

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

NATION .....	1
Base : All respondents	
NATION/ REGION .....	4
Base : All respondents	
URBANITY .....	10
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP .....	13
Base : All respondents	
RESPONDENT'S AGE .....	18
Base : All respondents	
RESPONDENT'S GENDER .....	21
Base : All respondents	
RESPONDENT'S WORKING STATUS .....	24
Base : All respondents	
S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE) .....	30
Base : All respondents	
IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE) .....	36
Base : All respondents	
SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE) .....	42
Base : All respondents	
SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE) .....	51
Base : All respondents	
SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY .....	60
Base : All respondents	
IN37. You said earlier that you look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram. When you do this, do you ever think about whether these news stories or articles are truthful or accurate? (SINGLE CODE) .....	63
Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram	
IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE) .....	66
Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate	
IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE) .....	72
Base : All respondents	
IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE) .....	81
Base : All respondents	
IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE) .....	84
Base : All respondents who have used search engines in the last year	
SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE) .....	87
Base : All respondents who have used search engines in the last year	

**OF COM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY .....	90
Base : All respondents who have used search engines in the last year	
IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE) .....	93
Base : All respondents	
IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE) .....	96
Base : All respondents	
IN50. Do you do any of the following? (MULTI CODE) .....	99
Base : All respondents	
SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE) .....	105
Base : All respondents	
SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY .....	111
Base : All respondents	
SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE) .....	114
Base : All respondents who use social media apps or sites	
SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY .....	120
Base : All respondents who use social media apps or sites	
IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter/ X, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE) .....	123
Base : All respondents	
IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, a telephone number etc). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if... (MULTI CODE) .....	129
Base : All respondents	
IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE) .....	135
Base : All respondents	
IN66. Some apps and websites use online tools (sometimes called algorithms) to tailor what users are shown when they search online, or look at the latest news or use social media. These tools use details about what the user has previously looked at online and personal information like their age. Because of this, on the same apps and sites, one person will see different search results, news, and stories to other people. Before today, did you know that some apps and sites use information about their users to tailor the results shown? (SINGLE CODE) .....	141
Base : All respondents	
IN67. To what extent do you agree or disagree with the following statement about this: "I'm happy for apps and sites to use information they have collected about me to decide what to show me" (SINGLE CODE) .....	144
Base : All respondents	
IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE) .....	147
Base : All respondents	
IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (SINGLE CODE) .....	156
Base : All respondents	
IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE) .....	159
Base : All respondents	
IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE) .....	162
Base : All respondents aware of the reporting function that have seen offensive or inappropriate content	

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT .....	165
Base : All respondents	
SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT .....	171
Base : All respondents that have seen offensive or inappropriate content	
IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/ apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE) .....	174
Base : All respondents	
SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE) .....	177
Base : All respondents who use social media apps or sites	
SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY .....	180
Base : All respondents who use social media apps or sites	
SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE) .....	183
Base : All respondents who use social media apps or sites that think the example social media profile IS genuine	
SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE) .....	192
Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine	
SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE) .....	201
Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine	
SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (SINGLE CODE) .....	209
Base : All respondents who use social media apps or sites	
SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE) .....	212
Base : All respondents who use social media apps or sites that think the example social media post IS genuine	
SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE) .....	223
Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE	
IN68. When you log into your online bank account or go online to pay bills, which one of these best applies in terms of how you usually log into your account? IF NECESSARY - Log in details might be a user name and password or a passcode that you need to enter in order to gain access to your account. (SINGLE CODE) .....	232
Base : All respondents that use online banking or pay bills online	
IN69. Which, if any, of the following apply regarding any of the online passwords that you use? (MULTI CODE) .....	235
Base : All respondents that use online banking or pay bills online	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE) .....	238
Base : All respondents	
C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE) .....	241
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE) .....	244
Base : All respondents	
C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD .....	247
Base : All respondents	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE) .....	250
Base : All respondents	

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE) .....	253
Base : All respondents	
C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE) .....	262
Base : All respondents	
C7. Do you consider English to be your first or main language? (SINGLE CODE) .....	268
Base : All respondents	
C8. Which one of these options applies to your home? (SINGLE CODE) .....	271
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE) .....	274
Base : All respondents	
C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE) .....	283
Base : All respondents	
C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE) .....	292
Base : All respondents	
C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE) .....	298
Base : All respondents	
C13. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE) .....	304
Base : All respondents	
FINANCIAL VULNERABILITY .....	307
Base : Those where it is possible to calculate the Financial Vulnerability Index	

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**Table 1**

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

**NATION**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
England	2617	309	489	445	476	425	473	2617	1268	1324	756	770	554	512	1526	1065	2617
	85%	83%	85%	84%	87%	84%	85%	85%	85%	84%	85%	84%	86%	84%	85%	85%	85%
Scotland	260	35	44	48	39	48	45	260	115	141	75	82	47	52	157	99	260
	8%	9%	8%	9%	7%	9%	8%	8%	8%	9%	8%	9%	7%	8%	9%	8%	8%
Wales	139	16	27	27	22	23	25	139	64	73	35	42	26	34	77	60	139
	4%	4%	5%	5%	4%	4%	4%	4%	4%	5%	4%	5%	4%	6%	4%	5%	4%
Northern Ireland	77	11	14	12	13	11	16	77	37	38	22	23	17	15	44	31	77
	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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**Table 1**

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**NATION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
England	2617	2617	-	-	-	2617	2271	346	447	2170	624	1162	785	2617	427	1004	735
	85%	100%	-%	-%	-%	85%	85%	82%	85%	85%	84%	85%	84%	85%	85%	85%	85%
		bcde				bcd											
Scotland	260	-	260	-	-	260	229	31	44	216	68	109	78	260	42	91	77
	8%	-%	100%	-%	-%	8%	9%	7%	8%	8%	9%	8%	8%	8%	8%	8%	9%
			acde			acd											
Wales	139	-	-	139	-	139	108	31	23	116	32	59	46	139	22	59	32
	4%	-%	-%	100%	-%	4%	4%	7%	4%	5%	4%	4%	5%	4%	4%	5%	4%
				abde		abd		f									
Northern Ireland	77	-	-	-	77	77	62	15	12	65	17	33	27	77	13	30	20
	2%	-%	-%	-%	100%	2%	2%	4%	2%	3%	2%	2%	3%	2%	3%	3%	2%
					abce	abc											

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**NATION**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
England	2617	531	1359	661	2617	824	1565	1555	918
	85%	86%	85%	84%	85%	82%	86%	85%	85%
Scotland	260	56	136	63	260	96	148	154	85
	8%	9%	8%	8%	8%	10%	8%	8%	8%
Wales	139	20	69	45	139	57	71	87	43
	4%	3%	4%	6%	4%	6%	4%	5%	4%
Northern Ireland	77	14	41	20	77	33	38	41	29
	2%	2%	3%	3%	2%	3%	2%	2%	3%

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

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**Table 2**

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

**NATION/ REGION**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
North East	153	17	38	12	35	25	27	153	74	78	43	44	37	26	87	63	153
	5%	5%	7%	2%	6%	5%	5%	5%	5%	5%	5%	5%	6%	4%	5%	5%	5%
			c		c	c	c	c									
Yorkshire and Humberside	255	24	37	50	52	46	46	255	105	150	63	88	61	42	151	103	255
	8%	6%	6%	9%	9%	9%	8%	8%	7%	9%	7%	10%	10%	7%	8%	8%	8%
										h							
North West	374	40	75	62	56	79	62	374	168	205	90	122	72	87	211	159	374
	12%	11%	13%	12%	10%	16%	11%	12%	11%	13%	10%	13%	11%	14%	12%	13%	12%
						d								j			
West Midlands	289	33	60	55	66	26	49	289	145	139	85	66	71	61	151	132	289
	9%	9%	10%	10%	12%	5%	9%	9%	10%	9%	10%	7%	11%	10%	8%	11%	9%
			e	e	e		e	e					k		k		
East Midlands	232	24	38	37	43	42	48	232	96	136	73	79	39	41	152	81	232
	8%	6%	7%	7%	8%	8%	9%	8%	6%	9%	8%	9%	6%	7%	8%	6%	8%
East of England	243	16	35	39	40	52	60	243	108	132	67	66	45	65	133	110	243
	8%	4%	6%	7%	7%	10%	11%	8%	7%	8%	8%	7%	7%	11%	7%	9%	8%
						ab	ab	a						klnp			
South West	251	22	50	46	40	33	61	251	121	124	64	78	55	51	143	106	251
	8%	6%	9%	9%	7%	6%	11%	8%	8%	8%	7%	9%	9%	8%	8%	8%	8%
							ae										
South East	419	50	62	72	80	70	84	419	186	230	136	106	93	84	242	176	419
	14%	13%	11%	14%	15%	14%	15%	14%	13%	15%	15%	12%	14%	14%	13%	14%	14%
Greater London	401	84	94	73	64	52	36	401	265	130	136	121	80	54	256	134	401
	13%	23%	16%	14%	12%	10%	6%	13%	18%	8%	15%	13%	12%	9%	14%	11%	13%
		bcdefg	ef	f	f			f	i		mo	m		mo		m	
Scotland	260	35	44	48	39	48	45	260	115	141	75	82	47	52	157	99	260
	8%	9%	8%	9%	7%	9%	8%	8%	8%	9%	8%	9%	7%	8%	9%	8%	8%
Wales	139	16	27	27	22	23	25	139	64	73	35	42	26	34	77	60	139
	4%	4%	5%	5%	4%	4%	4%	4%	4%	5%	4%	5%	4%	6%	4%	5%	4%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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**NATION/ REGION**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Northern Ireland	77	11	14	12	13	11	16	77	37	38	22	23	17	15	44	31	77
	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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**NATION/ REGION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
North East	153	153	-	-	-	153	137	16	30	124	45	66	41	153	31	70	33
	5%	6%	-%	-%	-%	5%	5%	4%	6%	5%	6%	5%	4%	5%	6%	6%	4%
		bcd				bcd											
Yorkshire and Humberside	255	255	-	-	-	255	209	46	40	215	56	119	74	255	39	93	74
	8%	10%	-%	-%	-%	8%	8%	11%	8%	8%	8%	9%	8%	8%	8%	8%	9%
		bcd				bcd											
North West	374	374	-	-	-	374	338	36	66	307	96	155	112	374	60	140	93
	12%	14%	-%	-%	-%	12%	13%	8%	13%	12%	13%	11%	12%	12%	12%	12%	11%
		bcd				bcd	g										
West Midlands	289	289	-	-	-	289	258	31	65	224	69	125	88	289	53	115	66
	9%	11%	-%	-%	-%	9%	10%	7%	12%	9%	9%	9%	9%	9%	11%	10%	8%
		bcd				bcd			i								
East Midlands	232	232	-	-	-	232	183	49	34	199	52	108	66	232	33	100	61
	8%	9%	-%	-%	-%	8%	7%	12%	6%	8%	7%	8%	7%	8%	7%	8%	7%
		bcd				bcd		f									
East of England	243	243	-	-	-	243	190	53	44	199	74	106	60	243	36	100	71
	8%	9%	-%	-%	-%	8%	7%	13%	8%	8%	10%	8%	6%	8%	7%	8%	8%
		bcd				bcd		f			l						
South West	251	251	-	-	-	251	202	49	48	203	58	115	74	251	26	106	75
	8%	10%	-%	-%	-%	8%	8%	12%	9%	8%	8%	8%	8%	8%	5%	9%	9%
		bcd				bcd		f							n	n	
South East	419	419	-	-	-	419	361	58	71	347	89	190	136	419	65	156	133
	14%	16%	-%	-%	-%	14%	14%	14%	14%	14%	12%	14%	15%	14%	13%	13%	15%
		bcd				bcd											
Greater London	401	401	-	-	-	401	393	8	49	353	85	178	133	401	84	125	129
	13%	15%	-%	-%	-%	13%	15%	2%	9%	14%	11%	13%	14%	13%	17%	11%	15%
		bcd				bcd	g		h						o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 2**

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

**NATION/ REGION**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Scotland	260	-	260	-	-	260	229	31	44	216	68	109	78	260	42	91	77
	8%	-%	100%	-%	-%	8%	9%	7%	8%	8%	9%	8%	8%	8%	8%	8%	9%
			acde			acd											
Wales	139	-	-	139	-	139	108	31	23	116	32	59	46	139	22	59	32
	4%	-%	-%	100%	-%	4%	4%	7%	4%	5%	4%	4%	5%	4%	4%	5%	4%
				abde		abd		f									
Northern Ireland	77	-	-	-	77	77	62	15	12	65	17	33	27	77	13	30	20
	2%	-%	-%	-%	100%	2%	2%	4%	2%	3%	2%	2%	3%	2%	3%	3%	2%
					abce	abc											

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**NATION/ REGION**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
North East	153	46	72	32	153	46	100	94	49
	5%	7%	5%	4%	5%	5%	5%	5%	5%
		bcd							
Yorkshire and Humberside	255	46	137	72	255	77	163	163	83
	8%	7%	9%	9%	8%	8%	9%	9%	8%
North West	374	67	188	108	374	132	204	233	122
	12%	11%	12%	14%	12%	13%	11%	13%	11%
West Midlands	289	53	161	65	289	96	158	152	119
	9%	9%	10%	8%	9%	10%	9%	8%	11%
									g
East Midlands	232	44	110	69	232	70	148	136	80
	8%	7%	7%	9%	8%	7%	8%	7%	7%
East of England	243	58	128	52	243	73	146	157	76
	8%	9%	8%	7%	8%	7%	8%	9%	7%
South West	251	49	136	59	251	86	152	156	81
	8%	8%	8%	8%	8%	8%	8%	9%	8%
South East	419	77	234	100	419	124	268	241	168
	14%	12%	15%	13%	14%	12%	15%	13%	16%
Greater London	401	92	192	103	401	121	228	224	142
	13%	15%	12%	13%	13%	12%	12%	12%	13%
Scotland	260	56	136	63	260	96	148	154	85
	8%	9%	8%	8%	8%	10%	8%	8%	8%
Wales	139	20	69	45	139	57	71	87	43
	4%	3%	4%	6%	4%	6%	4%	5%	4%

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

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

**NATION/ REGION**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Northern Ireland	77	14	41	20	77	33	38	41	29
	2%	2%	3%	3%	2%	3%	2%	2%	3%

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

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

**URBANITY**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Urban	2670	337	534	465	469	422	442	2670	1312	1329	762	786	564	527	1548	1092	2670
	86%	91%	93%	88%	85%	83%	79%	86%	88%	84%	86%	86%	88%	86%	86%	87%	86%
		defg	cdefg	f	f			f	i								
Rural	423	33	41	66	81	85	117	423	173	248	126	131	79	85	257	164	423
	14%	9%	7%	12%	15%	17%	21%	14%	12%	16%	14%	14%	12%	14%	14%	13%	14%
				b	ab	ab	abcdg	ab		h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**URBANITY**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Urban	2670	2271	229	108	62	2670	2670	-	462	2208	629	1154	837	2670	447	1015	740
	86%	87%	88%	78%	80%	86%	100%	-%	88%	86%	85%	85%	89%	86%	89%	86%	85%
		cd	cd			cd	g						jkm				
Rural	423	346	31	31	15	423	-	423	64	359	112	209	98	423	57	169	126
	14%	13%	12%	22%	20%	14%	-%	100%	12%	14%	15%	15%	11%	14%	11%	14%	15%
				abe	abe			f			l	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**URBANITY**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Urban	2670	531	1386	683	2670	852	1579	1541	970
	86%	86%	86%	87%	86%	84%	87%	84%	90%
									g
Rural	423	90	219	106	423	158	243	298	105
	14%	14%	14%	13%	14%	16%	13%	16%	10%
									h

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 4**

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

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
A	192	22	49	34	33	13	40	192	110	77	192	-	-	-	192	-	192
	6%	6%	9%	6%	6%	3%	7%	6%	7%	5%	22%	-%	-%	-%	11%	-%	6%
		e	e	e	e		e	e	i		klmnop				klmop		klmo
B	696	64	138	134	137	96	127	696	328	363	696	-	-	-	696	-	696
	23%	17%	24%	25%	25%	19%	23%	23%	22%	23%	78%	-%	-%	-%	39%	-%	23%
			a	ae	a		a	a			klmnop				klmop		klmo
C1	917	127	171	166	136	170	147	917	395	515	-	917	-	-	917	-	917
	30%	34%	30%	31%	25%	34%	26%	30%	27%	33%	-%	100%	-%	-%	51%	-%	30%
		df		d		df				h		jlmpop			jlmpop		jlmo
C2	643	90	134	106	126	92	94	643	377	262	-	-	643	-	-	643	643
	21%	24%	23%	20%	23%	18%	17%	21%	25%	17%	-%	-%	100%	-%	-%	51%	21%
		f	f		f				i				jkmpop			jkmpop	jkmpop
D	307	34	42	56	68	64	43	307	142	164	-	-	-	307	-	307	307
	10%	9%	7%	10%	12%	13%	8%	10%	10%	10%	-%	-%	-%	50%	-%	24%	10%
					bf	bf								jklnop		jklnp	jkln
E	306	23	32	32	45	68	105	306	121	183	-	-	-	306	-	306	306
	10%	6%	6%	6%	8%	13%	19%	10%	8%	12%	-%	-%	-%	50%	-%	24%	10%
						abcd	abcdeg	abc		h				jklnop		jklnp	jkln
Don't know	32	10	8	3	4	4	3	32	11	13	-	-	-	-	-	-	32
	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%
		cdefg															ijklmno
<b>SUMMARY CODES</b>																	
AB	888	86	187	168	170	109	167	888	438	440	888	-	-	-	888	-	888
	29%	23%	33%	32%	31%	22%	30%	29%	30%	28%	100%	-%	-%	-%	49%	-%	29%
			ae	ae	ae		ae	ae			klmnop				klmop		klmo
C1C2	1560	217	305	272	263	263	241	1560	772	777	-	917	643	-	917	643	1560
	50%	59%	53%	51%	48%	52%	43%	50%	52%	49%	-%	100%	100%	-%	51%	51%	50%
		cdfg	f	f		f		f				jmnpop	jmnpop		jm	jm	jm
DE	612	57	74	88	114	132	148	612	263	347	-	-	-	612	-	612	612
	20%	15%	13%	17%	21%	26%	26%	20%	18%	22%	-%	-%	-%	100%	-%	49%	20%
					b	abcg	abcg	b		h				jklnop		jklnp	jkln

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 4**

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

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
A	192 6%	169 6%	13 5%	5 4%	5 6%	192 6%	167 6%	24 6%	22 4%	170 7%	34 5%	71 5%	81 9%	192 6%	23 4%	45 4%	107 12%
B	696 23%	587 22%	62 24%	30 22%	17 22%	696 23%	595 22%	101 24%	79 15%	617 24%	120 16%	325 24%	248 26%	696 23%	64 13%	217 18%	331 38%
C1	917 30%	770 29%	82 32%	42 30%	23 30%	917 30%	786 29%	131 31%	156 30%	761 30%	186 25%	408 30%	314 34%	917 30%	125 25%	379 32%	257 30%
C2	643 21%	554 21%	47 18%	26 19%	17 21%	643 21%	564 21%	79 19%	109 21%	534 21%	155 21%	298 22%	180 19%	643 21%	116 23%	281 24%	128 15%
D	307 10%	263 10%	27 10%	11 8%	6 8%	307 10%	271 10%	36 8%	68 13%	239 9%	88 12%	138 10%	72 8%	307 10%	66 13%	148 13%	28 3%
E	306 10%	249 9%	25 10%	24 17%	8 11%	306 10%	257 10%	49 12%	80 15%	226 9%	141 19%	116 9%	39 4%	306 10%	106 21%	111 9%	14 2%
Don't know	32 1%	26 1%	4 1%	1 1%	2 2%	32 1%	30 1%	3 1%	13 2%	19 1%	17 2%	7 *	3 *	32 1%	4 1%	2 *	1 *

