**	**	292	279	167	159
	70%	**	67%	76%	72%	68%	**	70%	**	**	68%	65%	78%	74%
				b									cd	d
She thinks this product or brand is cool/ good to use	519	**	363	156	254	265	**	509	**	**	170	194	84	72
	41%	**	43%	37%	40%	41%	**	41%	**	**	40%	45%	39%	34%
												f		
She wants to share this information with her followers	437	**	300	137	206	231	**	429	**	**	134	166	72	65
	34%	**	35%	32%	32%	36%	**	34%	**	**	31%	39%	34%	31%
												c		
Other	5	**	3	2	1	4	**	4	**	**	1	2	-	2
	%	**	%	%	%	1%	**	%	**	**	%	%	-%	1%
Don't know	50	**	39	12	26	25	**	50	**	**	22	17	4	8
	4%	**	5%	3%	4%	4%	**	4%	**	**	5%	4%	2%	4%
SUMMARY														
ONLY BEING PAID RESPONSE	534	**	329	205	285	249	**	515	**	**	185	144	100	105
	42%	**	39%	48%	45%	39%	**	41%	**	**	43%	34%	47%	49%
				b							d		d	d
ONLY RESPONSE OTHER THAN BEING PAID	334	**	244	90	156	178	**	328	**	**	113	131	43	47
	26%	**	29%	21%	24%	28%	**	26%	**	**	27%	31%	20%	22%
			c									ef		
BEING PAID AND ANY OTHER RESPONSE	362	**	241	121	173	189	**	353	**	**	106	135	67	54
	28%	**	28%	28%	27%	29%	**	28%	**	**	25%	32%	31%	25%

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

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

QC37. INFLUENCER SCENARIO - CHARLI D'AMELIO INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Charli D'Amelio on social media. Here is a recent post from Charli D'Amelio that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Charli D'Amelio might say good things about the product that is shown in this post? (MULTI CODE)

Base : Children aged 12-17 who go online

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
She is being paid by the company or brand to say this	896	718	88	48	41	787	109	263	250	171	210	513	382
	70%	68%	76%	79%	80%	69%	78%	67%	79%	67%	67%	72%	67%
				a					acdf				
She thinks this product or brand is cool/ good to use	519	427	47	22	23	458	61	175	128	101	115	303	216
	41%	41%	41%	36%	44%	40%	43%	45%	40%	40%	37%	43%	38%
She wants to share this information with her followers	437	373	30	18	17	394	44	167	92	82	96	259	178
	34%	35%	25%	29%	33%	35%	31%	42%	29%	32%	31%	36%	31%
		b						bcd				b	
Other	5	5	-	-	-	5	-	2	-	3	-	2	3
	*%	*%	-%	-%	-%	*%	-%	*%	-%	1%	-%	*%	1%
Don't know	50	42	3	3	2	43	7	12	7	15	17	19	31
	4%	4%	3%	5%	3%	4%	5%	3%	2%	6%	5%	3%	6%
										be			be
SUMMARY													
ONLY BEING PAID RESPONSE	534	428	56	29	21	471	63	140	156	100	137	295	238
	42%	41%	48%	47%	41%	41%	45%	36%	49%	39%	44%	42%	42%
									ace		a		
ONLY RESPONSE OTHER THAN BEING PAID	334	290	25	10	9	310	24	118	61	69	85	179	154
	26%	28%	22%	16%	17%	27%	17%	30%	19%	27%	27%	25%	27%
		c				b		b		b		b	
BEING PAID AND ANY OTHER RESPONSE	362	290	32	19	20	315	46	123	94	71	73	217	144
	28%	28%	28%	31%	39%	28%	33%	31%	30%	28%	23%	31%	25%
								d				d	

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

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

QC37. INFLUENCER SCENARIO - CHARLI D'AMELIO INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Charli D'Amelio on social media. Here is a recent post from Charli D'Amelio that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Charli D'Amelio might say good things about the product that is shown in this post? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
She is being paid by the company or brand to say this	896	214	660	292	353	169
	70%	67%	73%	68%	72%	75%
She thinks this product or brand is cool/ good to use	519	131	361	179	200	84
	41%	41%	40%	42%	40%	37%
She wants to share this information with her followers	437	115	304	137	193	69
	34%	36%	34%	32%	39%	30%
					ac	
Other	5	1	4	3	1	-
	*%	*%	*%	1%	*%	-%
Don't know	50	9	38	16	15	9
	4%	3%	4%	4%	3%	4%
SUMMARY						
ONLY BEING PAID RESPONSE	534	129	392	176	201	107
	42%	40%	43%	41%	41%	47%
ONLY RESPONSE OTHER THAN BEING PAID	334	97	210	120	126	47
	26%	30%	23%	28%	25%	21%
		b				
BEING PAID AND ANY OTHER RESPONSE	362	85	268	116	153	62
	28%	26%	30%	27%	31%	28%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
I'm comfortable about sharing personal information on apps/ sites, so I always do	178	**	126	52	91	86	**	176	**	**	66	60	25	26
	14%	**	15%	12%	14%	13%	**	14%	**	**	15%	14%	12%	12%
I always share personal information, even though I'm not always comfortable about it	176	**	121	55	85	90	**	172	**	**	58	63	27	27
	14%	**	14%	13%	13%	14%	**	14%	**	**	14%	15%	13%	13%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	629	**	404	224	308	321	**	609	**	**	194	210	113	111
	49%	**	47%	53%	48%	50%	**	49%	**	**	46%	49%	53%	52%
I'm never comfortable about sharing personal information online	268	**	181	87	141	127	**	260	**	**	98	82	42	45
	21%	**	21%	20%	22%	20%	**	21%	**	**	23%	19%	20%	21%
Don't know	30	**	21	9	15	15	**	30	**	**	10	11	5	4
	2%	**	2%	2%	2%	2%	**	2%	**	**	2%	3%	2%	2%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
I'm comfortable about sharing personal information on apps/sites, so I always do	178	153	13	5	7	171	7	89	30	27	32	119	59
	14%	15%	11%	9%	14%	15%	5%	23%	9%	11%	10%	17%	10%
						b		bcdef				bcdf	
I always share personal information, even though I'm not always comfortable about it	176	153	11	8	4	163	13	72	37	34	33	109	67
	14%	15%	9%	13%	8%	14%	9%	18%	12%	13%	10%	15%	12%
								bdf					
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	629	510	63	32	24	547	82	161	162	123	181	323	305
	49%	49%	54%	52%	46%	48%	59%	41%	51%	48%	58%	45%	54%
							a		a		ace		ae
I'm never comfortable about sharing personal information online	268	214	26	14	15	235	33	62	81	67	58	143	124
	21%	20%	22%	22%	29%	21%	24%	16%	26%	26%	18%	20%	22%
									a	a			a
Don't know	30	22	4	2	2	24	6	8	8	4	9	17	13
	2%	2%	3%	4%	4%	2%	4%	2%	3%	2%	3%	2%	2%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
I'm comfortable about sharing personal information on apps/ sites, so I always do	178 14%	62 19% b	111 12%	58 14%	68 14%	48 21% ab
I always share personal information, even though I'm not always comfortable about it	176 14%	62 19% b	102 11%	63 15%	70 14%	30 13%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	629 49%	146 46%	464 51%	216 50%	245 50%	95 42%
I'm never comfortable about sharing personal information online	268 21%	46 14%	207 23% a	83 19%	105 21%	47 21%
Don't know	30 2%	4 1%	24 3%	8 2%	7 1%	6 3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
Yes	277	**	178	99	139	138	**	271	**	**	92	85	47	53
	22%	**	21%	23%	22%	22%	**	22%	**	**	22%	20%	22%	25%
No	823	**	546	276	394	428	**	798	**	**	258	288	136	140
	64%	**	64%	65%	62%	67%	**	64%	**	**	61%	68%	64%	66%
Don't know	180	**	129	51	107	74	**	177	**	**	76	53	30	21
	14%	**	15%	12%	17%	12%	**	14%	**	**	18%	12%	14%	10%
					b						f			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
Yes	277	241	23	8	6	264	13	127	55	52	42	182	94
	22%	23%	19%	13%	11%	23%	9%	32%	17%	21%	13%	26%	17%
		cd				b		bcdef		d		bdf	
No	823	661	78	44	40	718	105	218	216	161	225	434	387
	64%	63%	67%	71%	77%	63%	75%	55%	68%	63%	72%	61%	68%
					a		a		a		ace		ae
Don't know	180	148	15	10	6	158	23	48	46	41	45	94	86
	14%	14%	13%	17%	12%	14%	16%	12%	15%	16%	14%	13%	15%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
Yes	277 22%	117 37% b	142 16%	99 23%	102 21%	60 26%
No	823 64%	176 55%	620 68% a	283 66% c	325 66% c	127 56%
Don't know	180 14%	28 9%	146 16% a	47 11%	67 14%	39 17% a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	~c	a	b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	261	-	163	98	133	128	-	255	-	-	86	77	47	51
Effective Weighted Sample	228	-	136	94	113	115	-	222	-	-	70	66	45	49
Total	277	-	178	99	139	138	-	271	-	-	92	85	47	53
PROFILE PICTURE	75	**	51	**	35	40	**	73	**	**	**	**	**	**
	27%	**	29%	**	25%	29%	**	27%	**	**	**	**	**	**
POSTED PHOTO 2	73	**	45	**	38	35	**	73	**	**	**	**	**	**
	26%	**	25%	**	27%	25%	**	27%	**	**	**	**	**	**
DESCRIPTION UNDER BIOGRAPHY	50	**	34	**	20	31	**	48	**	**	**	**	**	**
	18%	**	19%	**	14%	22%	**	18%	**	**	**	**	**	**
POSTED PHOTO 3	41	**	26	**	24	16	**	41	**	**	**	**	**	**
	15%	**	15%	**	17%	12%	**	15%	**	**	**	**	**	**
POSTED PHOTO 1	36	**	21	**	18	18	**	35	**	**	**	**	**	**
	13%	**	12%	**	13%	13%	**	13%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	30	**	19	**	14	16	**	26	**	**	**	**	**	**
	11%	**	10%	**	10%	12%	**	10%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	30	**	17	**	20	10	**	28	**	**	**	**	**	**
	11%	**	10%	**	14%	7%	**	10%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	28	**	17	**	12	16	**	28	**	**	**	**	**	**
	10%	**	10%	**	9%	12%	**	10%	**	**	**	**	**	**
NUMBER FOLLOWING	27	**	15	**	13	14	**	27	**	**	**	**	**	**
	10%	**	8%	**	9%	10%	**	10%	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	22	**	14	**	6	16	**	22	**	**	**	**	**	**
	8%	**	8%	**	4%	12%	**	8%	**	**	**	**	**	**
						a								
NUMBER OF POSTS	18	**	9	**	11	8	**	18	**	**	**	**	**	**
	7%	**	5%	**	8%	6%	**	7%	**	**	**	**	**	**
LINK IN DESCRIPTION	15	**	6	**	9	6	**	14	**	**	**	**	**	**
	5%	**	4%	**	6%	4%	**	5%	**	**	**	**	**	**
NAME IN BIOGRAPHY	12	**	6	**	9	4	**	11	**	**	**	**	**	**
	4%	**	4%	**	6%	3%	**	4%	**	**	**	**	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	~c	a	b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	261	-	163	98	133	128	-	255	-	-	86	77	47	51
Effective Weighted Sample	228	-	136	94	113	115	-	222	-	-	70	66	45	49
Total	277	-	178	99	139	138	-	271	-	-	92	85	47	53
PROFILE USERNAME	10	**	4	**	5	5	**	10	**	**	**	**	**	**
	3%	**	2%	**	3%	3%	**	4%	**	**	**	**	**	**
TAGS	3	**	2	**	3	-	**	3	**	**	**	**	**	**
	1%	**	1%	**	2%	-%	**	1%	**	**	**	**	**	**
CLICK TO VIEW GRID BUTTON	2	**	2	**	-	2	**	2	**	**	**	**	**	**
	1%	**	1%	**	-%	1%	**	1%	**	**	**	**	**	**
Mean number of features chosen	1.7	**	1.6	**	1.7	1.7	**	1.7	**	**	**	**	**	**
Standard deviation	1.08	**	.96	**	.99	1.17	**	1.08	**	**	**	**	**	**
Standard error	.07	**	.08	**	.09	.10	**	.07	**	**	**	**	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b	~c	~d	e	~f
Unweighted total	261	200	30	18	13	250	11	130	50	43	38	180	81
Effective Weighted Sample	228	188	28	14	8	218	10	115	42	38	34	156	72
Total	277	241	23	8	6	264	13	127	55	52	42	182	94
PROFILE PICTURE	75	65	**	**	**	71	**	35	**	**	**	50	**
	27%	27%	**	**	**	27%	**	28%	**	**	**	28%	**
POSTED PHOTO 2	73	67	**	**	**	71	**	44	**	**	**	52	**
	26%	28%	**	**	**	27%	**	35%	**	**	**	28%	**
DESCRIPTION UNDER BIOGRAPHY	50	43	**	**	**	43	**	22	**	**	**	33	**
	18%	18%	**	**	**	16%	**	17%	**	**	**	18%	**
POSTED PHOTO 3	41	38	**	**	**	39	**	23	**	**	**	30	**
	15%	16%	**	**	**	15%	**	18%	**	**	**	16%	**
POSTED PHOTO 1	36	32	**	**	**	36	**	22	**	**	**	29	**
	13%	13%	**	**	**	14%	**	17%	**	**	**	16%	**
DETAIL IN BIOGRAPHY	30	25	**	**	**	26	**	11	**	**	**	16	**
	11%	10%	**	**	**	10%	**	9%	**	**	**	9%	**
NUMBER OF FOLLOWERS	30	22	**	**	**	30	**	8	**	**	**	15	**
	11%	9%	**	**	**	11%	**	6%	**	**	**	8%	**
CLICK TO FOLLOW BUTTON	28	26	**	**	**	27	**	16	**	**	**	20	**
	10%	11%	**	**	**	10%	**	13%	**	**	**	11%	**
NUMBER FOLLOWING	27	22	**	**	**	27	**	8	**	**	**	19	**
	10%	9%	**	**	**	10%	**	6%	**	**	**	10%	**
CLICK TO MESSAGE BUTTON	22	21	**	**	**	20	**	9	**	**	**	18	**
	8%	9%	**	**	**	8%	**	7%	**	**	**	10%	**
NUMBER OF POSTS	18	11	**	**	**	18	**	5	**	**	**	10	**
	7%	5%	**	**	**	7%	**	4%	**	**	**	6%	**
LINK IN DESCRIPTION	15	13	**	**	**	14	**	6	**	**	**	10	**
	5%	5%	**	**	**	5%	**	4%	**	**	**	5%	**
NAME IN BIOGRAPHY	12	7	**	**	**	11	**	4	**	**	**	8	**
	4%	3%	**	**	**	4%	**	4%	**	**	**	4%	**
PROFILE USERNAME	10	7	**	**	**	10	**	5	**	**	**	8	**
	3%	3%	**	**	**	4%	**	4%	**	**	**	4%	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	~c	~d	a	~b	a	~b	~c	~d	e	~f
Unweighted total	261	200	30	18	13	250	11	130	50	43	38	180	81
Effective Weighted Sample	228	188	28	14	8	218	10	115	42	38	34	156	72
Total	277	241	23	8	6	264	13	127	55	52	42	182	94
TAGS	3	3	**	**	**	3	**	1	**	**	**	1	**
	1%	1%	**	**	**	1%	**	1%	**	**	**	1%	**
CLICK TO VIEW GRID BUTTON	2	2	**	**	**	2	**	-	**	**	**	-	**
	1%	1%	**	**	**	1%	**	-%	**	**	**	-%	**
Mean number of features chosen	1.7	1.7	**	**	**	1.7	**	1.7	**	**	**	1.8	**
Standard deviation	1.08	1.08	**	**	**	1.09	**	1.08	**	**	**	1.16	**
Standard error	.07	.08	**	**	**	.07	**	.09	**	**	**	.09	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c
Unweighted total	261	106	139	92	96	60
Effective Weighted Sample	228	93	121	81	83	53
Total	277	117	142	99	102	60
PROFILE PICTURE	75	29	41	**	**	**
	27%	25%	29%	**	**	**
POSTED PHOTO 2	73	34	34	**	**	**
	26%	29%	24%	**	**	**
DESCRIPTION UNDER BIOGRAPHY	50	30	18	**	**	**
	18%	26%	13%	**	**	**
		b				
POSTED PHOTO 3	41	21	17	**	**	**
	15%	18%	12%	**	**	**
POSTED PHOTO 1	36	21	16	**	**	**
	13%	18%	11%	**	**	**
DETAIL IN BIOGRAPHY	30	9	20	**	**	**
	11%	8%	14%	**	**	**
NUMBER OF FOLLOWERS	30	6	22	**	**	**
	11%	5%	15%	**	**	**
		a				
CLICK TO FOLLOW BUTTON	28	12	10	**	**	**
	10%	11%	7%	**	**	**
NUMBER FOLLOWING	27	8	17	**	**	**
	10%	7%	12%	**	**	**
CLICK TO MESSAGE BUTTON	22	9	10	**	**	**
	8%	8%	7%	**	**	**
NUMBER OF POSTS	18	1	16	**	**	**
	7%	1%	11%	**	**	**
		a				
LINK IN DESCRIPTION	15	8	7	**	**	**
	5%	7%	5%	**	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c
Unweighted total	261	106	139	92	96	60
Effective Weighted Sample	228	93	121	81	83	53
Total	277	117	142	99	102	60
NAME IN BIOGRAPHY	12	1	10	**	**	**
	4%	1%	7%	**	**	**
		a				
PROFILE USERNAME	10	2	7	**	**	**
	3%	2%	5%	**	**	**
TAGS	3	2	1	**	**	**
	1%	2%	1%	**	**	**
CLICK TO VIEW GRID BUTTON	2	-	2	**	**	**
	1%	-%	1%	**	**	**
Mean number of features chosen	1.7	1.7	1.7	**	**	**
Standard deviation	1.08	1.08	1.13	**	**	**
Standard error	.07	.10	.10	**	**	**
Columns Tested: a,b - a,b,c						

