

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : All parents of children aged 3-17	

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Base : All children aged 8-17	
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Base : All children aged 8-17	
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Base : All parents of children aged 3-17	

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Table 1

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

WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Wave 1	3307	3307	-	441	661	882	882	441	1654	1654	372	1521	1311
	50%	100%	-%	50%	50%	50%	50%	50%	50%	50%	58%	49%	48%
		b									bc		
Wave 2	3355	-	3355	447	671	895	895	447	1678	1678	265	1565	1425
	50%	-%	100%	50%	50%	50%	50%	50%	50%	50%	42%	51%	52%
			a									a	a

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

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Table 1

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

WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Wave 1	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Wave 2	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%

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

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Table 1

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WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
		a	b	a	b	c	d	e	f	a	b	a	b	c
Significance Level: 95%														
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Wave 1	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
	50%	50%	50%	50%	50%	50%	50%	50%	50%	47%	50%	49%	50%	48%
Wave 2	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
	50%	50%	50%	50%	50%	50%	50%	50%	50%	53%	50%	51%	50%	52%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 2

All interviewing conducted using an online panel. Any 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 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
North East	244	121	123	37	51	66	56	34	123	121	27	114	98
	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%
Yorkshire and Humberside	534	265	269	73	118	174	131	38	267	266	50	282	185
	8%	8%	8%	8%	9%	10%	7%	4%	8%	8%	8%	9%	7%
				e	e	de	e					c	
North West	712	353	358	83	140	203	200	85	332	379	53	329	311
	11%	11%	11%	9%	11%	11%	11%	10%	10%	11%	8%	11%	11%
												a	
West Midlands	593	294	299	74	110	156	172	82	289	304	52	261	258
	9%	9%	9%	8%	8%	9%	10%	9%	9%	9%	8%	8%	9%
East Midlands	461	229	232	59	90	142	99	71	244	217	51	219	179
	7%	7%	7%	7%	7%	8%	6%	8%	7%	7%	8%	7%	7%
						d		d					
East of England	613	304	309	82	116	160	175	80	319	294	59	279	256
	9%	9%	9%	9%	9%	9%	10%	9%	10%	9%	9%	9%	9%
South West	507	252	256	81	100	122	122	83	258	250	59	217	215
	8%	8%	8%	9%	7%	7%	7%	9%	8%	7%	9%	7%	8%
South East	903	448	455	129	188	227	233	126	455	448	86	421	367
	14%	14%	14%	15%	14%	13%	13%	14%	14%	13%	13%	14%	13%
London	909	451	458	105	164	229	281	130	450	459	57	406	422
	14%	14%	14%	12%	12%	13%	16%	15%	14%	14%	9%	13%	15%
							abc					a	ab
SUMMARY													
England	5476	2718	2758	723	1077	1478	1469	729	2738	2737	494	2528	2290
	82%	82%	82%	81%	81%	83%	83%	82%	82%	82%	78%	82%	84%
												a	a

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

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Wales	329	164	166	47	74	80	83	46	166	164	29	161	130
	5%	5%	5%	5%	6%	4%	5%	5%	5%	5%	4%	5%	5%
Scotland	593	294	299	81	124	152	156	80	292	301	89	274	215
	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	14% bc	9%	8%
Northern Ireland	264	131	133	38	58	67	68	33	135	128	26	123	101
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

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

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
North East	244	20	17	28	23	38	28	23	33	14	20	244	-	-	-
	4%	4%	4%	4%	3%	4%	3%	3%	4%	3%	5%	4%	-%	-%	-%
												bcd			
Yorkshire and Humberside	534	35	38	69	49	85	89	61	70	18	20	534	-	-	-
	8%	8%	9%	10%	7%	10%	10%	7%	8%	4%	5%	10%	-%	-%	-%
		i	ij	gij	i	ij	gij		ij			bcd			
North West	712	32	51	77	63	85	119	101	99	37	48	712	-	-	-
	11%	7%	12%	12%	9%	10%	13%	11%	11%	8%	11%	13%	-%	-%	-%
			a	a			adei	a	a			bcd			
West Midlands	593	39	35	56	54	77	79	73	99	45	37	593	-	-	-
	9%	9%	8%	8%	8%	9%	9%	8%	11%	10%	8%	11%	-%	-%	-%
												bcd			
East Midlands	461	26	33	43	47	79	63	51	48	46	25	461	-	-	-
	7%	6%	7%	6%	7%	9%	7%	6%	5%	10%	6%	8%	-%	-%	-%
						gh				acghj		bcd			
East of England	613	36	46	54	62	75	84	119	55	34	46	613	-	-	-
	9%	8%	10%	8%	9%	8%	10%	13%	6%	8%	10%	11%	-%	-%	-%
			h		h		h	acdefhi			h	bcd			
South West	507	46	35	47	53	61	61	61	61	43	40	507	-	-	-
	8%	10%	8%	7%	8%	7%	7%	7%	7%	10%	9%	9%	-%	-%	-%
												bcd			
South East	903	70	60	90	98	122	105	115	118	59	67	903	-	-	-
	14%	16%	13%	14%	15%	14%	12%	13%	13%	13%	15%	16%	-%	-%	-%
												bcd			
London	909	55	50	73	91	117	112	132	149	73	57	909	-	-	-
	14%	12%	11%	11%	14%	13%	13%	15%	17%	16%	13%	17%	-%	-%	-%
									bcd	bc		bcd			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 2

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
SUMMARY															
England	5476	359	364	537	540	738	740	736	733	369	360	5476	-	-	-
	82%	81%	82%	81%	81%	83%	83%	83%	83%	83%	81%	100%	-%	-%	-%
												bcd			
Wales	329	24	22	37	37	41	39	41	42	22	24	-	-	329	-
	5%	5%	5%	6%	5%	5%	4%	5%	5%	5%	5%	-%	-%	100%	-%
														abd	
Scotland	593	40	41	64	60	76	76	74	82	38	42	-	593	-	-
	9%	9%	9%	10%	9%	9%	9%	8%	9%	9%	9%	-%	100%	-%	-%
													acd		
Northern Ireland	264	22	16	28	30	34	33	37	32	15	18	-	-	-	264
	4%	5%	4%	4%	4%	4%	4%	4%	4%	3%	4%	-%	-%	-%	100%
															abc

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 2

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
North East	244 4%	219 4%	25 3%	43 2%	69 4% a	51 4%	81 5% ae	112 3%	132 4% a	39 3%	187 4%	74 4%	113 4% c	25 2%
Yorkshire and Humberside	534 8%	448 8%	86 10%	129 7%	135 8%	122 9%	146 8%	264 8%	269 9%	91 7%	419 8%	154 8%	266 9% c	69 6%
North West	712 11%	645 11% b	66 8%	188 10%	168 10%	136 10%	218 13% ace	356 10%	354 11%	127 10%	554 11%	224 11%	323 11% c	95 9%
West Midlands	593 9%	555 10% b	38 4%	134 7%	133 8%	132 9% a	188 11% abe	266 8%	320 10% abe	119 10%	445 9%	199 10% c	250 9% c	68 6%
East Midlands	461 7%	382 7%	80 9% a	115 6%	128 8%	105 7%	113 7%	243 7%	218 7%	93 7%	354 7%	172 8% bc	181 6%	60 5%
East of England	613 9%	485 8%	128 15% a	162 9%	151 9%	139 10%	158 9%	312 9%	297 9%	108 9%	479 9%	201 10% c	264 9%	83 7%
South West	507 8%	420 7%	87 10% a	106 6%	142 9% a	128 9% ae	128 7%	248 7%	256 8% a	98 8%	383 7%	154 8%	233 8%	75 7%
South East	903 14%	766 13%	137 16%	243 13%	213 13%	186 13%	257 15%	456 13%	443 14%	167 13%	700 14%	258 13%	380 13%	172 16%
London	909 14%	899 16% b	11 1%	435 23% bcdef	187 11% df	143 10% d	136 8%	623 18% bcdf	279 9%	163 13%	685 13%	232 11%	319 11%	246 22% ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 2

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
SUMMARY														
England	5476	4820	656	1555	1325	1143	1424	2880	2567	1005	4205	1669	2329	892
	82%	83%	76%	83%	81%	82%	82%	82%	82%	81%	82%	83%	83%	81%
Wales	329	262	67	84	84	70	90	169	160	64	253	108	129	45
	5%	5%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%
Scotland	593	507	86	160	156	129	147	316	276	117	453	157	260	115
	9%	9%	10%	9%	10%	9%	8%	9%	9%	9%	9%	8%	9%	10%
Northern Ireland	264	207	57	66	69	57	71	135	128	52	204	89	102	49
	4%	4%	7%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

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

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
URBAN	5796	2877	2919	774	1130	1567	1549	777	2906	2890	553	2668	2401
	87%	87%	87%	87%	85%	88%	87%	87%	87%	87%	87%	86%	88%
						b							
RURAL	866	430	436	115	202	210	228	111	425	441	84	418	336
	13%	13%	13%	13%	15%	12%	13%	13%	13%	13%	13%	14%	12%
					c								

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
URBAN	5796	387	387	569	561	784	783	774	775	394	383	4820	507	262	207
	87%	87%	87%	85%	84%	88%	88%	87%	87%	89%	86%	88%	85%	80%	79%
						d	d					bcd	cd		
RURAL	866	58	57	97	105	105	105	114	113	51	61	656	86	67	57
	13%	13%	13%	15%	16%	12%	12%	13%	13%	11%	14%	12%	15%	20%	21%
					ef								a	ab	ab

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
URBAN	5796	5796	-	1645	1444	1188	1493	3089	2680	1087	4442	1757	2480	959
	87%	100%	-%	88%	88%	85%	86%	88%	86%	88%	87%	87%	88%	87%
		b		cf	cf			cf						
RURAL	866	-	866	220	191	211	239	411	451	151	672	265	340	143
	13%	-%	100%	12%	12%	15%	14%	12%	14%	12%	13%	13%	12%	13%
			a			abe			abe					

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 4

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
A	487	275	212	40	82	136	151	77	264	223	20	218	242
	7%	8%	6%	5%	6%	8%	9%	9%	8%	7%	3%	7%	9%
		b				a	ab	ab				a	ab
B	1378	651	728	156	252	386	410	174	687	692	114	613	621
	21%	20%	22%	18%	19%	22%	23%	20%	21%	21%	18%	20%	23%
						a	ab						ab
C1	1635	811	824	232	362	430	424	188	821	814	173	790	636
	25%	25%	25%	26%	27%	24%	24%	21%	25%	24%	27%	26%	23%
				e	e								
C2	1399	694	705	178	281	352	370	218	729	670	134	630	595
	21%	21%	21%	20%	21%	20%	21%	25%	22%	20%	21%	20%	22%
								ac					
D	993	499	494	155	182	269	251	137	493	501	109	449	390
	15%	15%	15%	17%	14%	15%	14%	15%	15%	15%	17%	15%	14%
				b									
E	739	361	378	116	168	200	163	91	334	405	78	377	242
	11%	11%	11%	13%	13%	11%	9%	10%	10%	12%	12%	12%	9%
				d	d					a	c	c	
Don't know	30	16	14	10	5	4	7	4	5	26	9	9	9
	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	1%	*%	*%
				c						a	bc		
SUMMARY													
AB	1865	926	939	196	334	523	562	250	951	915	134	831	864
	28%	28%	28%	22%	25%	29%	32%	28%	29%	27%	21%	27%	32%
						ab	ab	a				a	ab
DE	1732	860	872	271	350	469	414	228	826	906	187	826	633
	26%	26%	26%	31%	26%	26%	23%	26%	25%	27%	29%	27%	23%
				cde							c	c	

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

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QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
ABC1	3500	1737	1764	429	696	952	985	438	1771	1729	306	1621	1500
	53%	53%	53%	48%	52%	54%	55%	49%	53%	52%	48%	53%	55%
						a	ae						a
C2DE	3131	1554	1577	449	631	820	784	446	1555	1576	322	1456	1228
	47%	47%	47%	51%	47%	46%	44%	50%	47%	47%	50%	47%	45%
				d				d			c		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 4

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
A	487	16	24	41	42	90	47	70	81	48	29	432	26	20	9
	7%	4%	6%	6%	6%	10%	5%	8%	9%	11%	6%	8%	4%	6%	3%
						abcdf		a	abf	abcdj		bd		d	
B	1378	72	84	131	121	200	186	192	218	91	83	1122	134	65	57
	21%	16%	19%	20%	18%	23%	21%	22%	25%	20%	19%	20%	23%	20%	22%
						a		a	abcdj						
C1	1635	116	116	179	183	202	228	231	193	93	95	1325	156	84	69
	25%	26%	26%	27%	27%	23%	26%	26%	22%	21%	21%	24%	26%	26%	26%
				hi	hij										
C2	1399	110	68	143	138	178	173	194	176	103	115	1143	129	70	57
	21%	25%	15%	21%	21%	20%	19%	22%	20%	23%	26%	21%	22%	21%	22%
		b		b	b			b		b	befh				
D	993	72	82	95	87	144	125	116	135	65	72	818	90	51	34
	15%	16%	19%	14%	13%	16%	14%	13%	15%	15%	16%	15%	15%	15%	13%
			dg												
E	739	57	59	76	93	74	126	83	81	45	46	606	57	39	37
	11%	13%	13%	11%	14%	8%	14%	9%	9%	10%	10%	11%	10%	12%	14%
		e	egh		egh		egh								ab
Don't know	30	1	10	2	4	-	4	3	4	-	4	29	1	1	*
	*%	*%	2%	*%	1%	-%	*%	*%	*%	-%	1%	1%	*%	*%	*%
			acdefghi								e				
SUMMARY															
AB	1865	88	109	172	162	290	233	262	299	138	112	1555	160	84	66
	28%	20%	24%	26%	24%	33%	26%	30%	34%	31%	25%	28%	27%	26%	25%
				a		abcdj	a	ad	abcdj	abd					
DE	1732	129	142	171	179	218	251	199	215	109	118	1424	147	90	71
	26%	29%	32%	26%	27%	25%	28%	22%	24%	25%	27%	26%	25%	27%	27%
		g	ceghi				g								

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
ABC1	3500	204	225	351	345	492	460	493	492	232	207	2880	316	169	135
	53%	46%	51%	53%	52%	55%	52%	55%	55%	52%	47%	53%	53%	51%	51%
						aj		aj	aj						
C2DE	3131	240	210	314	317	396	424	393	392	213	233	2567	276	160	128
	47%	54%	47%	47%	48%	45%	48%	44%	44%	48%	53%	47%	46%	49%	49%
		cegh									egh				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 4

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
A	487	455	32	487	-	-	-	487	-	80	373	73	154	231
	7%	8%	4%	26%	-%	-%	-%	14%	-%	6%	7%	4%	5%	21%
		b		bcdef				bcdf					a	ab
B	1378	1190	188	1378	-	-	-	1378	-	206	1132	199	583	474
	21%	21%	22%	74%	-%	-%	-%	39%	-%	17%	22%	10%	21%	43%
				bcdef				bcdf			a		a	ab
C1	1635	1444	191	-	1635	-	-	1635	-	259	1318	368	871	261
	25%	25%	22%	-%	100%	-%	-%	47%	-%	21%	26%	18%	31%	24%
					acdef			acdf			a		ac	a
C2	1399	1188	211	-	-	1399	-	-	1399	255	1086	465	684	115
	21%	20%	24%	-%	-%	100%	-%	-%	45%	21%	21%	23%	24%	10%
			a			abdef			abde			c	c	
D	993	856	137	-	-	-	993	-	993	205	736	490	382	18
	15%	15%	16%	-%	-%	-%	57%	-%	32%	17%	14%	24%	14%	2%
							abcef		abce			bc	c	
E	739	636	103	-	-	-	739	-	739	226	457	422	137	3
	11%	11%	12%	-%	-%	-%	43%	-%	24%	18%	9%	21%	5%	*%
							abcef		abce	b		bc	c	
Don't know	30	26	4	-	-	-	-	-	-	8	12	6	9	1
	*%	*%	*%	-%	-%	-%	-%	-%	-%	1%	*%	*%	*%	*%
SUMMARY														
AB	1865	1645	220	1865	-	-	-	1865	-	286	1505	272	737	705
	28%	28%	25%	100%	-%	-%	-%	53%	-%	23%	29%	13%	26%	64%
				bcdef				bcdf			a		a	ab
DE	1732	1493	239	-	-	-	1732	-	1732	431	1193	912	519	21
	26%	26%	28%	-%	-%	-%	100%	-%	55%	35%	23%	45%	18%	2%
							abcef		abce	b		bc	c	

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
ABC1	3500	3089	411	1865	1635	-	-	3500	-	545	2824	640	1608	965
	53%	53%	47%	100%	100%	-%	-%	100%	-%	44%	55%	32%	57%	88%
		b		cdf	cdf			cdf			a		a	ab
C2DE	3131	2680	451	-	-	1399	1732	-	3131	685	2279	1377	1203	135
	47%	46%	52%	-%	-%	100%	100%	-%	100%	55%	45%	68%	43%	12%
			a			abe	abe		abe	b		bc	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 5

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Boy, aged 3-4	444	220	224	444	-	-	-	-	444	-	314	126	-
	7%	7%	7%	50% bcde	-%	-%	-%	-%	13% b	-%	49% bc	4% c	-%
Boy, aged 5-7	666	331	335	-	666	-	-	-	666	-	7	637	-
	10%	10%	10%	-%	50% acde	-%	-%	-%	20% b	-%	1% c	21% ac	-%
Boy, aged 8-11	888	441	447	-	-	888	-	-	888	-	-	772	108
	13%	13%	13%	-%	-%	50% abde	-%	-%	27% b	-%	-%	25% ac	4% a
Boy, aged 12-15	888	441	447	-	-	-	888	-	888	-	-	5	868
	13%	13%	13%	-%	-%	-%	50% abce	-%	27% b	-%	-%	*% ac	32% ab
Boy, aged 16-17	444	220	224	-	-	-	-	444	444	-	-	-	403
	7%	7%	7%	-%	-%	-%	-%	50% abcd	13% b	-%	-%	-%	15% ab
Girl, aged 3-4	444	220	224	444	-	-	-	-	-	444	314	125	-
	7%	7%	7%	50% bcde	-%	-%	-%	-%	-%	13% a	49% bc	4% c	-%
Girl, aged 5-7	666	331	336	-	666	-	-	-	-	666	3	642	-
	10%	10%	10%	-%	50% acde	-%	-%	-%	-%	20% a	*% c	21% ac	-%
Girl, aged 8-11	888	441	447	-	-	888	-	-	-	888	-	775	100
	13%	13%	13%	-%	-%	50% abde	-%	-%	-%	27% a	-%	25% ac	4% a
Girl, aged 12-15	888	441	447	-	-	-	888	-	-	888	-	5	869
	13%	13%	13%	-%	-%	-%	50% abce	-%	-%	27% a	-%	*% ac	32% ab
Girl, aged 16-17	444	220	224	-	-	-	-	444	-	444	-	-	390
	7%	7%	7%	-%	-%	-%	-%	50% abcd	-%	13% a	-%	-%	14% ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 5

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Boy, aged 3-4	444	444	-	-	-	-	-	-	-	-	-	359	40	24	22
	7%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	7%	7%	7%	8%
		bcdefghij													
Boy, aged 5-7	666	-	-	666	-	-	-	-	-	-	-	537	64	37	28
	10%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	10%	11%	11%	11%
		abdefghij													
Boy, aged 8-11	888	-	-	-	-	888	-	-	-	-	-	738	76	41	34
	13%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	13%	13%	12%	13%
		abcdfghij													
Boy, aged 12-15	888	-	-	-	-	-	-	888	-	-	-	736	74	41	37
	13%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	13%	13%	13%	14%
		abcdefhij													
Boy, aged 16-17	444	-	-	-	-	-	-	-	-	444	-	369	38	22	15
	7%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	7%	6%	7%	6%
		abcdefghj													
Girl, aged 3-4	444	-	444	-	-	-	-	-	-	-	-	364	41	22	16
	7%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	7%	7%	7%	6%
		acdefghij													
Girl, aged 5-7	666	-	-	-	666	-	-	-	-	-	-	540	60	37	30
	10%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	10%	10%	11%	11%
		abcefg hij													
Girl, aged 8-11	888	-	-	-	-	-	888	-	-	-	-	740	76	39	33
	13%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	14%	13%	12%	13%
		abcdeghij													

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Girl, aged 12-15	888	-	-	-	-	-	-	-	888	-	-	733	82	42	32
	13%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	13%	14%	13%	12%
									abcdefghij						
Girl, aged 16-17	444	-	-	-	-	-	-	-	-	-	444	360	42	24	18
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	7%	7%	7%	7%
											abcdefghi				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 5

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Boy, aged 3-4	444 7%	387 7%	58 7%	88 5%	116 7%	110 8%	129 7%	204 6%	240 8%	67 5%	359 7%	154 8%	190 7%	44 4%
					a	ae	ae		ae			c	c	
Boy, aged 5-7	666 10%	569 10%	97 11%	172 9%	179 11%	143 10%	171 10%	351 10%	314 10%	133 11%	490 10%	188 9%	301 11%	101 9%
Boy, aged 8-11	888 13%	784 14%	105 12%	290 16%	202 12%	178 13%	218 13%	492 14%	396 13%	166 13%	694 14%	252 12%	388 14%	157 14%
				bdf										
Boy, aged 12-15	888 13%	774 13%	114 13%	262 14%	231 14%	194 14%	199 11%	493 14%	393 13%	184 15%	661 13%	216 11%	419 15%	151 14%
				d	d			d					a	a
Boy, aged 16-17	444 7%	394 7%	51 6%	138 7%	93 6%	103 7%	109 6%	232 7%	213 7%	91 7%	337 7%	125 6%	183 6%	96 9%
														ab
Girl, aged 3-4	444 7%	387 7%	57 7%	109 6%	116 7%	68 5%	142 8%	225 6%	210 7%	53 4%	362 7%	157 8%	160 6%	72 7%
					c		ace		c		a	b		
Girl, aged 5-7	666 10%	561 10%	105 12%	162 9%	183 11%	138 10%	179 10%	345 10%	317 10%	91 7%	543 11%	216 11%	255 9%	118 11%
					a						a			
Girl, aged 8-11	888 13%	783 14%	105 12%	233 12%	228 14%	173 12%	251 14%	460 13%	424 14%	147 12%	695 14%	313 15%	365 13%	126 11%
												bc		
Girl, aged 12-15	888 13%	775 13%	113 13%	299 16%	193 12%	176 13%	215 12%	492 14%	392 13%	191 15%	656 13%	249 12%	375 13%	168 15%
				bcdf				b		b				a
Girl, aged 16-17	444 7%	383 7%	61 7%	112 6%	95 6%	115 8%	118 7%	207 6%	233 7%	115 9%	317 6%	151 7%	184 7%	69 6%
						abe			e	b				

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

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Boy	3331	1654	1678	444	666	888	888	444	3331	-	321	1540	1378
	50%	50%	50%	50%	50%	50%	50%	50%	100%	-%	50%	50%	50%
									b				
Girl	3331	1654	1678	444	666	888	888	444	-	3331	316	1546	1358
	50%	50%	50%	50%	50%	50%	50%	50%	-%	100%	50%	50%	50%
										a			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 6

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Boy	3331	444	-	666	-	888	-	888	-	444	-	2738	292	166	135
	50%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	50%	49%	50%	51%
		bdfhj		bdfhj		bdfhj		bdfhj		bdfhj					
Girl	3331	-	444	-	666	-	888	-	888	-	444	2737	301	164	128
	50%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	50%	51%	50%	49%
			acegi		acegi		acegi		acegi		acegi				

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Boy	3331	2906	425	951	821	729	826	1771	1555	641	2541	935	1482	549
	50%	50%	49%	51%	50%	52%	48%	51%	50%	52%	50%	46%	53%	50%
						d							a	
Girl	3331	2890	441	915	814	670	906	1729	1576	597	2574	1087	1338	553
	50%	50%	51%	49%	50%	48%	52%	49%	50%	48%	50%	54%	47%	50%
							c					b		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 7

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	a	b	c	d	e	a	b	a	b	c
Unweighted total	3212	3212	-	518	696	807	796	395	1615	1597	436	1513	1169
Effective Weighted Sample	2331	2331	-	300	488	612	597	340	1160	1171	253	1091	916
Total	3219	3219	-	391	639	869	879	441	1614	1605	325	1486	1306
Add funny filters to a photo	1362	1362	**	182	312	357	326	184	579	783	148	673	507
	42%	42%	**	47%	49%	41%	37%	42%	36%	49%	45%	45%	39%
				d	cde					a		c	
Make a drawing or picture online, or use colouring apps	1229	1229	**	270	429	291	177	62	527	702	219	737	249
	38%	38%	**	69%	67%	34%	20%	14%	33%	44%	67%	50%	19%
				cde	cde	de	e			a	bc	c	
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	933	933	**	-	315	244	237	137	445	489	3	521	386
	29%	29%	**	-%	49%	28%	27%	31%	28%	30%	1%	35%	30%
					acde	a	a	a				ac	a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	688	688	**	-	-	248	308	133	314	374	-	226	442
	21%	21%	**	-%	-%	29%	35%	30%	19%	23%	-%	15%	34%
						ab	abc	ab		a		a	ab
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	450	450	**	-	-	151	193	106	186	264	-	133	304
	14%	14%	**	-%	-%	17%	22%	24%	12%	16%	-%	9%	23%
						ab	abc	abc		a		a	ab
(AGED 8-17 ONLY) Make an animation, meme or gif	412	412	**	-	-	182	165	65	189	223	-	168	235
	13%	13%	**	-%	-%	21%	19%	15%	12%	14%	-%	11%	18%
						abe	ab	ab				a	ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 7

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Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	a	b	c	d	e	a	b	a	b	c
Unweighted total	3212	3212	-	518	696	807	796	395	1615	1597	436	1513	1169
Effective Weighted Sample	2331	2331	-	300	488	612	597	340	1160	1171	253	1091	916
Total	3219	3219	-	391	639	869	879	441	1614	1605	325	1486	1306
(AGED 12-17 ONLY) Review or rate something online	296	296	**	-	-	-	181	115	152	144	-	-	285
	9%	9%	**	-%	-%	-%	21%	26%	9%	9%	-%	-%	22%
							abc	abc					ab
(AGED 5-17 ONLY) Coding/ programming	296	296	**	-	63	90	100	42	188	107	-	147	146
	9%	9%	**	-%	10%	10%	11%	10%	12%	7%	-%	10%	11%
					a	a	a	a	b			a	a
(AGED 8-17 ONLY) Make or edit music online	264	264	**	-	-	92	126	46	120	144	-	86	172
	8%	8%	**	-%	-%	11%	14%	10%	7%	9%	-%	6%	13%
						ab	ab	ab				a	ab
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	230	230	**	-	-	79	107	44	80	150	-	70	156
	7%	7%	**	-%	-%	9%	12%	10%	5%	9%	-%	5%	12%
						ab	ab	ab		a		a	ab
(AGED 8-17 ONLY) Create an online photo book or calendar	179	179	**	-	-	63	75	41	90	90	-	58	119
	6%	6%	**	-%	-%	7%	9%	9%	6%	6%	-%	4%	9%
						ab	ab	ab				a	ab
(AGED 8-17 ONLY) Make a vlog	136	136	**	-	-	46	60	30	68	67	-	38	94
	4%	4%	**	-%	-%	5%	7%	7%	4%	4%	-%	3%	7%
						ab	ab	ab				a	ab
(AGED 12-17 ONLY) Make a website/ app or game	124	124	**	-	-	-	96	28	68	56	-	-	121
	4%	4%	**	-%	-%	-%	11%	6%	4%	3%	-%	-%	9%
							abce	abc					ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : Those whose child ever goes online (WAVE 1 ONLY)

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	a	b	c	d	e	a	b	a	b	c
Unweighted total	3212	3212	-	518	696	807	796	395	1615	1597	436	1513	1169
Effective Weighted Sample	2331	2331	-	300	488	612	597	340	1160	1171	253	1091	916
Total	3219	3219	-	391	639	869	879	441	1614	1605	325	1486	1306
(AGED 12-17 ONLY) Write blogs or articles	85	85	**	-	-	-	60	25	44	40	-	1	84
	3%	3%	**	-%	-%	-%	7%	6%	3%	3%	-%	*%	6%
							abc	abc					ab
(AGED 12-17 ONLY) Make a podcast	65	65	**	-	-	-	43	23	40	25	-	-	64
	2%	2%	**	-%	-%	-%	5%	5%	2%	2%	-%	-%	5%
							abc	abc					ab
None of these	542	542	**	69	66	156	163	87	328	214	61	223	232
	17%	17%	**	18%	10%	18%	19%	20%	20%	13%	19%	15%	18%
				b		b	b	b	b				
Don't know	70	70	**	6	13	22	23	6	42	28	4	36	26
	2%	2%	**	1%	2%	3%	3%	1%	3%	2%	1%	2%	2%
SUMMARY													
ANY OF THESE CREATIVE ACTIVITIES	2607	2607	**	316	560	690	692	348	1244	1363	260	1227	1048
	81%	81%	**	81%	88%	79%	79%	79%	77%	85%	80%	83%	80%
					acde					a			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3212	276	242	349	347	404	403	396	400	190	205	1961	458	416	377
Effective Weighted Sample	2331	156	144	243	245	305	307	295	303	165	176	1700	410	331	311
Total	3219	199	192	320	320	436	433	440	439	220	220	2644	287	158	129
Add funny filters to a photo	1362	91	91	128	185	149	208	129	197	81	102	1089	131	76	66
	42%	46%	48%	40%	58%	34%	48%	29%	45%	37%	46%	41%	46%	48%	51%
		eg	eg	g	acefghij		egi		eg		eg			a	a
Make a drawing or picture online, or use colouring apps	1229	143	127	186	243	118	173	54	123	26	36	989	116	72	51
	38%	72%	66%	58%	76%	27%	40%	12%	28%	12%	16%	37%	40%	46%	40%
		cefg hij	efghij	efghij	bcefg hij	gij	eghij		gij					a	
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	933	-	-	159	156	121	122	101	136	64	74	744	86	61	42
	29%	-%	-%	50%	49%	28%	28%	23%	31%	29%	33%	28%	30%	38%	33%
				abefghij	abefghij	ab	ab	ab	abg	ab	abg			ab	
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	688	-	-	-	-	113	135	144	164	57	76	561	57	43	27
	21%	-%	-%	-%	-%	26%	31%	33%	37%	26%	34%	21%	20%	27%	21%
						abcd	abcd	abcd	abcdei	abcd	abcde			ab	
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	450	-	-	-	-	78	73	63	130	45	61	367	40	25	18
	14%	-%	-%	-%	-%	18%	17%	14%	30%	20%	28%	14%	14%	16%	14%
						abcd	abcd	abcd	abcdefgi	abcd	abcdefg				
(AGED 8-17 ONLY) Make an animation, meme or gif	412	-	-	-	-	86	96	72	93	32	33	336	39	21	17
	13%	-%	-%	-%	-%	20%	22%	16%	21%	14%	15%	13%	13%	13%	13%
						abcd	abcdi	abcd	abcd	abcd	abcd				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3212	276	242	349	347	404	403	396	400	190	205	1961	458	416	377
Effective Weighted Sample	2331	156	144	243	245	305	307	295	303	165	176	1700	410	331	311
Total	3219	199	192	320	320	436	433	440	439	220	220	2644	287	158	129
(AGED 12-17 ONLY) Review or rate something online	296 9%	- -%	- -%	- -%	- -%	- -%	- -%	89 20%	92 21%	62 28%	53 24%	251 9%	22 8%	14 9%	9 7%
								abcdef	abcdef	abcdef	abcdef				
(AGED 5-17 ONLY) Coding/ programming	296 9%	- -%	- -%	41 13%	22 7%	62 14%	27 6%	55 12%	46 10%	30 14%	12 5%	242 9%	27 9%	13 8%	13 10%
				abdfj	ab	abdfj	ab	abdfj	ab	abdfj	ab				
(AGED 8-17 ONLY) Make or edit music online	264 8%	- -%	- -%	- -%	- -%	49 11%	43 10%	48 11%	78 18%	23 10%	23 10%	225 9%	20 7%	11 7%	8 6%
						abcd	abcd	abcd	abcdefgij	abcd	abcd				
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	230 7%	- -%	- -%	- -%	- -%	30 7%	49 11%	38 9%	69 16%	12 5%	32 14%	204 8%	12 4%	7 4%	7 6%
						abcd	abcdi	abcd	abcdegi	abcd	abcdei	bc			
(AGED 8-17 ONLY) Create an online photo book or calendar	179 6%	- -%	- -%	- -%	- -%	35 8%	28 7%	38 9%	37 8%	17 8%	24 11%	162 6%	7 2%	4 3%	7 5%
						abcd	abcd	abcd	abcd	abcd	abcd	bc			b
(AGED 8-17 ONLY) Make a vlog	136 4%	- -%	- -%	- -%	- -%	21 5%	25 6%	30 7%	30 7%	17 8%	12 6%	121 5%	8 3%	3 2%	4 3%
						abcd	abcd	abcd	abcd	abcd	abcd	c			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3212	276	242	349	347	404	403	396	400	190	205	1961	458	416	377
Effective Weighted Sample	2331	156	144	243	245	305	307	295	303	165	176	1700	410	331	311
Total	3219	199	192	320	320	436	433	440	439	220	220	2644	287	158	129
(AGED 12-17 ONLY) Make a website/ app or game	124 4%	- -%	- -%	- -%	- -%	- -%	- -%	57 13%	39 9%	11 5%	17 8%	109 4%	5 2%	4 3%	5 4%
								abcdefi	abcdef	abcdef	abcdef	b			
(AGED 12-17 ONLY) Write blogs or articles	85 3%	- -%	- -%	- -%	- -%	- -%	- -%	32 7%	27 6%	12 6%	13 6%	71 3%	6 2%	6 4%	2 1%
								abcdef	abcdef	abcdef	abcdef				
(AGED 12-17 ONLY) Make a podcast	65 2%	- -%	- -%	- -%	- -%	- -%	- -%	25 6%	17 4%	15 7%	8 4%	60 2%	2 1%	2 1%	* *%
								abcdef	abcdef	abcdef	abcdef	d			
None of these	542 17%	31 15%	39 20%	39 12%	27 8%	95 22%	62 14%	114 26%	48 11%	49 22%	38 17%	443 17%	54 19%	25 16%	21 16%
		d	cdh			cdfh	d	acdfhj		cdfh	d				
Don't know	70 2%	2 1%	4 2%	7 2%	6 2%	12 3%	10 2%	19 4%	5 1%	2 1%	3 2%	62 2%	4 1%	2 1%	1 1%
								h							
SUMMARY															
ANY OF THESE CREATIVE ACTIVITIES	2607 81%	166 84%	150 78%	274 86%	287 90%	329 75%	362 83%	307 70%	386 88%	169 77%	179 81%	2140 81%	230 80%	130 83%	107 83%
		eg		egi	befgij		eg		begij		g				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	3212	2801	411	904	814	698	790	1718	1488	582	2481	978	1369	528
Effective Weighted Sample	2331	2050	282	643	587	511	587	1229	1097	427	1801	696	1009	379
Total	3219	2812	407	913	785	681	830	1699	1511	571	2489	972	1376	511
Add funny filters to a photo	1362 42%	1185 42%	176 43%	397 43%	321 41%	301 44%	339 41%	718 42%	640 42%	283 49% b	1019 41%	427 44%	564 41%	226 44%
Make a drawing or picture online, or use colouring apps	1229 38%	1081 38%	148 36%	364 40%	320 41%	244 36%	301 36%	683 40% f	546 36%	218 38%	958 38%	371 38%	521 38%	214 42%
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	933 29%	816 29%	118 29%	309 34% df	240 31% df	200 29% d	183 22%	549 32% df	383 25%	186 33%	717 29%	265 27%	394 29%	172 34% a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	688 21%	599 21%	90 22%	224 24% df	161 20%	138 20%	164 20%	384 23%	303 20%	146 25% b	519 21%	211 22%	296 21%	122 24%
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	450 14%	410 15% b	39 10%	151 17% f	103 13%	88 13%	106 13%	253 15%	195 13%	97 17% b	331 13%	122 13%	198 14%	72 14%

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

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Base : Those whose child ever goes online (WAVE 1 ONLY)

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	3212	2801	411	904	814	698	790	1718	1488	582	2481	978	1369	528
Effective Weighted Sample	2331	2050	282	643	587	511	587	1229	1097	427	1801	696	1009	379
Total	3219	2812	407	913	785	681	830	1699	1511	571	2489	972	1376	511
(AGED 8-17 ONLY) Make an animation, meme or gif	412 13%	366 13%	47 11%	146 16% bdf	84 11%	88 13%	94 11%	230 14%	182 12%	102 18% b	292 12%	113 12%	175 13%	76 15%
(AGED 12-17 ONLY) Review or rate something online	296 9%	268 10%	28 7%	95 10% b	56 7%	84 12% bde	61 7%	151 9%	145 10%	71 12% b	218 9%	79 8%	137 10%	54 11%
(AGED 5-17 ONLY) Coding/ programming	296 9%	252 9%	44 11%	126 14% bcd	68 9%	47 7%	54 7%	194 11% cdf	102 7%	65 11%	220 9%	55 6%	134 10% a	72 14% ab
(AGED 8-17 ONLY) Make or edit music online	264 8%	240 9%	24 6%	118 13% bcd	52 7%	54 8% d	38 5%	170 10% bdf	92 6%	51 9%	192 8%	56 6%	126 9% a	55 11% a
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	230 7%	215 8% b	15 4%	99 11% bcd	56 7% d	44 6% d	31 4%	155 9% df	75 5%	55 10% b	161 6%	63 6%	96 7%	47 9%
(AGED 8-17 ONLY) Create an online photo book or calendar	179 6%	172 6% b	7 2%	81 9% bdf	33 4%	45 7% d	21 3%	114 7% bdf	65 4%	35 6%	129 5%	41 4%	82 6%	34 7%

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

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Base : Those whose child ever goes online (WAVE 1 ONLY)

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3212	2801	411	904	814	698	790	1718	1488	582	2481	978	1369	528
Effective Weighted Sample	2331	2050	282	643	587	511	587	1229	1097	427	1801	696	1009	379
Total	3219	2812	407	913	785	681	830	1699	1511	571	2489	972	1376	511
(AGED 8-17 ONLY) Make a vlog	136 4%	130 5% b	6 1%	65 7% bcdf	20 3%	26 4%	24 3%	85 5% bdf	51 3%	29 5%	96 4%	36 4%	60 4%	26 5%
(AGED 12-17 ONLY) Make a website/ app or game	124 4%	110 4%	14 3%	46 5% d	24 3%	33 5% d	21 3%	69 4%	55 4%	28 5%	86 3%	39 4%	55 4%	19 4%
(AGED 12-17 ONLY) Write blogs or articles	85 3%	76 3%	9 2%	43 5% bdf	13 2%	24 4% bd	5 1%	55 3% bdf	29 2% d	21 4%	56 2%	22 2%	35 3%	20 4%
(AGED 12-17 ONLY) Make a podcast	65 2%	58 2%	7 2%	27 3% d	14 2% d	22 3% df	2 *%	41 2% d	24 2% d	13 2%	45 2%	14 1%	35 3%	12 2%
None of these	542 17%	450 16%	92 23% a	98 11%	150 19% ae	114 17% a	176 21% ae	248 15% a	290 19% ae	70 12%	457 18% a	158 16%	237 17%	77 15%
Don't know	70 2%	59 2%	11 3%	18 2%	14 2%	13 2%	25 3%	32 2%	37 2%	7 1%	45 2%	19 2%	26 2%	7 1%
SUMMARY														
ANY OF THESE CREATIVE ACTIVITIES	2607 81%	2304 82% b	303 75%	797 87% bcdef	621 79%	554 81% d	630 76%	1419 84% bdf	1183 78%	494 87% b	1987 80%	795 82%	1113 81%	426 83%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 8

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QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
WhatsApp	3554	1753	1801	228	436	914	1326	649	1725	1828	150	1262	2049
	53%	53%	54%	26%	33%	51%	75%	73%	52%	55%	24%	41%	75%
					a	ab	abc	abc		a		a	ab
Snapchat	2304	1148	1155	83	189	478	955	598	987	1316	59	613	1551
	35%	35%	34%	9%	14%	27%	54%	67%	30%	40%	9%	20%	57%
					a	ab	abc	abcd		a		a	ab
FaceTime	2141	1064	1077	186	314	502	730	408	951	1190	130	806	1140
	32%	32%	32%	21%	24%	28%	41%	46%	29%	36%	20%	26%	42%
						ab	abc	abcd		a		a	ab
(Facebook) Messenger	1901	983	918	139	234	383	675	469	892	1009	103	594	1122
	29%	30%	27%	16%	18%	22%	38%	53%	27%	30%	16%	19%	41%
						ab	abc	abcd		a			ab
Instagram (Direct)	1883	971	912	43	128	312	835	564	850	1033	36	399	1375
	28%	29%	27%	5%	10%	18%	47%	63%	26%	31%	6%	13%	50%
					a	ab	abc	abcd		a		a	ab
iMessage (by Apple)	979	482	497	28	92	233	402	224	430	549	22	298	634
	15%	15%	15%	3%	7%	13%	23%	25%	13%	16%	3%	10%	23%
					a	ab	abc	abc		a		a	ab
Zoom	953	516	437	52	150	272	311	168	425	528	36	400	499
	14%	16%	13%	6%	11%	15%	18%	19%	13%	16%	6%	13%	18%
		b			a	ab	ab	abc		a		a	ab
Microsoft Teams	877	421	456	37	100	244	344	152	411	466	27	312	515
	13%	13%	14%	4%	8%	14%	19%	17%	12%	14%	4%	10%	19%
					a	ab	abc	abc				a	ab
Skype	691	371	319	48	115	191	216	120	335	356	31	292	356
	10%	11%	10%	5%	9%	11%	12%	14%	10%	11%	5%	9%	13%
		b			a	a	ab	ab				a	ab
Discord	558	288	269	10	40	136	247	124	344	214	6	145	381
	8%	9%	8%	1%	3%	8%	14%	14%	10%	6%	1%	5%	14%
					a	ab	abc	abc	b			a	ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Telegram	234	122	112	18	30	55	77	54	145	89	15	77	137
	4%	4%	3%	2%	2%	3%	4%	6%	4%	3%	2%	2%	5%
							ab	abc	b				ab
Houseparty (WAVE 1 ONLY)	209	209	-	8	14	42	104	40	85	125	6	51	150
	3%	6%	-%	1%	1%	2%	6%	5%	3%	4%	1%	2%	5%
		b				ab	abc	abc		a			ab
Kik	140	81	59	9	26	28	44	34	76	65	6	51	82
	2%	2%	2%	1%	2%	2%	2%	4%	2%	2%	1%	2%	3%
							a	abc					ab
Omegle	121	70	50	8	6	36	47	24	62	58	7	38	74
	2%	2%	1%	1%	1%	2%	3%	3%	2%	2%	1%	1%	3%
						ab	ab	ab					ab
Imo	118	55	63	10	24	34	32	18	61	57	8	56	55
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Signal	116	68	48	8	7	32	44	26	63	53	8	33	74
	2%	2%	1%	1%	1%	2%	2%	3%	2%	2%	1%	1%	3%
						b	ab	ab					ab
Child sends messages or makes video/ voice calls on other apps/ sites	175	89	87	17	32	81	35	11	94	81	11	110	49
	3%	3%	3%	2%	2%	5%	2%	1%	3%	2%	2%	4%	2%
						abde						ac	
Child does not send messages or make video or voice calls on ANY apps/ sites	1308	624	685	433	541	280	44	10	663	645	332	881	59
	20%	19%	20%	49%	41%	16%	3%	1%	20%	19%	52%	29%	2%
				bcde	cde	de	e				bc	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 8

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QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Don't know	36	18	18	12	9	11	3	1	16	20	8	21	5
	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%
				de							c	c	
SUMMARY													
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	5318	2665	2652	443	782	1486	1729	878	2652	2665	297	2184	2674
	80%	81%	79%	50%	59%	84%	97%	99%	80%	80%	47%	71%	98%
					a	ab	abc	abcd				a	ab
Base for stats	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mean number of apps/ sites (out of 17 WAVE 1/ out of 16 WAVE 2)	2.5	2.6	2.5	1.1	1.5	2.2	3.6	4.1	2.4	2.7	1.0	1.8	3.7
		b			a	ab	abc	abcd		a		a	ab
Standard deviation	2.38	2.45	2.31	1.67	1.90	2.12	2.37	2.23	2.29	2.45	1.78	2.01	2.36
Standard error	.03	.04	.04	.05	.05	.05	.06	.08	.04	.04	.06	.04	.05
Columns Tested: a,b - a,b,c,d,e - a,b - a,b,c													

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
WhatsApp	3554	128	100	214	222	448	466	624	703	311	338	2986	280	161	126
	53%	29%	22%	32%	33%	50%	52%	70%	79%	70%	76%	55%	47%	49%	48%
		b		b	b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdefg	bcd			
Snapchat	2304	46	37	89	100	199	279	382	573	270	327	1856	227	125	96
	35%	10%	8%	13%	15%	22%	31%	43%	64%	61%	74%	34%	38%	38%	37%
				b	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi		a	a	
FaceTime	2141	110	76	150	165	230	272	296	434	165	243	1759	203	103	76
	32%	25%	17%	22%	25%	26%	31%	33%	49%	37%	55%	32%	34%	31%	29%
		b		b	b	b	bcd	abcde	abcdefgi	abcdef	abcdefgi		d		
(Facebook) Messenger	1901	70	69	101	133	188	195	316	359	218	252	1531	190	103	77
	29%	16%	16%	15%	20%	21%	22%	36%	40%	49%	57%	28%	32%	31%	29%
					c	abc	abc	abcdef	abcdef	abcdefgh	abcdefghi		a		
Instagram (Direct)	1883	22	21	63	65	153	159	357	478	253	310	1590	149	88	56
	28%	5%	5%	10%	10%	17%	18%	40%	54%	57%	70%	29%	25%	27%	21%
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi	bd		d	
iMessage (by Apple)	979	21	7	51	41	114	119	148	254	95	128	804	91	52	32
	15%	5%	1%	8%	6%	13%	13%	17%	29%	21%	29%	15%	15%	16%	12%
		b		b	b	abcd	abcd	abcd	abcdefgi	abcdef	abcdefgi			d	
Zoom	953	33	19	58	92	125	146	136	175	73	96	812	74	31	35
	14%	7%	4%	9%	14%	14%	16%	15%	20%	16%	22%	15%	13%	9%	13%
				b	abc	abc	abc	abc	abcdeg	abc	abcdefg	c			c
Microsoft Teams	877	21	16	46	55	115	128	150	193	79	73	715	106	41	16
	13%	5%	4%	7%	8%	13%	14%	17%	22%	18%	17%	13%	18%	12%	6%
				b	ab	abcd	abcd	abcd	abcdefgj	abcde	abcd	d	acd	d	
Skype	691	26	22	55	60	91	100	98	118	63	57	600	43	25	23
	10%	6%	5%	8%	9%	10%	11%	11%	13%	14%	13%	11%	7%	8%	9%
				b	b	ab	ab	ab	abcd	abcd	abc	bc			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Discord	558	7	4	24	15	79	58	158	90	77	48	466	43	23	26
	8%	1%	1%	4%	2%	9%	6%	18%	10%	17%	11%	9%	7%	7%	10%
				b		abcd	abcd	abcdefhj	abcdf	abcdefhj	abcdf				
Telegram	234	12	6	11	19	36	19	46	31	40	14	207	10	10	7
	4%	3%	1%	2%	3%	4%	2%	5%	3%	9%	3%	4%	2%	3%	3%
						bc		bcd	b	abcdeghj		b			
Houseparty (WAVE 1 ONLY)	209	3	6	6	8	23	19	31	73	22	19	176	16	8	10
	3%	1%	1%	1%	1%	3%	2%	4%	8%	5%	4%	3%	3%	2%	4%
						ac		abcd	abcdeghj	abcdf	abcd				
Kik	140	6	3	12	14	14	13	23	21	20	13	121	7	7	6
	2%	1%	1%	2%	2%	2%	2%	3%	2%	5%	3%	2%	1%	2%	2%
								b	b	abcde	b				
Omegle	121	3	5	5	1	20	16	18	29	16	8	105	6	5	5
	2%	1%	1%	1%	1%	2%	2%	2%	3%	3%	2%	2%	1%	1%	2%
						cd	d	d	abcd	abcd	d				
Imo	118	5	5	11	13	18	16	15	17	11	6	104	4	6	4
	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%	1%	2%	1%	2%	2%
												b			
Signal	116	3	5	2	5	18	13	20	24	20	6	102	6	4	4
	2%	1%	1%	1%	1%	2%	1%	2%	3%	4%	1%	2%	1%	1%	2%
						cd	c	cd	acd	abcdeghj					
Child sends messages or makes video/ voice calls on other apps/ sites	175	8	8	16	16	43	37	20	15	6	5	146	13	9	7
	3%	2%	2%	2%	2%	5%	4%	2%	2%	1%	1%	3%	2%	3%	3%
						abcdghij	abhij								

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

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Child does not send messages or make video or voice calls on ANY apps/ sites	1308	198	235	279	262	152	128	28	17	7	3	1051	118	70	69
	20%	45%	53%	42%	39%	17%	14%	3%	2%	1%	1%	19%	20%	21%	26%
		efghij	acdefghij	efghij	efghij	ghij	ghij	j							abc
Don't know	36	4	8	5	4	5	6	2	2	-	1	29	2	3	3
	1%	1%	2%	1%	1%	1%	1%	*%	*%	-%	*%	1%	*%	1%	1%
			eghij												
SUMMARY															
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	5318	242	201	382	400	732	754	859	870	438	440	4396	473	257	192
	80%	54%	45%	57%	60%	82%	85%	97%	98%	99%	99%	80%	80%	78%	73%
		b		b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdefg	d	d	d	
Base for stats	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mean number of apps/ sites (out of 17 WAVE 1/ out of 16 WAVE 2)	2.5	1.2	.9	1.4	1.5	2.2	2.3	3.2	4.0	3.9	4.4	2.6	2.5	2.4	2.3
		b		ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi	d			
Standard deviation	2.38	1.69	1.65	1.78	2.02	2.07	2.18	2.30	2.37	2.45	1.96	2.39	2.25	2.31	2.46
Standard error	.03	.07	.07	.07	.07	.07	.08	.08	.08	.12	.10	.04	.07	.08	.09

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
WhatsApp	3554	3144	410	1088	889	719	847	1977	1566	701	2695	1011	1568	614
	53%	54%	47%	58%	54%	51%	49%	56%	50%	57%	53%	50%	56%	56%
		b		bcd	d			d		b			a	a
Snapchat	2304	2022	281	707	514	503	574	1220	1076	503	1701	723	974	370
	35%	35%	32%	38%	31%	36%	33%	35%	34%	41%	33%	36%	35%	34%
				b		b		b		b				
FaceTime	2141	1885	255	719	516	466	431	1235	897	438	1612	572	938	427
	32%	33%	29%	39%	32%	33%	25%	35%	29%	35%	32%	28%	33%	39%
				bcd	d	d		b	d	b			a	ab
(Facebook) Messenger	1901	1672	229	623	368	417	487	990	904	392	1430	574	815	336
	29%	29%	26%	33%	22%	30%	28%	28%	29%	32%	28%	28%	29%	31%
				b		b	b	b	b	b				
Instagram (Direct)	1883	1674	209	673	380	415	410	1054	824	422	1386	567	812	342
	28%	29%	24%	36%	23%	30%	24%	30%	26%	34%	27%	28%	29%	31%
		b		bcd		b		b	b	b				
iMessage (by Apple)	979	866	113	332	219	206	217	551	422	205	744	282	398	208
	15%	15%	13%	18%	13%	15%	13%	16%	13%	17%	15%	14%	14%	19%
				bcd				d						ab
Zoom	953	869	84	393	223	159	175	615	334	176	731	254	389	218
	14%	15%	10%	21%	14%	11%	10%	18%	11%	14%	14%	13%	14%	20%
		b		bcd	d			bcd						ab
Microsoft Teams	877	788	89	309	230	145	190	539	335	205	629	249	359	178
	13%	14%	10%	17%	14%	10%	11%	15%	11%	17%	12%	12%	13%	16%
		b		c	c			c		b				ab
Skype	691	626	64	309	148	127	105	457	232	130	527	166	292	167
	10%	11%	7%	17%	9%	9%	6%	13%	7%	10%	10%	8%	10%	15%
		b		bcd	d	d		bcd					a	ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 8

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Discord	558 8%	511 9%	47 5%	207 11% bcdf	127 8%	104 7%	117 7%	334 10% cdf	221 7%	178 14% b	355 7%	177 9%	239 8%	84 8%
Telegram	234 4%	224 4% b	11 1%	132 7% bcdef	41 2%	33 2%	28 2%	173 5% bcdf	61 2%	47 4%	176 3%	61 3%	96 3%	59 5% ab
Houseparty (WAVE 1 ONLY)	209 3%	191 3%	18 2%	100 5% bcdf	44 3% d	40 3% d	25 1%	144 4% bdf	65 2%	53 4% b	140 3%	60 3%	89 3%	53 5% ab
Kik	140 2%	131 2% b	9 1%	65 4% bcdf	24 1%	29 2%	21 1%	90 3% bdf	51 2%	32 3%	96 2%	35 2%	74 3%	27 2%
Omegle	121 2%	113 2%	8 1%	56 3% bcdf	19 1%	21 2%	21 1%	75 2% bdf	42 1%	37 3% b	75 1%	29 1%	56 2%	24 2%
Imo	118 2%	110 2%	8 1%	66 4% bcdef	15 1%	19 1%	18 1%	81 2% bdf	37 1%	38 3% b	70 1%	34 2%	53 2%	19 2%
Signal	116 2%	107 2%	8 1%	64 3% bcdef	17 1%	20 1%	13 1%	81 2% bdf	33 1%	26 2%	83 2%	21 1%	56 2% a	25 2% a
Child sends messages or makes video/ voice calls on other apps/ sites	175 3%	153 3%	23 3%	56 3%	41 3%	38 3%	41 2%	97 3%	78 3%	37 3%	133 3%	57 3%	83 3%	27 2%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 8