**SUMMARY CODES**

AB	888 29%	756 29%	75 29%	35 25%	22 28%	888 29%	762 29%	126 30%	101 19%	788 31%	153 21%	396 29%	329 35%	888 29%	87 17%	263 22%	437 51%
C1C2	1560 50%	1324 51%	129 50%	68 49%	40 51%	1560 50%	1350 51%	210 50%	265 50%	1295 50%	341 46%	706 52%	494 53%	1560 50%	241 48%	659 56%	385 44%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
DE	612	512	52	34	15	612	527	85	148	465	230	254	111	612	172	259	42
	20%	20%	20%	25%	19%	20%	20%	20%	28%	18%	31%	19%	12%	20%	34%	22%	5%
									i		klm	l		l	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
A	192 6%	105 17%	73 5%	13 2%	192 6%	67 7%	113 6%	94 5%	85 8%
		bcd	c		bc				g
B	696 23%	191 31%	377 23%	119 15%	696 23%	184 18%	484 27%	367 20%	298 28%
		bcd	c		c		e		g
C1	917 30%	149 24%	503 31%	238 30%	917 30%	263 26%	568 31%	580 32%	291 27%
			a	a	a		e	h	
C2	643 21%	112 18%	360 22%	161 20%	643 21%	218 22%	374 21%	364 20%	244 23%
D	307 10%	30 5%	168 10%	103 13%	307 10%	100 10%	183 10%	192 10%	104 10%
			a	ad	a				
E	306 10%	30 5%	121 8%	146 18%	306 10%	168 17%	93 5%	232 13%	51 5%
				abd	ab	f		h	
Don't know	32 1%	3 1%	3 *%	9 1%	32 1%	11 1%	7 *%	10 1%	3 *%
				b	b				

**SUMMARY CODES**

AB	888 29%	296 48%	450 28%	132 17%	888 29%	251 25%	597 33%	460 25%	383 36%
		bcd	c		c		e		g
C1C2	1560 50%	261 42%	863 54%	400 51%	1560 50%	480 48%	942 52%	944 51%	535 50%
			a	a	a				

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

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

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
DE	612	60	289	248	612	268	276	424	154
	20%	10%	18%	31%	20%	26%	15%	23%	14%
			a	abd	a	f		h	

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 5**

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

**RESPONDENT'S AGE**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
16 to 24 years	371	371	-	-	-	-	-	371	180	182	86	127	90	57	213	148	371
	12%	100%	-%	-%	-%	-%	-%	12%	12%	12%	10%	14%	14%	9%	12%	12%	12%
		bcdefg						bcdef				jm	jm				
25 to 34 years	575	-	575	-	-	-	-	575	250	315	187	171	134	74	358	208	575
	19%	-%	100%	-%	-%	-%	-%	19%	17%	20%	21%	19%	21%	12%	20%	17%	19%
			acdefg					acdef			mo	m	m		m	m	m
35 to 44 years	531	-	-	531	-	-	-	531	254	273	168	166	106	88	334	194	531
	17%	-%	-%	100%	-%	-%	-%	17%	17%	17%	19%	18%	16%	14%	19%	15%	17%
				abdefg				abdef			m				m		
45 to 54 years	550	-	-	-	550	-	-	550	262	281	170	136	126	114	306	240	550
	18%	-%	-%	-%	100%	-%	-%	18%	18%	18%	19%	15%	20%	19%	17%	19%	18%
					abcefg			abcef			k		k		k		
55 to 64 years	507	-	-	-	-	507	-	507	251	255	109	170	92	132	280	224	507
	16%	-%	-%	-%	-%	100%	-%	16%	17%	16%	12%	19%	14%	21%	15%	18%	16%
						abcdfg		abcdf			j			jlnp		j	j
65+ years	559	-	-	-	-	-	559	559	288	271	167	147	94	148	314	242	559
	18%	-%	-%	-%	-%	-%	100%	18%	19%	17%	19%	16%	15%	24%	17%	19%	18%
							abcdeg	abcde						jkinop		l	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 5**

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

**RESPONDENT'S AGE**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
16 to 24 years	371	309	35	16	11	371	337	33	70	301	97	186	84	371	118	61	55
	12%	12%	13%	11%	15%	12%	13%	8%	13%	12%	13%	14%	9%	12%	23%	5%	6%
							g				l	l		l	op		
25 to 34 years	575	489	44	27	14	575	534	41	109	466	97	232	243	575	96	211	168
	19%	19%	17%	19%	18%	19%	20%	10%	21%	18%	13%	17%	26%	19%	19%	18%	19%
							g						jkm	j			
35 to 44 years	531	445	48	27	12	531	465	66	99	433	80	219	232	531	88	192	168
	17%	17%	18%	19%	16%	17%	17%	16%	19%	17%	11%	16%	25%	17%	18%	16%	19%
												j	jkm	j			
45 to 54 years	550	476	39	22	13	550	469	81	121	429	109	247	176	550	82	240	144
	18%	18%	15%	16%	17%	18%	18%	19%	23%	17%	15%	18%	19%	18%	16%	20%	17%
									i								
55 to 64 years	507	425	48	23	11	507	422	85	88	418	131	222	146	507	78	208	157
	16%	16%	19%	16%	14%	16%	16%	20%	17%	16%	18%	16%	16%	16%	16%	18%	18%
65+ years	559	473	45	25	16	559	442	117	40	520	227	257	54	559	42	273	173
	18%	18%	18%	18%	21%	18%	17%	28%	8%	20%	31%	19%	6%	18%	8%	23%	20%
							f			h	klm	l		l		n	n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**RESPONDENT'S AGE**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
16 to 24 years	371	94	184	61	371	156	143	216	95
	12%	15%	11%	8%	12%	15%	8%	12%	9%
		c	c		c	f		h	
25 to 34 years	575	116	313	132	575	182	344	248	285
	19%	19%	20%	17%	19%	18%	19%	13%	27%
									g
35 to 44 years	531	79	260	183	531	159	326	155	351
	17%	13%	16%	23%	17%	16%	18%	8%	33%
				abd	a				g
45 to 54 years	550	60	303	173	550	145	362	266	254
	18%	10%	19%	22%	18%	14%	20%	14%	24%
			a	ad	a		e		g
55 to 64 years	507	88	259	155	507	167	307	416	80
	16%	14%	16%	20%	16%	17%	17%	23%	7%
				a				h	
65+ years	559	183	285	86	559	201	341	538	10
	18%	29%	18%	11%	18%	20%	19%	29%	1%
		bcd	c		c			h	

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 6**

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

**RESPONDENT'S GENDER**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Man	1485	180	250	254	262	251	288	1485	1485	-	438	395	377	263	833	640	1485
	48%	48%	44%	48%	48%	49%	51%	48%	100%	-%	49%	43%	59%	43%	46%	51%	48%
							b		i		km		jkmnop		kmn	km	
Woman	1577	182	315	273	281	255	271	1577	-	1577	440	515	262	347	955	609	1577
	51%	49%	55%	51%	51%	50%	48%	51%	-%	100%	50%	56%	41%	57%	53%	49%	51%
										h	l	jlop		jlop	lo	l	l
Non-binary	19	5	6	4	3	-	1	19	-	-	9	4	1	2	14	3	19
	1%	1%	1%	1%	*%	-%	*%	1%	-%	-%	1%	*%	*%	*%	1%	*%	1%
		ef									o						
Prefer to use another term (please specify - optional)	1	*	-	-	-	1	-	1	-	-	-	*	-	1	*	1	1
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%
Prefer not to say	12	3	4	*	5	-	-	12	-	-	*	3	3	-	3	3	12
	*%	1%	1%	*%	1%	-%	-%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

RESPONDENT'S GENDER

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Man	1485	1268	115	64	37	1485	1312	173	178	1307	343	656	460	1485	245	589	465
	48%	48%	44%	46%	48%	48%	49%	41%	34%	51%	46%	48%	49%	48%	49%	50%	54%
Woman	1577	1324	141	73	38	1577	1329	248	341	1236	385	698	466	1577	256	586	399
	51%	51%	54%	53%	50%	51%	50%	59%	65%	48%	52%	51%	50%	51%	51%	50%	46%
Non-binary	19	16	1	1	1	19	17	2	4	14	5	7	7	19	2	7	1
	1%	1%	*%	*%	2%	1%	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%	*%
Prefer to use another term (please specify - optional)	1	1	-	*	-	1	1	-	-	1	-	1	*	1	-	1	-
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	-%
Prefer not to say	12	9	2	1	*	12	11	1	3	9	8	1	2	12	1	-	-
	*%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	-%	-%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**RESPONDENT'S GENDER**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Man	1485	364	739	348	1485	462	896	912	497
	48%	59%	46%	44%	48%	46%	49%	50%	46%
		bcd							
Woman	1577	251	856	432	1577	538	917	918	571
	51%	41%	53%	55%	51%	53%	50%	50%	53%
		a	a	a					
Non-binary	19	4	7	7	19	7	7	6	8
	1%	1%	*%	1%	1%	1%	*%	*%	1%
Prefer to use another term (please specify - optional)	1	-	1	*	1	1	-	1	-
	*%	-%	*%	*%	*%	*%	-%	*%	-%
Prefer not to say	12	1	2	2	12	3	2	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 7**

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
In full-time employment	1423	101	374	347	329	226	45	1423	822	590	495	453	339	131	948	470	1423
	46%	27%	65%	65%	60%	45%	8%	46%	55%	37%	56%	49%	53%	21%	53%	37%	46%
		f	aefg	aefg	aefg	af		af	i		kmop	mo	mop		mop	m	mo
In part-time employment	557	75	102	105	112	99	64	557	175	376	155	171	135	93	326	228	557
	18%	20%	18%	20%	20%	19%	11%	18%	12%	24%	17%	19%	21%	15%	18%	18%	18%
		f	f	f	f	f		f		h			m				
Unemployed	188	36	34	33	42	39	3	188	93	92	17	26	14	125	43	139	188
	6%	10%	6%	6%	8%	8%	1%	6%	6%	6%	2%	3%	2%	20%	2%	11%	6%
		fg	f	f	f	f		f						jklnop		jklnp	jkln
A student	171	145	23	4	-	-	*	171	85	81	27	96	28	15	123	43	171
	6%	39%	4%	1%	-%	-%	*%	6%	6%	5%	3%	11%	4%	2%	7%	3%	6%
		bcdefg	cdef					cdef				ijlmnop			jmo		jmo
Full-time responsibility for home/family	172	6	29	37	42	50	8	172	22	150	37	28	33	72	65	105	172
	6%	1%	5%	7%	8%	10%	1%	6%	1%	10%	4%	3%	5%	12%	4%	8%	6%
			af	af	af	abfg		af		h				jklnop		jklnp	kn
Retired	513	1	3	-	7	68	434	513	255	257	152	131	82	144	284	227	513
	17%	*%	*%	-%	1%	13%	78%	17%	17%	16%	17%	14%	13%	24%	16%	18%	17%
					c	abcd	abcdeg	abcd						jklnop		l	l
Other	52	3	2	3	17	22	4	52	24	27	5	10	5	30	15	36	52
	2%	1%	*%	1%	3%	4%	1%	2%	2%	2%	1%	1%	1%	5%	1%	3%	2%
					abcf	abcf								jklnop		jklnp	n
Prefer not to say	18	5	7	2	1	2	*	18	8	5	*	1	7	1	1	8	18
	1%	1%	1%	*%	*%	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%
		f	f										jkn			n	n

**SUMMARY CODES**

WORKING	1980	176	476	452	441	325	109	1980	997	965	649	624	474	224	1274	698	1980
	64%	47%	83%	85%	80%	64%	20%	64%	67%	61%	73%	68%	74%	37%	71%	56%	64%
		f	aefg	aefg	aefg	af		af	i		mop	mo	mop		mop	m	mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
NOT WORKING	1096	190	91	78	108	180	450	1096	480	607	238	292	162	387	530	549	1096
	35%	51%	16%	15%	20%	35%	80%	35%	32%	38%	27%	32%	25%	63%	29%	44%	35%
		bcdeg				bcd	abcdeg	bcd		h		l		ijklnop		ijklnp	jln

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 7**

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
In full-time employment	1423	1217	115	51	39	1423	1276	147	211	1212	222	608	577	1423	148	550	562
	46%	47%	44%	37%	51%	46%	48%	35%	40%	47%	30%	45%	62%	46%	29%	46%	65%
		c			c	c	g			h		j	jkm	j		n	no
In part-time employment	557	471	45	30	11	557	452	105	112	445	119	275	162	557	125	221	111
	18%	18%	17%	21%	14%	18%	17%	25%	21%	17%	16%	20%	17%	18%	25%	19%	13%
			d					f							op	p	
Unemployed	188	160	16	11	2	188	170	18	50	138	66	77	40	188	78	41	14
	6%	6%	6%	8%	3%	6%	6%	4%	9%	5%	9%	6%	4%	6%	16%	3%	2%
		d		d		d			i		klm			op	p		
A student	171	139	18	9	4	171	156	15	32	139	54	76	39	171	50	22	12
	6%	5%	7%	6%	6%	6%	6%	4%	6%	5%	7%	6%	4%	6%	10%	2%	1%
											l			op			
Full-time responsibility for home/family	172	145	13	8	5	172	149	23	49	123	53	66	45	172	56	52	28
	6%	6%	5%	6%	7%	6%	6%	5%	9%	5%	7%	5%	5%	6%	11%	4%	3%
									i					op			
Retired	513	427	49	26	10	513	411	102	49	463	200	237	57	513	39	266	137
	17%	16%	19%	19%	13%	17%	15%	24%	9%	18%	27%	17%	6%	17%	8%	22%	16%
								f		h	klm	l		l		np	n
Other	52	44	2	4	3	52	40	12	17	35	20	20	11	52	6	29	3
	2%	2%	1%	3%	3%	2%	1%	3%	3%	1%	3%	1%	1%	2%	1%	2%	1%
					abe				i		l					p	*
Prefer not to say	18	14	1	1	2	18	16	2	6	12	7	4	4	18	2	2	-
	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			*		abe			*		*		*	*		*	*	-%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
<b>SUMMARY CODES</b>																	
WORKING	1980	1688	160	81	50	1980	1728	252	323	1656	342	883	739	1980	273	771	672
	64%	65%	62%	58%	65%	64%	65%	59%	61%	65%	46%	65%	79%	64%	54%	65%	78%
		c										j	jkm	j		n	no
NOT WORKING	1096	915	98	58	25	1096	926	170	197	899	392	476	192	1096	230	410	193
	35%	35%	38%	41%	32%	35%	35%	40%	37%	35%	53%	35%	21%	35%	46%	35%	22%
				ad							klm	l		l	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
In full-time employment	1423	283	783	339	1423	382	938	702	655
	46%	46%	49%	43%	46%	38%	51%	38%	61%
			c				e		g
In part-time employment	557	93	292	157	557	160	350	300	222
	18%	15%	18%	20%	18%	16%	19%	16%	21%
									g
Unemployed	188	16	74	88	188	107	54	131	40
	6%	3%	5%	11%	6%	11%	3%	7%	4%
				abd	a	f		h	
A student	171	37	84	30	171	66	65	105	35
	6%	6%	5%	4%	6%	7%	4%	6%	3%
						f		h	
Full-time responsibility for home/ family	172	23	81	67	172	56	97	63	102
	6%	4%	5%	9%	6%	6%	5%	3%	9%
				abd					g
Retired	513	164	269	75	513	198	301	492	9
	17%	26%	17%	10%	17%	20%	17%	27%	1%
		bcd	c		c			h	
Other	52	3	18	29	52	36	13	37	11
	2%	1%	1%	4%	2%	4%	1%	2%	1%
				abd		f			
Prefer not to say	18	1	4	4	18	6	4	7	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
<b>SUMMARY CODES</b>									
WORKING	1980	376	1075	496	1980	542	1288	1002	877
	64%	61%	67% a	63%	64%	54%	71% e	55%	82% g
NOT WORKING	1096	243	525	289	1096	463	530	829	197
	35%	39% b	33%	37%	35%	46% f	29%	45% h	18%

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 8**

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
None	18 1%	1 *% c	* *% bcg	- -% jkn	2 *% jkn	6 1% jkn	9 2% jkn	18 1% n	5 *% n	13 1% n	- -% n	- -% n	8 1% n	7 1% n	- -% n	14 1% n	18 1% n
Up to 2 hours	104 3% e	19 5% e	21 4% e	18 3% e	13 2% e	8 2% e	24 4% e	104 3% e	35 2% e	66 4% h	27 3% e	23 3% e	19 3% e	31 5% kn	50 3% e	50 4% e	104 3% e
3 to 5 hours	429 14% bdfg	70 19% bdfg	67 12% bdfg	108 20% bdfg	61 11% f	76 15% f	48 9% f	429 14% f	168 11% h	252 16% h	108 12% h	125 14% h	91 14% jn	101 16% jn	232 13% jn	192 15% jn	429 14% jn
6 to 8 hours	306 10% cefg	53 14% cefg	66 12% cefg	41 8% cefg	55 10% cefg	47 9% cefg	44 8% cefg	306 10% cefg	138 9% cefg	166 11% cefg	81 9% cefg	82 9% cefg	74 12% cefg	67 11% cefg	162 9% cefg	142 11% cefg	306 10% cefg
9 to 11 hours	337 11% acdefg	37 10% acdefg	102 18% acdefg	62 12% f	53 10% f	48 9% f	35 6% f	337 11% f	141 10% h	196 12% h	92 10% h	111 12% h	73 11% h	57 9% h	203 11% h	130 10% h	337 11% h
12 to 15 hours	212 7% b	17 5% b	23 4% b	34 6% b	35 6% b	38 7% b	66 12% abcdg	212 7% b	96 6% b	114 7% b	64 7% b	64 7% b	46 7% b	37 6% b	128 7% b	83 7% b	212 7% b
16 to 22 hours	339 11% abcdg	31 8% abcdg	52 9% abcdg	52 10% abcdg	52 9% abcdg	63 12% abcdg	89 16% abcdg	339 11% abcdg	192 13% i	146 9% i	103 12% i	102 11% i	77 12% i	55 9% i	205 11% i	133 11% i	339 11% i
23 to 30 hours	532 17% a	37 10% a	87 15% a	96 18% a	121 22% abeg	77 15% a	113 20% a	532 17% a	294 20% i	233 15% i	181 20% mo	160 17% mo	107 17% mo	82 13% mo	341 19% mo	189 15% mo	532 17% mo
Over 30 hours	755 24% f	97 26% f	153 27% f	114 21% f	148 27% f	131 26% f	112 20% f	755 24% f	391 26% i	356 23% i	224 25% i	234 25% i	137 21% i	155 25% i	458 25% i	292 23% i	755 24% i
Don't know/ unsure	61 2% b	8 2% bc	4 1% bc	7 1% bc	9 2% bc	14 3% bc	19 3% bc	61 2% bc	26 2% jnp	34 2% jnp	9 1% jnp	17 2% jnp	10 2% jnp	21 3% jnp	26 1% jnp	31 2% jnp	61 2% jnp