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 27

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	812	-	555	257	395	417	-	789	-	-	270	285	125	132
Effective Weighted Sample	669	-	428	243	324	345	-	647	-	-	207	221	117	126
Total	823	-	546	276	394	428	-	798	-	-	258	288	136	140
DESCRIPTION UNDER BIOGRAPHY	617	**	400	217	285	331	**	598	**	**	178	222	107	109
	75%	**	73%	78%	72%	77%	**	75%	**	**	69%	77%	79%	78%
LINK IN DESCRIPTION	372	**	237	135	178	194	**	361	**	**	110	127	68	67
	45%	**	43%	49%	45%	45%	**	45%	**	**	43%	44%	50%	48%
NUMBER OF FOLLOWERS	265	**	172	93	139	126	**	259	**	**	91	81	49	45
	32%	**	31%	34%	35%	29%	**	32%	**	**	35%	28%	36%	32%
PROFILE USERNAME	231	**	156	75	106	125	**	228	**	**	74	82	32	43
	28%	**	29%	27%	27%	29%	**	29%	**	**	29%	28%	24%	30%
NUMBER FOLLOWING	231	**	155	75	108	123	**	225	**	**	74	81	34	42
	28%	**	28%	27%	27%	29%	**	28%	**	**	29%	28%	25%	30%
DETAIL IN BIOGRAPHY	139	**	89	50	60	79	**	135	**	**	37	53	23	27
	17%	**	16%	18%	15%	19%	**	17%	**	**	14%	18%	17%	19%
POSTED PHOTO 3	133	**	79	54	57	76	**	128	**	**	35	44	21	32
	16%	**	15%	19%	14%	18%	**	16%	**	**	14%	15%	16%	23% c
POSTED PHOTO 1	130	**	77	54	56	74	**	124	**	**	36	41	20	33
	16%	**	14%	19%	14%	17%	**	15%	**	**	14%	14%	15%	24% cd
POSTED PHOTO 2	126	**	79	48	57	69	**	121	**	**	34	44	23	25
	15%	**	14%	17%	15%	16%	**	15%	**	**	13%	15%	17%	18%
PROFILE PICTURE	116	**	82	34	56	60	**	114	**	**	41	41	15	19
	14%	**	15%	12%	14%	14%	**	14%	**	**	16%	14%	11%	14%
NUMBER OF POSTS	54	**	43	11	30	24	**	52	**	**	24	19	6	5
	7%	**	8%	4%	8%	6%	**	7%	**	**	9%	7%	5%	4%
NAME IN BIOGRAPHY	37	**	29	8	15	22	**	36	**	**	12	17	2	6
	5%	**	5%	3%	4%	5%	**	4%	**	**	5%	6%	2%	4%
CLICK TO FOLLOW BUTTON	10	**	8	2	3	7	**	10	**	**	3	5	-	2
	1%	**	2%	1%	1%	2%	**	1%	**	**	1%	2%	-%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	812	-	555	257	395	417	-	789	-	-	270	285	125	132
Effective Weighted Sample	669	-	428	243	324	345	-	647	-	-	207	221	117	126
Total	823	-	546	276	394	428	-	798	-	-	258	288	136	140
CLICK TO MESSAGE BUTTON	2	**	2	-	1	2	**	2	**	**	1	2	-	-
	*%	**	*%	-%	*%	*%	**	*%	**	**	*%	1%	-%	-%
TAGS	1	**	1	-	1	-	**	1	**	**	1	-	-	-
	*%	**	*%	-%	*%	-%	**	*%	**	**	*%	-%	-%	-%
Mean number of features chosen	3.0	**	2.9	3.1	2.9	3.1	**	3.0	**	**	2.9	3.0	2.9	3.3
Standard deviation	1.99	**	2.02	1.92	1.94	2.04	**	1.99	**	**	2.02	2.03	1.79	2.03
Standard error	.07	**	.09	.12	.10	.10	**	.07	**	**	.12	.12	.16	.18

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 27

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	~c	~d	a	~b	a	b	c	d	e	f
Unweighted total	812	521	113	94	84	723	89	237	214	145	214	451	359
Effective Weighted Sample	669	490	103	76	44	594	76	196	171	122	181	366	303
Total	823	661	78	44	40	718	105	218	216	161	225	434	387
DESCRIPTION UNDER BIOGRAPHY	617	495	61	**	**	535	**	162	171	120	162	333	282
	75%	75%	77%	**	**	74%	**	74%	79%	74%	72%	77%	73%
LINK IN DESCRIPTION	372	301	36	**	**	318	**	101	105	66	98	206	165
	45%	45%	46%	**	**	44%	**	47%	49%	41%	44%	48%	43%
NUMBER OF FOLLOWERS	265	202	33	**	**	228	**	72	65	65	63	138	127
	32%	31%	42%	**	**	32%	**	33%	30%	40%	28%	32%	33%
PROFILE USERNAME	231	185	22	**	**	207	**	75	61	40	55	136	95
	28%	28%	28%	**	**	29%	**	34%	28%	25%	24%	31%	25%
			a					df					
NUMBER FOLLOWING	231	192	23	**	**	206	**	64	68	46	53	132	99
	28%	29%	30%	**	**	29%	**	29%	31%	28%	23%	30%	25%
DETAIL IN BIOGRAPHY	139	122	6	**	**	132	**	35	40	24	39	75	64
	17%	18%	7%	**	**	18%	**	16%	18%	15%	17%	17%	16%
		b											
POSTED PHOTO 3	133	113	11	**	**	118	**	38	32	24	39	70	63
	16%	17%	14%	**	**	16%	**	17%	15%	15%	17%	16%	16%
POSTED PHOTO 1	130	108	13	**	**	116	**	36	33	24	38	68	62
	16%	16%	16%	**	**	16%	**	16%	15%	15%	17%	16%	16%
POSTED PHOTO 2	126	105	12	**	**	116	**	39	24	29	34	63	63
	15%	16%	16%	**	**	16%	**	18%	11%	18%	15%	15%	16%
PROFILE PICTURE	116	89	12	**	**	99	**	30	25	20	40	55	61
	14%	13%	15%	**	**	14%	**	14%	12%	13%	18%	13%	16%
NUMBER OF POSTS	54	44	7	**	**	50	**	12	6	17	19	18	36
	7%	7%	9%	**	**	7%	**	6%	3%	11%	8%	4%	9%
										be	be		be
NAME IN BIOGRAPHY	37	34	2	**	**	36	**	13	9	7	9	22	15
	5%	5%	3%	**	**	5%	**	6%	4%	4%	4%	5%	4%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	~c	~d	a	~b	a	b	c	d	e	f
Unweighted total	812	521	113	94	84	723	89	237	214	145	214	451	359
Effective Weighted Sample	669	490	103	76	44	594	76	196	171	122	181	366	303
Total	823	661	78	44	40	718	105	218	216	161	225	434	387
CLICK TO FOLLOW BUTTON	10	10	1	**	**	10	**	5	-	3	3	5	6
	1%	1%	1%	**	**	1%	**	2% b	-%	2%	1%	1%	1%
CLICK TO MESSAGE BUTTON	2	2	1	**	**	2	**	-	1	-	2	1	2
	*%	*%	1%	**	**	*%	**	-%	*%	-%	1%	*%	*%
TAGS	1	1	-	**	**	1	**	1	-	-	-	1	-
	*%	*%	-%	**	**	*%	**	1%	-%	-%	-%	*%	-%
Mean number of features chosen	3.0	3.0	3.0	**	**	3.0	**	3.1	3.0	3.0	2.9	3.0	2.9
Standard deviation	1.99	2.01	1.92	**	**	2.03	**	2.02	1.89	1.93	2.10	1.96	2.03
Standard error	.07	.09	.18	**	**	.08	**	.13	.13	.16	.14	.09	.11

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	812	172	613	269	333	128
Effective Weighted Sample	669	144	503	226	269	105
Total	823	176	620	283	325	127
DESCRIPTION UNDER BIOGRAPHY	617	137	459	207	244	99
	75%	78%	74%	73%	75%	78%
LINK IN DESCRIPTION	372	96	266	124	150	67
	45%	55%	43%	44%	46%	53%
		b				
NUMBER OF FOLLOWERS	265	61	198	93	110	34
	32%	35%	32%	33%	34%	27%
PROFILE USERNAME	231	58	169	76	96	41
	28%	33%	27%	27%	29%	32%
NUMBER FOLLOWING	231	59	164	75	93	40
	28%	34%	26%	27%	29%	31%
DETAIL IN BIOGRAPHY	139	33	102	44	61	19
	17%	19%	17%	15%	19%	15%
POSTED PHOTO 3	133	35	95	45	50	20
	16%	20%	15%	16%	15%	16%
POSTED PHOTO 1	130	35	92	43	48	20
	16%	20%	15%	15%	15%	16%
POSTED PHOTO 2	126	29	94	51	38	21
	15%	17%	15%	18%	12%	17%
PROFILE PICTURE	116	22	89	46	43	11
	14%	13%	14%	16%	13%	8%
NUMBER OF POSTS	54	11	41	22	20	5
	7%	6%	7%	8%	6%	4%
NAME IN BIOGRAPHY	37	10	25	11	13	5
	5%	6%	4%	4%	4%	4%
CLICK TO FOLLOW BUTTON	10	5	5	3	-	7
	1%	3%	1%	1%	-%	6%
		b				ab

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	812	172	613	269	333	128
Effective Weighted Sample	669	144	503	226	269	105
Total	823	176	620	283	325	127
CLICK TO MESSAGE BUTTON	2	-	2	2	1	-
	*%	-%	*%	1%	*%	-%
TAGS	1	-	1	-	1	-
	*%	-%	*%	-%	*%	-%
Mean number of features chosen	3.0	3.4	2.9	3.0	3.0	3.1
		b				
Standard deviation	1.99	2.04	1.98	2.06	1.97	1.92
Standard error	.07	.16	.08	.13	.11	.17
Columns Tested: a,b - a,b,c						

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 28

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	~c	~a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	172	-	122	50	98	74	-	169	-	-	68	54	30	20
Effective Weighted Sample	143	-	97	48	82	61	-	140	-	-	55	42	29	19
Total	180	-	129	51	107	74	-	177	-	-	76	53	30	21
DESCRIPTION UNDER BIOGRAPHY	80	**	54	**	**	**	**	78	**	**	**	**	**	**
	44%	**	42%	**	**	**	**	44%	**	**	**	**	**	**
LINK IN DESCRIPTION	64	**	47	**	**	**	**	63	**	**	**	**	**	**
	36%	**	36%	**	**	**	**	36%	**	**	**	**	**	**
POSTED PHOTO 2	24	**	19	**	**	**	**	24	**	**	**	**	**	**
	13%	**	14%	**	**	**	**	13%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	23	**	14	**	**	**	**	22	**	**	**	**	**	**
	13%	**	11%	**	**	**	**	13%	**	**	**	**	**	**
PROFILE PICTURE	22	**	18	**	**	**	**	22	**	**	**	**	**	**
	12%	**	14%	**	**	**	**	13%	**	**	**	**	**	**
POSTED PHOTO 1	21	**	17	**	**	**	**	21	**	**	**	**	**	**
	11%	**	13%	**	**	**	**	12%	**	**	**	**	**	**
PROFILE USERNAME	20	**	17	**	**	**	**	20	**	**	**	**	**	**
	11%	**	13%	**	**	**	**	11%	**	**	**	**	**	**
POSTED PHOTO 3	19	**	15	**	**	**	**	18	**	**	**	**	**	**
	11%	**	12%	**	**	**	**	10%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	18	**	14	**	**	**	**	18	**	**	**	**	**	**
	10%	**	11%	**	**	**	**	10%	**	**	**	**	**	**
NUMBER FOLLOWING	14	**	10	**	**	**	**	14	**	**	**	**	**	**
	8%	**	8%	**	**	**	**	8%	**	**	**	**	**	**
NUMBER OF POSTS	4	**	4	**	**	**	**	4	**	**	**	**	**	**
	2%	**	3%	**	**	**	**	2%	**	**	**	**	**	**
NAME IN BIOGRAPHY	3	**	3	**	**	**	**	3	**	**	**	**	**	**
	2%	**	2%	**	**	**	**	2%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	2	**	1	**	**	**	**	2	**	**	**	**	**	**
	1%	**	1%	**	**	**	**	1%	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	1	**	1	**	**	**	**	1	**	**	**	**	**	**
	1%	**	1%	**	**	**	**	1%	**	**	**	**	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
	Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	~c	~a	~b	~a	b	~a	~b	~c	~d	~e	~f
Mean number of features chosen	1.7	**	1.8	**	**	**	**	1.7	**	**	**	**	**	**
Standard deviation	1.31	**	1.39	**	**	**	**	1.32	**	**	**	**	**	**
Standard error	.10	**	.13	**	**	**	**	.10	**	**	**	**	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b	~c	~d	~e	~f
Unweighted total	172	113	22	22	15	148	24	49	46	39	38	95	77
Effective Weighted Sample	143	107	19	19	12	124	19	41	35	32	34	77	67
Total	180	148	15	10	6	158	23	48	46	41	45	94	86
DESCRIPTION UNDER BIOGRAPHY	80	66	**	**	**	68	**	**	**	**	**	**	**
	44%	45%	**	**	**	43%	**	**	**	**	**	**	**
LINK IN DESCRIPTION	64	51	**	**	**	54	**	**	**	**	**	**	**
	36%	35%	**	**	**	34%	**	**	**	**	**	**	**
POSTED PHOTO 2	24	23	**	**	**	24	**	**	**	**	**	**	**
	13%	16%	**	**	**	15%	**	**	**	**	**	**	**
NUMBER OF FOLLOWERS	23	18	**	**	**	18	**	**	**	**	**	**	**
	13%	12%	**	**	**	11%	**	**	**	**	**	**	**
PROFILE PICTURE	22	20	**	**	**	22	**	**	**	**	**	**	**
	12%	14%	**	**	**	14%	**	**	**	**	**	**	**
POSTED PHOTO 1	21	18	**	**	**	20	**	**	**	**	**	**	**
	11%	12%	**	**	**	13%	**	**	**	**	**	**	**
PROFILE USERNAME	20	16	**	**	**	19	**	**	**	**	**	**	**
	11%	11%	**	**	**	12%	**	**	**	**	**	**	**
POSTED PHOTO 3	19	17	**	**	**	19	**	**	**	**	**	**	**
	11%	12%	**	**	**	12%	**	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	18	16	**	**	**	18	**	**	**	**	**	**	**
	10%	11%	**	**	**	11%	**	**	**	**	**	**	**
NUMBER FOLLOWING	14	9	**	**	**	9	**	**	**	**	**	**	**
	8%	6%	**	**	**	6%	**	**	**	**	**	**	**
NUMBER OF POSTS	4	2	**	**	**	3	**	**	**	**	**	**	**
	2%	2%	**	**	**	2%	**	**	**	**	**	**	**
NAME IN BIOGRAPHY	3	3	**	**	**	3	**	**	**	**	**	**	**
	2%	2%	**	**	**	2%	**	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	2	2	**	**	**	2	**	**	**	**	**	**	**
	1%	1%	**	**	**	1%	**	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	1	1	**	**	**	1	**	**	**	**	**	**	**
	1%	1%	**	**	**	1%	**	**	**	**	**	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	~c	~d	a	~b	~a	~b	~c	~d	~e	~f
Mean number of features chosen	1.7	1.8	**	**	**	1.8	**	**	**	**	**	**	**
Standard deviation	1.31	1.37	**	**	**	1.35	**	**	**	**	**	**	**
Standard error	.10	.13	**	**	**	.11	**	**	**	**	**	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c
Significance Level: 95%						
Unweighted total	172	26	138	41	68	37
Effective Weighted Sample	143	23	114	35	56	31
Total	180	28	146	47	67	39
DESCRIPTION UNDER BIOGRAPHY	80	**	62	**	**	**
	44%	**	43%	**	**	**
LINK IN DESCRIPTION	64	**	52	**	**	**
	36%	**	35%	**	**	**
POSTED PHOTO 2	24	**	18	**	**	**
	13%	**	13%	**	**	**
NUMBER OF FOLLOWERS	23	**	18	**	**	**
	13%	**	13%	**	**	**
PROFILE PICTURE	22	**	18	**	**	**
	12%	**	12%	**	**	**
POSTED PHOTO 1	21	**	16	**	**	**
	11%	**	11%	**	**	**
PROFILE USERNAME	20	**	16	**	**	**
	11%	**	11%	**	**	**
POSTED PHOTO 3	19	**	13	**	**	**
	11%	**	9%	**	**	**
DETAIL IN BIOGRAPHY	18	**	14	**	**	**
	10%	**	9%	**	**	**
NUMBER FOLLOWING	14	**	11	**	**	**
	8%	**	8%	**	**	**
NUMBER OF POSTS	4	**	2	**	**	**
	2%	**	1%	**	**	**
NAME IN BIOGRAPHY	3	**	2	**	**	**
	2%	**	1%	**	**	**
CLICK TO FOLLOW BUTTON	2	**	2	**	**	**
	1%	**	1%	**	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		~a	b	~a	~b	~c
Unweighted total	172	26	138	41	68	37
Effective Weighted Sample	143	23	114	35	56	31
Total	180	28	146	47	67	39
CLICK TO MESSAGE BUTTON	1	**	-	**	**	**
	1%	**	-%	**	**	**
Mean number of features chosen	1.7	**	1.7	**	**	**
Standard deviation	1.31	**	.91	**	**	**
Standard error	.10	**	.08	**	**	**
Columns Tested: a,b - a,b,c						