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Child does not send messages or make video or voice calls on ANY apps/ sites	1308	1085	223	246	352	282	417	598	700	202	1048	463	502	176
	20%	19%	26%	13%	22%	20%	24%	17%	22%	16%	20%	23%	18%	16%
			a		ae	ae	ace	a	ae		a	bc		
Don't know	36	33	3	9	2	9	14	11	23	5	22	9	10	3
	1%	1%	*%	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%
						b	be		be					
SUMMARY														
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	5318	4678	639	1611	1281	1107	1301	2891	2409	1030	4044	1551	2307	922
	80%	81%	74%	86%	78%	79%	75%	83%	77%	83%	79%	77%	82%	84%
		b		bcdef		d		bcdf		b			a	a
Base for stats	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Mean number of apps/ sites (out of 17 WAVE 1/ out of 16 WAVE 2)	2.5	2.6	2.2	3.2	2.3	2.5	2.1	2.8	2.3	2.9	2.5	2.4	2.6	2.9
		b		bcdef	d	df		bcdf	d	b			a	ab
Standard deviation	2.38	2.40	2.23	2.66	2.18	2.31	2.15	2.48	2.23	2.46	2.33	2.30	2.35	2.55
Standard error	.03	.03	.08	.06	.05	.06	.05	.04	.04	.07	.03	.05	.04	.08

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 9

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
YouTube	5579	2767	2813	709	1127	1477	1499	768	2806	2773	501	2597	2325
	84%	84%	84%	80%	85%	83%	84%	86%	84%	83%	79%	84%	85%
					a		a	a				a	a
TikTok	2736	1378	1358	107	322	714	1041	550	1188	1547	76	951	1611
	41%	42%	40%	12%	24%	40%	59%	62%	36%	46%	12%	31%	59%
					a	ab	abc	abc		a		a	ab
Instagram	1619	836	783	61	152	249	712	445	719	900	37	380	1131
	24%	25%	23%	7%	11%	14%	40%	50%	22%	27%	6%	12%	41%
					a	a	abc	abcd		a		a	ab
Snapchat	1418	715	703	60	140	280	584	354	599	819	43	389	938
	21%	22%	21%	7%	11%	16%	33%	40%	18%	25%	7%	13%	34%
					a	ab	abc	abcd		a		a	ab
Facebook (inc. Facebook Gaming)	1177	612	565	66	148	221	438	304	590	587	47	341	741
	18%	19%	17%	7%	11%	12%	25%	34%	18%	18%	7%	11%	27%
					a	a	abc	abcd				a	ab
Twitch	553	285	268	20	55	122	231	125	352	201	12	165	359
	8%	9%	8%	2%	4%	7%	13%	14%	11%	6%	2%	5%	13%
					a	ab	abc	abc	b			a	ab
Vimeo	239	131	108	8	37	47	100	46	125	114	7	77	146
	4%	4%	3%	1%	3%	3%	6%	5%	4%	3%	1%	2%	5%
					a	a	abc	abc				a	ab
Dailymotion	149	77	72	11	24	39	51	24	74	75	6	60	81
	2%	2%	2%	1%	2%	2%	3%	3%	2%	2%	1%	2%	3%
							a	a					ab
GoNoodle	119	58	61	12	34	37	25	11	53	66	8	69	42
	2%	2%	2%	1%	3%	2%	1%	1%	2%	2%	1%	2%	2%
Triller	116	59	57	6	18	23	44	25	64	52	5	33	78
	2%	2%	2%	1%	1%	1%	2%	3%	2%	2%	1%	1%	3%
							ac	abc					ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 9

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Dubsmash	96 1%	48 1%	48 1%	11 1%	13 1%	27 2%	36 2% b	8 1%	48 1%	48 1%	9 1%	38 1%	46 2%
Imgur	87 1%	47 1%	40 1%	3 *%	8 1%	26 1% ab	41 2% ab	10 1%	58 2% b	30 1%	2 *%	28 1%	56 2% ab
Byte	80 1%	46 1%	34 1%	3 *%	16 1% a	26 1% a	26 1% a	9 1%	50 2%	30 1%	2 *%	38 1%	39 1% a
Fruitlab	74 1%	42 1%	32 1%	5 1%	11 1%	23 1%	25 1%	10 1%	51 2% b	23 1%	5 1%	31 1%	36 1%
GROM social	64 1%	33 1%	32 1%	3 *%	11 1%	20 1%	21 1%	9 1%	39 1%	25 1%	4 1%	26 1%	35 1%
Child watches videos on other apps/sites	153 2%	71 2%	82 2%	37 4% cde	47 4% cd	27 2%	23 1%	18 2%	72 2%	81 2%	30 5% bc	77 2% c	44 2%
Child does not watch videos on ANY apps/ sites	323 5%	142 4%	181 5%	91 10% bcde	84 6% de	94 5% de	40 2%	15 2%	150 4%	174 5%	68 11% bc	189 6% c	55 2%
Don't know	23 *%	16 *%	8 *%	8 1% cd	7 1% c	1 *%	4 *%	4 *%	11 *%	12 *%	6 1% bc	7 *%	8 *%
SUMMARY													
ANY APPS/ SITES USED TO WATCH VIDEOS	6315 95%	3149 95%	3166 94%	789 89%	1242 93% a	1682 95% a	1733 98% abc	869 98% abc	3170 95%	3145 94%	563 88%	2890 94% a	2674 98% ab

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	a	b	c	d	e	a	b	a	b	c
Significance Level: 95%													
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Base for stats	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mean number of apps/ sites (out of 16)	2.1	2.2	2.1	1.3	1.6	1.9	2.8	3.1	2.1	2.2	1.2	1.7	2.8
					a	ab	abc	abcd		a		a	ab
Standard deviation	1.71	1.75	1.66	1.10	1.38	1.49	1.87	1.86	1.71	1.70	1.15	1.40	1.88
Standard error	.02	.03	.03	.03	.04	.04	.05	.07	.03	.03	.04	.02	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
YouTube	5579	361	348	558	569	748	728	755	744	384	384	4573	502	282	223
	84%	81%	78%	84%	85%	84%	82%	85%	84%	86%	86%	84%	85%	86%	84%
				b	b	b		b	b	b	b				
TikTok	2736	53	55	155	167	324	390	441	600	215	335	2212	270	137	115
	41%	12%	12%	23%	25%	37%	44%	50%	68%	48%	76%	40%	46%	42%	44%
				ab	ab	abcd	abcde	abcdef	abcdefgi	abcde	abcdefghi		a		
Instagram	1619	32	29	72	80	124	125	300	412	190	255	1362	132	72	54
	24%	7%	6%	11%	12%	14%	14%	34%	46%	43%	57%	25%	22%	22%	21%
				b	ab	ab	ab	abcdef	abcdefg	abcdefg	abcdefghi	d			
Snapchat	1418	30	31	61	79	124	156	232	352	153	201	1137	143	77	61
	21%	7%	7%	9%	12%	14%	18%	26%	40%	34%	45%	21%	24%	23%	23%
				ab	ab	abc	abcd	abcdef	abcdefg	abcdefg	abcdefgi		a		
Facebook (inc. Facebook Gaming)	1177	39	26	74	75	114	107	215	223	147	156	971	106	57	43
	18%	9%	6%	11%	11%	13%	12%	24%	25%	33%	35%	18%	18%	17%	16%
				b	b	b	b	abcdef	abcdef	abcdefgh	abcdefgh				
Twitch	553	15	5	33	22	79	43	148	83	78	47	448	52	25	28
	8%	3%	1%	5%	3%	9%	5%	17%	9%	18%	11%	8%	9%	7%	11%
				b	b	abcdf	b	abcdefhj	abcdf	abcdefhj	abcdf				ac
Vimeo	239	4	4	18	19	29	18	55	45	19	27	206	15	8	9
	4%	1%	1%	3%	3%	3%	2%	6%	5%	4%	6%	4%	3%	2%	3%
					ab	ab		abcdef	abcdf	abf	abcdef				
Dailymotion	149	9	2	8	16	20	19	23	29	15	9	135	8	2	5
	2%	2%	*%	1%	2%	2%	2%	3%	3%	3%	2%	2%	1%	1%	2%
					b	b	b	b	bc	bc		bc			c
GoNoodle	119	2	10	10	24	20	18	11	14	10	1	97	10	5	7
	2%	*%	2%	2%	4%	2%	2%	1%	2%	2%	*%	2%	2%	1%	3%
			aj	j	acghj	aj	aj		j	aj					

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 9

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QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Triller	116	4	2	11	8	12	11	20	24	18	7	100	5	7	4
	2%	1%	1%	2%	1%	1%	1%	2%	3%	4%	1%	2%	1%	2%	2%
								b	abd	abcdefj		b		b	
Dubsmash	96	6	5	8	5	11	16	14	22	8	-	86	5	1	4
	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	-%	2%	1%	*%	1%
				j		j	j	j	dj	j		c			c
Imgur	87	1	2	5	2	16	10	27	15	8	1	74	9	1	4
	1%	*%	*%	1%	*%	2%	1%	3%	2%	2%	*%	1%	2%	*%	2%
						abdj		abcdfj	ad	abdj		c	c		c
Byte	80	1	2	6	9	18	8	17	9	8	1	69	7	*	4
	1%	*%	1%	1%	1%	2%	1%	2%	1%	2%	*%	1%	1%	*%	2%
					a	abj		aj		aj		c	c		c
Fruitlab	74	2	4	10	1	18	5	14	11	7	2	63	4	4	4
	1%	*%	1%	2%	*%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%
				d		adf		d	d	d					
GROM social	64	1	3	8	3	10	10	12	9	9	-	55	4	1	4
	1%	*%	1%	1%	*%	1%	1%	1%	1%	2%	-%	1%	1%	*%	1%
				j		j	j	j		adj					c
Child watches videos on other apps/sites	153	21	16	20	27	9	18	11	12	11	8	124	12	9	9
	2%	5%	4%	3%	4%	1%	2%	1%	1%	2%	2%	2%	2%	3%	3%
		efghj	egh	egh	efgh										
Child does not watch videos on ANY apps/ sites	323	36	56	46	38	42	52	16	24	10	5	263	30	17	14
	5%	8%	13%	7%	6%	5%	6%	2%	3%	2%	1%	5%	5%	5%	5%
		eghij	acdefghij	ghij	ghij	gj	ghij								
Don't know	23	5	3	2	4	1	1	-	4	3	1	19	2	1	1
	*%	1%	1%	*%	1%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%
		efg			g					g					

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
SUMMARY															
ANY APPS/ SITES USED TO WATCH VIDEOS	6315	403	386	618	624	846	836	872	861	431	438	5194	561	312	249
	95%	91%	87%	93%	94%	95%	94%	98%	97%	97%	99%	95%	95%	95%	94%
				b	b	ab	b	abcdef	abcdf	abcdf	abcdef				
Base for stats	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mean number of apps/ sites (out of 16)	2.1	1.3	1.2	1.6	1.7	1.9	1.9	2.6	2.9	2.9	3.2	2.1	2.2	2.1	2.2
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi				
Standard deviation	1.71	1.04	1.16	1.30	1.46	1.49	1.48	1.92	1.80	2.09	1.59	1.71	1.56	1.56	1.98
Standard error	.02	.04	.05	.05	.05	.05	.05	.07	.06	.11	.08	.03	.05	.05	.07

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 9

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
YouTube	5579	4884	695	1522	1397	1171	1469	2920	2640	1068	4290	1721	2347	933
	84%	84%	80%	82%	85%	84%	85%	83%	84%	86%	84%	85%	83%	85%
		b			a		a		a					
TikTok	2736	2431	305	825	591	636	668	1416	1304	571	2056	858	1170	439
	41%	42%	35%	44%	36%	45%	39%	40%	42%	46%	40%	42%	42%	40%
		b		bde		bdef		b	b	b				
Instagram	1619	1478	142	629	332	338	315	960	652	377	1172	494	678	320
	24%	25%	16%	34%	20%	24%	18%	27%	21%	30%	23%	24%	24%	29%
		b		bcdef		bdf		bcdf		b				ab
Snapchat	1418	1284	134	489	313	286	322	802	608	334	1017	447	600	245
	21%	22%	15%	26%	19%	20%	19%	23%	19%	27%	20%	22%	21%	22%
		b		bcdef				bdf		b				
Facebook (inc. Facebook Gaming)	1177	1078	99	442	224	254	251	667	506	266	845	345	503	236
	18%	19%	11%	24%	14%	18%	15%	19%	16%	21%	17%	17%	18%	21%
		b		bcdef		bd		bdf		b				ab
Twitch	553	512	41	232	105	115	95	337	211	151	376	148	251	100
	8%	9%	5%	12%	6%	8%	6%	10%	7%	12%	7%	7%	9%	9%
		b		bcdef		d		bdf		b				
Vimeo	239	219	20	135	34	52	18	169	70	62	154	44	127	51
	4%	4%	2%	7%	2%	4%	1%	5%	2%	5%	3%	2%	5%	5%
				bcdef	d	bdf		bdf	d	b			a	a
Dailymotion	149	141	8	81	19	31	18	100	49	37	99	36	68	36
	2%	2%	1%	4%	1%	2%	1%	3%	2%	3%	2%	2%	2%	3%
		b		bcdef		bd		bdf						a
GoNoodle	119	101	18	65	31	16	7	96	23	33	79	28	50	31
	2%	2%	2%	3%	2%	1%	1%	3%	1%	3%	2%	1%	2%	3%
				bcdf	df	d		cdf		b				a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 9

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Triller	116 2%	112 2%	4 *%	65 3%	8 *%	35 2%	9 1%	73 2%	43 1%	23 2%	78 2%	36 2%	47 2%	25 2%
		b		bdef		bdf		bd	bd					
Dubsmash	96 1%	89 2%	6 1%	59 3%	13 1%	13 1%	8 *%	73 2%	21 1%	27 2%	59 1%	26 1%	43 2%	16 1%
				bcd				bcd		b				
Imgur	87 1%	82 1%	5 1%	54 3%	12 1%	15 1%	7 *%	65 2%	22 1%	29 2%	52 1%	13 1%	49 2%	16 1%
				bcd				bdf		b			a	
Byte	80 1%	80 1%	- -%	54 3%	9 1%	12 1%	4 *%	63 2%	16 1%	26 2%	49 1%	21 1%	32 1%	23 2%
		b		bcd				bcd		b				ab
Fruitlab	74 1%	68 1%	6 1%	47 3%	9 1%	12 1%	5 *%	57 2%	17 1%	17 1%	52 1%	12 1%	43 2%	14 1%
				bcd				bdf					a	
GROM social	64 1%	60 1%	5 1%	37 2%	12 1%	11 1%	3 *%	50 1%	14 *%	14 1%	41 1%	11 1%	34 1%	14 1%
				bcd	d	d		df					a	a
Child watches videos on other apps/sites	153 2%	124 2%	29 3%	54 3%	25 2%	31 2%	41 2%	80 2%	72 2%	33 3%	110 2%	46 2%	60 2%	32 3%
				b										
Child does not watch videos on ANY apps/sites	323 5%	247 4%	76 9%	73 4%	87 5%	69 5%	89 5%	159 5%	158 5%	27 2%	274 5%	83 4%	130 5%	52 5%
			a								a			
Don't know	23 *%	17 *%	6 1%	6 *%	7 *%	5 *%	6 *%	12 *%	11 *%	1 *%	14 *%	7 *%	5 *%	2 *%

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
		a	b	a	b	c	d	e	f	a	b	a	b	c
Significance Level: 95%														
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
SUMMARY														
ANY APPS/ SITES USED TO WATCH VIDEOS	6315	5532	784	1787	1542	1326	1637	3329	2963	1210	4827	1933	2685	1048
	95%	95%	90%	96%	94%	95%	95%	95%	95%	98%	94%	96%	95%	95%
		b								b				
Base for stats	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Mean number of apps/ sites (out of 16)	2.1	2.2	1.7	2.6	1.9	2.2	1.9	2.3	2.0	2.5	2.1	2.1	2.2	2.3
		b		bcdef		bdf		bdf	d	b				ab
Standard deviation	1.71	1.74	1.43	2.06	1.43	1.72	1.38	1.82	1.55	1.76	1.65	1.59	1.72	1.87
Standard error	.02	.02	.05	.05	.03	.05	.03	.03	.03	.05	.02	.04	.03	.06
Columns Tested: a,b - a,b,c,d,e,f - a,b - a,b,c														

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

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Yes	2044	1113	931	90	241	575	772	366	981	1062	65	751	1164
	31%	34%	28%	10%	18%	32%	43%	41%	29%	32%	10%	24%	43%
		b			a	ab	abc	abc				a	ab
No	4586	2177	2408	794	1077	1193	1002	520	2339	2246	569	2314	1564
	69%	66%	72%	89%	81%	67%	56%	59%	70%	67%	89%	75%	57%
			a	bcde	cde	de			b		bc	c	
Don't know	33	17	16	5	15	8	3	3	10	22	3	21	9
	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1%	*%
					d								

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

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

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Yes	2044	59	31	126	115	278	296	352	421	166	199	1693	192	86	72
	31%	13%	7%	19%	17%	31%	33%	40%	47%	37%	45%	31%	32%	26%	27%
		b		ab	b	abcd	abcd	abcdef	abcdefgi	abcde	abcdefi	c	cd		
No	4586	384	410	534	542	608	585	536	465	277	243	3755	398	241	191
	69%	86%	92%	80%	81%	68%	66%	60%	52%	62%	55%	69%	67%	73%	73%
		cdefghij	acdefghij	efghij	efghij	ghij	ghj	h		hj				ab	b
Don't know	33	2	3	6	9	2	7	-	3	1	2	28	3	2	*
	*%	*%	1%	1%	1%	*%	1%	-%	*%	*%	*%	1%	1%	*%	*%
				g	egh		g								

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

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

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Yes	2044	1854	190	715	414	441	469	1129	910	525	1418	646	882	350
	31%	32%	22%	38%	25%	32%	27%	32%	29%	42%	28%	32%	31%	32%
		b		bcdef		bd		bdf	b	b				
No	4586	3916	670	1147	1214	952	1245	2361	2198	702	3681	1365	1925	749
	69%	68%	77%	62%	74%	68%	72%	67%	70%	57%	72%	67%	68%	68%
		a			acef	a	ace	a	ae		a			
Don't know	33	26	6	3	7	5	18	10	23	12	15	12	12	2
	*%	*%	1%	*%	*%	*%	1%	*%	1%	1%	*%	1%	*%	*%
							ae		ae	b				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 11

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	b	c	d	e	a	b	~a	b	c
Unweighted total	1908	1040	868	98	259	538	684	329	906	1002	70	755	1026
Effective Weighted Sample	1504	793	713	64	192	427	534	293	705	799	46	577	833
Total	2044	1113	931	90	241	575	772	366	981	1062	65	751	1164
TikTok	1231	647	584	**	132	331	502	226	483	748	**	425	740
	60%	58%	63%	**	55%	58%	65% bc	62%	49%	70% a	**	57%	64% b
YouTube	882	494	389	**	135	261	296	146	528	354	**	365	458
	43%	44%	42%	**	56% cde	45% d	38%	40%	54% b	33%	**	49% c	39%
Instagram	751	419	332	**	78	136	305	214	313	437	**	189	513
	37%	38%	36%	**	32% c	24%	39% c	59% bcd	32%	41% a	**	25%	44% b
Snapchat	743	380	363	**	67	147	305	196	293	450	**	197	502
	36%	34%	39%	**	28%	26%	39% bc	53% bcd	30%	42% a	**	26%	43% b
Facebook (inc. Facebook Gaming)	494	281	213	**	74	110	165	124	264	230	**	165	292
	24%	25%	23%	**	31% cd	19%	21%	34% cd	27% b	22%	**	22%	25%
Twitch	156	89	67	**	20	35	66	28	101	56	**	46	98
	8%	8%	7%	**	8%	6%	8%	8%	10% b	5%	**	6%	8%
Triller	90	47	43	**	13	21	38	13	44	46	**	28	56
	4%	4%	5%	**	5%	4%	5%	3%	4%	4%	**	4%	5%
Vimeo	79	51	28	**	9	24	26	14	50	29	**	30	45
	4%	5%	3%	**	4%	4%	3%	4%	5% b	3%	**	4%	4%
Dailymotion	71	45	27	**	16	11	30	10	47	24	**	25	43
	3%	4%	3%	**	7% ce	2%	4%	3%	5% b	2%	**	3%	4%
Dubsmash	66	31	35	**	11	17	22	12	39	27	**	26	36
	3%	3%	4%	**	4%	3%	3%	3%	4%	3%	**	3%	3%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 11

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	b	c	d	e	a	b	~a	b	c
Unweighted total	1908	1040	868	98	259	538	684	329	906	1002	70	755	1026
Effective Weighted Sample	1504	793	713	64	192	427	534	293	705	799	46	577	833
Total	2044	1113	931	90	241	575	772	366	981	1062	65	751	1164
Fruitlab	56	32	25	**	3	21	17	10	36	20	**	21	30
	3%	3%	3%	**	1%	4%	2%	3%	4%	2%	**	3%	3%
									b				
GROM social	55	32	22	**	6	16	20	9	36	19	**	22	31
	3%	3%	2%	**	3%	3%	3%	3%	4%	2%	**	3%	3%
									b				
Imgur	54	31	22	**	4	12	24	9	36	17	**	12	35
	3%	3%	2%	**	2%	2%	3%	2%	4%	2%	**	2%	3%
									b				
Byte	51	30	21	**	2	13	21	10	33	18	**	12	35
	3%	3%	2%	**	1%	2%	3%	3%	3%	2%	**	2%	3%
									b				
GoNoodle	50	27	23	**	6	20	15	7	36	14	**	23	25
	2%	2%	2%	**	2%	4%	2%	2%	4%	1%	**	3%	2%
									b				
Child uploads videos to other apps/ sites	14	3	11	**	1	9	2	1	9	5	**	9	5
	1%	*%	1%	**	1%	2%	*%	*%	1%	*%	**	1%	*%
			a			d							
Don't know	8	4	4	**	*	5	2	-	4	4	**	5	3
	*%	*%	*%	**	*%	1%	*%	-%	*%	*%	**	1%	*%
SUMMARY													
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2036	1109	927	**	241	570	770	366	977	1058	**	746	1161
	100%	100%	100%	**	100%	99%	100%	100%	100%	100%	**	99%	100%
Base for stats	2044	1113	931	**	241	575	772	366	981	1062	**	751	1164
Mean number of apps/ sites (out of 16)	2.4	2.4	2.4	**	2.4	2.1	2.4	2.8	2.4	2.3	**	2.1	2.5
					c		c	bcd					b

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	~a	b	c	d	e	a	b	~a	b	c
Significance Level: 95%													
Unweighted total	1908	1040	868	98	259	538	684	329	906	1002	70	755	1026
Total	2044	1113	931	90	241	575	772	366	981	1062	65	751	1164
Standard deviation	1.89	1.94	1.84	**	1.77	1.62	1.93	2.08	2.05	1.73	**	1.66	2.00
Standard error	.04	.06	.06	**	.11	.07	.07	.11	.07	.05	**	.06	.06

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1908	64	34	134	125	258	280	305	379	145	184	1263	270	203	172
Effective Weighted Sample	1504	41	23	97	95	203	224	237	297	130	163	1124	249	170	145
Total	2044	59	31	126	115	278	296	352	421	166	199	1693	192	86	72
TikTok	1231	**	**	62	71	130	201	179	323	83	144	995	125	60	50
	60%	**	**	49%	61%	47%	68%	51%	77%	50%	72%	59%	65%	70%	69%
					e		cegi		cdefgi		cegi			a	a
YouTube	882	**	**	71	64	153	108	186	110	90	56	747	62	39	35
	43%	**	**	56%	56%	55%	36%	53%	26%	54%	28%	44%	32%	45%	48%
				fhj	fhj	fhj	h	fhj		fhj		b		b	b
Instagram	751	**	**	32	46	62	73	111	194	94	120	651	47	28	24
	37%	**	**	25%	40%	22%	25%	32%	46%	56%	60%	38%	25%	33%	33%
					cef			e	cefg	cdefg	cdefgh	b			
Snapchat	743	**	**	31	37	62	85	104	201	79	117	611	65	36	31
	36%	**	**	24%	32%	22%	29%	30%	48%	47%	59%	36%	34%	41%	43%
									cdefg	cdefg	cdefgh				
Facebook (inc. Facebook Gaming)	494	**	**	34	39	64	47	80	85	72	53	423	34	20	16
	24%	**	**	27%	34%	23%	16%	23%	20%	43%	26%	25%	18%	23%	22%
				f	efgh					ceghj	f	b			
Twitch	156	**	**	9	11	22	13	46	20	20	8	132	11	7	6
	8%	**	**	7%	10%	8%	4%	13%	5%	12%	4%	8%	6%	8%	8%
								fhj		fhj					
Triller	90	**	**	7	6	11	10	16	22	7	6	78	3	6	3
	4%	**	**	5%	5%	4%	3%	4%	5%	4%	3%	5%	2%	7%	4%
												b		b	
Vimeo	79	**	**	6	3	19	5	11	15	11	3	67	4	5	4
	4%	**	**	5%	3%	7%	2%	3%	4%	7%	1%	4%	2%	5%	6%
						fj				fj					b
Dailymotion	71	**	**	11	5	7	4	17	13	9	1	65	2	1	3
	3%	**	**	9%	5%	3%	1%	5%	3%	5%	1%	4%	1%	1%	4%
				efhj	j			fj		fj		b			

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1908	64	34	134	125	258	280	305	379	145	184	1263	270	203	172
Effective Weighted Sample	1504	41	23	97	95	203	224	237	297	130	163	1124	249	170	145
Total	2044	59	31	126	115	278	296	352	421	166	199	1693	192	86	72
Dubsmash	66	**	**	7	4	8	9	10	12	11	1	60	3	2	2
	3%	**	**	5%	3%	3%	3%	3%	3%	7%	1%	4%	1%	2%	3%
				j						j					
Fruitlab	56	**	**	2	1	11	11	12	6	8	2	46	3	4	3
	3%	**	**	2%	1%	4%	4%	3%	1%	5%	1%	3%	1%	5%	4%
										hj					
GROM social	55	**	**	4	2	12	4	10	10	9	1	48	2	2	3
	3%	**	**	3%	2%	4%	1%	3%	2%	5%	*%	3%	1%	2%	4%
						fj				fj					
Imgur	54	**	**	2	2	7	5	15	8	8	1	43	4	4	2
	3%	**	**	2%	2%	3%	2%	4%	2%	5%	1%	3%	2%	5%	3%
						j		j		j					
Byte	51	**	**	2	1	8	6	11	11	10	-	44	4	2	2
	3%	**	**	1%	1%	3%	2%	3%	3%	6%	-%	3%	2%	2%	2%
						j		j		dfj					
GoNoodle	50	**	**	5	1	14	6	9	6	7	-	40	5	1	3
	2%	**	**	4%	1%	5%	2%	2%	1%	4%	-%	2%	3%	2%	4%
				j		hj		j		j					
Child uploads videos to other apps/ sites	14	**	**	1	1	6	3	1	1	1	-	11	1	*	1
	1%	**	**	*%	1%	2%	1%	*%	*%	1%	-%	1%	1%	*%	2%
						h									
Don't know	8	**	**	-	*	1	3	2	-	-	-	4	2	1	1
	*%	**	**	-%	*%	*%	1%	1%	-%	-%	-%	*%	1%	1%	1%
													a	a	

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1908	64	34	134	125	258	280	305	379	145	184	1263	270	203	172
Effective Weighted Sample	1504	41	23	97	95	203	224	237	297	130	163	1124	249	170	145
Total	2044	59	31	126	115	278	296	352	421	166	199	1693	192	86	72
SUMMARY															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2036	**	**	126	115	277	293	350	421	166	199	1689	190	85	72
	100%	**	**	100%	100%	100%	99%	99%	100%	100%	100%	100%	99%	99%	99%
												bc			
Base for stats	2044	**	**	126	115	278	296	352	421	166	199	1693	192	86	72
Mean number of apps/ sites (out of 16)	2.4	**	**	2.3	2.6	2.1	2.0	2.3	2.5	3.1	2.6	2.4	2.0	2.5	2.6
					ef			f	ef	ceghj	ef	b		b	b
Standard deviation	1.89	**	**	1.55	1.98	1.66	1.59	2.07	1.80	2.68	1.34	1.92	1.37	1.75	2.45
Standard error	.04	**	**	.13	.18	.10	.10	.12	.09	.22	.10	.05	.08	.12	.19

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1908	1735	173	678	409	399	419	1087	818	499	1324	602	830	328
Effective Weighted Sample	1504	1363	140	531	320	312	340	851	651	392	1043	474	655	260
Total	2044	1854	190	715	414	441	469	1129	910	525	1418	646	882	350
TikTok	1231	1106	125	404	236	297	292	640	589	309	865	412	524	193
	60%	60%	66%	57%	57%	67%	62%	57%	65%	59%	61%	64%	59%	55%
						abe			abe			c		
YouTube	882	797	85	334	181	198	169	515	367	250	595	274	378	163
	43%	43%	45%	47%	44%	45%	36%	46%	40%	48%	42%	42%	43%	47%
				df	d	d		df						
Instagram	751	698	53	315	138	160	136	453	295	211	503	221	315	152
	37%	38%	28%	44%	33%	36%	29%	40%	32%	40%	35%	34%	36%	43%
		b		bcd		d		bdf						ab
Snapchat	743	693	49	269	134	169	168	403	337	201	504	248	297	137
	36%	37%	26%	38%	32%	38%	36%	36%	37%	38%	36%	38%	34%	39%
		b												
Facebook (inc. Facebook Gaming)	494	469	25	247	76	96	73	323	169	142	319	137	218	103
	24%	25%	13%	35%	18%	22%	16%	29%	19%	27%	23%	21%	25%	29%
		b		bcd		d		bcd						a
Twitch	156	146	10	74	28	38	17	102	54	48	100	44	68	32
	8%	8%	5%	10%	7%	9%	4%	9%	6%	9%	7%	7%	8%	9%
				df		d		df						
Triller	90	89	1	63	4	15	8	67	23	25	57	16	47	23
	4%	5%	1%	9%	1%	4%	2%	6%	3%	5%	4%	2%	5%	6%
		b		bcd		b		bdf					a	a
Vimeo	79	75	4	47	10	18	5	56	23	23	48	15	46	13
	4%	4%	2%	7%	2%	4%	1%	5%	3%	4%	3%	2%	5%	4%
				bdf		d		bdf					a	
Dailymotion	71	71	-	42	10	18	2	51	20	15	47	20	34	15
	3%	4%	-%	6%	2%	4%	-%	5%	2%	3%	3%	3%	4%	4%
		b		bdf	d	d		df	d					

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1908	1735	173	678	409	399	419	1087	818	499	1324	602	830	328
Effective Weighted Sample	1504	1363	140	531	320	312	340	851	651	392	1043	474	655	260
Total	2044	1854	190	715	414	441	469	1129	910	525	1418	646	882	350
Dubsmash	66 3%	64 3%	2 1%	41 6% bcdf	10 3%	6 1%	8 2%	52 5% cdf	14 2%	21 4%	34 2%	11 2%	27 3%	19 5% a
Fruitlab	56 3%	56 3%	* *%	34 5% cdf	9 2%	7 2%	7 1%	43 4% df	14 2%	17 3%	33 2%	14 2%	26 3%	13 4%
GROM social	55 3%	55 3% b	- -%	36 5% bcdf	8 2%	6 1%	5 1%	44 4% cdf	11 1%	15 3%	35 2%	11 2%	30 3%	12 3%
Imgur	54 3%	52 3%	1 1%	40 6% bcdf	3 1%	7 2%	3 1%	43 4% bdf	10 1%	13 2%	35 2%	14 2%	24 3%	11 3%
Byte	51 3%	51 3% b	- -%	36 5% bcdf	3 1%	10 2%	3 1%	39 3% bdf	12 1%	15 3%	30 2%	11 2%	29 3%	10 3%
GoNoodle	50 2%	50 3%	* *%	38 5% bcdf	4 1%	4 1%	4 1%	41 4% bcdf	9 1%	17 3%	30 2%	9 1%	26 3%	12 3%
Child uploads videos to other apps/ sites	14 1%	14 1%	1 *%	4 1%	3 1%	1 *%	6 1%	8 1%	7 1%	2 *%	11 1%	1 *%	8 1%	2 1%
Don't know	8 *%	8 *%	- -%	3 *%	* *%	2 *%	3 1%	3 *%	5 1%	* *%	4 *%	5 1%	3 *%	* *%

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
		a	b	a	b	c	d	e	f	a	b	a	b	c
Significance Level: 95%														
Unweighted total	1908	1735	173	678	409	399	419	1087	818	499	1324	602	830	328
Effective Weighted Sample	1504	1363	140	531	320	312	340	851	651	392	1043	474	655	260
Total	2044	1854	190	715	414	441	469	1129	910	525	1418	646	882	350
SUMMARY														
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2036	1846	190	712	414	439	467	1126	906	524	1413	642	879	350
	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	99%	100%	100%
Base for stats	2044	1854	190	715	414	441	469	1129	910	525	1418	646	882	350
Mean number of apps/ sites (out of 16)	2.4	2.4	1.9	2.8	2.1	2.4	1.9	2.5	2.1	2.5	2.3	2.3	2.4	2.6
		b		bcdef		bdf		bdf	d	b				a
Standard deviation	1.89	1.95	1.11	2.28	1.55	1.78	1.40	2.08	1.61	1.78	1.86	1.67	1.97	1.98
Standard error	.04	.05	.08	.09	.08	.09	.07	.06	.06	.08	.05	.07	.07	.11

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 12

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
TikTok	1231	647	584	40	132	331	502	226	483	748	30	425	740
	18%	20%	17%	4%	10%	19%	28%	25%	14%	22%	5%	14%	27%
		b			a	ab	abc	abc		a		a	ab
YouTube	882	494	389	43	135	261	296	146	528	354	32	365	458
	13%	15%	12%	5%	10%	15%	17%	16%	16%	11%	5%	12%	17%
		b			a	ab	ab	ab	b			a	ab
Instagram	751	419	332	19	78	136	305	214	313	437	17	189	513
	11%	13%	10%	2%	6%	8%	17%	24%	9%	13%	3%	6%	19%
		b			a	a	abc	abcd		a		a	ab
Snapchat	743	380	363	28	67	147	305	196	293	450	20	197	502
	11%	11%	11%	3%	5%	8%	17%	22%	9%	13%	3%	6%	18%
					a	ab	abc	abcd		a		a	ab
Facebook (inc. Facebook Gaming)	494	281	213	21	74	110	165	124	264	230	18	165	292
	7%	8%	6%	2%	6%	6%	9%	14%	8%	7%	3%	5%	11%
		b			a	a	abc	abcd				a	ab
Twitch	156	89	67	8	20	35	66	28	101	56	8	46	98
	2%	3%	2%	1%	1%	2%	4%	3%	3%	2%	1%	1%	4%
							abc	ab	b				ab
Triller	90	47	43	6	13	21	38	13	44	46	6	28	56
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
							ab						b
Vimeo	79	51	28	6	9	24	26	14	50	29	5	30	45
	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%
		b							b				b
Dailymotion	71	45	27	3	16	11	30	10	47	24	3	25	43
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
				*			ac		b				b

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 12

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	WAVE		CHILD'S AGE						CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Dubsmash	66 1%	31 1%	35 1%	3 *%	11 1%	17 1%	22 1% a	12 1% a	39 1%	27 1%	3 *%	26 1%	36 1%
Fruitlab	56 1%	32 1%	25 1%	4 1%	3 *%	21 1% b	17 1% b	10 1% b	36 1%	20 1%	4 1%	21 1%	30 1%
GROM social	55 1%	32 1%	22 1%	3 *%	6 *%	16 1%	20 1%	9 1%	36 1% b	19 1%	3 *%	22 1%	31 1%
Imgur	54 1%	31 1%	22 1%	5 1%	4 *%	12 1%	24 1% b	9 1% b	36 1% b	17 1%	5 1%	12 *%	35 1% b
Byte	51 1%	30 1%	21 1%	4 *%	2 *%	13 1% b	21 1% b	10 1% b	33 1%	18 1%	5 1%	12 *%	35 1% b
GoNoodle	50 1%	27 1%	23 1%	2 *%	6 *%	20 1% a	15 1%	7 1%	36 1% b	14 *%	2 *%	23 1%	25 1%
Child uploads videos to other apps/ sites	14 *%	3 *%	11 *%	* *%	1 *%	9 1%	2 *%	1 *%	9 *%	5 *%	- -%	9 *%	5 *%
Don't know	8 *%	4 *%	4 *%	1 *%	* *%	5 *%	2 *%	- -%	4 *%	4 *%	1 *%	5 *%	3 *%
SUMMARY													
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2036 31%	1109 34% b	927 28%	89 10%	241 18% a	570 32% ab	770 43% abc	366 41% abc	977 29%	1058 32%	64 10%	746 24% a	1161 42% ab

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

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QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
DO NOT UPLOAD VIDEOS ONLINE	4618	2194	2424	799	1091	1202	1004	523	2350	2269	572	2335	1573
	69%	66%	72%	90%	82%	68%	57%	59%	71%	68%	90%	76%	57%
			a	bcde	cde	de					bc	c	
Base for stats	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mean number of apps/ sites (out of 16)	.7	.8	.7	.2	.4	.7	1.0	1.2	.7	.7	.3	.5	1.1
		b			a	ab	abc	abc				a	ab
Standard deviation	1.51	1.59	1.44	.99	1.19	1.34	1.74	1.92	1.56	1.47	1.12	1.22	1.80
Standard error	.02	.03	.02	.03	.03	.03	.04	.07	.03	.03	.04	.02	.04

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
TikTok	1231	29	10	62	71	130	201	179	323	83	144	995	125	60	50
	18%	7%	2%	9%	11%	15%	23%	20%	36%	19%	32%	18%	21%	18%	19%
		b		b	ab	abcd	abcde	abcde	abcdefgi	abcd	abcdefgi		a		
YouTube	882	27	16	71	64	153	108	186	110	90	56	747	62	39	35
	13%	6%	4%	11%	10%	17%	12%	21%	12%	20%	13%	14%	10%	12%	13%
				ab	b	abcdfh	ab	abcdfhj	ab	abcdfhj	ab	b			
Instagram	751	14	4	32	46	62	73	111	194	94	120	651	47	28	24
	11%	3%	1%	5%	7%	7%	8%	13%	22%	21%	27%	12%	8%	9%	9%
		b		b	ab	ab	abc	abcdef	abcdefg	abcdefg	abcdefg	bc			
Snapchat	743	18	10	31	37	62	85	104	201	79	117	611	65	36	31
	11%	4%	2%	5%	5%	7%	10%	12%	23%	18%	26%	11%	11%	11%	12%
					b	b	abcd	abcde	abcdefg	abcdefg	abcdefgi				
Facebook (inc. Facebook Gaming)	494	14	7	34	39	64	47	80	85	72	53	423	34	20	16
	7%	3%	1%	5%	6%	7%	5%	9%	10%	16%	12%	8%	6%	6%	6%
				b	b	ab	b	abcdf	abcdf	abcdefgh	abcdef				
Twitch	156	5	3	9	11	22	13	46	20	20	8	132	11	7	6
	2%	1%	1%	1%	2%	2%	1%	5%	2%	4%	2%	2%	2%	2%	2%
						b		abcdefhj		abcdfhj					
Triller	90	3	2	7	6	11	10	16	22	7	6	78	3	6	3
	1%	1%	1%	1%	1%	1%	1%	2%	3%	2%	1%	1%	1%	2%	1%
									abd					b	
Vimeo	79	3	3	6	3	19	5	11	15	11	3	67	4	5	4
	1%	1%	1%	1%	3%	2%	1%	1%	2%	3%	1%	1%	1%	1%	2%
						df			df	abcdfj					
Dailymotion	71	2	1	11	5	7	4	17	13	9	1	65	2	1	3
	1%	1%	3%	2%	1%	1%	3%	2%	1%	2%	3%	1%	3%	3%	1%
				bf				bfj	b	bfj		bc			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 12

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QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		FEMALE		FEMALE		FEMALE		FEMALE		FEMALE		ENGLAND	SCOTLAND	WALES	N IRELAND
		MALE 3-4	3-4	MALE 5-7	5-7	MALE 8-11	8-11	MALE 12-15	12-15	MALE 16-17	16-17				
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Dubsmash	66 1%	2 *%	1 *%	7 1%	4 1%	8 1%	9 1%	10 1%	12 1%	11 3% abdej	1 *%	60 1%	3 *%	2 1%	2 1%
Fruitlab	56 1%	3 1%	1 *%	2 *%	1 *%	11 1% d	11 1% d	12 1% d	6 1%	8 2% bcd	2 *%	46 1%	3 *%	4 1%	3 1%
GROM social	55 1%	1 *%	2 *%	4 1%	2 *%	12 1%	4 *%	10 1%	10 1%	9 2% adfj	1 *%	48 1%	2 *%	2 1%	3 1%
Imgur	54 1%	4 1%	1 *%	2 *%	2 *%	7 1%	5 1%	15 2% bcdj	8 1%	8 2% bcdj	1 *%	43 1%	4 1%	4 1%	2 1%
Byte	51 1%	3 1%	1 *%	2 *%	1 *%	8 1%	6 1%	11 1% dj	11 1% dj	10 2% bcdjf	- -%	44 1%	4 1%	2 *%	2 1%
GoNoodle	50 1%	1 *%	1 *%	5 1%	1 *%	14 2% abdj	6 1%	9 1%	6 1%	7 2% abdj	- -%	40 1%	5 1%	1 *%	3 1%
Child uploads videos to other apps/ sites	14 *%	* *%	- -%	1 *%	1 *%	6 1%	3 *%	1 *%	1 *%	1 *%	- -%	11 *%	1 *%	* *%	1 *%
Don't know	8 *%	1 *%	- -%	- -%	* *%	1 *%	3 *%	2 *%	- -%	- -%	- -%	4 *%	2 *% a	1 *% a	1 *%
SUMMARY															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2036 31%	58 13% b	31 7%	126 19% ab	115 17% b	277 31% abcd	293 33% abcd	350 39% abcdef	421 47% abcdefgi	166 37% abcde	199 45% abcdefi	1689 31% c	190 32% c	85 26%	72 27%

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

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QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
DO NOT UPLOAD VIDEOS ONLINE	4618	385	413	540	551	610	592	536	468	278	245	3783	401	243	192
	69%	87%	93%	81%	83%	69%	67%	60%	53%	63%	55%	69%	68%	74%	73%
		ceghij	acdefghij	efghij	efghij	ghij	ghj	h		hj				ab	b
Base for stats	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mean number of apps/ sites (out of 16)	.7	.3	.1	.4	.4	.7	.7	.9	1.2	1.2	1.2	.7	.6	.7	.7
		b		ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg	b			
Standard deviation	1.51	1.09	.86	1.11	1.27	1.36	1.31	1.73	1.75	2.23	1.56	1.54	1.20	1.42	1.72
Standard error	.02	.04	.04	.04	.05	.05	.05	.06	.06	.11	.08	.02	.04	.05	.06

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
TikTok	1231	1106	125	404	236	297	292	640	589	309	865	412	524	193
	18%	19%	14%	22%	14%	21%	17%	18%	19%	25%	17%	20%	19%	18%
		b		bdef		bde		b	b	b				
YouTube	882	797	85	334	181	198	169	515	367	250	595	274	378	163
	13%	14%	10%	18%	11%	14%	10%	15%	12%	20%	12%	14%	13%	15%
		b		bcddef		bd		bdf		b				
Instagram	751	698	53	315	138	160	136	453	295	211	503	221	315	152
	11%	12%	6%	17%	8%	11%	8%	13%	9%	17%	10%	11%	11%	14%
		b		bcddef		bd		bdf		b				ab
Snapchat	743	693	49	269	134	169	168	403	337	201	504	248	297	137
	11%	12%	6%	14%	8%	12%	10%	12%	11%	16%	10%	12%	11%	12%
		b		bdef		b		b	b	b				
Facebook (inc. Facebook Gaming)	494	469	25	247	76	96	73	323	169	142	319	137	218	103
	7%	8%	3%	13%	5%	7%	4%	9%	5%	11%	6%	7%	8%	9%
		b		bcddef		bd		bcdff		b				a
Twitch	156	146	10	74	28	38	17	102	54	48	100	44	68	32
	2%	3%	1%	4%	2%	3%	1%	3%	2%	4%	2%	2%	2%	3%
		b		bdf		d		bdf		b				
Triller	90	89	1	63	4	15	8	67	23	25	57	16	47	23
	1%	2%	*%	3%	*%	1%	*%	2%	1%	2%	1%	1%	2%	2%
		b		bcddef		b		bdf		b			a	a
Vimeo	79	75	4	47	10	18	5	56	23	23	48	15	46	13
	1%	1%	*%	2%	1%	1%	*%	2%	1%	2%	1%	1%	2%	1%
				bcddef		d		bdf		b			a	
Dailymotion	71	71	-	42	10	18	2	51	20	15	47	20	34	15
	1%	1%	-%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
		b		bdf		d		bdf	d					

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Dubsmash	66 1%	64 1%	2 *%	41 2%	10 1%	6 *%	8 *%	52 1%	14 *%	21 2%	34 1%	11 1%	27 1%	19 2%
		b		bcd				bcd		b				a
Fruitlab	56 1%	56 1%	* *%	34 2%	9 1%	7 *%	7 *%	43 1%	14 *%	17 1%	33 1%	14 1%	26 1%	13 1%
		b		bcd				bcd		b				
GROM social	55 1%	55 1%	- -%	36 2%	8 1%	6 *%	5 *%	44 1%	11 *%	15 1%	35 1%	11 1%	30 1%	12 1%
		b		bcd				bcd						
Imgur	54 1%	52 1%	1 *%	40 2%	3 *%	7 1%	3 *%	43 1%	10 *%	13 1%	35 1%	14 1%	24 1%	11 1%
		b		bcd				bcd						
Byte	51 1%	51 1%	- -%	36 2%	3 *%	10 1%	3 *%	39 1%	12 *%	15 1%	30 1%	11 1%	29 1%	10 1%
		b		bcd				bcd		b				
GoNoodle	50 1%	50 1%	* *%	38 2%	4 *%	4 *%	4 *%	41 1%	9 *%	17 1%	30 1%	9 *%	26 1%	12 1%
		b		bcd				bcd		b				
Child uploads videos to other apps/ sites	14 *%	14 *%	1 *%	4 *%	3 *%	1 *%	6 *%	8 *%	7 *%	2 *%	11 *%	1 *%	8 *%	2 *%
Don't know	8 *%	8 *%	- -%	3 *%	* *%	2 *%	3 *%	3 *%	5 *%	* *%	4 *%	5 *%	3 *%	* *%

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
SUMMARY														
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	2036	1846	190	712	414	439	467	1126	906	524	1413	642	879	350
	31%	32%	22%	38%	25%	31%	27%	32%	29%	42%	28%	32%	31%	32%
		b		bcdef		bd		bdf	b	b				
DO NOT UPLOAD VIDEOS ONLINE	4618	3942	676	1150	1221	958	1263	2371	2221	713	3697	1376	1938	752
	69%	68%	78%	62%	75%	68%	73%	68%	71%	58%	72%	68%	69%	68%
			a		acef	a	ace	a	ae		a			
Base for stats	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Mean number of apps/ sites (out of 16)	.7	.8	.4	1.1	.5	.7	.5	.8	.6	1.1	.6	.7	.7	.8
		b		bcdef		bdf		bdf	bd	b				
Standard deviation	1.51	1.58	.94	1.97	1.19	1.49	1.12	1.68	1.31	1.70	1.42	1.41	1.56	1.65
Standard error	.02	.02	.03	.05	.03	.04	.03	.03	.02	.05	.02	.03	.03	.05

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	a	b	c	d	e	a	b	a	b	c
Unweighted total	3136	3136	-	512	675	781	781	387	1584	1552	434	1462	1149
Effective Weighted Sample	2272	2272	-	294	473	592	586	333	1136	1135	251	1052	900
Total	3149	3149	-	393	621	838	864	433	1582	1567	329	1438	1286
Funny videos/ jokes/ pranks/ challenges	2031	2031	**	163	366	579	602	322	1016	1015	134	929	914
	65%	65%	**	41%	59%	69%	70%	74%	64%	65%	41%	65%	71%
					a	ab	ab	ab				a	ab
Cartoons/ animations/ mini-movies or songs	1659	1659	**	306	435	440	333	145	809	850	261	877	487
	53%	53%	**	78%	70%	53%	39%	34%	51%	54%	79%	61%	38%
				bcde	cde	de					bc	c	
Music videos	1601	1601	**	94	232	418	547	310	687	914	78	635	836
	51%	51%	**	24%	37%	50%	63%	72%	43%	58%	24%	44%	65%
					a	ab	abc	abcd		a		a	ab
Game tutorials/ walk-throughs/ watching other people play games	1368	1368	**	85	272	417	397	196	838	530	68	679	587
	43%	43%	**	22%	44%	50%	46%	45%	53%	34%	21%	47%	46%
					a	a	a	a	b			a	a
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1289	1289	**	77	201	387	423	201	585	705	70	566	619
	41%	41%	**	20%	32%	46%	49%	46%	37%	45%	21%	39%	48%
					a	ab	ab	ab		a		a	ab
Videos that help them to learn new things or help with their schoolwork or homework	1289	1289	**	158	308	319	334	170	613	675	134	616	512
	41%	41%	**	40%	50%	38%	39%	39%	39%	43%	41%	43%	40%
					acde					a			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	a	b	c	d	e	a	b	a	b	c
Unweighted total	3136	3136	-	512	675	781	781	387	1584	1552	434	1462	1149
Effective Weighted Sample	2272	2272	-	294	473	592	586	333	1136	1135	251	1052	900
Total	3149	3149	-	393	621	838	864	433	1582	1567	329	1438	1286
'How-to' videos or tutorials about hobbies/ things they are interested in	1239	1239	**	64	257	358	365	194	535	704	56	594	552
	39%	39%	**	16%	41%	43%	42%	45%	34%	45%	17%	41%	43%
					a	a	a	a		a		a	a
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1104	1104	**	148	304	331	227	94	514	590	128	637	320
	35%	35%	**	38%	49%	40%	26%	22%	33%	38%	39%	44%	25%
				de	acde	de				a	c	c	
Film trailers, clips of programmes, 'best-bits' or programme highlights	1084	1084	**	66	153	286	375	203	530	554	54	425	581
	34%	34%	**	17%	25%	34%	43%	47%	34%	35%	16%	30%	45%
					a	ab	abc	abc				a	ab
Whole programmes or films	1030	1030	**	119	177	223	326	184	479	550	107	395	498
	33%	33%	**	30%	29%	27%	38%	42%	30%	35%	33%	27%	39%
							abc	abc		a			b
Sports/ football clips or interviews	643	643	**	22	64	172	252	133	473	170	19	218	386
	20%	20%	**	6%	10%	21%	29%	31%	30%	11%	6%	15%	30%
					a	ab	abc	abc	b			a	ab
Other types of video	38	38	**	9	7	5	14	4	20	18	7	12	15
	1%	1%	**	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%
				c									
Don't know	22	22	**	3	5	5	8	1	15	7	3	8	11
	1%	1%	**	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3136	275	237	339	336	392	389	393	388	185	202	1911	447	411	367
Effective Weighted Sample	2272	156	138	234	239	297	295	292	294	160	173	1656	400	326	302
Total	3149	202	192	309	312	421	417	435	429	215	218	2588	279	156	126
Funny videos/ jokes/ pranks/ challenges	2031	75	88	179	187	293	286	298	304	172	150	1663	186	101	82
	65%	37%	46%	58%	60%	70%	69%	68%	71%	80%	69%	64%	67%	64%	65%
				ab	ab	abcd	abcd	abcd	abcd	abcdefghj	abc				
Cartoons/ animations/ mini-movies or songs	1659	154	152	212	223	203	238	169	164	72	73	1358	149	79	74
	53%	76%	79%	69%	71%	48%	57%	39%	38%	34%	33%	52%	53%	50%	58%
		efghij	cefg hij	efghij	efghij	ghij	eghij								c
Music videos	1601	42	52	91	141	189	229	220	327	145	165	1304	145	85	67
	51%	21%	27%	29%	45%	45%	55%	51%	76%	67%	76%	50%	52%	54%	53%
					abc	abc	abcde	abc	abcdefgi	abcdefg	abcdefg				
Game tutorials/ walk-throughs/ watching other people play games	1368	54	31	160	112	227	190	261	137	136	60	1098	128	82	61
	43%	27%	16%	52%	36%	54%	45%	60%	32%	63%	27%	42%	46%	52%	48%
		b		abdhj	b	abdfhj	abdhj	abdfhj	b	abcdfhj	b			a	
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1289	36	40	84	117	197	190	182	242	86	115	1039	132	62	56
	41%	18%	21%	27%	38%	47%	46%	42%	56%	40%	53%	40%	47%	40%	44%
				a	abc	abcd	abc	abc	abcdefgi	abc	abcdgi		ac		
Videos that help them to learn new things or help with their schoolwork or homework	1289	82	76	144	164	157	162	146	187	83	86	1045	125	61	58
	41%	41%	40%	47%	53%	37%	39%	34%	44%	39%	40%	40%	45%	39%	46%
				eg	abefghij				g						