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
<b>SUMMARY CODES</b>																	
0 to 8 hours	857	144	154	167	131	136	125	857	345	497	215	229	192	206	444	398	857
	28%	39%	27%	31%	24%	27%	22%	28%	23%	32%	24%	25%	30%	34%	25%	32%	28%
		bcdefg		df			f			h		jn	jknp		jknp		
9 to 22 hours	888	85	176	148	141	148	190	888	429	456	259	277	196	149	536	345	888
	29%	23%	31%	28%	26%	29%	34%	29%	29%	29%	29%	30%	31%	24%	30%	28%	29%
			a				adg	a				m	m		m		m
23+ hours	1286	134	240	210	269	208	225	1286	684	589	405	394	244	236	799	481	1286
	42%	36%	42%	39%	49%	41%	40%	42%	46%	37%	46%	43%	38%	39%	44%	38%	42%
				acefg					i		lmo				lmo		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 8**

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
None	18 1%	10 *% acde	8 3%	- -%	* *% acde	18 1%	18 1%	- -%	6 1%	12 *% kl	10 1%	1 *% kl	- -%	18 1%	7 1% op	- -%	2 *% op
Up to 2 hours	104 3%	91 3% c	10 4% c	1 1%	2 3%	104 3% c	94 4%	10 2%	31 6% i	73 3%	60 8% klm	24 2%	10 1%	104 3% kl	36 7% op	16 1%	15 2%
3 to 5 hours	429 14%	366 14%	34 13%	19 14%	10 13%	429 14%	373 14%	56 13%	124 24% i	305 12%	152 20% klm	189 14% l	81 9%	429 14% l	81 16% p	163 14% p	87 10%
6 to 8 hours	306 10%	266 10%	20 8%	14 10%	7 9%	306 10%	274 10%	33 8%	60 11%	246 10%	99 13% lm	137 10% l	64 7%	306 10% l	64 13% o	99 8%	76 9%
9 to 11 hours	337 11%	288 11%	24 9%	17 12%	8 10%	337 11%	297 11%	40 9%	60 11%	277 11%	68 9%	165 12%	100 11%	337 11%	49 10%	147 12%	84 10%
12 to 15 hours	212 7%	177 7%	19 7%	12 8%	5 6%	212 7%	177 7%	35 8%	32 6%	179 7%	47 6%	106 8%	53 6%	212 7%	25 5%	87 7%	61 7%
16 to 22 hours	339 11%	272 10%	38 14%	17 13%	13 16% ae	339 11%	275 10%	64 15% f	34 6%	306 12% h	62 8%	166 12% j	110 12%	339 11%	43 9%	133 11%	114 13% n
23 to 30 hours	532 17%	445 17%	49 19%	24 17%	14 18%	532 17%	447 17%	85 20%	66 13%	466 18% h	94 13%	250 18% j	187 20% j	532 17% j	69 14%	220 19% n	182 21% n
Over 30 hours	755 24%	646 25%	56 22%	34 24%	18 23%	755 24%	668 25%	87 21%	97 18%	657 26% h	110 15%	315 23% j	329 35% jkm	755 24% j	125 25%	301 25%	237 27%
Don't know/ unsure	61 2%	56 2%	3 1%	1 1%	1 1%	61 2%	48 2%	13 3%	16 3%	45 2%	41 5% klm	9 1%	3 *% kl	61 2%	5 1%	17 1%	7 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 8**

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
<b>SUMMARY CODES</b>																	
0 to 8 hours	857 28%	733 28%	72 28%	34 24%	19 25%	857 28%	759 28%	99 23%	221 42%	636 25%	321 43%	351 26%	155 17%	857 28%	188 37%	278 23%	180 21%
9 to 22 hours	888 29%	737 28%	80 31%	46 33%	25 33%	888 29%	749 28%	139 33%	126 24%	763 30%	176 24%	438 32%	263 28%	888 29%	117 23%	368 31%	259 30%
23+ hours	1286 42%	1092 42%	105 40%	58 41%	32 41%	1286 42%	1114 42%	172 41%	163 31%	1123 44%	203 27%	565 41%	516 55%	1286 42%	194 38%	521 44%	419 48%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
None	18 1%	1 *%	9 1%	8 1%	18 1%	11 1%	5 *%	17 1%	- -%
Up to 2 hours	104 3%	26 4%	49 3%	23 3%	104 3%	45 4%	40 2%	60 3%	30 3%
3 to 5 hours	429 14%	92 15%	195 12%	124 16% b	429 14%	138 14%	239 13%	239 13%	149 14%
6 to 8 hours	306 10%	65 11%	167 10%	65 8%	306 10%	88 9%	191 10%	171 9%	105 10%
9 to 11 hours	337 11%	65 11%	183 11%	80 10%	337 11%	92 9%	218 12% e	169 9%	149 14% g
12 to 15 hours	212 7%	44 7%	109 7%	52 7%	212 7%	55 5%	143 8% e	130 7%	69 6%
16 to 22 hours	339 11%	68 11%	198 12% c	72 9%	339 11%	108 11%	211 12%	215 12%	114 11%
23 to 30 hours	532 17%	108 17%	278 17%	137 17%	532 17%	189 19%	307 17%	329 18%	186 17%
Over 30 hours	755 24%	136 22%	398 25%	214 27%	755 24%	266 26%	445 24%	464 25%	266 25%
Don't know/ unsure	61 2%	15 2%	19 1%	14 2%	61 2%	18 2%	24 1%	45 2% h	8 1%

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
<b>SUMMARY CODES</b>									
0 to 8 hours	857 28%	185 30%	419 26%	219 28%	857 28%	282 28%	475 26%	486 26%	284 26%
9 to 22 hours	888 29%	177 29%	490 31%	204 26%	888 29%	255 25%	571 31%	515 28%	332 31%
23+ hours	1286 42%	243 39%	676 42%	351 45%	1286 42%	456 45%	752 41%	793 43%	451 42%

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 9**

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

**IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)**

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093	
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165	
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093	
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1624 53%	205 55%	369 64%	308 58%	294 53%	257 51%	191 34%	1624 53%	744 50%	866 55%	505 57%	530 58%	325 51%	255 42%	1035 57%	580 46%	1624 53%	
		f	adefg	fg	f	f		f		h	lmo	lmop	m		lmop		mo	
Download the latest software updates onto devices when prompted	1561 50%	157 42%	270 47%	279 53%	287 52%	272 54%	296 53%	1561 50%	841 57%	714 45%	487 55%	493 54%	315 49%	262 43%	979 54%	576 46%	1561 50%	
				a	a	a	a	a	i		mo	mo			mop		mo	
Use security software such as an anti-virus or anti-spyware package	1416 46%	112 30%	227 40%	240 45%	262 48%	258 51%	318 57%	1416 46%	770 52%	639 41%	460 52%	461 50%	253 39%	240 39%	921 51%	493 39%	1416 46%	
			a	a	ab	ab	abcdg	ab	i		lmop	lmo			lmop		lmo	
Routinely back-up the information on your devices	1175 38%	97 26%	221 38%	199 37%	224 41%	221 44%	214 38%	1175 38%	580 39%	586 37%	362 41%	395 43%	228 35%	186 30%	757 42%	414 33%	1175 38%	
			a	a	a	a	a	a			mo	lmop			lmop		mo	
Use email filters or software that can block unwanted or spam emails	1109 36%	113 30%	186 32%	215 40%	204 37%	199 39%	193 35%	1109 36%	567 38%	534 34%	376 42%	345 38%	197 31%	189 31%	721 40%	387 31%	1109 36%	
				ab	a	a			i		lmop	lmo			lmop		lmo	
Use a firewall	988 32%	91 24%	167 29%	168 32%	195 35%	169 33%	198 35%	988 32%	598 40%	384 24%	322 36%	288 31%	200 31%	174 28%	610 34%	373 30%	988 32%	
				a	a	a	a	a	i		mo				mo			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Use a virtual private network (VPN)	770	120	164	140	131	119	97	770	431	334	239	275	151	103	514	255	770
	25%	32%	29%	26%	24%	23%	17%	25%	29%	21%	27%	30%	24%	17%	28%	20%	25%
		defg	f	f	f	f	f	f	i		mo	lmop	m		lmop		mo
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	229	34	80	46	32	23	15	229	146	82	105	60	40	24	165	64	229
	7%	9%	14%	9%	6%	4%	3%	7%	10%	5%	12%	6%	6%	4%	9%	5%	7%
		ef	acdefg	ef	f			f	i		klmop	m			mo		mo
ANY OF THESE	2762	322	536	485	480	454	485	2762	1366	1372	833	850	561	505	1683	1066	2762
	89%	87%	93%	91%	87%	90%	87%	89%	92%	87%	94%	93%	87%	83%	93%	85%	89%
			adfg	f					i		lmop	lmop	m		lmop		mo
None of these	191	22	28	32	43	26	41	191	78	110	38	34	53	64	72	117	191
	6%	6%	5%	6%	8%	5%	7%	6%	5%	7%	4%	4%	8%	10%	4%	9%	6%
													jkn	jknp		jknp	kn
Don't know	140	27	10	15	28	27	33	140	41	95	17	33	30	43	50	73	140
	5%	7%	2%	3%	5%	5%	6%	5%	3%	6%	2%	4%	5%	7%	3%	6%	5%
		bcg			b	b	bc	b		h			j	jknp		jn	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1624 53%	1374 53%	143 55%	66 47%	41 53%	1624 53%	1413 53%	211 50%	235 45%	1389 54% h	221 30%	740 54% j	659 70% jkm	1624 53% j	219 44%	617 52% n	533 62% no
Download the latest software updates onto devices when prompted	1561 50%	1322 51%	132 51%	68 49%	39 51%	1561 50%	1362 51%	198 47%	161 31%	1400 55% h	216 29%	689 51% j	648 69% jkm	1561 50% j	204 40%	628 53% n	521 60% no
Use security software such as an anti-virus or anti-spyware package	1416 46%	1203 46%	111 43%	66 48%	36 47%	1416 46%	1222 46%	195 46%	108 21%	1308 51% h	235 32%	598 44% j	576 62% jkm	1416 46% j	192 38%	591 50% n	470 54% n
Routinely back-up the information on your devices	1175 38%	993 38%	100 39%	53 38%	30 38%	1175 38%	1018 38%	157 37%	133 25%	1042 41% h	134 18%	517 38% j	523 56% jkm	1175 38% j	133 26%	482 41% n	414 48% no
Use email filters or software that can block unwanted or spam emails	1109 36%	921 35%	108 41%	47 34%	34 44% ace	1109 36%	945 35%	164 39%	120 23%	989 39% h	150 20%	493 36% j	462 49% jkm	1109 36% j	177 35%	429 36% j	369 43% no
Use a firewall	988 32%	841 32%	76 29%	44 32%	27 34%	988 32%	868 33%	120 28%	58 11%	930 36% h	151 20%	432 32% j	400 43% jkm	988 32% j	153 30%	382 32% j	320 37% n

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Use a virtual private network (VPN)	770 25%	654 25%	57 22%	37 27%	21 28%	770 25%	680 25%	90 21%	80 15%	690 27%	82 11%	329 24%	355 38%	770 25%	113 22%	265 22%	277 32%
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	229 7%	199 8%	14 5%	7 5%	8 11% bce	229 7%	211 8% g	18 4%	20 4%	209 8% h	22 3%	96 7% j	112 12% jkm	229 7% j	44 9%	78 7% o	89 10% o
ANY OF THESE	2762 89%	2333 89%	235 91%	123 88%	71 92%	2762 89%	2395 90%	367 87%	405 77%	2357 92% h	563 76%	1265 93% jm	916 98% jkm	2762 89% j	432 86%	1098 93% n	817 94% n
None of these	191 6%	165 6%	15 6%	8 6%	3 4%	191 6%	159 6%	32 8%	65 12% i	126 5%	95 13% klm	71 5% l	14 2%	191 6% l	47 9% op	60 5% op	31 4%
Don't know	140 5%	119 5%	9 4%	8 6%	3 4%	140 5%	115 4%	25 6%	55 11% i	84 3%	84 11% klm	27 2% l	5 1%	140 5% kl	25 5% op	25 2% op	17 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1624 53%	340 55%	876 55%	384 49%	1624 53%	519 51%	1004 55%	901 49%	651 61%
			c						g
Download the latest software updates onto devices when prompted	1561 50%	320 52%	847 53%	378 48%	1561 50%	489 48%	974 53%	975 53%	543 50%
							e		
Use security software such as an anti-virus or anti-spyware package	1416 46%	320 52%	766 48%	315 40%	1416 46%	435 43%	901 49%	921 50%	451 42%
		cd	c		c		e	h	
Routinely back-up the information on your devices	1175 38%	242 39%	646 40%	276 35%	1175 38%	388 38%	710 39%	704 38%	429 40%
			c						
Use email filters or software that can block unwanted or spam emails	1109 36%	218 35%	600 37%	275 35%	1109 36%	374 37%	660 36%	672 37%	392 36%
Use a firewall	988 32%	212 34%	535 33%	228 29%	988 32%	323 32%	598 33%	619 34%	325 30%

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

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

**IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Use a virtual private network (VPN)	770	156	435	166	770	254	471	444	282
	25%	25%	27%	21%	25%	25%	26%	24%	26%
			c						
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	229	67	125	35	229	95	113	93	112
	7%	11%	8%	4%	7%	9%	6%	5%	10%
		cd	c		c	f			g
ANY OF THESE	2762	568	1462	689	2762	899	1670	1643	988
	89%	92%	91%	87%	89%	89%	92%	89%	92%
		c	c						
None of these	191	30	87	60	191	64	104	110	66
	6%	5%	5%	8%	6%	6%	6%	6%	6%
Don't know	140	22	56	40	140	47	49	86	22
	5%	4%	3%	5%	5%	5%	3%	5%	2%
						f		h	

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

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

**SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Delete it (VALID)	873	33	142	136	176	169	218	873	422	444	255	299	148	162	555	310	873
	28%	9%	25%	26%	32%	33%	39%	28%	28%	28%	29%	33%	23%	26%	31%	25%	28%
			a	a	abc	abc	abcdg	a			l	lmop			lo		lo
Check the email address to see if it looks genuine (VALID)	563	73	158	122	97	60	53	563	252	303	181	186	113	80	367	194	563
	18%	20%	28%	23%	18%	12%	9%	18%	17%	19%	20%	20%	18%	13%	20%	15%	18%
		ef	adefg	efg	ef			ef			mo	mo			mo		m
Ignore it/ I wouldn't do anything (VALID)	464	54	67	73	92	89	87	464	200	257	133	124	96	107	258	202	464
	15%	15%	12%	14%	17%	18%	16%	15%	13%	16%	15%	14%	15%	17%	14%	16%	15%
					b												
Check elsewhere to see if it is genuine or has been reported (VALID)	413	73	77	70	64	69	60	413	227	183	111	100	103	99	211	201	413
	13%	20%	13%	13%	12%	14%	11%	13%	15%	12%	13%	11%	16%	16%	12%	16%	13%
		bcdefg							i				kn	kn		knp	
Check if someone in the household is expecting a delivery (VALID)	398	34	57	55	85	60	107	398	195	202	113	125	78	77	238	155	398
	13%	9%	10%	10%	15%	12%	19%	13%	13%	13%	13%	14%	12%	13%	13%	12%	13%
					abc		abceg										
Block the sender/ block the email address/ move to junk folder (VALID)	260	27	53	49	51	46	33	260	111	148	83	86	40	50	169	90	260
	8%	7%	9%	9%	9%	9%	6%	8%	8%	9%	9%	9%	6%	8%	9%	7%	8%
															l		
Know it's a scam/ phishing email (VALID)	240	19	48	41	48	45	39	240	105	134	69	87	39	44	156	83	240
	8%	5%	8%	8%	9%	9%	7%	8%	7%	9%	8%	9%	6%	7%	9%	7%	8%
												lo					

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Report it (VALID)	175	14	29	29	29	39	34	175	85	89	56	48	34	36	103	70	175
	6%	4%	5%	6%	5%	8%	6%	6%	6%	6%	6%	5%	5%	6%	6%	6%	6%
						a											
Click on 'Show my options'	134	33	30	20	18	11	23	134	65	68	47	31	32	24	78	55	134
	4%	9%	5%	4%	3%	2%	4%	4%	4%	4%	5%	3%	5%	4%	4%	4%	4%
		cdefg	e														
Check if it's a scam (VALID)	116	21	12	17	28	30	8	116	42	72	25	28	22	39	53	61	116
	4%	6%	2%	3%	5%	6%	1%	4%	3%	5%	3%	3%	3%	6%	3%	5%	4%
		bf			bf	bf		f		h				jklnp		jn	
Read it	116	15	17	21	25	23	14	116	59	57	32	30	30	23	61	53	116
	4%	4%	3%	4%	5%	5%	2%	4%	4%	4%	4%	3%	5%	4%	3%	4%	4%
Reschedule delivery	77	21	26	13	8	4	5	77	53	24	20	23	24	10	43	34	77
	2%	6%	5%	2%	1%	1%	1%	2%	4%	2%	2%	3%	4%	2%	2%	3%	2%
		cdefg	defg					ef	i				m				
Reply to it	26	4	13	4	3	1	*	26	20	6	6	9	6	4	15	11	26
	1%	1%	2%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
		f	efg						i								
Follow the instructions (in the email)	11	2	7	-	-	*	2	11	5	6	8	1	1	1	9	2	11
	*%	1%	1%	-%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%
			cdeg								o						
Check with a friend or family member for advice on what to do (VALID)	2	1	-	*	-	-	1	2	-	2	1	-	1	*	1	2	2
	*%	*%	-%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%
Something else	63	19	14	13	5	6	6	63	37	23	19	10	17	13	29	30	63
	2%	5%	2%	3%	1%	1%	1%	2%	2%	1%	2%	1%	3%	2%	2%	2%	2%
		bdefg											k				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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**SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Don't know	64	9	10	6	11	12	16	64	19	45	11	15	19	14	26	33	64
	2%	2%	2%	1%	2%	2%	3%	2%	1%	3%	1%	2%	3%	2%	1%	3%	2%

**SUMMARY**

ANY VALID FEATURES	2694	283	474	471	499	464	504	2694	1272	1395	772	826	533	542	1598	1075	2694
	87%	76%	82%	89%	91%	92%	90%	87%	86%	88%	87%	90%	83%	89%	89%	86%	87%
			ab	ab	abg	ab	ab					lo	l	lo		l	
ONLY VALID FEATURES	2617	271	464	457	480	452	494	2617	1236	1354	749	804	518	526	1553	1043	2617
	85%	73%	81%	86%	87%	89%	88%	85%	83%	86%	84%	88%	80%	86%	86%	83%	85%
			a	ab	ab	abg	ab	a				lo	l	l		l	
ANY INVALID FEATURES	350	72	87	55	54	39	43	350	194	154	109	88	90	61	197	151	350
	11%	19%	15%	10%	10%	8%	8%	11%	13%	10%	12%	10%	14%	10%	11%	12%	11%
		cdefg	cdefg				ef		i			k					
ONLY INVALID FEATURES	273	59	77	41	35	27	33	273	158	113	86	67	75	45	152	120	273
	9%	16%	13%	8%	6%	5%	6%	9%	11%	7%	10%	7%	12%	7%	8%	10%	9%
		cdefg	cdefg				e		i			km					