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
PROFILE USERNAME														
GENUINE	10	**	4	6	5	5	**	10	**	**	1	3	4	2
	1%	**	*%	1%	1%	1%	**	1%	**	**	*%	1%	2% c	1%
NOT GENUINE	231	**	156	75	106	125	**	228	**	**	74	82	32	43
	18%	**	18%	18%	17%	19%	**	18%	**	**	17%	19%	15%	20%
UNSURE	20	**	17	3	11	8	**	20	**	**	10	8	2	1
	2%	**	2%	1%	2%	1%	**	2%	**	**	2%	2%	1%	*%
NOT CHOSEN	1019	**	676	343	517	502	**	989	**	**	342	334	175	168
	80%	**	79%	80%	81%	78%	**	79%	**	**	80%	78%	82%	79%
PROFILE PICTURE														
GENUINE	75	**	51	24	35	40	**	73	**	**	20	31	15	9
	6%	**	6%	6%	5%	6%	**	6%	**	**	5%	7%	7%	4%
NOT GENUINE	116	**	82	34	56	60	**	114	**	**	41	41	15	19
	9%	**	10%	8%	9%	9%	**	9%	**	**	10%	10%	7%	9%
UNSURE	22	**	18	4	13	9	**	22	**	**	9	9	4	-
	2%	**	2%	1%	2%	1%	**	2%	**	**	2% f	2% f	2%	-%
NOT CHOSEN	1067	**	702	365	536	531	**	1037	**	**	356	346	180	185
	83%	**	82%	86%	84%	83%	**	83%	**	**	83%	81%	84%	87%
NAME IN BIOGRAPHY														
GENUINE	12	**	6	6	9	4	**	11	**	**	5	2	4	2
	1%	**	1%	1%	1%	1%	**	1%	**	**	1%	*%	2%	1%
NOT GENUINE	37	**	29	8	15	22	**	36	**	**	12	17	2	6
	3%	**	3%	2%	2%	3%	**	3%	**	**	3%	4%	1%	3%
UNSURE	3	**	3	-	2	1	**	3	**	**	2	1	-	-
	*%	**	*%	-%	*%	*%	**	*%	**	**	*%	*%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
NOT CHOSEN	1228	**	815	413	615	613	**	1197	**	**	408	407	207	206
	96%	**	96%	97%	96%	96%	**	96%	**	**	96%	95%	97%	97%
DETAIL IN BIOGRAPHY														
GENUINE	30	**	19	12	14	16	**	26	**	**	6	12	8	4
	2%	**	2%	3%	2%	3%	**	2%	**	**	1%	3%	4%	2%
NOT GENUINE	139	**	89	50	60	79	**	135	**	**	37	53	23	27
	11%	**	10%	12%	9%	12%	**	11%	**	**	9%	12%	11%	13%
UNSURE	18	**	14	4	11	7	**	18	**	**	8	6	3	1
	1%	**	2%	1%	2%	1%	**	1%	**	**	2%	1%	2%	1%
NOT CHOSEN	1092	**	731	361	555	537	**	1067	**	**	376	356	179	182
	85%	**	86%	85%	87%	84%	**	86%	**	**	88%	83%	84%	85%
DESCRIPTION UNDER BIOGRAPHY														
GENUINE	50	**	34	17	20	31	**	48	**	**	11	22	8	8
	4%	**	4%	4%	3%	5%	**	4%	**	**	3%	5%	4%	4%
NOT GENUINE	617	**	400	217	285	331	**	598	**	**	178	222	107	109
	48%	**	47%	51%	45%	52%	**	48%	**	**	42%	52%	50%	51%
					a						c			c
UNSURE	80	**	54	26	49	31	**	78	**	**	35	19	15	11
	6%	**	6%	6%	8%	5%	**	6%	**	**	8%	5%	7%	5%
NOT CHOSEN	533	**	365	167	286	247	**	522	**	**	202	163	83	84
	42%	**	43%	39%	45%	39%	**	42%	**	**	47%	38%	39%	39%
					b						d			
LINK IN DESCRIPTION														
GENUINE	15	**	6	9	9	6	**	14	**	**	2	4	7	2
	1%	**	1%	2%	1%	1%	**	1%	**	**	1%	1%	3%	1%
													c	
NOT GENUINE	372	**	237	135	178	194	**	361	**	**	110	127	68	67
	29%	**	28%	32%	28%	30%	**	29%	**	**	26%	30%	32%	32%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
UNSURE	64	**	47	18	33	32	**	63	**	**	24	23	9	9
	5%	**	5%	4%	5%	5%	**	5%	**	**	6%	5%	4%	4%
NOT CHOSEN	829	**	563	265	420	408	**	808	**	**	290	273	130	135
	65%	**	66%	62%	66%	64%	**	65%	**	**	68%	64%	61%	63%
NUMBER OF POSTS														
GENUINE	18	**	9	9	11	8	**	18	**	**	3	6	7	2
	1%	**	1%	2%	2%	1%	**	1%	**	**	1%	1%	4%	1%
													c	
NOT GENUINE	54	**	43	11	30	24	**	52	**	**	24	19	6	5
	4%	**	5%	3%	5%	4%	**	4%	**	**	6%	4%	3%	2%
UNSURE	4	**	4	-	-	4	**	4	**	**	-	4	-	-
	*%	**	*%	-%	-%	1%	**	*%	**	**	-%	1%	-%	-%
NOT CHOSEN	1204	**	797	406	599	604	**	1172	**	**	400	398	200	206
	94%	**	93%	95%	94%	94%	**	94%	**	**	94%	93%	94%	97%
NUMBER OF FOLLOWERS														
GENUINE	30	**	17	13	20	10	**	28	**	**	11	6	8	4
	2%	**	2%	3%	3%	2%	**	2%	**	**	3%	1%	4%	2%
NOT GENUINE	265	**	172	93	139	126	**	259	**	**	91	81	49	45
	21%	**	20%	22%	22%	20%	**	21%	**	**	21%	19%	23%	21%
UNSURE	23	**	14	9	8	15	**	22	**	**	3	11	5	4
	2%	**	2%	2%	1%	2%	**	2%	**	**	1%	3%	2%	2%
NOT CHOSEN	962	**	650	312	472	489	**	937	**	**	321	329	151	160
	75%	**	76%	73%	74%	76%	**	75%	**	**	75%	77%	71%	75%
NUMBER FOLLOWING														
GENUINE	27	**	15	12	13	14	**	27	**	**	8	6	5	7
	2%	**	2%	3%	2%	2%	**	2%	**	**	2%	2%	2%	3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
NOT GENUINE	231	**	155	75	108	123	**	225	**	**	74	81	34	42
	18%	**	18%	18%	17%	19%	**	18%	**	**	17%	19%	16%	20%
UNSURE	14	**	10	4	9	6	**	14	**	**	4	6	4	-
	1%	**	1%	1%	1%	1%	**	1%	**	**	1%	1%	2%	-%
NOT CHOSEN	1008	**	673	335	511	497	**	980	**	**	340	333	171	164
	79%	**	79%	79%	80%	78%	**	79%	**	**	80%	78%	80%	77%
CLICK TO FOLLOW BUTTON														
GENUINE	28	**	17	11	12	16	**	28	**	**	7	11	5	5
	2%	**	2%	2%	2%	2%	**	2%	**	**	2%	3%	3%	2%
NOT GENUINE	10	**	8	2	3	7	**	10	**	**	3	5	-	2
	1%	**	1%	1%	1%	1%	**	1%	**	**	1%	1%	-%	1%
UNSURE	2	**	1	1	1	1	**	2	**	**	-	1	1	-
	1%	**	1%	1%	1%	1%	**	1%	**	**	-%	1%	1%	-%
NOT CHOSEN	1240	**	826	413	624	616	**	1206	**	**	417	409	207	206
	97%	**	97%	97%	97%	96%	**	97%	**	**	98%	96%	97%	97%
CLICK TO MESSAGE BUTTON														
GENUINE	22	**	14	8	6	16	**	22	**	**	4	10	2	6
	2%	**	2%	2%	1%	3%	**	2%	**	**	1%	2%	1%	3%
NOT GENUINE	2	**	2	-	1	2	**	2	**	**	1	2	-	-
	1%	**	1%	-%	1%	1%	**	1%	**	**	1%	1%	-%	-%
UNSURE	1	**	1	-	-	1	**	1	**	**	-	1	-	-
	1%	**	1%	-%	-%	1%	**	1%	**	**	-%	1%	-%	-%
NOT CHOSEN	1254	**	836	418	633	621	**	1221	**	**	422	414	211	207
	98%	**	98%	98%	99%	97%	**	98%	**	**	99%	97%	99%	97%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
CLICK TO VIEW GRID BUTTON														
GENUINE	2	**	2	-	-	2	**	2	**	**	-	2	-	-
	%	**	%	-%	-%	%	**	%	**	**	-%	%	-%	-%
NOT CHOSEN	1278	**	851	427	640	638	**	1244	**	**	427	425	213	213
	100%	**	100%	100%	100%	100%	**	100%	**	**	100%	100%	100%	100%
TAGS														
GENUINE	3	**	2	1	3	-	**	3	**	**	2	-	1	-
	%	**	%	%	1%	-%	**	%	**	**	1%	-%	1%	-%
NOT GENUINE	1	**	1	-	1	-	**	1	**	**	1	-	-	-
	%	**	%	-%	%	-%	**	%	**	**	%	-%	-%	-%
NOT CHOSEN	1275	**	850	425	635	640	**	1242	**	**	423	427	212	213
	100%	**	100%	100%	99%	100%	**	100%	**	**	99%	100%	99%	100%
POSTED PHOTO 1														
GENUINE	36	**	21	15	18	18	**	35	**	**	12	10	6	8
	3%	**	3%	3%	3%	3%	**	3%	**	**	3%	2%	3%	4%
NOT GENUINE	130	**	77	54	56	74	**	124	**	**	36	41	20	33
	10%	**	9%	13%	9%	12%	**	10%	**	**	8%	10%	10%	16% cd
UNSURE	21	**	17	4	11	9	**	21	**	**	10	7	2	2
	2%	**	2%	1%	2%	1%	**	2%	**	**	2%	2%	1%	1%
NOT CHOSEN	1093	**	739	354	554	538	**	1066	**	**	370	369	185	169
	85%	**	87%	83%	87%	84%	**	86%	**	**	87% f	86% f	87%	79%
POSTED PHOTO 2														
GENUINE	73	**	45	28	38	35	**	73	**	**	28	17	10	18
	6%	**	5%	7%	6%	5%	**	6%	**	**	7%	4%	5%	8% d

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
NOT GENUINE	126	**	79	48	57	69	**	121	**	**	34	44	23	25
	10%	**	9%	11%	9%	11%	**	10%	**	**	8%	10%	11%	12%
UNSURE	24	**	19	5	17	6	**	24	**	**	14	5	4	1
	2%	**	2%	1%	3%	1%	**	2%	**	**	3%	1%	2%	1%
					b									
NOT CHOSEN	1057	**	711	346	527	530	**	1028	**	**	351	360	177	169
	83%	**	83%	81%	82%	83%	**	83%	**	**	82%	84%	83%	79%
POSTED PHOTO 3														
GENUINE	41	**	26	14	24	16	**	41	**	**	19	8	6	9
	3%	**	3%	3%	4%	3%	**	3%	**	**	4%	2%	3%	4%
NOT GENUINE	133	**	79	54	57	76	**	128	**	**	35	44	21	32
	10%	**	9%	13%	9%	12%	**	10%	**	**	8%	10%	10%	15%
														c
UNSURE	19	**	15	4	12	7	**	18	**	**	9	6	3	1
	2%	**	2%	1%	2%	1%	**	1%	**	**	2%	1%	1%	*%
NOT CHOSEN	1087	**	732	354	547	540	**	1060	**	**	364	369	183	171
	85%	**	86%	83%	85%	84%	**	85%	**	**	85%	86%	86%	80%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
PROFILE USERNAME													
GENUINE	10	7	1	1	-	10	-	5	3	-	1	8	1
	1%	1%	1%	2%	-%	1%	-%	1%	1%	-%	*%	1%	*%
NOT GENUINE	231	185	22	12	12	207	24	75	61	40	55	136	95
	18%	18%	19%	20%	24%	18%	17%	19%	19%	16%	17%	19%	17%
UNSURE	20	16	3	1	*	19	1	5	7	6	2	12	8
	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%
NOT CHOSEN	1019	843	91	47	39	904	115	308	246	209	254	555	463
	80%	80%	78%	77%	76%	79%	82%	78%	78%	82%	81%	78%	82%
PROFILE PICTURE													
GENUINE	75	65	6	2	1	71	4	35	15	16	9	50	25
	6%	6%	6%	4%	2%	6%	3%	9% df	5%	6%	3%	7% d	4%
NOT GENUINE	116	89	12	6	8	99	17	30	25	20	40	55	61
	9%	8%	10%	11%	16% a	9%	12%	8%	8%	8%	13% ae	8%	11%
UNSURE	22	20	1	-	1	22	1	5	8	4	5	13	10
	2%	2%	1%	-%	3%	2%	*%	1%	3%	2%	2%	2%	2%
NOT CHOSEN	1067	876	97	53	41	949	118	323	269	214	258	593	472
	83%	83%	84%	86%	79%	83%	84%	82%	85%	84%	83%	83%	83%
NAME IN BIOGRAPHY													
GENUINE	12	7	3	1	1	11	1	4	3	2	3	8	4
	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
NOT GENUINE	37	34	2	*	1	36	1	13	9	7	9	22	15
	3%	3%	2%	1%	2%	3%	1%	3%	3%	3%	3%	3%	3%
UNSURE	3	3	-	-	-	3	-	-	2	-	1	2	1
	*%	*%	-%	-%	-%	*%	-%	-%	1%	-%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
NOT CHOSEN	1228	1007	111	60	50	1090	138	376	304	247	300	680	547
	96%	96%	96%	97%	96%	96%	98%	96%	96%	97%	96%	96%	96%
DETAIL IN BIOGRAPHY													
GENUINE	30	25	5	1	*	26	4	11	5	7	8	16	15
	2%	2%	4%	1%	1%	2%	3%	3%	1%	3%	3%	2%	3%
NOT GENUINE	139	122	6	4	7	132	7	35	40	24	39	75	64
	11%	12% b	5%	7%	14% b	12% b	5%	9%	13%	10%	13%	11%	11%
UNSURE	18	16	1	*	1	18	-	7	7	2	2	14	4
	1%	2%	1%	1%	2%	2%	-%	2%	2%	1%	1%	2%	1%
NOT CHOSEN	1092	888	105	56	43	963	129	340	266	222	263	606	485
	85%	85%	90%	91%	83%	85%	92% a	87%	84%	87%	84%	85%	85%
DESCRIPTION UNDER BIOGRAPHY													
GENUINE	50	43	5	1	1	43	7	22	11	11	6	33	17
	4%	4%	4%	2%	2%	4%	5%	6% d	4%	4%	2%	5%	3%
NOT GENUINE	617	495	61	29	33	535	82	162	171	120	162	333	282
	48%	47%	52%	47%	63% ac	47%	59% a	41%	54% a	47%	52% a	47%	50% a
UNSURE	80	66	6	5	3	68	12	23	17	21	19	40	40
	6%	6%	5%	7%	6%	6%	9%	6%	5%	8%	6%	6%	7%
NOT CHOSEN	533	446	45	27	15	494	39	186	118	103	126	304	228
	42%	42% d	39%	44%	30%	43% b	28%	47% bf	37%	40%	40%	43%	40%
LINK IN DESCRIPTION													
GENUINE	15	13	2	-	*	14	1	6	4	2	4	10	5
	1%	1%	2%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
NOT GENUINE	372	301	36	19	17	318	53	101	105	66	98	206	165
	29%	29%	31%	30%	32%	28%	38% a	26%	33%	26%	32%	29%	29%
UNSURE	64	51	6	5	2	54	11	18	16	14	17	34	31
	5%	5%	5%	8%	5%	5%	8%	5%	5%	5%	5%	5%	5%
NOT CHOSEN	829	686	73	38	32	754	75	268	193	173	193	461	367
	65%	65%	63%	62%	62%	66% b	53%	68%	61%	68%	62%	65%	65%

NUMBER OF POSTS

GENUINE	18	11	5	*	2	18	-	5	6	1	7	10	8
	1%	1%	4% a	1%	4%	2%	-%	1%	2%	*%	2%	1%	1%
NOT GENUINE	54	44	7	1	3	50	4	12	6	17	19	18	36
	4%	4%	6%	1%	5%	4%	3%	3%	2%	7% abe	6% be	3%	6% abe
UNSURE	4	2	*	1	-	3	*	-	*	1	2	*	3
	*%	*%	*%	1%	-%	*%	*%	-%	*%	*%	1%	*%	1%
NOT CHOSEN	1204	993	104	59	47	1068	135	376	306	236	284	682	520
	94%	95% b	90%	97% b	91%	94%	97%	96% df	96% df	93%	91%	96% df	92%

NUMBER OF FOLLOWERS

GENUINE	30	22	5	-	3	30	-	8	7	6	9	15	15
	2%	2%	5% c	-%	5% c	3%	-%	2%	2%	2%	3%	2%	3%
NOT GENUINE	265	202	33	18	12	228	37	72	65	65	63	138	127
	21%	19%	28% a	30% a	22%	20%	27%	18%	21%	25%	20%	19%	22%
UNSURE	23	18	1	4	-	18	5	6	7	5	5	13	10
	2%	2%	1%	7% abd	-%	2%	4%	2%	2%	2%	2%	2%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
NOT CHOSEN	962	809	76	39	37	864	97	307	238	179	236	545	415
	75%	77%	66%	63%	73%	76%	70%	78%	75%	70%	75%	77%	73%
		bc						c					
NUMBER FOLLOWING													
GENUINE	27	22	3	1	1	27	-	8	11	2	6	19	8
	2%	2%	2%	2%	1%	2%	-%	2%	3%	1%	2%	3%	1%
NOT GENUINE	231	192	23	9	7	206	25	64	68	46	53	132	99
	18%	18%	20%	15%	13%	18%	18%	16%	21%	18%	17%	19%	17%
UNSURE	14	9	2	2	1	9	5	3	4	3	5	7	7
	1%	1%	2%	4%	2%	1%	4%	1%	1%	1%	2%	1%	1%
				a			a						
NOT CHOSEN	1008	828	88	49	43	898	110	318	235	205	248	553	453
	79%	79%	76%	80%	83%	79%	78%	81%	74%	80%	80%	78%	80%
								b					
CLICK TO FOLLOW BUTTON													
GENUINE	28	26	-	2	-	27	1	16	4	5	3	20	8
	2%	2%	-%	3%	-%	2%	1%	4%	1%	2%	1%	3%	1%
				b				df					
NOT GENUINE	10	10	1	-	-	10	-	5	-	3	3	5	6
	1%	1%	1%	-%	-%	1%	-%	1%	-%	1%	1%	1%	1%
UNSURE	2	2	-	-	-	2	-	1	1	-	-	2	-
	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%
NOT CHOSEN	1240	1013	116	60	52	1101	139	371	312	247	307	684	554
	97%	96%	99%	97%	100%	97%	99%	94%	98%	97%	98%	96%	98%
			a						a		a		a
CLICK TO MESSAGE BUTTON													
GENUINE	22	21	1	-	*	20	2	9	10	1	3	18	4
	2%	2%	1%	-%	*%	2%	2%	2%	3%	*%	1%	3%	1%
									f			f	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
NOT GENUINE	2	2	1	-	-	2	-	-	1	-	2	1	2
	*%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%
UNSURE	1	1	-	-	-	1	-	-	-	-	1	-	1
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	*%
NOT CHOSEN	1254	1027	115	61	51	1117	138	384	308	254	307	692	561
	98%	98%	99%	100%	100%	98%	98%	98%	97%	100%	98%	97%	99%
										b			
CLICK TO VIEW GRID BUTTON													
GENUINE	2	2	-	-	-	2	-	-	-	2	-	-	2
	*%	*%	-%	-%	-%	*%	-%	-%	-%	1%	-%	-%	*%
										e			
NOT CHOSEN	1278	1049	116	61	52	1138	140	393	318	253	312	711	566
	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
												c	
TAGS													
GENUINE	3	3	-	-	-	3	-	1	-	1	1	1	2
	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	*%	*%
NOT GENUINE	1	1	-	-	-	1	-	1	-	-	-	1	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%
NOT CHOSEN	1275	1046	116	61	52	1135	140	391	318	254	311	709	565
	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
POSTED PHOTO 1													
GENUINE	36	32	3	1	*	36	-	22	7	4	4	29	7
	3%	3%	2%	2%	1%	3%	-%	6%	2%	1%	1%	4%	1%
								bcd				d	
NOT GENUINE	130	108	13	5	4	116	15	36	33	24	38	68	62
	10%	10%	11%	9%	8%	10%	10%	9%	10%	9%	12%	10%	11%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 29