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3136	275	237	339	336	392	389	393	388	185	202	1911	447	411	367
Effective Weighted Sample	2272	156	138	234	239	297	295	292	294	160	173	1656	400	326	302
Total	3149	202	192	309	312	421	417	435	429	215	218	2588	279	156	126
'How-to' videos or tutorials about hobbies/ things they are interested in	1239	32	32	110	148	156	202	155	210	82	112	1007	119	63	50
	39%	16%	17%	35%	47%	37%	48%	36%	49%	38%	51%	39%	43%	41%	40%
				ab	abceg	ab	abcegi	ab	abcegi	ab	abcegi				
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1104	87	61	123	181	154	177	107	120	42	52	895	108	55	46
	35%	43%	32%	40%	58%	37%	42%	25%	28%	20%	24%	35%	39%	35%	36%
		bghij	i	ghij	abceefghij	ghij	bghij								
Film trailers, clips of programmes, 'best-bits' or programme highlights	1084	36	30	65	89	144	142	178	197	108	96	890	95	52	47
	34%	18%	16%	21%	28%	34%	34%	41%	46%	50%	44%	34%	34%	33%	37%
				ab	ab	abc	abc	abcd	abcdef	abcdef	abcdef				
Whole programmes or films	1030	64	55	75	103	102	122	145	181	94	90	831	96	52	51
	33%	32%	29%	24%	33%	24%	29%	33%	42%	44%	41%	32%	34%	33%	41%
					ce			ce	abcdefg	abcdefg	bcef				a
Sports/ football clips or interviews	643	15	7	47	17	132	40	179	73	99	33	543	48	28	25
	20%	7%	4%	15%	5%	31%	9%	41%	17%	46%	15%	21%	17%	18%	19%
				abdf		abcdfhj	b	abcdfehj	abdf	abcdfehj	abd				
Other types of video	38	5	3	5	1	2	3	6	8	1	3	31	2	2	3
	1%	3%	2%	2%	*%	*%	1%	1%	2%	1%	1%	1%	1%	1%	3%
Don't know	22	*	3	5	-	3	2	7	*	-	1	20	1	2	-
	1%	*%	2%	1%	-%	1%	1%	2%	*%	-%	1%	1%	*%	1%	-%
								dh							

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

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Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	3136	2733	403	882	795	675	774	1677	1449	577	2419	956	1337	517
Effective Weighted Sample	2272	1998	275	626	574	494	573	1199	1065	422	1751	678	984	374
Total	3149	2751	398	890	770	660	816	1660	1476	570	2428	950	1349	503
Funny videos/ jokes/ pranks/ challenges	2031 65%	1771 64%	261 66%	580 65%	515 67% d	442 67% d	489 60%	1096 66% d	931 63%	386 68%	1575 65%	598 63%	901 67%	330 66%
Cartoons/ animations/ mini-movies or songs	1659 53%	1453 53%	206 52%	451 51%	399 52%	339 51%	467 57% ae	850 51%	807 55%	305 53%	1288 53%	528 56%	692 51%	254 50%
Music videos	1601 51%	1424 52% b	178 45%	470 53%	368 48%	356 54% b	402 49%	839 51%	758 51%	295 52%	1234 51%	489 51%	678 50%	257 51%
Game tutorials/ walk-throughs/ watching other people play games	1368 43%	1195 43%	172 43%	372 42%	342 44%	311 47%	343 42%	713 43%	654 44%	289 51% b	1026 42%	413 43%	604 45%	221 44%
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1289 41%	1123 41%	167 42%	381 43% b	283 37%	280 42%	342 42%	665 40%	622 42% b	277 49% b	969 40%	420 44% b	531 39%	199 40%
Videos that help them to learn new things or help with their schoolwork or homework	1289 41%	1139 41%	150 38%	393 44% df	327 42% d	267 40%	299 37%	720 43% df	566 38%	237 42%	1002 41%	403 42%	531 39%	236 47% b

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

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Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	3136	2733	403	882	795	675	774	1677	1449	577	2419	956	1337	517
Effective Weighted Sample	2272	1998	275	626	574	494	573	1199	1065	422	1751	678	984	374
Total	3149	2751	398	890	770	660	816	1660	1476	570	2428	950	1349	503
'How-to' videos or tutorials about hobbies/ things they are interested in	1239 39%	1074 39%	165 41%	378 42% df	318 41% d	287 43% df	253 31%	696 42% df	539 37% d	252 44%	951 39%	379 40%	518 38%	216 43%
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1104 35%	977 35%	128 32%	301 34%	301 39% df	231 35%	268 33%	602 36%	499 34%	214 38%	859 35%	364 38%	465 34%	178 35%
Film trailers, clips of programmes, 'best-bits' or programme highlights	1084 34%	946 34%	139 35%	331 37%	266 35%	218 33%	266 33%	598 36%	483 33%	215 38%	828 34%	304 32%	478 35%	200 40% a
Whole programmes or films	1030 33%	902 33%	128 32%	291 33%	257 33%	233 35%	243 30%	548 33%	476 32%	221 39% b	779 32%	309 33%	460 34%	174 35%
Sports/ football clips or interviews	643 20%	579 21%	64 16%	240 27% bcd	161 21% df	135 20% df	106 13%	401 24% df	240 16%	103 18%	508 21%	150 16%	277 21% a	144 29% ab
Other types of video	38 1%	31 1%	7 2%	11 1%	6 1%	6 1%	15 2%	16 1%	21 1%	7 1%	29 1%	7 1%	26 2% ac	1 *%

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

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QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	3136	2733	403	882	795	675	774	1677	1449	577	2419	956	1337	517
Effective Weighted Sample	2272	1998	275	626	574	494	573	1199	1065	422	1751	678	984	374
Total	3149	2751	398	890	770	660	816	1660	1476	570	2428	950	1349	503
Don't know	22	22	*	7	5	*	7	12	7	-	16	6	7	4
	1%	1%	*%	1%	1%	*%	1%	1%	1%	-%	1%	1%	*%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 14

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

SUMMARY TO SHOW WHETHER AND HOW YOUTUBE IS USED BY THE CHILD

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
CHILD USES YOUTUBE TO WATCH VIDEOS	5579	2767	2813	709	1127	1477	1499	768	2806	2773	501	2597	2325
	84%	84%	84%	80%	85%	83%	84%	86%	84%	83%	79%	84%	85%
					a		a	a				a	a
CHILD USES YOUTUBE TO UPLOAD THEIR OWN VIDEOS	882	494	389	43	135	261	296	146	528	354	32	365	458
	13%	15%	12%	5%	10%	15%	17%	16%	16%	11%	5%	12%	17%
		b			a	ab	ab	ab	b			a	ab
CHILD USES YOUTUBE FOR EITHER OF THESE	5671	2816	2855	716	1147	1503	1527	779	2856	2815	506	2641	2365
	85%	85%	85%	81%	86%	85%	86%	88%	86%	85%	79%	86%	86%
					a	a	a	a				a	a
CHILD DOES NOT USE YOUTUBE TO WATCH OR UPLOAD THEIR OWN VIDEOS	991	491	500	172	185	274	250	110	475	516	131	445	372
	15%	15%	15%	19%	14%	15%	14%	12%	14%	15%	21%	14%	14%
				bcde							bc		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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SUMMARY TO SHOW WHETHER AND HOW YOUTUBE IS USED BY THE CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
CHILD USES YOUTUBE TO WATCH VIDEOS	5579	361	348	558	569	748	728	755	744	384	384	4573	502	282	223
	84%	81%	78%	84%	85%	84%	82%	85%	84%	86%	86%	84%	85%	86%	84%
				b	b	b		b	b	b	b				
CHILD USES YOUTUBE TO UPLOAD THEIR OWN VIDEOS	882	27	16	71	64	153	108	186	110	90	56	747	62	39	35
	13%	6%	4%	11%	10%	17%	12%	21%	12%	20%	13%	14%	10%	12%	13%
				ab	b	abcdfh	ab	abcdfhj	ab	abcdfhj	ab	b			
CHILD USES YOUTUBE FOR EITHER OF THESE	5671	366	351	567	580	762	741	771	756	391	388	4650	510	286	226
	85%	82%	79%	85%	87%	86%	83%	87%	85%	88%	87%	85%	86%	87%	86%
				b	ab	b		b	b	ab	b				
CHILD DOES NOT USE YOUTUBE TO WATCH OR UPLOAD THEIR OWN VIDEOS	991	79	94	99	86	126	148	118	132	53	57	826	84	44	38
	15%	18%	21%	15%	13%	14%	17%	13%	15%	12%	13%	15%	14%	13%	14%
		di	cdeghij												

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

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

SUMMARY TO SHOW WHETHER AND HOW YOUTUBE IS USED BY THE CHILD

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
CHILD USES YOUTUBE TO WATCH VIDEOS	5579	4884	695	1522	1397	1171	1469	2920	2640	1068	4290	1721	2347	933
	84%	84%	80%	82%	85%	84%	85%	83%	84%	86%	84%	85%	83%	85%
		b			a		a		a					
CHILD USES YOUTUBE TO UPLOAD THEIR OWN VIDEOS	882	797	85	334	181	198	169	515	367	250	595	274	378	163
	13%	14%	10%	18%	11%	14%	10%	15%	12%	20%	12%	14%	13%	15%
		b		bcdef		bd		bdf		b				
CHILD USES YOUTUBE FOR EITHER OF THESE	5671	4970	701	1562	1416	1193	1480	2978	2674	1096	4349	1748	2391	946
	85%	86%	81%	84%	87%	85%	85%	85%	85%	89%	85%	86%	85%	86%
		b			a					b				
CHILD DOES NOT USE YOUTUBE TO WATCH OR UPLOAD THEIR OWN VIDEOS	991	826	165	303	219	206	252	522	458	142	766	275	429	156
	15%	14%	19%	16%	13%	15%	15%	15%	15%	11%	15%	14%	15%	14%
			a	b							a			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 15

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

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	~d	~e	a	b	a	b	c
Unweighted total	3620	1785	1835	948	1281	1391	-	-	1817	1803	677	2742	138
Effective Weighted Sample	2616	1229	1396	575	941	1106	-	-	1295	1322	404	2051	120
Total	3366	1674	1692	716	1147	1503	-	-	1695	1672	506	2634	173
Uses YouTube Kids app/ site	1563	762	801	445	645	473	**	**	727	837	307	1182	38
	46%	46%	47%	62%	56%	31%	**	**	43%	50%	61%	45%	22%
				bc	c					a	bc	c	
Uses 'main' YouTube app/ site	2411	1216	1194	428	766	1216	**	**	1249	1161	305	1930	148
	72%	73%	71%	60%	67%	81%	**	**	74%	69%	60%	73%	86%
					a	ab			b			a	ab
Don't know	25	11	14	2	3	20	**	**	14	11	2	20	3
	1%	1%	1%	*%	*%	1%	**	**	1%	1%	*%	1%	2%
						ab							
SUMMARY													
ONLY USES YOUTUBE KIDS APP/ SITE	931	446	484	286	377	267	**	**	431	499	199	684	21
	28%	27%	29%	40%	33%	18%	**	**	25%	30%	39%	26%	12%
				bc	c					a	bc	c	
ONLY USES MAIN YOUTUBE APP/ SITE	1778	901	877	269	499	1011	**	**	954	824	198	1431	132
	53%	54%	52%	38%	43%	67%	**	**	56%	49%	39%	54%	76%
					a	ab			b			a	ab
USES BOTH	632	315	317	159	267	206	**	**	295	337	107	499	16
	19%	19%	19%	22%	23%	14%	**	**	17%	20%	21%	19%	9%
				c	c						c	c	

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

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

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	a	b	c	d
Unweighted total	3620	486	462	622	659	709	682	-	-	-	-	2082	553	551	434
Effective Weighted Sample	2616	285	290	448	494	562	544	-	-	-	-	1872	500	506	407
Total	3366	366	351	567	580	762	741	-	-	-	-	2750	306	173	137
Uses YouTube Kids app/ site	1563	221	224	290	354	215	258	**	**	**	**	1270	141	87	64
	46%	61%	64%	51%	61%	28%	35%	**	**	**	**	46%	46%	50%	47%
		cef	cef	ef	cef		e								
Uses 'main' YouTube app/ site	2411	233	195	392	375	625	592	**	**	**	**	1983	216	118	94
	72%	64%	56%	69%	65%	82%	80%	**	**	**	**	72%	70%	68%	69%
		b		b	b	abcd	abcd								
Don't know	25	2	-	1	2	11	9	**	**	**	**	20	2	2	1
	1%	*%	-%	*%	*%	1%	1%	**	**	**	**	1%	1%	1%	*%
						bc									
SUMMARY															
ONLY USES YOUTUBE KIDS APP/ SITE	931	131	156	174	203	127	140	**	**	**	**	746	88	54	42
	28%	36%	44%	31%	35%	17%	19%	**	**	**	**	27%	29%	31%	31%
		ef	acdef	ef	ef										
ONLY USES MAIN YOUTUBE APP/ SITE	1778	142	126	275	224	537	474	**	**	**	**	1459	163	84	72
	53%	39%	36%	49%	39%	70%	64%	**	**	**	**	53%	53%	49%	52%
				abd		abcdf	abcd								
USES BOTH	632	91	69	116	151	88	118	**	**	**	**	524	52	34	22
	19%	25%	20%	21%	26%	12%	16%	**	**	**	**	19%	17%	20%	16%
		ef	e	e	bcef		e								

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 15

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

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

	AREA			SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	3620	3159	461	956	996	705	951	1952	1656	603	2873	1179	1493	587
Effective Weighted Sample	2616	2302	314	696	714	511	691	1410	1202	439	2075	839	1094	428
Total	3366	2950	416	870	872	677	937	1742	1614	579	2645	1109	1386	524
Uses YouTube Kids app/ site	1563 46%	1369 46%	194 47%	459 53% cdf	418 48% df	287 42%	393 42%	878 50% cdf	680 42%	259 45%	1238 47%	504 45%	620 45%	281 54% ab
Uses 'main' YouTube app/ site	2411 72%	2117 72%	294 71%	589 68%	605 69%	505 75% abe	705 75% abe	1194 69%	1210 75% abe	413 71%	1897 72%	792 71%	1023 74% c	348 66%
Don't know	25 1%	20 1%	5 1%	6 1%	7 1%	6 1%	5 1%	14 1%	11 1%	8 1%	17 1%	5 *%	12 1%	6 1%
SUMMARY														
ONLY USES YOUTUBE KIDS APP/ SITE	931 28%	813 28%	117 28%	275 32% cdf	259 30% cdf	166 25%	227 24%	534 31% cdf	393 24%	158 27%	731 28%	312 28%	352 25%	170 33% b
ONLY USES MAIN YOUTUBE APP/ SITE	1778 53%	1561 53%	218 52%	404 46%	446 51%	384 57% ae	539 57% abe	850 49%	922 57% abe	313 54%	1391 53%	601 54% c	754 54% c	238 45%
USES BOTH	632 19%	556 19%	76 18%	184 21%	159 18%	121 18%	166 18%	343 20%	288 18%	100 17%	506 19%	191 17%	268 19%	110 21%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 16

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
YouTube (Live)	2578	1253	1324	219	396	649	854	460	1370	1208	144	1024	1334
	39%	38%	39%	25%	30%	37%	48%	52%	41%	36%	23%	33%	49%
					a	ab	abc	abc	b			a	ab
TikTok (LIVE)	1762	850	913	66	165	465	692	374	770	993	47	569	1088
	26%	26%	27%	7%	12%	26%	39%	42%	23%	30%	7%	18%	40%
					a	ab	abc	abc		a		a	ab
Instagram (Live)	1359	687	672	46	114	219	591	389	583	776	32	314	964
	20%	21%	20%	5%	9%	12%	33%	44%	18%	23%	5%	10%	35%
					a	ab	abc	abcd		a		a	ab
Facebook (Live)	991	521	470	60	114	178	369	270	504	486	43	273	635
	15%	16%	14%	7%	9%	10%	21%	30%	15%	15%	7%	9%	23%
						a	abc	abcd					ab
Twitch	562	284	277	13	56	145	223	126	367	194	10	174	357
	8%	9%	8%	1%	4%	8%	13%	14%	11%	6%	2%	6%	13%
					a	ab	abc	abc	b			a	ab
Monkey	149	90	59	21	25	43	37	23	94	55	15	65	67
	2%	3%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%
		b							b				
YouNow	92	49	42	9	12	14	38	18	56	36	9	25	58
	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%
							bc	bc					b
Child watches live streamed videos on other apps/ sites	86	42	44	15	16	20	23	11	44	42	9	39	37
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Child does not watch live streamed videos on ANY apps/ sites	2692	1319	1373	569	773	740	431	180	1326	1366	418	1560	643
	40%	40%	41%	64%	58%	42%	24%	20%	40%	41%	66%	51%	24%
				bcde	cde	de	e				bc	c	

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Don't know	201	126	75	33	37	73	47	11	106	95	30	105	58
	3%	4%	2%	4%	3%	4%	3%	1%	3%	3%	5%	3%	2%
		b		e	e	de	e				c	c	

SUMMARY

ANY LIVE STREAMING APPS/ SITES USED
TO WATCH LIVE STREAM VIDEOS

	3769	1862	1907	287	522	963	1299	698	1899	1870	189	1421	2036
	57%	56%	57%	32%	39%	54%	73%	79%	57%	56%	30%	46%	74%
					a	ab	abc	abcd				a	ab
Base for stats	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mean number of apps/ sites (out of 8)	1.1	1.1	1.1	.5	.7	1.0	1.6	1.9	1.1	1.1	.5	.8	1.7
					a	ab	abc	abcd				a	ab
Standard deviation	1.33	1.34	1.32	.92	1.07	1.20	1.40	1.47	1.34	1.31	.95	1.13	1.42
Standard error	.02	.02	.02	.03	.03	.03	.04	.05	.02	.02	.03	.02	.03

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 16

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
YouTube (Live)	2578	117	102	218	178	342	307	451	403	242	218	2126	219	121	112
	39%	26%	23%	33%	27%	39%	35%	51%	45%	54%	49%	39%	37%	37%	43%
				abd		abcd	abd	abcdef	abcdef	abcdefh	abcdef				bc
TikTok (LIVE)	1762	37	29	86	80	215	250	274	419	158	216	1449	165	80	67
	26%	8%	7%	13%	12%	24%	28%	31%	47%	36%	49%	26%	28%	24%	25%
				ab	b	abcd	abcd	abcde	abcdefgi	abcdef	abcdefgi				
Instagram (Live)	1359	26	20	53	61	112	107	225	366	166	222	1163	98	54	44
	20%	6%	4%	8%	9%	13%	12%	25%	41%	37%	50%	21%	17%	16%	17%
				b	b	abcd	abc	abcdef	abcdefg	abcdefg	abcdefghi	bcd			
Facebook (Live)	991	28	31	54	60	101	77	181	187	140	130	835	71	46	39
	15%	6%	7%	8%	9%	11%	9%	20%	21%	32%	29%	15%	12%	14%	15%
						ab		abcdef	abcdef	abcdefgh	abcdefgh	b			
Twitch	562	11	1	39	16	91	53	144	79	82	44	458	53	23	27
	8%	3%	*%	6%	2%	10%	6%	16%	9%	18%	10%	8%	9%	7%	10%
		b		abd	b	abcdf	abd	abcdefhj	abdf	abcdefhj	abcdf				c
Monkey	149	11	11	15	10	32	11	21	16	16	7	131	8	4	5
	2%	2%	2%	2%	2%	4%	1%	2%	2%	4%	2%	2%	1%	1%	2%
						df				df					
YouNow	92	5	4	7	5	10	4	19	19	14	4	80	3	5	4
	1%	1%	1%	1%	1%	1%	*%	2%	2%	3%	1%	1%	1%	2%	1%
								f	f	bcdefj		b		b	
Child watches live streamed videos on other apps/ sites	86	9	6	10	6	9	12	9	15	8	3	71	8	3	4
	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
Child does not watch live streamed videos on ANY apps/ sites	2692	276	293	364	409	360	380	233	198	93	86	2185	248	149	110
	40%	62%	66%	55%	61%	41%	43%	26%	22%	21%	19%	40%	42%	45%	42%
		cefg hij	cefg hij	efgh ij	cefg hij	ghij	ghij	j						a	

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Don't know	201	15	18	19	19	33	40	33	14	6	4	162	22	10	7
	3%	3%	4%	3%	3%	4%	5%	4%	2%	1%	1%	3%	4%	3%	2%
		j	hij			hij	hij	hij							
SUMMARY															
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	3769	154	133	284	239	496	468	622	677	344	353	3129	323	170	147
	57%	35%	30%	43%	36%	56%	53%	70%	76%	78%	80%	57%	54%	52%	56%
				abd		abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg	c			
Base for stats	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mean number of apps/ sites (out of 8)	1.1	.6	.5	.7	.6	1.0	.9	1.5	1.7	1.9	1.9	1.2	1.1	1.0	1.1
				ab	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh	bc			
Standard deviation	1.33	.97	.87	1.07	1.06	1.24	1.15	1.41	1.37	1.54	1.40	1.33	1.24	1.28	1.44
Standard error	.02	.04	.04	.04	.04	.04	.04	.05	.05	.08	.07	.02	.04	.04	.05
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c,d															

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
YouTube (Live)	2578	2301	276	816	568	547	638	1384	1185	556	1914	822	1095	402
	39%	40%	32%	44%	35%	39%	37%	40%	38%	45%	37%	41%	39%	37%
		b		bcdef		b		b		b		c		
TikTok (LIVE)	1762	1571	191	595	342	388	426	937	814	410	1268	571	738	299
	26%	27%	22%	32%	21%	28%	25%	27%	26%	33%	25%	28%	26%	27%
		b		bcdef		b	b	b	b	b				
Instagram (Live)	1359	1239	120	531	262	285	275	793	560	313	982	430	571	255
	20%	21%	14%	28%	16%	20%	16%	23%	18%	25%	19%	21%	20%	23%
		b		bcdef		bd		bdf		b				
Facebook (Live)	991	899	92	419	172	208	190	591	398	234	696	274	421	201
	15%	16%	11%	22%	11%	15%	11%	17%	13%	19%	14%	14%	15%	18%
		b		bcdef		bd		bdf		b				ab
Twitch	562	521	41	220	117	112	110	337	221	155	383	148	260	105
	8%	9%	5%	12%	7%	8%	6%	10%	7%	13%	7%	7%	9%	10%
		b		bcdef				bdf		b			a	
Monkey	149	137	12	82	22	27	17	104	45	37	102	36	70	36
	2%	2%	1%	4%	1%	2%	1%	3%	1%	3%	2%	2%	2%	3%
				bcdef				bdf						a
YouNow	92	82	10	53	13	17	8	66	25	24	61	17	42	25
	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
				bcdef		d		bdf						a
Child watches live streamed videos on other apps/ sites	86	82	4	42	17	15	13	58	28	24	57	23	36	18
	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
		b		bcdf				df		b				

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Child does not watch live streamed videos on ANY apps/ sites	2692	2265	427	602	772	548	755	1374	1303	405	2183	763	1144	463
	40%	39%	49%	32%	47%	39%	44%	39%	42%	33%	43%	38%	41%	42%
			a		acef	a	ace	a	a		a			a
Don't know	201	164	37	36	44	49	70	80	119	21	153	64	72	27
	3%	3%	4%	2%	3%	4%	4%	2%	4%	2%	3%	3%	3%	2%
						ae	ae		ae		a			
SUMMARY														
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	3769	3366	403	1227	820	802	907	2046	1710	812	2779	1196	1604	611
	57%	58%	47%	66%	50%	57%	52%	58%	55%	66%	54%	59%	57%	55%
		b		bcdef		bd		bdf	b	b				
Base for stats	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Mean number of apps/ sites (out of 8)	1.1	1.2	.9	1.5	.9	1.1	1.0	1.2	1.0	1.4	1.1	1.1	1.1	1.2
		b		bcdef		bdf		bdf	bd	b				
Standard deviation	1.33	1.34	1.19	1.49	1.18	1.33	1.19	1.38	1.26	1.39	1.30	1.27	1.34	1.44
Standard error	.02	.02	.04	.03	.03	.04	.03	.02	.02	.04	.02	.03	.03	.04
Columns Tested: a,b - a,b,c,d,e,f - a,b - a,b,c														

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

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Yes	1027	557	470	62	144	259	373	190	534	493	47	366	576
	15%	17%	14%	7%	11%	15%	21%	21%	16%	15%	7%	12%	21%
		b			a	ab	abc	abc				a	ab
No	5571	2713	2858	819	1165	1500	1392	694	2772	2799	585	2681	2142
	84%	82%	85%	92%	87%	84%	78%	78%	83%	84%	92%	87%	78%
			a	bcde	cde	de					bc	c	
Don't know	64	37	27	7	24	18	12	4	25	39	5	38	19
	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%
					de								

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

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

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Yes	1027	40	22	75	69	141	118	176	198	103	87	881	73	42	31
	15%	9%	5%	11%	10%	16%	13%	20%	22%	23%	20%	16%	12%	13%	12%
		b		b	b	abcd	ab	abcdf	abcdef	abcdef	abcdf	bcd			
No	5571	401	418	578	587	744	756	710	682	339	355	4542	514	285	231
	84%	90%	94%	87%	88%	84%	85%	80%	77%	76%	80%	83%	87%	86%	87%
		efghij	cdefghij	ghij	eghij	hi	ghij						a	a	a
Don't know	64	3	4	13	11	4	14	3	9	2	2	53	7	2	2
	1%	1%	1%	2%	2%	*%	2%	*%	1%	*%	*%	1%	1%	1%	1%
				eg	eg		eg								

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

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

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Yes	1027	936	91	437	186	227	178	622	405	329	630	323	425	198
	15%	16%	11%	23%	11%	16%	10%	18%	13%	27%	12%	16%	15%	18%
		b		bcdef		bdf		bdf	d	b				b
No	5571	4806	765	1415	1442	1156	1529	2857	2685	898	4444	1680	2364	901
	84%	83%	88%	76%	88%	83%	88%	82%	86%	73%	87%	83%	84%	82%
		a			acef	a	acef	a	ace		a			
Don't know	64	54	10	14	7	16	26	21	42	11	40	20	31	2
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%
							be		be			c	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 18

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

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
TikTok (LIVE)	498	270	228	27	72	112	184	104	218	280	24	165	291
	7%	8%	7%	3%	5%	6%	10%	12%	7%	8%	4%	5%	11%
					a	a	abc	abc		a			ab
Instagram (Live)	497	279	218	20	63	105	206	104	235	262	15	155	310
	7%	8%	6%	2%	5%	6%	12%	12%	7%	8%	2%	5%	11%
		b			a	a	abc	abc				a	ab
YouTube (Live)	491	265	226	34	78	134	149	97	294	197	26	187	257
	7%	8%	7%	4%	6%	8%	8%	11%	9%	6%	4%	6%	9%
					a	a	ab	abc	b				ab
Facebook (Live)	434	254	180	25	52	106	159	92	249	185	23	135	256
	7%	8%	5%	3%	4%	6%	9%	10%	7%	6%	4%	4%	9%
		b				ab	abc	abc	b				ab
Twitch	170	86	84	5	22	43	67	34	108	62	5	58	104
	3%	3%	3%	1%	2%	2%	4%	4%	3%	2%	1%	2%	4%
					a	a	abc	ab	b				ab
Monkey	91	46	44	10	16	25	26	13	57	34	10	35	45
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%
									b				
YouNow	72	48	24	4	5	22	26	14	47	25	4	22	46
	1%	1%	1%	*%	*%	1%	1%	2%	1%	1%	1%	1%	2%
		b				b	ab	ab	b				b
Child posts or shares their own live streamed videos on other apps/ sites	15	8	7	3	5	5	2	1	10	5	1	10	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	24	16	8	2	4	8	6	3	11	13	1	14	9
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

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

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

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
SUMMARY													
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	1027	557	470	62	144	259	373	190	534	493	47	366	576
	15%	17%	14%	7%	11%	15%	21%	21%	16%	15%	7%	12%	21%
		b			a	ab	abc	abc				a	ab
Base for stats	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mean number of apps/ sites (out of 8)	.3	.4	.3	.1	.2	.3	.5	.5	.4	.3	.2	.2	.5
		b			a	ab	abc	abc	b			a	ab
Standard deviation	.97	1.03	.90	.64	.81	.92	1.10	1.21	1.02	.92	.72	.83	1.14
Standard error	.01	.02	.02	.02	.02	.02	.03	.04	.02	.02	.02	.01	.02

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

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

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
TikTok (LIVE)	498	18	8	35	37	58	54	61	123	46	58	419	36	26	17
	7%	4%	2%	5%	6%	7%	6%	7%	14%	10%	13%	8%	6%	8%	7%
				b	b	b	b	b	abcdefg	abcdef	abcdefg				
Instagram (Live)	497	10	9	29	34	59	46	82	124	55	49	438	26	14	18
	7%	2%	2%	4%	5%	7%	5%	9%	14%	12%	11%	8%	4%	4%	7%
					ab	ab	ab	abcdf	abcdefg	abcdef	abcdef	bc			
YouTube (Live)	491	20	13	42	36	79	55	88	61	65	32	421	29	20	21
	7%	5%	3%	6%	5%	9%	6%	10%	7%	15%	7%	8%	5%	6%	8%
				b		abd	b	abcdf	b	abcdeghj	b	b			b
Facebook (Live)	434	17	8	23	29	68	38	83	76	59	33	384	23	14	14
	7%	4%	2%	3%	4%	8%	4%	9%	9%	13%	7%	7%	4%	4%	5%
					b	abcdf	b	abcdf	abcdf	abcdeghj	abcdf	bc			
Twitch	170	4	1	11	11	26	17	42	25	26	8	146	9	8	7
	3%	1%	1%	2%	2%	3%	2%	5%	3%	6%	2%	3%	1%	3%	2%
				b	b	ab	b	abcdfj	ab	abcdeghj	b	b			
Monkey	91	7	4	7	9	18	8	16	10	9	3	81	6	2	3
	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%
YouNow	72	3	1	3	1	13	10	16	11	12	2	63	2	5	3
	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%
						d		bd	d	abcdfj		b		b	
Child posts or shares their own live streamed videos on other apps/ sites	15	1	1	4	1	2	3	2	-	1	-	13	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%
Don't know	24	2	*	1	3	2	6	4	3	2	1	19	3	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%

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

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

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
SUMMARY															
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	1027	40	22	75	69	141	118	176	198	103	87	881	73	42	31
	15%	9%	5%	11%	10%	16%	13%	20%	22%	23%	20%	16%	12%	13%	12%
		b		b	b	abcd	ab	abcdf	abcdf	abcdf	abcdf	bcd			
Base for stats	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mean number of apps/ sites (out of 8)	.3	.2	.1	.2	.2	.4	.3	.4	.5	.6	.4	.4	.2	.3	.3
		b		b	b	abcdf	b	abcdf	abcdf	abcdefgj	abcdf	bc			b
Standard deviation	.97	.70	.57	.77	.85	.99	.83	1.08	1.12	1.39	.99	1.00	.72	.83	1.02
Standard error	.01	.03	.02	.03	.03	.03	.03	.04	.04	.07	.05	.02	.02	.03	.04

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

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

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
TikTok (LIVE)	498	459	40	219	73	121	85	292	206	144	317	163	201	92
	7%	8%	5%	12%	4%	9%	5%	8%	7%	12%	6%	8%	7%	8%
		b		bcdef		bdf		bdf	bd	b				
Instagram (Live)	497	455	42	241	74	97	85	315	182	152	315	151	205	115
	7%	8%	5%	13%	5%	7%	5%	9%	6%	12%	6%	7%	7%	10%
		b		bcdef		bd		bcdf		b				ab
YouTube (Live)	491	465	27	232	97	92	71	329	162	173	289	157	196	105
	7%	8%	3%	12%	6%	7%	4%	9%	5%	14%	6%	8%	7%	10%
		b		bcdef	d	d		bcdf		b				b
Facebook (Live)	434	408	26	238	54	84	58	292	142	144	263	123	189	103
	7%	7%	3%	13%	3%	6%	3%	8%	5%	12%	5%	6%	7%	9%
		b		bcdef		bd		bcdf		b				ab
Twitch	170	161	9	94	23	34	19	117	53	56	101	46	77	39
	3%	3%	1%	5%	1%	2%	1%	3%	2%	4%	2%	2%	3%	4%
		b		bcdef		d		bdf		b				
Monkey	91	88	3	55	6	19	11	61	30	30	50	27	47	12
	1%	2%	*%	3%	*%	1%	1%	2%	1%	2%	1%	1%	2%	1%
		b		bcdef		b		bdf	b	b				
YouNow	72	69	3	44	7	16	6	51	21	16	53	12	28	25
	1%	1%	*%	2%	*%	1%	*%	1%	1%	1%	1%	1%	1%	2%
				bcdef		d		bdf						ab
Child posts or shares their own live streamed videos on other apps/ sites	15	13	2	3	5	4	2	9	7	5	9	6	7	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	24	23	1	3	11	6	4	14	10	4	19	8	7	4
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%

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

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

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
SUMMARY														
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	1027	936	91	437	186	227	178	622	405	329	630	323	425	198
	15%	16%	11%	23%	11%	16%	10%	18%	13%	27%	12%	16%	15%	18%
		b		bcdef		bdf		bdf	d	b				b
Base for stats	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Mean number of apps/ sites (out of 8)	.3	.4	.2	.6	.2	.3	.2	.4	.3	.6	.3	.3	.3	.4
		b		bcdef		bdf		bcdf	bd	b				ab
Standard deviation	.97	1.01	.64	1.31	.71	.93	.71	1.09	.82	1.17	.89	.94	.97	1.14
Standard error	.01	.01	.02	.03	.02	.03	.02	.02	.01	.03	.01	.02	.02	.03
Columns Tested: a,b - a,b,c,d,e,f - a,b - a,b,c														

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 19

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
TikTok	2739	1377	1362	78	237	760	1102	562	1214	1524	49	905	1687
	41%	42%	41%	9%	18%	43%	62%	63%	36%	46%	8%	29%	62%
					a	ab	abc	abc		a		a	ab
Snapchat	2330	1180	1150	56	149	467	1010	647	991	1339	38	564	1635
	35%	36%	34%	6%	11%	26%	57%	73%	30%	40%	6%	18%	60%
					a	ab	abc	abcd		a		a	ab
Instagram	2319	1193	1126	54	125	357	1098	685	1040	1279	35	449	1740
	35%	36%	34%	6%	9%	20%	62%	77%	31%	38%	5%	15%	64%
					a	ab	abc	abcd		a		a	ab
Facebook	1918	1003	916	54	139	359	803	562	930	988	40	446	1342
	29%	30%	27%	6%	10%	20%	45%	63%	28%	30%	6%	14%	49%
		b			a	ab	abc	abcd				a	ab
Twitter	889	482	407	20	52	150	379	288	437	452	16	178	646
	13%	15%	12%	2%	4%	8%	21%	32%	13%	14%	3%	6%	24%
		b			a	ab	abc	abcd				a	ab
Pinterest	628	321	306	12	48	110	295	162	183	445	10	137	463
	9%	10%	9%	1%	4%	6%	17%	18%	5%	13%	2%	4%	17%
					a	ab	abc	abc		a		a	ab
Reddit	358	199	159	14	20	59	166	99	226	132	12	66	263
	5%	6%	5%	2%	1%	3%	9%	11%	7%	4%	2%	2%	10%
		b				ab	abc	abc	b				ab
PopJam	213	99	114	22	40	77	50	24	107	106	10	119	83
	3%	3%	3%	2%	3%	4%	3%	3%	3%	3%	2%	4%	3%
						ad						a	
Tumblr	190	105	85	14	25	31	79	42	98	92	9	56	121
	3%	3%	3%	2%	2%	2%	4%	5%	3%	3%	1%	2%	4%
							abc	abc					ab
Wink	131	67	64	4	23	45	41	18	66	65	3	57	68
	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	1%	2%	2%
					a	a	a	a				a	a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 19

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
YuBo	128	77	51	4	15	35	46	29	73	55	4	40	81
	2%	2%	2%	0%	1%	2%	3%	3%	2%	2%	1%	1%	3%
		b				a	ab	ab					ab
GoBubble	98	55	43	9	17	30	33	10	67	31	7	46	45
	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
									b				
Whisper	83	47	36	3	13	23	33	11	46	36	3	31	48
	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	0%	1%	2%
						a	a	a					ab
Momio	80	42	38	9	16	23	21	12	52	28	6	38	32
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
									b				
Child uses other social media apps/ sites	108	58	50	14	24	29	30	11	52	56	8	52	43
	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
Child does not use ANY social media apps/ sites	2364	1130	1234	692	872	625	154	20	1253	1111	509	1592	214
	35%	34%	37%	78%	65%	35%	9%	2%	38%	33%	80%	52%	8%
				bcde	cde	de	e		b		bc	c	
Don't know	73	40	34	14	26	21	10	3	36	38	11	47	12
	1%	1%	1%	2%	2%	1%	1%	0%	1%	1%	2%	2%	0%
				de	de	e					c	c	
SUMMARY													
ANY SOCIAL MEDIA APPS/ SITES USED	4225	2137	2088	183	434	1130	1613	865	2042	2183	118	1447	2511
	63%	65%	62%	21%	33%	64%	91%	97%	61%	66%	18%	47%	92%
					a	ab	abc	abcd		a		a	ab
Base for stats	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Columns Tested: a,b - a,b,c,d,e - a,b - a,b,c													

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mean number of apps/ sites (out of 15)	1.8	1.9	1.8	.4	.7	1.4	2.9	3.6	1.7	2.0	.4	1.0	3.0
		b			a	ab	abc	abcd		a		a	ab
Standard deviation	2.02	2.07	1.96	1.12	1.41	1.69	1.94	1.89	1.99	2.04	1.17	1.57	1.96
Standard error	.02	.04	.03	.03	.04	.04	.05	.07	.03	.04	.04	.03	.04

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
TikTok	2739	43	35	119	119	350	409	476	625	226	336	2242	255	133	108
	41%	10%	8%	18%	18%	39%	46%	54%	70%	51%	76%	41%	43%	40%	41%
				ab	ab	abcd	abcde	abcdef	abcdefgi	abcde	abcdefgi				
Snapchat	2330	30	26	66	83	189	278	417	593	289	358	1881	223	128	97
	35%	7%	6%	10%	12%	21%	31%	47%	67%	65%	81%	34%	38%	39%	37%
				b	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi			a	
Instagram	2319	29	25	64	61	165	191	474	624	308	377	1937	195	109	78
	35%	7%	6%	10%	9%	19%	22%	53%	70%	69%	85%	35%	33%	33%	30%
				b	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi	d			
Facebook	1918	31	24	66	73	187	173	376	427	271	291	1581	171	88	78
	29%	7%	5%	10%	11%	21%	19%	42%	48%	61%	66%	29%	29%	27%	30%
				b	ab	abcd	abcd	abcdef	abcdefg	abcdefgh	abcdefgh				
Twitter	889	13	7	26	26	83	67	174	205	140	148	725	90	41	34
	13%	3%	2%	4%	4%	9%	7%	20%	23%	32%	33%	13%	15%	12%	13%
				b	b	abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh				
Pinterest	628	4	8	23	25	40	70	78	218	38	124	533	42	29	23
	9%	1%	2%	3%	4%	5%	8%	9%	24%	9%	28%	10%	7%	9%	9%
				a	a	ab	abcde	abcde	abcdefgi	abcde	abcdefgi	b			
Reddit	358	8	6	6	13	38	20	110	56	63	36	297	27	20	14
	5%	2%	1%	1%	2%	4%	2%	12%	6%	14%	8%	5%	4%	6%	5%
						abcdf		abcdefhj	abcdf	abcdefhj	abcdef				
PopJam	213	15	7	25	16	31	46	21	29	15	9	180	15	9	9
	3%	3%	2%	4%	2%	3%	5%	2%	3%	3%	2%	3%	2%	3%	4%
				b			bdgj								
Tumblr	190	10	4	12	12	16	15	34	45	25	16	152	21	8	9
	3%	2%	1%	2%	2%	2%	2%	4%	5%	6%	4%	3%	3%	3%	4%
								bcdef	abcdef	abcdef	bf				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 19

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Wink	131	2	3	12	10	23	22	15	26	14	4	106	12	7	6
	2%	*%	1%	2%	2%	3%	2%	2%	3%	3%	1%	2%	2%	2%	2%
				a		ab	ab		abj	abj					
YuBo	128	3	1	7	7	27	8	23	23	13	15	113	4	6	5
	2%	1%	*%	1%	1%	3%	1%	3%	3%	3%	3%	2%	1%	2%	2%
						abcdf		abf	abf	abcdf	abcdf	b		b	b
GoBubble	98	3	6	12	5	22	8	21	12	10	-	86	4	4	4
	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	-%	2%	1%	1%	2%
			j	j		adfj		dfj	j	j		b			
Whisper	83	1	3	5	8	10	12	19	14	11	-	73	3	3	4
	1%	*%	1%	1%	1%	1%	1%	2%	2%	3%	-%	1%	*%	1%	1%
					j	j	aj	aj	aj	abcj		b			b
Momio	80	4	4	10	6	15	8	14	7	9	3	69	4	4	3
	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%
Child uses other social media apps/ sites	108	7	7	9	15	11	18	20	10	4	7	87	10	8	3
	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%
Child does not use ANY social media apps/ sites	2364	336	356	436	436	346	279	118	36	17	4	1938	206	121	99
	35%	76%	80%	65%	65%	39%	31%	13%	4%	4%	1%	35%	35%	37%	38%
		cdefghij	cdefghij	efghij	efghij	fghij	ghij	hij	j	j					
Don't know	73	7	7	10	16	12	9	5	5	2	1	60	7	4	3
	1%	2%	1%	1%	2%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%
					ghij										
SUMMARY															
ANY SOCIAL MEDIA APPS/ SITES USED	4225	101	81	220	214	530	600	765	848	426	439	3478	380	205	162
	63%	23%	18%	33%	32%	60%	68%	86%	95%	96%	99%	64%	64%	62%	61%
				ab	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi				

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Base for stats	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mean number of apps/ sites (out of 15)	1.8	.5	.4	.7	.7	1.4	1.5	2.6	3.3	3.2	3.9	1.8	1.8	1.8	1.8
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi				
Standard deviation	2.02	1.11	1.13	1.33	1.48	1.71	1.67	2.03	1.76	2.11	1.57	2.02	1.89	2.10	2.21
Standard error	.02	.05	.05	.05	.05	.06	.06	.07	.06	.11	.08	.03	.06	.07	.08

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
TikTok	2739	2442	296	814	612	614	687	1426	1300	580	2047	873	1163	438
	41%	42%	34%	44%	37%	44%	40%	41%	42%	47%	40%	43%	41%	40%
		b		bd		bd		b	b	b				
Snapchat	2330	2044	285	724	524	498	576	1248	1074	518	1728	727	981	380
	35%	35%	33%	39%	32%	36%	33%	36%	34%	42%	34%	36%	35%	35%
				bdef				b		b				
Instagram	2319	2062	257	793	499	492	525	1293	1017	514	1722	691	982	436
	35%	36%	30%	43%	31%	35%	30%	37%	32%	42%	34%	34%	35%	40%
		b		bcdef		bd		bdf		b				ab
Facebook	1918	1695	223	649	413	424	424	1063	848	413	1414	545	863	333
	29%	29%	26%	35%	25%	30%	25%	30%	27%	33%	28%	27%	31%	30%
				bcdef		bd		bdf		b			a	
Twitter	889	812	77	377	161	171	175	538	345	209	631	233	409	166
	13%	14%	9%	20%	10%	12%	10%	15%	11%	17%	12%	12%	15%	15%
		b		bcdef				bcdf		b			a	a
Pinterest	628	573	55	259	129	132	102	388	234	169	430	170	258	131
	9%	10%	6%	14%	8%	9%	6%	11%	7%	14%	8%	8%	9%	12%
		b		bcdef	d	d		bdf		b				ab
Reddit	358	326	31	159	73	64	61	231	125	79	258	89	153	72
	5%	6%	4%	9%	4%	5%	4%	7%	4%	6%	5%	4%	5%	7%
		b		bcdef				bcdf						a
PopJam	213	196	17	94	38	32	47	131	79	48	150	64	92	40
	3%	3%	2%	5%	2%	2%	3%	4%	3%	4%	3%	3%	3%	4%
				bcdf				bcd						
Tumblr	190	180	10	100	33	30	27	133	58	59	120	42	90	46
	3%	3%	1%	5%	2%	2%	2%	4%	2%	5%	2%	2%	3%	4%
		b		bcdef				bcdf		b			a	a

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Wink	131 2%	124 2%	7 1%	71 4%	15 1%	34 2%	11 1%	86 2%	45 1%	36 3%	88 2%	31 2%	55 2%	37 3%
		b		bdef		bdf		bdf	d	b				ab
YuBo	128 2%	123 2%	5 1%	62 3%	16 1%	38 3%	11 1%	78 2%	49 2%	35 3%	79 2%	31 2%	64 2%	22 2%
		b		bdef		bdf		bd	d	b				
GoBubble	98 1%	87 2%	11 1%	61 3%	14 1%	15 1%	8 *	75 2%	23 1%	29 2%	58 1%	21 1%	45 2%	24 2%
				bcd				bcd		b				a
Whisper	83 1%	76 1%	6 1%	60 3%	5 *	13 1%	4 *	66 2%	17 1%	23 2%	50 1%	16 1%	47 2%	15 1%
				bcd		d		bcd		b			a	
Momio	80 1%	76 1%	4 *	51 3%	15 1%	9 1%	4 *	67 2%	14 *	22 2%	47 1%	25 1%	27 1%	20 2%
				bcd	d			bcd		b				b
Child uses other social media apps/ sites	108 2%	91 2%	17 2%	29 2%	23 1%	20 1%	36 2%	52 1%	56 2%	32 3%	76 1%	21 1%	49 2%	21 2%
										b				
Child does not use ANY social media apps/ sites	2364 35%	1981 34%	382 44%	514 28%	672 41%	462 33%	704 41%	1186 34%	1166 37%	359 29%	1893 37%	749 37%	943 33%	379 34%
			a		acef	a	acef	a	ace		a	b		
Don't know	73 1%	64 1%	10 1%	12 1%	16 1%	20 1%	23 1%	28 1%	43 1%	7 1%	49 1%	24 1%	26 1%	5 *
									a					

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
SUMMARY														
ANY SOCIAL MEDIA APPS/ SITES USED	4225	3751	474	1339	947	917	1005	2286	1923	872	3173	1250	1851	718
	63%	65%	55%	72%	58%	66%	58%	65%	61%	70%	62%	62%	66%	65%
		b		bcdef		bdf		bdf	b	b			a	
Base for stats	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Mean number of apps/ sites (out of 15)	1.8	1.9	1.5	2.3	1.6	1.8	1.6	2.0	1.7	2.2	1.7	1.8	1.9	2.0
		b		bcdef		bdf		bdf	bd	b				a
Standard deviation	2.02	2.04	1.84	2.29	1.82	1.98	1.82	2.11	1.90	2.12	1.96	1.96	2.00	2.15
Standard error	.02	.03	.06	.05	.04	.05	.04	.04	.03	.06	.03	.04	.04	.06

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 20

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	5318	2665	2652	443	782	1486	1729	878	2652	2665	297	2184	2674
	80%	81%	79%	50%	59%	84%	97%	99%	80%	80%	47%	71%	98%
					a	ab	abc	abcd				a	ab
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	6328	3155	3173	791	1242	1686	1737	872	3173	3155	563	2896	2681
	95%	95%	95%	89%	93%	95%	98%	98%	95%	95%	88%	94%	98%
					a	a	abc	abc				a	ab
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	3802	1882	1920	287	529	974	1314	699	1916	1886	190	1437	2050
	57%	57%	57%	32%	40%	55%	74%	79%	58%	57%	30%	47%	75%
					a	ab	abc	abcd				a	ab
USE SOCIAL MEDIA APPS/ SITES	4225	2137	2088	183	434	1130	1613	865	2042	2183	118	1447	2511
	63%	65%	62%	21%	33%	64%	91%	97%	61%	66%	18%	47%	92%
					a	ab	abc	abcd		a		a	ab
ANY OF THESE	6487	3230	3258	829	1268	1730	1773	887	3250	3237	591	2974	2731
	97%	98%	97%	93%	95%	97%	100%	100%	98%	97%	93%	96%	100%
						ab	abc	abc				a	ab
ALL OF THESE	3173	1598	1575	145	327	772	1244	685	1546	1627	95	1013	1954
	48%	48%	47%	16%	25%	43%	70%	77%	46%	49%	15%	33%	71%
					a	ab	abc	abcd				a	ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 20

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	5318	242	201	382	400	732	754	859	870	438	440	4396	473	257	192
	80%	54%	45%	57%	60%	82%	85%	97%	98%	99%	99%	80%	80%	78%	73%
		b		b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdefg	d	d	d	
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	6328	404	387	618	624	846	840	873	864	432	440	5202	564	312	249
	95%	91%	87%	93%	94%	95%	95%	98%	97%	97%	99%	95%	95%	95%	94%
				b	b	ab	ab	abcdef	abcdf	abcd	abcdef				
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	3802	154	133	288	241	500	473	630	684	344	354	3155	327	172	148
	57%	35%	30%	43%	36%	56%	53%	71%	77%	78%	80%	58%	55%	52%	56%
				abd		abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg	c			
USE SOCIAL MEDIA APPS/ SITES	4225	101	81	220	214	530	600	765	848	426	439	3478	380	205	162
	63%	23%	18%	33%	32%	60%	68%	86%	95%	96%	99%	64%	64%	62%	61%
				ab	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi				
ANY OF THESE	6487	422	407	633	635	866	864	886	887	443	444	5334	580	319	255
	97%	95%	92%	95%	95%	98%	97%	100%	100%	100%	100%	97%	98%	97%	97%
				b	b	abcd	bc	abcdef	abcdef	abcdef	abcdef				
ALL OF THESE	3173	84	61	166	161	377	395	582	662	336	349	2635	275	141	122
	48%	19%	14%	25%	24%	42%	44%	66%	74%	76%	78%	48%	46%	43%	46%
				ab	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg	c			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 20

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	5318 80%	4678 81% b	639 74%	1611 86% bcdef	1281 78%	1107 79% d	1301 75%	2891 83% bcdf	2409 77%	1030 83% b	4044 79%	1551 77%	2307 82% a	922 84% a
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	6328 95%	5542 96% b	786 91%	1789 96%	1545 94%	1331 95%	1639 95%	3334 95%	2970 95%	1212 98% b	4835 95%	1937 96%	2688 95%	1049 95%
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	3802 57%	3395 59% b	407 47%	1232 66% bcdef	833 51%	806 58% bd	918 53%	2065 59% bdf	1724 55% b	820 66% b	2802 55%	1205 60%	1618 57%	620 56%
USE SOCIAL MEDIA APPS/ SITES	4225 63%	3751 65% b	474 55%	1339 72% bcdef	947 58%	917 66% bdf	1005 58%	2286 65% bdf	1923 61% b	872 70% b	3173 62%	1250 62%	1851 66% a	718 65%
ANY OF THESE	6487 97%	5662 98% b	826 95%	1823 98%	1586 97%	1371 98%	1683 97%	3410 97%	3054 98%	1222 99% b	4974 97%	1977 98%	2763 98%	1067 97%
ALL OF THESE	3173 48%	2861 49% b	312 36%	1098 59% bcdef	651 40%	686 49% bdf	726 42%	1749 50% bdf	1412 45% b	708 57% b	2318 45%	971 48%	1370 49%	543 49%

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

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

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those who child uses any social media apps/ sites (WAVE 1 ONLY)

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	a	b	c	d	e	a	b	~a	b	c
Unweighted total	2086	2086	-	123	244	594	736	389	1011	1075	92	813	1106
Effective Weighted Sample	1579	1579	-	74	169	453	552	336	762	817	55	595	869
Total	2211	2211	-	96	222	649	811	433	1087	1124	71	825	1233
Yes	1677	1677	**	70	164	508	623	312	821	855	**	620	941
	76%	76%	**	73%	74%	78%	77%	72%	76%	76%	**	75%	76%
						e							
No	509	509	**	25	54	132	185	113	254	255	**	191	284
	23%	23%	**	26%	24%	20%	23%	26%	23%	23%	**	23%	23%
Don't know	25	25	**	1	5	8	4	8	12	13	**	13	8
	1%	1%	**	1%	2%	1%	*%	2%	1%	1%	**	2%	1%
					d								