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Delete it (VALID)	873 28%	747 29%	72 28%	35 25%	19 25%	873 28%	739 28%	135 32%	126 24%	747 29%	208 28%	361 26%	284 30%	873 28%	98 19%	359 30% n	299 35% n
Check the email address to see if it looks genuine (VALID)	563 18%	491 19%	37 14%	23 17%	12 16%	563 18%	489 18%	74 18%	79 15%	485 19%	59 8%	265 19% j	236 25% jkm	563 18% j	72 14%	218 18%	181 21% n
Ignore it/ I wouldn't do anything (VALID)	464 15%	390 15%	39 15%	25 18%	10 13%	464 15%	394 15%	69 16%	90 17%	373 15%	127 17%	187 14%	142 15%	464 15%	83 17%	179 15%	116 13%
Check elsewhere to see if it is genuine or has been reported (VALID)	413 13%	333 13%	46 18% a	23 17%	11 14%	413 13%	361 14%	52 12%	65 12%	348 14%	91 12%	179 13%	141 15%	413 13%	95 19% op	146 12%	105 12%
Check if someone in the household is expecting a delivery (VALID)	398 13%	328 13%	42 16%	16 12%	11 15%	398 13%	327 12%	71 17% f	54 10%	343 13%	95 13%	169 12%	131 14%	398 13%	46 9%	170 14% n	114 13%
Block the sender/ block the email address/ move to junk folder (VALID)	260 8%	225 9%	17 7%	11 8%	6 8%	260 8%	223 8%	37 9%	33 6%	227 9%	45 6%	123 9%	92 10% j	260 8%	41 8%	100 8%	76 9%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Know it's a scam/ phishing email (VALID)	240 8%	210 8%	16 6%	10 7%	4 6%	240 8%	200 7%	40 10%	48 9%	192 7%	35 5%	109 8%	92 10%	240 8%	37 7%	94 8%	72 8%
Report it (VALID)	175 6%	141 5%	22 8%	8 5%	4 5%	175 6%	160 6%	15 4%	19 4%	156 6%	33 4%	75 5%	64 7%	175 6%	21 4%	65 6%	63 7%
Click on 'Show my options'	134 4%	113 4%	11 4%	5 4%	5 7%	134 4%	118 4%	16 4%	26 5%	108 4%	34 5%	68 5%	31 3%	134 4%	32 6%	46 4%	33 4%
Check if it's a scam (VALID)	116 4%	102 4%	6 2%	6 4%	2 2%	116 4%	96 4%	20 5%	29 6%	87 3%	25 3%	64 5%	27 3%	116 4%	22 4%	55 5%	15 2%
Read it	116 4%	100 4%	8 3%	4 3%	3 4%	116 4%	108 4%	7 2%	28 5%	87 3%	39 5%	44 3%	31 3%	116 4%	18 4%	41 3%	30 3%
Reschedule delivery	77 2%	65 2%	7 3%	3 2%	2 3%	77 2%	70 3%	7 2%	15 3%	62 2%	16 2%	38 3%	21 2%	77 2%	19 4%	24 2%	27 3%
Reply to it	26 1%	25 1%	- -%	1 1%	* *%	26 1%	24 1%	2 *%	7 1%	18 1%	7 1%	10 1%	9 1%	26 1%	9 2%	9 1%	6 1%
Follow the instructions (in the email)	11 *%	9 *%	2 1%	- -%	* *%	11 *%	9 *%	2 *%	4 1%	7 *%	7 1%	2 *%	3 *%	11 *%	- -%	4 *%	3 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Check with a friend or family member for advice on what to do (VALID)	2	2	-	*	*	2	2	*	1	1	1	1	-	2	*	*	*
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Something else	63	54	4	3	3	63	56	8	18	46	28	26	9	63	9	18	15
	2%	2%	2%	2%	4%	2%	2%	2%	3%	2%	4%	2%	1%	2%	2%	2%	2%
									i		klm						
Don't know	64	46	13	3	2	64	60	4	17	48	36	11	6	64	19	12	10
	2%	2%	5%	2%	3%	2%	2%	1%	3%	2%	5%	1%	1%	2%	4%	1%	1%
			ae								klm			kl	op		
<b>SUMMARY</b>																	
ANY VALID FEATURES	2694	2284	222	125	63	2694	2304	391	434	2260	595	1204	859	2694	417	1054	773
	87%	87%	85%	90%	82%	87%	86%	92%	83%	88%	80%	88%	92%	87%	83%	89%	89%
		d		d		d		f		h		j	jkm	j		n	n
ONLY VALID FEATURES	2617	2221	215	121	61	2617	2237	381	416	2201	578	1169	835	2617	402	1030	746
	85%	85%	83%	87%	79%	85%	84%	90%	79%	86%	78%	86%	89%	85%	80%	87%	86%
		d		d		d		f		h		j	jkm	j		n	n
ANY INVALID FEATURES	350	298	27	13	11	350	317	33	76	274	99	160	86	350	73	123	94
	11%	11%	10%	10%	14%	11%	12%	8%	14%	11%	13%	12%	9%	11%	15%	10%	11%
							g		i		l				o		
ONLY INVALID FEATURES	273	235	20	9	9	273	250	22	57	215	82	124	61	273	58	100	68
	9%	9%	8%	6%	12%	9%	9%	5%	11%	8%	11%	9%	7%	9%	12%	8%	8%
					c		g				l						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Delete it (VALID)	873	177	468	216	873	276	542	590	254
	28%	28%	29%	27%	28%	27%	30%	32%	24%
Check the email address to see if it looks genuine (VALID)	563	105	295	151	563	170	350	311	228
	18%	17%	18%	19%	18%	17%	19%	17%	21%
Ignore it/ I wouldn't do anything (VALID)	464	66	256	131	464	128	296	285	149
	15%	11%	16%	17%	15%	13%	16%	15%	14%
			a	a	a		e		
Check elsewhere to see if it is genuine or has been reported (VALID)	413	91	215	98	413	141	233	229	165
	13%	15%	13%	12%	13%	14%	13%	12%	15%
Check if someone in the household is expecting a delivery (VALID)	398	82	212	99	398	132	244	261	127
	13%	13%	13%	13%	13%	13%	13%	14%	12%
Block the sender/ block the email address/ move to junk folder (VALID)	260	36	137	84	260	92	154	170	85
	8%	6%	9%	11%	8%	9%	8%	9%	8%
				a					

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

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

**SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Know it's a scam/ phishing email (VALID)	240	47	136	53	240	77	143	154	77
	8%	8%	8%	7%	8%	8%	8%	8%	7%
Report it (VALID)	175	36	81	53	175	65	103	112	52
	6%	6%	5%	7%	6%	6%	6%	6%	5%
Click on 'Show my options'	134	30	71	30	134	55	65	80	46
	4%	5%	4%	4%	4%	5%	4%	4%	4%
						f			
Check if it's a scam (VALID)	116	18	61	32	116	46	51	64	43
	4%	3%	4%	4%	4%	5%	3%	4%	4%
						f			
Read it	116	23	64	23	116	27	68	67	37
	4%	4%	4%	3%	4%	3%	4%	4%	3%
Reschedule delivery	77	27	34	15	77	21	50	27	44
	2%	4%	2%	2%	2%	2%	3%	1%	4%
		bcd							g
Reply to it	26	8	10	8	26	11	14	11	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Follow the instructions (in the email)	11	9	2	*	11	2	9	3	3
	*%	1%	*%	*%	*%	*%	*%	*%	*%
		bcd							

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

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

**SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Check with a friend or family member for advice on what to do (VALID)	2 *%	1 *%	1 *%	1 *%	2 *%	2 *%	1 *%	2 *%	1 *%
Something else	63 2%	20 3%	28 2%	9 1%	63 2%	30 3%	24 1%	17 1%	36 3%
Don't know	64 2%	7 1%	29 2%	22 3%	64 2%	32 3%	19 1%	40 2%	17 2%
<b>SUMMARY</b>									
ANY VALID FEATURES	2694 87%	518 84%	1413 88%	704 89%	2694 87%	858 85%	1628 89%	1649 90%	911 85%
ONLY VALID FEATURES	2617 85%	500 81%	1373 86%	687 87%	2617 85%	838 83%	1583 87%	1597 87%	888 83%
ANY INVALID FEATURES	350 11%	93 15%	174 11%	72 9%	350 11%	113 11%	196 11%	184 10%	137 13%
ONLY INVALID FEATURES	273 9%	75 12%	134 8%	56 7%	273 9%	92 9%	151 8%	133 7%	113 11%

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

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

**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Delete it (VALID)	1546	92	270	264	297	287	336	1546	707	824	430	503	301	300	933	600	1546
	50%	25%	47%	50%	54%	57%	60%	50%	48%	52%	48%	55%	47%	49%	52%	48%	50%
			a	a	a	abg	abcg	a		h		jlmp					
Check the email address to see if it looks genuine (VALID)	1480	191	351	262	254	208	214	1480	705	755	453	465	302	250	918	552	1480
	48%	52%	61%	49%	46%	41%	38%	48%	48%	48%	51%	51%	47%	41%	51%	44%	48%
		ef	acdefg	ef	f			ef			mo	mo	m		mo		mo
Block the sender/ block the email address/ move to junk folder (VALID)	1128	98	221	230	221	196	162	1128	502	618	330	394	208	190	724	397	1128
	36%	26%	39%	43%	40%	39%	29%	36%	34%	39%	37%	43%	32%	31%	40%	32%	36%
			af	afg	af	af		af		h	mo	jlmp			lmp		mo
Check if someone in the household is expecting a delivery (VALID)	1081	150	200	154	185	174	218	1081	535	539	314	314	227	218	628	445	1081
	35%	41%	35%	29%	34%	34%	39%	35%	36%	34%	35%	34%	35%	36%	35%	35%	35%
		cg					c	c									
Report it (VALID)	885	91	190	188	166	129	122	885	423	453	260	265	179	173	526	352	885
	29%	24%	33%	35%	30%	26%	22%	29%	29%	29%	29%	29%	28%	28%	29%	28%	29%
			aef	aefg	f			f									
Check elsewhere to see if it is genuine or has been reported (VALID)	805	132	169	141	126	121	116	805	419	379	233	215	177	173	448	350	805
	26%	36%	29%	27%	23%	24%	21%	26%	28%	24%	26%	23%	28%	28%	25%	28%	26%
		cdefg	df					f	i								
Ignore it/ I wouldn't do anything (VALID)	796	89	150	135	150	142	131	796	351	433	244	214	171	161	458	332	796
	26%	24%	26%	25%	27%	28%	23%	26%	24%	27%	27%	23%	27%	26%	25%	26%	26%
										h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Click on 'Show my options'	290	75	78	49	32	21	36	290	158	127	98	60	78	50	159	128	290
	9%	20%	14%	9%	6%	4%	6%	9%	11%	8%	11%	7%	12%	8%	9%	10%	9%
		bcdefg	cdefg	e				de	i		k		kmn		k	k	
Check with a friend or family member for advice on what to do (VALID)	183	44	54	24	20	21	21	183	96	87	52	45	43	39	98	82	183
	6%	12%	9%	5%	4%	4%	4%	6%	6%	6%	6%	5%	7%	6%	5%	7%	6%
		cdefg	cdefg														
Follow the instructions (in the email)	146	36	38	29	21	8	15	146	87	58	48	31	40	27	78	67	146
	5%	10%	7%	5%	4%	2%	3%	5%	6%	4%	5%	3%	6%	4%	4%	5%	5%
		cdefg	ef	ef			e		i				k				
Reply to it	102	20	38	20	9	6	9	102	69	33	33	26	25	19	58	44	102
	3%	5%	7%	4%	2%	1%	2%	3%	5%	2%	4%	3%	4%	3%	3%	3%	3%
		def	defg	e			e		i								
Something else	15	-	-	3	4	4	3	15	11	3	3	5	4	3	8	7	15
	*%	-%	-%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	*%	*%	1%	*%
Don't know	23	7	1	1	1	6	6	23	9	14	1	7	5	5	8	10	23
	1%	2%	*%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%
		bcdg															

**SUMMARY**

ANY VALID FEATURES	2984	342	553	512	539	495	543	2984	1435	1518	869	888	614	588	1757	1202	2984
	96%	92%	96%	96%	98%	98%	97%	96%	97%	96%	98%	97%	95%	96%	97%	96%	96%
		a	a	a	a	a	a	a			lo				o		
ONLY VALID FEATURES	2655	262	456	455	501	472	508	2655	1238	1391	747	820	532	534	1567	1066	2655
	86%	71%	79%	86%	91%	93%	91%	86%	83%	88%	84%	89%	83%	87%	87%	85%	86%
			a	ab	abcg	abcg	abcg	ab		h		jlop			l		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
ANY INVALID FEATURES	410	99	117	76	47	27	44	410	237	167	140	89	106	72	228	178	410
	13%	27%	20%	14%	8%	5%	8%	13%	16%	11%	16%	10%	17%	12%	13%	14%	13%
		bcdefg	cdefg	def				def	i		km		kmn		k	k	
ONLY INVALID FEATURES	81	19	20	18	9	5	10	81	40	40	18	20	25	17	38	42	81
	3%	5%	3%	3%	2%	1%	2%	3%	3%	3%	2%	2%	4%	3%	2%	3%	3%
		defg	e	e													

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)**

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Delete it (VALID)	1546	1324	121	66	35	1546	1315	231	243	1303	348	661	509	1546	217	620	462
	50%	51%	47%	47%	46%	50%	49%	55%	46%	51%	47%	48%	54%	50%	43%	52%	53%
													jkm			n	n
Check the email address to see if it looks genuine (VALID)	1480	1253	125	63	39	1480	1284	196	222	1258	230	696	544	1480	228	561	447
	48%	48%	48%	45%	50%	48%	48%	46%	42%	49%	31%	51%	58%	48%	45%	47%	52%
										h		j	jkm	j			
Block the sender/ block the email address/ move to junk folder (VALID)	1128	966	88	47	27	1128	978	150	160	969	172	520	432	1128	150	442	347
	36%	37%	34%	34%	35%	36%	37%	36%	30%	38%	23%	38%	46%	36%	30%	37%	40%
										h		j	jkm	j		n	n
Check if someone in the household is expecting a delivery (VALID)	1081	908	99	45	28	1081	930	151	182	898	226	494	355	1081	184	416	292
	35%	35%	38%	32%	37%	35%	35%	36%	35%	35%	30%	36%	38%	35%	36%	35%	34%
												j	j				
Report it (VALID)	885	748	78	39	20	885	772	113	124	761	154	354	371	885	130	329	268
	29%	29%	30%	28%	26%	29%	29%	27%	24%	30%	21%	26%	40%	29%	26%	28%	31%
										h		j	jkm	j			
Check elsewhere to see if it is genuine or has been reported (VALID)	805	661	77	44	23	805	705	100	122	682	152	364	284	805	180	294	194
	26%	25%	30%	32%	29%	26%	26%	24%	23%	27%	20%	27%	30%	26%	36%	25%	22%
				ae								j	jm	j	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Ignore it/ I wouldn't do anything (VALID)	796 26%	669 26%	69 27%	37 26%	22 28%	796 26%	674 25%	122 29%	147 28%	649 25%	186 25%	340 25%	256 27%	796 26%	142 28%	297 25%	214 25%
Click on 'Show my options'	290 9%	250 10%	18 7%	13 9%	10 13% b	290 9%	260 10%	30 7%	62 12%	228 9%	69 9%	135 10%	84 9%	290 9%	77 15% op	98 8%	70 8%
Check with a friend or family member for advice on what to do (VALID)	183 6%	155 6%	15 6%	7 5%	6 8%	183 6%	169 6% g	14 3%	43 8%	141 5%	45 6%	93 7% l	42 5%	183 6%	49 10% op	55 5%	37 4%
Follow the instructions (in the email)	146 5%	127 5%	8 3%	7 5%	4 5%	146 5%	129 5%	17 4%	27 5%	118 5%	29 4%	63 5%	54 6%	146 5%	41 8% op	46 4%	34 4%
Reply to it	102 3%	92 4%	4 2%	4 3%	2 2%	102 3%	92 3%	10 2%	19 4%	83 3%	27 4%	45 3%	31 3%	102 3%	27 5% o	31 3%	30 3%
Something else	15 *%	12 *%	1 1%	1 1%	* *%	15 *%	10 *% 1%	4 1%	2 *%	12 *%	1 *%	4 *%	10 1%	15 *%	4 1%	5 *%	6 1%
Don't know	23 1%	20 1%	3 1%	- -%	1 1%	23 1%	21 1%	2 1%	4 1%	19 1%	11 2% kl	4 *%	- -%	23 1% l	4 1%	4 *%	2 *%
<b>SUMMARY</b>																	
ANY VALID FEATURES	2984 96%	2526 97%	251 97%	133 96%	74 96%	2984 96%	2578 97%	406 96%	503 96%	2482 97%	694 94%	1328 97% j	918 98% jm	2984 96% j	481 95%	1147 97%	844 98%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
ONLY VALID FEATURES	2655	2240	232	119	64	2655	2276	379	433	2222	624	1168	820	2655	396	1047	752
	86%	86%	89% d	86%	83%	86%	85%	90%	82%	87% h	84%	86%	88%	86%	78%	88% n	87% n
ANY INVALID FEATURES	410	355	24	18	13	410	370	40	87	323	102	190	115	410	105	132	110
	13%	14%	9%	13%	17% b	13%	14%	9% g	17% i	13%	14%	14%	12%	13%	21% op	11%	13%
ONLY INVALID FEATURES	81	69	5	4	3	81	67	13	18	63	32	29	17	81	19	32	17
	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	4% klm	2%	2%	3%	4%	3%	2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Delete it (VALID)	1546	284	815	419	1546	490	958	981	500
	50%	46%	51%	53%	50%	48%	53%	53%	46%
				a				h	
Check the email address to see if it looks genuine (VALID)	1480	278	789	382	1480	475	901	853	558
	48%	45%	49%	48%	48%	47%	49%	46%	52%
									g
Block the sender/ block the email address/ move to junk folder (VALID)	1128	166	614	331	1128	364	676	695	387
	36%	27%	38%	42%	36%	36%	37%	38%	36%
			a	ad	a				
Check if someone in the household is expecting a delivery (VALID)	1081	239	562	260	1081	368	629	634	385
	35%	39%	35%	33%	35%	36%	35%	35%	36%
Report it (VALID)	885	156	462	249	885	318	497	519	321
	29%	25%	29%	32%	29%	31%	27%	28%	30%
				a		f			
Check elsewhere to see if it is genuine or has been reported (VALID)	805	165	424	199	805	281	446	454	306
	26%	27%	26%	25%	26%	28%	24%	25%	28%
Ignore it/ I wouldn't do anything (VALID)	796	133	417	233	796	249	493	468	280
	26%	21%	26%	30%	26%	25%	27%	25%	26%
				a					