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
UNSURE	21	18	2	*	-	20	1	7	2	1	11	8	12
	2%	2%	2%	1%	-%	2%	*%	2%	1%	*%	4%	1%	2%
											bce		
NOT CHOSEN	1093	892	99	55	47	968	125	329	276	227	259	605	486
	85%	85%	85%	89%	91%	85%	89%	84%	87%	89%	83%	85%	86%
POSTED PHOTO 2													
GENUINE	73	67	2	3	*	71	2	44	8	12	9	52	21
	6%	6%	2%	5%	1%	6%	2%	11%	2%	5%	3%	7%	4%
		b						bcdef				bdf	
NOT GENUINE	126	105	12	5	4	116	11	39	24	29	34	63	63
	10%	10%	10%	8%	8%	10%	8%	10%	8%	11%	11%	9%	11%
UNSURE	24	23	1	-	-	24	-	3	7	4	10	10	14
	2%	2%	1%	-%	-%	2%	-%	1%	2%	2%	3%	1%	2%
											a		
NOT CHOSEN	1057	855	102	53	47	930	127	306	280	210	259	586	469
	83%	81%	87%	87%	91%	82%	91%	78%	88%	83%	83%	82%	83%
							a		ae				
POSTED PHOTO 3													
GENUINE	41	38	1	1	-	39	1	23	7	5	5	30	11
	3%	4%	1%	2%	-%	3%	1%	6%	2%	2%	2%	4%	2%
								bcdf				f	
NOT GENUINE	133	113	11	5	3	118	15	38	32	24	39	70	63
	10%	11%	10%	9%	6%	10%	11%	10%	10%	9%	13%	10%	11%
UNSURE	19	17	2	*	*	19	-	7	2	2	9	9	11
	2%	2%	1%	*%	*%	2%	-%	2%	1%	1%	3%	1%	2%
NOT CHOSEN	1087	882	102	54	48	963	124	325	277	224	259	602	483
	85%	84%	88%	89%	93%	85%	88%	83%	87%	88%	83%	85%	85%
					a								

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
PROFILE USERNAME						
GENUINE	10	2	7	3	5	2
	1%	1%	1%	1%	1%	1%
NOT GENUINE	231	58	169	76	96	41
	18%	18%	19%	18%	19%	18%
UNSURE	20	3	16	6	5	6
	2%	1%	2%	1%	1%	3%
NOT CHOSEN	1019	258	717	344	388	177
	80%	80%	79%	80%	79%	79%
PROFILE PICTURE						
GENUINE	75	29	41	24	25	17
	6%	9%	4%	6%	5%	8%
		b				
NOT GENUINE	116	22	89	46	43	11
	9%	7%	10%	11%	9%	5%
				c		
UNSURE	22	3	18	6	7	2
	2%	1%	2%	1%	1%	1%
NOT CHOSEN	1067	266	761	352	419	196
	83%	83%	84%	82%	85%	87%
NAME IN BIOGRAPHY						
GENUINE	12	1	10	4	6	2
	1%	*%	1%	1%	1%	1%
NOT GENUINE	37	10	25	11	13	5
	3%	3%	3%	3%	3%	2%

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
UNSURE	3	1	2	2	1	-
	*%	*%	*%	*%	*%	-%
NOT CHOSEN	1228	308	872	412	473	219
	96%	96%	96%	96%	96%	97%

DETAIL IN BIOGRAPHY

GENUINE	30	9	20	11	9	7
	2%	3%	2%	3%	2%	3%
NOT GENUINE	139	33	102	44	61	19
	11%	10%	11%	10%	12%	8%
UNSURE	18	3	14	4	6	3
	1%	1%	2%	1%	1%	1%
NOT CHOSEN	1092	275	772	370	417	197
	85%	86%	85%	86%	85%	87%

DESCRIPTION UNDER BIOGRAPHY

GENUINE	50	30	18	23	8	14
	4%	9%	2%	5%	2%	6%
		b		b		b
NOT GENUINE	617	137	459	207	244	99
	48%	43%	51%	48%	49%	44%
			a			
UNSURE	80	15	62	21	27	22
	6%	5%	7%	5%	6%	10%
						a
NOT CHOSEN	533	139	369	177	215	91
	42%	43%	41%	41%	43%	40%

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
LINK IN DESCRIPTION						
GENUINE	15	8	7	6	4	5
	1%	2%	1%	1%	1%	2%
		b				
NOT GENUINE	372	96	266	124	150	67
	29%	30%	29%	29%	30%	30%
UNSURE	64	11	52	14	29	16
	5%	3%	6%	3%	6%	7%
						a
NOT CHOSEN	829	207	583	285	311	138
	65%	64%	64%	66%	63%	61%
NUMBER OF POSTS						
GENUINE	18	1	16	4	12	1
	1%	*%	2%	1%	2%	*%
NOT GENUINE	54	11	41	22	20	5
	4%	3%	5%	5%	4%	2%
UNSURE	4	1	2	2	1	*
	*%	*%	*%	*%	*%	*%
NOT CHOSEN	1204	307	849	400	461	219
	94%	96%	93%	93%	93%	97%
NUMBER OF FOLLOWERS						
GENUINE	30	6	22	11	16	1
	2%	2%	2%	3%	3%	1%
					c	
NOT GENUINE	265	61	198	93	110	34
	21%	19%	22%	22%	22%	15%
					c	

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
UNSURE	23	3	18	7	7	4
	2%	1%	2%	2%	1%	2%
NOT CHOSEN	962	250	670	317	360	186
	75%	78%	74%	74%	73%	83%
						ab

NUMBER FOLLOWING

GENUINE	27	8	17	5	16	5
	2%	3%	2%	1%	3%	2%
NOT GENUINE	231	59	164	75	93	40
	18%	18%	18%	18%	19%	18%
UNSURE	14	1	11	4	5	1
	1%	*%	1%	1%	1%	1%
NOT CHOSEN	1008	252	715	345	379	180
	79%	78%	79%	80%	77%	80%

CLICK TO FOLLOW BUTTON

GENUINE	28	12	10	10	9	8
	2%	4%	1%	2%	2%	4%
		b				
NOT GENUINE	10	5	5	3	-	7
	1%	2%	1%	1%	-%	3%
						ab
UNSURE	2	-	2	-	2	-
	*%	-%	*%	-%	*%	-%
NOT CHOSEN	1240	303	891	415	483	210
	97%	94%	98%	97%	98%	93%
			a	c	c	

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
CLICK TO MESSAGE BUTTON						
GENUINE	22	9	10	6	11	4
	2%	3%	1%	1%	2%	2%
NOT GENUINE	2	-	2	2	1	-
	*%	-%	*%	*%	*%	-%
UNSURE	1	1	-	-	1	-
	*%	*%	-%	-%	*%	-%
NOT CHOSEN	1254	311	896	421	481	222
	98%	97%	99%	98%	97%	98%
CLICK TO VIEW GRID BUTTON						
GENUINE	2	-	2	2	-	-
	*%	-%	*%	*%	-%	-%
NOT CHOSEN	1278	321	906	427	494	226
	100%	100%	100%	100%	100%	100%
TAGS						
GENUINE	3	2	1	2	-	1
	*%	1%	*%	1%	-%	1%
NOT GENUINE	1	-	1	-	1	-
	*%	-%	*%	-%	*%	-%
NOT CHOSEN	1275	319	906	426	493	224
	100%	99%	100%	99%	100%	99%
POSTED PHOTO 1						
GENUINE	36	21	16	13	11	12
	3%	6%	2%	3%	2%	5%
		b				b

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
NOT GENUINE	130	35	92	43	48	20
	10%	11%	10%	10%	10%	9%
UNSURE	21	5	16	5	8	5
	2%	1%	2%	1%	2%	2%
NOT CHOSEN	1093	261	785	367	427	189
	85%	81%	86%	86%	86%	84%
POSTED PHOTO 2						
GENUINE	73	34	34	27	26	18
	6%	11%	4%	6%	5%	8%
		b				
NOT GENUINE	126	29	94	51	38	21
	10%	9%	10%	12%	8%	9%
UNSURE	24	2	18	8	7	2
	2%	1%	2%	2%	1%	1%
NOT CHOSEN	1057	255	761	343	422	184
	83%	80%	84%	80%	86%	82%
					a	
POSTED PHOTO 3						
GENUINE	41	21	17	11	13	13
	3%	7%	2%	3%	3%	6%
		b				
NOT GENUINE	133	35	95	45	50	20
	10%	11%	10%	10%	10%	9%
UNSURE	19	7	13	4	9	5
	2%	2%	1%	1%	2%	2%
NOT CHOSEN	1087	258	784	368	422	187
	85%	81%	86%	86%	85%	83%
			a			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
People pay to use the service	853	**	556	296	445	408	**	825	**	**	285	271	160	137
	67%	**	65%	69%	70%	64%	**	66%	**	**	67%	64%	75% df	64%
The government gives money to the service	459	**	301	159	217	242	**	445	**	**	148	153	69	89
	36%	**	35%	37%	34%	38%	**	36%	**	**	35%	36%	32%	42%
Companies pay the service to show their advertising	388	**	259	129	200	187	**	385	**	**	138	120	62	67
	30%	**	30%	30%	31%	29%	**	31%	**	**	32%	28%	29%	31%
Don't know	69	**	50	18	28	41	**	68	**	**	19	32	9	9
	5%	**	6%	4%	4%	6%	**	5%	**	**	4%	7%	4%	4%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	499	**	333	166	265	234	**	481	**	**	173	160	92	74
	39%	**	39%	39%	41%	37%	**	39%	**	**	40%	38%	43%	35%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
People pay to use the service	853	690	83	40	39	751	101	234	222	180	216	456	396
	67%	66%	72%	65%	76%	66%	72%	59%	70% a	70% a	69% a	64%	70% a
The government gives money to the service	459	372	51	21	15	421	38	166	122	77	95	287	171
	36%	35%	44% ad	34%	29%	37% b	27%	42% cdf	38% f	30%	30%	40% cdf	30%
Companies pay the service to show their advertising	388	326	29	20	13	347	40	138	83	67	99	221	167
	30%	31%	25%	33%	24%	30%	29%	35% bc	26%	26%	32%	31%	29%
Don't know	69	58	5	4	2	60	9	19	12	14	23	32	37
	5%	6%	5%	6%	3%	5%	6%	5%	4%	5%	7%	4%	7%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	499	410	44	22	24	437	63	123	131	119	125	255	244
	39%	39%	38%	35%	46%	38%	45%	31%	41% a	46% ae	40% a	36%	43% ae

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
People pay to use the service	853 67%	200 62%	623 69%	289 67%	332 67%	151 67%
The government gives money to the service	459 36%	113 35%	336 37%	144 34%	182 37%	92 41%
Companies pay the service to show their advertising	388 30%	98 30%	271 30%	133 31%	156 32%	58 26%
Don't know	69 5%	16 5%	50 6%	28 6%	21 4%	13 6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	499 39%	119 37%	357 39%	166 39%	193 39%	83 37%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
Companies pay the service to show their advertising	910	**	566	344	476	434	**	880	**	**	301	265	175	169
	71%	**	66%	81% b	74% b	68%	**	71%	**	**	70% d	62%	82% cd	79% cd
People pay to use the service	454	**	325	130	222	233	**	448	**	**	159	166	63	67
	36%	**	38% c	30%	35%	36%	**	36%	**	**	37%	39% e	29%	31%
The government gives money to the service	243	**	169	74	117	126	**	242	**	**	83	86	34	40
	19%	**	20%	17%	18%	20%	**	19%	**	**	20%	20%	16%	19%
Don't know	85	**	68	17	39	46	**	82	**	**	31	36	8	9
	7%	**	8% c	4%	6%	7%	**	7%	**	**	7%	9% e	4%	4%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	586	**	357	229	317	269	**	563	**	**	195	162	122	108
	46%	**	42%	54% b	49% b	42%	**	45%	**	**	46% d	38%	57% cd	50% d

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
Companies pay the service to show their advertising	910 71%	735 70%	89 77%	48 78%	39 75%	800 70%	111 79%	272 69%	236 74% d	195 77% d	206 66%	508 71%	402 71%
People pay to use the service	454 36%	377 36%	39 34%	21 34%	18 34%	408 36%	47 33%	156 40% cf	112 35%	70 27%	116 37% c	268 38% c	185 33%
The government gives money to the service	243 19%	204 19% c	24 21% c	6 11%	9 17%	234 21% b	9 6%	99 25% cdf	60 19%	40 16%	45 14%	159 22% df	85 15%
Don't know	85 7%	76 7%	4 4%	2 3%	3 5%	75 7%	10 7%	23 6%	14 5%	20 8%	28 9% e	37 5%	48 8% e
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	586 46%	466 44%	60 51%	35 57% a	25 48%	508 45%	78 56% a	161 41%	150 47%	137 54% ade	137 44%	311 44%	274 48% a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
Companies pay the service to show their advertising	910	219	661	290	354	173
	71%	68%	73%	68%	72%	77%
						a
People pay to use the service	454	103	335	166	164	81
	36%	32%	37%	39%	33%	36%
The government gives money to the service	243	79	153	84	91	48
	19%	25%	17%	20%	18%	21%
		b				
Don't know	85	24	54	27	30	11
	7%	7%	6%	6%	6%	5%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	586	143	427	185	234	110
	46%	44%	47%	43%	47%	49%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
Companies pay the service to show their advertising	975	**	629	346	495	480	**	947	**	**	321	308	174	172
	76%	**	74%	81% b	77%	75%	**	76%	**	**	75%	72%	81% d	81% d
People pay to use the service	477	**	333	143	246	231	**	472	**	**	174	159	71	72
	37%	**	39%	34%	38%	36%	**	38%	**	**	41%	37%	33%	34%
The government gives money to the service	181	**	133	48	92	89	**	178	**	**	73	60	19	29
	14%	**	16%	11%	14%	14%	**	14%	**	**	17% e	14%	9%	13%
Don't know	94	**	65	29	49	45	**	92	**	**	30	34	18	11
	7%	**	8%	7%	8%	7%	**	7%	**	**	7%	8%	9%	5%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	616	**	389	227	303	313	**	591	**	**	190	199	113	114
	48%	**	46%	53% b	47%	49%	**	47%	**	**	45%	47%	53%	54% c

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
Companies pay the service to show their advertising	975 76%	786 75%	96 83% a	51 83%	42 81%	862 76%	113 81%	294 75%	261 82% acdf	189 74%	229 73%	556 78%	418 74%
People pay to use the service	477 37%	399 38%	37 32%	20 33%	20 39%	438 38% b	39 28%	166 42% b	99 31%	96 38%	115 37%	265 37%	211 37%
The government gives money to the service	181 14%	159 15% b	10 8%	8 13%	4 8%	174 15% b	7 5%	78 20% bdf	37 12%	34 13%	32 10%	115 16% df	66 12%
Don't know	94 7%	80 8%	7 6%	4 6%	3 5%	77 7%	17 12% a	19 5%	18 6%	21 8%	35 11% abe	37 5%	56 10% ae
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	616 48%	491 47%	68 58% a	32 52%	25 49%	534 47%	82 59% a	168 43%	184 58% acdef	115 45%	149 48%	352 49% a	264 47%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
Companies pay the service to show their advertising	975	225	717	305	394	183
	76%	70%	79%	71%	80%	81%
			a		a	a
People pay to use the service	477	118	337	178	170	76
	37%	37%	37%	42%	34%	34%
				b		
The government gives money to the service	181	55	116	69	65	30
	14%	17%	13%	16%	13%	13%
Don't know	94	19	69	34	27	11
	7%	6%	8%	8%	6%	5%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	616	148	448	183	255	125
	48%	46%	49%	43%	52%	55%
					a	a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
Companies pay the service to show their advertising	1013	**	660	353	516	498	**	985	**	**	333	327	182	171
	79%	**	77%	83% b	81%	78%	**	79%	**	**	78%	77%	85% cd	80%
People pay to use the service	424	**	292	132	215	208	**	414	**	**	153	139	62	70
	33%	**	34%	31%	34%	33%	**	33%	**	**	36%	33%	29%	33%
The government gives money to the service	128	**	91	37	55	73	**	127	**	**	41	50	14	23
	10%	**	11%	9%	9%	11%	**	10%	**	**	10%	12%	6%	11%
Don't know	87	**	63	24	43	44	**	85	**	**	28	35	15	9
	7%	**	7%	6%	7%	7%	**	7%	**	**	6%	8%	7%	4%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	705	**	455	250	359	346	**	684	**	**	229	225	130	120
	55%	**	53%	59%	56%	54%	**	55%	**	**	54%	53%	61%	56%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
Companies pay the service to show their advertising	1013 79%	823 78%	95 82%	52 85%	43 83%	900 79%	113 81%	303 77%	268 84% af	196 77%	245 78%	571 80%	441 78%
People pay to use the service	424 33%	362 34% d	33 28%	19 31%	9 18%	381 33%	42 30%	146 37%	99 31%	77 30%	102 33%	245 34%	179 31%
The government gives money to the service	128 10%	111 11%	10 8%	3 5%	4 8%	124 11% b	3 2%	64 16% bcdf	21 7%	25 10%	17 5%	86 12% bdf	42 7%
Don't know	87 7%	73 7%	7 6%	3 6%	4 8%	69 6%	18 13% a	18 5%	17 5%	23 9% ae	29 9% ae	35 5%	52 9% ae
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	705 55%	560 53%	73 62% a	37 60%	35 69% a	626 55%	78 56%	204 52%	190 60% a	140 55%	169 54%	394 55%	309 55%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
Companies pay the service to show their advertising	1013	229	751	333	393	184
	79%	71%	83%	78%	79%	81%
			a			
People pay to use the service	424	115	289	155	170	58
	33%	36%	32%	36%	34%	26%
				c	c	
The government gives money to the service	128	50	75	42	54	26
	10%	16%	8%	10%	11%	12%
		b				
Don't know	87	20	63	30	28	13
	7%	6%	7%	7%	6%	6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	705	160	520	222	267	145
	55%	50%	57%	52%	54%	64%
			a			ab

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
People pay to use the service	1073	**	720	354	549	524	**	1041	**	**	369	350	180	174
	84%	**	84%	83%	86%	82%	**	84%	**	**	87%	82%	84%	82%
Companies pay the service to show their advertising	487	**	304	184	237	250	**	473	**	**	153	151	85	99
	38%	**	36%	43%	37%	39%	**	38%	**	**	36%	35%	40%	46%
				b										cd
The government gives money to the service	107	**	77	30	52	55	**	107	**	**	36	40	15	15
	8%	**	9%	7%	8%	9%	**	9%	**	**	9%	9%	7%	7%
Don't know	32	**	23	9	13	19	**	32	**	**	7	16	6	3
	2%	**	3%	2%	2%	3%	**	3%	**	**	2%	4%	3%	1%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	705	**	486	219	367	339	**	686	**	**	251	235	115	104
	55%	**	57%	51%	57%	53%	**	55%	**	**	59%	55%	54%	49%
											f			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
People pay to use the service	1073	880	103	47	44	954	119	316	277	217	262	594	478
	84%	84%	88%	77%	84%	84%	85%	80%	87%	85%	84%	83%	84%
			c						a				
Companies pay the service to show their advertising	487	403	39	27	19	441	46	174	121	83	109	295	192
	38%	38%	33%	44%	37%	39%	33%	44%	38%	33%	35%	41%	34%
								cdf				cf	
The government gives money to the service	107	92	9	2	3	105	2	59	20	19	9	79	28
	8%	9%	8%	3%	6%	9%	2%	15%	6%	7%	3%	11%	5%
		c				b		bcd	d			bdf	
Don't know	32	28	1	1	1	24	7	10	2	6	13	12	20
	2%	3%	1%	2%	1%	2%	5%	3%	1%	2%	4%	2%	3%
							a				be		b
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	705	572	71	32	30	620	85	180	186	152	185	367	337
	55%	54%	61%	53%	58%	54%	61%	46%	59%	60%	59%	52%	59%
									a	ae	ae		ae