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

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

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those who child uses any social media apps/ sites (WAVE 1 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2086	66	57	121	123	287	307	352	384	185	204	1341	299	228	218
Effective Weighted Sample	1579	39	34	84	85	218	235	261	291	161	175	1159	275	186	177
Total	2211	52	44	113	109	317	332	390	421	215	219	1814	210	104	84
Yes	1677	**	**	85	79	252	256	297	326	149	163	1374	155	80	68
	76%	**	**	75%	73%	80%	77%	76%	77%	69%	75%	76%	74%	77%	81%
						i									
No	509	**	**	27	27	61	71	91	94	63	51	421	50	23	16
	23%	**	**	23%	25%	19%	21%	23%	22%	29%	23%	23%	24%	22%	19%
										e					
Don't know	25	**	**	2	3	4	5	2	1	3	4	19	5	1	-
	1%	**	**	2%	3%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-%
					h								d		

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

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

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those who child uses any social media apps/ sites (WAVE 1 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2086	1849	237	653	482	482	464	1135	946	419	1566	611	910	351
Effective Weighted Sample	1579	1402	177	485	365	363	362	849	725	312	1193	459	692	264
Total	2211	1951	260	703	496	487	517	1199	1004	420	1675	639	963	364
Yes	1677	1495	182	576	343	382	371	918	754	329	1256	501	739	264
	76%	77%	70%	82%	69%	78%	72%	77%	75%	78%	75%	78%	77%	72%
				bdef		bd		b	b					
No	509	435	75	125	145	98	142	270	240	89	400	134	216	97
	23%	22%	29%	18%	29%	20%	27%	23%	24%	21%	24%	21%	22%	27%
					ace		ac	a	a					
Don't know	25	22	4	2	8	8	4	11	11	3	19	4	8	3
	1%	1%	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
					a	a								

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 22

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those who child uses any social media apps/ sites

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	4062	2086	1976	225	472	1126	1459	780	1973	2089	148	1514	2254
Effective Weighted Sample	3217	1579	1641	142	344	896	1147	700	1547	1671	92	1155	1850
Total	4365	2211	2154	183	434	1234	1647	867	2121	2244	118	1539	2553
Strongly disagree	236	105	132	16	38	78	76	29	91	145	10	105	115
	5%	5%	6%	9%	9%	6%	5%	3%	4%	6%	9%	7%	5%
				de	de	e				a		c	
Slightly disagree	585	275	310	32	67	190	223	72	272	313	21	239	311
	13%	12%	14%	17%	16%	15%	14%	8%	13%	14%	18%	16%	12%
				e	e	e	e					c	
Neither agree nor disagree	1329	690	639	51	111	394	504	269	633	696	37	463	766
	30%	31%	30%	28%	25%	32%	31%	31%	30%	31%	31%	30%	30%
						b							
Slightly agree	1431	747	683	47	104	378	545	356	704	727	28	447	909
	33%	34%	32%	26%	24%	31%	33%	41%	33%	32%	24%	29%	36%
						b	b	abcd					ab
Strongly agree	732	367	366	34	103	187	278	131	393	339	19	268	422
	17%	17%	17%	18%	24%	15%	17%	15%	19%	15%	16%	17%	17%
					cde				b				
Don't know	52	29	24	3	11	7	20	11	28	24	2	17	29
	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	2%	1%	1%
					c								
SUMMARY CODES													
TOTAL DISAGREE	821	379	442	47	106	268	299	101	363	458	32	345	426
	19%	17%	21%	26%	24%	22%	18%	12%	17%	20%	27%	22%	17%
			a	de	de	de	e			a	c	c	
TOTAL AGREE	2163	1114	1049	81	207	565	824	486	1097	1066	47	714	1331
	50%	50%	49%	44%	48%	46%	50%	56%	52%	48%	40%	46%	52%
								abcd	b				ab
TOTAL NEITHER/ DON'T KNOW	1381	718	663	54	122	401	524	280	661	720	39	480	795
	32%	32%	31%	30%	28%	32%	32%	32%	31%	32%	33%	31%	31%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 22

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those who child uses any social media apps/ sites

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	4062	119	106	235	237	532	594	709	750	378	402	2670	546	469	377
Effective Weighted Sample	3217	74	68	168	176	418	478	550	597	340	359	2393	503	383	294
Total	4365	101	81	220	214	580	654	792	854	427	440	3598	395	210	163
Strongly disagree	236 5%	7 7%	8 10%	20 9%	18 8%	21 4%	56 9%	31 4%	45 5%	11 3%	18 4%	193 5%	21 5%	12 6%	10 6%
			egij	egij	egij		eghij								
Slightly disagree	585 13%	17 17%	15 18%	34 15%	33 16%	82 14%	108 17%	100 13%	124 14%	40 9%	33 7%	461 13%	64 16%	31 15%	28 17%
		j	ij	ij	ij	ij	ij	j	ij				a		a
Neither agree nor disagree	1329 30%	28 27%	23 29%	57 26%	54 25%	177 31%	216 33%	250 32%	255 30%	121 28%	148 34%	1111 31%	107 27%	68 32%	42 26%
										d					
Slightly agree	1431 33%	28 27%	20 24%	54 25%	50 23%	192 33%	187 29%	253 32%	292 34%	177 41%	179 41%	1158 32%	146 37%	72 35%	54 33%
						cd		d	cdf	abcdefgh	abcdefgh		a		
Strongly agree	732 17%	19 19%	15 18%	52 23%	52 24%	105 18%	81 12%	145 18%	133 16%	72 17%	58 13%	631 18%	52 13%	23 11%	27 16%
				fhj	fhj	f		fj				bc			c
Don't know	52 1%	3 3%	1 1%	3 2%	8 4%	3 *%	5 1%	14 2%	6 1%	6 1%	5 1%	45 1%	4 1%	2 1%	1 1%
					efh										
SUMMARY CODES															
TOTAL DISAGREE	821 19%	24 24%	23 28%	54 25%	51 24%	103 18%	165 25%	131 16%	168 20%	51 12%	51 11%	654 18%	86 22%	44 21%	38 24%
		ij	egij	gij	gij	ij	eghij	j	ij						a
TOTAL AGREE	2163 50%	47 46%	34 42%	106 48%	101 47%	297 51%	268 41%	398 50%	425 50%	249 58%	237 54%	1788 50%	198 50%	96 46%	81 50%
						f		f	f	bcdefgh	f				
TOTAL NEITHER/ DON'T KNOW	1381 32%	30 30%	24 29%	60 27%	61 29%	180 31%	221 34%	263 33%	261 31%	127 30%	153 35%	1156 32%	111 28%	70 34%	43 27%

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

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those who child uses any social media apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	4062	3619	443	1303	959	866	923	2262	1789	848	3045	1197	1790	692
Effective Weighted Sample	3217	2872	346	1023	761	680	746	1783	1426	675	2412	945	1426	547
Total	4365	3870	495	1373	983	942	1051	2356	1993	901	3269	1285	1922	734
Strongly disagree	236 5%	196 5%	40 8% a	53 4%	61 6% a	53 6%	65 6% a	114 5%	118 6% a	49 5%	175 5%	80 6%	94 5%	30 4%
Slightly disagree	585 13%	518 13%	67 14%	181 13%	135 14%	126 13%	142 14%	317 13%	268 13%	141 16%	422 13%	181 14%	268 14%	82 11%
Neither agree nor disagree	1329 30%	1148 30%	181 37% a	299 22%	305 31% ae	299 32% ae	417 40% abce	604 26% a	716 36% abe	279 31%	967 30%	440 34% bc	534 28%	175 24%
Slightly agree	1431 33%	1276 33%	155 31%	482 35% df	348 35% df	295 31%	304 29%	830 35% df	599 30%	257 28%	1130 35% a	383 30%	680 35% a	256 35% a
Strongly agree	732 17%	682 18% b	50 10%	351 26% bcdef	120 12%	157 17% bdf	104 10%	471 20% bdf	261 13% d	162 18%	539 16%	188 15%	326 17%	186 25% ab
Don't know	52 1%	50 1%	2 *%	7 1%	13 1%	13 1%	19 2% ae	20 1%	32 2% a	13 1%	36 1%	14 1%	20 1%	5 1%
SUMMARY CODES														
TOTAL DISAGREE	821 19%	714 18%	107 22%	234 17%	196 20%	179 19%	207 20%	431 18%	386 19%	190 21%	597 18%	261 20% c	362 19%	111 15%
TOTAL AGREE	2163 50%	1958 51% b	205 41%	833 61% bcdef	468 48% df	452 48% df	408 39%	1301 55% bcd	860 43%	419 46%	1669 51% a	571 44%	1006 52% a	442 60% ab

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

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those who child uses any social media apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	4062	3619	443	1303	959	866	923	2262	1789	848	3045	1197	1790	692
Effective Weighted Sample	3217	2872	346	1023	761	680	746	1783	1426	675	2412	945	1426	547
Total	4365	3870	495	1373	983	942	1051	2356	1993	901	3269	1285	1922	734
TOTAL NEITHER/ DON'T KNOW	1381	1198	183	306	318	312	436	624	748	292	1003	453	554	180
	32%	31%	37%	22%	32%	33%	42%	26%	38%	32%	31%	35%	29%	25%
			a		ae	ae	abce	a	abce			bc		

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

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Yes – there is a minimum age requirement	5422	2636	2786	710	1056	1455	1450	752	2679	2743	507	2501	2263
	81%	80%	83%	80%	79%	82%	82%	85%	80%	82%	80%	81%	83%
			a					ab					
No – there is not a minimum age requirement	417	220	197	70	90	104	99	54	201	216	48	203	153
	6%	7%	6%	8%	7%	6%	6%	6%	6%	6%	7%	7%	6%
				d									
Don't know	823	450	372	109	187	217	228	82	450	372	83	382	321
	12%	14%	11%	12%	14%	12%	13%	9%	14%	11%	13%	12%	12%
		b			e	e	e		b				

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

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Yes – there is a minimum age requirement	5422	357	352	519	536	730	725	711	738	362	391	4429	496	275	222
	81%	80%	79%	78%	81%	82%	82%	80%	83%	81%	88%	81%	84%	84%	84%
									c		abcdefghi				a
No – there is not a minimum age requirement	417	32	38	33	57	49	55	55	44	32	22	356	26	21	15
	6%	7%	9%	5%	9%	6%	6%	6%	5%	7%	5%	7%	4%	6%	6%
			ch		cehj							b			
Don't know	823	55	54	114	72	109	108	122	106	50	32	691	71	34	27
	12%	12%	12%	17%	11%	12%	12%	14%	12%	11%	7%	13%	12%	10%	10%
		j	j	bdefhij		j	j	j	j						

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

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Yes – there is a minimum age requirement	5422	4682	740	1569	1307	1110	1415	2877	2524	1055	4154	1724	2224	918
	81%	81%	85%	84%	80%	79%	82%	82%	81%	85%	81%	85%	79%	83%
			a	bcd				c		b		b		b
No – there is not a minimum age requirement	417	391	26	121	116	88	89	236	177	77	311	111	209	51
	6%	7%	3%	6%	7%	6%	5%	7%	6%	6%	6%	5%	7%	5%
		b			d			d					ac	
Don't know	823	722	100	175	212	201	229	388	430	106	650	188	387	133
	12%	12%	12%	9%	13%	14%	13%	11%	14%	9%	13%	9%	14%	12%
					a	ae	a		ae		a		a	a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 24

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	5477	2666	2811	975	1191	1343	1297	671	2698	2779	706	2615	2003
Effective Weighted Sample	4134	1920	2222	582	882	1069	1021	599	2013	2121	414	1961	1644
Total	5422	2636	2786	710	1056	1455	1450	752	2679	2743	507	2501	2263
Age under 10	135	72	64	24	51	55	4	2	76	60	17	109	7
	2%	3%	2%	3%	5%	4%	*%	*%	3%	2%	3%	4%	*%
				de	de	de					c	c	
Aged 10	180	102	77	18	28	92	33	9	111	68	10	119	48
	3%	4%	3%	2%	3%	6%	2%	1%	4%	2%	2%	5%	2%
		b				abde			b			ac	
Aged 11	126	66	60	15	27	52	26	5	68	57	8	62	53
	2%	3%	2%	2%	3%	4%	2%	1%	3%	2%	2%	2%	2%
					e	de							
Aged 12	630	306	323	81	120	154	225	50	322	308	54	283	279
	12%	12%	12%	11%	11%	11%	16%	7%	12%	11%	11%	11%	12%
				e	e	e	abce						
Aged 13	2283	1092	1191	262	394	595	706	326	1049	1234	214	953	1060
	42%	41%	43%	37%	37%	41%	49%	43%	39%	45%	42%	38%	47%
							abce	ab		a			b
Aged 14	516	264	252	53	85	111	160	107	248	268	32	208	264
	10%	10%	9%	7%	8%	8%	11%	14%	9%	10%	6%	8%	12%
							abc	abc					ab
Aged 15	183	89	94	22	24	37	71	29	104	79	17	56	108
	3%	3%	3%	3%	2%	3%	5%	4%	4%	3%	3%	2%	5%
							bc						b
Aged 16	823	378	445	147	179	211	144	142	406	417	97	415	284
	15%	14%	16%	21%	17%	14%	10%	19%	15%	15%	19%	17%	13%
				cd	d	d		cd			c	c	
Aged 17	52	19	33	6	4	4	6	30	38	14	4	11	35
	1%	1%	1%	1%	*%	*%	*%	4%	1%	1%	1%	*%	2%
							abcd		b				b
Aged 18 or over	230	124	106	45	62	65	31	27	121	109	31	130	59
	4%	5%	4%	6%	6%	4%	2%	4%	5%	4%	6%	5%	3%
				de	de	d					c	c	

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	5477	2666	2811	975	1191	1343	1297	671	2698	2779	706	2615	2003
Effective Weighted Sample	4134	1920	2222	582	882	1069	1021	599	2013	2121	414	1961	1644
Total	5422	2636	2786	710	1056	1455	1450	752	2679	2743	507	2501	2263
Don't know	264	123	141	36	80	80	44	24	136	128	22	155	68
	5%	5%	5%	5%	8%	5%	3%	3%	5%	5%	4%	6%	3%
				d	de	de						c	
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	5422	2636	2786	710	1056	1455	1450	752	2679	2743	507	2501	2263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	2283	1092	1191	262	394	595	706	326	1049	1234	214	953	1060
	42%	41%	43%	37%	37%	41%	49%	43%	39%	45%	42%	38%	47%
							abce	ab		a			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	1071	547	524	138	226	353	288	66	578	493	90	574	386
	20%	21%	19%	19%	21%	24%	20%	9%	22%	18%	18%	23%	17%
				e	e	ade	e		b			ac	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1804	875	930	273	355	428	412	336	917	888	181	819	749
	33%	33%	33%	39%	34%	29%	28%	45%	34%	32%	36%	33%	33%
				cd	cd			abcd					
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3139	1544	1595	447	662	861	744	426	1630	1509	293	1548	1203
	58%	59%	57%	63%	63%	59%	51%	57%	61%	55%	58%	62%	53%
				de	de	d		d	b			c	
Columns Tested: a,b - a,b,c,d,e - a,b - a,b,c													

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 24

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	5477	492	483	571	620	672	671	644	653	319	352	3344	786	745	602
Effective Weighted Sample	4134	283	300	418	465	533	536	500	521	286	314	3005	698	595	474
Total	5422	357	352	519	536	730	725	711	738	362	391	4429	496	275	222
Age under 10	135	15	10	25	26	32	23	4	-	1	1	109	13	5	9
	2%	4%	3%	5%	5%	4%	3%	1%	-%	*%	*%	2%	3%	2%	4%
		ghij	ghij	ghij	ghij	ghij	ghij								c
Aged 10	180	13	5	9	19	62	30	20	13	8	1	156	12	7	5
	3%	4%	1%	2%	4%	8%	4%	3%	2%	2%	*%	4%	2%	3%	2%
		j			j	abcdfghij	bchj	j		j					
Aged 11	126	8	7	16	11	26	26	15	12	3	2	105	11	5	5
	2%	2%	2%	3%	2%	4%	4%	2%	2%	1%	1%	2%	2%	2%	2%
				ij		hij	hij								
Aged 12	630	43	39	72	48	71	83	113	112	24	26	508	73	27	22
	12%	12%	11%	14%	9%	10%	11%	16%	15%	7%	7%	11%	15%	10%	10%
		ij		deij			ij	defij	deij				acd		
Aged 13	2283	120	142	183	211	275	320	323	383	148	178	1876	201	109	98
	42%	34%	40%	35%	39%	38%	44%	45%	52%	41%	46%	42%	40%	40%	44%
							ace	ace	abcdefgi		ace				
Aged 14	516	26	27	46	40	47	64	75	85	55	52	399	64	33	20
	10%	7%	8%	9%	7%	6%	9%	11%	12%	15%	13%	9%	13%	12%	9%
								e	de	abcdef	abcdef		ad	a	
Aged 15	183	12	10	14	10	22	14	42	30	14	15	153	14	10	6
	3%	3%	3%	3%	2%	3%	2%	6%	4%	4%	4%	3%	3%	4%	2%
								cdef	d						
Aged 16	823	73	75	86	93	108	103	75	69	64	79	669	71	46	37
	15%	20%	21%	17%	17%	15%	14%	11%	9%	18%	20%	15%	14%	17%	17%
		efgh	efgh	gh	gh	gh	h			gh	efgh				
Aged 17	52	2	4	4	1	3	1	6	-	23	8	49	1	2	-
	1%	1%	1%	1%	*%	*%	*%	1%	-%	6%	2%	1%	*%	1%	-%
			h					h		abcdefghj	defh	bd		d	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 24

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	5477	492	483	571	620	672	671	644	653	319	352	3344	786	745	602
Effective Weighted Sample	4134	283	300	418	465	533	536	500	521	286	314	3005	698	595	474
Total	5422	357	352	519	536	730	725	711	738	362	391	4429	496	275	222
Aged 18 or over	230	28	18	27	35	36	29	18	13	12	15	193	15	13	9
	4%	8%	5%	5%	7%	5%	4%	2%	2%	3%	4%	4%	3%	5%	4%
		fghij	h	gh	gh	gh	h								
Don't know	264	19	17	38	42	47	32	22	22	10	14	214	21	18	12
	5%	5%	5%	7%	8%	6%	4%	3%	3%	3%	4%	5%	4%	6%	5%
				ghij	fghij	ghi									
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	5422	357	352	519	536	730	725	711	738	362	391	4429	496	275	222
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	2283	120	142	183	211	275	320	323	383	148	178	1876	201	109	98
	42%	34%	40%	35%	39%	38%	44%	45%	52%	41%	46%	42%	40%	40%	44%
							ace	ace	abcdefgi		ace				
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	1071	78	60	122	104	190	162	151	136	36	30	877	109	44	41
	20%	22%	17%	23%	19%	26%	22%	21%	18%	10%	8%	20%	22%	16%	18%
		ij	ij	bij	ij	bdhij	ij	ij	ij			c	c		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1804	140	133	177	178	218	211	215	197	167	169	1462	166	105	72
	33%	39%	38%	34%	33%	30%	29%	30%	27%	46%	43%	33%	33%	38%	32%
		efgh	efgh	h	h					bcdefgh	cdefgh			a	
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3139	237	210	336	325	455	405	389	355	213	213	2553	295	167	125
	58%	66%	60%	65%	61%	62%	56%	55%	48%	59%	54%	58%	60%	60%	56%
		fghj	h	fghj	h	fghj	h	h		h					

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	5477	4737	740	1595	1437	1093	1333	3032	2426	1053	4222	1720	2243	954
Effective Weighted Sample	4134	3602	534	1214	1066	826	1022	2278	1848	806	3173	1287	1714	716
Total	5422	4682	740	1569	1307	1110	1415	2877	2524	1055	4154	1724	2224	918
Age under 10	135 2%	126 3% b	9 1%	54 3% b	21 2%	28 2%	32 2%	75 3%	60 2%	38 4% b	86 2%	49 3%	54 2%	20 2%
Aged 10	180 3%	168 4% b	12 2%	101 6% bcdef	35 3%	20 2%	24 2%	136 5% bcdf	44 2%	31 3%	143 3%	51 3%	69 3%	46 5% ab
Aged 11	126 2%	114 2%	12 2%	37 2%	27 2%	29 3%	31 2%	64 2%	61 2%	28 3%	90 2%	36 2%	58 3%	19 2%
Aged 12	630 12%	545 12%	85 11%	213 14% df	150 11%	128 12%	136 10%	362 13% df	264 10%	120 11%	489 12%	185 11%	276 12%	110 12%
Aged 13	2283 42%	1940 41%	343 46% a	576 37% ace	602 46% ace	457 41% a	637 45% ae	1178 41% a	1094 43% a	445 42%	1752 42%	760 44% c	936 42%	360 39%
Aged 14	516 10%	457 10%	59 8%	152 10%	127 10%	109 10%	128 9%	280 10%	236 9%	98 9%	402 10%	161 9%	219 10%	97 11%
Aged 15	183 3%	168 4%	15 2%	77 5% cdf	44 3%	28 3%	34 2%	122 4% cdf	62 2%	43 4%	131 3%	46 3%	86 4%	39 4%
Aged 16	823 15%	673 14%	150 20% a	187 12%	190 15%	201 18% abe	242 17% ae	377 13%	443 18% abe	152 14%	647 16%	273 16%	322 14%	127 14%
Aged 17	52 1%	51 1% b	1 *% b	32 2% bcdf	7 1%	6 1%	4 *% b	39 1% bcdf	10 *% b	16 1%	33 1%	5 *% b	18 1% b	22 2% ab
Aged 18 or over	230 4%	203 4%	27 4%	71 5%	44 3%	53 5%	61 4%	115 4%	115 5%	38 4%	171 4%	85 5%	81 4%	42 5%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	5477	4737	740	1595	1437	1093	1333	3032	2426	1053	4222	1720	2243	954
Effective Weighted Sample	4134	3602	534	1214	1066	826	1022	2278	1848	806	3173	1287	1714	716
Total	5422	4682	740	1569	1307	1110	1415	2877	2524	1055	4154	1724	2224	918
Don't know	264	237	27	68	60	52	84	128	135	47	210	74	105	37
	5%	5%	4%	4%	5%	5%	6%	4%	5%	4%	5%	4%	5%	4%
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	5422	4682	740	1569	1307	1110	1415	2877	2524	1055	4154	1724	2224	918
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	2283	1940	343	576	602	457	637	1178	1094	445	1752	760	936	360
	42%	41%	46%	37%	46%	41%	45%	41%	43%	42%	42%	44%	42%	39%
			a		ace	a	ae	a	a			c		
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	1071	953	117	405	233	205	224	638	429	217	808	321	458	195
	20%	20%	16%	26%	18%	18%	16%	22%	17%	21%	19%	19%	21%	21%
		b		bcdef				bcdf						
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1804	1552	253	520	413	397	469	933	866	346	1384	569	726	326
	33%	33%	34%	33%	32%	36%	33%	32%	34%	33%	33%	33%	33%	36%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3139	2742	397	993	706	653	777	1699	1430	610	2402	964	1288	558
	58%	59%	54%	63%	54%	59%	55%	59%	57%	58%	58%	56%	58%	61%
		b		bcdef		b		bd						a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 25

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Age under 10	135	72	64	24	51	55	4	2	76	60	17	109	7
	2%	2%	2%	3%	4%	3%	*%	*%	2%	2%	3%	4%	*%
				de	de	de					c	c	
Aged 10	180	102	77	18	28	92	33	9	111	68	10	119	48
	3%	3%	2%	2%	2%	5%	2%	1%	3%	2%	2%	4%	2%
						abde			b			ac	
Aged 11	126	66	60	15	27	52	26	5	68	57	8	62	53
	2%	2%	2%	2%	2%	3%	1%	1%	2%	2%	1%	2%	2%
					e	de							
Aged 12	630	306	323	81	120	154	225	50	322	308	54	283	279
	9%	9%	10%	9%	9%	9%	13%	6%	10%	9%	8%	9%	10%
				e	e	e	abce						
Aged 13	2283	1092	1191	262	394	595	706	326	1049	1234	214	953	1060
	34%	33%	35%	30%	30%	33%	40%	37%	31%	37%	34%	31%	39%
						b	abc	ab		a			ab
Aged 14	516	264	252	53	85	111	160	107	248	268	32	208	264
	8%	8%	8%	6%	6%	6%	9%	12%	7%	8%	5%	7%	10%
							abc	abcd					ab
Aged 15	183	89	94	22	24	37	71	29	104	79	17	56	108
	3%	3%	3%	2%	2%	2%	4%	3%	3%	2%	3%	2%	4%
							bc	b					b
Aged 16	823	378	445	147	179	211	144	142	406	417	97	415	284
	12%	11%	13%	17%	13%	12%	8%	16%	12%	13%	15%	13%	10%
				cd	d	d		cd			c	c	
Aged 17	52	19	33	6	4	4	6	30	38	14	4	11	35
	1%	1%	1%	1%	*%	*%	*%	3%	1%	*%	1%	*%	1%
								abcd	b				b
Aged 18 or over	230	124	106	45	62	65	31	27	121	109	31	130	59
	3%	4%	3%	5%	5%	4%	2%	3%	4%	3%	5%	4%	2%
				d	d	d					c	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 25

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Don't know	264	123	141	36	80	80	44	24	136	128	22	155	68
	4%	4%	4%	4%	6%	4%	2%	3%	4%	4%	3%	5%	2%
					de	de						c	
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	5422	2636	2786	710	1056	1455	1450	752	2679	2743	507	2501	2263
	81%	80%	83%	80%	79%	82%	82%	85%	80%	82%	80%	81%	83%
			a					ab					
AWARE AND GIVES THE CORRECT AGE (13)	2283	1092	1191	262	394	595	706	326	1049	1234	214	953	1060
	34%	33%	35%	30%	30%	33%	40%	37%	31%	37%	34%	31%	39%
						b	abc	ab		a			ab
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	1071	547	524	138	226	353	288	66	578	493	90	574	386
	16%	17%	16%	16%	17%	20%	16%	7%	17%	15%	14%	19%	14%
				e	e	ade	e		b			ac	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1804	875	930	273	355	428	412	336	917	888	181	819	749
	27%	26%	28%	31%	27%	24%	23%	38%	28%	27%	28%	27%	27%
				cd				abcd					
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3139	1544	1595	447	662	861	744	426	1630	1509	293	1548	1203
	47%	47%	48%	50%	50%	48%	42%	48%	49%	45%	46%	50%	44%
				d	d	d		d	b			c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	417	220	197	70	90	104	99	54	201	216	48	203	153
	6%	7%	6%	8%	7%	6%	6%	6%	6%	6%	7%	7%	6%
				d									

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	a	b	c	d	e	a	b	a	b	c
Significance Level: 95%													
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	823	450	372	109	187	217	228	82	450	372	83	382	321
	12%	14%	11%	12%	14%	12%	13%	9%	14%	11%	13%	12%	12%
		b			e	e	e		b				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 25

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Age under 10	135	15	10	25	26	32	23	4	-	1	1	109	13	5	9
	2%	3%	2%	4%	4%	4%	3%	1%	0%	1%	1%	2%	2%	1%	3%
		ghij	ghij	ghij	ghij	ghij	ghij								c
Aged 10	180	13	5	9	19	62	30	20	13	8	1	156	12	7	5
	3%	3%	1%	1%	3%	7%	3%	2%	1%	2%	1%	3%	2%	2%	2%
		j			j	abcdghij	bchj	j		j					
Aged 11	126	8	7	16	11	26	26	15	12	3	2	105	11	5	5
	2%	2%	2%	2%	2%	3%	3%	2%	1%	1%	1%	2%	2%	2%	2%
				j		hij	hij								
Aged 12	630	43	39	72	48	71	83	113	112	24	26	508	73	27	22
	9%	10%	9%	11%	7%	8%	9%	13%	13%	5%	6%	9%	12%	8%	8%
		i		dij			ij	deij	deij				acd		
Aged 13	2283	120	142	183	211	275	320	323	383	148	178	1876	201	109	98
	34%	27%	32%	27%	32%	31%	36%	36%	43%	33%	40%	34%	34%	33%	37%
							ac	ace	abcdefgi		abcde				
Aged 14	516	26	27	46	40	47	64	75	85	55	52	399	64	33	20
	8%	6%	6%	7%	6%	5%	7%	8%	10%	12%	12%	7%	11%	10%	8%
								e	abde	abcdef	abcdef		ad	a	
Aged 15	183	12	10	14	10	22	14	42	30	14	15	153	14	10	6
	3%	3%	2%	2%	1%	3%	2%	5%	3%	3%	3%	3%	2%	3%	2%
								cdef	df		d				
Aged 16	823	73	75	86	93	108	103	75	69	64	79	669	71	46	37
	12%	16%	17%	13%	14%	12%	12%	8%	8%	14%	18%	12%	12%	14%	14%
		fgh	efgh	gh	gh	gh	h			gh	cefgh				
Aged 17	52	2	4	4	1	3	1	6	-	23	8	49	1	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	0%	5%	2%	1%	1%	1%	0%
			h					h		abcdeghj	defh	bd		d	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 25

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Aged 18 or over	230	28	18	27	35	36	29	18	13	12	15	193	15	13	9
	3%	6%	4%	4%	5%	4%	3%	2%	1%	3%	3%	4%	3%	4%	4%
		fghi	h	gh	gh	gh	h				h				
Don't know	264	19	17	38	42	47	32	22	22	10	14	214	21	18	12
	4%	4%	4%	6%	6%	5%	4%	2%	3%	2%	3%	4%	4%	5%	4%
				ghi	fghij	ghi									
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	5422	357	352	519	536	730	725	711	738	362	391	4429	496	275	222
	81%	80%	79%	78%	81%	82%	82%	80%	83%	81%	88%	81%	84%	84%	84%
									c		abcdefghi				a
AWARE AND GIVES THE CORRECT AGE (13)	2283	120	142	183	211	275	320	323	383	148	178	1876	201	109	98
	34%	27%	32%	27%	32%	31%	36%	36%	43%	33%	40%	34%	34%	33%	37%
							ac	ace	abcdefgi		abcde				
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	1071	78	60	122	104	190	162	151	136	36	30	877	109	44	41
	16%	18%	13%	18%	16%	21%	18%	17%	15%	8%	7%	16%	18%	13%	16%
		ij	ij	ij	ij	bdghij	bij	ij	ij				c		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1804	140	133	177	178	218	211	215	197	167	169	1462	166	105	72
	27%	31%	30%	27%	27%	24%	24%	24%	22%	38%	38%	27%	28%	32%	27%
		efgh	fgh							bcdefgh	bcdefgh			a	
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3139	237	210	336	325	455	405	389	355	213	213	2553	295	167	125
	47%	53%	47%	51%	49%	51%	46%	44%	40%	48%	48%	47%	50%	51%	47%
		fgh	h	gh	h	fgh	h			h	h				

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
SAY THERE IS NO MINIMUM AGE REQUIREMENT	417	32	38	33	57	49	55	55	44	32	22	356	26	21	15
	6%	7%	9%	5%	9%	6%	6%	6%	5%	7%	5%	7%	4%	6%	6%
		j	ch		cehj	j	j	j	j	j		b			
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	823	55	54	114	72	109	108	122	106	50	32	691	71	34	27
	12%	12%	12%	17%	11%	12%	12%	14%	12%	11%	7%	13%	12%	10%	10%
		j	j	bdefhij		j	j	j	j						

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Age under 10	135 2%	126 2%	9 1%	54 3% b	21 1%	28 2%	32 2%	75 2%	60 2%	38 3% b	86 2%	49 2%	54 2%	20 2%
Aged 10	180 3%	168 3% b	12 1%	101 5% bcdef	35 2%	20 1%	24 1%	136 4% bcdf	44 1%	31 3%	143 3%	51 3%	69 2%	46 4% ab
Aged 11	126 2%	114 2%	12 1%	37 2%	27 2%	29 2%	31 2%	64 2%	61 2%	28 2%	90 2%	36 2%	58 2%	19 2%
Aged 12	630 9%	545 9%	85 10%	213 11% df	150 9%	128 9%	136 8%	362 10% df	264 8%	120 10%	489 10%	185 9%	276 10%	110 10%
Aged 13	2283 34%	1940 33%	343 40% a	576 31% ace	602 37% ace	457 33%	637 37% ac	1178 34%	1094 35% a	445 36%	1752 34%	760 38% bc	936 33%	360 33%
Aged 14	516 8%	457 8%	59 7%	152 8%	127 8%	109 8%	128 7%	280 8%	236 8%	98 8%	402 8%	161 8%	219 8%	97 9%
Aged 15	183 3%	168 3%	15 2%	77 4% bcdf	44 3%	28 2%	34 2%	122 3% cdf	62 2%	43 3%	131 3%	46 2%	86 3%	39 4%
Aged 16	823 12%	673 12%	150 17% a	187 10%	190 12%	201 14% abe	242 14% ae	377 11%	443 14% abe	152 12%	647 13%	273 13%	322 11%	127 12%
Aged 17	52 1%	51 1%	1 *% bcdf	32 2% bcdf	7 *% bcdf	6 *% bcdf	4 *% bcdf	39 1% bcdf	10 *% bcdf	16 1%	33 1%	5 *% bcdf	18 1% bcdf	22 2% ab
Aged 18 or over	230 3%	203 4%	27 3%	71 4%	44 3%	53 4%	61 4%	115 3%	115 4%	38 3%	171 3%	85 4% b	81 3%	42 4%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Don't know	264	237	27	68	60	52	84	128	135	47	210	74	105	37
	4%	4%	3%	4%	4%	4%	5%	4%	4%	4%	4%	4%	4%	3%
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	5422	4682	740	1569	1307	1110	1415	2877	2524	1055	4154	1724	2224	918
	81%	81%	85%	84%	80%	79%	82%	82%	81%	85%	81%	85%	79%	83%
			a	bcd				c		b		b		b
AWARE AND GIVES THE CORRECT AGE (13)	2283	1940	343	576	602	457	637	1178	1094	445	1752	760	936	360
	34%	33%	40%	31%	37%	33%	37%	34%	35%	36%	34%	38%	33%	33%
			a		ace		ac		a			bc		
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	1071	953	117	405	233	205	224	638	429	217	808	321	458	195
	16%	16%	14%	22%	14%	15%	13%	18%	14%	18%	16%	16%	16%	18%
				bcdef				bcd						
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1804	1552	253	520	413	397	469	933	866	346	1384	569	726	326
	27%	27%	29%	28%	25%	28%	27%	27%	28%	28%	27%	28%	26%	30%
														b
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	3139	2742	397	993	706	653	777	1699	1430	610	2402	964	1288	558
	47%	47%	46%	53%	43%	47%	45%	49%	46%	49%	47%	48%	46%	51%
				bcdef				bdf						b
SAY THERE IS NO MINIMUM AGE REQUIREMENT	417	391	26	121	116	88	89	236	177	77	311	111	209	51
	6%	7%	3%	6%	7%	6%	5%	7%	6%	6%	6%	5%	7%	5%
		b			d			d					ac	

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
		a	b	a	b	c	d	e	f	a	b	a	b	c
Significance Level: 95%														
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	823	722	100	175	212	201	229	388	430	106	650	188	387	133
	12%	12%	12%	9%	13%	14%	13%	11%	14%	9%	13%	9%	14%	12%
					a	ae	a		ae		a		a	a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 26

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app"?

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Strongly disagree	1904	889	1015	380	553	460	316	195	929	975	279	1041	534
	29%	27%	30%	43%	42%	26%	18%	22%	28%	29%	44%	34%	20%
			a	cde	cde	d		d			bc	c	
Slightly disagree	1214	620	594	186	232	307	319	169	636	577	143	545	494
	18%	19%	18%	21%	17%	17%	18%	19%	19%	17%	22%	18%	18%
				c							bc		
Neither agree nor disagree	1150	577	573	107	198	306	368	172	575	575	75	487	536
	17%	17%	17%	12%	15%	17%	21%	19%	17%	17%	12%	16%	20%
						a	abc	ab				a	ab
Slightly agree	1606	815	791	132	207	480	539	248	768	839	90	661	821
	24%	25%	24%	15%	16%	27%	30%	28%	23%	25%	14%	21%	30%
						ab	ab	ab				a	ab
Strongly agree	677	350	326	60	118	201	202	96	363	313	34	312	309
	10%	11%	10%	7%	9%	11%	11%	11%	11%	9%	5%	10%	11%
						ab	ab	a				a	a
Don't know	111	55	56	24	23	23	33	8	59	51	17	40	43
	2%	2%	2%	3%	2%	1%	2%	1%	2%	2%	3%	1%	2%
				ce							b		
SUMMARY CODES													
TOTAL DISAGREE	3118	1510	1609	566	786	767	634	365	1566	1552	422	1586	1028
	47%	46%	48%	64%	59%	43%	36%	41%	47%	47%	66%	51%	38%
				bcde	cde	d		d			bc	c	
TOTAL AGREE	2283	1166	1117	192	325	681	742	344	1131	1152	124	973	1130
	34%	35%	33%	22%	24%	38%	42%	39%	34%	35%	19%	32%	41%
						ab	ab	ab				a	ab
TOTAL NEITHER/ DON'T KNOW	1261	631	629	131	222	329	401	180	634	627	91	527	579
	19%	19%	19%	15%	17%	18%	23%	20%	19%	19%	14%	17%	21%
						a	abc	a					ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 26

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app"?

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Strongly disagree	1904 29%	192 43% efghij	188 42% efghij	261 39% efghij	293 44% efghij	235 26% ghi	225 25% ghi	158 18% d	157 18% abd	83 19% abd	112 25% a	1564 29% bd	164 28% a	95 29% a	82 31% a
Slightly disagree	1214 18%	93 21% d	93 21% d	137 21% d	95 14% c	146 16% abcd	162 18% abcd	172 19% abcd	146 16% abcde	89 20% abcd	81 18% abcd	995 18% 24%	108 18% 28%	64 20% 24%	47 18% 26%
Neither agree nor disagree	1150 17%	43 10%	64 14%	110 16% a	89 13% a	149 17% ad	157 18% ad	182 20% abd	186 21% abd	92 21% abd	80 18% a	972 18% bd	86 14% a	54 16% a	38 14% a
Slightly agree	1606 24%	68 15%	64 14%	88 13% c	119 18% c	231 26% abcd	248 28% abcd	259 29% abcd	281 32% abcde	122 27% abcd	127 28% abcd	1292 24% a	165 28% a	80 24% a	69 26% a
Strongly agree	677 10%	36 8%	23 5%	62 9% b	56 8% b	115 13% abd	86 10% b	95 11% b	107 12% bd	55 12% b	41 9% b	565 10% a	59 10% a	28 9% a	25 9% a
Don't know	111 2%	12 3%	12 3%	10 1% a	14 2% a	13 1% a	10 1% a	21 2% abcde	11 1% ad	4 1% ad	4 1% a	88 2% bd	11 2% bd	8 2% bd	3 1% bd
SUMMARY CODES															
TOTAL DISAGREE	3118 47%	284 64% efghij	281 63% efghij	397 60% efghij	388 58% efghij	381 43% gh	387 44% gh	331 37% d	304 34% abd	172 39% abcd	192 43% h	2559 47% a	272 46% a	159 48% a	128 49% a
TOTAL AGREE	2283 34%	105 24%	87 20%	150 22% b	175 26% b	346 39% abcd	335 38% abcd	354 40% abcd	387 44% abcdf	176 40% abcd	168 38% abcd	1857 34% a	224 38% ac	108 33% a	94 36% a
TOTAL NEITHER/ DON'T KNOW	1261 19%	55 12%	76 17%	119 18% a	102 15% a	162 18% a	167 19% a	203 23% abcde	197 22% ad	96 22% ad	84 19% a	1061 19% bd	97 16% bd	62 19% bd	41 16% bd

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app"?

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Strongly disagree	1904 29%	1606 28%	298 34% a	479 26%	488 30% a	383 27%	548 32% ace	967 28%	931 30% a	335 27%	1512 30%	611 30% b	749 27%	324 29%
Slightly disagree	1214 18%	1051 18%	162 19%	316 17%	356 22% acdf	245 18%	295 17%	672 19%	540 17%	219 18%	948 19%	343 17%	556 20% a	192 17%
Neither agree nor disagree	1150 17%	999 17%	151 17%	269 14%	248 15%	270 19% abe	354 20% abe	517 15%	624 20% abe	220 18%	828 16%	348 17% c	464 16% c	145 13%
Slightly agree	1606 24%	1437 25% b	170 20%	478 26% df	406 25% d	344 25%	371 21%	885 25% df	715 23%	306 25%	1253 24%	496 25%	723 26%	271 25%
Strongly agree	677 10%	613 11% b	64 7%	308 17% bcdef	100 6%	135 10% b	132 8%	408 12% bdf	267 9% b	142 11%	496 10%	195 10%	283 10%	154 14% ab
Don't know	111 2%	90 2%	20 2%	14 1%	37 2% a	21 1%	33 2% a	51 1%	54 2% a	15 1%	78 2%	29 1%	44 2%	15 1%
SUMMARY CODES														
TOTAL DISAGREE	3118 47%	2658 46%	460 53% a	795 43%	844 52% acef	628 45%	843 49% a	1639 47% a	1471 47% a	554 45%	2460 48%	954 47%	1305 46%	517 47%
TOTAL AGREE	2283 34%	2049 35% b	234 27%	786 42% bcdef	507 31%	480 34% d	502 29%	1293 37% bdf	982 31%	449 36%	1749 34%	691 34%	1006 36%	425 39% a

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

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QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app"?

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
TOTAL NEITHER/ DON'T KNOW	1261	1089	172	284	285	291	387	568	678	235	906	377	509	160
	19%	19%	20%	15%	17%	21%	22%	16%	22%	19%	18%	19%	18%	15%
						abe	abe		abe			c	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 27

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SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
YouTube	5907	2926	2980	749	1195	1562	1590	811	2991	2915	530	2745	2468
	89%	88%	89%	84%	90%	88%	89%	91%	90%	88%	83%	89%	90%
					a	a	a	ac	b			a	a
TikTok	3364	1684	1681	142	385	909	1268	660	1532	1832	97	1186	1961
	50%	51%	50%	16%	29%	51%	71%	74%	46%	55%	15%	38%	72%
					a	ab	abc	abc		a		a	ab
Instagram	2635	1357	1279	85	215	444	1178	714	1216	1420	51	623	1858
	40%	41%	38%	10%	16%	25%	66%	80%	36%	43%	8%	20%	68%
		b			a	ab	abc	abcd		a		a	ab
Snapchat	2570	1310	1261	91	209	533	1070	668	1114	1456	62	691	1721
	39%	40%	38%	10%	16%	30%	60%	75%	33%	44%	10%	22%	63%
					a	ab	abc	abcd		a		a	ab
Facebook	2269	1177	1092	113	224	429	897	606	1127	1142	79	609	1489
	34%	36%	33%	13%	17%	24%	50%	68%	34%	34%	12%	20%	54%
		b			a	ab	abc	abcd				a	ab
Twitter	889	482	407	20	52	150	379	288	437	452	16	178	646
	13%	15%	12%	2%	4%	8%	21%	32%	13%	14%	3%	6%	24%
		b			a	ab	abc	abcd				a	ab
Twitch	811	412	400	31	91	191	323	175	507	305	22	258	506
	12%	12%	12%	3%	7%	11%	18%	20%	15%	9%	4%	8%	18%
					a	ab	abc	abc	b			a	ab
Pinterest	628	321	306	12	48	110	295	162	183	445	10	137	463
	9%	10%	9%	1%	4%	6%	17%	18%	5%	13%	2%	4%	17%
					a	ab	abc	abc		a		a	ab
Reddit	358	199	159	14	20	59	166	99	226	132	12	66	263
	5%	6%	5%	2%	1%	3%	9%	11%	7%	4%	2%	2%	10%
		b				ab	abc	abc	b				ab
Vimeo	267	148	120	11	39	58	106	53	143	125	8	90	161
	4%	4%	4%	1%	3%	3%	6%	6%	4%	4%	1%	3%	6%
					a	a	abc	abc				a	ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 27

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SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	a	b	c	d	e	a	b	a	b	c
Significance Level: 95%													
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
PopJam	213	99	114	22	40	77	50	24	107	106	10	119	83
	3%	3%	3%	2%	3%	4% ad	3%	3%	3%	3%	2%	4% a	3%
Tumblr	190	105	85	14	25	31	79	42	98	92	9	56	121
	3%	3%	3%	2%	2%	2%	4% abc	5% abc	3%	3%	1%	2%	4% ab
Monkey	187	106	82	23	34	55	47	28	117	71	16	82	87
	3%	3%	2%	3%	3%	3%	3%	3%	4% b	2%	3%	3%	3%
Dailymotion	185	98	87	14	33	44	66	28	99	86	8	73	101
	3%	3%	3%	2%	3%	2%	4% a	3% a	3%	3%	1%	2%	4% ab
Triller	155	78	77	10	26	31	60	28	86	68	9	47	99
	2%	2%	2%	1%	2%	2%	3% abc	3% ac	3%	2%	1%	2%	4% ab
GoNoodle	144	74	70	12	39	52	30	12	74	70	8	87	49
	2%	2%	2%	1%	3% ade	3% ade	2%	1%	2%	2%	1%	3% ac	2%
Wink	131	67	64	4	23	45	41	18	66	65	3	57	68
	2%	2%	2%	*%	2% a	3% a	2% a	2% a	2%	2%	*%	2% a	2% a
YuBo	128	77	51	4	15	35	46	29	73	55	4	40	81
	2%	2% b	2%	*%	1%	2% a	3% ab	3% ab	2%	2%	1%	1%	3% ab
Dubsmash	126	61	65	12	19	37	44	14	69	56	10	52	62
	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%
YouNow	123	72	51	10	14	31	47	21	76	47	9	39	75
	2%	2%	2%	1%	1%	2%	3% ab	2% b	2% b	1%	1%	1%	3% b

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Imgur	116	64	52	6	9	33	53	14	78	38	6	34	74
	2%	2%	2%	1%	1%	2%	3%	2%	2%	1%	1%	1%	3%
						ab	ab		b				ab
Fruitlab	105	58	46	8	14	39	33	11	69	36	8	46	49
	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
						ab			b				
Byte	104	56	47	6	17	33	36	12	66	38	6	43	54
	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
						a	a		b				
GoBubble	98	55	43	9	17	30	33	10	67	31	7	46	45
	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
									b				
GROM social	86	47	40	5	14	29	28	10	53	34	4	38	43
	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
						a	a						
Whisper	83	47	36	3	13	23	33	11	46	36	3	31	48
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
						a	a	a					ab
Momio	80	42	38	9	16	23	21	12	52	28	6	38	32
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
									b				
NONE OF THESE	300	130	171	102	94	83	16	6	141	160	80	185	23
	5%	4%	5%	12%	7%	5%	1%	1%	4%	5%	12%	6%	1%
			a	bcde	cde	de					bc	c	
Base for stats	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mean number of apps/ sites (out of 27)	3.3	3.4	3.2	1.6	2.1	2.9	4.5	5.1	3.2	3.4	1.6	2.4	4.6
		b			a	ab	abc	abcd				a	ab
Standard deviation	2.95	3.07	2.81	2.02	2.41	2.72	2.96	2.90	3.08	2.81	2.17	2.52	3.01
Standard error	.04	.05	.05	.06	.06	.07	.07	.10	.05	.05	.07	.04	.06

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		FEMALE		FEMALE		FEMALE		FEMALE		FEMALE		ENGLAND	SCOTLAND	WALES	N IRELAND
		MALE 3-4	3-4	MALE 5-7	5-7	MALE 8-11	8-11	MALE 12-15	12-15	MALE 16-17	16-17				
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
YouTube	5907 89%	380 86%	369 83%	594 89%	601 90%	799 90%	763 86%	808 91%	782 88%	410 92%	401 90%	4854 89%	523 88%	296 90%	234 89%
				b	abf	abf		abf	b	abfh	b				
TikTok	3364 50%	71 16%	71 16%	195 29%	190 29%	417 47%	492 55%	564 63%	704 79%	285 64%	375 84%	2755 50%	314 53%	164 50%	131 50%
				ab	ab	abcd	abcde	abcdef	abcdefgi	abcdef	abcdefghi				
Instagram	2635 40%	45 10%	40 9%	109 16%	106 16%	222 25%	222 25%	516 58%	662 74%	323 73%	390 88%	2206 40%	216 36%	123 37%	91 34%
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi	bd			
Snapchat	2570 39%	48 11%	44 10%	91 14%	118 18%	229 26%	303 34%	444 50%	625 70%	302 68%	366 82%	2086 38%	241 41%	140 42%	104 39%
					ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi			a	
Facebook	2269 34%	63 14%	50 11%	112 17%	112 17%	233 26%	196 22%	427 48%	470 53%	293 66%	313 71%	1876 34%	203 34%	102 31%	88 33%
				b	b	abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh				
Twitter	889 13%	13 3%	7 2%	26 4%	26 4%	83 9%	67 7%	174 20%	205 23%	140 32%	148 33%	725 13%	90 15%	41 12%	34 13%
				b	b	abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh				
Twitch	811 12%	23 5%	7 2%	57 9%	35 5%	122 14%	69 8%	197 22%	127 14%	108 24%	67 15%	671 12%	71 12%	33 10%	36 14%
				bd	b	abcdf	b	abcdefhj	abcdf	abcdefhj	abcdf				c
Pinterest	628 9%	4 1%	8 2%	23 3%	25 4%	40 5%	70 8%	78 9%	218 24%	38 9%	124 28%	533 10%	42 7%	29 9%	23 9%
				a	a	ab	abcde	abcde	abcdefgi	abcde	abcdefgi	b			
Reddit	358 5%	8 2%	6 1%	6 1%	13 2%	38 4%	20 2%	110 12%	56 6%	63 14%	36 8%	297 5%	27 4%	20 6%	14 5%
						abcdf		abcdefhj	abcdf	abcdefhj	abcdef				

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

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Significance Level: 95%															
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Vimeo	267 4%	5 1%	6 1%	20 3%	19 3%	37 4%	21 2%	55 6%	51 6%	25 6%	28 6%	230 4%	18 3%	9 3%	11 4%
						ab		abcdf	abcdf	abdf	abcdf				
PopJam	213 3%	15 3%	7 2%	25 4%	16 2%	31 3%	46 5%	21 2%	29 3%	15 3%	9 2%	180 3%	15 2%	9 3%	9 4%
				b			bdgj								
Tumblr	190 3%	10 2%	4 1%	12 2%	12 2%	16 2%	15 2%	34 4%	45 5%	25 6%	16 4%	152 3%	21 3%	8 3%	9 4%
								bcdef	abcedf	abcedf	bf				
Monkey	187 3%	12 3%	11 2%	19 3%	15 2%	40 4%	15 2%	27 3%	20 2%	18 4%	10 2%	163 3%	13 2%	6 2%	6 2%
						dth				f					
Dailymotion	185 3%	11 3%	2 *%	14 2%	19 3%	23 3%	21 2%	32 4%	33 4%	18 4%	10 2%	166 3%	10 2%	3 1%	6 2%
			b	b	b	b	b	b	b	b	b	bc			c
Triller	155 2%	6 1%	3 1%	16 2%	9 1%	20 2%	11 1%	26 3%	35 4%	18 4%	10 2%	134 2%	7 1%	9 3%	5 2%
								bf	abdf	abdf		b		b	
GoNoodle	144 2%	2 *%	10 2%	15 2%	24 4%	32 4%	20 2%	14 2%	16 2%	11 3%	1 *%	118 2%	12 2%	6 2%	8 3%
			aj	aj	agj	aghj	aj	j	j	aj					
Wink	131 2%	2 *%	3 1%	12 2%	10 2%	23 3%	22 2%	15 2%	26 3%	14 3%	4 1%	106 2%	12 2%	7 2%	6 2%
				a		ab	ab		abj	abj					
YuBo	128 2%	3 1%	1 *%	7 1%	7 1%	27 3%	8 1%	23 3%	23 3%	13 3%	15 3%	113 2%	4 1%	6 2%	5 2%
						abcdf		abf	abf	abcdf	abcdf	b		b	b
Dubsmash	126 2%	7 1%	5 1%	13 2%	6 1%	17 2%	20 2%	20 2%	24 3%	13 3%	1 *%	111 2%	8 1%	3 1%	4 2%
				j		j	j	j	dj	dj		c			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 27

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

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
YouNow	123 2%	6 1%	4 1%	8 1%	6 1%	20 2%	11 1%	25 3%	22 2%	17 4%	4 1%	108 2%	5 1%	6 2%	4 2%
								bdf	d	abdcdfj		b			
Imgur	116 2%	5 1%	2 *%	7 1%	2 *%	20 2%	13 1%	36 4%	18 2%	12 3%	2 1%	96 2%	11 2%	4 1%	4 2%
						bdj	d	abdcdfhj	bd	bdj					
Fruitlab	105 2%	5 1%	4 1%	13 2%	1 *%	25 3%	14 2%	19 2%	14 2%	8 2%	3 1%	88 2%	6 1%	5 2%	5 2%
				d		bdj	d	d	d	d					
Byte	104 2%	4 1%	2 1%	8 1%	9 1%	21 2%	12 1%	22 2%	14 2%	10 2%	1 *%	88 2%	9 2%	2 1%	5 2%
						bj		bj		bj		c			
GoBubble	98 1%	3 1%	6 1%	12 2%	5 1%	22 2%	8 1%	21 2%	12 1%	10 2%	- -%	86 2%	4 1%	4 1%	4 2%
			j	j		adfj		dfj	j	j		b			
GROM social	86 1%	1 *%	4 1%	11 2%	3 *%	18 2%	11 1%	14 2%	14 2%	9 2%	1 *%	76 1%	5 1%	2 1%	4 2%
				aj		adj		aj	aj	adj					c
Whisper	83 1%	1 *%	3 1%	5 1%	8 1%	10 1%	12 1%	19 2%	14 2%	11 3%	- -%	73 1%	3 *%	3 1%	4 1%
					j	j	aj	aj	aj	abcj		b			b
Momio	80 1%	4 1%	4 1%	10 2%	6 1%	15 2%	8 1%	14 2%	7 1%	9 2%	3 1%	69 1%	4 1%	4 1%	3 1%
NONE OF THESE	300 5%	46 10%	56 13%	46 7%	48 7%	35 4%	48 5%	9 1%	6 1%	4 1%	2 *%	246 4%	24 4%	15 5%	15 6%
		efghij	cdefghij	eghij	eghij	ghij	ghij								
Base for stats	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mean number of apps/ sites (out of 27)	3.3	1.7	1.5	2.2	2.1	2.9	2.8	4.2	4.8	5.0	5.3	3.3	3.2	3.2	3.3
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh				