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

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

**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Click on 'Show my options'	290	74	146	62	290	117	140	147	117
	9%	12%	9%	8%	9%	12%	8%	8%	11%
		c				f			g
Check with a friend or family member for advice on what to do (VALID)	183	46	97	33	183	84	67	82	82
	6%	7%	6%	4%	6%	8%	4%	4%	8%
		c				f			g
Follow the instructions (in the email)	146	54	61	28	146	60	74	66	69
	5%	9%	4%	4%	5%	6%	4%	4%	6%
		bcd							g
Reply to it	102	43	33	19	102	39	49	47	47
	3%	7%	2%	2%	3%	4%	3%	3%	4%
		bcd			b				g
Something else	15	2	7	6	15	4	10	12	2
	*%	*%	*%	1%	*%	*%	1%	1%	*%
Don't know	23	4	12	5	23	11	4	17	2
	1%	1%	1%	1%	1%	1%	*%	1%	*%
						f		h	
<b>SUMMARY</b>									
ANY VALID FEATURES	2984	598	1552	765	2984	967	1777	1780	1041
	96%	96%	97%	97%	96%	96%	98%	97%	97%
						e			

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

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

**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
ONLY VALID FEATURES	2655	492	1401	704	2655	833	1620	1624	892
	86%	79%	87%	89%	86%	82%	89%	88%	83%
			a	ad	a		e	h	
ANY INVALID FEATURES	410	123	190	79	410	164	197	194	181
	13%	20%	12%	10%	13%	16%	11%	11%	17%
		bcd			c	f			g
ONLY INVALID FEATURES	81	17	39	18	81	30	40	38	33
	3%	3%	2%	2%	3%	3%	2%	2%	3%

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

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

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
CONFIDENT AND NOT ABLE	364	91	101	62	44	22	43	364	209	149	127	83	93	57	209	150	364
	12%	25%	18%	12%	8%	4%	8%	12%	14%	9%	14%	9%	14%	9%	12%	12%	12%
		bcdefg	cdefg	e			def	i	km	km							
CONFIDENT AND ABLE	2282	225	422	407	436	371	421	2282	1089	1169	664	718	459	422	1382	881	2282
	74%	61%	73%	76%	79%	73%	75%	74%	73%	74%	75%	78%	71%	69%	77%	70%	74%
		a	a	ag	a	a	a	a	m	lmop					lmo		mo
NOT CONFIDENT AND NOT ABLE	74	17	17	15	5	12	8	74	37	37	14	15	18	22	29	40	74
	2%	5%	3%	3%	1%	2%	1%	2%	3%	2%	2%	2%	3%	4%	2%	3%	2%
		dfg	d										jkn			n	
NOT CONFIDENT AND ABLE	373	37	34	48	65	101	87	373	149	223	83	102	73	112	185	185	373
	12%	10%	6%	9%	12%	20%	16%	12%	10%	14%	9%	11%	11%	18%	10%	15%	12%
		b			b	abcdg	abc	b	h				jklnp		jklnp		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
CONFIDENT AND NOT ABLE	364 12%	315 12%	22 9%	17 12%	10 12%	364 12%	325 12%	39 9%	74 14%	290 11%	88 12%	166 12%	107 11%	364 12%	81 16%	121 10%	100 12%
CONFIDENT AND ABLE	2282 74%	1916 73%	207 80% ade	105 75%	54 70%	2282 74%	1959 73%	322 76%	360 69%	1922 75% h	491 66%	1021 75% j	753 80% jkm	2282 74% j	326 65%	897 76% n	688 80% n
NOT CONFIDENT AND NOT ABLE	74 2%	62 2%	6 2%	3 2%	4 5% ae	74 2%	69 3%	6 1%	19 4%	55 2%	29 4% l	29 2%	9 1%	74 2% l	28 6% op	15 1%	14 2%
NOT CONFIDENT AND ABLE	373 12%	324 12%	25 9%	15 11%	10 13%	373 12%	317 12%	57 13%	73 14%	300 12%	133 18% klm	147 11% l	67 7%	373 12% l	70 14% p	150 13% p	63 7%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
CONFIDENT AND NOT ABLE	364	117	171	62	364	147	171	170	163
	12%	19%	11%	8%	12%	15%	9%	9%	15%
		bcd			c	f			g
CONFIDENT AND ABLE	2282	436	1234	568	2282	701	1428	1384	786
	74%	70%	77%	72%	74%	69%	78%	75%	73%
			ac				e		
NOT CONFIDENT AND NOT ABLE	74	11	33	23	74	30	31	44	21
	2%	2%	2%	3%	2%	3%	2%	2%	2%
NOT CONFIDENT AND ABLE	373	57	167	136	373	132	192	240	106
	12%	9%	10%	17%	12%	13%	11%	13%	10%
				abd				h	

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

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

**IN37. You said earlier that you look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram. When you do this, do you ever think about whether these news stories or articles are truthful or accurate? (SINGLE CODE)**

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1866	222	319	425	326	290	284	1866	802	1048	523	527	349	456	1050	805	1866
Effective Weighted Sample	1331	159	243	299	239	205	200	1331	580	743	376	377	269	321	753	578	1331
Total	1821	177	355	369	359	302	259	1821	835	971	534	561	377	338	1095	715	1821
Yes - all or most of the time	596	60	137	108	101	99	91	596	326	264	199	170	110	113	369	223	596
	33%	34%	38%	29%	28%	33%	35%	33%	39%	27%	37%	30%	29%	33%	34%	31%	33%
			cd						i		kl						
Yes - sometimes	927	81	170	205	199	147	125	927	391	528	261	302	210	147	563	357	927
	51%	46%	48%	56%	55%	49%	48%	51%	47%	54%	49%	54%	56%	43%	51%	50%	51%
			a						h		m	m		m		m	m
Yes - but not often/ rarely	220	31	35	44	36	41	32	220	88	131	59	69	39	52	128	91	220
	12%	18%	10%	12%	10%	14%	12%	12%	11%	14%	11%	12%	10%	15%	12%	13%	12%
		bdg															
No - I don't tend to think about whether they are truthful or accurate	62	3	11	10	20	12	6	62	25	36	11	17	11	23	28	34	62
	3%	2%	3%	3%	6%	4%	2%	3%	3%	4%	2%	3%	3%	7%	3%	5%	3%
														jklnp		jn	
Don't know	16	1	3	3	3	2	4	16	5	12	4	3	6	3	6	10	16
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%
TOTAL - YES	1742	172	342	356	336	288	249	1742	805	923	520	541	359	312	1060	671	1742
	96%	97%	96%	97%	94%	95%	96%	96%	96%	95%	97%	96%	95%	92%	97%	94%	96%
											mo	m			mo		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN37. You said earlier that you look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram. When you do this, do you ever think about whether these news stories or articles are truthful or accurate? (SINGLE CODE)**

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT-LAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1866	1280	218	175	193	1866	1627	239	250	1616	239	799	826	1866	282	747	536
Effective Weighted Sample	1331	1041	154	140	162	1331	1166	165	183	1149	165	577	588	1331	201	529	388
Total	1821	1533	167	75	47	1821	1591	230	264	1557	242	787	790	1821	276	725	541
Yes - all or most of the time	596	503	55	25	13	596	526	70	76	519	58	243	295	596	79	247	192
	33%	33%	33%	33%	28%	33%	33%	30%	29%	33%	24%	31%	37%	33%	29%	34%	35%
													jkm	j			
Yes - sometimes	927	783	78	37	28	927	817	110	132	794	117	399	410	927	143	374	282
	51%	51%	47%	49%	61%	51%	51%	48%	50%	51%	48%	51%	52%	51%	52%	52%	52%
					abce												
Yes - but not often/ rarely	220	181	28	9	3	220	184	36	39	181	37	120	62	220	45	72	51
	12%	12%	17%	11%	7%	12%	12%	16%	15%	12%	15%	15%	8%	12%	16%	10%	9%
			d			d					l	l		l	op		
No - I don't tend to think about whether they are truthful or accurate	62	52	5	4	2	62	54	8	13	49	21	20	21	62	9	30	10
	3%	3%	3%	5%	3%	3%	3%	3%	5%	3%	9%	3%	3%	3%	3%	4%	2%
											klm						
Don't know	16	13	1	1	1	16	10	6	3	14	10	5	2	16	-	2	6
	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	4%	1%	*	1%	-%	*	1%
								f			klm						
TOTAL - YES	1742	1467	161	70	44	1742	1527	215	248	1494	211	762	766	1742	267	693	525
	96%	96%	96%	94%	95%	96%	96%	94%	94%	96%	87%	97%	97%	96%	97%	96%	97%
												j	j	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN37. You said earlier that you look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram. When you do this, do you ever think about whether these news stories or articles are truthful or accurate? (SINGLE CODE)**

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	1866	280	1017	536	1866	646	1110	1119	656
Effective Weighted Sample	1331	203	748	363	1331	454	803	798	478
Total	1821	314	984	489	1821	582	1133	1034	712
Yes - all or most of the time	596	122	319	145	596	206	360	351	219
	33%	39%	32%	30%	33%	35%	32%	34%	31%
		c							
Yes - sometimes	927	148	511	253	927	286	589	511	389
	51%	47%	52%	52%	51%	49%	52%	49%	55%
Yes - but not often/ rarely	220	35	118	62	220	66	139	125	81
	12%	11%	12%	13%	12%	11%	12%	12%	11%
No - I don't tend to think about whether they are truthful or accurate	62	4	28	26	62	21	34	36	22
	3%	1%	3%	5%	3%	4%	3%	3%	3%
			ab						
Don't know	16	4	8	2	16	2	12	11	1
	1%	1%	1%	*%	1%	*%	1%	1%	*%
TOTAL - YES	1742	305	948	460	1742	559	1088	987	689
	96%	97%	96%	94%	96%	96%	96%	95%	97%

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 14**

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

**IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)**

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1772	214	304	403	304	276	271	1772	768	989	506	506	332	419	1012	751	1772
Effective Weighted Sample	1268	153	232	285	223	196	191	1268	559	702	365	364	256	295	728	540	1268
Total	1742	172	342	356	336	288	249	1742	805	923	520	541	359	312	1060	671	1742
I check to see who has posted the information to see if it is from a trustworthy source	882	82	196	186	164	134	121	882	401	473	272	280	175	149	552	324	882
	51%	47%	57%	52%	49%	46%	49%	51%	50%	51%	52%	52%	49%	48%	52%	48%	51%
			e														
I look at any comments to see what others have said	801	94	186	170	151	116	83	801	347	449	227	251	168	152	478	320	801
	46%	55%	55%	48%	45%	40%	34%	46%	43%	49%	44%	46%	47%	49%	45%	48%	46%
		efg	defg	f	f		f										
I check the information on other sites or apps	791	79	174	174	156	123	85	791	396	390	242	251	160	136	493	296	791
	45%	46%	51%	49%	46%	43%	34%	45%	49%	42%	47%	46%	45%	44%	46%	44%	45%
		f	f	f	f		f		i								
I check how recent the information is	783	88	201	171	143	89	91	783	347	430	260	227	149	141	487	290	783
	45%	51%	59%	48%	42%	31%	37%	45%	43%	47%	50%	42%	41%	45%	46%	43%	45%
		ef	cdefg	ef	e		ef				klo						
I think about how professional the site or app looks i.e. any spelling mistakes, low quality imagery or videos etc.	723	61	171	139	150	111	92	723	337	380	228	228	144	118	456	262	723
	41%	35%	50%	39%	44%	38%	37%	41%	42%	41%	44%	42%	40%	38%	43%	39%	41%
			acefg														
I use a fact checking website/ app like Full Fact	282	25	65	69	45	48	29	282	175	106	102	84	50	47	186	96	282
	16%	15%	19%	19%	13%	17%	12%	16%	22%	11%	20%	16%	14%	15%	18%	14%	16%
			f	f					i		o						

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 14**

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

**IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)**

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1772	214	304	403	304	276	271	1772	768	989	506	506	332	419	1012	751	1772
Effective Weighted Sample	1268	153	232	285	223	196	191	1268	559	702	365	364	256	295	728	540	1268
Total	1742	172	342	356	336	288	249	1742	805	923	520	541	359	312	1060	671	1742
I make checks in other ways	34	4	1	12	1	10	6	34	26	8	10	11	3	10	21	13	34
	2%	2%	*%	3%	*%	3%	2%	2%	3%	1%	2%	2%	1%	3%	2%	2%	2%
		b		bd		bd	b		i								
ANY CHECKS MADE	1583	166	324	318	309	258	207	1583	740	830	489	478	333	274	967	606	1583
	91%	96%	95%	89%	92%	90%	83%	91%	92%	90%	94%	88%	93%	88%	91%	90%	91%
		cefg	cfg		f			f			kmo						
No – I don't make any checks	134	4	14	32	23	24	37	134	58	75	25	56	21	30	82	51	134
	8%	2%	4%	9%	7%	8%	15%	8%	7%	8%	5%	10%	6%	9%	8%	8%	8%
				ab	a	a	abcdg	ab				jl		j			
Don't know	26	2	4	6	4	5	4	26	7	19	6	6	5	9	12	14	26
	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%	1%
														n			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 14**

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

**IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)**

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	1772	1218	209	162	183	1772	1548	224	231	1541	208	766	796	1772	266	714	517
Effective Weighted Sample	1268	994	147	129	153	1268	1113	155	170	1099	145	556	567	1268	191	506	375
Total	1742	1467	161	70	44	1742	1527	215	248	1494	211	762	766	1742	267	693	525
I check to see who has posted the information to see if it is from a trustworthy source	882 51%	727 50%	88 55%	43 61%	25 56%	882 51%	768 50%	114 53%	115 46%	768 51%	81 38%	342 45%	459 60%	882 51%	138 52%	336 49%	289 55%
I look at any comments to see what others have said	801 46%	668 46%	76 47%	36 52%	21 48%	801 46%	703 46%	98 45%	123 50%	678 45%	74 35%	313 41%	412 54%	801 46%	143 54%	307 44%	230 44%
I check the information on other sites or apps	791 45%	662 45%	70 43%	37 52%	22 51%	791 45%	700 46%	91 42%	93 38%	698 47%	65 31%	318 42%	408 53%	791 45%	119 45%	300 43%	249 47%
I check how recent the information is	783 45%	659 45%	70 44%	34 48%	20 44%	783 45%	693 45%	90 42%	114 46%	669 45%	64 30%	333 44%	383 50%	783 45%	120 45%	292 42%	245 47%
I think about how professional the site or app looks i.e. any spelling mistakes, low quality imagery or videos etc.	723 41%	603 41%	67 42%	32 45%	21 47%	723 41%	629 41%	93 43%	92 37%	630 42%	45 21%	272 36%	405 53%	723 41%	101 38%	275 40%	252 48%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)**

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	1772	1218	209	162	183	1772	1548	224	231	1541	208	766	796	1772	266	714	517
Effective Weighted Sample	1268	994	147	129	153	1268	1113	155	170	1099	145	556	567	1268	191	506	375
Total	1742	1467	161	70	44	1742	1527	215	248	1494	211	762	766	1742	267	693	525
I use a fact checking website/ app like Full Fact	282 16%	241 16%	21 13%	13 18%	7 17%	282 16%	253 17%	29 14%	29 12%	254 17%	16 8%	105 14%	161 21% jkm	282 16% j	36 14%	114 16%	92 17%
I make checks in other ways	34 2%	31 2%	1 1%	2 2%	1 1%	34 2%	30 2%	3 2%	5 2%	29 2%	6 3%	11 1%	17 2%	34 2%	6 2%	11 2%	9 2%
ANY CHECKS MADE	1583 91%	1331 91%	149 93%	63 90%	40 91%	1583 91%	1386 91%	197 91%	222 89%	1361 91%	172 81%	676 89% j	733 96% jkm	1583 91% j	258 97% op	617 89%	483 92%
No – I don't make any checks	134 8%	115 8%	10 6%	5 7%	3 7%	134 8%	121 8%	13 6%	21 8%	113 8%	31 14% lm	73 10% l	29 4%	134 8% l	7 3%	67 10% n	40 8% n
Don't know	26 1%	21 1%	2 1%	2 3%	1 2%	26 1%	20 1%	5 3%	5 2%	21 1%	9 4% lm	13 2%	4 1%	26 1%	2 1%	9 1%	2 **%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)**

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	1772	270	977	498	1772	615	1058	1061	630
Effective Weighted Sample	1268	196	720	339	1268	434	767	760	460
Total	1742	305	948	460	1742	559	1088	987	689
I check to see who has posted the information to see if it is from a trustworthy source	882	143	504	218	882	315	511	497	355
	51%	47%	53%	47%	51%	56%	47%	50%	52%
						f			
I look at any comments to see what others have said	801	121	441	232	801	271	492	437	337
	46%	40%	47%	51%	46%	48%	45%	44%	49%
				a					
I check the information on other sites or apps	791	139	444	200	791	258	492	450	310
	45%	45%	47%	43%	45%	46%	45%	46%	45%
I check how recent the information is	783	146	427	201	783	278	464	417	333
	45%	48%	45%	44%	45%	50%	43%	42%	48%
						f			g
I think about how professional the site or app looks i.e. any spelling mistakes, low quality imagery or videos etc.	723	121	418	175	723	247	447	418	280
	41%	40%	44%	38%	41%	44%	41%	42%	41%
I use a fact checking website/ app like Full Fact	282	62	143	72	282	91	173	143	128
	16%	20%	15%	16%	16%	16%	16%	14%	19%

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

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

**IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)**

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1772	270	977	498	1772	615	1058	1061	630
Effective Weighted Sample	1268	196	720	339	1268	434	767	760	460
Total	1742	305	948	460	1742	559	1088	987	689
I make checks in other ways	34	12	15	7	34	17	17	21	13
	2%	4%	2%	1%	2%	3%	2%	2%	2%
		b							
ANY CHECKS MADE	1583	284	864	413	1583	518	973	883	639
	91%	93%	91%	90%	91%	93%	89%	89%	93%
No – I don't make any checks	134	21	64	43	134	32	101	90	39
	8%	7%	7%	9%	8%	6%	9%	9%	6%
						e		h	
Don't know	26	-	19	4	26	8	14	14	11
	1%	-%	2%	1%	1%	1%	1%	1%	2%
			a						