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
People pay to use the service	1073	268	773	357	423	184
	84%	84%	85%	83%	86%	82%
Companies pay the service to show their advertising	487	117	349	162	189	87
	38%	37%	38%	38%	38%	39%
The government gives money to the service	107	42	63	40	36	27
	8%	13%	7%	9%	7%	12%
		b				
Don't know	32	6	24	10	8	6
	2%	2%	3%	2%	2%	3%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	705	172	507	231	281	120
	55%	54%	56%	54%	57%	53%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1245	-	840	405	626	619	-	1213	-	-	424	416	202	203
Effective Weighted Sample	1040	-	660	385	519	521	-	1009	-	-	331	330	191	195
Total	1280	-	853	427	640	640	-	1246	-	-	427	427	213	213
Companies pay the service to show their advertising	983	**	633	350	493	490	**	957	**	**	315	318	178	172
	77%	**	74%	82% b	77%	77%	**	77%	**	**	74%	75%	83% cd	80%
People pay to use the service	650	**	449	201	330	320	**	634	**	**	228	221	101	99
	51%	**	53%	47%	52%	50%	**	51%	**	**	54%	52%	47%	47%
The government gives money to the service	126	**	83	44	61	66	**	126	**	**	38	44	22	22
	10%	**	10%	10%	9%	10%	**	10%	**	**	9%	10%	10%	10%
Don't know	81	**	62	19	42	39	**	79	**	**	31	31	11	8
	6%	**	7%	4%	7%	6%	**	6%	**	**	7%	7%	5%	4%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	487	**	304	183	242	245	**	472	**	**	152	152	90	93
	38%	**	36%	43% b	38%	38%	**	38%	**	**	36%	36%	42%	44%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1245	834	165	134	112	1121	124	416	310	227	290	726	517
Effective Weighted Sample	1040	784	150	110	62	936	105	352	249	192	250	598	441
Total	1280	1050	116	61	52	1140	140	393	318	255	312	711	567
Companies pay the service to show their advertising	983	796	96	51	40	878	105	294	261	192	236	554	428
	77%	76%	83%	82%	78%	77%	75%	75%	82% af	75%	76%	78%	75%
People pay to use the service	650	535	59	28	27	580	70	204	162	120	162	366	282
	51%	51%	51%	45%	52%	51%	50%	52%	51%	47%	52%	51%	50%
The government gives money to the service	126	109	12	4	2	122	4	65	25	22	15	90	37
	10%	10%	11%	6%	3%	11% b	3%	16% bcd	8% f	9%	5%	13% bdf	6%
Don't know	81	71	4	4	2	64	17	19	16	19	26	36	45
	6%	7%	4%	6%	4%	6%	12% a	5%	5%	7%	8%	5%	8%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	487	393	46	27	22	437	50	142	125	105	114	268	219
	38%	37%	39%	43%	43%	38%	36%	36%	39%	41%	37%	38%	39%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1245	304	890	402	497	225
Effective Weighted Sample	1040	260	738	342	408	188
Total	1280	321	908	428	494	226
Companies pay the service to show their advertising	983	235	712	331	386	173
	77%	73%	78%	77%	78%	77%
People pay to use the service	650	156	473	222	242	117
	51%	49%	52%	52%	49%	52%
The government gives money to the service	126	55	65	45	47	27
	10%	17%	7%	11%	9%	12%
		b				
Don't know	81	18	60	24	25	12
	6%	6%	7%	6%	5%	5%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	487	118	347	159	201	89
	38%	37%	38%	37%	41%	40%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Yes, I will answer these questions	1895	766	748	381	924	971	655	1212	375	391	360	388	188	192
	89%	90%	88%	89%	87%	91%	89%	89%	88%	92%	84%	91%	88%	90%
						a				c		c		
No, I would prefer not to answer these questions	238	87	105	46	143	95	79	153	51	35	66	39	25	21
	11%	10%	12%	11%	13%	9%	11%	11%	12%	8%	16%	9%	12%	10%
					b						bd			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Yes, I will answer these questions	1895	1558	164	96	77	1645	250	546	465	389	493	1010	883
	89%	89%	87%	91%	91%	89%	90%	91%	88%	87%	89%	90%	88%
								c					
No, I would prefer not to answer these questions	238	195	26	9	8	211	27	51	64	59	61	116	120
	11%	11%	13%	9%	9%	11%	10%	9%	12%	13%	11%	10%	12%
										a			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Yes, I will answer these questions	1895	458	1369	682	753	298
	89%	92%	88%	91%	90%	89%
No, I would prefer not to answer these questions		b				
	238	40	183	71	81	37
	11%	8%	12%	9%	10%	11%
			a			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1899	793	742	364	931	968	698	1174	388	405	363	379	180	184
Effective Weighted Sample	1555	629	585	346	764	792	548	982	312	317	284	301	170	176
Total	1895	766	748	381	924	971	655	1212	375	391	360	388	188	192
Yes	1096	390	461	245	515	580	328	749	177	213	220	242	119	126
	58%	51%	62%	64%	56%	60%	50%	62%	47%	54%	61%	62%	63%	66%
No			a	a				a			a	ab	a	ab
	699	327	256	116	357	342	282	409	170	157	125	131	62	54
	37%	43%	34%	31%	39%	35%	43%	34%	45%	40%	35%	34%	33%	28%
Don't know			bc				b		cdef	f				
	96	50	27	19	48	47	44	50	28	21	12	15	8	11
Prefer not to say	5%	6%	4%	5%	5%	5%	7%	4%	8%	5%	3%	4%	4%	6%
		b					b		cd					
Prefer not to say	4	*	3	1	3	1	*	4	-	*	3	-	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	-%	-%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1899	1226	250	231	192	1678	221	596	457	359	485	1053	844
Effective Weighted Sample	1555	1159	230	196	116	1372	185	496	369	292	404	861	695
Total	1895	1558	164	96	77	1645	250	546	465	389	493	1010	883
Yes	1096	888	109	56	43	958	138	340	276	212	267	616	480
	58%	57%	66% a	59%	56%	58%	55%	62% cdf	59%	55%	54%	61% df	54%
No	699	587	48	36	29	597	102	188	167	152	191	355	343
	37%	38% b	29%	38%	37%	36%	41%	34%	36%	39%	39%	35%	39%
Don't know	96	80	7	3	5	85	11	16	20	24	36	36	60
	5%	5%	5%	4%	7%	5%	4%	3%	4%	6% ae	7% ae	4%	7% ae
Prefer not to say	4	4	*	-	*	4	-	2	2	*	-	4	*
	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1899	451	1379	677	760	307
Effective Weighted Sample	1555	374	1125	557	617	254
Total	1895	458	1369	682	753	298
Yes	1096	324	740	416	429	173
	58%	71% b	54%	61%	57%	58%
No	699	112	559	233	286	114
	37%	24%	41% a	34%	38%	38%
Don't know	96	22	67	32	37	10
	5%	5%	5%	5%	5%	3%
Prefer not to say	4	1	3	-	*	1
	*%	*%	*%	-%	*%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1899	793	742	364	931	968	698	1174	388	405	363	379	180	184
Effective Weighted Sample	1555	629	585	346	764	792	548	982	312	317	284	301	170	176
Total	1895	766	748	381	924	971	655	1212	375	391	360	388	188	192
Yes	735	276	303	157	346	389	236	486	128	148	147	156	71	86
	39%	36%	40%	41%	37%	40%	36%	40%	34%	38%	41%	40%	38%	45% a
No	1109	470	434	206	552	557	401	693	235	235	207	227	111	95
	59%	61%	58%	54%	60%	57%	61%	57%	63%	60%	57%	59%	59%	49%
		c							f	f				
Don't know	42	19	7	16	20	22	16	26	11	8	3	4	7	10
	2%	2%	1%	4%	2%	2%	2%	2%	3%	2%	1%	1%	3%	5%
		b		b									c	cd
Prefer not to say	9	2	5	2	5	3	2	7	2	-	4	1	-	2
	*%	*%	1%	1%	1%	*%	*%	1%	*%	-%	1%	*%	-%	1% b

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1899	1226	250	231	192	1678	221	596	457	359	485	1053	844
Effective Weighted Sample	1555	1159	230	196	116	1372	185	496	369	292	404	861	695
Total	1895	1558	164	96	77	1645	250	546	465	389	493	1010	883
Yes	735	613	63	36	22	651	85	228	187	139	182	415	320
	39%	39%	38%	38%	29%	40%	34%	42%	40%	36%	37%	41%	36%
		d											
No	1109	903	97	56	52	953	156	309	264	243	291	573	534
	59%	58%	59%	59%	68%	58%	62%	57%	57%	62%	59%	57%	60%
					a								
Don't know	42	33	4	3	2	34	8	8	10	7	17	18	24
	2%	2%	2%	4%	3%	2%	3%	2%	2%	2%	3%	2%	3%
Prefer not to say	9	8	*	-	-	7	2	*	3	1	4	4	5
	*/%	1%	*/%	-%	-%	*/%	1%	*/%	1%	*/%	1%	*/%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1899	451	1379	677	760	307
Effective Weighted Sample	1555	374	1125	557	617	254
Total	1895	458	1369	682	753	298
Yes	735	258	452	278	302	104
	39%	56% b	33%	41%	40%	35%
No	1109	188	881	396	426	188
	59%	41%	64% a	58%	57%	63%
Don't know	42	9	32	8	24	5
	2%	2%	2%	1%	3% a	2%
Prefer not to say	9	3	4	-	1	-
	*%	1%	*%	-%	*%	-%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	~e	~f
Unweighted total	733	278	302	153	347	386	246	474	129	149	149	153	69	84
Effective Weighted Sample	606	221	240	147	287	319	193	400	103	118	118	122	66	81
Total	735	276	303	157	346	389	236	486	128	148	147	156	71	86
Face to face	449	161	186	103	208	241	142	303	70	90	95	91	**	**
	61%	58%	61%	66%	60%	62%	60%	62%	55%	61%	65%	58%	**	**
By text or messaging apps (like WhatsApp)	411	99	214	97	184	227	78	325	38	61	100	114	**	**
	56%	36%	71%	62%	53%	58%	33%	67%	30%	41%	68%	74%	**	**
			a	a				a			ab	ab		
On social media sites or apps (like TikTok, Instagram, Snapchat)	317	64	163	90	135	181	55	252	31	33	69	94	**	**
	43%	23%	54%	57%	39%	47%	23%	52%	24%	22%	47%	61%	**	**
			a	a				a			ab	abc		
In online games	218	99	76	43	136	81	85	131	61	38	47	28	**	**
	30%	36%	25%	27%	39%	21%	36%	27%	48%	26%	32%	18%	**	**
		b			b		b		bcd		d			
Through phone calls	103	18	55	31	58	45	16	84	10	8	32	22	**	**
	14%	6%	18%	20%	17%	12%	7%	17%	8%	5%	22%	14%	**	**
			a	a				a			ab	b		
Through other websites or apps	80	25	34	20	39	41	22	57	9	16	19	16	**	**
	11%	9%	11%	13%	11%	10%	9%	12%	7%	11%	13%	10%	**	**
Through video calls (like FaceTime or Zoom)	57	15	30	13	28	30	12	43	10	5	12	17	**	**
	8%	5%	10%	8%	8%	8%	5%	9%	8%	3%	8%	11%	**	**
												b		
Through some other way	1	-	1	-	-	1	-	1	-	-	-	1	**	**
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	1%	**	**
Don't know	2	*	*	1	1	1	*	*	*	-	*	-	**	**
	*%	*%	*%	1%	*%	*%	*%	*%	*%	-%	*%	-%	**	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	~c	~d	a	~b	a	b	c	d	e	f
Unweighted total	733	486	93	88	66	657	76	248	182	127	176	430	303
Effective Weighted Sample	606	459	85	76	55	541	65	208	150	104	148	356	251
Total	735	613	63	36	22	651	85	228	187	139	182	415	320
Face to face	449	378	**	**	**	398	**	155	107	76	112	262	187
	61%	62%	**	**	**	61%	**	68% bcf	57%	55%	61%	63%	59%
By text or messaging apps (like WhatsApp)	411	337	**	**	**	362	**	132	111	72	96	243	167
	56%	55%	**	**	**	56%	**	58%	59%	52%	53%	59%	52%
On social media sites or apps (like TikTok, Instagram, Snapchat)	317	250	**	**	**	272	**	94	88	53	82	182	135
	43%	41%	**	**	**	42%	**	41%	47%	38%	45%	44%	42%
In online games	218	185	**	**	**	191	**	57	47	45	69	103	114
	30%	30%	**	**	**	29%	**	25%	25%	32%	38% abe	25%	36% abe
Through phone calls	103	87	**	**	**	92	**	49	23	15	17	72	32
	14%	14%	**	**	**	14%	**	21% bcdf	12%	11%	9%	17% df	10%
Through other websites or apps	80	69	**	**	**	69	**	33	17	15	15	50	30
	11%	11%	**	**	**	11%	**	15%	9%	11%	8%	12%	9%
Through video calls (like FaceTime or Zoom)	57	48	**	**	**	52	**	22	12	13	11	34	23
	8%	8%	**	**	**	8%	**	10%	7%	9%	6%	8%	7%
Through some other way	1	1	**	**	**	1	**	-	-	-	1	-	1
	*%	*%	**	**	**	*%	**	-%	-%	-%	1%	-%	*%
Don't know	2	1	**	**	**	2	**	1	-	1	-	1	1
	*%	*%	**	**	**	*%	**	*%	-%	1%	-%	*%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	733	254	453	282	297	108
Effective Weighted Sample	606	212	371	231	245	90
Total	735	258	452	278	302	104
Face to face	449	164	273	176	185	65
	61%	63%	60%	63%	61%	63%
By text or messaging apps (like WhatsApp)	411	151	249	152	168	61
	56%	58%	55%	54%	55%	59%
On social media sites or apps (like TikTok, Instagram, Snapchat)	317	105	201	127	121	47
	43%	41%	45%	46%	40%	45%
In online games	218	67	144	91	79	34
	30%	26%	32%	33%	26%	32%
Through phone calls	103	50	48	42	38	16
	14%	19%	11%	15%	13%	16%
		b				
Through other websites or apps	80	31	45	31	29	15
	11%	12%	10%	11%	10%	15%
Through video calls (like FaceTime or Zoom)	57	21	35	24	15	13
	8%	8%	8%	9%	5%	13%
					b	
Through some other way	1	-	1	1	-	-
	*%	-%	*%	*%	-%	-%
Don't know	2	-	1	*	1	-
	*%	-%	*%	*%	*%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1106	-	742	364	543	563	-	1079	-	-	363	379	180	184
Effective Weighted Sample	926	-	585	346	452	474	-	901	-	-	284	301	170	176
Total	1129	-	748	381	549	580	-	1100	-	-	360	388	188	192
Block people on social media if you don't want to hear from them	911	**	590	321	431	480	**	886	**	**	274	316	156	164
	81%	**	79%	84%	78%	83%	**	80%	**	**	76%	81%	83%	85%
				b										c
Block people when you play online games	732	**	488	244	409	323	**	712	**	**	264	224	145	100
	65%	**	65%	64%	74%	56%	**	65%	**	**	73%	58%	77%	52%
				b							df		df	
Change the settings so fewer people can view your social media profile	593	**	378	215	268	325	**	573	**	**	158	219	110	105
	53%	**	51%	56%	49%	56%	**	52%	**	**	44%	57%	58%	55%
						a						c	c	c
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	479	**	291	188	230	249	**	465	**	**	131	160	99	89
	42%	**	39%	49%	42%	43%	**	42%	**	**	36%	41%	52%	46%
				b									cd	c
Delete the 'history' records of which websites you have visited	437	**	260	178	223	215	**	423	**	**	125	135	98	80
	39%	**	35%	47%	41%	37%	**	38%	**	**	35%	35%	52%	41%
				b									cd	
Use a reporting or flagging function on an app or site to report inappropriate content	363	**	227	136	184	179	**	354	**	**	116	111	68	68
	32%	**	30%	36%	33%	31%	**	32%	**	**	32%	29%	36%	35%
Get around controls that are there to stop you visiting certain sites or apps	203	**	131	72	106	97	**	199	**	**	65	67	41	30
	18%	**	18%	19%	19%	17%	**	18%	**	**	18%	17%	22%	16%
Use a proxy server to access particular sites or apps	125	**	66	59	74	51	**	123	**	**	36	31	38	21
	11%	**	9%	15%	13%	9%	**	11%	**	**	10%	8%	20%	11%
				b	b								cdf	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1106	-	742	364	543	563	-	1079	-	-	363	379	180	184
Effective Weighted Sample	926	-	585	346	452	474	-	901	-	-	284	301	170	176
Total	1129	-	748	381	549	580	-	1100	-	-	360	388	188	192
Don't know how to do any of these	19	**	15	4	7	12	**	19	**	**	7	8	-	4
	2%	**	2%	1%	1%	2%	**	2%	**	**	2%	2%	-%	2%
Don't know	16	**	8	7	5	10	**	15	**	**	1	8	5	3
	1%	**	1%	2%	1%	2%	**	1%	**	**	*%	2%	2%	2%
													c	
Prefer not to say	4	**	3	1	2	2	**	4	**	**	2	1	-	1
	*%	**	*%	*%	*%	*%	**	*%	**	**	1%	*%	-%	*%
SUMMARY														
KNOW HOW TO DO ANY OF THESE	1090	**	721	368	534	555	**	1062	**	**	350	371	184	185
	97%	**	96%	97%	97%	96%	**	97%	**	**	97%	96%	98%	96%
KNOW ANY OF THE SAFETY MEASURES	1064	**	703	361	520	544	**	1036	**	**	342	361	179	182
	94%	**	94%	95%	95%	94%	**	94%	**	**	95%	93%	95%	95%
KNOW ANY OF THE 'RISKY' MEASURES	690	**	431	260	332	359	**	671	**	**	198	233	134	126
	61%	**	58%	68%	60%	62%	**	61%	**	**	55%	60%	71%	65%
				b									cd	c