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

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

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Standard deviation	2.95	2.07	1.97	2.40	2.43	2.87	2.56	3.14	2.74	3.54	2.06	2.97	2.56	2.85	3.40
Standard error	.04	.08	.08	.09	.09	.10	.09	.11	.10	.18	.10	.05	.08	.10	.13

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 27

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

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
YouTube	5907	5181	725	1635	1477	1235	1540	3112	2775	1136	4526	1832	2499	971
	89%	89%	84%	88%	90%	88%	89%	89%	89%	92%	88%	91%	89%	88%
		b			a					b				
TikTok	3364	2990	374	1052	728	750	819	1779	1569	702	2509	1044	1456	543
	50%	52%	43%	56%	45%	54%	47%	51%	50%	57%	49%	52%	52%	49%
		b		bdef		bd		bd	b	b				
Instagram	2635	2363	272	949	553	544	579	1502	1124	582	1950	775	1133	498
	40%	41%	31%	51%	34%	39%	33%	43%	36%	47%	38%	38%	40%	45%
		b		bcd		bd		bcd		b				ab
Snapchat	2570	2278	293	824	573	540	626	1397	1166	575	1890	798	1086	427
	39%	39%	34%	44%	35%	39%	36%	40%	37%	46%	37%	39%	39%	39%
		b		bcd				bd		b				
Facebook	2269	2020	249	806	464	489	501	1270	990	502	1654	649	1009	403
	34%	35%	29%	43%	28%	35%	29%	36%	32%	41%	32%	32%	36%	37%
		b		bcd		bd		bdf	b	b			a	a
Twitter	889	812	77	377	161	171	175	538	345	209	631	233	409	166
	13%	14%	9%	20%	10%	12%	10%	15%	11%	17%	12%	12%	15%	15%
		b		bcd				bcd		b			a	a
Twitch	811	751	60	335	166	160	145	501	305	223	547	213	376	154
	12%	13%	7%	18%	10%	11%	8%	14%	10%	18%	11%	11%	13%	14%
		b		bcd		d		bcd		b			a	a
Pinterest	628	573	55	259	129	132	102	388	234	169	430	170	258	131
	9%	10%	6%	14%	8%	9%	6%	11%	7%	14%	8%	8%	9%	12%
		b		bcd	d	d		bdf		b				ab
Reddit	358	326	31	159	73	64	61	231	125	79	258	89	153	72
	5%	6%	4%	9%	4%	5%	4%	7%	4%	6%	5%	4%	5%	7%
		b		bcd				bcd						a

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

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

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Vimeo	267	247	21	155	37	56	19	192	75	71	172	52	139	59
	4%	4%	2%	8%	2%	4%	1%	5%	2%	6%	3%	3%	5%	5%
		b		bcdef	d	bdf		bdf	d	b			a	a
PopJam	213	196	17	94	38	32	47	131	79	48	150	64	92	40
	3%	3%	2%	5%	2%	2%	3%	4%	3%	4%	3%	3%	3%	4%
				bcdf				bcd						
Tumblr	190	180	10	100	33	30	27	133	58	59	120	42	90	46
	3%	3%	1%	5%	2%	2%	2%	4%	2%	5%	2%	2%	3%	4%
		b		bcdef				bcdf		b			a	a
Monkey	187	174	13	105	22	37	23	127	60	56	116	51	90	38
	3%	3%	2%	6%	1%	3%	1%	4%	2%	5%	2%	3%	3%	3%
		b		bcdef		bd		bdf		b				
Dailymotion	185	177	8	99	24	43	19	123	62	46	124	45	89	42
	3%	3%	1%	5%	1%	3%	1%	4%	2%	4%	2%	2%	3%	4%
		b		bcdef		bd		bdf		b				a
Triller	155	150	5	93	9	40	13	102	53	35	100	42	72	32
	2%	3%	1%	5%	1%	3%	1%	3%	2%	3%	2%	2%	3%	3%
		b		bcdef		bdf		bdf	bd					
GoNoodle	144	126	18	85	33	17	10	117	27	44	94	34	63	36
	2%	2%	2%	5%	2%	1%	1%	3%	1%	4%	2%	2%	2%	3%
				bcdf	df			bcdf		b				a
Wink	131	124	7	71	15	34	11	86	45	36	88	31	55	37
	2%	2%	1%	4%	1%	2%	1%	2%	1%	3%	2%	2%	2%	3%
		b		bdef		bdf		bdf	d	b				ab
YuBo	128	123	5	62	16	38	11	78	49	35	79	31	64	22
	2%	2%	1%	3%	1%	3%	1%	2%	2%	3%	2%	2%	2%	2%
		b		bdef		bdf		bd	d	b				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 27

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

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Dubsmash	126	119	6	76	19	15	13	96	28	40	71	29	55	28
	2%	2%	1%	4%	1%	1%	1%	3%	1%	3%	1%	1%	2%	3%
		b		bcdef				bcdf		b				
YouNow	123	114	10	70	17	25	11	87	36	32	84	23	53	34
	2%	2%	1%	4%	1%	2%	1%	2%	1%	3%	2%	1%	2%	3%
				bcdef		d		bdf		b				ab
Imgur	116	109	7	76	13	19	9	89	27	37	69	24	60	24
	2%	2%	1%	4%	1%	1%	1%	3%	1%	3%	1%	1%	2%	2%
		b		bcdef		d		bcdf		b			a	
Fruitlab	105	98	6	63	15	16	10	78	26	29	68	19	59	21
	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%
				bcdef				bcdf		b			a	a
Byte	104	104	-	68	10	18	6	78	24	36	59	26	47	27
	2%	2%	-%	4%	1%	1%	1%	2%	1%	3%	1%	1%	2%	2%
		b		bcdef		d		bdf		b				a
GoBubble	98	87	11	61	14	15	8	75	23	29	58	21	45	24
	1%	2%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%
				bcdef				bcdf		b				a
GROM social	86	82	5	53	14	13	6	67	20	22	55	17	43	21
	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%
				bcdef				bcdf						a
Whisper	83	76	6	60	5	13	4	66	17	23	50	16	47	15
	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%
				bcdef		d		bcdf		b			a	
Momio	80	76	4	51	15	9	4	67	14	22	47	25	27	20
	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
				bcdf		d		bcdf		b				b

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

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

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
		a	b	a	b	c	d	e	f	a	b	a	b	c
Significance Level: 95%														
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
NONE OF THESE	300	230	71	75	79	59	81	154	139	28	242	79	113	53
	5%	4%	8%	4%	5%	4%	5%	4%	4%	2%	5%	4%	4%	5%
			a								a			
Base for stats	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Mean number of apps/ sites (out of 27)	3.3	3.4	2.7	4.2	2.9	3.3	2.8	3.6	3.0	3.9	3.1	3.2	3.4	3.6
		b		bcdef		bdf		bcdf	d	b			a	a
Standard deviation	2.95	3.02	2.28	3.75	2.38	2.82	2.24	3.25	2.53	3.14	2.81	2.69	3.01	3.29
Standard error	.04	.04	.08	.09	.06	.08	.06	.05	.05	.09	.04	.06	.06	.10

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 28

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	a	b	c	d	e	a	b	a	b	c
Significance Level: 95%													
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
TikTok	2146	1085	1061	48	136	596	934	432	882	1263	29	656	1391
	32%	33%	32%	5%	10%	34%	53%	49%	26%	38%	5%	21%	51%
					a	ab	abc	abc		a		a	ab
Instagram	1973	1010	963	24	89	264	978	618	858	1115	13	316	1562
	30%	31%	29%	3%	7%	15%	55%	70%	26%	33%	2%	10%	57%
					a	ab	abc	abcd		a		a	ab
Snapchat	1904	962	943	23	106	362	854	560	796	1108	17	420	1390
	29%	29%	28%	3%	8%	20%	48%	63%	24%	33%	3%	14%	51%
					a	ab	abc	abcd		a		a	ab
YouTube	1899	922	977	148	278	487	653	334	1044	855	111	730	987
	29%	28%	29%	17%	21%	27%	37%	38%	31%	26%	17%	24%	36%
					a	ab	abc	abc	b			a	ab
Facebook	1726	882	844	43	109	299	735	540	842	884	29	364	1252
	26%	27%	25%	5%	8%	17%	41%	61%	25%	27%	5%	12%	46%
					a	ab	abc	abcd				a	ab
Twitter	603	309	294	10	29	90	268	205	292	311	7	103	459
	9%	9%	9%	1%	2%	5%	15%	23%	9%	9%	1%	3%	17%
						ab	abc	abcd				a	ab
Twitch	340	177	162	8	26	67	153	87	217	123	7	83	233
	5%	5%	5%	1%	2%	4%	9%	10%	7%	4%	1%	3%	9%
						ab	abc	abc	b			a	ab
Pinterest	312	159	153	1	13	46	167	84	85	227	1	51	251
	5%	5%	5%	1%	1%	3%	9%	10%	3%	7%	1%	2%	9%
					a	ab	abc	abc		a		a	ab
Reddit	172	98	74	3	9	25	82	53	113	59	4	31	126
	3%	3%	2%	1%	1%	1%	5%	6%	3%	2%	1%	1%	5%
						a	abc	abc	b				ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 28

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	a	b	c	d	e	a	b	a	b	c
Significance Level: 95%													
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
PopJam	118	47	71	9	19	47	32	12	50	68	5	65	49
	2%	1%	2%	1%	1%	3% ab	2%	1%	1%	2%	1%	2% a	2%
Tumblr	78	43	35	2	7	11	36	22	43	35	2	15	60
	1%	1%	1%	*%	1%	1%	2% abc	3% abc	1%	1%	*%	*%	2% ab
Vimeo	69	41	28	4	8	14	26	17	44	25	4	19	45
	1%	1%	1%	*%	1%	1%	1% a	2% abc	1% b	1%	1%	1%	2% b
Monkey	64	33	31	5	11	17	15	16	37	27	3	26	33
	1%	1%	1%	1%	1%	1%	1%	2% a	1%	1%	1%	1%	1%
YuBo	58	37	20	1	3	10	26	17	28	30	1	9	47
	1%	1% b	1%	*%	*%	1%	1% abc	2% abc	1%	1%	*%	*%	2% ab
Wink	58	28	30	1	7	23	15	12	37	21	1	24	30
	1%	1%	1%	*%	*%	1% ab	1% a	1% a	1%	1%	*%	1%	1% a
Triller	46	26	21	1	9	5	22	10	25	21	1	14	31
	1%	1%	1%	*%	1%	*%	1% ac	1% ac	1%	1%	*%	*%	1% ab
GoNoodle	45	26	20	1	8	18	13	6	28	17	1	25	19
	1%	1%	1%	*%	1%	1% a	1% a	1%	1%	1%	*%	1%	1%
Dubsmash	43	22	21	2	3	15	17	6	18	25	2	15	25
	1%	1%	1%	*%	*%	1%	1% b	1%	1%	1%	*%	*%	1%

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

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Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	a	b	c	d	e	a	b	a	b	c
Significance Level: 95%													
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
YouNow	43	26	17	3	3	8	17	12	32	11	3	11	29
	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	*%	*%	1%
							b	abc	b				b
Fruitlab	42	26	16	1	3	16	15	7	26	16	1	18	23
	1%	1%	*%	*%	*%	1%	1%	1%	1%	*%	*%	1%	1%
						ab	ab	a					
Byte	42	23	18	1	2	13	17	9	27	14	1	12	28
	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	*%	*%	1%
						b	ab	ab					b
Dailymotion	41	25	15	2	5	8	17	8	25	16	2	11	26
	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	*%	1%
													b
Imgur	35	20	15	3	3	6	14	9	26	10	3	8	24
	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	*%	1%
								b	b				b
GoBubble	29	19	10	2	5	6	11	6	19	11	2	10	18
	*%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	*%	1%
Momio	29	18	11	*	6	10	7	6	23	6	*	15	14
	*%	1%	*%	*%	*%	1%	*%	1%	1%	*%	*%	*%	1%
						a		a	b				
GROM social	26	16	10	2	1	6	12	5	19	8	2	8	17
	*%	*%	*%	*%	*%	*%	1%	1%	1%	*%	*%	*%	1%
							b	b					
Whisper	25	15	10	1	4	4	11	5	13	12	1	8	16
	*%	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%	1%

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

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Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Child does not have a profile on ANY of these	2092	1006	1087	562	784	558	148	39	1094	998	400	1425	229
	31%	30%	32%	63%	59%	31%	8%	4%	33%	30%	63%	46%	8%
				cde	cde	de	e		b		bc	c	
Don't know	119	58	61	8	14	64	28	6	65	54	6	64	42
	2%	2%	2%	1%	1%	4%	2%	1%	2%	2%	1%	2%	2%
						abde							
SUMMARY													
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	300	130	171	102	94	83	16	6	141	160	80	185	23
	5%	4%	5%	12%	7%	5%	1%	1%	4%	5%	12%	6%	1%
			a	bcde	cde	de					bc	c	
CHILD HAS A PROFILE ON ANY OF THESE	4151	2114	2037	216	441	1071	1585	837	2031	2120	152	1411	2443
	62%	64%	61%	24%	33%	60%	89%	94%	61%	64%	24%	46%	89%
		b			a	ab	abc	abcd				a	ab
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	2082	1087	994	216	441	1071	354	-	1026	1055	152	1411	482
	31%	33%	30%	24%	33%	60%	20%	-%	31%	32%	24%	46%	18%
		b		de	ade	abde	e				c	ac	
Base for stats	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mean number of apps/ sites (out of 27)	1.8	1.8	1.7	.4	.7	1.4	2.9	3.5	1.7	1.9	.4	1.0	3.0
					a	ab	abc	abcd		a		a	ab
Standard deviation	2.28	2.37	2.19	1.14	1.47	1.76	2.49	2.54	2.34	2.22	1.26	1.62	2.52
Standard error	.03	.04	.04	.03	.04	.04	.06	.09	.04	.04	.04	.03	.05
Columns Tested: a,b - a,b,c,d,e - a,b - a,b,c													

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
TikTok	2146	20	28	65	72	250	346	376	558	172	260	1740	217	102	86
	32%	5%	6%	10%	11%	28%	39%	42%	63%	39%	59%	32%	37%	31%	33%
				a	ab	abcd	abcde	abcde	abcdefgi	abcde	abcdefgi		ac		
Instagram	1973	10	14	37	52	128	136	412	566	271	347	1643	172	95	63
	30%	2%	3%	6%	8%	14%	15%	46%	64%	61%	78%	30%	29%	29%	24%
				a	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi	d	d		
Snapchat	1904	14	9	50	57	145	217	341	513	247	313	1513	202	107	82
	29%	3%	2%	7%	9%	16%	24%	38%	58%	56%	71%	28%	34%	32%	31%
				ab	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi		a	a	
YouTube	1899	77	71	131	147	271	215	373	279	192	142	1569	164	92	75
	29%	17%	16%	20%	22%	31%	24%	42%	31%	43%	32%	29%	28%	28%	28%
					b	abcdf	ab	abcdefhj	abcdf	abcdefhj	abcdf				
Facebook	1726	31	12	55	54	164	135	334	401	258	282	1413	159	83	70
	26%	7%	3%	8%	8%	18%	15%	38%	45%	58%	64%	26%	27%	25%	27%
		b		b	b	abcd	abcd	abcdef	abcdefg	abcdefgh	abcdefgh				
Twitter	603	6	4	12	17	51	39	123	145	100	105	492	60	25	25
	9%	1%	1%	2%	3%	6%	4%	14%	16%	22%	24%	9%	10%	8%	9%
						abcd	abc	abcdef	abcdef	abcdefgh	abcdefgh				
Twitch	340	6	2	13	13	44	22	97	56	57	29	272	35	15	17
	5%	1%	*%	2%	2%	5%	3%	11%	6%	13%	7%	5%	6%	5%	6%
					b	abcdf	b	abcdefhj	abcdf	abcdefhj	abcdf				
Pinterest	312	*	1	4	9	19	27	40	127	21	63	259	20	16	17
	5%	*%	*%	1%	1%	2%	3%	4%	14%	5%	14%	5%	3%	5%	6%
					a	abc	abc	abcde	abcdefgi	abcde	abcdefgi				b
Reddit	172	2	1	1	8	18	7	53	28	38	15	136	17	12	8
	3%	1%	*%	*%	1%	2%	1%	6%	3%	9%	3%	2%	3%	4%	3%
						bc		abcdefh	abcdf	abcdefhj	abcdf				

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

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		FEMALE		FEMALE		FEMALE		FEMALE		FEMALE		ENGLAND	SCOTLAND	WALES	N IRELAND
		MALE 3-4	3-4	MALE 5-7	5-7	MALE 8-11	8-11	MALE 12-15	12-15	MALE 16-17	16-17				
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
PopJam	118 2%	5 1%	4 1%	9 1%	10 2%	15 2%	32 4%	13 1%	19 2%	9 2%	3 1%	102 2%	7 1%	4 1%	5 2%
						abcdegj									
Tumblr	78 1%	1 *%	1 *%	2 *%	5 1%	7 1%	4 *%	19 2%	16 2%	14 3%	9 2%	57 1%	13 2%	2 1%	6 2%
						abcdef		abcf		abcdf		abcf		ac	
Vimeo	69 1%	3 1%	1 *%	5 1%	3 *%	11 1%	3 *%	13 1%	13 1%	12 3%	5 1%	58 1%	4 1%	4 1%	4 2%
								f	bf	abcdf					
Monkey	64 1%	1 *%	4 1%	5 1%	6 1%	12 1%	5 1%	10 1%	5 1%	9 2%	7 2%	57 1%	2 *%	3 1%	1 1%
										afh					
YuBo	58 1%	* *%	1 *%	2 *%	2 *%	8 1%	2 *%	11 1%	15 2%	7 2%	10 2%	52 1%	1 *%	2 1%	3 1%
								af	abcdf	abcdf		abcdf		b	
Wink	58 1%	* *%	1 *%	4 1%	3 *%	17 2%	6 1%	7 1%	8 1%	8 2%	3 1%	47 1%	4 1%	2 1%	4 2%
						abcdf				abd					
Triller	46 1%	1 *%	- -%	5 1%	4 1%	2 *%	3 *%	10 1%	12 1%	8 2%	1 *%	41 1%	1 *%	1 *%	3 1%
								be	bef	abefj					b
GoNoodle	45 1%	1 *%	- -%	3 1%	4 1%	13 1%	5 1%	6 1%	7 1%	6 1%	- -%	39 1%	3 1%	1 *%	2 1%
						abj				bj					
Dubsmash	43 1%	1 *%	1 *%	- -%	3 *%	4 *%	11 1%	8 1%	10 1%	6 1%	- -%	40 1%	2 *%	* *%	1 1%
							cj	c	c	cj					
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c,d															

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
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Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
YouNow	43 1%	1 *%	1 *%	2 *%	1 *%	7 1%	1 *%	13 1%	4 *%	8 2%	4 1%	35 1%	2 *%	3 1%	2 1%
								cdf		abcdfh	f				
Fruitlab	42 1%	- -%	1 *%	2 *%	1 *%	10 1%	6 1%	9 1%	6 1%	5 1%	1 *%	34 1%	4 1%	2 *%	2 1%
						ad		d		ad					
Byte	42 1%	1 *%	- -%	- -%	2 *%	9 1%	4 *%	10 1%	7 1%	7 2%	1 *%	36 1%	3 *%	2 1%	1 *%
						bc		bc	c	abcd					
Dailymotion	41 1%	1 *%	1 *%	2 *%	3 *%	5 1%	3 *%	11 1%	6 1%	6 1%	3 1%	35 1%	1 *%	1 *%	3 1%
										cf					bc
Imgur	35 1%	2 *%	1 *%	2 *%	1 *%	4 *%	2 *%	9 1%	4 1%	8 2%	1 *%	28 1%	4 1%	2 1%	1 *%
								d		abcdefhj					
GoBubble	29 *%	1 *%	1 *%	2 *%	3 *%	5 1%	1 *%	5 1%	6 1%	6 1%	- -%	24 *%	1 *%	2 1%	2 1%
										fj					b
Momio	29 *%	* *%	- -%	5 1%	1 *%	9 1%	2 *%	5 1%	2 *%	5 1%	1 *%	26 *%	1 *%	1 *%	1 1%
						b				b					
GROM social	26 *%	1 *%	1 *%	* *%	1 *%	5 1%	2 *%	7 1%	4 *%	5 1%	- -%	21 *%	1 *%	2 1%	2 1%
										cdfj					
Whisper	25 *%	- -%	1 *%	- -%	4 1%	2 *%	2 *%	6 1%	5 1%	5 1%	- -%	20 *%	1 *%	2 1%	2 1%
										acj					b

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

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QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Child does not have a profile on ANY of these	2092	279	283	389	395	299	260	98	49	29	10	1718	183	107	84
	31%	63%	64%	58%	59%	34%	29%	11%	6%	7%	2%	31%	31%	32%	32%
		efghij	efghij	efghij	efghij	ghij	ghij	hij	j	j					
Don't know	119	3	5	7	6	35	29	18	9	1	4	100	10	6	2
	2%	1%	1%	1%	1%	4%	3%	2%	1%	0%	1%	2%	2%	2%	1%
						abcdghij	abcdhij	i							
SUMMARY															
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	300	46	56	46	48	35	48	9	6	4	2	246	24	15	15
	5%	10%	13%	7%	7%	4%	5%	1%	1%	1%	0%	4%	4%	5%	6%
		efghij	cdefghij	efghij	efghij	ghij	ghij								
CHILD HAS A PROFILE ON ANY OF THESE	4151	116	100	224	216	519	552	762	823	409	428	3412	376	201	162
	62%	26%	22%	34%	32%	58%	62%	86%	93%	92%	96%	62%	63%	61%	61%
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi				
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	2082	116	100	224	216	519	552	167	187	-	-	1710	193	100	79
	31%	26%	22%	34%	32%	58%	62%	19%	21%	0%	0%	31%	32%	30%	30%
		gij	ij	abghij	abghij	abcdghij	abcdghij	ij	ij						
Base for stats	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mean number of apps/ sites (out of 27)	1.8	.4	.4	.6	.7	1.4	1.4	2.6	3.2	3.4	3.6	1.8	1.9	1.8	1.9
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh				
Standard deviation	2.28	1.01	1.26	1.16	1.72	1.86	1.65	2.64	2.30	3.03	1.92	2.28	2.15	2.22	2.71
Standard error	.03	.04	.05	.04	.06	.06	.06	.09	.08	.15	.10	.04	.07	.07	.10

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 28

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
TikTok	2146	1931	215	649	440	494	549	1089	1043	473	1583	687	922	342
	32%	33%	25%	35%	27%	35%	32%	31%	33%	38%	31%	34%	33%	31%
		b		be		be	b	b	b	b				
Instagram	1973	1757	216	693	414	426	433	1107	859	447	1459	578	844	379
	30%	30%	25%	37%	25%	30%	25%	32%	27%	36%	29%	29%	30%	34%
		b		bcdef		bd		bdf		b				ab
Snapchat	1904	1680	224	575	420	419	485	995	904	435	1398	613	795	310
	29%	29%	26%	31%	26%	30%	28%	28%	29%	35%	27%	30%	28%	28%
				b		b			b	b				
YouTube	1899	1705	194	595	441	396	458	1036	854	467	1345	603	795	323
	29%	29%	22%	32%	27%	28%	26%	30%	27%	38%	26%	30%	28%	29%
		b		bdf				d		b				
Facebook	1726	1536	190	590	351	389	387	941	776	401	1243	492	767	306
	26%	26%	22%	32%	21%	28%	22%	27%	25%	32%	24%	24%	27%	28%
		b		bcdef		bd		bd	b	b				
Twitter	603	554	48	259	110	111	120	368	231	165	402	161	268	123
	9%	10%	6%	14%	7%	8%	7%	11%	7%	13%	8%	8%	9%	11%
		b		bcdef				bcdf		b				a
Twitch	340	322	18	131	69	77	59	200	136	105	219	95	146	65
	5%	6%	2%	7%	4%	5%	3%	6%	4%	8%	4%	5%	5%	6%
		b		bdf		d		bdf		b				
Pinterest	312	283	30	142	64	60	43	205	103	85	214	85	121	71
	5%	5%	3%	8%	4%	4%	2%	6%	3%	7%	4%	4%	4%	6%
				bcdef	d	d		bdf		b				ab
Reddit	172	154	18	81	29	23	38	110	61	39	121	39	68	43
	3%	3%	2%	4%	2%	2%	2%	3%	2%	3%	2%	2%	2%	4%
				bcdef				bcd						ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 28

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QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
PopJam	118 2%	105 2%	13 2%	46 2% bcf	21 1%	17 1%	31 2%	67 2%	48 2%	28 2%	85 2%	36 2%	53 2%	20 2%
Tumblr	78 1%	73 1%	5 1%	46 2% bcd	14 1%	8 1%	10 1%	60 2% bcd	18 1%	24 2% b	52 1%	18 1%	33 1%	24 2% ab
Vimeo	69 1%	58 1%	11 1%	40 2% bcd	8 *%	15 1% d	6 *%	48 1% b	21 1%	20 2% b	43 1%	13 1%	40 1% a	12 1%
Monkey	64 1%	63 1% b	1 *%	30 2% b	9 1%	16 1%	10 1%	39 1%	26 1%	21 2% b	40 1%	19 1%	30 1%	10 1%
YuBo	58 1%	56 1% b	1 *%	20 1%	9 1%	18 1% b	10 1%	28 1%	28 1%	17 1% b	36 1%	13 1%	28 1%	10 1%
Wink	58 1%	53 1%	5 1%	34 2% b	4 *%	15 1% b	4 *%	38 1% b	20 1%	16 1%	39 1%	12 1%	24 1%	16 1% a
Triller	46 1%	44 1%	2 *%	28 2% b	4 *%	10 1%	4 *%	32 1% b	14 *%	9 1%	29 1%	12 1%	17 1%	13 1%
GoNoodle	45 1%	40 1%	5 1%	29 2% bcd	8 *%	6 *%	3 *%	36 1% d	9 *%	14 1%	29 1%	14 1%	24 1%	4 *%
Dubsmash	43 1%	40 1%	3 *%	27 1% bcd	4 *%	5 *%	7 *%	32 1% b	12 *%	12 1%	25 *%	7 *%	17 1%	12 1% a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
YouNow	43 1%	39 1%	4 *%	28 1% bcdf	9 1% d	5 *%	1 *%	37 1% cdf	6 *%	7 1%	30 1%	8 *%	18 1%	11 1%
Fruitlab	42 1%	40 1%	1 *%	29 2% bcdf	5 *%	4 *%	4 *%	34 1% bcdf	8 *%	8 1%	30 1%	10 *%	23 1%	7 1%
Byte	42 1%	42 1% b	- -%	27 1% bcdf	4 *%	7 1%	2 *%	31 1% bdf	9 *%	13 1%	27 1%	11 1%	19 1%	9 1%
Dailymotion	41 1%	39 1%	1 *%	27 1% bcdf	2 *%	8 1%	3 *%	30 1% bdf	11 *%	10 1%	28 1%	8 *%	21 1%	9 1%
Imgur	35 1%	33 1%	2 *%	22 1% bcdf	7 *%	5 *%	2 *%	29 1% df	7 *%	9 1%	23 *%	6 *%	17 1%	9 1%
GoBubble	29 *%	25 *%	4 *%	19 1% bcdf	1 *%	4 *%	5 *%	20 1% b	9 *%	10 1%	18 *%	5 *%	16 1%	5 *%
Momio	29 *%	28 *%	1 *%	20 1% bdf	3 *%	6 *% d	1 *%	23 1% bdf	7 *%	5 *%	22 *%	6 *%	12 *%	7 1%
GROM social	26 *%	25 *%	1 *%	15 1% df	6 *%	3 *%	2 *%	21 1% df	5 *%	6 *%	17 *%	3 *%	16 1%	6 1%
Whisper	25 *%	25 *%	- -%	17 1% bcdf	3 *%	4 *%	1 *%	20 1% df	5 *%	4 *%	20 *%	6 *%	15 1%	3 *%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

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QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Child does not have a profile on ANY of these	2092	1780	312	461	597	421	609	1058	1030	300	1726	654	857	329
	31%	31%	36%	25%	37%	30%	35%	30%	33%	24%	34%	32%	30%	30%
			a		acef	a	ace	a	ae		a			
Don't know	119	94	25	24	31	20	43	55	63	10	89	34	47	12
	2%	2%	3%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%
			a				ae				a			
SUMMARY														
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	300	230	71	75	79	59	81	154	139	28	242	79	113	53
	5%	4%	8%	4%	5%	4%	5%	4%	4%	2%	5%	4%	4%	5%
			a								a			
CHILD HAS A PROFILE ON ANY OF THESE	4151	3692	459	1305	928	899	999	2233	1898	900	3058	1256	1803	708
	62%	64%	53%	70%	57%	64%	58%	64%	61%	73%	60%	62%	64%	64%
		b		bcdef		bdf		bdf	b	b				
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	2082	1880	201	670	482	411	507	1152	918	424	1541	655	913	333
	31%	32%	23%	36%	29%	29%	29%	33%	29%	34%	30%	32%	32%	30%
		b		bcd				bcd		b				
Base for stats	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Mean number of apps/ sites (out of 27)	1.8	1.9	1.4	2.3	1.5	1.8	1.5	1.9	1.7	2.3	1.7	1.8	1.8	1.9
		b		bcdef		bdf		bdf	bd	b				a
Standard deviation	2.28	2.32	1.95	2.76	1.96	2.23	1.91	2.45	2.06	2.33	2.22	2.12	2.30	2.44
Standard error	.03	.03	.07	.06	.05	.06	.05	.04	.04	.07	.03	.05	.04	.07
Columns Tested: a,b - a,b,c,d,e,f - a,b - a,b,c														

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

QP21/ QC21. Thinking across all the sites/ apps you said your child has a profile on, broadly speaking which one of these statements best applies? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-12) (SINGLE CODE)

Base : Those whose child aged 3-12 has any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	~e	a	b	a	b	c
Unweighted total	2043	1096	947	265	483	986	309	-	1012	1031	188	1413	408
Effective Weighted Sample	1535	781	755	164	353	779	243	-	752	782	115	1070	328
Total	2082	1087	994	216	441	1071	354	-	1026	1055	152	1411	482
My child set up these profiles themself	644	340	304	27	80	352	186	**	331	313	16	371	248
	31%	31%	31%	12%	18%	33% ab	52% abc	**	32%	30%	10%	26% a	52% ab
My child set up these profiles with help from someone else	837	428	409	77	170	454	136	**	413	423	55	581	184
	40%	39%	41%	36%	39%	42%	38%	**	40%	40%	36%	41%	38%
Someone else set up these profiles for my child	533	287	246	102	173	234	25	**	256	277	73	409	42
	26%	26%	25%	47% cd	39% cd	22% d	7%	**	25%	26%	48% bc	29% c	9%
Don't know	68	33	35	11	17	32	8	**	26	42	8	51	8
	3%	3%	4%	5%	4%	3%	2%	**	3%	4%	5% c	4%	2%

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

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

QP21/ QC21. Thinking across all the sites/ apps you said your child has a profile on, broadly speaking which one of these statements best applies? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-12) (SINGLE CODE)

Base : Those whose child aged 3-12 has any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	a	b	c	d
Unweighted total	2043	138	127	245	238	484	502	145	164	-	-	1235	306	274	228
Effective Weighted Sample	1535	85	79	176	177	377	402	115	127	-	-	1115	279	260	214
Total	2082	116	100	224	216	519	552	167	187	-	-	1710	193	100	79
My child set up these profiles themself	644	12	15	41	39	187	165	90	96	**	**	538	50	32	25
	31%	11%	15%	18%	18%	36%	30%	54%	51%	**	**	31%	26%	32%	31%
						abcd	abcd	abcdef	abcdef						
My child set up these profiles with help from someone else	837	49	28	87	83	219	235	59	77	**	**	699	72	38	27
	40%	42%	28%	39%	39%	42%	42%	35%	41%	**	**	41%	37%	38%	35%
						b	b								
Someone else set up these profiles for my child	533	54	47	87	86	102	132	13	12	**	**	414	66	28	24
	26%	47%	48%	39%	40%	20%	24%	8%	6%	**	**	24%	34%	28%	30%
		efgh	efgh	efgh	efgh	gh	gh						a		
Don't know	68	1	10	9	9	11	21	5	2	**	**	59	5	1	3
	3%	1%	10%	4%	4%	2%	4%	3%	1%	**	**	3%	2%	1%	4%
			aefh												

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

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

QP21/ QC21. Thinking across all the sites/ apps you said your child has a profile on, broadly speaking which one of these statements best applies? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-12) (SINGLE CODE)

Base : Those whose child aged 3-12 has any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2043	1833	210	670	484	399	483	1154	882	418	1518	647	891	334
Effective Weighted Sample	1535	1383	152	506	359	298	366	865	664	314	1144	481	674	253
Total	2082	1880	201	670	482	411	507	1152	918	424	1541	655	913	333
My child set up these profiles themself	644	594	50	254	138	116	134	392	250	140	464	187	292	117
	31%	32%	25%	38%	29%	28%	26%	34%	27%	33%	30%	29%	32%	35%
				bcd				d						
My child set up these profiles with help from someone else	837	751	86	273	186	169	207	459	376	188	613	269	376	129
	40%	40%	43%	41%	39%	41%	41%	40%	41%	44%	40%	41%	41%	39%
Someone else set up these profiles for my child	533	474	58	132	139	116	142	271	258	94	409	180	224	81
	26%	25%	29%	20%	29%	28%	28%	24%	28%	22%	27%	27%	24%	24%
				a	a	a	a	a	ae					
Don't know	68	61	7	11	18	11	24	30	34	2	55	19	22	5
	3%	3%	3%	2%	4%	3%	5%	3%	4%	2%	4%	3%	2%	1%
				a	a	a	a	a	a		a			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 30

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

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Netflix	5370	2627	2743	678	981	1443	1484	784	2605	2764	485	2402	2325
	81%	79%	82%	76%	74%	81%	84%	88%	78%	83%	76%	78%	85%
			a			ab	ab	abcd		a			ab
Disney+	3538	1711	1828	536	776	989	839	399	1628	1910	369	1792	1282
	53%	52%	54%	60%	58%	56%	47%	45%	49%	57%	58%	58%	47%
				cde	de	de				a	c	c	
Amazon Prime Video	3155	1555	1601	363	603	817	895	478	1563	1593	254	1418	1411
	47%	47%	48%	41%	45%	46%	50%	54%	47%	48%	40%	46%	52%
						a	abc	abc				a	ab
NOW TV	827	399	428	85	144	214	245	140	420	407	61	346	396
	12%	12%	13%	10%	11%	12%	14%	16%	13%	12%	10%	11%	14%
							ab	abc					ab
Apple TV +	482	248	234	26	62	123	184	86	243	239	21	170	278
	7%	7%	7%	3%	5%	7%	10%	10%	7%	7%	3%	6%	10%
						ab	abc	abc				a	ab
Britbox	254	144	110	12	36	73	93	40	135	119	12	96	142
	4%	4%	3%	1%	3%	4%	5%	4%	4%	4%	2%	3%	5%
		b			a	a	ab	ab					ab
Crunchyroll	237	134	103	15	24	65	88	44	128	110	11	80	138
	4%	4%	3%	2%	2%	4%	5%	5%	4%	3%	2%	3%	5%
						ab	ab	ab					ab
Hayu	166	89	77	13	24	40	53	36	84	82	11	57	88
	2%	3%	2%	1%	2%	2%	3%	4%	3%	2%	2%	2%	3%
							a	abc					b
Any other paid-for on-demand television services	71	41	30	7	11	25	26	3	28	43	4	38	28
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						e	e						

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

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

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
No - they do not watch any of these	479	253	226	92	121	108	124	34	271	207	71	234	160
	7%	8%	7%	10%	9%	6%	7%	4%	8%	6%	11%	8%	6%
				cde	ce	e	e		b		bc	c	
Don't know	32	16	16	6	8	11	7	-	11	21	5	18	6
	*%	*%	*%	1%	1%	1%	*%	-%	*%	1%	1%	1%	*%
				e	e	e					c	c	

SUMMARY

CHILD WATCHES ANY OF THESE SVOD SERVICES

	6151	3038	3114	791	1203	1657	1646	855	3048	3103	561	2833	2571
	92%	92%	93%	89%	90%	93%	93%	96%	92%	93%	88%	92%	94%
						ab	ab	abcd		a		a	ab
Base for stats	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mean number of services (out of 9)	2.1	2.1	2.1	2.0	2.0	2.1	2.2	2.3	2.1	2.2	1.9	2.1	2.2
						ab	ab	abc		a		a	ab
Standard deviation	1.25	1.27	1.22	1.17	1.19	1.22	1.30	1.32	1.27	1.22	1.20	1.19	1.31
Standard error	.02	.02	.02	.03	.03	.03	.03	.05	.02	.02	.04	.02	.03

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 30

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

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Netflix	5370	343	334	482	498	715	728	694	790	371	414	4381	482	282	224
	81%	77%	75%	72%	75%	81%	82%	78%	89%	83%	93%	80%	81%	86%	85%
						cd	bcd	c	abcdefgi	abcdg	abcdefghi			ab	a
Disney+	3538	254	281	357	419	473	516	368	471	176	223	2866	340	184	148
	53%	57%	63%	54%	63%	53%	58%	41%	53%	40%	50%	52%	57%	56%	56%
		gi	ceghij	gi	ceghij	gi	gij		gi		gi		a		
Amazon Prime Video	3155	185	178	301	301	405	412	422	473	249	229	2590	283	156	127
	47%	42%	40%	45%	45%	46%	46%	47%	53%	56%	51%	47%	48%	47%	48%
							b	b	abcdefg	abcdefg	ab				
NOW TV	827	39	45	71	73	120	94	118	126	72	68	677	65	53	33
	12%	9%	10%	11%	11%	13%	11%	13%	14%	16%	15%	12%	11%	16%	12%
						a		a	a	abcdf	abcdf			ab	
Apple TV +	482	11	15	24	38	68	56	89	95	51	35	414	31	23	14
	7%	2%	3%	4%	6%	8%	6%	10%	11%	11%	8%	8%	5%	7%	5%
					a	abc	abc	abcdf	abcdf	abcdef	abc	bd			
Britbox	254	6	6	14	22	47	26	46	48	22	17	213	19	13	9
	4%	1%	1%	2%	3%	5%	3%	5%	5%	5%	4%	4%	3%	4%	4%
						abcf		abcf	abcf	abc	ab				
Crunchyroll	237	6	9	15	9	37	28	42	47	28	17	208	12	7	10
	4%	1%	2%	2%	1%	4%	3%	5%	5%	6%	4%	4%	2%	2%	4%
						ad	d	abcd	abcd	abcdf	ad	bc			c
Hayu	166	8	5	12	12	21	19	24	29	20	17	134	14	9	9
	2%	2%	1%	2%	2%	2%	2%	3%	3%	4%	4%	2%	2%	3%	4%
									b	abcdf	b				
Any other paid-for on-demand television services	71	4	3	4	7	9	17	10	15	2	1	58	10	3	*
	1%	1%	1%	1%	1%	1%	2%	1%	2%	*%	*%	1%	2%	1%	*%
							cj		j			d	d		

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

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

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
No - they do not watch any of these	479	43	49	61	60	62	46	90	35	16	18	412	34	17	16
	7%	10%	11%	9%	9%	7%	5%	10%	4%	4%	4%	8%	6%	5%	6%
		fhij	efhij	fhij	fhij	hi		efhij				c			
Don't know	32	1	5	2	6	4	8	5	2	-	-	26	4	1	1
	*%	*%	1%	*%	1%	*%	1%	1%	*%	-%	-%	*%	1%	*%	*%
SUMMARY															
CHILD WATCHES ANY OF THESE SVOD SERVICES	6151	401	390	603	600	823	834	794	852	428	427	5037	555	312	247
	92%	90%	88%	90%	90%	93%	94%	89%	96%	96%	96%	92%	94%	95%	94%
						bg	abcdg		abcdeg	abcdeg	abcdeg			a	
Base for stats	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mean number of services (out of 9)	2.1	1.9	2.0	1.9	2.1	2.1	2.1	2.0	2.4	2.2	2.3	2.1	2.1	2.2	2.2
					ac	abc	abc		abcdefg	abcg	abcdefg			a	
Standard deviation	1.25	1.14	1.21	1.11	1.26	1.27	1.17	1.34	1.23	1.43	1.20	1.25	1.15	1.25	1.30
Standard error	.02	.05	.05	.04	.05	.04	.04	.05	.04	.07	.06	.02	.04	.04	.05

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

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

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Netflix	5370	4690	680	1496	1319	1145	1392	2814	2537	1029	4109	1661	2269	885
	81%	81%	79%	80%	81%	82%	80%	80%	81%	83%	80%	82%	80%	80%
Disney+	3538	3125	413	1070	867	703	884	1937	1587	696	2698	1106	1489	615
	53%	54%	48%	57%	53%	50%	51%	55%	51%	56%	53%	55%	53%	56%
		b		bcd				d						
Amazon Prime Video	3155	2740	416	1036	805	619	687	1841	1306	634	2404	918	1345	638
	47%	47%	48%	56%	49%	44%	40%	53%	42%	51%	47%	45%	48%	58%
				bcd	d			bcd		b				ab
NOW TV	827	727	100	265	171	176	208	437	384	209	581	279	346	139
	12%	13%	12%	14%	10%	13%	12%	12%	12%	17%	11%	14%	12%	13%
				b						b				
Apple TV +	482	449	33	269	89	81	44	358	124	116	337	111	203	128
	7%	8%	4%	14%	5%	6%	3%	10%	4%	9%	7%	5%	7%	12%
		b		bcde	d	d		bcd	d	b			a	ab
Britbox	254	233	21	138	38	42	37	176	78	67	169	63	118	57
	4%	4%	2%	7%	2%	3%	2%	5%	3%	5%	3%	3%	4%	5%
				bcde				bcd		b				a
Crunchyroll	237	223	15	114	43	40	38	157	78	76	141	90	91	40
	4%	4%	2%	6%	3%	3%	2%	4%	3%	6%	3%	4%	3%	4%
		b		bcde				bcd		b				
Hayu	166	161	5	95	21	30	20	116	50	57	97	49	74	35
	2%	3%	1%	5%	1%	2%	1%	3%	2%	5%	2%	2%	3%	3%
		b		bcde				b		b				
Any other paid-for on-demand television services	71	61	11	23	15	15	18	39	33	9	63	20	32	15
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
No - they do not watch any of these	479	389	90	87	115	99	175	202	274	66	394	150	193	58
	7%	7%	10%	5%	7%	7%	10%	6%	9%	5%	8%	7%	7%	5%
			a		a	a	abce		ae		a	c		
Don't know	32	26	6	1	5	12	10	6	22	6	13	8	5	2
	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%
						ae	ae		ae					
SUMMARY														
CHILD WATCHES ANY OF THESE SVOD SERVICES	6151	5381	770	1777	1515	1288	1547	3292	2835	1166	4708	1864	2622	1041
	92%	93%	89%	95%	93%	92%	89%	94%	91%	94%	92%	92%	93%	95%
		b		bcd	d	d		cd		b				a
Base for stats	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Mean number of services (out of 9)	2.1	2.1	2.0	2.4	2.1	2.0	1.9	2.2	2.0	2.3	2.1	2.1	2.1	2.3
		b		bcde	d	d		bcde		b				ab
Standard deviation	1.25	1.26	1.16	1.38	1.15	1.20	1.16	1.29	1.18	1.27	1.22	1.22	1.24	1.28
Standard error	.02	.02	.04	.03	.03	.03	.03	.02	.02	.04	.02	.03	.02	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 31

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6136	3055	3081	955	1378	1572	1484	747	3115	3021	669	3022	2273
Effective Weighted Sample	4660	2217	2452	578	1011	1255	1169	669	2349	2311	396	2268	1866
Total	6177	3072	3105	717	1228	1717	1682	833	3152	3025	489	2918	2593
Creative and building games (e.g. Roblox, Minecraft)	3043 49%	1460 48%	1582 51% a	262 37%	677 55% ade	981 57% ade	796 47% ae	327 39%	1540 49%	1503 50%	173 35%	1607 55% ac	1196 46% a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	2324 38%	1175 38%	1148 37%	59 8%	284 23% a	759 44% ab	854 51% abce	368 44% ab	1416 45% b	907 30%	29 6%	962 33% a	1262 49% ab
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2131 34%	1088 35%	1043 34%	169 24%	458 37% a	647 38% ad	561 33% a	296 36% a	1265 40% b	866 29%	99 20%	1086 37% a	889 34% a
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1995 32%	1011 33%	984 32%	120 17%	342 28% a	636 37% ab	624 37% ab	273 33% ab	880 28%	1115 37% a	74 15%	934 32% a	938 36% ab
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1990 32%	980 32%	1010 33%	226 32%	377 31%	575 33%	530 32%	282 34%	701 22%	1289 43% a	160 33%	942 32%	819 32%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	1616 26%	847 28% b	770 25%	47 7%	149 12% a	406 24% ab	635 38% abc	379 45% abcd	1187 38% b	430 14%	31 6%	498 17% a	1021 39% ab

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6136	3055	3081	955	1378	1572	1484	747	3115	3021	669	3022	2273
Effective Weighted Sample	4660	2217	2452	578	1011	1255	1169	669	2349	2311	396	2268	1866
Total	6177	3072	3105	717	1228	1717	1682	833	3152	3025	489	2918	2593
Sports (e.g. FIFA, NBA, Rocket League)	1532	792	740	58	173	451	580	269	1164	368	37	573	886
	25%	26%	24%	8%	14%	26%	34%	32%	37%	12%	8%	20%	34%
					a	ab	abc	abc	b			a	ab
Playing against one other person (e.g. Words with Friends, Online chess)	1286	671	614	43	122	418	474	227	702	583	24	498	727
	21%	22%	20%	6%	10%	24%	28%	27%	22%	19%	5%	17%	28%
					a	ab	abc	ab	b			a	ab
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	1209	623	586	80	216	426	331	157	408	801	50	619	507
	20%	20%	19%	11%	18%	25%	20%	19%	13%	26%	10%	21%	20%
					a	abde	a	a		a		a	a
Simulation experience (e.g. flying a plane)	838	433	406	90	155	224	243	127	529	310	60	365	391
	14%	14%	13%	13%	13%	13%	14%	15%	17%	10%	12%	12%	15%
									b				b
Other type of games	253	133	120	126	68	26	12	21	113	139	90	124	33
	4%	4%	4%	18%	6%	2%	1%	3%	4%	5%	18%	4%	1%
				bcd	cde			d			bc	c	
Don't know	124	65	59	41	33	29	9	12	53	71	31	65	20
	2%	2%	2%	6%	3%	2%	1%	1%	2%	2%	6%	2%	1%
				bcd	d	d		d			bc	c	
Base for stats	6177	3072	3105	717	1228	1717	1682	833	3152	3025	489	2918	2593
Mean number of types (out of 11)	2.9	3.0	2.9	1.8	2.5	3.2	3.4	3.3	3.1	2.7	1.7	2.8	3.3
		b			a	ab	ab	ab	b			a	ab
Standard deviation	1.94	1.99	1.90	1.34	1.64	1.99	1.99	2.07	1.99	1.88	1.33	1.85	2.02
Standard error	.02	.04	.03	.04	.04	.05	.05	.08	.04	.03	.05	.03	.04

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6136	470	485	683	695	802	770	773	711	387	360	3805	879	808	644
Effective Weighted Sample	4660	276	303	495	518	637	619	601	568	348	321	3414	784	652	513
Total	6177	355	362	624	604	869	848	867	815	436	396	5071	558	306	241
Creative and building games (e.g. Roblox, Minecraft)	3043	141	121	340	337	497	484	395	401	167	160	2461	293	161	128
	49%	40%	33%	54%	56%	57%	57%	46%	49%	38%	40%	49%	52%	52%	53%
				abgij	abghij	abghij	abghij	bi	abij				a		
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	2324	36	23	184	100	431	327	520	334	245	123	1895	229	108	92
	38%	10%	6%	29%	17%	50%	39%	60%	41%	56%	31%	37%	41%	35%	38%
				abd	ab	abcdfhj	abcdj	abcdfhj	abcdj	abcdfhj	abd		c		
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2131	105	64	264	194	393	255	321	241	183	113	1747	189	98	97
	34%	30%	18%	42%	32%	45%	30%	37%	30%	42%	28%	34%	34%	32%	40%
		b		abdfhj	b	abdfghj	b	abfhj	b	abdfhj	b				abc
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1995	50	70	139	203	292	344	282	342	118	155	1623	187	103	82
	32%	14%	19%	22%	34%	34%	41%	32%	42%	27%	39%	32%	33%	34%	34%
				a	abci	abci	abcdegi	abc	abcdegi	ab	abcgi				
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1990	101	125	143	235	202	373	170	360	86	196	1651	179	84	76
	32%	28%	35%	23%	39%	23%	44%	20%	44%	20%	50%	33%	32%	27%	32%
		gi	cegi		acegi		abcegi		abcegi		abcegi	c	c		
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	1616	33	14	108	41	303	103	462	174	281	98	1343	124	87	63
	26%	9%	4%	17%	7%	35%	12%	53%	21%	64%	25%	26%	22%	28%	26%
		b		abdf		abcdfhj	bd	abcdfhj	abdf	abcdefghj	abcdf	b		b	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 31

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6136	470	485	683	695	802	770	773	711	387	360	3805	879	808	644
Effective Weighted Sample	4660	276	303	495	518	637	619	601	568	348	321	3414	784	652	513
Total	6177	355	362	624	604	869	848	867	815	436	396	5071	558	306	241
Sports (e.g. FIFA, NBA, Rocket League)	1532	42	15	128	46	346	105	436	145	213	57	1280	133	69	51
	25%	12%	4%	20%	8%	40%	12%	50%	18%	49%	14%	25%	24%	23%	21%
		bd		abdfj		abcdfhj	bd	abcdefhj	abdf	abcdefhj	bd	d			
Playing against one other person (e.g. Words with Friends, Online chess)	1286	23	20	59	64	222	196	267	207	131	96	1077	106	57	45
	21%	7%	5%	9%	11%	26%	23%	31%	25%	30%	24%	21%	19%	19%	19%
				b	b	abcd	abcd	abcdefhj	abcd	abcdf	abcd				
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	1209	35	45	88	128	155	271	87	244	44	113	1005	94	58	52
	20%	10%	12%	14%	21%	18%	32%	10%	30%	10%	29%	20%	17%	19%	22%
				g	abcgi	abgi	abcdegi		abcdegi		abcdegi				b
Simulation experience (e.g. flying a plane)	838	53	37	90	65	141	83	163	79	82	46	710	59	44	25
	14%	15%	10%	14%	11%	16%	10%	19%	10%	19%	12%	14%	11%	14%	10%
		fh		fh		bdfh		bdfhj		bdfhj		bd		bd	
Other type of games	253	49	76	32	36	14	12	7	5	10	11	203	22	18	10
	4%	14%	21%	5%	6%	2%	1%	1%	1%	2%	3%	4%	4%	6%	4%
		cdefghij	acdefghij	efghi	efghij					h	gh			a	
Don't know	124	18	23	14	19	15	14	3	6	2	10	99	13	8	4
	2%	5%	6%	2%	3%	2%	2%	1%	1%	1%	3%	2%	2%	3%	2%
		cefg	cdefghij	ghi	ghi	g	g				ghi				
Base for stats	6177	355	362	624	604	869	848	867	815	436	396	5071	558	306	241
Mean number of types (out of 11)	2.9	1.9	1.7	2.5	2.4	3.4	3.0	3.6	3.1	3.6	2.9	3.0	2.9	2.9	3.0
		b		ab	ab	abcdfhj	abcd	abcdfhj	abcd	abcdfhj	abcd				
Standard deviation	1.94	1.41	1.26	1.59	1.68	2.04	1.92	2.00	1.93	2.10	1.99	1.96	1.80	1.96	1.93
Standard error	.02	.07	.06	.06	.06	.07	.07	.07	.07	.11	.10	.03	.06	.07	.08