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

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

**IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
If I'm familiar with the company or brand	1948	209	370	338	332	324	374	1948	879	1051	605	629	372	328	1234	700	1948
	63%	56%	64%	64%	60%	64%	67%	63%	59%	67%	68%	69%	58%	54%	68%	56%	63%
		a	a	a	a	a	a	a	h	i	Imop	Imop			Imop		Imo
If the site looks secure (has the padlock symbol or uses 'https')	1787	175	316	307	335	325	329	1787	865	905	551	573	341	312	1124	653	1787
	58%	47%	55%	58%	61%	64%	59%	58%	58%	57%	62%	63%	53%	51%	62%	52%	58%
			a	a	a	abg	a	a			Imo	Imop			Imop		mo
If there is a link to another reputable service like PayPal	1370	111	238	245	270	236	269	1370	647	711	409	426	280	245	835	525	1370
	44%	30%	41%	46%	49%	47%	48%	44%	44%	45%	46%	46%	44%	40%	46%	42%	44%
			a	a	ab	a	a	a			m	m			mo		
If there is a guarantee my details won't be shared with anyone else	826	128	176	135	137	125	124	826	417	404	234	255	178	154	489	331	826
	27%	35%	31%	25%	25%	25%	22%	27%	28%	26%	26%	28%	28%	25%	27%	26%	27%
		cdefg	f														
If the site is listed by a search engine such as Google or Bing	779	100	190	141	145	94	109	779	429	345	227	236	167	145	462	312	779
	25%	27%	33%	26%	26%	19%	19%	25%	29%	22%	26%	26%	26%	24%	26%	25%	25%
		ef	cefg	ef	ef			ef	i								
If the site is recommended by friends/ family	663	118	149	127	103	80	85	663	278	378	182	192	145	136	375	281	663
	21%	32%	26%	24%	19%	16%	15%	21%	19%	24%	21%	21%	23%	22%	21%	22%	21%
		cdefg	def	ef				ef		h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
If it's the only way to get the service or product I want	406	64	97	78	54	60	52	406	211	192	140	106	86	72	246	158	406
	13%	17%	17%	15%	10%	12%	9%	13%	14%	12%	16%	12%	13%	12%	14%	13%	13%
		defg	df	df				f			km						
Something else	57	9	11	7	9	8	13	57	23	32	28	15	5	8	43	13	57
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%	1%	2%
											lmo				lo		
I enter my credit or debit card details online whenever they are required	50	6	10	9	7	7	10	50	23	26	11	16	7	15	27	22	50
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%
I don't buy things online	87	11	5	7	13	13	38	87	44	43	13	11	21	36	25	57	87
	3%	3%	1%	1%	2%	3%	7%	3%	3%	3%	2%	1%	3%	6%	1%	5%	3%
		b					abcdeg	b					kn	jknp		jknp	kn
Don't know	102	19	21	14	22	17	9	102	43	58	23	21	21	34	44	55	102
	3%	5%	4%	3%	4%	3%	2%	3%	3%	4%	3%	2%	3%	6%	2%	4%	3%
		f			f									jknp		kn	

**SUMMARY CODES**

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

1100	146	254	204	188	146	163	1100	589	503	331	317	233	213	648	446	1100
36%	39%	44%	38%	34%	29%	29%	36%	40%	32%	37%	35%	36%	35%	36%	36%	36%
	ef	defg	ef				ef	i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1803	195	295	306	326	331	349	1803	808	973	521	568	368	330	1088	698	1803
	58%	53%	51%	58%	59%	65%	62%	58%	54%	62%	59%	62%	57%	54%	60%	56%	58%
				b	abcg	ab	b		h	mo							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
If I'm familiar with the company or brand	1948 63%	1641 63%	173 66%	88 63%	47 60%	1948 63%	1680 63%	268 63%	296 56%	1652 64% h	347 47%	876 64% j	718 77% jkm	1948 63% j	299 59%	736 62%	599 69% no
If the site looks secure (has the padlock symbol or uses 'https')	1787 58%	1510 58%	158 61%	78 56%	42 54%	1787 58%	1531 57%	256 60%	266 51%	1521 59% h	313 42%	810 59% j	660 71% jkm	1787 58% j	249 49%	701 59% n	573 66% no
If there is a link to another reputable service like PayPal	1370 44%	1156 44%	117 45%	62 45%	35 45%	1370 44%	1194 45%	176 41%	198 38%	1172 46% h	248 33%	594 44% j	525 56% jkm	1370 44% j	219 43%	522 44%	435 50% no
If there is a guarantee my details won't be shared with anyone else	826 27%	690 26%	80 31%	37 27%	19 25%	826 27%	723 27%	103 24%	135 26%	691 27%	143 19%	362 27% j	317 34% jkm	826 27% j	145 29%	327 28%	219 25%
If the site is listed by a search engine such as Google or Bing	779 25%	666 25%	57 22%	34 25%	22 28%	779 25%	692 26%	87 21%	95 18%	685 27% h	112 15%	327 24% j	339 36% jkm	779 25% j	126 25%	310 26%	227 26%
If the site is recommended by friends/ family	663 21%	545 21%	67 26%	30 21%	21 27% ae	663 21%	584 22%	79 19%	124 24%	539 21%	124 17%	287 21% jkm	249 27% j	663 21% j	119 24%	247 21%	160 18%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
If it's the only way to get the service or product I want	406 13%	335 13%	43 17%	18 13%	9 12%	406 13%	363 14%	43 10%	70 13%	335 13%	70 9%	176 13%	160 17%	406 13%	74 15%	140 12%	119 14%
Something else	57 2%	48 2%	6 2%	2 2%	1 1%	57 2%	51 2%	6 1%	5 1%	52 2%	8 1%	23 2%	25 3%	57 2%	8 2%	18 1%	25 3%
I enter my credit or debit card details online whenever they are required	50 2%	43 2%	2 1%	2 2%	2 3%	50 2%	44 2%	6 1%	10 2%	39 2%	10 1%	25 2%	15 2%	50 2%	13 2%	21 2%	9 1%
I don't buy things online	87 3%	73 3%	10 4%	3 2%	2 2%	87 3%	80 3%	7 2%	22 4%	65 3%	46 6%	13 1%	4 *	87 3%	15 3%	31 3%	13 2%
Don't know	102 3%	88 3%	6 2%	7 5%	1 2%	102 3%	85 3%	17 4%	38 7%	65 3%	53 7%	22 2%	9 1%	102 3%	14 3%	19 2%	19 2%

**SUMMARY CODES**

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

1100	928	91	51	30	1100	982	118	158	942	181	483	434	1100	194	431	305
36%	35%	35%	37%	39%	36%	37%	28%	30%	37%	24%	35%	46%	36%	39%	36%	35%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1803 58%	1528 58%	153 59%	78 56%	44 57%	1803 58%	1522 57%	281 66% f	308 58%	1495 58%	460 62% l	846 62% lm	488 52%	1803 58% l	280 56%	702 59%	527 61%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
If I'm familiar with the company or brand	1948	405	1032	475	1948	607	1209	1193	667
	63%	65%	64%	60%	63%	60%	66%	65%	62%
							e		
If the site looks secure (has the padlock symbol or uses 'https')	1787	341	994	431	1787	569	1111	1098	615
	58%	55%	62%	55%	58%	56%	61%	60%	57%
			acd				e		
If there is a link to another reputable service like PayPal	1370	246	747	355	1370	466	819	820	497
	44%	40%	47%	45%	44%	46%	45%	45%	46%
			a						
If there is a guarantee my details won't be shared with anyone else	826	163	442	202	826	301	461	472	311
	27%	26%	28%	26%	27%	30%	25%	26%	29%
						f			
If the site is listed by a search engine such as Google or Bing	779	146	425	196	779	277	443	429	311
	25%	24%	27%	25%	25%	27%	24%	23%	29%
									g
If the site is recommended by friends/ family	663	112	357	179	663	246	363	364	255
	21%	18%	22%	23%	21%	24%	20%	20%	24%
						f			g

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

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

**IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
If it's the only way to get the service or product I want	406	102	203	92	406	157	204	209	161
	13%	16%	13%	12%	13%	16%	11%	11%	15%
		c				f			g
Something else	57	22	25	9	57	18	33	35	17
	2%	4%	2%	1%	2%	2%	2%	2%	2%
		bcd							
I enter my credit or debit card details online whenever they are required	50	14	23	13	50	26	22	23	24
	2%	2%	1%	2%	2%	3%	1%	1%	2%
						f			
I don't buy things online	87	22	28	29	87	34	45	71	8
	3%	3%	2%	4%	3%	3%	2%	4%	1%
		b		b				h	
Don't know	102	8	43	33	102	18	45	59	23
	3%	1%	3%	4%	3%	2%	2%	3%	2%
				a	a				
<b>SUMMARY CODES</b>									
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	1100	227	580	276	1100	402	609	592	440
	36%	37%	36%	35%	36%	40%	33%	32%	41%
						f			g

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

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

**IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1803	364	954	451	1803	556	1123	1116	605
	58%	59%	59%	57%	58%	55%	62%	61%	56%
							e		

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

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

**IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Yes	2930	343	555	512	536	473	510	2930	1406	1493	854	881	602	569	1734	1170	2930
	95%	93%	97%	96%	97%	93%	91%	95%	95%	95%	96%	96%	94%	93%	96%	93%	95%
			af	af	aefg			f			mo	mo			lmo		
No	126	17	15	15	13	25	41	126	67	58	30	29	30	34	58	64	126
	4%	5%	3%	3%	2%	5%	7%	4%	5%	4%	3%	3%	5%	6%	3%	5%	4%
							bcdg							kn		n	
Don't know	37	10	5	4	1	8	8	37	11	26	5	8	12	10	13	22	37
	1%	3%	1%	1%	*%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%
		cdg											jn			jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)**

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Yes	2930 95%	2478 95%	246 95%	132 95%	75 97%	2930 95%	2529 95%	401 95%	479 91%	2451 95%	661 89%	1319 97%	921 98%	2930 95%	475 94%	1139 96%	839 97%
No	126 4%	107 4%	12 5%	5 4%	2 2%	126 4%	112 4%	15 3%	34 6%	92 4%	57 8%	36 3%	12 1%	126 4%	23 5%	40 3%	23 3%
Don't know	37 1%	32 1%	2 1%	2 2%	* *%	37 1%	29 1%	8 2%	13 2%	24 1%	24 3%	8 1%	3 *%	37 1%	7 1%	5 *%	4 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Yes	2930	586	1531	742	2930	961	1744	1731	1042
	95%	95%	95%	94%	95%	95%	96%	94%	97%
No	126	30	58	36	126	40	63	88	24
	4%	5%	4%	5%	4%	4%	3%	5%	2%
Don't know	37	4	15	11	37	9	15	19	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

**IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)**

Base : All respondents who have used search engines in the last year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2953	421	485	587	473	447	540	2953	1339	1581	818	808	553	750	1626	1303	2953
Effective Weighted Sample	2071	300	361	413	344	310	368	2071	959	1094	583	567	416	522	1148	919	2071
Total	2930	343	555	512	536	473	510	2930	1406	1493	854	881	602	569	1734	1170	2930
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	670	122	176	139	97	72	63	670	384	277	217	166	167	116	383	283	670
	23%	36%	32%	27%	18%	15%	12%	23%	27%	19%	25%	19%	28%	20%	22%	24%	23%
		cdefg	defg	def	f			ef	i		k		kmnp			k	k
I think that some of the websites will be accurate or unbiased and some won't be	1821	166	297	305	355	327	371	1821	850	955	554	591	327	340	1145	667	1821
	62%	48%	54%	60%	66%	69%	73%	62%	60%	64%	65%	67%	54%	60%	66%	57%	62%
				a	ab	abcg	abcg	ab			lo	lmop			lmop		lo
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	218	21	40	40	42	39	36	218	95	121	55	58	54	51	114	105	218
	7%	6%	7%	8%	8%	8%	7%	7%	7%	8%	6%	7%	9%	9%	7%	9%	7%
																n	
Don't know	221	35	41	28	41	36	41	221	77	141	28	66	54	62	94	116	221
	8%	10%	7%	5%	8%	8%	8%	8%	6%	9%	3%	7%	9%	11%	5%	10%	8%
		c								h		j	jn	jknp	j	jnp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)**

Base : All respondents who have used search engines in the last year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2953	2026	314	304	309	2953	2561	392	449	2504	619	1346	965	2953	483	1155	812
Effective Weighted Sample	2071	1623	225	239	257	2071	1797	275	314	1759	427	948	687	2071	339	800	590
Total	2930	2478	246	132	75	2930	2529	401	479	2451	661	1319	921	2930	475	1139	839
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	670 23%	555 22%	65 27%	29 22%	21 27%	670 23%	611 24%	58 15%	112 23%	557 23%	141 21%	314 24%	211 23%	670 23%	145 31%	260 23%	159 19%
I think that some of the websites will be accurate or unbiased and some won't be	1821 62%	1539 62%	151 61%	87 66%	44 59%	1821 62%	1537 61%	284 71%	252 53%	1569 64%	356 54%	833 63%	625 68%	1821 62%	247 52%	744 65%	596 71%
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	218 7%	188 8%	18 7%	5 4%	7 10%	218 7%	189 7%	29 7%	52 11%	166 7%	51 8%	104 8%	60 6%	218 7%	49 10%	73 6%	48 6%
Don't know	221 8%	196 8%	12 5%	10 7%	3 4%	221 8%	192 8%	30 7%	63 13%	158 6%	112 17%	69 5%	25 3%	221 8%	33 7%	62 5%	36 4%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)**

Base : All respondents who have used search engines in the last year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2953	520	1556	805	2953	1036	1693	1829	943
Effective Weighted Sample	2071	373	1107	548	2071	707	1207	1271	685
Total	2930	586	1531	742	2930	961	1744	1731	1042
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	670 23%	186 32%	313 20%	160 22%	670 23%	241 25%	371 21%	303 17%	322 31%
		bcd							g
I think that some of the websites will be accurate or unbiased and some won't be	1821 62%	334 57%	1001 65%	455 61%	1821 62%	592 62%	1127 65%	1169 68%	586 56%
			a					h	
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	218 7%	36 6%	112 7%	69 9%	218 7%	70 7%	134 8%	127 7%	84 8%
Don't know	221 8%	30 5%	105 7%	58 8%	221 8%	58 6%	111 6%	132 8%	50 5%
								h	

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

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

**SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)**

Base : All respondents who have used search engines in the last year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2953	421	485	587	473	447	540	2953	1339	1581	818	808	553	750	1626	1303	2953
Effective Weighted Sample	2071	300	361	413	344	310	368	2071	959	1094	583	567	416	522	1148	919	2071
Total	2930	343	555	512	536	473	510	2930	1406	1493	854	881	602	569	1734	1170	2930
These are adverts/ sponsored links/ they have paid to appear here	2007	204	369	364	385	333	351	2007	974	1019	626	654	393	320	1280	712	2007
	68%	59%	67%	71%	72%	70%	69%	68%	69%	68%	73%	74%	65%	56%	74%	61%	68%
				a	a	a	a	a			lmop	lmop	m		lmop		mo
These are the best results/ the most relevant results	658	102	160	122	119	77	78	658	345	306	184	160	160	147	345	307	658
	22%	30%	29%	24%	22%	16%	15%	22%	25%	21%	22%	18%	27%	26%	20%	26%	22%
		defg	defg	ef	f			ef	i				kn	kn		jknp	k
These are the most popular results used by other people	686	112	174	125	112	87	75	686	351	326	223	175	143	138	398	281	686
	23%	33%	31%	24%	21%	18%	15%	23%	25%	22%	26%	20%	24%	24%	23%	24%	23%
		cdefg	cdefg	ef	f			ef			k						
Something else	9	-	-	2	3	3	-	9	5	1	-	1	6	2	1	8	9
	*%	-%	-%	*%	1%	1%	-%	*%	*%	*%	-%	*%	1%	*%	*%	1%	*%
													jknp			jn	
Don't know	221	19	25	26	44	39	69	221	73	144	48	59	37	75	107	111	221
	8%	6%	4%	5%	8%	8%	14%	8%	5%	10%	6%	7%	6%	13%	6%	10%	8%
					b		abcdeg	b		h			jklnop		jl		
<b>SUMMARY</b>																	
ONLY GAVE THE CORRECT RESPONSE	1591	140	267	280	302	294	308	1591	754	827	474	542	305	257	1017	562	1591
	54%	41%	48%	55%	56%	62%	60%	54%	54%	55%	56%	62%	51%	45%	59%	48%	54%
				a	ab	abcg	abg	ab			mo	jlmp			lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)**

Base : All respondents who have used search engines in the last year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2953	2026	314	304	309	2953	2561	392	449	2504	619	1346	965	2953	483	1155	812
Effective Weighted Sample	2071	1623	225	239	257	2071	1797	275	314	1759	427	948	687	2071	339	800	590
Total	2930	2478	246	132	75	2930	2529	401	479	2451	661	1319	921	2930	475	1139	839
These are adverts/ sponsored links/ they have paid to appear here	2007	1693	178	84	52	2007	1714	292	279	1728	337	928	737	2007	273	818	642
	68%	68%	72%	64%	69%	68%	68%	73%	58%	71%	51%	70%	80%	68%	58%	72%	77%
			c							h		j	jkm	j		n	no
These are the best results/ the most relevant results	658	553	51	35	18	658	588	69	118	539	154	275	225	658	142	263	162
	22%	22%	21%	27%	24%	22%	23%	17%	25%	22%	23%	21%	24%	22%	30%	23%	19%
							g								op		
These are the most popular results used by other people	686	581	51	33	20	686	603	83	119	567	129	315	240	686	134	263	181
	23%	23%	21%	25%	27%	23%	24%	21%	25%	23%	20%	24%	26%	23%	28%	23%	22%
													j		p		
Something else	9	8	-	1	*	9	6	2	-	9	2	3	4	9	3	1	1
	*%	*%	-%	1%	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	1%	*%	*%
Don't know	221	194	18	6	4	221	188	32	58	163	116	69	16	221	42	64	31
	8%	8%	7%	5%	5%	8%	7%	8%	12%	7%	18%	5%	2%	8%	9%	6%	4%
									i		klm	l		kl	op		
<b>SUMMARY</b>																	
ONLY GAVE THE CORRECT RESPONSE	1591	1344	143	65	38	1591	1350	241	221	1369	291	752	543	1591	195	649	530
	54%	54%	58%	50%	51%	54%	53%	60%	46%	56%	44%	57%	59%	54%	41%	57%	63%
								f		h		j	jm	j	n	no	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)**

Base : All respondents who have used search engines in the last year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2953	520	1556	805	2953	1036	1693	1829	943
Effective Weighted Sample	2071	373	1107	548	2071	707	1207	1271	685
Total	2930	586	1531	742	2930	961	1744	1731	1042
These are adverts/ sponsored links/ they have paid to appear here	2007	395	1089	491	2007	624	1265	1233	699
	68%	67%	71%	66%	68%	65%	73%	71%	67%
			c				e		
These are the best results/ the most relevant results	658	136	341	169	658	245	363	353	267
	22%	23%	22%	23%	22%	25%	21%	20%	26%
						f			g
These are the most popular results used by other people	686	151	350	171	686	247	380	351	294
	23%	26%	23%	23%	23%	26%	22%	20%	28%
									g
Something else	9	1	5	2	9	*	6	3	4
	%	%	%	%	%	%	%	%	%
Don't know	221	39	94	70	221	77	107	139	53
	8%	7%	6%	9%	8%	8%	6%	8%	5%
				b				h	
<b>SUMMARY</b>									
ONLY GAVE THE CORRECT RESPONSE	1591	298	870	395	1591	477	1025	1007	531
	54%	51%	57%	53%	54%	50%	59%	58%	51%
			a				e	h	