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1106	738	148	120	100	995	111	376	270	201	258	646	459
Effective Weighted Sample	926	694	135	98	55	833	94	320	218	169	223	536	391
Total	1129	921	105	56	46	1003	126	356	276	221	275	632	496
Block people on social media if you don't want to hear from them	911	743	87	45	36	813	97	273	226	189	222	499	411
	81%	81%	82%	80%	78%	81%	77%	77%	82%	85% a	81%	79%	83% a
Block people when you play online games	732	597	65	38	32	653	79	220	181	143	187	401	330
	65%	65%	62%	67%	70%	65%	63%	62%	66%	64%	68%	63%	67%
Change the settings so fewer people can view your social media profile	593	484	58	28	22	525	67	174	152	130	135	326	265
	53%	53%	55%	50%	48%	52%	54%	49%	55%	59% a	49%	52%	54%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	479	383	44	25	26	422	57	145	128	84	120	274	204
	42%	42%	42%	45%	56% a	42%	45%	41%	46%	38%	44%	43%	41%
Delete the 'history' records of which websites you have visited	437	356	36	21	24	384	54	146	109	75	106	255	181
	39%	39%	34%	38%	52% b	38%	43%	41%	40%	34%	39%	40%	37%
Use a reporting or flagging function on an app or site to report inappropriate content	363	305	30	13	15	322	41	106	99	58	100	205	158
	32%	33% c	28%	23%	32%	32%	32%	30%	36% c	26%	37% c	32%	32%
Get around controls that are there to stop you visiting certain sites or apps	203	169	12	6	15	175	28	62	50	36	53	113	90
	18%	18%	12%	11%	33% abc	17%	22%	17%	18%	16%	19%	18%	18%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1106	738	148	120	100	995	111	376	270	201	258	646	459
Effective Weighted Sample	926	694	135	98	55	833	94	320	218	169	223	536	391
Total	1129	921	105	56	46	1003	126	356	276	221	275	632	496
Use a proxy server to access particular sites or apps	125	103	10	2	10	114	11	49	24	21	31	73	52
	11%	11%	9%	4%	22%	11%	9%	14%	9%	9%	11%	12%	10%
		c			abc								
Don't know how to do any of these	19	14	2	2	*	12	7	5	7	5	2	12	7
	2%	2%	2%	4%	1%	1%	6%	1%	3%	2%	1%	2%	1%
							a						
Don't know	16	12	3	-	1	13	3	3	3	5	6	5	11
	1%	1%	3%	-%	2%	1%	2%	1%	1%	2%	2%	1%	2%
Prefer not to say	4	3	-	1	*	3	1	-	3	-	1	3	1
	*%	*%	-%	1%	1%	*%	1%	-%	1%	-%	*%	*%	*%
SUMMARY													
KNOW HOW TO DO ANY OF THESE	1090	892	100	53	45	975	115	349	263	212	266	611	477
	97%	97%	95%	95%	97%	97%	91%	98%	95%	96%	97%	97%	96%
						b							
KNOW ANY OF THE SAFETY MEASURES	1064	870	99	53	41	955	109	339	257	211	256	596	467
	94%	95%	94%	94%	89%	95%	87%	95%	93%	96%	93%	94%	94%
						b							
KNOW ANY OF THE 'RISKY' MEASURES	690	563	59	34	35	607	83	222	178	131	158	400	289
	61%	61%	56%	61%	75%	61%	66%	62%	64%	59%	58%	63%	58%
					ab								

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
		a	b	a	b	c
Significance Level: 95%						
Unweighted total	1106	277	788	368	444	202
Effective Weighted Sample	926	237	655	314	365	171
Total	1129	292	797	391	438	201
Block people on social media if you don't want to hear from them	911	220	664	328	355	156
	81%	75%	83%	84%	81%	78%
			a			
Block people when you play online games	732	193	519	272	278	123
	65%	66%	65%	70%	63%	61%
Change the settings so fewer people can view your social media profile	593	142	434	208	223	104
	53%	49%	54%	53%	51%	52%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	479	124	339	167	180	88
	42%	42%	43%	43%	41%	44%
Delete the 'history' records of which websites you have visited	437	101	326	140	167	98
	39%	34%	41%	36%	38%	49%
						ab
Use a reporting or flagging function on an app or site to report inappropriate content	363	86	269	131	137	71
	32%	29%	34%	34%	31%	35%
Get around controls that are there to stop you visiting certain sites or apps	203	54	145	67	86	38
	18%	19%	18%	17%	20%	19%
Use a proxy server to access particular sites or apps	125	28	94	44	50	27
	11%	10%	12%	11%	11%	13%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1106	277	788	368	444	202
Effective Weighted Sample	926	237	655	314	365	171
Total	1129	292	797	391	438	201
Don't know how to do any of these	19	9	9	6	6	4
	2%	3%	1%	2%	1%	2%
Don't know	16	2	14	3	5	3
	1%	1%	2%	1%	1%	1%
Prefer not to say	4	2	2	1	1	-
	*%	1%	*%	*%	*%	-%

SUMMARY

KNOW HOW TO DO ANY OF THESE	1090	280	772	381	425	194
	97%	96%	97%	97%	97%	97%
KNOW ANY OF THE SAFETY MEASURES	1064	268	760	372	419	188
	94%	92%	95%	95%	96%	94%
			a			
KNOW ANY OF THE 'RISKY' MEASURES	690	177	492	226	270	137
	61%	61%	62%	58%	62%	68%
						a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 41

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1106	-	742	364	543	563	-	1079	-	-	363	379	180	184
Effective Weighted Sample	926	-	585	346	452	474	-	901	-	-	284	301	170	176
Total	1129	-	748	381	549	580	-	1100	-	-	360	388	188	192
Block people on social media if you don't want to hear from them	750	**	480	270	343	407	**	729	**	**	211	269	132	138
	66%	**	64%	71%	62%	70%	**	66%	**	**	59%	69%	70%	72%
				b		a						c	c	c
Block people when you play online games	534	**	365	169	326	208	**	519	**	**	214	150	112	58
	47%	**	49%	45%	59%	36%	**	47%	**	**	59%	39%	59%	30%
				b							df		df	
Change the settings so fewer people can view your social media profile	343	**	212	131	150	193	**	330	**	**	87	125	63	68
	30%	**	28%	35%	27%	33%	**	30%	**	**	24%	32%	34%	35%
				b		a						c	c	c
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	238	**	143	95	111	127	**	233	**	**	60	82	51	45
	21%	**	19%	25%	20%	22%	**	21%	**	**	17%	21%	27%	23%
				b									c	
Delete the 'history' records of which websites you have visited	213	**	122	91	112	102	**	204	**	**	60	62	52	40
	19%	**	16%	24%	20%	18%	**	19%	**	**	17%	16%	27%	21%
				b									cd	
Use a reporting or flagging function on an app or site to report inappropriate content	160	**	109	51	76	85	**	155	**	**	53	56	23	29
	14%	**	15%	14%	14%	15%	**	14%	**	**	15%	14%	12%	15%
Get around controls that are there to stop you visiting certain sites or apps	70	**	48	22	37	33	**	69	**	**	25	24	12	9
	6%	**	6%	6%	7%	6%	**	6%	**	**	7%	6%	7%	5%
Use a proxy server to access particular sites or apps	53	**	29	24	32	21	**	53	**	**	18	10	14	11
	5%	**	4%	6%	6%	4%	**	5%	**	**	5%	3%	7%	6%
													d	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1106	-	742	364	543	563	-	1079	-	-	363	379	180	184
Effective Weighted Sample	926	-	585	346	452	474	-	901	-	-	284	301	170	176
Total	1129	-	748	381	549	580	-	1100	-	-	360	388	188	192
Don't know how to do any of these	19	**	15	4	7	12	**	19	**	**	7	8	-	4
	2%	**	2%	1%	1%	2%	**	2%	**	**	2%	2%	-%	2%
Don't know	45	**	25	19	17	28	**	44	**	**	8	18	9	10
	4%	**	3%	5%	3%	5%	**	4%	**	**	2%	5%	5%	5%
Prefer not to say	10	**	5	4	3	6	**	10	**	**	3	3	1	3
	1%	**	1%	1%	1%	1%	**	1%	**	**	1%	1%	*%	2%
None of these	54	**	34	20	29	25	**	51	**	**	16	18	13	7
	5%	**	5%	5%	5%	4%	**	5%	**	**	5%	5%	7%	4%
SUMMARY														
HAVE DONE ANY OF THESE	1001	**	668	333	492	509	**	977	**	**	327	341	166	168
	89%	**	89%	88%	90%	88%	**	89%	**	**	91%	88%	88%	87%
HAVE DONE ANY OF THE SAFETY MEASURES	947	**	632	315	464	483	**	923	**	**	308	325	156	159
	84%	**	85%	83%	85%	83%	**	84%	**	**	85%	84%	83%	82%
HAVE DONE ANY OF THE 'RISKY' MEASURES	390	**	231	159	194	197	**	380	**	**	109	123	85	74
	35%	**	31%	42%	35%	34%	**	35%	**	**	30%	32%	45%	39%
				b									cd	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1106	738	148	120	100	995	111	376	270	201	258	646	459
Effective Weighted Sample	926	694	135	98	55	833	94	320	218	169	223	536	391
Total	1129	921	105	56	46	1003	126	356	276	221	275	632	496
Block people on social media if you don't want to hear from them	750	612	73	36	28	665	85	229	196	147	178	424	325
	66%	66%	70%	65%	61%	66%	68%	64%	71%	66%	65%	67%	66%
Block people when you play online games	534	443	43	25	23	470	64	158	133	109	133	290	243
	47%	48%	41%	45%	49%	47%	51%	44%	48%	49%	49%	46%	49%
Change the settings so fewer people can view your social media profile	343	280	37	14	12	303	40	117	88	66	70	206	137
	30%	30%	35%	25%	26%	30%	32%	33%	32%	30%	26%	33%	28%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	238	184	26	11	17	209	30	85	66	42	44	151	87
	21%	20%	24%	20%	37% ac	21%	24%	24% df	24% d	19%	16%	24% df	17%
Delete the 'history' records of which websites you have visited	213	171	21	9	13	183	30	84	53	29	48	137	77
	19%	19%	20%	15%	28%	18%	24%	24% cf	19%	13%	18%	22% cf	15%
Use a reporting or flagging function on an app or site to report inappropriate content	160	135	12	7	6	143	17	58	44	13	46	102	58
	14%	15%	12%	13%	13%	14%	14%	16% c	16% c	6%	17% c	16% c	12% c
Get around controls that are there to stop you visiting certain sites or apps	70	57	5	2	6	63	7	22	21	9	19	43	27
	6%	6%	5%	4%	12%	6%	6%	6%	7%	4%	7%	7%	6%
Use a proxy server to access particular sites or apps	53	46	5	*	2	51	3	22	11	7	12	34	19
	5%	5%	5%	*%	4%	5%	2%	6%	4%	3%	4%	5%	4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 41

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1106	738	148	120	100	995	111	376	270	201	258	646	459
Effective Weighted Sample	926	694	135	98	55	833	94	320	218	169	223	536	391
Total	1129	921	105	56	46	1003	126	356	276	221	275	632	496
Don't know how to do any of these	19	14	2	2	*	12	7	5	7	5	2	12	7
	2%	2%	2%	4%	1%	1%	6% a	1%	3%	2%	1%	2%	1%
Don't know	45	33	7	2	3	42	3	14	9	11	10	23	22
	4%	4%	7%	3%	6%	4%	2%	4%	3%	5%	4%	4%	4%
Prefer not to say	10	5	*	3	1	8	1	*	3	1	5	4	6
	1%	1%	*%	6% ab	2%	1%	1%	*%	1%	*%	2% a	1%	1%
None of these	54	41	5	4	4	49	5	17	13	9	15	30	24
	5%	4%	5%	8%	8%	5%	4%	5%	5%	4%	6%	5%	5%
SUMMARY													
HAVE DONE ANY OF THESE	1001	828	91	44	39	892	109	321	243	196	242	563	437
	89%	90% c	86%	79%	84%	89%	87%	90%	88%	88%	88%	89%	88%
HAVE DONE ANY OF THE SAFETY MEASURES	947	783	87	44	34	848	99	301	230	187	229	530	416
	84%	85% d	82%	78%	74%	85%	79%	84%	83%	85%	83%	84%	84%
HAVE DONE ANY OF THE 'RISKY' MEASURES	390	314	39	15	23	343	48	145	102	65	78	247	143
	35%	34%	37%	27%	50% ac	34%	38%	41% cdf	37% f	29%	28%	39% cdf	29%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1106	277	788	368	444	202
Effective Weighted Sample	926	237	655	314	365	171
Total	1129	292	797	391	438	201
Block people on social media if you don't want to hear from them	750	185	543	263	294	138
	66%	63%	68%	67%	67%	69%
Block people when you play online games	534	156	362	198	201	95
	47%	53%	45%	51%	46%	47%
		b				
Change the settings so fewer people can view your social media profile	343	86	246	114	126	69
	30%	29%	31%	29%	29%	34%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	238	64	168	73	90	54
	21%	22%	21%	19%	21%	27%
						a
Delete the 'history' records of which websites you have visited	213	54	157	59	84	56
	19%	19%	20%	15%	19%	28%
						ab
Use a reporting or flagging function on an app or site to report inappropriate content	160	45	108	63	55	30
	14%	15%	14%	16%	13%	15%
Get around controls that are there to stop you visiting certain sites or apps	70	29	41	23	31	14
	6%	10%	5%	6%	7%	7%
		b				
Use a proxy server to access particular sites or apps	53	17	34	20	21	11
	5%	6%	4%	5%	5%	6%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	1106	277	788	368	444	202
Effective Weighted Sample	926	237	655	314	365	171
Total	1129	292	797	391	438	201
Don't know how to do any of these	19 2%	9 3%	9 1%	6 2%	6 1%	4 2%
Don't know	45 4%	15 5%	29 4%	15 4%	16 4%	8 4%
Prefer not to say	10 1%	3 1%	5 1%	2 1%	4 1%	1 1%
None of these	54 5%	4 1%	47 6%	16 4%	24 5%	5 3%
			a			
SUMMARY						
HAVE DONE ANY OF THESE	1001 89%	262 90%	706 89%	352 90%	389 89%	182 91%
HAVE DONE ANY OF THE SAFETY MEASURES	947 84%	240 82%	678 85%	335 86%	368 84%	175 87%
HAVE DONE ANY OF THE 'RISKY' MEASURES	390 35%	109 37%	272 34%	118 30%	151 34%	91 46% ab
Columns Tested: a,b - a,b,c						

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 42

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
PRIMARY	734	734	-	-	370	364	734	-	370	364	-	-	-	-
	34%	86%	-%	-%	35%	34%	100%	-%	87%	85%	-%	-%	-%	-%
		bc					b		cdef	cdef				
SECONDARY	1365	119	853	393	676	689	-	1365	57	62	427	427	192	200
	64%	14%	100%	92%	63%	65%	-%	100%	13%	15%	100%	100%	90%	94%
			ac	a				a			abef	abef	ab	ab
POST-SCHOOL	34	-	-	34	21	13	-	-	-	-	-	-	21	13
	2%	-%	-%	8%	2%	1%	-%	-%	-%	-%	-%	-%	10%	6%
				ab									abcd	abcd

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

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
PRIMARY	734	595	70	37	33	619	115	171	192	165	204	362	369
	34%	34%	37%	35%	39%	33%	42%	29%	36%	37%	37%	32%	37%
							a		a	a	a		ae
SECONDARY	1365	1130	117	68	51	1210	155	423	324	273	344	746	617
	64%	64%	62%	64%	60%	65%	56%	71%	61%	61%	62%	66%	62%
						b		bcd				f	
POST-SCHOOL	34	29	3	1	1	27	7	4	14	9	7	17	16
	2%	2%	2%	1%	1%	1%	3%	1%	3%	2%	1%	2%	2%
									a				

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

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
PRIMARY	734	166	540	275	292	95
	34%	33%	35%	37%	35%	28%
				c	c	
SECONDARY	1365	320	992	466	528	237
	64%	64%	64%	62%	63%	71%
						ab
POST-SCHOOL	34	12	21	11	14	4
	2%	2%	1%	1%	2%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Yes	1997	799	803	396	999	998	686	1278	398	400	404	399	196	199
	94%	94%	94%	93%	94%	94%	93%	94%	93%	94%	95%	93%	92%	93%
No	45	19	18	7	21	24	17	27	11	9	6	12	4	3
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	3%	2%	1%
Child is bilingual/ trilingual – using English equally with one or more other languages	89	35	31	24	47	43	31	58	17	18	17	14	12	11
	4%	4%	4%	6%	4%	4%	4%	4%	4%	4%	4%	3%	6%	5%
Prefer not to say	2	-	2	-	-	2	-	2	-	-	-	2	-	-
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Yes	1997	1644	178	93	82	1732	265	560	498	411	524	1058	935
	94%	94%	94%	88%	97%	93%	96%	94%	94%	92%	95%	94%	93%
		c	c		c								
No	45	39	4	2	-	41	5	14	7	9	15	21	24
	2%	2%	2%	2%	-%	2%	2%	2%	1%	2%	3%	2%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	89	69	7	10	3	82	7	22	23	28	16	45	44
	4%	4%	4%	9%	3%	4%	3%	4%	4%	6%	3%	4%	4%
				abd						d			
Prefer not to say	2	1	*	-	-	2	-	1	*	-	-	2	-
	*%	*%	*%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Yes	1997	468	1459	718	780	314
	94%	94%	94%	95%	94%	94%
No	45	10	31	11	15	9
	2%	2%	2%	1%	2%	3%
Child is bilingual/ trilingual – using English equally with one or more other languages	89	20	63	23	37	12
	4%	4%	4%	3%	4%	4%
Prefer not to say	2	-	*	*	1	-
	*%	-%	*%	*%	*%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	1736	686	706	344	865	871	589	1118	348	338	345	361	171	172
	81%	80%	83%	81%	81%	82%	80%	82%	82%	79%	81%	85%	80%	81%
Irish	19	9	7	4	11	8	7	12	3	5	6	1	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
Gypsy, Traveller or Irish Traveller	1	-	-	1	-	1	-	1	-	-	-	-	-	1
	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%
Any other white background	48	22	20	6	26	22	19	29	11	11	9	11	6	-
	2%	3%	2%	1%	2%	2%	3%	2%	3%	3%	2%	3%	3%	-%
									f	f		f	f	
MIXED OR MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	52	20	24	9	23	29	18	34	7	13	13	11	3	5
	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%	3%	3%	2%	2%
White and Black African	32	7	18	7	19	12	6	25	3	4	11	7	5	1
	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	3%	2%	2%	1%
White and Asian	43	22	11	10	21	23	20	23	10	12	5	6	6	4
	2%	3%	1%	2%	2%	2%	3%	2%	2%	3%	1%	2%	3%	2%
Any other mixed/ multiple ethnic background	17	10	2	5	10	7	8	8	6	4	2	-	2	3
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%
									d					d
ASIAN AND BRITISH ASIAN														
Indian	24	10	6	7	15	8	9	13	6	4	6	-	3	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-%	2%	2%
									d		d		d	d
Pakistani	42	22	15	5	16	26	18	24	9	13	7	8	-	5
	2%	3%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	-%	3%
									e	e				e