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6136	5361	775	1752	1620	1259	1487	3372	2746	1163	4724	1881	2617	1025
Effective Weighted Sample	4660	4096	565	1337	1216	957	1143	2552	2100	891	3581	1412	2012	774
Total	6177	5387	789	1738	1521	1312	1584	3259	2896	1171	4733	1897	2645	996
Creative and building games (e.g. Roblox, Minecraft)	3043 49%	2636 49%	407 52%	796 46%	793 52%	655 50%	790 50%	1589 49%	1444 50%	624 53%	2327 49%	945 50%	1299 49%	481 48%
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	2324 38%	2039 38%	285 36%	668 38%	548 36%	478 36%	623 39%	1215 37%	1101 38%	482 41%	1758 37%	726 38%	963 36%	392 39%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	2131 34%	1903 35%	228 29%	664 38%	508 33%	452 34%	497 31%	1172 36%	949 33%	423 36%	1645 35%	622 33%	932 35%	373 37%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1995 32%	1710 32%	285 36%	604 35%	506 33%	395 30%	483 31%	1111 34%	878 30%	423 36%	1513 32%	601 32%	859 32%	358 36%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1990 32%	1747 32%	243 31%	580 33%	481 32%	441 34%	482 30%	1061 33%	923 32%	379 32%	1533 32%	629 33%	827 31%	333 33%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	1616 26%	1435 27%	182 23%	503 29%	369 24%	354 27%	386 24%	872 27%	740 26%	361 31%	1191 25%	489 26%	696 26%	275 28%

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6136	5361	775	1752	1620	1259	1487	3372	2746	1163	4724	1881	2617	1025
Effective Weighted Sample	4660	4096	565	1337	1216	957	1143	2552	2100	891	3581	1412	2012	774
Total	6177	5387	789	1738	1521	1312	1584	3259	2896	1171	4733	1897	2645	996
Sports (e.g. FIFA, NBA, Rocket League)	1532	1376	156	559	335	322	313	895	635	246	1225	401	686	314
	25%	26%	20%	32%	22%	25%	20%	27%	22%	21%	26%	21%	26%	32%
		b		bcdef		d		bdf			a		a	ab
Playing against one other person (e.g. Words with Friends, Online chess)	1286	1160	126	420	280	276	308	700	584	258	968	406	512	215
	21%	22%	16%	24%	18%	21%	19%	21%	20%	22%	20%	21%	19%	22%
		b		bdf				b						
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	1209	1054	155	408	285	242	270	693	512	264	889	391	481	211
	20%	20%	20%	23%	19%	18%	17%	21%	18%	23%	19%	21%	18%	21%
				bcdf				df		b				
Simulation experience (e.g. flying a plane)	838	752	87	310	209	157	160	519	317	172	627	234	358	168
	14%	14%	11%	18%	14%	12%	10%	16%	11%	15%	13%	12%	14%	17%
				bcdf	df			cdf						ab
Other type of games	253	214	38	50	65	40	96	115	136	42	201	83	97	41
	4%	4%	5%	3%	4%	3%	6%	4%	5%	4%	4%	4%	4%	4%
							abce		ace					
Don't know	124	108	16	12	31	14	63	43	78	21	83	44	40	8
	2%	2%	2%	1%	2%	1%	4%	1%	3%	2%	2%	2%	2%	1%
					a		abcef		ace			c		
Base for stats	6177	5387	789	1738	1521	1312	1584	3259	2896	1171	4733	1897	2645	996
Mean number of types (out of 11)	2.9	3.0	2.8	3.2	2.9	2.9	2.8	3.1	2.8	3.1	2.9	2.9	2.9	3.2
		b		bcdef				bcdf		b				ab
Standard deviation	1.94	1.97	1.75	2.08	1.87	1.88	1.88	1.99	1.88	1.95	1.93	1.92	1.88	2.08
Standard error	.02	.03	.06	.05	.05	.05	.05	.03	.04	.06	.03	.04	.04	.07

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

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

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6136	3055	3081	955	1378	1572	1484	747	3115	3021	669	3022	2273
Effective Weighted Sample	4660	2217	2452	578	1011	1255	1169	669	2349	2311	396	2268	1866
Total	6177	3072	3105	717	1228	1717	1682	833	3152	3025	489	2918	2593
Yes	3888	1976	1912	160	504	1230	1344	650	2194	1694	107	1611	2054
	63%	64%	62%	22%	41%	72%	80%	78%	70%	56%	22%	55%	79%
					a	ab	abc	abc	b			a	ab
No	2207	1050	1157	548	705	451	327	176	924	1283	376	1252	520
	36%	34%	37%	76%	57%	26%	19%	21%	29%	42%	77%	43%	20%
			a	bcde	cde	de				a	bc	c	
Don't know	81	46	36	9	19	36	11	7	34	47	5	55	18
	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%
					d	de						c	

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

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

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6136	470	485	683	695	802	770	773	711	387	360	3805	879	808	644
Effective Weighted Sample	4660	276	303	495	518	637	619	601	568	348	321	3414	784	652	513
Total	6177	355	362	624	604	869	848	867	815	436	396	5071	558	306	241
Yes	3888	86	74	287	217	671	559	758	586	392	258	3215	340	188	146
	63%	24%	21%	46%	36%	77%	66%	87%	72%	90%	65%	63%	61%	61%	60%
				abd	ab	abcdfhj	abcd	abcdefhj	abcdfj	abcdefhj	abcd				
No	2207	266	282	327	378	186	264	103	224	41	135	1795	209	114	90
	36%	75%	78%	52%	63%	21%	31%	12%	27%	9%	34%	35%	37%	37%	37%
		cdefghij	cdefghij	efghij	cefg hij	gi	egi		egi		eghi				
Don't know	81	3	6	10	9	12	24	6	5	3	4	61	9	5	6
	1%	1%	2%	2%	2%	1%	3%	1%	1%	1%	1%	1%	2%	2%	2%
							ghi								a

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

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

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6136	5361	775	1752	1620	1259	1487	3372	2746	1163	4724	1881	2617	1025
Effective Weighted Sample	4660	4096	565	1337	1216	957	1143	2552	2100	891	3581	1412	2012	774
Total	6177	5387	789	1738	1521	1312	1584	3259	2896	1171	4733	1897	2645	996
Yes	3888	3423	466	1195	922	805	954	2117	1759	833	2892	1162	1676	665
	63%	64%	59%	69%	61%	61%	60%	65%	61%	71%	61%	61%	63%	67%
		b		bcdef				bcdf		b				a
No	2207	1896	311	518	578	491	612	1096	1103	325	1782	718	936	317
	36%	35%	39%	30%	38%	37%	39%	34%	38%	28%	38%	38%	35%	32%
					ae	ae	ae	a	ae		a	c		
Don't know	81	69	13	25	21	16	18	45	34	14	60	18	33	15
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Yes	3888	1976	1912	160	504	1230	1344	650	2194	1694	107	1611	2054
	58%	60%	57%	18%	38%	69%	76%	73%	66%	51%	17%	52%	75%
		b			a	ab	abc	ab	b			a	ab
No	2207	1050	1157	548	705	451	327	176	924	1283	376	1252	520
	33%	32%	34%	62%	53%	25%	18%	20%	28%	39%	59%	41%	19%
			a	bcde	cde	de				a	bc	c	
Don't know	81	46	36	9	19	36	11	7	34	47	5	55	18
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
						de						c	
CHILD DOES NOT PLAY GAMES	485	235	250	171	104	60	94	56	179	306	148	168	144
	7%	7%	7%	19%	8%	3%	5%	6%	5%	9%	23%	5%	5%
				bcde	cd		c	c		a	bc		

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

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

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Yes	3888	86	74	287	217	671	559	758	586	392	258	3215	340	188	146
	58%	19%	17%	43%	33%	76%	63%	85%	66%	88%	58%	59%	57%	57%	55%
				abd	ab	abcdfhj	abcd	abcdefhj	abcdj	abcdefhj	abcd				
No	2207	266	282	327	378	186	264	103	224	41	135	1795	209	114	90
	33%	60%	63%	49%	57%	21%	30%	12%	25%	9%	30%	33%	35%	34%	34%
		cefhij	cefhij	efghij	cefhij	gi	egi		gi		egi				
Don't know	81	3	6	10	9	12	24	6	5	3	4	61	9	5	6
	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%	2%
							aghi								a
CHILD DOES NOT PLAY GAMES	485	89	82	42	62	19	41	21	73	8	48	405	35	23	23
	7%	20%	19%	6%	9%	2%	5%	2%	8%	2%	11%	7%	6%	7%	9%
		cdefghij	cdefghij	egi	efgi		egi		efgi		cefgi				

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

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

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Yes	3888	3423	466	1195	922	805	954	2117	1759	833	2892	1162	1676	665
	58%	59%	54%	64%	56%	58%	55%	60%	56%	67%	57%	57%	59%	60%
		b		bcdef				bdf		b				
No	2207	1896	311	518	578	491	612	1096	1103	325	1782	718	936	317
	33%	33%	36%	28%	35%	35%	35%	31%	35%	26%	35%	35%	33%	29%
					ae	ae	ae	a	ae		a	c	c	
Don't know	81	69	13	25	21	16	18	45	34	14	60	18	33	15
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
CHILD DOES NOT PLAY GAMES	485	409	77	127	114	87	148	241	235	67	381	125	175	106
	7%	7%	9%	7%	7%	6%	9%	7%	8%	5%	7%	6%	6%	10%
							c				a			ab

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

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	3645	1865	1780	198	558	1123	1188	578	2074	1571	132	1606	1798
Effective Weighted Sample	2865	1403	1467	125	413	894	927	518	1619	1246	80	1231	1467
Total	3888	1976	1912	160	504	1230	1344	650	2194	1694	107	1611	2054
Playing on their own - against the games console/ computer or other device	2577	1323	1254	103	318	802	902	451	1526	1051	64	1044	1385
	66%	67%	66%	64%	63%	65%	67%	69% b	70% b	62%	60%	65%	67%
Playing with or against someone they know/ that they have met in person	2798	1434	1363	70	280	900	1073	474	1663	1135	52	1069	1594
	72%	73%	71%	44%	56% a	73% ab	80% abce	73% ab	76% b	67%	49%	66% a	78% ab
Playing with or against someone they do not know/ they have not met in person	1297	630	667	23	110	375	501	288	790	507	16	443	785
	33%	32%	35%	15%	22%	31% ab	37% abc	44% abcd	36% b	30%	14%	27% a	38% ab
Don't know	48	24	25	3	7	27	6	5	15	33	2	31	11
	1%	1%	1%	2% d	1%	2% de	*% de	1%	1%	2% a	2%	2% c	1%

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

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3645	106	92	310	248	629	494	683	505	346	232	2376	482	430	357
Effective Weighted Sample	2865	64	62	228	186	493	401	527	401	313	205	2134	447	358	284
Total	3888	86	74	287	217	671	559	758	586	392	258	3215	340	188	146
Playing on their own - against the games console/ computer or other device	2577 66%	53 62%	** **	182 63%	137 63%	474 71%	328 59%	536 71%	366 62%	281 72%	170 66%	2143 67%	218 64%	121 64%	94 65%
						cfh		cfh		cdfh					
Playing with or against someone they know/ that they have met in person	2798 72%	42 49%	** **	163 57%	116 54%	517 77%	384 69%	639 84%	434 74%	301 77%	172 67%	2308 72%	244 72%	142 76%	103 71%
						acdfj	acd	acdefhij	acd	acdfj	acd				
Playing with or against someone they do not know/ they have not met in person	1297 33%	12 14%	** **	64 22%	46 21%	217 32%	158 28%	298 39%	203 35%	199 51%	89 34%	1074 33%	114 33%	61 33%	48 33%
						acd	a	acdef	acd	acdefghj	acd				
Don't know	48 1%	2 2%	** **	3 1%	4 2%	7 1%	20 4%	3 *%	4 1%	- -%	5 2%	43 1%	3 1%	1 1%	1 1%
		i			i		eghi			gi					

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

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3645	3230	415	1137	915	739	844	2052	1583	801	2707	1085	1577	636
Effective Weighted Sample	2865	2540	326	888	716	579	676	1604	1255	624	2132	853	1242	502
Total	3888	3423	466	1195	922	805	954	2117	1759	833	2892	1162	1676	665
Playing on their own - against the games console/ computer or other device	2577	2297	280	822	595	520	635	1417	1155	546	1916	751	1104	472
	66%	67%	60%	69%	65%	65%	67%	67%	66%	66%	66%	65%	66%	71%
		b												ab
Playing with or against someone they know/ that they have met in person	2798	2475	323	872	672	572	672	1545	1244	580	2112	811	1213	505
	72%	72%	69%	73%	73%	71%	70%	73%	71%	70%	73%	70%	72%	76%
														a
Playing with or against someone they do not know/ they have not met in person	1297	1135	162	373	294	273	349	667	623	316	949	390	542	255
	33%	33%	35%	31%	32%	34%	37%	31%	35%	38%	33%	34%	32%	38%
							ae		ae	b				b
Don't know	48	39	9	11	6	9	19	17	28	6	34	11	17	5
	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
							be							

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

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

QP27/ G3C. Do you play games online with your child/ with your parents at all? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online (WAVE 2 ONLY)

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	~a	b	c	d	e	a	b	~a	b	c
Unweighted total	1780	-	1780	93	275	553	574	285	1018	762	51	770	907
Effective Weighted Sample	1467	-	1467	62	212	466	469	266	830	637	32	621	773
Total	1912	-	1912	74	247	614	660	317	1078	834	38	775	1047
Yes	963	**	963	**	171	347	264	121	521	442	**	490	413
	50%	**	50%	**	69%	57%	40%	38%	48%	53%	**	63%	39%
					cde	de						c	
No	947	**	947	**	76	264	396	196	555	392	**	282	634
	50%	**	50%	**	31%	43%	60%	62%	52%	47%	**	36%	61%
						b	bc	bc					b
Don't know	3	**	3	**	-	3	-	-	1	1	**	3	-
	*%	**	*%	**	-%	*%	-%	-%	*%	*%	**	*%	-%

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

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

QP27/ G3C. Do you play games online with your child/ with your parents at all? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online (WAVE 2 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1780	49	44	152	123	307	246	332	242	178	107	1175	233	219	153
Effective Weighted Sample	1467	30	33	115	97	254	212	268	201	167	99	1099	216	183	118
Total	1912	38	37	139	107	330	285	374	285	197	120	1580	168	94	70
Yes	963	**	**	100	71	183	164	136	128	70	51	795	85	51	32
	50%	**	**	72%	66%	56%	58%	36%	45%	35%	43%	50%	51%	54%	45%
				efghij	ghij	ghij	ghij								
No	947	**	**	39	36	145	119	238	158	127	69	783	82	43	38
	50%	**	**	28%	34%	44%	42%	64%	55%	65%	57%	50%	49%	46%	55%
						c	c	cdef	cdef	cdef	cdef				
Don't know	3	**	**	-	-	1	1	-	-	-	-	2	-	-	*
	*%	**	**	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	1%

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

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

QP27/ G3C. Do you play games online with your child/ with your parents at all? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online (WAVE 2 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1780	1592	188	568	464	322	418	1032	740	401	1320	548	766	320
Effective Weighted Sample	1467	1311	157	476	379	266	346	856	612	330	1085	453	634	265
Total	1912	1695	218	588	454	381	481	1042	861	436	1403	595	820	341
Yes	963	871	92	327	214	188	234	541	421	232	679	309	395	185
	50%	51%	42%	56%	47%	49%	49%	52%	49%	53%	48%	52%	48%	54%
		b		bdf										
No	947	821	126	260	239	193	247	499	440	204	722	285	422	156
	50%	48%	58%	44%	53%	51%	51%	48%	51%	47%	51%	48%	52%	46%
		a		a	a		a		a					
Don't know	3	3	-	1	2	-	-	3	-	-	3	*	2	-
	*%	*%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%

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

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online (WAVE 2 ONLY)

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1412	-	1412	-	-	553	574	285	817	595	-	463	907
Effective Weighted Sample	1196	-	1196	-	-	466	469	266	686	511	-	388	773
Total	1591	-	1591	-	-	614	660	317	901	690	-	500	1047
Yes	1198	**	1198	**	**	427	518	253	718	481	**	335	826
	75%	**	75%	**	**	69%	79%	80%	80%	70%	**	67%	79%
							c	c	b				b
No	385	**	385	**	**	186	135	64	180	204	**	163	215
	24%	**	24%	**	**	30%	21%	20%	20%	30%	**	33%	21%
						de				a		c	
Don't know	8	**	8	**	**	2	6	-	3	6	**	2	6
	1%	**	1%	**	**	*%	1%	-%	*%	1%	**	*%	1%

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

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online (WAVE 2 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1412	-	-	-	-	307	246	332	242	178	107	964	176	161	111
Effective Weighted Sample	1196	-	-	-	-	254	212	268	201	167	99	904	168	137	88
Total	1591	-	-	-	-	330	285	374	285	197	120	1318	138	77	58
Yes	1198	**	**	**	**	239	188	309	209	169	85	994	101	58	46
	75%	**	**	**	**	73%	66%	83%	73%	86%	70%	75%	73%	76%	79%
								efhj		efhj					
No	385	**	**	**	**	90	96	63	73	28	36	318	36	18	12
	24%	**	**	**	**	27%	34%	17%	25%	14%	30%	24%	26%	24%	21%
						gi	gi		gi		gi				
Don't know	8	**	**	**	**	1	1	2	4	-	-	6	2	-	-
	1%	**	**	**	**	*%	*%	1%	1%	-%	-%	*%	2%	-%	-%

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

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online (WAVE 2 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1412	1263	149	459	358	261	328	817	589	331	1039	419	606	267
Effective Weighted Sample	1196	1069	128	394	302	221	279	696	500	279	881	354	519	226
Total	1591	1409	182	498	370	321	395	868	716	375	1162	477	682	297
Yes	1198	1056	142	386	267	249	290	653	539	299	860	355	524	229
	75%	75%	78%	78%	72%	78%	73%	75%	75%	80%	74%	74%	77%	77%
No	385	345	40	110	102	69	103	212	171	73	296	117	155	68
	24%	24%	22%	22%	28%	21%	26%	24%	24%	20%	25%	24%	23%	23%
											a			
Don't know	8	8	1	2	-	3	3	2	6	3	6	5	2	1
	1%	1%	*%	*%	-%	1%	1%	*%	1%	1%	*%	1%	*%	*%

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset (WAVE 2 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1063	-	1063	-	-	384	450	229	652	411	-	313	715
Effective Weighted Sample	898	-	898	-	-	323	365	213	545	353	-	262	606
Total	1198	-	1198	-	-	427	518	253	718	481	-	335	826
People I am friends with/ people that I know outside of the game	1058	**	1058	**	**	377	462	220	649	410	**	293	735
	88%	**	88%	**	**	88%	89%	87%	90%	85%	**	87%	89%
									b				
People that I only know through playing the game	525	**	525	**	**	152	231	141	319	205	**	120	378
	44%	**	44%	**	**	36%	45%	56%	44%	43%	**	36%	46%
							c	cd					b
Don't know	8	**	8	**	**	4	2	2	4	4	**	4	4
	1%	**	1%	**	**	1%	*%	1%	*%	1%	**	1%	*%

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset (WAVE 2 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	~j	a	b	c	~d
Unweighted total	1063	-	-	-	-	224	160	275	175	153	76	725	130	121	87
Effective Weighted Sample	898	-	-	-	-	185	139	219	146	144	70	679	124	102	69
Total	1198	-	-	-	-	239	188	309	209	169	85	994	101	58	46
People I am friends with/ people that I know outside of the game	1058	**	**	**	**	224	152	277	185	147	**	877	89	52	**
	88%	**	**	**	**	94% fi	81%	90% f	89%	87%	**	88%	88%	88%	**
People that I only know through playing the game	525	**	**	**	**	74	78	146	85	99	**	442	41	21	**
	44%	**	**	**	**	31%	41%	47% e	41%	59% efgh	**	44%	40%	36%	**
Don't know	8	**	**	**	**	1	3	2	*	1	**	6	1	1	**
	1%	**	**	**	**	*%	2%	1%	*%	*%	**	1%	1%	2%	**

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset (WAVE 2 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1063	949	114	354	263	206	235	617	441	266	767	314	465	202
Effective Weighted Sample	898	799	99	304	217	173	202	521	376	224	647	266	396	171
Total	1198	1056	142	386	267	249	290	653	539	299	860	355	524	229
People I am friends with/ people that I know outside of the game	1058	932	126	338	244	219	253	582	472	262	766	304	463	212
	88%	88%	89%	87%	91%	88%	87%	89%	88%	88%	89%	86%	88%	92%
														a
People that I only know through playing the game	525	474	51	194	95	105	128	289	234	155	345	164	221	98
	44%	45%	36%	50%	36%	42%	44%	44%	43%	52%	40%	46%	42%	43%
				b				b		b				
Don't know	8	7	1	2	3	*	1	6	1	1	5	3	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online (WAVE 2 ONLY)

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1412	-	1412	-	-	553	574	285	817	595	-	463	907
Effective Weighted Sample	1196	-	1196	-	-	466	469	266	686	511	-	388	773
Total	1591	-	1591	-	-	614	660	317	901	690	-	500	1047
People I am friends with/ people that I know outside of the game	1058	**	1058	**	**	377	462	220	649	410	**	293	735
	67%	**	67%	**	**	61%	70%	69%	72%	59%	**	59%	70%
							c	c	b				b
People that I only know through playing the game	525	**	525	**	**	152	231	141	319	205	**	120	378
	33%	**	33%	**	**	25%	35%	45%	35%	30%	**	24%	36%
							c	cd	b				b
Don't know	8	**	8	**	**	4	2	2	4	4	**	4	4
	1%	**	1%	**	**	1%	*%	1%	*%	1%	**	1%	*%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	393	**	393	**	**	188	142	64	183	210	**	165	221
	25%	**	25%	**	**	31%	21%	20%	20%	30%	**	33%	21%
						de				a		c	

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online (WAVE 2 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1412	-	-	-	-	307	246	332	242	178	107	964	176	161	111
Effective Weighted Sample	1196	-	-	-	-	254	212	268	201	167	99	904	168	137	88
Total	1591	-	-	-	-	330	285	374	285	197	120	1318	138	77	58
People I am friends with/ people that I know outside of the game	1058	**	**	**	**	224	152	277	185	147	72	877	89	52	41
	67%	**	**	**	**	68%	54%	74%	65%	75%	60%	67%	64%	67%	71%
						f		fhj	f	fhj					
People that I only know through playing the game	525	**	**	**	**	74	78	146	85	99	42	442	41	21	22
	33%	**	**	**	**	23%	27%	39%	30%	50%	35%	34%	29%	27%	37%
								efh		efghj	e				
Don't know	8	**	**	**	**	1	3	2	*	1	1	6	1	1	-
	1%	**	**	**	**	*%	1%	*%	*%	*%	1%	*%	1%	1%	-%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	393	**	**	**	**	90	97	65	77	28	36	324	38	18	12
	25%	**	**	**	**	27%	34%	17%	27%	14%	30%	25%	27%	24%	21%
						gi	gi		gi		gi				

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online (WAVE 2 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1412	1263	149	459	358	261	328	817	589	331	1039	419	606	267
Effective Weighted Sample	1196	1069	128	394	302	221	279	696	500	279	881	354	519	226
Total	1591	1409	182	498	370	321	395	868	716	375	1162	477	682	297
People I am friends with/ people that I know outside of the game	1058 67%	932 66%	126 69%	338 68%	244 66%	219 68%	253 64%	582 67%	472 66%	262 70%	766 66%	304 64%	463 68%	212 71%
People that I only know through playing the game	525 33%	474 34%	51 28%	194 39% b	95 26%	105 33%	128 33%	289 33% b	234 33% b	155 41% b	345 30%	164 34%	221 32%	98 33%
Don't know	8 1%	7 1%	1 *%	2 *%	3 1%	* *%	1 *%	6 1%	1 *%	1 *%	5 *%	3 1%	2 *%	2 1%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	393 25%	353 25%	40 22%	112 22%	102 28%	72 22%	105 27%	214 25%	177 25%	76 20%	302 26%	122 26%	157 23%	68 23%

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

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

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3996	2011	1985	-	-	1628	1569	799	2002	1994	-	1457	2405
Effective Weighted Sample	3241	1557	1687	-	-	1300	1235	716	1615	1626	-	1154	1974
Total	4441	2205	2237	-	-	1777	1777	888	2221	2221	-	1557	2737
YoLo	396	228	168	**	**	115	182	99	200	195	**	93	292
	9%	10%	7%	**	**	6%	10%	11%	9%	9%	**	6%	11%
		b					c	c					b
Ask.fm	283	155	127	**	**	95	124	64	166	117	**	80	197
	6%	7%	6%	**	**	5%	7%	7%	7%	5%	**	5%	7%
									b				b
Tellonym	255	136	119	**	**	75	121	59	132	123	**	65	187
	6%	6%	5%	**	**	4%	7%	7%	6%	6%	**	4%	7%
							c	c					b
Piksa	127	65	62	**	**	43	54	30	87	40	**	36	90
	3%	3%	3%	**	**	2%	3%	3%	4%	2%	**	2%	3%
									b				
I use other Q and A apps/ sites	99	49	50	**	**	31	48	21	58	41	**	27	68
	2%	2%	2%	**	**	2%	3%	2%	3%	2%	**	2%	2%
I do not use any of these	3507	1702	1805	**	**	1463	1355	689	1726	1780	**	1291	2104
	79%	77%	81%	**	**	82%	76%	78%	78%	80%	**	83%	77%
			a			de						c	
Don't know	195	105	91	**	**	90	74	32	106	90	**	79	102
	4%	5%	4%	**	**	5%	4%	4%	5%	4%	**	5%	4%
SUMMARY													
ANY OF THESE APPS OR SITES	739	398	341	**	**	224	347	168	389	351	**	187	531
	17%	18%	15%	**	**	13%	20%	19%	18%	16%	**	12%	19%
		b					c	c					b
Base for stats	4441	2205	2237	**	**	1777	1777	888	2221	2221	**	1557	2737
Mean number of apps/ sites (out of 5)	.3	.3	.2	**	**	.2	.3	.3	.3	.2	**	.2	.3
		b					c	c	b				b
Standard deviation	.68	.72	.64	**	**	.60	.71	.77	.74	.61	**	.59	.73
Columns Tested: a,b - a,b,c,d,e - a,b - a,b,c													

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

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	~a	~b	c	d	e	a	b	~a	b	c
Significance Level: 95%													
Unweighted total	3996	2011	1985	-	-	1628	1569	799	2002	1994	-	1457	2405
Total	4441	2205	2237	-	-	1777	1777	888	2221	2221	-	1557	2737
Standard error	.01	.02	.01	**	**	.01	.02	.03	.02	.01	**	.02	.01
Columns Tested: a,b - a,b,c,d,e - a,b - a,b,c													

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

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3996	-	-	-	-	817	811	791	778	394	405	2703	496	436	361
Effective Weighted Sample	3241	-	-	-	-	649	650	616	620	354	362	2434	473	371	292
Total	4441	-	-	-	-	888	888	888	888	444	444	3676	388	209	168
YoLo	396	**	**	**	**	73	42	77	106	51	48	338	27	18	12
	9%	**	**	**	**	8%	5%	9%	12%	11%	11%	9%	7%	9%	7%
						f		f	ef	f	f				
Ask.fm	283	**	**	**	**	66	29	61	63	40	24	235	17	15	16
	6%	**	**	**	**	7%	3%	7%	7%	9%	5%	6%	4%	7%	9%
						f		f	f	f					b
Tellonym	255	**	**	**	**	47	28	47	74	38	21	229	12	8	5
	6%	**	**	**	**	5%	3%	5%	8%	8%	5%	6%	3%	4%	3%
									efgj	fj		bd			
Piksa	127	**	**	**	**	27	16	35	18	25	5	110	8	5	4
	3%	**	**	**	**	3%	2%	4%	2%	6%	1%	3%	2%	2%	2%
								fj		efhj					
I use other Q and A apps/ sites	99	**	**	**	**	18	13	28	19	12	9	86	4	5	4
	2%	**	**	**	**	2%	1%	3%	2%	3%	2%	2%	1%	2%	3%
								f							
I do not use any of these	3507	**	**	**	**	709	754	683	673	334	354	2882	322	169	134
	79%	**	**	**	**	80%	85%	77%	76%	75%	80%	78%	83%	81%	80%
							eghij					a			
Don't know	195	**	**	**	**	42	48	45	29	19	13	162	17	9	7
	4%	**	**	**	**	5%	5%	5%	3%	4%	3%	4%	4%	4%	4%
SUMMARY															
ANY OF THESE APPS OR SITES	739	**	**	**	**	137	87	161	187	91	77	632	49	31	27
	17%	**	**	**	**	15%	10%	18%	21%	20%	17%	17%	13%	15%	16%
						f		f	ef	ef	f	b			
Base for stats	4441	**	**	**	**	888	888	888	888	444	444	3676	388	209	168
Mean number of apps/ sites (out of 5)	.3	**	**	**	**	.3	.1	.3	.3	.4	.2	.3	.2	.2	.2
						f		f	f	efj	f	b			

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

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

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3996	-	-	-	-	817	811	791	778	394	405	2703	496	436	361
Total	4441	-	-	-	-	888	888	888	888	444	444	3676	388	209	168
Standard deviation	.68	**	**	**	**	.69	.49	.71	.71	.91	.59	.69	.52	.70	.67
Standard error	.01	**	**	**	**	.02	.02	.03	.03	.05	.03	.01	.02	.03	.04

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

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

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3996	3519	477	1235	994	819	937	2229	1756	817	3024	1157	1722	718
Effective Weighted Sample	3241	2862	380	991	803	666	775	1793	1442	665	2450	940	1409	574
Total	4441	3892	549	1335	1041	940	1111	2376	2051	893	3361	1306	1914	767
YoLo	396	370	26	213	48	79	55	260	134	134	238	110	172	82
	9%	9%	5%	16%	5%	8%	5%	11%	7%	15%	7%	8%	9%	11%
		b		bcdef		bd		bdf		b				
Ask.fm	283	267	16	168	36	52	26	204	78	69	196	64	117	85
	6%	7%	3%	13%	3%	6%	2%	9%	4%	8%	6%	5%	6%	11%
		b		bcdef		d		bcdf						ab
Tellonym	255	241	14	128	36	62	26	164	88	82	162	76	121	43
	6%	6%	3%	10%	3%	7%	2%	7%	4%	9%	5%	6%	6%	6%
		b		bcdef		bdf		bdf	d	b				
Piksa	127	125	2	92	12	16	6	105	22	36	86	14	67	41
	3%	3%	*%	7%	1%	2%	1%	4%	1%	4%	3%	1%	3%	5%
		b		bcdef		d		bcdf		b			a	a
I use other Q and A apps/ sites	99	87	12	45	17	17	18	62	35	37	59	29	44	23
	2%	2%	2%	3%	2%	2%	2%	3%	2%	4%	2%	2%	2%	3%
				bdf						b				
I do not use any of these	3507	3049	458	923	891	735	951	1814	1686	626	2767	1037	1516	593
	79%	78%	83%	69%	86%	78%	86%	76%	82%	70%	82%	79%	79%	77%
			a		acef	a	acef	a	ace		a			
Don't know	195	158	37	40	47	51	55	87	105	30	127	66	68	19
	4%	4%	7%	3%	4%	5%	5%	4%	5%	3%	4%	5%	4%	2%
			a			a	a		ae			c		
SUMMARY														
ANY OF THESE APPS OR SITES	739	685	54	371	103	154	106	475	260	236	466	203	331	155
	17%	18%	10%	28%	10%	16%	10%	20%	13%	26%	14%	16%	17%	20%
		b		bcdef		bdf		bcdf	d	b				a
Base for stats	4441	3892	549	1335	1041	940	1111	2376	2051	893	3361	1306	1914	767
Columns Tested: a,b - a,b,c,d,e,f - a,b - a,b,c														

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

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3996	3519	477	1235	994	819	937	2229	1756	817	3024	1157	1722	718
Total	4441	3892	549	1335	1041	940	1111	2376	2051	893	3361	1306	1914	767
Mean number of apps/ sites (out of 5)	.3	.3	.1	.5	.1	.2	.1	.3	.2	.4	.2	.2	.3	.4
		b		bcdef		bdf		bcdf	d	b				ab
Standard deviation	.68	.71	.45	.94	.49	.62	.40	.79	.52	.77	.64	.60	.69	.85
Standard error	.01	.01	.02	.03	.02	.02	.01	.02	.01	.03	.01	.02	.02	.03

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

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

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3996	2011	1985	-	-	1628	1569	799	2002	1994	-	1457	2405
Effective Weighted Sample	3241	1557	1687	-	-	1300	1235	716	1615	1626	-	1154	1974
Total	4441	2205	2237	-	-	1777	1777	888	2221	2221	-	1557	2737
Yes – there is a minimum age requirement	3219	1564	1655	**	**	1175	1329	714	1547	1672	**	1033	2081
	72%	71%	74%	**	**	66%	75%	80%	70%	75%	**	66%	76%
							c	cd		a			b
No – there is not a minimum age requirement	213	97	116	**	**	82	94	37	116	97	**	71	137
	5%	4%	5%	**	**	5%	5%	4%	5%	4%	**	5%	5%
Don't know	1010	544	466	**	**	520	353	137	558	452	**	453	518
	23%	25%	21%	**	**	29%	20%	15%	25%	20%	**	29%	19%
		b				de	e		b			c	

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

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

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3996	-	-	-	-	817	811	791	778	394	405	2703	496	436	361
Effective Weighted Sample	3241	-	-	-	-	649	650	616	620	354	362	2434	473	371	292
Total	4441	-	-	-	-	888	888	888	888	444	444	3676	388	209	168
Yes – there is a minimum age requirement	3219	**	**	**	**	565	611	639	690	343	371	2661	292	140	125
	72%	**	**	**	**	64%	69%	72%	78%	77%	84%	72%	75%	67%	74%
						e	e	e	efg	ef	efghi	c	c		c
No – there is not a minimum age requirement	213	**	**	**	**	43	38	47	47	26	11	187	11	7	7
	5%	**	**	**	**	5%	4%	5%	5%	6%	2%	5%	3%	3%	4%
						j	j	j	j	j		b			
Don't know	1010	**	**	**	**	281	239	202	151	75	62	827	85	62	35
	23%	**	**	**	**	32%	27%	23%	17%	17%	14%	23%	22%	30%	21%
						ghij	hij	hij						abd	

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

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

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3996	3519	477	1235	994	819	937	2229	1756	817	3024	1157	1722	718
Effective Weighted Sample	3241	2862	380	991	803	666	775	1793	1442	665	2450	940	1409	574
Total	4441	3892	549	1335	1041	940	1111	2376	2051	893	3361	1306	1914	767
Yes – there is a minimum age requirement	3219	2804	414	984	748	673	802	1732	1475	685	2396	984	1376	546
	72%	72%	75%	74%	72%	72%	72%	73%	72%	77%	71%	75%	72%	71%
No – there is not a minimum age requirement	213	196	17	79	45	42	46	124	89	46	160	55	108	28
	5%	5%	3%	6%	4%	5%	4%	5%	4%	5%	5%	4%	6%	4%
Don't know	1010	892	118	271	249	225	262	520	487	162	805	267	430	193
	23%	23%	21%	20%	24%	24%	24%	22%	24%	18%	24%	20%	22%	25%
									a		a			a

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	~a	~b	c	d	e	a	b	~a	b	c
Significance Level: 95%													
Unweighted total	3996	2011	1985	-	-	1628	1569	799	2002	1994	-	1457	2405
Effective Weighted Sample	3241	1557	1687	-	-	1300	1235	716	1615	1626	-	1154	1974
Total	4441	2205	2237	-	-	1777	1777	888	2221	2221	-	1557	2737
Age under 10	63	33	30	**	**	50	9	3	31	31	**	46	17
	1%	1%	1%	**	**	3% de	1%	*%	1%	1%	**	3% c	1%
Aged 10	173	92	81	**	**	110	50	13	89	84	**	100	68
	4%	4%	4%	**	**	6% de	3%	2%	4%	4%	**	6% c	2%
Aged 11	118	57	61	**	**	80	30	8	58	60	**	60	58
	3%	3%	3%	**	**	5% de	2%	1%	3%	3%	**	4% c	2%
Aged 12	430	205	226	**	**	140	227	64	212	218	**	121	298
	10%	9%	10%	**	**	8%	13% ce	7%	10%	10%	**	8%	11% b
Aged 13	1248	608	640	**	**	341	630	277	540	708	**	297	914
	28%	28%	29%	**	**	19%	35% c	31% c	24%	32% a	**	19%	33% b
Aged 14	320	155	165	**	**	83	134	103	146	174	**	69	234
	7%	7%	7%	**	**	5%	8% c	12% cd	7%	8%	**	4%	9% b
Aged 15	163	80	82	**	**	58	55	50	89	73	**	54	103
	4%	4%	4%	**	**	3%	3%	6% cd	4%	3%	**	3%	4%
Aged 16	404	182	222	**	**	167	112	124	224	180	**	146	244
	9%	8%	10%	**	**	9% d	6%	14% cd	10% b	8%	**	9%	9%
Aged 17	30	15	14	**	**	4	2	24	26	4	**	4	24
	1%	1%	1%	**	**	*%	*%	3% cd	1% b	*%	**	*%	1% b
Aged 18 or older	98	63	35	**	**	57	20	20	49	49	**	54	39
	2%	3% b	2%	**	**	3% d	1%	2% d	2%	2%	**	3% c	1%

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	~a	~b	c	d	e	a	b	~a	b	c
Significance Level: 95%													
Unweighted total	3996	2011	1985	-	-	1628	1569	799	2002	1994	-	1457	2405
Effective Weighted Sample	3241	1557	1687	-	-	1300	1235	716	1615	1626	-	1154	1974
Total	4441	2205	2237	-	-	1777	1777	888	2221	2221	-	1557	2737
Don't know	173	74	98	**	**	84	62	27	82	91	**	83	82
	4%	3%	4%	**	**	5%	3%	3%	4%	4%	**	5%	3%
												c	
SUMMARY													
AWARE OF MINIMUM AGE REQUIREMENT	3219	1564	1655	**	**	1175	1329	714	1547	1672	**	1033	2081
	72%	71%	74%	**	**	66%	75%	80%	70%	75%	**	66%	76%
							c	cd		a			b
AWARE AND GIVES THE CORRECT AGE (13)	1248	608	640	**	**	341	630	277	540	708	**	297	914
	28%	28%	29%	**	**	19%	35%	31%	24%	32%	**	19%	33%
							c	c		a			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	784	386	398	**	**	379	315	89	390	394	**	327	441
	18%	18%	18%	**	**	21%	18%	10%	18%	18%	**	21%	16%
						de	e					c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1014	496	518	**	**	370	323	321	534	480	**	326	644
	23%	22%	23%	**	**	21%	18%	36%	24%	22%	**	21%	24%
								cd					
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1971	956	1015	**	**	834	700	438	1007	964	**	736	1168
	44%	43%	45%	**	**	47%	39%	49%	45%	43%	**	47%	43%
						d		d				c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	213	97	116	**	**	82	94	37	116	97	**	71	137
	5%	4%	5%	**	**	5%	5%	4%	5%	4%	**	5%	5%

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	~a	~b	c	d	e	a	b	~a	b	c
Significance Level: 95%													
Unweighted total	3996	2011	1985	-	-	1628	1569	799	2002	1994	-	1457	2405
Effective Weighted Sample	3241	1557	1687	-	-	1300	1235	716	1615	1626	-	1154	1974
Total	4441	2205	2237	-	-	1777	1777	888	2221	2221	-	1557	2737
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	1010	544	466	**	**	520	353	137	558	452	**	453	518
	23%	25%	21%	**	**	29%	20%	15%	25%	20%	**	29%	19%
		b				de	e		b			c	

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3996	-	-	-	-	817	811	791	778	394	405	2703	496	436	361
Effective Weighted Sample	3241	-	-	-	-	649	650	616	620	354	362	2434	473	371	292
Total	4441	-	-	-	-	888	888	888	888	444	444	3676	388	209	168
Age under 10	63 1%	**	**	**	**	24 3%	26 3%	5 1%	4 *%	2 *%	2 *%	49 1%	7 2%	2 1%	5 3%
						ghij	ghij								a
Aged 10	173 4%	**	**	**	**	57 6%	53 6%	26 3%	23 3%	6 1%	8 2%	147 4%	15 4%	5 2%	6 4%
						ghij	ghij								
Aged 11	118 3%	**	**	**	**	39 4%	42 5%	15 2%	15 2%	5 1%	4 1%	100 3%	6 1%	8 4%	5 3%
						ghij	ghij							b	
Aged 12	430 10%	**	**	**	**	61 7%	79 9%	119 13%	108 12%	32 7%	32 7%	351 10%	50 13%	17 8%	13 8%
								efij	eij				acd		
Aged 13	1248 28%	**	**	**	**	151 17%	191 21%	268 30%	362 41%	121 27%	155 35%	1040 28%	103 26%	52 25%	53 32%
							e	ef	efgi	ef	efi				
Aged 14	320 7%	**	**	**	**	37 4%	46 5%	64 7%	70 8%	45 10%	58 13%	259 7%	34 9%	16 8%	11 7%
								e	e	ef	efgh				
Aged 15	163 4%	**	**	**	**	30 3%	28 3%	31 3%	24 3%	28 6%	21 5%	138 4%	13 3%	5 2%	7 4%
										efgh					
Aged 16	404 9%	**	**	**	**	99 11%	68 8%	62 7%	50 6%	63 14%	62 14%	338 9%	35 9%	15 7%	16 9%
						fgh				fgh	fgh				
Aged 17	30 1%	**	**	**	**	4 1%	- -%	2 *%	- -%	20 4%	4 1%	28 1%	1 *%	1 *%	- -%
										efghj	fh				
Aged 18 or older	98 2%	**	**	**	**	26 3%	31 3%	15 2%	6 1%	8 2%	12 3%	73 2%	13 3%	9 4%	4 2%
						h	gh				h			a	

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3996	-	-	-	-	817	811	791	778	394	405	2703	496	436	361
Effective Weighted Sample	3241	-	-	-	-	649	650	616	620	354	362	2434	473	371	292
Total	4441	-	-	-	-	888	888	888	888	444	444	3676	388	209	168
Don't know	173	**	**	**	**	36	48	32	30	14	14	139	17	11	6
	4%	**	**	**	**	4%	5%	4%	3%	3%	3%	4%	4%	5%	3%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	3219	**	**	**	**	565	611	639	690	343	371	2661	292	140	125
	72%	**	**	**	**	64%	69%	72%	78%	77%	84%	72%	75%	67%	74%
							e	e	efg	ef	efghi	c	c		c
AWARE AND GIVES THE CORRECT AGE (13)	1248	**	**	**	**	151	191	268	362	121	155	1040	103	52	53
	28%	**	**	**	**	17%	21%	30%	41%	27%	35%	28%	26%	25%	32%
							e	ef	efgi	ef	efi				
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	784	**	**	**	**	181	199	166	150	44	45	646	77	32	29
	18%	**	**	**	**	20%	22%	19%	17%	10%	10%	18%	20%	15%	17%
						ij	hij	ij	ij						
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1014	**	**	**	**	197	173	174	149	164	157	836	95	46	37
	23%	**	**	**	**	22%	20%	20%	17%	37%	35%	23%	25%	22%	22%
						h				efgh	efgh				
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1971	**	**	**	**	414	420	371	329	222	216	1621	189	88	72
	44%	**	**	**	**	47%	47%	42%	37%	50%	49%	44%	49%	42%	43%
						h	gh			gh	gh				
SAY THERE IS NO MINIMUM AGE REQUIREMENT	213	**	**	**	**	43	38	47	47	26	11	187	11	7	7
	5%	**	**	**	**	5%	4%	5%	5%	6%	2%	5%	3%	3%	4%
								j	j	j		b			

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3996	-	-	-	-	817	811	791	778	394	405	2703	496	436	361
Effective Weighted Sample	3241	-	-	-	-	649	650	616	620	354	362	2434	473	371	292
Total	4441	-	-	-	-	888	888	888	888	444	444	3676	388	209	168
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	1010	**	**	**	**	281	239	202	151	75	62	827	85	62	35
	23%	**	**	**	**	32%	27%	23%	17%	17%	14%	23%	22%	30%	21%
						ghij	hij	hij						abd	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 41

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	3996	3519	477	1235	994	819	937	2229	1756	817	3024	1157	1722	718
Effective Weighted Sample	3241	2862	380	991	803	666	775	1793	1442	665	2450	940	1409	574
Total	4441	3892	549	1335	1041	940	1111	2376	2051	893	3361	1306	1914	767
Age under 10	63 1%	59 2%	4 1%	30 2% cf	13 1%	8 1%	12 1%	43 2% f	20 1%	23 3% b	36 1%	25 2%	20 1%	12 2%
Aged 10	173 4%	156 4%	17 3%	83 6% bcd	27 3%	33 3%	31 3%	109 5% bdf	64 3%	37 4%	125 4%	50 4%	81 4%	34 4%
Aged 11	118 3%	106 3%	13 2%	43 3%	32 3%	19 2%	24 2%	75 3%	43 2%	28 3%	81 2%	33 2%	51 3%	23 3%
Aged 12	430 10%	361 9%	69 13% a	147 11% d	101 10%	90 10%	91 8%	248 10%	181 9%	100 11%	312 9%	116 9%	203 11%	73 10%
Aged 13	1248 28%	1063 27%	185 34% a	332 25%	315 30% a	258 27%	334 30% a	648 27%	592 29% a	259 29%	949 28%	392 30%	534 28%	198 26%
Aged 14	320 7%	292 7%	28 5%	87 7%	81 8%	64 7%	87 8%	168 7%	151 7%	76 8%	230 7%	105 8%	134 7%	49 6%
Aged 15	163 4%	156 4% b	7 1%	71 5% bcf	24 2%	27 3%	40 4%	96 4% b	67 3%	43 5%	115 3%	41 3%	77 4%	38 5%
Aged 16	404 9%	342 9%	62 11%	104 8%	88 8%	104 11% ae	108 10%	192 8%	212 10% ae	69 8%	318 9%	133 10%	155 8%	76 10%
Aged 17	30 1%	30 1%	- -%	18 1% bdf	4 *% df	6 1%	2 *%	22 1%	7 *% b	13 2%	14 *%	5 *%	8 *%	14 2% ab
Aged 18 or older	98 2%	90 2%	8 1%	28 2%	27 3%	16 2%	26 2%	56 2%	42 2%	16 2%	74 2%	36 3%	32 2%	13 2%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 41

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 95%														
Unweighted total	3996	3519	477	1235	994	819	937	2229	1756	817	3024	1157	1722	718
Effective Weighted Sample	3241	2862	380	991	803	666	775	1793	1442	665	2450	940	1409	574
Total	4441	3892	549	1335	1041	940	1111	2376	2051	893	3361	1306	1914	767
Don't know	173	151	22	40	36	48	49	76	97	22	142	48	82	16
	4%	4%	4%	3%	3%	5%	4%	3%	5%	2%	4%	4%	4%	2%
						ae			ae		a		c	
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	3219	2804	414	984	748	673	802	1732	1475	685	2396	984	1376	546
	72%	72%	75%	74%	72%	72%	72%	73%	72%	77%	71%	75%	72%	71%
										b				
AWARE AND GIVES THE CORRECT AGE (13)	1248	1063	185	332	315	258	334	648	592	259	949	392	534	198
	28%	27%	34%	25%	30%	27%	30%	27%	29%	29%	28%	30%	28%	26%
			a		a		a		a					
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	784	681	103	302	172	150	158	475	308	187	553	225	354	142
	18%	18%	19%	23%	17%	16%	14%	20%	15%	21%	16%	17%	19%	18%
				bcd				bcd		b				
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1014	909	105	309	224	217	262	534	479	217	751	320	406	191
	23%	23%	19%	23%	22%	23%	24%	22%	23%	24%	22%	25%	21%	25%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1971	1741	230	652	433	415	468	1084	883	426	1446	593	843	348
	44%	45%	42%	49%	42%	44%	42%	46%	43%	48%	43%	45%	44%	45%
				bdf						b				
SAY THERE IS NO MINIMUM AGE REQUIREMENT	213	196	17	79	45	42	46	124	89	46	160	55	108	28
	5%	5%	3%	6%	4%	5%	4%	5%	4%	5%	5%	4%	6%	4%

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	3996	3519	477	1235	994	819	937	2229	1756	817	3024	1157	1722	718
Effective Weighted Sample	3241	2862	380	991	803	666	775	1793	1442	665	2450	940	1409	574
Total	4441	3892	549	1335	1041	940	1111	2376	2051	893	3361	1306	1914	767
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	1010	892	118	271	249	225	262	520	487	162	805	267	430	193
	23%	23%	21%	20%	24%	24%	24%	22%	24% a	18%	24% a	20%	22%	25% a

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

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

QC19. Still thinking about the social media sites or apps you use. So sites or apps like (EXAMPLES FROM QC13). Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3242	1658	1584	-	-	1031	1433	778	1550	1692	-	904	2220
Effective Weighted Sample	2630	1285	1349	-	-	819	1123	698	1248	1382	-	709	1820
Total	3608	1819	1789	-	-	1130	1613	865	1721	1887	-	965	2511
I share, comment, post or 'like' things on these sites/ apps	2180	1104	1077	**	**	537	1027	616	965	1216	**	457	1640
	60%	61%	60%	**	**	48%	64%	71%	56%	64%	**	47%	65%
						c	c	cd		a			b
I only really read things on these sites/ apps	1310	662	647	**	**	524	550	236	696	613	**	444	821
	36%	36%	36%	**	**	46%	34%	27%	40%	33%	**	46%	33%
						de	e		b			c	
Don't know	118	53	65	**	**	69	35	14	60	58	**	64	50
	3%	3%	4%	**	**	6%	2%	2%	3%	3%	**	7%	2%
						de						c	

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

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

QC19. Still thinking about the social media sites or apps you use. So sites or apps like (EXAMPLES FROM QC13). Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3242	-	-	-	-	485	546	688	745	377	401	2195	404	355	288
Effective Weighted Sample	2630	-	-	-	-	381	438	532	591	339	358	1968	384	297	228
Total	3608	-	-	-	-	530	600	765	848	426	439	2974	321	176	137
I share, comment, post or 'like' things on these sites/ apps	2180	**	**	**	**	247	291	430	597	288	328	1799	194	111	77
	60%	**	**	**	**	47%	48%	56%	70%	68%	75%	60%	60%	63%	56%
								ef	efg	efg	efgi				
I only really read things on these sites/ apps	1310	**	**	**	**	253	271	313	237	131	105	1075	116	62	57
	36%	**	**	**	**	48%	45%	41%	28%	31%	24%	36%	36%	35%	41%
						ghij	hij	hij		j					
Don't know	118	**	**	**	**	30	38	22	13	7	7	101	12	3	3
	3%	**	**	**	**	6%	6%	3%	2%	2%	1%	3%	4%	1%	2%
						ghij	ghij								

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

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

QC19. Still thinking about the social media sites or apps you use. So sites or apps like (EXAMPLES FROM QC13). Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3242	2886	356	1042	765	692	733	1807	1425	681	2439	924	1425	584
Effective Weighted Sample	2630	2345	286	839	616	562	608	1454	1169	555	1978	752	1165	469
Total	3608	3197	411	1140	797	797	860	1937	1657	748	2714	1039	1583	632
I share, comment, post or 'like' things on these sites/ apps	2180 60%	1951 61%	229 56%	745 65% bcdef	437 55%	473 59%	516 60%	1182 61% b	990 60% b	501 67% b	1597 59%	625 60%	970 61%	386 61%
I only really read things on these sites/ apps	1310 36%	1144 36%	166 40%	374 33%	329 41% aef	297 37%	308 36%	703 36%	605 37%	221 30%	1039 38% a	377 36%	563 36%	236 37%
Don't know	118 3%	102 3%	16 4%	22 2%	31 4% a	26 3%	36 4% a	53 3%	62 4% a	26 3%	79 3%	38 4% c	49 3%	9 1%

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

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

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3996	2011	1985	-	-	1628	1569	799	2002	1994	-	1457	2405
Effective Weighted Sample	3241	1557	1687	-	-	1300	1235	716	1615	1626	-	1154	1974
Total	4441	2205	2237	-	-	1777	1777	888	2221	2221	-	1557	2737
USES ANY SOCIAL MEDIA APPS/ SITES	3608	1819	1789	**	**	1130	1613	865	1721	1887	**	965	2511
	81%	82%	80%	**	**	64%	91%	97%	77%	85%	**	62%	92%
							c	cd		a			b
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	4093	2037	2055	**	**	1486	1729	878	2028	2064	**	1280	2674
	92%	92%	92%	**	**	84%	97%	99%	91%	93%	**	82%	98%
							c	cd					b
EITHER OF THESE	4166	2074	2092	**	**	1534	1749	883	2063	2103	**	1323	2701
	94%	94%	94%	**	**	86%	98%	99%	93%	95%	**	85%	99%
							c	c		a			b
NEITHER OF THESE	275	131	144	**	**	243	28	5	158	118	**	233	36
	6%	6%	6%	**	**	14%	2%	1%	7%	5%	**	15%	1%
						de			b			c	