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

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

**SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents who have used search engines in the last year

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2953	421	485	587	473	447	540	2953	1339	1581	818	808	553	750	1626	1303	2953
Effective Weighted Sample	2071	300	361	413	344	310	368	2071	959	1094	583	567	416	522	1148	919	2071
Total	2930	343	555	512	536	473	510	2930	1406	1493	854	881	602	569	1734	1170	2930
CONFIDENT AND NOT ABLE	1098	158	258	208	193	135	145	1098	558	523	334	286	249	218	620	467	1098
	37%	46%	47%	41%	36%	29%	28%	37%	40%	35%	39%	32%	41%	38%	36%	40%	37%
		defg	defg	ef	ef			ef	i		k		kn	k		k	k
CONFIDENT AND ABLE	1385	119	243	258	262	244	259	1385	669	706	426	460	271	221	885	492	1385
	47%	35%	44%	50%	49%	51%	51%	47%	48%	47%	50%	52%	45%	39%	51%	42%	47%
			a	a	a	ab	a	a			mo	lmop			lmop		mo
NOT CONFIDENT AND NOT ABLE	242	45	29	25	41	44	57	242	94	144	46	52	47	94	98	141	242
	8%	13%	5%	5%	8%	9%	11%	8%	7%	10%	5%	6%	8%	17%	6%	12%	8%
		bcdg				bc	bc	bc		h			jklno		jklno		jn
NOT CONFIDENT AND ABLE	205	21	24	22	40	50	49	205	84	121	49	83	35	36	131	70	205
	7%	6%	4%	4%	7%	11%	10%	7%	6%	8%	6%	9%	6%	6%	8%	6%	7%
						abco	bc	c				jlo					

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents who have used search engines in the last year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2953	2026	314	304	309	2953	2561	392	449	2504	619	1346	965	2953	483	1155	812
Effective Weighted Sample	2071	1623	225	239	257	2071	1797	275	314	1759	427	948	687	2071	339	800	590
Total	2930	2478	246	132	75	2930	2529	401	479	2451	661	1319	921	2930	475	1139	839
CONFIDENT AND NOT ABLE	1098 37%	932 38%	88 36%	51 39%	27 36%	1098 37%	965 38%	133 33%	197 41%	901 37%	276 42% k	465 35%	350 38%	1098 37%	226 48% op	418 37% p	265 32%
CONFIDENT AND ABLE	1385 47%	1173 47%	125 51% d	57 43%	31 41%	1385 47%	1189 47%	196 49%	196 41%	1190 49% h	223 34%	655 50% j	505 55% jkm	1385 47% j	172 36%	560 49% n	478 57% no
NOT CONFIDENT AND NOT ABLE	242 8%	201 8%	15 6%	15 12% b	10 13% abe	242 8%	214 8%	28 7%	61 13% i	180 7%	94 14% klm	102 8% l	28 3%	242 8% l	53 11% op	72 6%	44 5%
NOT CONFIDENT AND ABLE	205 7%	172 7%	18 7%	8 6%	7 10%	205 7%	161 6%	44 11% f	26 5%	180 7%	68 10% lm	97 7% l	39 4%	205 7% l	23 5%	89 8%	53 6%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents who have used search engines in the last year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2953	520	1556	805	2953	1036	1693	1829	943
Effective Weighted Sample	2071	373	1107	548	2071	707	1207	1271	685
Total	2930	586	1531	742	2930	961	1744	1731	1042
CONFIDENT AND NOT ABLE	1098	249	546	275	1098	382	610	577	446
	37%	42%	36%	37%	37%	40%	35%	33%	43%
		b				f			g
CONFIDENT AND ABLE	1385	268	761	337	1385	407	911	864	478
	47%	46%	50%	45%	47%	42%	52%	50%	46%
						e			
NOT CONFIDENT AND NOT ABLE	242	39	116	72	242	102	109	148	65
	8%	7%	8%	10%	8%	11%	6%	9%	6%
						f			
NOT CONFIDENT AND ABLE	205	31	108	58	205	70	114	143	53
	7%	5%	7%	8%	7%	7%	7%	8%	5%
								h	

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

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

**IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Everyone will see exactly the same adverts as me	592 19%	73 20%	114 20%	92 17%	102 18%	100 20%	111 20%	592 19%	317 21%	268 17%	153 17%	156 17%	145 23%	134 22%	309 17%	280 22%	592 19%
Some people might see different adverts from the ones that I see	2001 65%	263 71%	414 72%	383 72%	362 66%	287 57%	292 52%	2001 65%	1002 67%	980 62%	623 70%	623 68%	400 62%	337 55%	1246 69%	737 59%	2001 65%
Don't know	500 16%	34 9%	47 8%	56 11%	87 16%	119 24%	156 28%	500 16%	166 11%	328 21%	112 13%	139 15%	98 15%	141 23%	251 14%	239 19%	500 16%
Columns Tested:					abc	abcdg	abcdg	abc		h			jklnp		jknp		j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Everyone will see exactly the same adverts as me	592 19%	497 19%	51 20%	27 19%	16 21%	592 19%	516 19%	75 18%	122 23%	469 18%	177 24%	272 20%	141 15%	592 19%	139 28%	239 20%	133 15%
Some people might see different adverts from the ones that I see	2001 65%	1694 65%	164 63%	91 65%	53 69%	2001 65%	1738 65%	263 62%	306 58%	1696 66%	381 51%	898 66%	714 76%	2001 65%	306 61%	757 64%	626 72%
Don't know	500 16%	426 16%	44 17%	21 15%	8 11%	500 16%	415 16%	85 20%	98 19%	402 16%	183 25%	193 14%	81 9%	500 16%	60 12%	187 16%	106 12%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Everyone will see exactly the same adverts as me	592	146	288	145	592	204	336	330	231
	19%	24%	18%	18%	19%	20%	18%	18%	21%
		bcd							
Some people might see different adverts from the ones that I see	2001	367	1072	517	2001	645	1206	1158	741
	65%	59%	67%	66%	65%	64%	66%	63%	69%
			a	a	a				g
Don't know	500	107	244	127	500	160	280	350	104
	16%	17%	15%	16%	16%	16%	15%	19%	10%
								h	

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

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

**IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
I don't mind seeing any online ads	543 18%	76 20%	130 23%	106 20%	98 18%	75 15%	59 10%	543 18%	289 19%	250 16%	156 18%	173 19%	116 18%	92 15%	329 18%	208 17%	543 18%
		f	efg	f	f			f	i								
I don't mind seeing online ads as long as they are for things I'm interested in	1327 43%	176 47%	278 48%	246 46%	216 39%	223 44%	188 34%	1327 43%	655 44%	660 42%	370 42%	407 44%	289 45%	252 41%	776 43%	541 43%	1327 43%
		df	df	df		f		f									
I dislike all online ads	1088 35%	88 24%	144 25%	160 30%	202 37%	190 38%	303 54%	1088 35%	493 33%	582 37%	333 37%	312 34%	216 34%	218 36%	645 36%	434 35%	1088 35%
					ab	abc	abcdeg	abc									
Don't know	135 4%	31 8%	22 4%	19 4%	35 6%	19 4%	9 2%	135 4%	48 3%	85 5%	30 3%	25 3%	22 3%	50 8%	55 3%	72 6%	135 4%
		bcefg	f		f			f		h				jklnp		jkn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
I don't mind seeing any online ads	543 18%	459 18%	47 18%	23 17%	13 17%	543 18%	468 18%	74 18%	109 21%	433 17%	117 16%	236 17%	187 20%	543 18%	79 16%	223 19%	160 19%
I don't mind seeing online ads as long as they are for things I'm interested in	1327 43%	1108 42%	126 48%	57 41%	36 46%	1327 43%	1170 44%	158 37%	193 37%	1134 44%	254 34%	613 45%	455 49%	1327 43%	259 51%	535 45%	360 42%
I dislike all online ads	1088 35%	927 35%	82 32%	52 38%	27 35%	1088 35%	916 34%	172 41%	180 34%	909 35%	309 42%	482 35%	276 30%	1088 35%	134 27%	404 34%	330 38%
Don't know	135 4%	123 5%	5 2%	6 4%	1 2%	135 4%	116 4%	19 5%	44 8%	91 4%	61 8%	32 2%	18 2%	135 4%	32 6%	21 2%	16 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
I don't mind seeing any online ads	543	125	284	123	543	168	336	305	218
	18%	20%	18%	16%	18%	17%	18%	17%	20%
									g
I don't mind seeing online ads as long as they are for things I'm interested in	1327	249	734	317	1327	445	777	757	497
	43%	40%	46%	40%	43%	44%	43%	41%	46%
			c						g
I dislike all online ads	1088	230	534	304	1088	358	658	708	322
	35%	37%	33%	39%	35%	35%	36%	39%	30%
				b				h	
Don't know	135	16	53	45	135	39	50	68	39
	4%	3%	3%	6%	4%	4%	3%	4%	4%
				ab					

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

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

**IN50. Do you do any of the following? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Unsubscribe from emails that you do not want to receive	1883	178	324	331	351	332	367	1883	851	1019	565	587	366	356	1152	722	1883
	61%	48%	56%	62%	64%	65%	66%	61%	57%	65%	64%	64%	57%	58%	64%	58%	61%
			a	a	ab	ab	ab	a		h	lo	lmo			lmo		
Say no/ don't tick the box allowing companies to send you "information on offers and news"	1635	149	298	289	304	280	316	1635	742	881	514	534	294	285	1048	578	1635
	53%	40%	52%	54%	55%	55%	57%	53%	50%	56%	58%	58%	46%	46%	58%	46%	53%
			a	a	a	a	a	a		h	lmop	lmop			lmop		lmo
Delete cookies from your web browser to avoid seeing targeted ads	1082	84	186	188	179	218	227	1082	616	461	333	353	214	180	687	394	1082
	35%	23%	32%	35%	33%	43%	41%	35%	42%	29%	38%	39%	33%	29%	38%	31%	35%
			a	a	a	abcdg	abdg	a	i		mo	mo			mo		mo
Use a dedicated email address when registering for things online to avoid spam/ junk email in your personal email account	786	96	182	143	131	134	100	786	424	353	240	238	162	139	479	301	786
	25%	26%	32%	27%	24%	27%	18%	25%	29%	22%	27%	26%	25%	23%	27%	24%	25%
		f	dfg	f	f	f		f	i								
Use ad-blocking filters or software (software that prevents some types of ads appearing)	784	111	159	131	129	132	122	784	446	328	244	241	148	150	485	298	784
	25%	30%	28%	25%	23%	26%	22%	25%	30%	21%	27%	26%	23%	24%	27%	24%	25%
		f							i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 22**

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

**IN50. Do you do any of the following? (MULTI CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Use Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	735	109	177	142	129	110	68	735	437	286	223	249	146	111	473	257	735
	24%	29%	31%	27%	24%	22%	12%	24%	29%	18%	25%	27%	23%	18%	26%	20%	24%
		efg	defg	f	f	f		f	i		mo	mo			mo		mo
Use false information when registering for things online to avoid spam/ junk email	368	62	109	68	52	51	26	368	199	162	114	99	98	55	212	153	368
	12%	17%	19%	13%	10%	10%	5%	12%	13%	10%	13%	11%	15%	9%	12%	12%	12%
		defg	cdefg	f	f	f		f	i		m		km				m
ANY OF THESE STEPS TAKEN	2746	312	528	473	476	459	498	2746	1345	1374	820	830	572	505	1650	1077	2746
	89%	84%	92%	89%	87%	91%	89%	89%	91%	87%	92%	90%	89%	82%	91%	86%	89%
			ad	a		a		a	i		mop	mo	m		mop		mo
None of these	192	28	27	38	40	23	36	192	90	98	46	47	42	56	93	97	192
	6%	8%	5%	7%	7%	5%	6%	6%	6%	6%	5%	5%	6%	9%	5%	8%	6%
														jknp		kn	
Don't know	155	31	20	20	34	24	26	155	49	105	22	41	30	52	63	82	155
	5%	8%	3%	4%	6%	5%	5%	5%	3%	7%	2%	4%	5%	8%	3%	6%	5%
		bcfg							h				jklnp		jn		jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN50. Do you do any of the following? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Unsubscribe from emails that you do not want to receive	1883 61%	1592 61%	160 62%	86 62%	45 58%	1883 61%	1613 60%	270 64%	286 54%	1597 62% h	348 47%	836 61% j	688 73% jkm	1883 61% j	251 50%	772 65% n	573 66% n
Say no/ don't tick the box allowing companies to send you "information on offers and news"	1635 53%	1372 52%	146 56%	79 57%	39 50%	1635 53%	1399 52%	236 56%	235 45%	1400 55% h	286 39%	726 53% j	615 66% jkm	1635 53% j	230 46%	643 54% n	532 61% no
Delete cookies from your web browser to avoid seeing targeted ads	1082 35%	905 35%	96 37%	51 37%	30 39%	1082 35%	932 35%	150 35%	125 24%	957 37% h	203 27%	497 36% j	373 40% jm	1082 35% j	151 30%	428 36% n	368 43% no
Use a dedicated email address when registering for things online to avoid spam/ junk email in your personal email account	786 25%	663 25%	68 26%	32 23%	22 29%	786 25%	706 26% g	80 19%	115 22%	671 26%	113 15%	346 25% j	325 35% jkm	786 25% j	134 27%	311 26%	234 27%
Use ad-blocking filters or software (software that prevents some types of ads appearing)	784 25%	670 26%	56 21%	33 24%	25 32% abce	784 25%	695 26%	89 21%	72 14%	711 28% h	127 17%	357 26% j	293 31% jkm	784 25% j	142 28%	295 25%	223 26%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN50. Do you do any of the following? (MULTI CODE)

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Use Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	735 24%	610 23%	69 27%	36 26%	20 26%	735 24%	643 24%	91 22%	94 18%	640 25% h	90 12%	288 21% j	356 38% jkm	735 24% j	106 21%	272 23%	239 28% no
Use false information when registering for things online to avoid spam/ junk email	368 12%	308 12%	34 13%	15 11%	11 14%	368 12%	330 12%	38 9%	48 9%	320 12%	60 8%	158 12% j	150 16% jkm	368 12% j	71 14%	140 12%	94 11%
ANY OF THESE STEPS TAKEN	2746 89%	2316 88%	233 90%	124 89%	73 94% ace	2746 89%	2376 89%	370 87%	432 82%	2314 90% h	599 81%	1243 91% jm	880 94% jkm	2746 89% j	437 87%	1106 93% n	788 91% n
None of these	192 6%	169 6%	13 5%	7 5%	3 3%	192 6%	160 6%	33 8%	43 8%	149 6%	69 9% klm	75 5%	38 4%	192 6% l	35 7%	63 5%	50 6%
Don't know	155 5%	132 5%	13 5%	8 5%	2 2%	155 5% d	134 5%	21 5%	51 10%	104 4% i	73 10% klm	46 3%	18 2%	155 5% kl	33 6% op	14 1%	28 3% o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN50. Do you do any of the following? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Unsubscribe from emails that you do not want to receive	1883	346	1013	498	1883	615	1173	1165	646
	61%	56%	63%	63%	61%	61%	64%	63%	60%
			a	a					
Say no/ don't tick the box allowing companies to send you "information on offers and news"	1635	321	867	424	1635	537	1010	1008	565
	53%	52%	54%	54%	53%	53%	55%	55%	52%
Delete cookies from your web browser to avoid seeing targeted ads	1082	241	568	260	1082	379	637	682	360
	35%	39%	35%	33%	35%	38%	35%	37%	33%
Use a dedicated email address when registering for things online to avoid spam/ junk email in your personal email account	786	188	388	193	786	296	441	458	299
	25%	30%	24%	24%	25%	29%	24%	25%	28%
		bcd				f			
Use ad-blocking filters or software (software that prevents some types of ads appearing)	784	199	384	189	784	297	428	499	249
	25%	32%	24%	24%	25%	29%	23%	27%	23%
		bcd				f		h	

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

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

**IN50. Do you do any of the following? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Use Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	735	148	404	169	735	261	423	410	283
	24%	24%	25%	21%	24%	26%	23%	22%	26%
									g
Use false information when registering for things online to avoid spam/ junk email	368	83	182	95	368	140	189	163	176
	12%	13%	11%	12%	12%	14%	10%	9%	16%
						f			g
ANY OF THESE STEPS TAKEN	2746	561	1438	696	2746	911	1643	1642	978
	89%	90%	90%	88%	89%	90%	90%	89%	91%
None of these	192	40	98	46	192	40	125	106	63
	6%	6%	6%	6%	6%	4%	7%	6%	6%
							e		
Don't know	155	19	68	46	155	59	54	91	35
	5%	3%	4%	6%	5%	6%	3%	5%	3%
				a		f			

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

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
He is being paid or given gifts by the company or brand to say this	2411	259	445	417	434	396	460	2411	1131	1262	723	759	480	434	1483	914	2411
	78%	70%	77%	79%	79%	78%	82%	78%	76%	80%	81%	83%	75%	71%	82%	73%	78%
			a	a	a	a	a	a		h	lmo	lmop			lmop		mo
He thinks this information will be of interest or useful to his followers	563	80	138	101	95	80	69	563	287	272	176	145	125	113	321	238	563
	18%	22%	24%	19%	17%	16%	12%	18%	19%	17%	20%	16%	19%	18%	18%	19%	18%
		f	defg	f				f									
He thinks this product or brand is good to use/ high quality	618	115	163	111	91	72	66	618	325	286	202	167	140	103	369	243	618
	20%	31%	28%	21%	17%	14%	12%	20%	22%	18%	23%	18%	22%	17%	20%	19%	20%
		cdefg	cdefg	ef				ef	i		m		m				
Some other reason	34	2	3	7	5	7	10	34	21	11	11	13	3	6	24	10	34
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	227	25	27	28	46	47	54	227	105	117	39	50	41	82	89	123	227
	7%	7%	5%	5%	8%	9%	10%	7%	7%	7%	4%	5%	6%	13%	5%	10%	7%
					b	bc	bc							jklnop		jklnp	jn