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
	Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Bangladeshi	13	6	2	5	10	4	6	8	4	2	2	*	4	1
	1%	1%	*%	1% b	1%	*%	1%	1%	1%	1%	*%	*%	2% d	1%
Chinese	6	4	1	2	3	3	2	4	2	2	-	1	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Any other Asian background	12	9	2	2	6	6	9	4	4	5	1	1	2	-
	1%	1%	*%	*%	1%	1%	1% b	*%	1%	1%	*%	*%	1%	-%
BLACK AND BLACK BRITISH														
Caribbean	17	5	10	1	7	10	5	11	4	1	3	7	-	1
	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	2%	-%	1%
African	38	12	17	9	16	22	10	28	5	7	8	9	3	6
	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	3%
Any other Black/ African/ Caribbean background	5	-	1	4	4	1	-	5	-	-	1	-	2	1
	*%	-%	*%	1% a	*%	*%	-%	*%	-%	-%	*%	-%	1% abd	1%
OTHER ETHNIC GROUPS														
Arab	7	*	4	2	5	1	*	6	*	-	4	-	1	1
	*%	*%	*%	1%	1%	*%	*%	*%	*%	-%	1%	-%	1%	1%
Any other ethnic background	11	5	5	1	5	6	3	8	3	2	3	2	-	1
	1%	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%	-%	1%
Prefer not to say	8	5	*	3	3	5	5	3	2	3	-	*	1	2
	*%	1%	*%	1% b	*%	*%	1%	*%	*%	1%	-%	*%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
WHITE													
English/ Welsh/ Scottish/ Northern Irish/ British	1736	1397	167	99	74	1486	251	476	424	374	459	900	833
	81%	80%	88%	93%	88%	80%	90%	80%	80%	83%	83%	80%	83%
			a	ab	a		a						
Irish	19	14	-	1	5	18	1	7	5	5	2	12	7
	1%	1%	-%	1%	6%	1%	*%	1%	1%	1%	*%	1%	1%
					abc								
Gypsy, Traveller or Irish Traveller	1	1	-	-	-	1	-	1	-	-	-	1	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%
Any other white background	48	41	6	1	1	45	3	9	12	17	10	21	28
	2%	2%	3%	1%	1%	2%	1%	2%	2%	4%	2%	2%	3%
										ae			
MIXED OR MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	52	49	1	2	1	48	4	7	11	10	24	18	34
	2%	3%	*%	2%	1%	3%	2%	1%	2%	2%	4%	2%	3%
		b									ae		ae
White and Black African	32	29	2	-	*	30	2	16	6	4	6	22	9
	1%	2%	1%	-%	*%	2%	1%	3%	1%	1%	1%	2%	1%
								f					
White and Asian	43	39	3	2	*	37	6	16	13	4	9	30	14
	2%	2%	1%	1%	1%	2%	2%	3%	3%	1%	2%	3%	1%
Any other mixed/ multiple ethnic background	17	15	1	*	*	13	4	7	3	2	5	10	7
	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	1%
ASIAN AND BRITISH ASIAN													
Indian	24	23	*	*	-	24	-	5	10	6	3	15	9
	1%	1%	*%	*%	-%	1%	-%	1%	2%	1%	1%	1%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Pakistani	42 2% c	39 2% c	3 2%	- -%	1 1%	39 2%	3 1%	13 2%	5 1%	7 2%	17 3% b	18 2%	25 2%
Bangladeshi	13 1%	12 1%	1 1%	* *%	- -%	13 1%	- -%	6 1%	3 1%	3 1%	1 *%	9 1%	5 *%
Chinese	6 *%	5 *%	1 *%	- -%	- -%	5 *%	1 *%	2 *%	2 *%	1 *%	2 *%	4 *%	2 *%
Any other Asian background	12 1%	11 1%	1 1%	- -%	- -%	11 1%	2 1%	3 *%	4 1%	2 1%	3 1%	7 1%	5 1%
BLACK AND BLACK BRITISH													
Caribbean	17 1%	13 1%	3 2%	* *%	* 1%	15 1%	1 *%	9 cdf	8 cdf	- -%	- -%	17 cdf	- -%
African	38 2%	37 2% c	1 *%	- -%	* *%	38 2% b	- -%	14 2%	14 3%	6 1%	5 1%	27 2% f	11 1%
Any other Black/ African/ Caribbean background	5 *%	5 *%	- -%	- -%	- -%	5 *%	- -%	1 *%	- -%	1 *%	3 *%	1 *%	4 *%
OTHER ETHNIC GROUPS													
Arab	7 *%	6 *%	- -%	- -%	* *%	7 *%	- -%	* *%	5 1% adf	1 *%	- -%	5 *%	1 *%
Any other ethnic background	11 1%	10 1%	- -%	- -%	1 1%	11 1%	- -%	5 1%	- -%	3 1%	3 1%	5 *%	6 1%
Prefer not to say	8 *%	8 *%	- -%	* *%	* *%	8 *%	- -%	* *%	5 1% a	1 *%	2 *%	5 *%	3 *%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
WHITE						
English/ Welsh/ Scottish/ Northern Irish/ British	1736	390	1285	613	678	283
	81%	78%	83% a	81%	81%	84%
Irish	19	11	8	5	8	6
	1%	2% b	*%	1%	1%	2%
Gypsy, Traveller or Irish Traveller	1	-	-	-	1	-
	*%	-%	-%	-%	*%	-%
Any other white background	48	7	40	11	23	5
	2%	1%	3%	1%	3%	2%
MIXED OR MULTIPLE ETHNIC GROUPS						
White and Black Caribbean	52	10	41	27	21	5
	2%	2%	3%	4%	2%	2%
White and Black African	32	14	18	6	19	2
	1%	3% b	1%	1%	2% a	1%
White and Asian	43	12	31	10	21	6
	2%	2%	2%	1%	3%	2%
Any other mixed/ multiple ethnic background	17	6	9	3	8	3
	1%	1%	1%	*%	1%	1%
ASIAN AND BRITISH ASIAN						
Indian	24	3	18	11	5	6
	1%	1%	1%	1%	1%	2%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Pakistani	42	13	25	19	10	2
	2%	3%	2%	2%	1%	1%
Bangladeshi	13	4	8	4	4	4
	1%	1%	1%	1%	*%	1%
Chinese	6	-	6	2	2	2
	*%	-%	*%	*%	*%	1%
Any other Asian background	12	3	8	2	4	1
	1%	1%	*%	*%	1%	*%
BLACK AND BLACK BRITISH						
Caribbean	17	8	9	9	6	2
	1%	2%	1%	1%	1%	*%
		b				
African	38	7	31	19	13	5
	2%	1%	2%	2%	2%	2%
Any other Black/ African/ Caribbean background	5	3	2	3	-	1
	*%	1%	*%	*%	-%	*%
OTHER ETHNIC GROUPS						
Arab	7	-	4	5	1	-
	*%	-%	*%	1%	*%	-%
Any other ethnic background	11	3	7	2	8	1
	1%	1%	*%	*%	1%	*%
Prefer not to say	8	2	4	3	*	1
	*%	*%	*%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 45

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
	Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Hearing? Poor hearing, partial hearing, or are deaf	69	17	29	23	34	34	17	52	9	8	14	15	11	12
	3%	2%	3%	5% a	3%	3%	2%	4%	2%	2%	3%	4%	5% b	5% ab
Eyesight? Poor vision, colour blindness, partial sight, or are blind	94	37	30	28	45	49	35	57	14	22	15	15	16	13
	4%	4%	3%	7% b	4%	5%	5%	4%	3%	5%	3%	3%	7% acd	6%
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	83	23	46	14	37	46	23	60	11	12	21	24	5	9
	4%	3%	5% a	3%	3%	4%	3%	4%	2%	3%	5%	6% a	2%	4%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	34	8	17	9	14	20	6	28	3	5	8	9	3	6
	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	3% a
Breathing? Breathlessness or chest pains	42	13	18	11	26	16	13	28	10	3	9	9	6	5
	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	3% b	2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	112	38	50	24	59	52	35	75	17	21	30	20	13	11
	5%	4%	6%	6%	6%	5%	5%	6%	4%	5%	7%	5%	6%	5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 45

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
	Total	8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	172 8%	73 9%	58 7%	40 9%	109 10% b	63 6%	66 9%	99 7%	43 10% d	30 7%	41 10% d	17 4%	25 12% d	15 7%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	163 8%	37 4%	70 8% a	56 13% ab	66 6%	97 9% a	33 5%	122 9% a	16 4%	21 5%	29 7%	41 10% ab	22 10% ab	34 16% abcd
Other illnesses/ conditions which impact or limit their daily activities	39 2%	10 1%	18 2%	11 3%	15 1%	23 2%	8 1%	29 2%	4 1%	5 1%	5 1%	13 3% a	6 3%	5 2%
Nothing – no impairments or conditions that impact or limit their daily activities	1553 73%	644 76% c	622 73% c	286 67%	774 73%	778 73%	540 74%	992 73%	323 76% f	322 75% f	301 71%	321 75% f	150 70%	136 64%
Don't know	34 2%	15 2%	15 2%	3 1%	17 2%	18 2%	13 2%	21 2%	7 2%	8 2%	9 2%	7 2%	1 *%	3 1%
Prefer not to say	48 2%	16 2%	22 3%	9 2%	18 2%	30 3%	15 2%	32 2%	5 1%	11 3%	11 3%	11 3%	2 1%	8 4% a
SUMMARY														
ANY IMPACTING OR LIMITING CONDITIONS	498 23%	177 21%	194 23%	127 30% ab	258 24%	240 23%	166 23%	320 23%	92 22%	85 20%	105 25%	88 21%	60 28% bd	67 31% abd

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 45

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Hearing? Poor hearing, partial hearing, or are deaf	69 3%	54 3%	7 4%	3 3%	4 5%	58 3%	10 4%	27 4% d	12 2%	18 4%	12 2%	38 3%	30 3%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	94 4%	74 4%	9 4%	6 6%	6 7%	87 5%	7 3%	30 5%	22 4%	19 4%	22 4%	52 5%	41 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	83 4%	71 4%	6 3%	2 2%	4 4%	76 4%	7 3%	31 5%	18 3%	14 3%	19 4%	50 4%	33 3%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	34 2%	26 1%	3 2%	3 3%	2 2%	31 2%	3 1%	17 3% bd	3 1%	10 2%	4 1%	20 2%	14 1%
Breathing? Breathlessness or chest pains	42 2%	31 2%	5 3%	2 2%	4 5% a	36 2%	6 2%	13 2%	4 1%	6 1%	19 3% be	17 2%	25 2% b
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	112 5%	92 5%	10 6%	3 3%	6 7%	92 5%	20 7%	34 6%	25 5%	18 4%	34 6%	59 5%	53 5%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	172	142	11	9	9	140	32	36	41	33	61	77	94
	8%	8%	6%	9%	11%	8%	11%	6%	8%	7%	11% ae	7%	9% ae
Their mental health? Anxiety, depression, or trauma-related conditions, for example	163	138	9	8	8	142	21	32	41	35	55	73	90
	8%	8%	5%	8%	9%	8%	8%	5%	8%	8%	10% ae	6%	9% a
Other illnesses/ conditions which impact or limit their daily activities	39	35	2	1	1	34	5	8	14	5	12	21	17
	2%	2%	1%	1%	1%	2%	2%	1%	3%	1%	2%	2%	2%
Nothing – no impairments or conditions that impact or limit their daily activities	1553	1269	144	80	61	1353	199	446	394	334	376	840	710
	73%	72%	76%	76%	72%	73%	72%	75% d	74% d	75% d	68%	75% d	71%
Don't know	34	28	1	2	3	29	5	12	4	6	12	16	18
	2%	2%	1%	2%	3%	2%	2%	2%	1%	1%	2%	1%	2%
Prefer not to say	48	42	4	2	1	40	8	13	9	7	19	22	26
	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%	3%	2%	3%
SUMMARY													
ANY IMPACTING OR LIMITING CONDITIONS	498	415	41	22	21	434	65	126	122	101	147	248	248
	23%	24%	21%	21%	25%	23%	23%	21%	23%	23%	27% a	22%	25%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Hearing? Poor hearing, partial hearing, or are deaf	69	69	-	27	29	12
	3%	14%	-%	4%	4%	4%
		b				
Eyesight? Poor vision, colour blindness, partial sight, or are blind	94	94	-	47	31	9
	4%	19%	-%	6%	4%	3%
		b		bc		
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	83	83	-	26	31	21
	4%	17%	-%	3%	4%	6%
		b				
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	34	34	-	15	11	5
	2%	7%	-%	2%	1%	1%
		b				
Breathing? Breathlessness or chest pains	42	42	-	14	15	11
	2%	8%	-%	2%	2%	3%
		b				
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	112	112	-	60	32	16
	5%	22%	-%	8%	4%	5%
		b		b		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	172	172	-	70	64	24
	8%	34% b	-%	9%	8%	7%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	163	163	-	64	61	22
	8%	33% b	-%	8%	7%	7%
Other illnesses/ conditions which impact or limit their daily activities	39	39	-	23	9	3
	2%	8% b	-%	3% bc	1%	1%
Nothing – no impairments or conditions that impact or limit their daily activities	1553	-	1553	516	637	258
	73%	-%	100% a	69%	76% a	77% a
Don't know	34	-	-	16	8	2
	2%	-%	-%	2%	1%	1%
Prefer not to say	48	-	-	12	13	5
	2%	-%	-%	2%	2%	1%
SUMMARY						
ANY IMPACTING OR LIMITING CONDITIONS	498	498	-	209	176	71
	23%	100% b	-%	28% bc	21%	21%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 46

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

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

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
25-34	465	294	142	29	247	218	264	201	151	143	82	60	14	15
	22%	35%	17%	7%	23%	20%	36%	15%	35%	34%	19%	14%	7%	7%
		bc	c				b		cdef	cdef	ef	ef		
35-44	1014	390	420	204	476	538	337	663	189	201	186	234	100	103
	48%	46%	49%	48%	45%	50%	46%	49%	44%	47%	44%	55%	47%	49%
					a							abc		
45-54	501	141	219	140	271	230	107	384	74	67	125	95	72	68
	23%	17%	26%	33%	25%	22%	15%	28%	17%	16%	29%	22%	34%	32%
			a	ab			a				abd	b	abd	abd
55-64	90	15	34	41	34	56	15	68	2	13	14	20	18	23
	4%	2%	4%	10%	3%	5%	2%	5%	*%	3%	3%	5%	8%	11%
			a	ab		a		a		a	a	a	abc	abcd
65-74	2	*	-	1	2	-	*	1	*	-	-	-	1	-
	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	-%	-%	1%	-%
Refused	61	12	38	12	37	24	12	49	9	2	20	18	8	4
	3%	1%	4%	3%	4%	2%	2%	4%	2%	1%	5%	4%	4%	2%
			a				a				b	b	b	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 46

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

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

Base : All parents of children aged 8-17

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
25-34	465	383	37	28	17	421	45	105	97	96	165	202	261
	22%	22%	19%	27%	20%	23%	16%	18%	18%	21%	30%	18%	26%
						b					abce		abe
35-44	1014	828	95	52	38	882	132	278	266	204	264	544	468
	48%	47%	50%	50%	45%	48%	48%	47%	50%	46%	48%	48%	47%
45-54	501	418	39	20	24	420	81	157	132	107	105	289	212
	23%	24%	21%	19%	28%	23%	29%	26%	25%	24%	19%	26%	21%
					c		a	df	d			df	
55-64	90	69	15	3	3	76	14	40	18	19	14	57	33
	4%	4%	8%	3%	3%	4%	5%	7%	3%	4%	3%	5%	3%
			ac					bdf				d	
65-74	2	1	-	*	-	*	1	2	-	-	-	2	-
	*%	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%
						a							
Refused	61	53	4	2	2	57	5	16	17	22	7	32	29
	3%	3%	2%	2%	3%	3%	2%	3%	3%	5%	1%	3%	3%
										d			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
25-34	465	113	333	229	173	33
	22%	23%	21%	30%	21%	10%
				bc	c	
35-44	1014	241	734	357	395	150
	48%	48%	47%	47%	47%	45%
45-54	501	107	377	132	219	108
	23%	21%	24%	18%	26%	32%
					a	a
55-64	90	21	69	20	29	32
	4%	4%	4%	3%	4%	10%
						ab
65-74	2	-	2	-	2	-
	*%	-%	*%	-%	*%	-%
Refused	61	16	38	15	16	12
	3%	3%	2%	2%	2%	4%

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

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

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

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Man	624	211	256	157	345	279	176	441	112	99	143	113	90	67
	29%	25%	30%	37%	32%	26%	24%	32%	26%	23%	34%	27%	42%	31%
			a	ab	b		a				ab		abcdf	b
Woman	1505	640	595	270	720	784	555	923	314	326	283	312	123	147
	71%	75%	70%	63%	68%	74%	76%	68%	74%	76%	66%	73%	58%	69%
		bc	c			a	b		ce	ce	e	e		e
Non-binary	3	3	1	-	1	2	3	1	1	2	-	1	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%
Prefer not to say	*	-	*	-	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Man	624	484	66	32	42	580	45	285	131	128	80	416	208
	29%	28%	35%	30%	49%	31%	16%	48%	25%	29%	14%	37%	21%
			a		abc	b		bcdef	d	df		bcdf	d
Woman	1505	1266	122	74	43	1272	233	312	394	320	474	706	794
	71%	72%	64%	70%	51%	69%	84%	52%	75%	71%	86%	63%	79%
		bd	d	d			a		ae	ae	abcef	a	ace
Non-binary	3	3	1	-	-	3	-	-	3	-	-	3	-
	*%	*%	*%	-%	-%	*%	-%	-%	1%	-%	-%	*%	-%
									f				
Prefer not to say	*	-	*	-	-	*	-	-	*	-	-	*	-
	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Man	624	158	438	143	292	166
	29%	32%	28%	19%	35%	50%
					a	ab
Woman	1505	337	1114	608	540	169
	71%	68%	72%	81%	65%	50%
				bc	c	
Non-binary	3	3	1	2	2	-
	*%	1%	*%	*%	*%	-%
		b				
Prefer not to say	*	-	*	*	-	-
	*%	-%	*%	*%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 48

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

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

Base : All parents of children aged 8-17

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
In full time employment	1118	388	485	245	564	554	336	770	210	178	230	256	124	120
	52%	45%	57%	57%	53%	52%	46%	56%	49%	42%	54%	60%	58%	56%
			a	a				a	b		b	ab	ab	b
In part time employment	519	228	196	95	245	275	193	319	102	126	94	103	49	47
	24%	27%	23%	22%	23%	26%	26%	23%	24%	29%	22%	24%	23%	22%
									c					
Unemployed	93	45	32	16	43	50	38	54	21	25	17	15	5	10
	4%	5%	4%	4%	4%	5%	5%	4%	5%	6%	4%	3%	3%	5%
A student	29	10	8	11	11	18	10	19	4	6	5	2	2	9
	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	4%
				b										abcd
Full-time responsibility for home/ family	329	163	123	44	180	149	138	183	82	81	74	49	24	20
	15%	19%	14%	10%	17%	14%	19%	13%	19%	19%	17%	11%	11%	9%
		bc					b		def	def	df			
Retired	9	2	2	5	3	5	2	4	1	1	*	2	2	3
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	1%
				a										
Other	31	14	7	9	17	13	14	14	6	9	6	1	5	4
	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	*%	3%	2%
										d			d	
Don't know	1	1	-	-	-	1	1	-	-	1	-	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	-%	-%
Prefer not to say	4	2	-	2	3	1	2	2	2	-	-	-	1	1
	*%	*%	-%	*%	*%	*%	*%	*%	1%	-%	-%	-%	*%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
In full time employment	1118	904	101	55	58	997	121	453	327	228	108	780	336
	52%	52%	53%	52%	69%	54%	44%	76%	62%	51%	20%	69%	34%
					abc	b		bcdef	cdf	df		bcdf	d
In part time employment	519	440	42	27	10	453	66	89	150	123	155	239	278
	24%	25%	22%	26%	12%	24%	24%	15%	28%	27%	28%	21%	28%
		d	d	d					ae	ae	ae	a	ae
Unemployed	93	76	9	4	4	80	13	6	1	9	78	7	86
	4%	4%	5%	4%	4%	4%	5%	1%	*%	2%	14%	1%	9%
										be	abcef		abce
A student	29	20	5	3	1	27	2	4	13	5	8	17	13
	1%	1%	3%	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%
				a					a				
Full-time responsibility for home/ family	329	272	32	14	11	257	72	39	32	72	186	71	258
	15%	16%	17%	13%	13%	14%	26%	6%	6%	16%	34%	6%	26%
						a				abe	abcef		abce
Retired	9	7	*	1	*	7	2	5	-	4	-	5	4
	*%	*%	*%	1%	*%	*%	1%	1%	-%	1%	-%	*%	*%
										bd			
Other	31	29	-	1	*	29	1	2	4	7	17	7	24
	1%	2%	-%	1%	*%	2%	*%	*%	1%	2%	3%	1%	2%
		b									abe		ae
Don't know	1	1	-	-	-	1	-	-	-	-	1	-	1
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	*%
Prefer not to say	4	4	1	-	-	4	-	1	1	1	2	2	3
	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
In full time employment	1118	240	839	242	535	270
	52%	48%	54%	32%	64%	81%
			a		a	ab
In part time employment	519	127	372	231	184	45
	24%	26%	24%	31%	22%	13%
				bc	c	
Unemployed	93	29	51	61	15	-
	4%	6%	3%	8%	2%	-%
		b		bc	c	
A student	29	11	18	13	7	2
	1%	2%	1%	2%	1%	*%
Full-time responsibility for home/ family	329	82	237	191	77	16
	15%	16%	15%	25%	9%	5%
				bc	c	
Retired	9	1	7	3	5	1
	*%	*%	*%	*%	1%	*%
Other	31	6	24	12	11	-
	1%	1%	2%	2%	1%	-%
				c		
Don't know	1	1	-	-	-	1
	*%	*%	-%	-%	-%	*%
Prefer not to say	4	-	4	1	-	-
	*%	-%	*%	*%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 49