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

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

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3996	-	-	-	-	817	811	791	778	394	405	2703	496	436	361
Effective Weighted Sample	3241	-	-	-	-	649	650	616	620	354	362	2434	473	371	292
Total	4441	-	-	-	-	888	888	888	888	444	444	3676	388	209	168
USES ANY SOCIAL MEDIA APPS/ SITES	3608	**	**	**	**	530	600	765	848	426	439	2974	321	176	137
	81%	**	**	**	**	60%	68%	86%	95%	96%	99%	81%	83%	84%	81%
							e	ef	efg	efg	efghi				
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	4093	**	**	**	**	732	754	859	870	438	440	3388	363	194	147
	92%	**	**	**	**	82%	85%	97%	98%	99%	99%	92%	94%	93%	87%
								ef	ef	ef	efg	d	d	d	
EITHER OF THESE	4166	**	**	**	**	753	781	869	880	441	442	3444	372	197	153
	94%	**	**	**	**	85%	88%	98%	99%	99%	100%	94%	96%	94%	91%
								ef	ef	ef	efg		d		
NEITHER OF THESE	275	**	**	**	**	135	107	19	8	3	2	232	16	12	16
	6%	**	**	**	**	15%	12%	2%	1%	1%	*%	6%	4%	6%	9%
						ghij	ghij	j							b

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

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

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3996	3519	477	1235	994	819	937	2229	1756	817	3024	1157	1722	718
Effective Weighted Sample	3241	2862	380	991	803	666	775	1793	1442	665	2450	940	1409	574
Total	4441	3892	549	1335	1041	940	1111	2376	2051	893	3361	1306	1914	767
USES ANY SOCIAL MEDIA APPS/ SITES	3608	3197	411	1140	797	797	860	1937	1657	748	2714	1039	1583	632
	81%	82%	75%	85%	77%	85%	77%	82%	81%	84%	81%	80%	83%	82%
		b		bdef		bdf		bd	b					
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	4093	3599	493	1252	961	868	997	2213	1864	832	3084	1182	1784	716
	92%	92%	90%	94%	92%	92%	90%	93%	91%	93%	92%	90%	93%	93%
				df				df					a	
EITHER OF THESE	4166	3662	504	1268	976	888	1019	2244	1907	844	3141	1204	1814	728
	94%	94%	92%	95%	94%	95%	92%	94%	93%	95%	93%	92%	95%	95%
				df		d		d					a	a
NEITHER OF THESE	275	230	45	66	66	51	92	132	143	48	219	102	100	40
	6%	6%	8%	5%	6%	5%	8%	6%	7%	5%	7%	8%	5%	5%
							ace		a			bc		

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

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

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3744	1893	1851	-	-	1406	1543	795	1854	1890	-	1244	2372
Effective Weighted Sample	3042	1469	1577	-	-	1125	1215	713	1498	1545	-	985	1948
Total	4166	2074	2092	-	-	1534	1749	883	2063	2103	-	1323	2701
All the time	704	379	325	**	**	300	274	130	368	336	**	260	427
	17%	18%	16%	**	**	20%	16%	15%	18%	16%	**	20%	16%
		b				de						c	
Most of the time	1757	894	863	**	**	570	791	397	772	986	**	494	1210
	42%	43%	41%	**	**	37%	45%	45%	37%	47%	**	37%	45%
						c	c	c		a		b	
Sometimes	1461	678	782	**	**	528	602	331	782	679	**	451	946
	35%	33%	37%	**	**	34%	34%	37%	38%	32%	**	34%	35%
			a						b				
Never	90	49	42	**	**	45	36	10	52	39	**	39	50
	2%	2%	2%	**	**	3%	2%	1%	3%	2%	**	3%	2%
						e							
Don't know	153	73	80	**	**	91	47	15	90	63	**	79	68
	4%	4%	4%	**	**	6%	3%	2%	4%	3%	**	6%	3%
						de			b			c	
SUMMARY													
ALL OR MOST OF THE TIME	2462	1274	1188	**	**	870	1064	527	1140	1322	**	754	1637
	59%	61%	57%	**	**	57%	61%	60%	55%	63%	**	57%	61%
		b					c			a			
EVER	3922	1952	1970	**	**	1398	1666	858	1921	2001	**	1205	2583
	94%	94%	94%	**	**	91%	95%	97%	93%	95%	**	91%	96%
							c	cd		a			b

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

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

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%	Total	~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3744	-	-	-	-	692	714	771	772	391	404	2539	473	407	325
Effective Weighted Sample	3042	-	-	-	-	550	574	600	615	352	361	2284	451	345	260
Total	4166	-	-	-	-	753	781	869	880	441	442	3444	372	197	153
All the time	704	**	**	**	**	162	138	144	130	62	69	585	61	34	25
	17%	**	**	**	**	22% ghij	18%	17%	15%	14%	16%	17%	16%	17%	16%
Most of the time	1757	**	**	**	**	261	309	328	463	183	214	1459	157	81	60
	42%	**	**	**	**	35%	40%	38%	53% efgi	41% e	48% efg	42%	42%	41%	39%
Sometimes	1461	**	**	**	**	262	266	337	264	182	149	1199	132	72	58
	35%	**	**	**	**	35%	34%	39% h	30%	41% fhj	34%	35%	35%	36%	38%
Never	90	**	**	**	**	25	20	21	14	6	4	75	8	3	4
	2%	**	**	**	**	3% j	3%	2%	2%	1%	1%	2%	2%	2%	3%
Don't know	153	**	**	**	**	43	48	38	9	9	6	127	14	7	5
	4%	**	**	**	**	6% hij	6% hij	4% hj	1%	2%	1%	4%	4%	4%	4%
SUMMARY															
ALL OR MOST OF THE TIME	2462	**	**	**	**	423	447	472	593	244	283	2044	218	115	85
	59%	**	**	**	**	56%	57%	54%	67% efgi	55%	64% efgi	59%	59%	58%	55%
EVER	3922	**	**	**	**	686	712	809	857	427	432	3243	350	187	143
	94%	**	**	**	**	91%	91%	93%	97% efg	97% efg	98% efg	94%	94%	95%	94%

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

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

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3744	3304	440	1170	930	777	856	2100	1633	768	2829	1060	1633	683
Effective Weighted Sample	3042	2691	352	942	752	631	712	1693	1342	627	2295	865	1336	546
Total	4166	3662	504	1268	976	888	1019	2244	1907	844	3141	1204	1814	728
All the time	704	642	62	307	128	148	119	435	267	167	502	180	313	161
	17%	18%	12%	24%	13%	17%	12%	19%	14%	20%	16%	15%	17%	22%
		b		bcdef		d		bdf		b				ab
Most of the time	1757	1552	206	528	424	377	422	952	799	360	1343	525	798	294
	42%	42%	41%	42%	43%	42%	41%	42%	42%	43%	43%	44%	44%	40%
Sometimes	1461	1258	203	369	352	322	412	721	734	280	1109	428	612	231
	35%	34%	40%	29%	36%	36%	40%	32%	38%	33%	35%	36%	34%	32%
			a		a	a	ae		ae					
Never	90	81	9	31	23	13	23	54	36	15	70	26	41	17
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Don't know	153	130	23	33	48	28	43	81	71	22	117	46	50	24
	4%	4%	5%	3%	5%	3%	4%	4%	4%	3%	4%	4%	3%	3%
					a									
SUMMARY														
ALL OR MOST OF THE TIME	2462	2194	268	836	552	525	541	1388	1066	527	1845	705	1111	455
	59%	60%	53%	66%	57%	59%	53%	62%	56%	62%	59%	59%	61%	63%
		b		bcdef		d		bdf						
EVER	3922	3451	471	1205	904	847	952	2109	1800	807	2954	1133	1723	686
	94%	94%	93%	95%	93%	95%	93%	94%	94%	96%	94%	94%	95%	94%
				b		b								

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

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

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3744	1893	1851	-	-	1406	1543	795	1854	1890	-	1244	2372
Effective Weighted Sample	3042	1469	1577	-	-	1125	1215	713	1498	1545	-	985	1948
Total	4166	2074	2092	-	-	1534	1749	883	2063	2103	-	1323	2701
All the time	1003	513	490	**	**	328	437	238	449	554	**	286	692
	24%	25%	23%	**	**	21%	25%	27%	22%	26%	**	22%	26%
							c	c		a			b
Most of the time	1546	770	776	**	**	496	701	348	718	828	**	420	1083
	37%	37%	37%	**	**	32%	40%	39%	35%	39%	**	32%	40%
							c	c		a			b
Sometimes	1272	629	643	**	**	509	498	264	681	591	**	441	772
	31%	30%	31%	**	**	33%	29%	30%	33%	28%	**	33%	29%
						d			b			c	
Never	164	69	95	**	**	86	58	20	99	65	**	73	87
	4%	3%	5%	**	**	6%	3%	2%	5%	3%	**	6%	3%
						de			b			c	
Don't know	181	93	88	**	**	115	54	12	115	66	**	103	66
	4%	4%	4%	**	**	7%	3%	1%	6%	3%	**	8%	2%
						de	e		b			c	
SUMMARY													
ALL OR MOST OF THE TIME	2549	1283	1266	**	**	824	1138	587	1168	1381	**	705	1776
	61%	62%	61%	**	**	54%	65%	66%	57%	66%	**	53%	66%
							c	c		a			b
EVER	3821	1913	1908	**	**	1333	1637	851	1849	1972	**	1147	2548
	92%	92%	91%	**	**	87%	94%	96%	90%	94%	**	87%	94%
							c	cd		a			b

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

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

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3744	-	-	-	-	692	714	771	772	391	404	2539	473	407	325
Effective Weighted Sample	3042	-	-	-	-	550	574	600	615	352	361	2284	451	345	260
Total	4166	-	-	-	-	753	781	869	880	441	442	3444	372	197	153
All the time	1003	**	**	**	**	151	177	186	252	113	125	832	85	50	36
	24%	**	**	**	**	20%	23%	21%	29%	26%	28%	24%	23%	25%	24%
									efg	e	eg				
Most of the time	1546	**	**	**	**	240	256	316	385	162	187	1259	147	80	60
	37%	**	**	**	**	32%	33%	36%	44%	37%	42%	37%	39%	41%	39%
									efgi		ef				
Sometimes	1272	**	**	**	**	251	258	287	211	143	122	1072	105	52	43
	31%	**	**	**	**	33%	33%	33%	24%	32%	27%	31%	28%	27%	28%
						h	h	h		h					
Never	164	**	**	**	**	49	37	35	23	15	5	133	17	7	8
	4%	**	**	**	**	6%	5%	4%	3%	3%	1%	4%	5%	3%	5%
						hij	hj	j							
Don't know	181	**	**	**	**	62	53	45	9	9	3	148	19	8	6
	4%	**	**	**	**	8%	7%	5%	1%	2%	1%	4%	5%	4%	4%
						ghij	hij	hij							
SUMMARY															
ALL OR MOST OF THE TIME	2549	**	**	**	**	391	433	501	637	275	312	2092	231	130	96
	61%	**	**	**	**	52%	55%	58%	72%	62%	71%	61%	62%	66%	63%
									efgi	ef	efgi				
EVER	3821	**	**	**	**	642	691	789	848	418	433	3164	336	182	139
	92%	**	**	**	**	85%	88%	91%	96%	95%	98%	92%	90%	92%	91%
								e	efg	efg	efgi				

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

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

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3744	3304	440	1170	930	777	856	2100	1633	768	2829	1060	1633	683
Effective Weighted Sample	3042	2691	352	942	752	631	712	1693	1342	627	2295	865	1336	546
Total	4166	3662	504	1268	976	888	1019	2244	1907	844	3141	1204	1814	728
All the time	1003	899	104	371	208	206	216	579	421	206	769	296	420	213
	24%	25%	21%	29%	21%	23%	21%	26%	22%	24%	24%	25%	23%	29%
				bcd	f	c	d	bdf						ab
Most of the time	1546	1360	186	470	364	345	359	835	704	322	1174	441	722	260
	37%	37%	37%	37%	37%	39%	35%	37%	37%	38%	37%	37%	40%	36%
Sometimes	1272	1114	158	363	315	274	317	678	592	247	952	368	539	199
	31%	30%	31%	29%	32%	31%	31%	30%	31%	29%	30%	31%	30%	27%
Never	164	140	24	37	36	31	58	74	89	45	110	47	63	33
	4%	4%	5%	3%	4%	4%	6%	3%	5%	5%	4%	4%	3%	5%
							ae		a	b				
Don't know	181	149	32	26	52	32	69	78	101	24	136	53	70	23
	4%	4%	6%	2%	5%	4%	7%	3%	5%	3%	4%	4%	4%	3%
					ae		ace	a	ae					
SUMMARY														
ALL OR MOST OF THE TIME	2549	2259	290	841	572	550	575	1414	1125	529	1942	736	1142	473
	61%	62%	58%	66%	59%	62%	56%	63%	59%	63%	62%	61%	63%	65%
				bdf	d	d		bdf						
EVER	3821	3373	448	1205	887	825	892	2092	1717	776	2894	1104	1681	672
	92%	92%	89%	95%	91%	93%	88%	93%	90%	92%	92%	92%	93%	92%
		b		bdf	d	df		bdf						

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

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

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3744	1893	1851	-	-	1406	1543	795	1854	1890	-	1244	2372
Effective Weighted Sample	3042	1469	1577	-	-	1125	1215	713	1498	1545	-	985	1948
Total	4166	2074	2092	-	-	1534	1749	883	2063	2103	-	1323	2701
All the time	673	351	322	**	**	214	305	154	329	344	**	184	465
	16%	17%	15%	**	**	14%	17%	17%	16%	16%	**	14%	17%
							c	c					b
Most of the time	955	489	466	**	**	316	423	215	461	493	**	267	659
	23%	24%	22%	**	**	21%	24%	24%	22%	23%	**	20%	24%
							c						b
Sometimes	1630	798	831	**	**	546	706	378	758	872	**	471	1104
	39%	39%	40%	**	**	36%	40%	43%	37%	41%	**	36%	41%
							c	c		a			b
Never	508	261	247	**	**	222	186	101	282	227	**	183	305
	12%	13%	12%	**	**	14%	11%	11%	14%	11%	**	14%	11%
						d			b			c	
Don't know	400	175	226	**	**	235	129	36	234	167	**	218	169
	10%	8%	11%	**	**	15%	7%	4%	11%	8%	**	16%	6%
			a			de	e		b			c	
SUMMARY													
ALL OR MOST OF THE TIME	1627	839	788	**	**	531	728	369	790	837	**	451	1124
	39%	40%	38%	**	**	35%	42%	42%	38%	40%	**	34%	42%
							c	c					b
EVER	3257	1638	1619	**	**	1077	1434	747	1547	1710	**	922	2227
	78%	79%	77%	**	**	70%	82%	85%	75%	81%	**	70%	82%
							c	c		a			b

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

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

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3744	-	-	-	-	692	714	771	772	391	404	2539	473	407	325
Effective Weighted Sample	3042	-	-	-	-	550	574	600	615	352	361	2284	451	345	260
Total	4166	-	-	-	-	753	781	869	880	441	442	3444	372	197	153
All the time	673	**	**	**	**	103	111	147	157	78	76	557	54	37	24
	16%	**	**	**	**	14%	14%	17%	18%	18%	17%	16%	15%	19%	16%
Most of the time	955	**	**	**	**	156	161	200	223	105	110	794	82	40	39
	23%	**	**	**	**	21%	21%	23%	25%	24%	25%	23%	22%	20%	25%
Sometimes	1630	**	**	**	**	254	293	324	382	180	198	1358	137	77	58
	39%	**	**	**	**	34%	37%	37%	43%	41%	45%	39%	37%	39%	38%
									efg	e	efg				
Never	508	**	**	**	**	124	98	104	82	53	47	405	66	20	17
	12%	**	**	**	**	17%	12%	12%	9%	12%	11%	12%	18%	10%	11%
						ghj							acd		
Don't know	400	**	**	**	**	116	120	93	36	25	11	330	32	23	15
	10%	**	**	**	**	15%	15%	11%	4%	6%	2%	10%	9%	12%	10%
						ghij	ghij	hij		j					
SUMMARY															
ALL OR MOST OF THE TIME	1627	**	**	**	**	259	271	347	380	183	186	1351	136	77	63
	39%	**	**	**	**	34%	35%	40%	43%	42%	42%	39%	37%	39%	41%
									ef	ef	ef				
EVER	3257	**	**	**	**	513	564	672	762	363	384	2709	274	154	121
	78%	**	**	**	**	68%	72%	77%	87%	82%	87%	79%	74%	78%	79%
								ef	efg	ef	efg	b			

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

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

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3744	3304	440	1170	930	777	856	2100	1633	768	2829	1060	1633	683
Effective Weighted Sample	3042	2691	352	942	752	631	712	1693	1342	627	2295	865	1336	546
Total	4166	3662	504	1268	976	888	1019	2244	1907	844	3141	1204	1814	728
All the time	673	597	76	256	120	146	149	375	295	194	452	199	283	126
	16%	16%	15%	20% bdef	12%	16% b	15%	17% b	15% b	23% b	14%	17%	16%	17%
Most of the time	955	866	88	313	208	203	231	521	434	240	676	288	436	159
	23%	24% b	18%	25%	21%	23%	23%	23%	23%	28% b	22%	24%	24%	22%
Sometimes	1630	1399	231	466	420	349	388	885	736	274	1284	462	704	292
	39%	38%	46% a	37%	43% af	39%	38%	39%	39%	32%	41% a	38%	39%	40%
Never	508	449	59	145	109	116	135	255	250	83	413	144	218	100
	12%	12%	12%	11%	11%	13%	13%	11%	13%	10%	13% a	12%	12%	14%
Don't know	400	351	50	89	119	75	117	207	192	54	317	111	172	50
	10%	10%	10%	7%	12% ace	8%	11% a	9% a	10% a	6%	10% a	9%	9%	7%
SUMMARY														
ALL OR MOST OF THE TIME	1627	1463	164	568	328	349	380	896	729	434	1128	487	720	285
	39%	40% b	33%	45% bcdef	34%	39% b	37%	40% b	38% b	51% b	36%	40%	40%	39%
EVER	3257	2862	395	1034	748	698	767	1782	1465	708	2412	949	1424	577
	78%	78%	78%	82% bdf	77%	79%	75%	79% d	77%	84% b	77%	79%	78%	79%

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

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

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3744	1893	1851	-	-	1406	1543	795	1854	1890	-	1244	2372
Effective Weighted Sample	3042	1469	1577	-	-	1125	1215	713	1498	1545	-	985	1948
Total	4166	2074	2092	-	-	1534	1749	883	2063	2103	-	1323	2701
All the time	441	242	199	**	**	148	204	89	229	212	**	130	292
	11%	12%	9%	**	**	10%	12%	10%	11%	10%	**	10%	11%
		b											
Most of the time	646	349	297	**	**	232	268	145	330	316	**	205	417
	16%	17%	14%	**	**	15%	15%	16%	16%	15%	**	15%	15%
		b											
Sometimes	2602	1247	1354	**	**	891	1121	589	1254	1348	**	758	1765
	62%	60%	65%	**	**	58%	64%	67%	61%	64%	**	57%	65%
		a					c	c				b	
Never	211	107	104	**	**	107	79	25	107	104	**	94	114
	5%	5%	5%	**	**	7%	4%	3%	5%	5%	**	7%	4%
						de						c	
Don't know	266	128	138	**	**	155	77	34	143	124	**	136	113
	6%	6%	7%	**	**	10%	4%	4%	7%	6%	**	10%	4%
						de						c	
SUMMARY													
ALL OR MOST OF THE TIME	1087	591	496	**	**	380	472	234	559	528	**	335	709
	26%	29%	24%	**	**	25%	27%	27%	27%	25%	**	25%	26%
		b											
EVER	3688	1839	1850	**	**	1271	1593	824	1813	1876	**	1093	2474
	89%	89%	88%	**	**	83%	91%	93%	88%	89%	**	83%	92%
							c	c				b	

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

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

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3744	-	-	-	-	692	714	771	772	391	404	2539	473	407	325
Effective Weighted Sample	3042	-	-	-	-	550	574	600	615	352	361	2284	451	345	260
Total	4166	-	-	-	-	753	781	869	880	441	442	3444	372	197	153
All the time	441	**	**	**	**	76	72	105	99	48	41	364	38	24	16
	11%	**	**	**	**	10%	9%	12%	11%	11%	9%	11%	10%	12%	10%
Most of the time	646	**	**	**	**	128	105	126	142	76	69	532	59	32	23
	16%	**	**	**	**	17%	13%	15%	16%	17%	16%	15%	16%	16%	15%
Sometimes	2602	**	**	**	**	421	471	548	572	284	305	2134	242	128	97
	62%	**	**	**	**	56%	60%	63%	65%	65%	69%	62%	65%	65%	64%
						e	e	e	e	e	ef				
Never	211	**	**	**	**	53	54	42	36	12	13	186	14	5	6
	5%	**	**	**	**	7%	7%	5%	4%	3%	3%	5%	4%	2%	4%
						hij	hij					c			
Don't know	266	**	**	**	**	76	80	47	30	20	14	229	19	9	10
	6%	**	**	**	**	10%	10%	5%	3%	5%	3%	7%	5%	4%	7%
						ghij	ghij								
SUMMARY															
ALL OR MOST OF THE TIME	1087	**	**	**	**	204	176	231	241	124	110	896	97	55	39
	26%	**	**	**	**	27%	23%	27%	27%	28%	25%	26%	26%	28%	25%
EVER	3688	**	**	**	**	624	647	780	814	409	415	3030	339	184	136
	89%	**	**	**	**	83%	83%	90%	92%	93%	94%	88%	91%	93%	89%
								ef	ef	ef	efg			a	

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

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

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3744	3304	440	1170	930	777	856	2100	1633	768	2829	1060	1633	683
Effective Weighted Sample	3042	2691	352	942	752	631	712	1693	1342	627	2295	865	1336	546
Total	4166	3662	504	1268	976	888	1019	2244	1907	844	3141	1204	1814	728
All the time	441	408	32	160	81	94	106	241	199	136	284	142	185	79
	11%	11%	6%	13%	8%	11%	10%	11%	10%	16%	9%	12%	10%	11%
		b		b						b				
Most of the time	646	588	58	227	128	147	140	355	287	166	454	168	296	106
	16%	16%	11%	18%	13%	17%	14%	16%	15%	20%	14%	14%	16%	15%
		b		bd						b				
Sometimes	2602	2255	347	742	659	536	659	1401	1194	496	2010	772	1147	450
	62%	62%	69%	58%	68%	60%	65%	62%	63%	59%	64%	64%	63%	62%
			a		acef		a	a	a		a			
Never	211	183	28	74	41	46	49	116	95	17	182	58	86	50
	5%	5%	6%	6%	4%	5%	5%	5%	5%	2%	6%	5%	5%	7%
											a			
Don't know	266	228	39	65	66	66	66	131	132	29	211	64	100	43
	6%	6%	8%	5%	7%	7%	6%	6%	7%	3%	7%	5%	5%	6%
											a			
SUMMARY														
ALL OR MOST OF THE TIME	1087	997	90	387	208	241	245	596	486	302	738	310	482	184
	26%	27%	18%	31%	21%	27%	24%	27%	25%	36%	24%	26%	27%	25%
		b		bdef		b		b	b	b				
EVER	3688	3252	437	1129	868	776	904	1997	1680	799	2749	1082	1629	635
	89%	89%	87%	89%	89%	87%	89%	89%	88%	95%	88%	90%	90%	87%
										b				

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

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

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	~a	~b	~c	d	e	a	b	~a	~b	c
Unweighted total	1159	-	1159	-	-	-	757	402	585	574	-	-	1103
Effective Weighted Sample	993	-	993	-	-	-	625	375	497	497	-	-	944
Total	1324	-	1324	-	-	-	879	445	656	667	-	-	1264
Send supportive messages to friends if they are having a hard time	802	**	802	**	**	**	516	286	309	493	**	**	765
	61%	**	61%	**	**	**	59%	64%	47%	74%	**	**	61%
										a			
Search out, share or discuss news stories with others on these apps and sites	503	**	503	**	**	**	326	177	257	246	**	**	477
	38%	**	38%	**	**	**	37%	40%	39%	37%	**	**	38%
Follow activists and campaigners who talk about causes I care about	304	**	304	**	**	**	187	117	118	186	**	**	284
	23%	**	23%	**	**	**	21%	26%	18%	28%	**	**	22%
										a			
Write my own posts about causes I care about	280	**	280	**	**	**	173	107	110	170	**	**	265
	21%	**	21%	**	**	**	20%	24%	17%	26%	**	**	21%
										a			
Follow or interact with political parties or campaign groups e.g. Black Lives matter, the Green Party	155	**	155	**	**	**	94	61	61	94	**	**	147
	12%	**	12%	**	**	**	11%	14%	9%	14%	**	**	12%
										a			
None of these	257	**	257	**	**	**	180	77	185	72	**	**	246
	19%	**	19%	**	**	**	20%	17%	28%	11%	**	**	19%
									b				

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

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

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	~a	~b	~c	d	e	a	b	~a	~b	c
Unweighted total	1159	-	1159	-	-	-	757	402	585	574	-	-	1103
Effective Weighted Sample	993	-	993	-	-	-	625	375	497	497	-	-	944
Total	1324	-	1324	-	-	-	879	445	656	667	-	-	1264
Don't know	31	**	31	**	**	**	19	11	18	13	**	**	29
	2%	**	2%	**	**	**	2%	3%	3%	2%	**	**	2%

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

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

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	j	a	b	c	~d
Unweighted total	1159	-	-	-	-	-	-	383	374	202	200	815	140	122	82
Effective Weighted Sample	993	-	-	-	-	-	-	311	313	189	186	757	132	99	64
Total	1324	-	-	-	-	-	-	435	444	221	224	1094	116	63	50
Send supportive messages to friends if they are having a hard time	802	**	**	**	**	**	**	202	314	107	179	660	75	41	**
	61%	**	**	**	**	**	**	46%	71%	48%	80%	60%	65%	65%	**
									gi		ghi				
Search out, share or discuss news stories with others on these apps and sites	503	**	**	**	**	**	**	166	160	91	86	411	48	24	**
	38%	**	**	**	**	**	**	38%	36%	41%	38%	38%	42%	38%	**
Follow activists and campaigners who talk about causes I care about	304	**	**	**	**	**	**	66	122	53	64	246	30	15	**
	23%	**	**	**	**	**	**	15%	27%	24%	29%	22%	26%	23%	**
									g	g	g				
Write my own posts about causes I care about	280	**	**	**	**	**	**	65	108	44	63	231	28	15	**
	21%	**	**	**	**	**	**	15%	24%	20%	28%	21%	24%	24%	**
									g		g				
Follow or interact with political parties or campaign groups e.g. Black Lives matter, the Green Party	155	**	**	**	**	**	**	38	56	23	38	120	21	7	**
	12%	**	**	**	**	**	**	9%	13%	10%	17%	11%	18%	12%	**
											g		a		
None of these	257	**	**	**	**	**	**	126	54	59	18	218	19	12	**
	19%	**	**	**	**	**	**	29%	12%	27%	8%	20%	16%	19%	**
								hj		hj					

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

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

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	j	a	b	c	~d
Unweighted total	1159	-	-	-	-	-	-	383	374	202	200	815	140	122	82
Effective Weighted Sample	993	-	-	-	-	-	-	311	313	189	186	757	132	99	64
Total	1324	-	-	-	-	-	-	435	444	221	224	1094	116	63	50
Don't know	31	**	**	**	**	**	**	9	11	9	2	25	2	1	**
	2%	**	**	**	**	**	**	2%	2%	4%	1%	2%	2%	2%	**

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

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

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1159	1022	137	380	289	222	263	669	485	263	855	331	495	212
Effective Weighted Sample	993	876	118	328	245	191	230	573	420	226	732	285	430	181
Total	1324	1158	166	408	306	277	326	715	603	291	979	382	570	243
Send supportive messages to friends if they are having a hard time	802 61%	703 61%	99 60%	272 67% bcf	174 57%	138 50%	213 66% c	446 62% c	352 58%	201 69% b	568 58%	235 61%	348 61%	154 63%
Search out, share or discuss news stories with others on these apps and sites	503 38%	449 39%	53 32%	192 47% bcdf	111 36%	95 34%	100 31%	303 42% cdf	195 32%	122 42%	366 37%	148 39%	214 38%	100 41%
Follow activists and campaigners who talk about causes I care about	304 23%	271 23%	33 20%	124 30% bcdf	68 22%	52 19%	59 18%	191 27% cdf	111 18%	81 28% b	208 21%	76 20%	139 24%	64 26%
Write my own posts about causes I care about	280 21%	249 22%	31 19%	86 21%	59 19%	48 17%	86 26% c	145 20%	134 22%	93 32% b	175 18%	102 27% b	100 18%	52 21%
Follow or interact with political parties or campaign groups e.g. Black Lives matter, the Green Party	155 12%	142 12%	13 8%	70 17% bcdf	30 10%	22 8%	31 10%	100 14% cf	53 9%	49 17% b	101 10%	48 13%	70 12%	25 10%

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

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

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 ONLY)

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
		a	b	a	b	c	d	e	f	a	b	a	b	c
Significance Level: 95%														
Unweighted total	1159	1022	137	380	289	222	263	669	485	263	855	331	495	212
Effective Weighted Sample	993	876	118	328	245	191	230	573	420	226	732	285	430	181
Total	1324	1158	166	408	306	277	326	715	603	291	979	382	570	243
None of these	257	223	33	54	64	77	63	117	140	42	205	69	110	45
	19%	19%	20%	13%	21%	28%	19%	16%	23%	14%	21%	18%	19%	18%
					a	ade			ae		a			
Don't know	31	22	8	1	9	7	14	10	20	5	23	10	8	2
	2%	2%	5%	0%	3%	2%	4%	1%	3%	2%	2%	3%	1%	1%
			a		a	a	ae		ae					

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3144	1618	1526	-	-	986	1407	751	1528	1616	-	870	2159
Effective Weighted Sample	2548	1253	1297	-	-	779	1103	674	1227	1321	-	681	1769
Total	3494	1772	1722	-	-	1071	1585	837	1690	1804	-	922	2443
I have one account for my closest friends and another for everyone else	669	348	321	**	**	162	314	192	319	350	**	134	507
	19%	20%	19%	**	**	15%	20%	23%	19%	19%	**	15%	21%
							c	c					b
I have an account just for my parents/ family to see	653	321	333	**	**	316	233	104	324	330	**	277	362
	19%	18%	19%	**	**	30%	15%	12%	19%	18%	**	30%	15%
						de						c	
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	480	247	234	**	**	142	228	111	228	253	**	124	343
	14%	14%	14%	**	**	13%	14%	13%	13%	14%	**	13%	14%
I have more than one but I don't use them all	408	205	204	**	**	75	217	116	180	228	**	59	329
	12%	12%	12%	**	**	7%	14%	14%	11%	13%	**	6%	13%
							c	c					b
I have different accounts for sharing/ posting my own content and for following other people	359	169	191	**	**	83	180	96	167	192	**	75	268
	10%	10%	11%	**	**	8%	11%	11%	10%	11%	**	8%	11%
							c	c					b

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3144	1618	1526	-	-	986	1407	751	1528	1616	-	870	2159
Effective Weighted Sample	2548	1253	1297	-	-	779	1103	674	1227	1321	-	681	1769
Total	3494	1772	1722	-	-	1071	1585	837	1690	1804	-	922	2443
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	336	165	172	**	**	94	148	94	160	176	**	85	239
	10%	9%	10%	**	**	9%	9%	11%	9%	10%	**	9%	10%
Something else	34	14	20	**	**	7	18	9	12	23	**	7	26
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	**	1%	1%
Don't know	80	43	36	**	**	32	34	14	36	43	**	30	42
	2%	2%	2%	**	**	3%	2%	2%	2%	2%	**	3%	2%
												c	
I don't have more than one profile	1315	662	653	**	**	352	618	345	668	647	**	300	966
	38%	37%	38%	**	**	33%	39%	41%	40%	36%	**	33%	40%
							c	c					b
SUMMARY													
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	2099	1067	1033	**	**	687	934	478	986	1113	**	592	1435
	60%	60%	60%	**	**	64%	59%	57%	58%	62%	**	64%	59%
						de						c	

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3144	-	-	-	-	484	502	683	724	361	390	2122	389	346	287
Effective Weighted Sample	2548	-	-	-	-	377	402	528	576	326	348	1904	370	290	228
Total	3494	-	-	-	-	519	552	762	823	409	428	2879	309	171	135
I have one account for my closest friends and another for everyone else	669	**	**	**	**	94	69	140	175	85	107	575	39	29	27
	19%	**	**	**	**	18%	12%	18%	21%	21%	25%	20%	13%	17%	20%
						f		f	f	f	efg	b			b
I have an account just for my parents/ family to see	653	**	**	**	**	156	160	117	116	50	54	556	47	27	24
	19%	**	**	**	**	30%	29%	15%	14%	12%	13%	19%	15%	16%	17%
						ghij	ghij								
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	480	**	**	**	**	62	80	100	128	66	44	405	41	21	14
	14%	**	**	**	**	12%	15%	13%	16%	16%	10%	14%	13%	12%	10%
									j	j					
I have more than one but I don't use them all	408	**	**	**	**	35	40	90	128	56	61	327	41	17	23
	12%	**	**	**	**	7%	7%	12%	16%	14%	14%	11%	13%	10%	17%
								ef	ef	ef	ef				ac
I have different accounts for sharing/ posting my own content and for following other people	359	**	**	**	**	40	43	74	106	53	43	310	21	15	13
	10%	**	**	**	**	8%	8%	10%	13%	13%	10%	11%	7%	9%	10%
									ef	ef		b			

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3144	-	-	-	-	484	502	683	724	361	390	2122	389	346	287
Effective Weighted Sample	2548	-	-	-	-	377	402	528	576	326	348	1904	370	290	228
Total	3494	-	-	-	-	519	552	762	823	409	428	2879	309	171	135
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	336	**	**	**	**	49	45	60	89	51	43	291	22	13	11
	10%	**	**	**	**	9%	8%	8%	11%	12%	10%	10%	7%	8%	8%
Something else	34	**	**	**	**	5	2	4	14	3	6	25	6	1	2
	1%	**	**	**	**	1%	*%	1%	2%	1%	1%	1%	2%	1%	1%
Don't know	80	**	**	**	**	12	21	20	13	5	9	68	7	3	2
	2%	**	**	**	**	2%	4%	3%	2%	1%	2%	2%	2%	2%	1%
I don't have more than one profile	1315	**	**	**	**	169	183	326	292	173	172	1038	142	85	50
	38%	**	**	**	**	33%	33%	43%	35%	42%	40%	36%	46%	50%	37%
								efh		efh	ef		ad	ad	
SUMMARY															
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	2099	**	**	**	**	339	349	416	518	231	247	1773	160	83	83
	60%	**	**	**	**	65%	63%	55%	63%	56%	58%	62%	52%	48%	61%
						gij	g		g			bc			bc

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3144	2797	347	1016	724	670	724	1740	1394	691	2329	921	1366	572
Effective Weighted Sample	2548	2271	277	814	583	545	600	1396	1145	564	1885	749	1116	457
Total	3494	3096	398	1105	751	772	851	1857	1623	757	2589	1038	1515	613
I have one account for my closest friends and another for everyone else	669 19%	604 20%	65 16%	271 24% bcdf	127 17%	146 19%	124 15%	398 21% bdf	270 17%	152 20%	486 19%	188 18%	282 19%	139 23%
I have an account just for my parents/ family to see	653 19%	596 19%	57 14%	218 20%	138 18%	156 20%	140 16%	356 19%	296 18%	158 21%	455 18%	197 19%	274 18%	108 18%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	480 14%	441 14% b	39 10%	203 18% bcdf	93 12%	100 13%	84 10%	296 16% bdf	185 11%	110 14%	351 14%	132 13%	220 15%	96 16%
I have more than one but I don't use them all	408 12%	375 12%	34 9%	165 15% bdf	62 8%	96 12% b	84 10%	227 12% b	180 11%	121 16% b	270 10%	114 11%	190 13% c	52 8%
I have different accounts for sharing/ posting my own content and for following other people	359 10%	327 11%	32 8%	172 16% bcdef	52 7%	56 7%	77 9%	224 12% bcdf	133 8%	101 13% b	243 9%	94 9%	153 10%	91 15% ab

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3144	2797	347	1016	724	670	724	1740	1394	691	2329	921	1366	572
Effective Weighted Sample	2548	2271	277	814	583	545	600	1396	1145	564	1885	749	1116	457
Total	3494	3096	398	1105	751	772	851	1857	1623	757	2589	1038	1515	613
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	336	304	33	162	58	68	45	221	113	103	212	84	152	70
	10%	10%	8%	15% bcdf	8%	9% d	5%	12% bcdf	7%	14% b	8%	8%	10%	11%
Something else	34	27	7	11	3	7	12	14	19	22	12	10	16	4
	1%	1%	2%	1%	*%	1%	1%	1%	1%	3% b	*%	1%	1%	1%
Don't know	80	68	12	10	17	20	31	28	51	14	58	29	29	7
	2%	2%	3%	1%	2% a	3% a	4% ae	1%	3% ae	2%	2%	3%	2%	1%
I don't have more than one profile	1315	1129	186	330	319	278	380	649	658	252	1021	391	568	239
	38%	36%	47% a	30%	42% ace	36% a	45% ace	35% a	41% ae	33%	39% a	38%	38%	39%
SUMMARY														
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	2099	1899	201	765	415	474	441	1180	915	492	1511	618	917	367
	60%	61% b	50%	69% bcdef	55%	61% bdf	52%	64% bdf	56%	65% b	58%	60%	61%	60%

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1854	944	910	-	-	614	803	437	869	985	-	540	1244
Effective Weighted Sample	1509	737	774	-	-	489	637	390	701	807	-	426	1023
Total	2099	1067	1033	-	-	687	934	478	986	1113	-	592	1435
I have one account for my closest friends and another for everyone else	669	348	321	**	**	162	314	192	319	350	**	134	507
	32%	33%	31%	**	**	24%	34% c	40% cd	32%	31%	**	23%	35% b
I have an account just for my parents/ family to see	653	321	333	**	**	316	233	104	324	330	**	277	362
	31%	30%	32%	**	**	46% de	25%	22%	33%	30%	**	47% c	25%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	480	247	234	**	**	142	228	111	228	253	**	124	343
	23%	23%	23%	**	**	21%	24%	23%	23%	23%	**	21%	24%
I have more than one but I don't use them all	408	205	204	**	**	75	217	116	180	228	**	59	329
	19%	19%	20%	**	**	11%	23% c	24% c	18%	21%	**	10%	23% b
I have different accounts for sharing/ posting my own content and for following other people	359	169	191	**	**	83	180	96	167	192	**	75	268
	17%	16%	18%	**	**	12%	19% c	20% c	17%	17%	**	13%	19% b

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1854	944	910	-	-	614	803	437	869	985	-	540	1244
Effective Weighted Sample	1509	737	774	-	-	489	637	390	701	807	-	426	1023
Total	2099	1067	1033	-	-	687	934	478	986	1113	-	592	1435
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	336	165	172	**	**	94	148	94	160	176	**	85	239
	16%	15%	17%	**	**	14%	16%	20%	16%	16%	**	14%	17%
								c					
Something else	34	14	20	**	**	7	18	9	12	23	**	7	26
	2%	1%	2%	**	**	1%	2%	2%	1%	2%	**	1%	2%

SUMMARY

ANY RESPONSES RELATING TO MORE THAN ONE PROFILE

2099	1067	1033	**	**	687	934	478	986	1113	**	592	1435
100%	100%	100%	**	**	100%	100%	100%	100%	100%	**	100%	100%

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1854	-	-	-	-	307	307	360	443	202	235	1307	206	169	172
Effective Weighted Sample	1509	-	-	-	-	239	250	282	355	183	208	1168	196	141	137
Total	2099	-	-	-	-	339	349	416	518	231	247	1773	160	83	83
I have one account for my closest friends and another for everyone else	669	**	**	**	**	94	69	140	175	85	107	575	39	29	27
	32%	**	**	**	**	28%	20%	34%	34%	37%	43%	32%	24%	35%	32%
						f		f	f	ef	efgh	b		b	
I have an account just for my parents/ family to see	653	**	**	**	**	156	160	117	116	50	54	556	47	27	24
	31%	**	**	**	**	46%	46%	28%	22%	22%	22%	31%	29%	33%	28%
						ghij	ghij								
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	480	**	**	**	**	62	80	100	128	66	44	405	41	21	14
	23%	**	**	**	**	18%	23%	24%	25%	29%	18%	23%	26%	25%	17%
										ej					
I have more than one but I don't use them all	408	**	**	**	**	35	40	90	128	56	61	327	41	17	23
	19%	**	**	**	**	10%	11%	22%	25%	24%	24%	18%	26%	21%	28%
								ef	ef	ef	ef		a		a
I have different accounts for sharing/ posting my own content and for following other people	359	**	**	**	**	40	43	74	106	53	43	310	21	15	13
	17%	**	**	**	**	12%	12%	18%	21%	23%	17%	17%	13%	18%	16%
									ef	ef					

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1854	-	-	-	-	307	307	360	443	202	235	1307	206	169	172
Effective Weighted Sample	1509	-	-	-	-	239	250	282	355	183	208	1168	196	141	137
Total	2099	-	-	-	-	339	349	416	518	231	247	1773	160	83	83
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	336	**	**	**	**	49	45	60	89	51	43	291	22	13	11
	16%	**	**	**	**	15%	13%	14%	17%	22% efg	17%	16%	13%	16%	14%
Something else	34	**	**	**	**	5	2	4	14	3	6	25	6	1	2
	2%	**	**	**	**	1%	1%	1%	3%	1%	3%	1%	4% a	1%	2%
SUMMARY															
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	2099	**	**	**	**	339	349	416	518	231	247	1773	160	83	83
	100%	**	**	**	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	1854	1685	169	688	383	399	381	1071	780	446	1327	538	823	328
Effective Weighted Sample	1509	1372	137	552	312	328	315	863	643	362	1080	440	673	264
Total	2099	1899	201	765	415	474	441	1180	915	492	1511	618	917	367
I have one account for my closest friends and another for everyone else	669 32%	604 32%	65 32%	271 35% df	127 31%	146 31%	124 28%	398 34%	270 29%	152 31%	486 32%	188 30%	282 31%	139 38% ab
I have an account just for my parents/ family to see	653 31%	596 31%	57 29%	218 28%	138 33%	156 33%	140 32%	356 30%	296 32%	158 32%	455 30%	197 32%	274 30%	108 29%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	480 23%	441 23%	39 19%	203 26% df	93 22%	100 21%	84 19%	296 25% df	185 20%	110 22%	351 23%	132 21%	220 24%	96 26%
I have more than one but I don't use them all	408 19%	375 20%	34 17%	165 22% b	62 15%	96 20%	84 19%	227 19%	180 20%	121 25% b	270 18%	114 18%	190 21% c	52 14%
I have different accounts for sharing/ posting my own content and for following other people	359 17%	327 17%	32 16%	172 22% bcf	52 13%	56 12%	77 17% c	224 19% bcf	133 15%	101 21% b	243 16%	94 15%	153 17%	91 25% ab

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

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

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	1854	1685	169	688	383	399	381	1071	780	446	1327	538	823	328
Effective Weighted Sample	1509	1372	137	552	312	328	315	863	643	362	1080	440	673	264
Total	2099	1899	201	765	415	474	441	1180	915	492	1511	618	917	367
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	336 16%	304 16%	33 16%	162 21% bcd	58 14%	68 14%	45 10%	221 19% df	113 12%	103 21% b	212 14%	84 14%	152 17%	70 19%
Something else	34 2%	27 1%	7 4%	11 1%	3 1%	7 1%	12 3% b	14 1%	19 2%	22 4% b	12 1%	10 2%	16 2%	4 1%
SUMMARY														
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	2099 100%	1899 100%	201 100%	765 100%	415 100%	474 100%	441 100%	1180 100%	915 100%	492 100%	1511 100%	618 100%	917 100%	367 100%
Columns Tested: a,b - a,b,c,d,e,f - a,b - a,b,c														

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

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people"

Base : Children aged 12-17 who go online (WAVE 2 ONLY)

	Total	WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	~a	~b	~c	d	e	a	b	~a	~b	c
Unweighted total	1168	-	1168	-	-	-	765	403	595	573	-	-	1112
Effective Weighted Sample	1002	-	1002	-	-	-	632	376	506	496	-	-	952
Total	1335	-	1335	-	-	-	889	446	669	667	-	-	1276
Disagree	552	**	552	**	**	**	399	154	259	293	**	**	537
	41%	**	41%	**	**	**	45%	34%	39%	44%	**	**	42%
							e						
Neither agree nor disagree	362	**	362	**	**	**	225	137	178	184	**	**	341
	27%	**	27%	**	**	**	25%	31%	27%	28%	**	**	27%
Agree	373	**	373	**	**	**	230	143	204	170	**	**	352
	28%	**	28%	**	**	**	26%	32%	30%	25%	**	**	28%
							d						
Don't know	47	**	47	**	**	**	35	13	27	20	**	**	45
	4%	**	4%	**	**	**	4%	3%	4%	3%	**	**	4%

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

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

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people"

Base : Children aged 12-17 who go online (WAVE 2 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	j	a	b	c	~d
Unweighted total	1168	-	-	-	-	-	-	391	374	204	199	822	141	121	84
Effective Weighted Sample	1002	-	-	-	-	-	-	319	313	191	185	763	133	98	66
Total	1335	-	-	-	-	-	-	445	444	224	223	1104	116	63	52
Disagree	552	**	**	**	**	**	**	193	206	66	87	458	45	28	**
	41%	**	**	**	**	**	**	43%	46%	30%	39%	41%	39%	45%	**
								i	i		i				
Neither agree nor disagree	362	**	**	**	**	**	**	110	115	68	69	304	30	17	**
	27%	**	**	**	**	**	**	25%	26%	30%	31%	28%	26%	28%	**
Agree	373	**	**	**	**	**	**	120	110	84	60	304	36	15	**
	28%	**	**	**	**	**	**	27%	25%	37%	27%	28%	31%	24%	**
										ghj					
Don't know	47	**	**	**	**	**	**	22	13	6	7	39	5	2	**
	4%	**	**	**	**	**	**	5%	3%	2%	3%	3%	4%	3%	**

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

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

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people"

Base : Children aged 12-17 who go online (WAVE 2 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1168	1030	138	386	291	221	265	677	486	266	860	335	497	214
Effective Weighted Sample	1002	883	119	333	246	190	232	580	422	228	737	288	432	183
Total	1335	1168	167	415	308	277	329	723	606	294	986	387	572	247
Disagree	552	471	81	161	142	119	127	303	246	113	422	126	257	117
	41%	40%	48%	39%	46%	43%	39%	42%	41%	38%	43%	33%	45%	47%
													a	a
Neither agree nor disagree	362	306	56	86	98	74	103	184	176	79	267	109	155	53
	27%	26%	33%	21%	32%	27%	31%	25%	29%	27%	27%	28%	27%	21%
					a		a		a					
Agree	373	349	25	156	55	77	85	211	161	95	261	141	137	74
	28%	30%	15%	38%	18%	28%	26%	29%	27%	32%	26%	36%	24%	30%
		b		bcdef		b	b	b	b			b		
Don't know	47	41	6	13	13	8	14	26	22	8	36	11	24	4
	4%	4%	4%	3%	4%	3%	4%	4%	4%	3%	4%	3%	4%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 52

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
PRE-SCHOOL	637	372	265	628	9	-	-	-	321	316	637	-	-
	10%	11%	8%	71%	1%	-%	-%	-%	10%	9%	100%	-%	-%
		b		bcde	cde						bc		
PRIMARY	3086	1521	1565	251	1278	1547	10	-	1540	1546	-	3086	-
	46%	46%	47%	28%	96%	87%	1%	-%	46%	46%	-%	100%	-%
				de	acde	ade						ac	
SECONDARY	2737	1311	1425	-	-	208	1736	792	1378	1358	-	-	2737
	41%	40%	42%	-%	-%	12%	98%	89%	41%	41%	-%	-%	100%
			a			ab	abce	abc					ab
POST-SCHOOL	62	36	26	-	-	-	-	62	28	34	-	-	-
	1%	1%	1%	-%	-%	-%	-%	7%	1%	1%	-%	-%	-%
								abcd					
UNKNOWN	139	66	73	9	44	21	31	34	63	76	-	-	-
	2%	2%	2%	1%	3%	1%	2%	4%	2%	2%	-%	-%	-%
					acd			acd					

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
PRE-SCHOOL	637	314	314	7	3	-	-	-	-	-	-	494	89	29	26
	10%	71%	71%	1%	*%	-%	-%	-%	-%	-%	-%	9%	15%	9%	10%
		cdefghij	cdefghij	efgh									acd		
PRIMARY	3086	126	125	637	642	772	775	5	5	-	-	2528	274	161	123
	46%	28%	28%	96%	96%	87%	87%	1%	1%	-%	-%	46%	46%	49%	47%
		ghij	ghij	abefghij	abefghij	abghij	abghij								
SECONDARY	2737	-	-	-	-	108	100	868	869	403	390	2290	215	130	101
	41%	-%	-%	-%	-%	12%	11%	98%	98%	91%	88%	42%	36%	39%	38%
						abcd	abcd	abcdefij	abcdefij	abcdef	abcdef	b			
POST-SCHOOL	62	-	-	-	-	-	-	-	-	28	34	51	6	4	1
	1%	-%	-%	-%	-%	-%	-%	-%	-%	6%	8%	1%	1%	1%	*%
										abcdefgh	abcdefgh				
UNKNOWN	139	4	6	23	21	8	14	16	15	13	21	113	9	6	11
	2%	1%	1%	3%	3%	1%	2%	2%	2%	3%	5%	2%	2%	2%	4%
				abef	ae					ae	abefgh				abc

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
PRE-SCHOOL	637	553	84	134	173	134	187	306	322	89	509	209	264	82
	10%	10%	10%	7%	11%	10%	11%	9%	10%	7%	10%	10%	9%	7%
					a	a	ae		a		a	c		
PRIMARY	3086	2668	418	831	790	630	826	1621	1456	518	2434	984	1304	482
	46%	46%	48%	45%	48%	45%	48%	46%	46%	42%	48%	49%	46%	44%
											a	c		
SECONDARY	2737	2401	336	864	636	595	633	1500	1228	593	2041	765	1185	520
	41%	41%	39%	46%	39%	43%	37%	43%	39%	48%	40%	38%	42%	47%
				bdef		d		bdf		b			a	ab
POST-SCHOOL	62	52	11	10	12	13	24	22	37	13	46	20	23	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							ae		e					
UNKNOWN	139	122	17	26	24	26	62	50	88	24	85	46	44	10
	2%	2%	2%	1%	1%	2%	4%	1%	3%	2%	2%	2%	2%	1%
							abce		abe			c		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 53

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
WHITE													
English/ Welsh/ Scottish/ Northern Irish/ British	5374	2601	2773	676	1074	1453	1453	718	2700	2674	493	2490	2222
	81%	79%	83%	76%	81%	82%	82%	81%	81%	80%	77%	81%	81%
			a		a	a	a	a					
Irish	65	35	30	8	14	23	13	8	27	38	4	37	23
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	9	6	2	*	3	-	3	2	4	4	-	3	5
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%
Any other white background	184	99	85	38	48	37	39	23	92	92	33	81	67
	3%	3%	3%	4%	4%	2%	2%	3%	3%	3%	5%	3%	2%
				cd	cd						bc		
MIXED OR MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	126	54	72	26	26	29	29	15	73	53	17	62	43
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%
				c									
White and Black African	74	41	33	11	11	18	26	7	31	43	8	31	32
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
White and Asian	131	65	66	19	27	35	35	16	63	68	17	58	50
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%
Any other mixed/ multiple ethnic background	65	38	27	12	11	18	12	11	33	31	10	30	23
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%

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

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
ASIAN AND BRITISH ASIAN													
Indian	138 2%	88 3% b	51 2%	10 1%	18 1%	48 3% ab	47 3% ab	15 2%	81 2%	57 2%	9 1%	60 2%	69 3%
Pakistani	115 2%	63 2%	53 2%	26 3% de	26 2%	32 2%	19 1%	12 1%	57 2%	59 2%	17 3% c	58 2%	38 1%
Bangladeshi	51 1%	39 1% b	12 *%	5 1%	11 1%	13 1%	18 1%	4 *%	27 1%	25 1%	5 1%	22 1%	23 1%
Chinese	38 1%	26 1% b	11 *%	1 *%	4 *%	14 1% a	12 1%	6 1%	20 1%	17 1%	1 *%	17 1%	19 1%
Any other Asian background	39 1%	19 1%	20 1%	5 1%	12 1%	9 1%	5 *%	7 1%	18 1%	21 1%	2 *%	24 1%	12 *%
BLACK AND BLACK BRITISH													
Caribbean	51 1%	23 1%	28 1%	9 1%	11 1%	7 *%	13 1%	10 1%	24 1%	27 1%	4 1%	22 1%	24 1%
African	113 2%	65 2%	48 1%	23 3% bc	16 1%	22 1%	34 2%	19 2%	43 1%	70 2% a	9 1%	46 1%	58 2%
Any other black/ African/ Caribbean background	19 *%	11 *%	8 *%	4 *%	5 *%	2 *%	4 *%	4 *%	5 *%	15 *% a	- -%	11 *%	6 *%

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

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
OTHER ETHNIC GROUPS													
Arab	19	12	7	6	3	2	5	3	6	12	2	9	6
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%
				c									
Any other ethnic background	19	5	14	4	5	7	2	1	10	9	1	13	5
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	32	18	15	4	7	8	7	6	17	16	3	13	12
	*%	1%	*%	1%	1%	*%	*%	1%	1%	*%	*%	*%	*%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 53

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	5374 81%	339 76%	337 76%	541 81%	533 80%	715 81%	738 83% ab	742 84% ab	711 80%	363 82%	356 80%	4324 79%	541 91% ad	297 90% ad	213 81%
Irish	65 1%	4 1%	4 1%	5 1%	9 1%	11 1%	12 1%	6 1%	7 1%	1 *% i	7 2%	29 1%	2 *%	1 *%	34 13% abc
Gypsy, Traveller or Irish Traveller	9 *%	* *%	- -%	2 *%	1 *%	- -%	- -%	- -%	3 *%	1 *%	1 *%	8 *%	1 *%	- -%	* *%
Any other white background	184 3%	13 3%	24 6% defghi	32 5% defghi	16 2%	20 2%	17 2%	19 2%	21 2%	9 2%	14 3%	162 3% c	12 2%	4 1%	6 2%
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	126 2%	17 4% fhj	9 2%	12 2%	14 2%	17 2%	12 1%	16 2%	13 1%	10 2%	5 1%	120 2% bcd	2 *%	3 1%	1 *%
White and Black African	74 1%	5 1%	6 1%	4 1%	7 1%	9 1%	8 1%	8 1%	18 2% c	4 1%	4 1%	69 1% d	3 *%	1 *%	1 *%
White and Asian	131 2%	9 2%	10 2%	8 1%	19 3%	23 3%	12 1%	14 2%	21 2%	9 2%	7 2%	114 2% d	7 1%	8 2% d	2 1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 53

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Any other mixed/ multiple ethnic background	65 1%	8 2%	5 1%	3 *%	8 1%	11 1%	7 1%	4 *%	8 1%	8 2% cg	3 1%	55 1%	4 1%	3 1%	2 1%
ASIAN AND BRITISH ASIAN															
Indian	138 2%	7 2%	3 1%	10 2%	8 1%	31 4% bcdi	17 2%	27 3% bd	20 2%	5 1%	9 2%	132 2% bcd	5 1%	1 *%	1 *%
Pakistani	115 2%	15 3% ghj	11 3%	12 2%	15 2%	14 2%	18 2%	9 1%	11 1%	8 2%	4 1%	111 2% bcd	4 1%	1 *%	- -%
Bangladeshi	51 1%	4 1%	1 *%	8 1%	3 *%	9 1%	4 *%	4 *%	14 2% bf	1 *%	3 1%	47 1%	2 *%	2 1%	* *%
Chinese	38 1%	1 *%	* *%	- -%	4 1%	9 1% c	5 1%	7 1% c	5 1%	3 1% c	3 1% c	34 1%	1 *%	2 1%	1 *%
Any other Asian background	39 1%	3 1%	2 *%	7 1%	5 1%	2 *%	8 1%	3 *%	3 *%	3 1%	4 1%	34 1% c	4 1% c	- -%	1 *%
BLACK AND BLACK BRITISH															
Caribbean	51 1%	- -%	9 2% aefh	6 1%	5 1%	4 *%	4 *%	11 1% ah	2 *%	3 1%	7 2% aefh	50 1% bcd	1 *%	* *%	- -%
African	113 2%	10 2%	13 3% ce	6 1%	10 2%	6 1%	16 2%	10 1%	23 3% ce	11 3% e	7 2%	109 2% bcd	1 *%	1 *%	1 *%

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Any other black/ African/ Caribbean background	19	2	2	2	3	-	2	-	4	1	4	19	-	*	-
	*%	1%	*%	*%	*%	-%	*%	-%	*%	*%	1%	*%	-%	*%	-%
eg															
OTHER ETHNIC GROUPS															
Arab	19	2	4	-	3	2	-	1	4	1	2	18	1	-	-
	*%	*%	1%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%
cf															
Any other ethnic background	19	1	2	3	1	3	5	2	-	-	1	17	2	1	-
	*%	*%	*%	1%	*%	*%	1%	*%	-%	-%	*%	*%	*%	*%	-%
Prefer not to say	32	3	2	4	3	3	5	4	3	3	3	26	2	3	1
	*%	1%	*%	1%	*%	*%	1%	*%	*%	1%	1%	*%	*%	1%	1%

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	5374	4563	811	1461	1316	1140	1444	2777	2584	1023	4136	1602	2352	903
	81%	79%	94% a	78%	80%	81%	83% ae	79%	83% ae	83%	81%	79%	83% a	82%
Irish	65	61	5	19	19	15	12	38	27	20	43	17	30	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% b	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	9	7	1	1	4	4	-	5	4	6	2	4	2	2
	*%	*%	*%	*%	*%	*%	-%	*%	*%	1% b	*%	*%	*%	*%
Any other white background	184	172	12	38	34	71	37	72	107	21	150	56	73	31
	3%	3% b	1%	2%	2%	5% abdef	2%	2%	3% abde	2%	3% a	3%	3%	3%
MIXED OR MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	126	117	9	34	20	26	44	54	70	40	79	48	52	17
	2%	2%	1%	2%	1%	2%	3% be	2%	2% b	3% b	2%	2%	2%	2%
White and Black African	74	69	5	25	14	8	27	39	35	12	57	23	32	6
	1%	1%	1%	1%	1%	1%	2% c	1%	1%	1%	1%	1%	1%	1%
White and Asian	131	122	9	43	39	19	25	82	45	26	99	40	55	21
	2%	2%	1%	2% f	2% f	1%	1%	2% f	1%	2%	2%	2%	2%	2%

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

All interviewing conducted using an online panel. Any 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 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Any other mixed/ multiple ethnic background	65 1%	60 1%	4 *%	16 1%	12 1%	12 1%	26 1% e	27 1%	37 1%	6 *%	55 1%	24 1%	19 1%	8 1%
ASIAN AND BRITISH ASIAN														
Indian	138 2%	137 2% b	1 *%	58 3% cdf	52 3% cdf	15 1%	13 1%	110 3% cdf	28 1%	12 1%	122 2% a	33 2%	49 2%	38 3% ab
Pakistani	115 2%	115 2% b	* *%	31 2%	32 2%	19 1%	31 2%	63 2%	50 2%	11 1%	91 2%	58 3% bc	26 1%	8 1%
Bangladeshi	51 1%	51 1% b	- -%	15 1%	13 1%	18 1% d	5 *%	29 1% d	22 1%	11 1%	33 1%	19 1%	20 1%	3 *%
Chinese	38 1%	37 1%	* *%	18 1% df	12 1% d	6 *%	2 *%	29 1% df	8 *%	8 1%	28 1%	7 *%	14 *%	8 1%
Any other Asian background	39 1%	37 1%	2 *%	13 1%	9 1%	4 *%	12 1%	23 1%	16 1%	- -%	35 1% a	9 *%	15 1%	6 1%
BLACK AND BLACK BRITISH														
Caribbean	51 1%	51 1% b	- -%	11 1%	13 1%	12 1%	15 1%	24 1%	27 1%	8 1%	34 1%	22 1% b	8 *%	12 1% b
African	113 2%	109 2% b	4 *%	54 3% bcdf	29 2% cf	10 1%	17 1%	83 2% cdf	27 1%	19 2%	87 2%	34 2%	47 2%	20 2%

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Any other black/ African/ Caribbean background	19 *%	19 *%	- -%	4 *%	3 *%	5 *%	8 *%	6 *%	13 *%	5 *%	13 *%	11 1% c	7 *%	- -%
OTHER ETHNIC GROUPS														
Arab	19 *%	19 *%	- -%	13 1% cdf	4 *%	- -%	2 *%	17 *% cf	2 *%	5 *%	12 *%	5 *%	1 *%	5 *% b
Any other ethnic background	19 *%	17 *%	2 *%	6 *%	6 *%	5 *%	3 *%	11 *%	8 *%	4 *%	15 *%	3 *%	13 *%	2 *%
Prefer not to say	32 *%	31 1%	2 *%	5 *%	6 *%	11 1%	10 1%	11 *%	21 1%	2 *%	24 *%	7 *%	3 *%	2 *%

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

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	a	b	c	d	e	a	b	a	b	c
Significance Level: 95%													
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Hearing? Poor hearing, partial hearing, or are deaf	134 2%	60 2%	73 2%	20 2%	32 2%	35 2%	27 2%	19 2%	68 2%	65 2%	15 2%	63 2%	52 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	292 4%	149 5%	142 4%	25 3%	68 5% a	79 4%	81 5%	39 4%	123 4%	168 5% a	19 3%	138 4%	132 5%
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	107 2%	48 1%	59 2%	20 2% e	21 2%	32 2%	27 1%	8 1%	55 2%	52 2%	16 3%	53 2%	37 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	81 1%	45 1%	36 1%	11 1%	22 2%	22 1%	19 1%	6 1%	43 1%	37 1%	7 1%	47 2%	24 1%
Breathing? Breathlessness or chest pains	127 2%	64 2%	62 2%	16 2%	18 1%	40 2%	31 2%	22 2%	49 1%	77 2% a	11 2%	54 2%	55 2%

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

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	291 4%	132 4%	159 5%	21 2%	63 5% a	83 5% a	82 5% a	43 5% a	177 5% b	114 3%	18 3%	140 5%	121 4%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	456 7%	206 6%	250 7%	49 5%	96 7%	122 7%	128 7%	62 7%	296 9% b	160 5%	42 7%	207 7%	193 7%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	383 6%	199 6%	184 5%	7 1%	33 2% a	76 4% ab	167 9% abc	99 11% abc	150 5%	233 7% a	6 1%	96 3% a	262 10% ab
Other illnesses/ conditions which impact or limit their daily activities	102 2%	40 1%	62 2%	7 1%	27 2% a	20 1%	28 2%	20 2% ac	51 2%	52 2%	5 1%	46 1%	50 2%

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

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Nothing – no impairments or conditions that impact or limit their daily activities	5114 77%	2553 77%	2561 76%	721 81% de	1033 78%	1390 78% de	1317 74%	654 74%	2541 76%	2574 77%	509 80% c	2434 79% c	2041 75%
Don't know	134 2%	82 2% b	53 2%	26 3%	32 2%	30 2%	34 2%	12 1%	65 2%	69 2%	21 3% c	64 2%	43 2%
Prefer not to say	175 3%	86 3%	89 3%	21 2%	42 3%	45 3%	51 3%	16 2%	84 3%	91 3%	18 3%	69 2%	60 2%
SUMMARY													
ANY IMPACTING OR LIMITING CONDITIONS	1238 19%	585 18%	653 19%	120 14%	225 17%	313 18% a	374 21% abc	206 23% abc	641 19%	597 18%	89 14%	518 17%	593 22% ab

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Hearing? Poor hearing, partial hearing, or are deaf	134 2%	9 2% g	11 2% g	21 3% g	11 2% g	20 2% g	15 2% g	6 1% g	22 2% g	12 3% g	6 1% g	110 2% g	10 2% g	10 3% d	3 1% d
Eyesight? Poor vision, colour blindness, partial sight, or are blind	292 4%	13 3%	12 3%	32 5%	36 5% bi	33 4%	46 5%	34 4%	46 5%	12 3%	27 6% abi	241 4%	28 5%	10 3%	13 5%
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	107 2%	7 1%	13 3% j	12 2%	9 1%	16 2%	16 2%	15 2%	12 1%	5 1%	2 1%	86 2%	12 2%	5 2%	3 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	81 1%	7 1%	5 1%	11 2%	11 2%	12 1%	10 1%	9 1%	10 1%	5 1%	1 *% g	69 1%	6 1%	4 1%	1 1%
Breathing? Breathlessness or chest pains	127 2%	8 2%	8 2%	9 1%	9 1%	14 2%	26 3% g	10 1%	22 2%	9 2%	13 3% g	101 2%	12 2%	8 2%	6 2%
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c,d															

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	291 4%	14 3%	7 2%	39 6% b	25 4%	51 6% b	31 4%	46 5% b	35 4% b	27 6% ab	16 3%	238 4%	29 5%	15 4%	9 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	456 7%	32 7% b	17 4%	65 10% bdfhj	31 5%	75 8% bdfhj	47 5%	80 9% bdfhj	48 5%	44 10% bdfhj	18 4%	372 7%	40 7%	22 7%	22 8%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	383 6%	3 1%	5 1%	21 3% ab	11 2%	29 3% ab	47 5% abd	64 7% abcde	103 12% abcdefgi	33 7% abcde	66 15% abcdefgi	319 6%	25 4%	22 7% b	17 6%
Other illnesses/ conditions which impact or limit their daily activities	102 2%	3 1%	4 1%	11 2%	15 2%	10 1%	10 1%	16 2%	13 1%	10 2%	10 2%	82 2%	11 2%	6 2%	3 1%
Nothing – no impairments or conditions that impact or limit their daily activities	5114 77%	359 81% cghj	362 81% cghj	490 74%	543 82% cghij	694 78% j	695 78% j	661 74%	656 74%	337 76%	317 71%	4205 77%	453 76%	253 77%	204 77%

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Don't know	134	9	16	19	13	11	18	18	17	8	5	114	11	6	3
	2%	2%	4%	3%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%
			ej												
Prefer not to say	175	8	13	24	19	17	28	26	25	9	7	152	12	6	5
	3%	2%	3%	4%	3%	2%	3%	3%	3%	2%	2%	3%	2%	2%	2%
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	1238	67	53	133	91	166	147	184	191	91	115	1005	117	64	52
	19%	15%	12%	20%	14%	19%	17%	21%	21%	20%	26%	18%	20%	19%	20%
				bd		bd	b	abd	abdf	bd	abcdef				

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

All interviewing conducted using an online panel. Any 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 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Hearing? Poor hearing, partial hearing, or are deaf	134 2%	125 2%	9 1%	49 3% b	17 1%	29 2% b	38 2% b	66 2% b	68 2% b	134 11% b	- -%	50 2%	57 2%	16 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	292 4%	256 4%	36 4%	78 4%	62 4%	57 4%	93 5%	140 4%	150 5%	292 24% b	- -%	113 6% c	133 5% c	20 2%
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	107 2%	105 2% b	2 *%	34 2%	26 2%	22 2%	26 2%	59 2%	48 2%	107 9% b	- -%	46 2%	41 1%	13 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	81 1%	78 1% b	2 *%	37 2% bf	10 1%	15 1%	18 1%	47 1% b	34 1%	81 7% b	- -%	26 1%	42 2%	7 1%

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Breathing? Breathlessness or chest pains	127	117	10	42	19	26	38	60	64	127	-	52	57	10
	2%	2%	1%	2%	1%	2%	2%	2%	2%	10%	-%	3%	2%	1%
				b			b		b	b		c	c	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	291	258	33	65	38	61	125	104	186	291	-	112	137	16
	4%	4%	4%	3%	2%	4%	7%	3%	6%	24%	-%	6%	5%	1%
						be	abce		abe	b		c	c	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	456	396	59	88	115	84	167	203	251	456	-	173	198	42
	7%	7%	7%	5%	7%	6%	10%	6%	8%	37%	-%	9%	7%	4%
					a		abce		ace	b		c	c	
Their mental health? Anxiety, depression, or trauma-related conditions, for example	383	344	39	78	81	76	145	159	221	383	-	151	174	23
	6%	6%	5%	4%	5%	5%	8%	5%	7%	31%	-%	7%	6%	2%
							abce		abe	b		c	c	

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Other illnesses/ conditions which impact or limit their daily activities	102 2%	83 1%	20 2%	25 1%	15 1%	25 2%	36 2% be	40 1%	61 2% be	102 8% b	- -%	34 2%	41 1%	9 1%
Nothing – no impairments or conditions that impact or limit their daily activities	5114 77%	4442 77%	672 78%	1505 81% df	1318 81% df	1086 78% df	1193 69%	2824 81% cdf	2279 73% d	- -%	5114 100% a	1458 72%	2198 78% a	958 87% ab
Don't know	134 2%	108 2%	26 3%	34 2%	24 1%	26 2%	48 3% be	57 2%	73 2%	- -%	- -%	44 2%	41 1%	17 2%
Prefer not to say	175 3%	158 3%	17 2%	40 2%	34 2%	32 2%	61 4% abe	74 2%	94 3%	- -%	- -%	49 2% b	38 1%	17 2%
SUMMARY														
ANY IMPACTING OR LIMITING CONDITIONS	1238 19%	1087 19%	151 17%	286 15%	259 16%	255 18%	431 25% abcef	545 16%	685 22% abce	1238 100% b	- -%	470 23% bc	543 19% c	110 10%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 55

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
16-24	163	68	96	59	51	13	29	12	72	92	40	76	41
	2%	2%	3%	7%	4%	1%	2%	1%	2%	3%	6%	2%	1%
				bcde	cde		c				bc	c	
25-34	1900	970	930	465	587	536	262	49	943	957	328	1189	349
	29%	29%	28%	52%	44%	30%	15%	5%	28%	29%	51%	39%	13%
				bcde	cde	de	e				bc	c	
35-44	2862	1395	1467	318	551	855	783	355	1417	1446	237	1366	1161
	43%	42%	44%	36%	41%	48%	44%	40%	43%	43%	37%	44%	42%
					a	abde	a					a	a
45-54	1450	752	698	31	124	332	588	376	757	693	21	396	986
	22%	23%	21%	3%	9%	19%	33%	42%	23%	21%	3%	13%	36%
					a	ab	abc	abcd				a	ab
55-64	229	99	130	5	10	35	92	88	105	124	4	42	170
	3%	3%	4%	1%	1%	2%	5%	10%	3%	4%	1%	1%	6%
						ab	abc	abcd					ab
65-74	3	1	2	2	-	-	1	-	3	*	-	2	1
	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	-%	*%	*%
Refused	54	23	31	8	9	6	22	9	35	19	7	16	29
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
							c	c					b

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
16-24	163	29	30	30	21	2	11	7	21	4	8	138	8	13	5
	2%	7%	7%	4%	3%	0%	1%	1%	2%	1%	2%	3%	1%	4%	2%
		defghij	defghij	efgij	efgi		e		eg		e	b		ab	
25-34	1900	233	233	300	287	265	272	124	139	22	27	1602	143	89	66
	29%	52%	52%	45%	43%	30%	31%	14%	16%	5%	6%	29%	24%	27%	25%
		cdefghij	cdefghij	efghij	efghij	ghij	ghij	ij	ij			bd			
35-44	2862	158	160	262	290	417	438	396	388	185	170	2314	283	144	121
	43%	36%	36%	39%	43%	47%	49%	45%	44%	42%	38%	42%	48%	44%	46%
					ab	abcj	abcdhij	ab	ab				a		
45-54	1450	15	15	65	58	182	149	305	283	189	187	1202	129	63	56
	22%	3%	3%	10%	9%	21%	17%	34%	32%	43%	42%	22%	22%	19%	21%
				ab	ab	abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh				
55-64	229	3	2	7	3	19	15	39	53	37	50	174	27	18	10
	3%	1%	0%	1%	1%	2%	2%	4%	6%	8%	11%	3%	4%	6%	4%
						abd	d	abcdef	abcdef	abcdefg	abcdefgh			a	
65-74	3	2	-	-	-	-	-	*	*	-	-	2	-	-	1
	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	54	5	4	3	6	3	3	17	5	7	2	44	4	2	4
	1%	1%	1%	0%	1%	0%	0%	2%	1%	2%	0%	1%	1%	1%	1%
								cefn		ef					

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
16-24	163 2%	155 3%	9 1%	35 2%	23 1%	31 2%	66 4%	58 2%	97 3%	38 3%	99 2%	64 3%	50 2%	13 1%
		b					abce		abe	b		bc		
25-34	1900 29%	1683 29%	217 25%	418 22%	448 27%	398 28%	627 36%	866 25%	1026 33%	372 30%	1421 28%	732 36%	811 29%	166 15%
		b			a	ae	abcef		abce			bc	c	
35-44	2862 43%	2483 43%	380 44%	840 45%	736 45%	581 42%	698 40%	1576 45%	1280 41%	496 40%	2254 44%	847 42%	1183 42%	525 48%
				df	df			df			a			ab
45-54	1450 22%	1241 21%	209 24%	476 25%	365 22%	311 22%	292 17%	841 24%	603 19%	274 22%	1121 22%	304 15%	640 23%	351 32%
				df	df	df		df					a	ab
55-64	229 3%	186 3%	43 5%	84 4%	56 3%	50 4%	40 2%	140 4%	89 3%	45 4%	177 3%	64 3%	106 4%	45 4%
			a	df				df						
65-74	3 *%	3 *%	* *%	* *%	- -%	2 *%	* *%	* *%	3 *%	2 *%	1 *%	- -%	2 *%	* *%
									b					
Refused	54 1%	46 1%	8 1%	13 1%	7 *%	25 2%	8 *%	20 1%	33 1%	10 1%	41 1%	12 1%	28 1%	1 *%
						abde			be				c	

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

All interviewing conducted using an online panel. Any 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 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Male	1967	993	974	189	363	509	593	312	1089	878	138	832	936
	30%	30%	29%	21%	27%	29%	33%	35%	33%	26%	22%	27%	34%
					a	a	abc	abc	b			a	ab
Female	4677	2307	2369	694	966	1263	1179	576	2236	2441	495	2245	1796
	70%	70%	71%	78%	72%	71%	66%	65%	67%	73%	78%	73%	66%
				bcde	de	de				a	bc	c	
In another way	14	4	9	2	2	5	5	-	7	7	2	7	5
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
Prefer not to say	2	2	-	2	-	-	-	-	-	2	2	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%
											bc		

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Male	1967	108	81	188	175	276	233	325	268	191	121	1613	179	86	89
	30%	24%	18%	28%	26%	31%	26%	37%	30%	43%	27%	29%	30%	26%	34%
		b		b	b	ab	b	abcdefhj	b	abcdefghj	b				ac
Female	4677	336	358	477	489	609	654	561	618	253	323	3845	414	243	174
	70%	76%	81%	72%	73%	69%	74%	63%	70%	57%	73%	70%	70%	74%	66%
		eghi	cdefghij	gi	gi	gi	egi		gi		gi			ad	
In another way	14	-	2	1	1	3	2	2	2	-	-	13	-	-	*
	*%	-%	1%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	*%
Prefer not to say	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-
	*%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%

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

All interviewing conducted using an online panel. Any 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 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Male	1967	1768	199	821	475	388	282	1296	670	331	1545	421	907	496
	30%	31%	23%	44%	29%	28%	16%	37%	21%	27%	30%	21%	32%	45%
		b		bcdef	df	df		bcdf	d		a		a	ab
Female	4677	4010	667	1043	1154	1007	1449	2197	2455	899	3563	1600	1904	603
	70%	69%	77%	56%	71%	72%	84%	63%	78%	73%	70%	79%	68%	55%
			a		ae	ae	abcef	a	abce			bc	c	
In another way	14	14	-	1	6	2	1	8	4	7	6	2	9	3
	*%	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
										b				
Prefer not to say	2	2	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 57

All interviewing conducted using an online panel. Any 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? Please note - if currently 'on furlough' please respond based on your employment status before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
In full time employment	3455	1770	1685	397	619	900	1037	502	1767	1687	291	1487	1583
	52%	54%	50%	45%	46%	51%	58%	57%	53%	51%	46%	48%	58%
		b				ab	abc	abc					ab
In part time employment	1543	724	819	211	346	435	373	179	733	810	151	775	585
	23%	22%	24%	24%	26%	24%	21%	20%	22%	24%	24%	25%	21%
			a		de	de						c	
Unemployed	313	146	167	54	75	76	61	49	142	171	41	156	93
	5%	4%	5%	6%	6%	4%	3%	5%	4%	5%	6%	5%	3%
				d	d			d			c	c	
A student	92	43	48	16	21	21	20	13	41	50	12	44	34
	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%
Full-time responsibility for home/ family	1100	545	554	196	247	298	239	119	568	532	133	557	370
	17%	16%	17%	22%	19%	17%	13%	13%	17%	16%	21%	18%	14%
				cde	de	de					c	c	
Retired	26	13	13	*	-	5	16	4	17	9	*	4	20
	*%	*%	*%	*%	-%	*%	1%	*%	1%	*%	*%	*%	1%
							abc	b					b
Other	105	49	56	11	15	33	26	20	47	57	5	48	44
	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%
								b					
Prefer not to say	30	17	13	4	10	8	4	4	16	14	4	14	7
	*%	1%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%

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

All interviewing conducted using an online panel. Any 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? Please note - if currently 'on furlough' please respond based on your employment status before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
In full time employment	3455	208	188	318	301	469	430	510	527	261	241	2825	305	181	143
	52%	47%	42%	48%	45%	53%	48%	57%	59%	59%	54%	52%	51%	55%	54%
						bd		abcdf	abcdef	abcdf	abd				
In part time employment	1543	99	112	159	186	216	219	179	194	80	98	1280	141	69	53
	23%	22%	25%	24%	28%	24%	25%	20%	22%	18%	22%	23%	24%	21%	20%
			i	i	ghij	i	i								
Unemployed	313	27	27	29	46	34	42	28	33	24	24	253	34	17	9
	5%	6%	6%	4%	7%	4%	5%	3%	4%	5%	5%	5%	6%	5%	4%
		g	g		egh										
A student	92	10	6	10	11	7	15	10	10	4	8	71	14	6	1
	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%
												d	ad	d	
Full-time responsibility for home/ family	1100	94	102	139	108	143	156	133	106	59	60	918	85	48	49
	17%	21%	23%	21%	16%	16%	18%	15%	12%	13%	13%	17%	14%	15%	19%
		eghij	defghij	degghij	h	h	h								b
Retired	26	-	*	-	-	1	4	12	5	4	-	17	5	2	1
	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
								abcdej		acd			a		
Other	105	6	5	8	7	12	21	14	12	8	12	89	7	3	6
	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	3%	2%	1%	1%	2%
											d				
Prefer not to say	30	1	3	3	7	6	2	2	2	4	-	23	1	4	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
					h									ab	

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

All interviewing conducted using an online panel. Any 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? Please note - if currently 'on furlough' please respond based on your employment status before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
In full time employment	3455	3095	360	1414	1030	679	325	2444	1005	550	2758	680	1650	879
	52%	53%	42%	76%	63%	49%	19%	70%	32%	44%	54%	34%	59%	80%
		b		bcdef	cdf	df		bcdf	d		a		a	ab
In part time employment	1543	1296	247	274	400	407	456	674	863	301	1190	532	698	142
	23%	22%	28%	15%	24%	29%	26%	19%	28%	24%	23%	26%	25%	13%
		a			ae	abe	ae	a	abe			c	c	
Unemployed	313	274	40	16	13	24	251	29	275	63	216	175	58	4
	5%	5%	5%	1%	1%	2%	15%	1%	9%	5%	4%	9%	2%	1%
						be	abcef		abce			bc	c	
A student	92	84	8	16	36	19	19	52	38	24	60	42	30	6
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%
					adf							bc		
Full-time responsibility for home/ family	1100	904	195	130	134	247	586	264	832	254	799	525	339	62
	17%	16%	23%	7%	8%	18%	34%	8%	27%	20%	16%	26%	12%	6%
			a			abe	abcef		abce	b		bc	c	
Retired	26	22	4	10	5	4	7	14	11	8	18	5	13	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	105	93	11	2	13	14	72	15	87	35	60	55	29	5
	2%	2%	1%	1%	1%	1%	4%	1%	3%	3%	1%	3%	1%	1%
					a	ae	abcef		abce	b		bc		
Prefer not to say	30	28	2	3	4	5	15	8	21	3	14	9	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							abe		ae			b		

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

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

C7. And are you currently on furlough? (SINGLE CODE)

Base : All parents who are working full time or part time

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	5032	2509	2523	833	1105	1236	1236	620	2503	2527	611	2389	1906
Effective Weighted Sample	3805	1811	2003	504	812	986	973	555	1875	1931	362	1792	1562
Total	4998	2494	2504	607	965	1335	1410	680	2500	2497	442	2262	2168
Yes	309	184	125	31	60	90	89	40	171	138	23	146	130
	6%	7%	5%	5%	6%	7%	6%	6%	7%	6%	5%	6%	6%
		b											
No	4609	2264	2345	564	890	1223	1302	630	2292	2317	413	2076	2014
	92%	91%	94%	93%	92%	92%	92%	93%	92%	93%	93%	92%	93%
			a										
Don't know	50	29	21	10	10	19	7	4	24	26	4	33	10
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				d		d						c	
Prefer not to say	29	18	12	2	6	3	12	6	13	17	1	6	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

C7. And are you currently on furlough? (SINGLE CODE)

Base : All parents who are working full time or part time

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	5032	425	408	541	564	633	603	599	637	305	315	3125	711	663	531
Effective Weighted Sample	3805	248	257	390	423	503	482	469	504	275	280	2792	636	524	404
Total	4998	307	300	478	487	686	649	689	721	341	340	4105	446	250	196
Yes	309	18	13	30	29	50	39	50	39	23	17	264	24	15	7
	6%	6%	4%	6%	6%	7%	6%	7%	5%	7%	5%	6%	5%	6%	4%
												d			
No	4609	279	285	439	451	627	596	632	670	314	316	3774	418	232	185
	92%	91%	95%	92%	92%	91%	92%	92%	93%	92%	93%	92%	94%	93%	94%
Don't know	50	8	3	5	5	8	11	2	5	1	3	43	2	2	3
	1%	2%	1%	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%	1%	1%
		g					g								
Prefer not to say	29	2	*	4	3	-	3	5	7	2	4	24	3	1	2
	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	*%	1%
								e	e		e				

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

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

C7. And are you currently on furlough? (SINGLE CODE)

Base : All parents who are working full time or part time

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	5032	4413	617	1714	1538	1049	719	3252	1768	863	3989	1215	2362	1049
Effective Weighted Sample	3805	3360	446	1303	1143	800	557	2445	1357	659	3012	905	1801	795
Total	4998	4391	606	1688	1430	1086	781	3118	1868	851	3948	1212	2348	1021
Yes	309	291	18	149	65	64	31	215	95	144	145	101	142	54
	6%	7%	3%	9%	5%	6%	4%	7%	5%	17%	4%	8%	6%	5%
		b		bcdef				bdf		b		bc		
No	4609	4023	585	1509	1345	1008	738	2854	1747	691	3753	1081	2186	962
	92%	92%	97%	89%	94%	93%	95%	92%	94%	81%	95%	89%	93%	94%
		a	a		ae	a	ae	a	ae		a		a	a
Don't know	50	50	1	18	12	9	9	30	18	9	34	26	14	2
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%
		b										bc		
Prefer not to say	29	27	3	12	8	6	2	20	8	7	16	5	5	2
	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	*%	*%	*%	*%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 59

All interviewing conducted using an online panel. Any 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? (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Income Support	410	176	235	48	79	112	110	61	212	198	33	191	173
	6%	5%	7%	5%	6%	6%	6%	7%	6%	6%	5%	6%	6%
			a										
Income-based Jobseeker's Allowance	187	89	98	23	32	67	30	35	98	89	16	96	68
	3%	3%	3%	3%	2%	4%	2%	4%	3%	3%	2%	3%	2%
						d		d					
Pensions Credit (Guaranteed Credit)	142	68	74	15	23	37	39	28	82	60	12	61	69
	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%
								b					
Pensions Credit (no Guaranteed Credit)	97	52	45	4	16	27	20	29	56	41	4	38	51
	1%	2%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	2%
				*		a		abcd					a
Employment and Support Allowance (ESA)	381	202	179	33	62	100	101	85	196	185	26	156	186
	6%	6%	5%	4%	5%	6%	6%	10%	6%	6%	4%	5%	7%
								abcd					ab
Universal Credit (and household has other earnings)	915	411	504	153	210	256	195	101	459	456	110	479	299
	14%	12%	15%	17%	16%	14%	11%	11%	14%	14%	17%	16%	11%
			a	de	de	d					c	c	
Universal Credit (and household has no other earnings)	453	225	227	95	120	95	88	55	217	235	73	216	143
	7%	7%	7%	11%	9%	5%	5%	6%	7%	7%	11%	7%	5%
				cde	cde						bc	c	
Personal Independence Payment (PIP)	455	204	251	26	79	118	140	92	224	232	17	189	233
	7%	6%	7%	3%	6%	7%	8%	10%	7%	7%	3%	6%	8%
					a	a	a	abc				a	ab

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

All interviewing conducted using an online panel. Any 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? (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Carer's allowance	387	190	197	38	86	90	123	50	186	201	26	178	168
	6%	6%	6%	4%	6%	5%	7%	6%	6%	6%	4%	6%	6%
					a		a						
Other	141	67	74	28	31	36	28	18	69	72	23	69	48
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	4%	2%	2%
				d							c		
None of these - Do not receive any of these benefits	3886	1960	1925	488	737	1042	1105	513	1943	1942	345	1761	1688
	58%	59%	57%	55%	55%	59%	62%	58%	58%	58%	54%	57%	62%
							ab						ab
Don't know	111	75	35	14	26	31	29	11	40	71	9	59	38
	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	1%
		b								a			
Prefer not to say	210	100	110	24	45	57	59	24	112	98	19	83	82
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
SUMMARY													
ANY BENEFITS	2456	1172	1284	362	525	646	583	340	1236	1220	264	1183	928
	37%	35%	38%	41%	39%	36%	33%	38%	37%	37%	41%	38%	34%
			a	d	d			d			c	c	

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

All interviewing conducted using an online panel. Any 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? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Income Support	410	27	20	35	44	61	51	46	64	41	20	350	25	17	18
	6%	6%	5%	5%	7%	7%	6%	5%	7%	9%	4%	6%	4%	5%	7%
										bcbfj		b			b
Income-based Jobseeker's Allowance	187	11	12	17	15	37	30	13	17	19	16	165	10	7	6
	3%	3%	3%	3%	2%	4%	3%	2%	2%	4%	4%	3%	2%	2%	2%
						gh	g			gh	g	b			
Pensions Credit (Guaranteed Credit)	142	6	9	10	13	25	12	23	15	18	10	124	6	8	5
	2%	1%	2%	1%	2%	3%	1%	3%	2%	4%	2%	2%	1%	2%	2%
										acfh		b		b	
Pensions Credit (no Guaranteed Credit)	97	3	1	11	5	19	8	2	18	21	8	85	4	4	4
	1%	1%	1%	2%	1%	2%	1%	1%	2%	5%	2%	2%	1%	1%	1%
				bg		bg			bg	abcdeghj	bg	b			
Employment and Support Allowance (ESA)	381	17	16	37	25	50	49	39	62	53	32	312	30	19	20
	6%	4%	4%	6%	4%	6%	6%	4%	7%	12%	7%	6%	5%	6%	8%
									abd	abcdeghj	abd				
Universal Credit (and household has other earnings)	915	70	83	105	106	137	119	95	100	52	49	759	75	48	32
	14%	16%	19%	16%	16%	15%	13%	11%	11%	12%	11%	14%	13%	15%	12%
		gh	fghij	ghj	ghj	gh									
Universal Credit (and household has no other earnings)	453	49	46	50	70	36	59	46	42	36	18	380	34	22	17
	7%	11%	10%	8%	10%	4%	7%	5%	5%	8%	4%	7%	6%	7%	6%
		efghj	efghj	ej	efghj		e			ehj					

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

All interviewing conducted using an online panel. Any 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? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Personal Independence Payment (PIP)	455	13	13	48	31	57	61	62	78	43	49	372	37	23	23
	7%	3%	3%	7%	5%	6%	7%	7%	9%	10%	11%	7%	6%	7%	9%
				ab		ab	ab	ab	abd	abd	abcdefg				
Carer's allowance	387	13	26	46	41	45	45	56	66	26	23	314	29	20	24
	6%	3%	6%	7%	6%	5%	5%	6%	7%	6%	5%	6%	5%	6%	9%
				a	a			a	a	a					abc
Other	141	12	16	14	17	20	16	15	13	8	10	112	14	10	5
	2%	3%	4%	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%
			h												
None of these - Do not receive any of these benefits	3886	244	244	366	371	526	516	561	544	247	266	3175	371	184	155
	58%	55%	55%	55%	56%	59%	58%	63%	61%	56%	60%	58%	63%	56%	59%
								abcdi	c				ac		
Don't know	111	5	9	13	12	9	22	9	20	4	7	96	7	3	5
	2%	1%	2%	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	1%	2%
							eg								
Prefer not to say	210	14	10	26	19	28	29	36	23	7	17	162	20	16	11
	3%	3%	2%	4%	3%	3%	3%	4%	3%	2%	4%	3%	3%	5%	4%
				i				i						a	
SUMMARY															
ANY BENEFITS	2456	181	181	261	264	325	321	282	301	187	154	2042	195	126	93
	37%	41%	41%	39%	40%	37%	36%	32%	34%	42%	35%	37%	33%	38%	35%
		gh	gh	g	gh					ghj		b		b	

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

All interviewing conducted using an online panel. Any 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? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Income Support	410 6%	386 7%	24 3%	176 9%	43 3%	50 4%	141 8%	220 6%	191 6%	139 11%	248 5%	157 8%	158 6%	57 5%
		b		bcef			bcef	bc	bc	b		bc		
Income-based Jobseeker's Allowance	187 3%	176 3%	11 1%	83 4%	36 2%	29 2%	38 2%	119 3%	67 2%	85 7%	94 2%	77 4%	80 3%	25 2%
		b		bcd				bcd		b		c		
Pensions Credit (Guaranteed Credit)	142 2%	137 2%	5 1%	88 5%	19 1%	18 1%	17 1%	107 3%	35 1%	56 5%	75 1%	48 2%	55 2%	38 3%
		b		bcd				bcd		b				b
Pensions Credit (no Guaranteed Credit)	97 1%	94 2%	3 *%	63 3%	9 1%	22 2%	3 *%	71 2%	25 1%	42 3%	46 1%	30 1%	52 2%	15 1%
		b		bcd		b		b	d	b				
Employment and Support Allowance (ESA)	381 6%	345 6%	36 4%	120 6%	47 3%	43 3%	169 10%	167 5%	212 7%	146 12%	221 4%	163 8%	147 5%	49 4%
				bce			abce	bc	bce	b		bc		
Universal Credit (and household has other earnings)	915 14%	765 13%	150 17%	147 8%	187 11%	206 15%	372 21%	334 10%	578 18%	242 20%	634 12%	453 22%	356 13%	33 3%
			a		a	ab	abce		abce	b		bc	c	
Universal Credit (and household has no other earnings)	453 7%	405 7%	48 6%	68 4%	41 3%	53 4%	285 16%	109 3%	338 11%	142 11%	275 5%	250 12%	125 4%	14 1%
							abce		abce	b		bc	c	

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

All interviewing conducted using an online panel. Any 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? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Personal Independence Payment (PIP)	455	391	64	93	72	73	213	165	285	192	251	196	181	45
	7%	7%	7%	5%	4%	5%	12%	5%	9%	16%	5%	10%	6%	4%
							abcef		abce	b		bc	c	
Carer's allowance	387	333	55	81	45	65	192	127	257	186	185	177	137	23
	6%	6%	6%	4%	3%	5%	11%	4%	8%	15%	4%	9%	5%	2%
				b		b	abcef		abce	b		bc	c	
Other	141	121	19	15	47	24	55	62	79	50	87	57	72	7
	2%	2%	2%	1%	3%	2%	3%	2%	3%	4%	2%	3%	3%	1%
					ae	a	ace	a	a	b		c	c	
None of these - Do not receive any of these benefits	3886	3355	530	1297	1134	894	552	2431	1447	389	3387	768	1851	922
	58%	58%	61%	70%	69%	64%	32%	69%	46%	31%	66%	38%	66%	84%
				cdf	cdf	df		cdf	d		a		a	ab
Don't know	111	107	3	29	26	34	20	55	53	26	60	40	34	11
	2%	2%	*%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%
		b				d				b				
Prefer not to say	210	187	23	31	48	39	84	79	122	45	115	38	38	9
	3%	3%	3%	2%	3%	3%	5%	2%	4%	4%	2%	2%	1%	1%
					a		abce		ae	b		c		
SUMMARY														
ANY BENEFITS	2456	2147	309	509	427	432	1076	936	1509	778	1552	1178	897	160
	37%	37%	36%	27%	26%	31%	62%	27%	48%	63%	30%	58%	32%	15%
						be	abcef		abce	b		bc	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 60

All interviewing conducted using an online panel. Any 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. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Up to £199 per week/ Up to £10,399 per year	518	255	263	90	107	136	111	74	239	279	62	247	195
	8%	8%	8%	10% d	8%	8%	6%	8%	7%	8%	10% c	8%	7%
From £200 to £299 per week/ From £10,400 to £15,599 per year	727	359	369	109	136	207	184	90	353	374	77	341	277
	11%	11%	11%	12%	10%	12%	10%	10%	11%	11%	12%	11%	10%
From £300 to £499 per week/ From £15,600 to £25,999 per year	1217	609	608	139	240	350	316	172	610	607	106	581	490
	18%	18%	18%	16%	18%	20% a	18%	19%	18%	18%	17%	19%	18%
From £500 to £699 per week/ From £26,000 to £36,399 per year	1226	602	625	161	247	333	333	153	636	590	115	589	494
	18%	18%	19%	18%	19%	19%	19%	17%	19%	18%	18%	19%	18%
From £700 to £999 per week/ From £36,400 to £51,999 per year	1212	608	604	167	243	305	336	162	617	595	116	556	523
	18%	18%	18%	19%	18%	17%	19%	18%	19%	18%	18%	18%	19%
£1,000 and above per week/ £52,000 and above per year	1055	502	552	112	208	271	304	159	515	539	79	460	497
	16%	15%	16%	13%	16%	15%	17% a	18% a	15%	16%	12%	15%	18% ab
Don't know	315	181	134	60	72	80	70	34	145	170	46	156	97
	5%	5% b	4%	7% cde	5%	4%	4%	4%	4%	5%	7% bc	5% c	4%

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

All interviewing conducted using an online panel. Any 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. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	a	b	c	d	e	a	b	a	b	c
Significance Level: 95%													
Unweighted total	6662	3307	3355	1184	1480	1628	1569	799	3322	3338	861	3196	2405
Effective Weighted Sample	5037	2391	2657	717	1093	1300	1235	716	2486	2553	513	2401	1974
Total	6662	3307	3355	888	1332	1777	1777	888	3331	3331	637	3086	2737
Prefer not to say	391	191	201	50	79	94	124	45	215	176	35	157	164
	6%	6%	6%	6%	6%	5%	7%	5%	6%	5%	6%	5%	6%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 & 2 - JULY-AUGUST AND SEPTEMBER-OCTOBER 2021.

Table 60

All interviewing conducted using an online panel. Any 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. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Up to £199 per week/ Up to £10,399 per year	518 8%	50 11% eghi	40 9%	52 8%	55 8%	59 7%	77 9% g	51 6%	60 7%	27 6%	47 11% eghi	422 8%	51 9%	26 8%	19 7%
From £200 to £299 per week/ From £10,400 to £15,599 per year	727 11%	52 12%	58 13% g	73 11%	63 9%	104 12%	103 12%	79 9%	105 12%	46 10%	44 10%	585 11%	68 11%	38 12%	37 14% a
From £300 to £499 per week/ From £15,600 to £25,999 per year	1217 18%	77 17%	63 14%	118 18%	122 18%	175 20% b	176 20% b	154 17%	162 18%	87 20% b	85 19%	1014 19%	93 16%	64 20% b	46 17%
From £500 to £699 per week/ From £26,000 to £36,399 per year	1226 18%	85 19%	76 17%	121 18%	126 19%	165 19%	168 19%	191 21% h	142 16%	74 17%	78 18%	1027 19%	99 17%	58 18%	42 16%
From £700 to £999 per week/ From £36,400 to £51,999 per year	1212 18%	84 19%	83 19%	135 20%	108 16%	145 16%	159 18%	172 19%	164 18%	81 18%	81 18%	999 18%	111 19%	53 16%	49 19%
£1,000 and above per week/ £52,000 and above per year	1055 16%	42 9%	71 16% a	92 14% a	116 17% a	150 17% a	122 14% a	142 16% a	162 18% acf	90 20% acf	69 15% a	854 16%	110 18% ac	43 13%	48 18% c
Don't know	315 5%	29 7% c	31 7% ch	24 4%	48 7% ceghij	39 4%	41 5%	36 4%	34 4%	16 4%	18 4%	267 5%	23 4%	17 5%	8 3%

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

All interviewing conducted using an online panel. Any 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. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	6662	599	585	721	759	817	811	791	778	394	405	4120	943	889	708
Effective Weighted Sample	5037	348	369	526	569	649	650	616	620	354	362	3696	837	712	559
Total	6662	444	444	666	666	888	888	888	888	444	444	5476	593	329	264
Prefer not to say	391	25	25	52	28	52	42	64	59	22	22	309	39	29	15
	6%	6%	6%	8%	4%	6%	5%	7%	7%	5%	5%	6%	7%	9%	6%
				df				d						ad	

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

All interviewing conducted using an online panel. Any 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. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c
Significance Level: 95%														
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Up to £199 per week/ Up to £10,399 per year	518	458	60	51	69	88	309	120	397	152	344	518	-	-
	8%	8%	7%	3%	4%	6%	18%	3%	13%	12%	7%	26%	-%	-%
					a	abe	abcef		abce	b		bc		
From £200 to £299 per week/ From £10,400 to £15,599 per year	727	634	93	70	135	144	373	205	518	197	485	466	261	-
	11%	11%	11%	4%	8%	10%	22%	6%	17%	16%	9%	23%	9%	-%
					ae	ae	abcef	a	abce	b		bc	c	
From £300 to £499 per week/ From £15,600 to £25,999 per year	1217	1048	169	145	308	301	461	452	762	270	907	688	529	-
	18%	18%	20%	8%	19%	22%	27%	13%	24%	22%	18%	34%	19%	-%
					ae	ae	abce	a	abe	b		bc	c	
From £500 to £699 per week/ From £26,000 to £36,399 per year	1226	1081	145	311	390	341	183	701	524	225	962	296	929	-
	18%	19%	17%	17%	24%	24%	11%	20%	17%	18%	19%	15%	33%	-%
				d	adef	adef		adf	d			c	ac	
From £700 to £999 per week/ From £36,400 to £51,999 per year	1212	1070	142	465	356	282	103	822	386	177	1010	54	1101	47
	18%	18%	16%	25%	22%	20%	6%	23%	12%	14%	20%	3%	39%	4%
				cdf	df	df		cdf	d		a		ac	a
£1,000 and above per week/ £52,000 and above per year	1055	913	142	679	244	110	21	923	130	104	916	-	-	1055
	16%	16%	16%	36%	15%	8%	1%	26%	4%	8%	18%	-%	-%	96%
				bcdef	cdf	df		bcdf	d		a			ab

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

All interviewing conducted using an online panel. Any 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. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%														
Unweighted total	6662	5798	862	1887	1757	1352	1637	3644	2989	1229	5149	2018	2809	1127
Effective Weighted Sample	5037	4415	624	1437	1312	1026	1251	2748	2277	941	3884	1508	2152	854
Total	6662	5796	866	1865	1635	1399	1732	3500	3131	1238	5114	2023	2820	1102
Don't know	315	257	58	59	49	59	143	108	202	54	228	-	-	-
	5%	4%	7%	3%	3%	4%	8%	3%	6%	4%	4%	-%	-%	-%
			a				abcef		abce					
Prefer not to say	391	335	56	85	85	74	138	170	212	59	263	-	-	-
	6%	6%	7%	5%	5%	5%	8%	5%	7%	5%	5%	-%	-%	-%
							abce		ae					

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

All interviewing conducted using an online panel. Any 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

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	3996	2011	1985	-	-	1628	1569	799	2002	1994	-	1457	2405
Effective Weighted Sample	3241	1557	1687	-	-	1300	1235	716	1615	1626	-	1154	1974
Total	4441	2205	2237	-	-	1777	1777	888	2221	2221	-	1557	2737
A lot	535	273	263	**	**	239	199	97	320	216	**	203	315
	12%	12%	12%	**	**	13%	11%	11%	14%	10%	**	13%	11%
									b				
A little	1373	689	683	**	**	864	386	123	692	680	**	783	550
	31%	31%	31%	**	**	49%	22%	14%	31%	31%	**	50%	20%
						de	e					c	
None	2533	1243	1290	**	**	674	1192	668	1209	1325	**	570	1872
	57%	56%	58%	**	**	38%	67%	75%	54%	60%	**	37%	68%
							c	cd		a			b

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

All interviewing conducted using an online panel. Any 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	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3996	-	-	-	-	817	811	791	778	394	405	2703	496	436	361
Effective Weighted Sample	3241	-	-	-	-	649	650	616	620	354	362	2434	473	371	292
Total	4441	-	-	-	-	888	888	888	888	444	444	3676	388	209	168
A lot	535	**	**	**	**	144	95	109	90	66	31	463	36	19	17
	12%	**	**	**	**	16%	11%	12%	10%	15%	7%	13%	9%	9%	10%
						ghj		j		fhj		b			
A little	1373	**	**	**	**	426	437	195	191	71	52	1137	118	70	48
	31%	**	**	**	**	48%	49%	22%	22%	16%	12%	31%	30%	34%	28%
						ghij	ghij	ij	ij						
None	2533	**	**	**	**	317	356	584	607	307	361	2077	234	119	104
	57%	**	**	**	**	36%	40%	66%	68%	69%	81%	56%	60%	57%	62%
								ef	ef	ef	efghi				

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

All interviewing conducted using an online panel. Any 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	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3996	3519	477	1235	994	819	937	2229	1756	817	3024	1157	1722	718
Effective Weighted Sample	3241	2862	380	991	803	666	775	1793	1442	665	2450	940	1409	574
Total	4441	3892	549	1335	1041	940	1111	2376	2051	893	3361	1306	1914	767
A lot	535	490	45	230	87	110	107	317	217	167	337	180	228	88
	12%	13%	8%	17%	8%	12%	10%	13%	11%	19%	10%	14%	12%	12%
		b		bcdef		b		bdf		b				
A little	1373	1194	178	377	360	282	351	737	633	309	1006	402	606	212
	31%	31%	32%	28%	35%	30%	32%	31%	31%	35%	30%	31%	32%	28%
				a						b				
None	2533	2208	326	727	595	547	653	1322	1200	417	2018	725	1080	467
	57%	57%	59%	54%	57%	58%	59%	56%	59%	47%	60%	55%	56%	61%
									a		a			a

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

All interviewing conducted using an online panel. Any 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

		WAVE		CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
	Total	WAVE 1	WAVE 2	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	a	b	c	d	e	a	b	a	b	c
Unweighted total	5954	2945	3009	1033	1324	1478	1386	733	2966	2988	749	2891	2165
Effective Weighted Sample	4514	2130	2392	630	974	1179	1095	659	2225	2289	449	2169	1783
Total	5944	2927	3017	777	1179	1601	1578	809	2967	2978	555	2769	2470
Most Financially Vulnerable	2023	989	1033	312	404	565	465	276	935	1087	209	984	765
	34%	34%	34%	40%	34%	35%	29%	34%	32%	37%	38%	36%	31%
				bcde	d	d		d		a	c	c	
Potentially Financially Vulnerable	2820	1410	1410	350	556	753	794	367	1482	1338	264	1304	1185
	47%	48%	47%	45%	47%	47%	50%	45%	50%	45%	48%	47%	48%
							ae		b				
Least Financially Vulnerable	1102	528	574	116	219	283	318	166	549	553	82	482	520
	19%	18%	19%	15%	19%	18%	20%	20%	19%	19%	15%	17%	21%
							a	a					ab

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

All interviewing conducted using an online panel. Any 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	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	5954	521	512	645	679	741	737	698	688	361	372	3700	844	765	645
Effective Weighted Sample	4514	306	325	465	511	588	592	547	547	326	333	3318	748	614	509
Total	5944	389	389	590	589	797	804	786	792	404	404	4890	532	282	240
Most Financially Vulnerable	2023	154	157	188	216	252	313	216	249	125	151	1669	157	108	89
	34%	40%	40%	32%	37%	32%	39%	27%	31%	31%	37%	34%	30%	38%	37%
		ceghi	ceghi		g		ceghi				g	b		b	b
Potentially Financially Vulnerable	2820	190	160	301	255	388	365	419	375	183	184	2329	260	129	102
	47%	49%	41%	51%	43%	49%	45%	53%	47%	45%	45%	48%	49%	46%	43%
		b		bd		b		bdfhij				d	d		
Least Financially Vulnerable	1102	44	72	101	118	157	126	151	168	96	69	892	115	45	49
	19%	11%	18%	17%	20%	20%	16%	19%	21%	24%	17%	18%	22%	16%	20%
			a	a	a	a		a	af	acfj	a		ac		

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

All interviewing conducted using an online panel. Any 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	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	5954	5205	749	1738	1622	1210	1371	3360	2581	1111	4651	2018	2809	1127
Effective Weighted Sample	4514	3970	546	1322	1214	922	1053	2535	1976	852	3516	1508	2152	854
Total	5944	5196	748	1714	1499	1264	1451	3213	2715	1123	4614	2023	2820	1102
Most Financially Vulnerable	2023	1757	265	272	368	465	912	640	1377	470	1458	2023	-	-
	34%	34%	35%	16%	25%	37%	63%	20%	51%	42%	32%	100%	-%	-%
					ae	abe	abcef	a	abce	b		bc		
Potentially Financially Vulnerable	2820	2480	340	737	871	684	519	1608	1203	543	2198	-	2820	-
	47%	48%	45%	43%	58%	54%	36%	50%	44%	48%	48%	-%	100%	-%
				d	adef	adef		adf	d				ac	
Least Financially Vulnerable	1102	959	143	705	261	115	21	965	135	110	958	-	-	1102
	19%	18%	19%	41%	17%	9%	1%	30%	5%	10%	21%	-%	-%	100%
				bcdef	cdf	df		bcdf	d		a			ab

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