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Income Support	127	43	54	30	67	60	41	85	25	18	29	25	13	17
	6%	5%	6%	7%	6%	6%	6%	6%	6%	4%	7%	6%	6%	8%
Income-based Jobseeker's Allowance	60	15	27	19	29	31	13	47	6	9	14	12	9	10
	3%	2%	3%	4%	3%	3%	2%	3%	1%	2%	3%	3%	4%	5%
				a				a					a	a
Pensions Credit (Guaranteed Credit)	57	16	29	13	32	25	16	40	9	7	15	13	8	4
	3%	2%	3%	3%	3%	2%	2%	3%	2%	2%	4%	3%	4%	2%
Pensions Credit (no Guaranteed Credit)	43	8	24	10	27	16	8	33	7	2	13	11	7	3
	2%	1%	3%	2%	2%	2%	1%	2%	2%	*%	3%	3%	3%	1%
			a								b	b	b	
Employment and Support Allowance (ESA)	129	38	58	33	61	68	28	96	15	23	26	32	20	13
	6%	4%	7%	8%	6%	6%	4%	7%	4%	5%	6%	8%	9%	6%
				a				a				a	a	
Universal Credit (and household has other earnings)	365	181	125	59	180	185	163	199	91	90	61	65	28	31
	17%	21%	15%	14%	17%	17%	22%	15%	21%	21%	14%	15%	13%	14%
		bc					b		cdef	ce				
Universal Credit (and household has no other earnings)	132	59	50	24	70	62	53	77	25	34	34	16	11	12
	6%	7%	6%	6%	7%	6%	7%	6%	6%	8%	8%	4%	5%	6%
										d	d			
Personal Independence Payment (PIP)	145	56	58	32	75	70	47	94	22	35	37	21	17	15
	7%	7%	7%	7%	7%	7%	6%	7%	5%	8%	9%	5%	8%	7%
Carer's allowance	136	43	64	29	74	62	36	100	21	22	36	28	17	12
	6%	5%	8%	7%	7%	6%	5%	7%	5%	5%	8%	7%	8%	5%
Other (please type in below)	31	11	16	4	17	14	11	20	9	2	6	10	2	2
	1%	1%	2%	1%	2%	1%	1%	1%	2%	*%	1%	2%	1%	1%
												b		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
None of these - Do not receive any of these benefits	1169	462	470	237	568	601	387	762	227	235	221	249	120	117
	55%	54%	55%	56%	53%	56%	53%	56%	53%	55%	52%	58%	56%	55%
Don't know	53	15	20	17	29	24	12	40	7	8	14	7	9	9
	2%	2%	2%	4%	3%	2%	2%	3%	2%	2%	3%	2%	4%	4%
				a										
Prefer not to say	107	42	44	21	65	41	38	66	28	14	27	17	11	10
	5%	5%	5%	5%	6%	4%	5%	5%	7%	3%	6%	4%	5%	5%
				b					b					
SUMMARY														
ANY BENEFITS	805	334	319	152	404	400	297	497	165	169	165	154	74	77
	38%	39%	37%	36%	38%	38%	40%	36%	39%	40%	39%	36%	35%	36%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Income Support	127 6%	108 6%	11 6%	4 4%	4 5%	117 6%	10 3%	61 10% bcdf	7 1%	10 2%	47 9% bc	68 6% bc	58 6% bc
Income-based Jobseeker's Allowance	60 3%	50 3%	6 3%	4 3%	1 1%	58 3%	2 1%	34 6% bcdf	8 1%	7 2%	12 2%	42 4% bcf	18 2%
Pensions Credit (Guaranteed Credit)	57 3%	45 3%	9 5% ad	2 2%	1 1%	56 3% b	1 *%	39 6% bcdf	9 2%	7 1%	3 *%	48 4% bcdf	9 1%
Pensions Credit (no Guaranteed Credit)	43 2%	34 2%	7 4%	1 1%	1 1%	43 2% b	- -%	31 5% bcdf	7 1%	3 1%	2 *%	37 3% bcdf	5 1%
Employment and Support Allowance (ESA)	129 6%	106 6%	11 6%	6 6%	6 7%	124 7% b	6 2%	47 8% bc	16 3%	14 3%	53 10% bce	62 6% b	67 7% bc
Universal Credit (and household has other earnings)	365 17%	301 17%	31 16%	20 19%	13 15%	318 17%	47 17%	64 11%	79 15% a	96 22% abe	126 23% abe	143 13%	222 22% abe
Universal Credit (and household has no other earnings)	132 6%	110 6%	11 6%	8 8%	3 4%	117 6%	15 5%	28 5% bc	12 2%	9 2%	83 15% abcef	40 4%	92 9% abce
Personal Independence Payment (PIP)	145 7%	120 7%	9 5%	7 7%	9 11% b	132 7%	13 5%	38 6%	23 4%	19 4%	65 12% abce	61 5%	84 8% bce
Carer's allowance	136 6%	106 6%	13 7%	6 6%	10 12% a	108 6%	28 10% a	27 4%	16 3%	27 6% b	65 12% abce	43 4%	92 9% abe

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Other (please type in below)	31	24	4	3	-	23	7	2	12	7	10	14	17
	1%	1%	2%	3%	-%	1%	3%	1%	2%	2%	2%	1%	2%
				d					a	a	a		a
None of these - Do not receive any of these benefits	1169	950	115	56	47	1008	161	391	352	253	171	743	424
	55%	54%	61%	53%	56%	54%	58%	65%	67%	56%	31%	66%	42%
			a					cdf	cdf	df		cdf	d
Don't know	53	47	2	3	1	49	4	7	11	17	18	18	35
	2%	3%	1%	2%	2%	3%	1%	1%	2%	4%	3%	2%	3%
										ae	a		ae
Prefer not to say	107	93	7	5	3	89	17	17	33	23	31	51	54
	5%	5%	3%	4%	3%	5%	6%	3%	6%	5%	6%	4%	5%
									a		a		a
SUMMARY													
ANY BENEFITS	805	664	66	42	33	709	95	182	132	154	335	315	489
	38%	38%	35%	40%	39%	38%	34%	31%	25%	34%	60%	28%	49%
										be	abcef		abce

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Income Support	127	60	61	62	37	24
	6%	12%	4%	8%	4%	7%
		b		b		
Income-based Jobseeker's Allowance	60	32	24	30	18	10
	3%	6%	2%	4%	2%	3%
		b				
Pensions Credit (Guaranteed Credit)	57	32	24	20	23	13
	3%	6%	2%	3%	3%	4%
		b				
Pensions Credit (no Guaranteed Credit)	43	28	13	13	19	10
	2%	6%	1%	2%	2%	3%
		b				
Employment and Support Allowance (ESA)	129	50	76	60	47	19
	6%	10%	5%	8%	6%	6%
		b				
Universal Credit (and household has other earnings)	365	106	248	194	130	16
	17%	21%	16%	26%	16%	5%
		b		bc	c	
Universal Credit (and household has no other earnings)	132	51	73	75	33	13
	6%	10%	5%	10%	4%	4%
		b		bc		
Personal Independence Payment (PIP)	145	69	73	67	55	11
	7%	14%	5%	9%	7%	3%
		b		c	c	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Carer's allowance	136	73	60	69	43	13
	6%	15%	4%	9%	5%	4%
		b		bc		
Other (please type in below)	31	12	18	14	11	1
	1%	2%	1%	2%	1%	*%
None of these - Do not receive any of these benefits	1169	159	984	281	538	262
	55%	32%	63%	37%	65%	78%
			a		a	ab
Don't know	53	12	30	14	22	7
	2%	2%	2%	2%	3%	2%
Prefer not to say	107	27	62	19	15	12
	5%	5%	4%	3%	2%	4%
SUMMARY						
ANY BENEFITS	805	300	476	438	258	55
	38%	60%	31%	58%	31%	16%
		b		bc	c	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
Up to £199 per week/ Up to £10,399 per year	228	96	90	43	113	115	87	136	47	49	52	38	15	28
	11%	11%	11%	10%	11%	11%	12%	10%	11%	11%	12%	9%	7%	13%
From £200 to £299 per week/ From £10,400 to £15,599 per year	234	96	90	47	123	111	86	145	47	50	50	41	26	21
	11%	11%	11%	11%	12%	10%	12%	11%	11%	12%	12%	10%	12%	10%
From £300 to £499 per week/ From £15,600 to £25,999 per year	410	177	149	84	205	206	153	248	99	77	61	88	44	40
	19%	21%	17%	20%	19%	19%	21%	18%	23%	18%	14%	21%	21%	19%
									c			c		
From £500 to £699 per week/ From £26,000 to £36,399 per year	381	172	145	63	191	191	136	238	84	88	75	71	32	32
	18%	20%	17%	15%	18%	18%	19%	17%	20%	21%	17%	17%	15%	15%
		c												
From £700 to £999 per week/ From £36,400 to £51,999 per year	342	125	154	64	166	176	107	235	54	71	73	81	39	24
	16%	15%	18%	15%	16%	17%	15%	17%	13%	17%	17%	19%	18%	11%
												af		
£1,000 and above per week/ £52,000 and above per year	325	108	130	88	162	164	92	229	53	54	69	61	40	48
	15%	13%	15%	21%	15%	15%	13%	17%	13%	13%	16%	14%	19%	22%
				ab				a						abd
Don't know	70	33	28	8	32	37	31	39	14	20	15	13	3	4
	3%	4%	3%	2%	3%	4%	4%	3%	3%	5%	4%	3%	2%	2%
Prefer not to say	142	46	66	30	75	67	42	95	28	18	32	33	14	16
	7%	5%	8%	7%	7%	6%	6%	7%	7%	4%	8%	8%	7%	7%
												b		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 15TH NOVEMBER TO 15TH DECEMBER 2021.

Table 50

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		NATION				AREA		SOCIAL GRADE					
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
		a	b	c	d	a	b	a	b	c	d	e	f
Significance Level: 95%													
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
Up to £199 per week/ Up to £10,399 per year	228	195	20	10	3	201	28	21	30	41	134	51	175
	11%	11%	11%	9%	4%	11%	10%	4%	6%	9%	24%	5%	17%
		d	d							ae	abcef		abce
From £200 to £299 per week/ From £10,400 to £15,599 per year	234	187	22	13	11	206	28	20	46	45	123	66	168
	11%	11%	12%	13%	14%	11%	10%	3%	9%	10%	22%	6%	17%
									a	ae	abcef	a	abce
From £300 to £499 per week/ From £15,600 to £25,999 per year	410	337	36	22	15	360	50	61	112	101	135	173	237
	19%	19%	19%	21%	18%	19%	18%	10%	21%	23%	24%	15%	24%
									ae	ae	ae	a	ae
From £500 to £699 per week/ From £26,000 to £36,399 per year	381	312	36	21	12	340	41	98	116	108	59	214	167
	18%	18%	19%	20%	15%	18%	15%	16%	22%	24%	11%	19%	17%
								d	adf	adef		d	d
From £700 to £999 per week/ From £36,400 to £51,999 per year	342	275	29	18	20	301	42	148	96	69	30	244	99
	16%	16%	15%	17%	24%	16%	15%	25%	18%	15%	5%	22%	10%
					ab			bcd	df	df		cdf	d
£1,000 and above per week/ £52,000 and above per year	325	270	25	12	18	273	53	212	67	40	6	279	46
	15%	15%	13%	12%	22%	15%	19%	35%	13%	9%	1%	25%	5%
					bc			bcd	df	df		bcd	d
Don't know	70	57	8	2	2	61	9	12	18	8	32	30	39
	3%	3%	4%	2%	2%	3%	3%	2%	3%	2%	6%	3%	4%
											ace		a
Prefer not to say	142	120	13	6	2	115	27	26	43	35	36	69	71
	7%	7%	7%	6%	2%	6%	10%	4%	8%	8%	6%	6%	7%
		d							a	a			a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
Up to £199 per week/ Up to £10,399 per year	228 11%	65 13%	151 10%	228 30% bc	- -%	- -%
From £200 to £299 per week/ From £10,400 to £15,599 per year	234 11%	73 15% b	155 10%	161 21% bc	73 9% c	- -%
From £300 to £499 per week/ From £15,600 to £25,999 per year	410 19%	118 24% b	282 18%	228 30% bc	182 22% c	- -%
From £500 to £699 per week/ From £26,000 to £36,399 per year	381 18%	74 15%	304 20% a	118 16% c	264 32% ac	- -%
From £700 to £999 per week/ From £36,400 to £51,999 per year	342 16%	60 12%	267 17% a	18 2%	314 38% ac	10 3%
£1,000 and above per week/ £52,000 and above per year	325 15%	67 13%	253 16%	- -%	- -%	325 97% ab
Don't know	70 3%	14 3%	48 3%	- -%	- -%	- -%
Prefer not to say	142 7%	28 6%	94 6%	- -%	- -%	- -%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2133	888	840	405	1072	1061	786	1315	446	442	424	416	202	203
Effective Weighted Sample	1741	701	660	385	875	867	615	1097	356	346	331	330	191	195
Total	2133	853	853	427	1067	1067	734	1365	427	427	427	427	213	213
A lot	338	124	143	70	179	159	112	225	69	55	78	66	32	38
	16%	15%	17%	17%	17%	15%	15%	16%	16%	13%	18%	15%	15%	18%
A little	675	380	213	82	348	327	341	324	192	188	111	102	45	37
	32%	44%	25%	19%	33%	31%	46%	24%	45%	44%	26%	24%	21%	17%
		bc	c				b		cdef	cdef	f			
None	1120	349	497	275	540	581	282	816	165	184	238	259	137	138
	53%	41%	58%	64%	51%	54%	38%	60%	39%	43%	56%	61%	64%	65%
			a	a				a			ab	ab	ab	abc

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	2133	1371	294	256	212	1889	244	657	522	405	544	1179	949
Effective Weighted Sample	1741	1295	270	219	129	1539	205	543	418	333	452	956	784
Total	2133	1753	190	105	84	1856	277	597	529	448	555	1126	1003
A lot	338	290	29	10	9	316	22	129	56	86	66	185	152
	16%	17%	15%	9%	11%	17%	8%	22%	11%	19%	12%	16%	15%
		c	c			b		bdef		bd		bd	b
A little	675	545	64	40	26	590	85	178	178	147	170	355	317
	32%	31%	34%	38%	31%	32%	31%	30%	34%	33%	31%	32%	32%
None	1120	918	96	56	50	950	171	291	295	215	319	586	534
	53%	52%	51%	53%	59%	51%	61%	49%	56%	48%	58%	52%	53%
							a		ac		ac		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed. 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	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c
Significance Level: 95%						
Unweighted total	2133	494	1558	748	841	346
Effective Weighted Sample	1741	408	1267	614	681	282
Total	2133	498	1553	753	833	335
A lot	338	138	181	124	123	63
	16%	28%	12%	16%	15%	19%
		b				
A little	675	163	479	246	262	91
	32%	33%	31%	33%	31%	27%
None	1120	197	893	383	449	181
	53%	40%	57%	51%	54%	54%
			a			

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

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

FINANCIAL VULNERABILITY

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

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1935	811	752	372	965	970	715	1192	401	410	377	375	187	185
Effective Weighted Sample	1577	639	590	353	788	789	558	993	319	320	294	295	176	177
Total	1922	774	759	389	959	962	662	1231	385	389	379	380	196	193
Most Financially Vulnerable	753	325	297	131	384	369	275	466	164	160	157	141	63	68
	39%	42%	39%	34%	40%	38%	42%	38%	43%	41%	41%	37%	32%	35%
		c							e	e	e			
Potentially Financially Vulnerable	833	340	325	169	407	426	292	528	165	174	149	175	92	77
	43%	44%	43%	43%	42%	44%	44%	43%	43%	45%	39%	46%	47%	40%
Least Financially Vulnerable	335	110	137	89	169	167	95	237	55	55	73	64	41	48
	17%	14%	18%	23%	18%	17%	14%	19%	14%	14%	19%	17%	21%	25%
				a				a						abd

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

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

FINANCIAL VULNERABILITY

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

	Total	NATION				AREA		SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f
Unweighted total	1935	1237	263	234	201	1719	216	618	470	365	479	1088	844
Effective Weighted Sample	1577	1169	244	198	121	1398	181	510	374	301	397	881	697
Total	1922	1576	169	97	80	1680	242	559	467	405	487	1027	892
Most Financially Vulnerable	753	621	68	42	22	653	100	107	137	180	327	243	507
	39%	39%	40%	43%	27%	39%	41%	19%	29%	44%	67%	24%	57%
		d	d	d					ae	abe	abcef	a	abce
Potentially Financially Vulnerable	833	676	74	43	40	744	89	238	256	185	155	494	339
	43%	43%	44%	44%	50%	44%	37%	43%	55%	46%	32%	48%	38%
								d	acdef	df		adf	d
Least Financially Vulnerable	335	278	27	12	18	283	53	215	74	40	6	289	46
	17%	18%	16%	13%	23%	17%	22%	38%	16%	10%	1%	28%	5%
					c			bcdef	cdf	df		bcdf	d

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

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

FINANCIAL VULNERABILITY

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c
Unweighted total	1935	455	1423	748	841	346
Effective Weighted Sample	1577	375	1155	614	681	282
Total	1922	456	1411	753	833	335
Most Financially Vulnerable	753	209	516	753	-	-
	39%	46%	37%	100%	-%	-%
		b		bc		
Potentially Financially Vulnerable	833	176	637	-	833	-
	43%	39%	45%	-%	100%	-%
			a		ac	
Least Financially Vulnerable	335	71	258	-	-	335
	17%	15%	18%	-%	-%	100%
						ab

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