**SUMMARY**

ONLY BEING PAID RESPONSE	1881	183	306	328	349	324	390	1881	877	988	555	601	374	344	1155	718	1881
	61%	49%	53%	62%	63%	64%	70%	61%	59%	63%	62%	65%	58%	56%	64%	57%	61%
				ab	ab	ab	abcb	ab			mo	lmop			lmo		m
ONLY RESPONSE OTHER THAN BEING PAID	455	87	103	86	70	64	46	455	248	198	126	108	123	96	233	219	455
	15%	23%	18%	16%	13%	13%	8%	15%	17%	13%	14%	12%	19%	16%	13%	17%	15%
		cdefg	df	f	f	f		f	i				jkn			kn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
BEING PAID AND ANY OTHER RESPONSE	530	76	138	89	85	71	70	530	254	274	169	159	106	91	328	196	530
	17%	20%	24%	17%	15%	14%	12%	17%	17%	17%	19%	17%	16%	15%	18%	16%	17%
		ef	cdefg					f									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
He is being paid or given gifts by the company or brand to say this	2411	2034	206	108	62	2411	2072	338	394	2016	487	1098	815	2411	345	968	730
	78%	78%	79%	78%	80%	78%	78%	80%	75%	79%	66%	81%	87%	78%	68%	82%	84%
												j	jkm	j	n	n	
He thinks this information will be of interest or useful to his followers	563	468	51	27	17	563	487	75	89	473	138	234	188	563	126	191	142
	18%	18%	19%	19%	22%	18%	18%	18%	17%	18%	19%	17%	20%	18%	25%	16%	16%
															op		
He thinks this product or brand is good to use/ high quality	618	518	53	28	18	618	546	72	98	520	112	270	232	618	118	228	173
	20%	20%	21%	20%	24%	20%	20%	17%	19%	20%	15%	20%	25%	20%	23%	19%	20%
												j	jkm	j			
Some other reason	34	30	3	-	-	34	28	6	2	32	10	13	11	34	5	16	10
	1%	1%	1%	-%	-%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	227	202	15	8	2	227	196	31	64	163	112	60	19	227	42	64	35
	7%	8%	6%	6%	2%	7%	7%	7%	12%	6%	15%	4%	2%	7%	8%	5%	4%
		d	d			d			i		klm	l		kl	p		
<b>SUMMARY</b>																	
ONLY BEING PAID RESPONSE	1881	1586	161	86	49	1881	1602	279	312	1569	403	883	585	1881	258	766	572
	61%	61%	62%	62%	63%	61%	60%	66%	59%	61%	54%	65%	63%	61%	51%	65%	66%
												jm	j	j	n	n	
ONLY RESPONSE OTHER THAN BEING PAID	455	381	38	23	14	455	401	54	68	387	142	205	102	455	118	152	101
	15%	15%	15%	17%	18%	15%	15%	13%	13%	15%	19%	15%	11%	15%	23%	13%	12%
											klm	l		l	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
BEING PAID AND ANY OTHER RESPONSE	530	448	46	23	13	530	470	59	83	447	84	215	230	530	87	202	158
	17%	17%	18%	16%	17%	17%	18%	14%	16%	17%	11%	16%	25%	17%	17%	17%	18%
												j	jk	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
He is being paid or given gifts by the company or brand to say this	2411	461	1304	607	2411	772	1502	1474	835
	78%	74%	81%	77%	78%	76%	82%	80%	78%
			acd				e		
He thinks this information will be of interest or useful to his followers	563	128	299	124	563	205	303	301	222
	18%	21%	19%	16%	18%	20%	17%	16%	21%
		c				f			g
He thinks this product or brand is good to use/ high quality	618	145	310	151	618	211	353	337	239
	20%	23%	19%	19%	20%	21%	19%	18%	22%
									g
Some other reason	34	12	17	5	34	11	21	21	11
	1%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	227	39	93	64	227	65	100	146	46
	7%	6%	6%	8%	7%	6%	5%	8%	4%
								h	
<b>SUMMARY</b>									
ONLY BEING PAID RESPONSE	1881	356	1008	488	1881	597	1178	1155	652
	61%	57%	63%	62%	61%	59%	65%	63%	61%
							e		

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

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
ONLY RESPONSE OTHER THAN BEING PAID	455	120	208	117	455	172	221	219	195
	15%	19%	13%	15%	15%	17%	12%	12%	18%
		bd				f			g
BEING PAID AND ANY OTHER RESPONSE	530	105	295	120	530	176	324	319	183
	17%	17%	18%	15%	17%	17%	18%	17%	17%

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

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

**SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
CONFIDENT AND NOT ABLE	493	81	111	95	70	73	63	493	270	210	134	108	128	112	242	241	493
	16%	22%	19%	18%	13%	14%	11%	16%	18%	13%	15%	12%	20%	18%	13%	19%	16%
		defg	df	f				f	i				jknp	kn		jknp	kn
CONFIDENT AND ABLE	2081	211	404	384	394	323	364	2081	1007	1059	656	661	413	341	1317	753	2081
	67%	57%	70%	72%	72%	64%	65%	67%	68%	67%	74%	72%	64%	56%	73%	60%	67%
		a	aefg	ae			a	a			lmop	lmop	m		lmop		mo
NOT CONFIDENT AND NOT ABLE	190	31	19	19	46	38	37	190	83	105	31	50	35	66	81	101	190
	6%	8%	3%	4%	8%	8%	7%	6%	6%	7%	4%	5%	5%	11%	4%	8%	6%
		bc			bc	bc	b	bc						jklnp		jknp	jn
NOT CONFIDENT AND ABLE	330	48	41	33	40	72	96	330	125	203	67	99	67	94	166	161	330
	11%	13%	7%	6%	7%	14%	17%	11%	8%	13%	8%	11%	10%	15%	9%	13%	11%
		bcd				bcd	bcdg	bcd		h				jklnp		jn	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
CONFIDENT AND NOT ABLE	493 16%	417 16%	42 16%	24 17%	10 14%	493 16%	437 16%	55 13%	88 17%	404 16%	161 22% klm	206 15%	112 12%	493 16% l	121 24% op	153 13%	109 13%
CONFIDENT AND ABLE	2081 67%	1761 67%	182 70%	89 64%	49 63%	2081 67%	1795 67%	286 67%	329 62%	1752 68% h	370 50%	949 70% j	757 81% jkm	2081 67% j	286 57%	853 72% n	651 75% n
NOT CONFIDENT AND NOT ABLE	190 6%	166 6%	12 5%	7 5%	5 6%	190 6%	160 6%	29 7%	43 8%	146 6%	93 13% klm	59 4% l	9 1%	190 6% kl	38 8% p	62 5% p	26 3%
NOT CONFIDENT AND ABLE	330 11%	273 10%	24 9%	19 14%	13 17% abe	330 11%	277 10%	53 12%	66 12%	264 10%	118 16% klm	150 11% l	58 6%	330 11% l	59 12%	115 10%	79 9%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
CONFIDENT AND NOT ABLE	493	124	221	127	493	182	233	246	195
	16%	20%	14%	16%	16%	18%	13%	13%	18%
		bd				f			g
CONFIDENT AND ABLE	2081	416	1125	508	2081	633	1336	1249	750
	67%	67%	70%	64%	67%	63%	73%	68%	70%
			c				e		
NOT CONFIDENT AND NOT ABLE	190	35	80	54	190	56	87	118	46
	6%	6%	5%	7%	6%	6%	5%	6%	4%
								h	
NOT CONFIDENT AND ABLE	330	45	179	99	330	140	166	224	85
	11%	7%	11%	13%	11%	14%	9%	12%	8%
			a	a	a	f		h	

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

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	414	480	571	444	400	424	2733	1200	1502	756	750	518	686	1506	1204	2733
Effective Weighted Sample	1920	296	359	400	323	279	287	1920	859	1043	535	530	391	478	1064	850	1920
Total	2680	333	548	497	498	417	389	2680	1248	1405	776	810	561	510	1586	1071	2680
He is being paid or given gifts by the company or brand to say this	2161	249	435	399	413	333	332	2161	981	1164	635	698	437	379	1333	816	2161
	81%	75%	80%	80%	83%	80%	85%	81%	79%	83%	82%	86%	78%	74%	84%	76%	81%
				a		a	a		h		mo	lmop		lmop		mo	
He thinks this information will be of interest or useful to his followers	507	73	128	98	86	70	52	507	260	243	160	133	111	98	294	209	507
	19%	22%	23%	20%	17%	17%	13%	19%	21%	17%	21%	16%	20%	19%	19%	20%	19%
		f	defg	f			f										
He thinks this product or brand is good to use/ high quality	560	104	154	107	84	58	53	560	295	260	191	152	123	89	343	212	560
	21%	31%	28%	22%	17%	14%	14%	21%	24%	18%	25%	19%	22%	17%	22%	20%	21%
		cdefg	cdefg	ef			ef	i			kmo						
Some other reason	25	2	3	7	5	4	4	25	13	10	9	9	3	4	18	7	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	139	11	24	19	25	33	27	139	60	75	27	27	21	55	54	77	139
	5%	3%	4%	4%	5%	8%	7%	5%	5%	5%	3%	3%	4%	11%	3%	7%	5%
					ac		a							jklno		jklnp	n

**SUMMARY**

ONLY BEING PAID RESPONSE	1663	175	298	310	333	273	275	1663	743	907	476	547	338	297	1023	635	1663
	62%	53%	54%	62%	67%	65%	71%	62%	60%	65%	61%	67%	60%	58%	64%	59%	62%
				ab	ab	ab	abcg	ab		h		jlmop			mo		
ONLY RESPONSE OTHER THAN BEING PAID	381	73	88	78	61	51	30	381	206	165	114	86	103	75	200	178	381
	14%	22%	16%	16%	12%	12%	8%	14%	17%	12%	15%	11%	18%	15%	13%	17%	14%
		cdefg	f	f				f	i		k		knp	k		kn	k

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	414	480	571	444	400	424	2733	1200	1502	756	750	518	686	1506	1204	2733
Effective Weighted Sample	1920	296	359	400	323	279	287	1920	859	1043	535	530	391	478	1064	850	1920
Total	2680	333	548	497	498	417	389	2680	1248	1405	776	810	561	510	1586	1071	2680
BEING PAID AND ANY OTHER RESPONSE	498	74	137	89	80	61	57	498	238	257	159	151	100	82	310	182	498
	19%	22%	25%	18%	16%	15%	15%	19%	19%	18%	21%	19%	18%	16%	20%	17%	19%
		def	cdefg														

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents who use social media apps or sites

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	1874	293	274	292	2733	2381	352	426	2307	526	1240	955	2733	458	1057	749
Effective Weighted Sample	1920	1504	208	220	241	1920	1676	244	302	1619	360	877	679	1920	320	729	544
Total	2680	2265	227	117	71	2680	2328	352	454	2226	554	1202	910	2680	451	1032	759
He is being paid or given gifts by the company or brand to say this	2161	1816	191	96	58	2161	1867	294	368	1792	378	986	793	2161	325	867	648
	81%	80%	84%	81%	81%	81%	80%	83%	81%	81%	68%	82%	87%	81%	72%	84%	85%
												j	jkm	j	n	n	
He thinks this information will be of interest or useful to his followers	507	425	42	24	16	507	441	65	79	428	112	209	186	507	114	180	126
	19%	19%	19%	20%	22%	19%	19%	19%	17%	19%	20%	17%	20%	19%	25%	17%	17%
														op			
He thinks this product or brand is good to use/ high quality	560	471	48	24	17	560	498	62	92	469	85	247	226	560	109	201	163
	21%	21%	21%	21%	23%	21%	21%	18%	20%	21%	15%	21%	25%	21%	24%	19%	21%
												j	jkm	j			
Some other reason	25	24	2	-	-	25	21	4	1	24	9	7	10	25	5	14	4
	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Don't know	139	127	7	4	2	139	125	14	29	110	65	50	17	139	23	37	28
	5%	6%	3%	3%	2%	5%	5%	4%	6%	5%	12%	4%	2%	5%	5%	4%	4%
		d									klm	l		l			
<b>SUMMARY</b>																	
ONLY BEING PAID RESPONSE	1663	1395	149	74	45	1663	1422	241	290	1374	312	780	568	1663	244	677	499
	62%	62%	66%	63%	63%	62%	61%	68%	64%	62%	56%	65%	62%	62%	54%	66%	66%
								f				j		j	n	n	
ONLY RESPONSE OTHER THAN BEING PAID	381	322	29	18	12	381	336	45	57	324	111	166	100	381	103	128	84
	14%	14%	13%	15%	17%	14%	14%	13%	12%	15%	20%	14%	11%	14%	23%	12%	11%
											klm			l	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	1874	293	274	292	2733	2381	352	426	2307	526	1240	955	2733	458	1057	749
Effective Weighted Sample	1920	1504	208	220	241	1920	1676	244	302	1619	360	877	679	1920	320	729	544
Total	2680	2265	227	117	71	2680	2328	352	454	2226	554	1202	910	2680	451	1032	759
BEING PAID AND ANY OTHER RESPONSE	498	422	42	21	12	498	445	52	79	419	67	206	225	498	81	190	149
	19%	19%	19%	18%	17%	19%	19%	15%	17%	19%	12%	17%	25%	19%	18%	18%	20%
												j	jkm	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2733	461	1449	765	2733	976	1555	1641	926
Effective Weighted Sample	1920	330	1036	519	1920	672	1107	1148	669
Total	2680	506	1417	702	2680	899	1580	1533	1010
He is being paid or given gifts by the company or brand to say this	2161 81%	384 76%	1191 84%	555 79%	2161 81%	700 78%	1334 84%	1272 83%	802 79%
			acd		a		e		
He thinks this information will be of interest or useful to his followers	507 19%	118 23%	265 19%	114 16%	507 19%	185 21%	280 18%	263 17%	211 21%
		c							
He thinks this product or brand is good to use/ high quality	560 21%	131 26%	284 20%	135 19%	560 21%	198 22%	318 20%	296 19%	231 23%
		bcd							
Some other reason	25 1%	5 1%	16 1%	5 1%	25 1%	10 1%	13 1%	13 1%	11 1%
Don't know	139 5%	22 4%	54 4%	46 6%	139 5%	47 5%	61 4%	88 6%	31 3%
				b				h	
<b>SUMMARY</b>									
ONLY BEING PAID RESPONSE	1663 62%	286 57%	914 65%	441 63%	1663 62%	533 59%	1033 65%	983 64%	620 61%
			a				e		

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

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

**SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)**

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2733	461	1449	765	2733	976	1555	1641	926
Effective Weighted Sample	1920	330	1036	519	1920	672	1107	1148	669
Total	2680	506	1417	702	2680	899	1580	1533	1010
ONLY RESPONSE OTHER THAN BEING PAID	381	100	172	101	381	151	186	173	177
	14%	20%	12%	14%	14%	17%	12%	11%	17%
		bcd				f			g
BEING PAID AND ANY OTHER RESPONSE	498	98	277	114	498	167	301	289	183
	19%	19%	20%	16%	19%	19%	19%	19%	18%

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

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

**SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents who use social media apps or sites

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	414	480	571	444	400	424	2733	1200	1502	756	750	518	686	1506	1204	2733
Effective Weighted Sample	1920	296	359	400	323	279	287	1920	859	1043	535	530	391	478	1064	850	1920
Total	2680	333	548	497	498	417	389	2680	1248	1405	776	810	561	510	1586	1071	2680
CONFIDENT AND NOT ABLE	404	67	94	87	59	59	39	404	222	171	115	83	106	90	198	196	404
	15%	20%	17%	17%	12%	14%	10%	15%	18%	12%	15%	10%	19%	18%	13%	18%	15%
		dfg	f	df				f	i		k		kn	kn		knp	k
CONFIDENT AND ABLE	1894	204	397	369	373	274	277	1894	889	993	580	617	380	309	1196	689	1894
	71%	61%	72%	74%	75%	66%	71%	71%	71%	71%	75%	76%	68%	61%	75%	64%	71%
			a	ae	ae		a	a			lmo	lmop	m		lmop		mo
NOT CONFIDENT AND NOT ABLE	115	16	18	11	27	25	18	115	45	70	26	29	18	40	55	58	115
	4%	5%	3%	2%	5%	6%	5%	4%	4%	5%	3%	4%	3%	8%	3%	5%	4%
				c	c								jklnp		n		
NOT CONFIDENT AND ABLE	267	45	39	30	39	59	55	267	92	172	55	81	57	70	136	127	267
	10%	14%	7%	6%	8%	14%	14%	10%	7%	12%	7%	10%	10%	14%	9%	12%	10%
		bcd				bcdg	bcdg	c		h			jnp		jn		j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	1874	293	274	292	2733	2381	352	426	2307	526	1240	955	2733	458	1057	749
Effective Weighted Sample	1920	1504	208	220	241	1920	1676	244	302	1619	360	877	679	1920	320	729	544
Total	2680	2265	227	117	71	2680	2328	352	454	2226	554	1202	910	2680	451	1032	759
CONFIDENT AND NOT ABLE	404	349	28	18	10	404	364	40	68	336	121	171	109	404	101	128	94
	15%	15%	12%	15%	13%	15%	16%	11%	15%	15%	22% klm	14%	12%	15%	22% op	12%	12%
CONFIDENT AND ABLE	1894	1600	169	79	46	1894	1642	252	306	1588	297	857	738	1894	275	777	581
	71%	71%	74% d	67%	65%	71% d	71%	71%	68%	71%	54%	71% j	81% jkm	71% j	61%	75% n	77% n
NOT CONFIDENT AND NOT ABLE	115	100	7	4	4	115	97	19	17	98	55	45	8	115	25	37	17
	4%	4%	3%	4%	6%	4%	4%	5%	4%	4%	10% klm	4% l	1% l	4% l	6% p	4%	2%
NOT CONFIDENT AND ABLE	267	216	23	17	12	267	225	42	62	205	81	129	55	267	50	90	66
	10%	10%	10% a	14% a	16% abe	10%	10%	12%	14% i	9% i	15% lm	11% l	6% l	10% l	11%	9% l	9% l

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2733	461	1449	765	2733	976	1555	1641	926
Effective Weighted Sample	1920	330	1036	519	1920	672	1107	1148	669
Total	2680	506	1417	702	2680	899	1580	1533	1010
CONFIDENT AND NOT ABLE	404	101	180	108	404	159	193	198	169
	15%	20%	13%	15%	15%	18%	12%	13%	17%
		bd				f			g
CONFIDENT AND ABLE	1894	354	1037	478	1894	592	1199	1099	725
	71%	70%	73%	68%	71%	66%	76%	72%	72%
			c				e		
NOT CONFIDENT AND NOT ABLE	115	21	46	39	115	39	53	63	39
	4%	4%	3%	6%	4%	4%	3%	4%	4%
			b						
NOT CONFIDENT AND ABLE	267	30	153	77	267	108	135	173	77
	10%	6%	11%	11%	10%	12%	9%	11%	8%
			a	a	a	f		h	

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

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

**IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter/ X, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Using 'cookies' to collect information about the websites people visit or what products and services interest them	2097	188	380	354	377	385	413	2097	994	1087	624	693	397	373	1317	770	2097
	68%	51%	66%	67%	69%	76%	74%	68%	67%	69%	70%	76%	62%	61%	73%	61%	68%
			a	a	a	abcdg	abcg	a			lmo	jlmp			lmop		lmo
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1755	163	315	308	350	287	333	1755	870	871	548	563	332	307	1112	639	1755
	57%	44%	55%	58%	64%	57%	59%	57%	59%	55%	62%	61%	52%	50%	62%	51%	57%
			a	a	abg	a	a	a			lmop	lmop			lmop		lmo
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1740	174	319	318	325	292	311	1740	852	875	555	546	345	286	1101	631	1740
	56%	47%	56%	60%	59%	58%	56%	56%	57%	55%	62%	60%	54%	47%	61%	50%	56%
			a	a	a	a	a	a			lmop	mo	m		lmop		mo
Using apps on smartphones to collect data on users' locations or what products and services interest them	1739	171	336	312	323	295	303	1739	861	865	540	561	339	297	1101	635	1739
	56%	46%	58%	59%	59%	58%	54%	56%	58%	55%	61%	61%	53%	48%	61%	51%	56%
			a	a	a	a	a	a			lmop	lmop			lmop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter/ X, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2743	315	541	482	476	456	474	2743	1351	1367	831	827	575	497	1658	1072	2743
	89%	85%	94%	91%	86%	90%	85%	89%	91%	87%	94%	90%	89%	81%	92%	85%	89%
			adefg	af		f		f	i		klmop	mo	mo		mop	m	mo
TOTAL - AWARE OF ALL OF THESE WAYS	1009	71	158	176	216	176	211	1009	489	513	332	348	161	166	680	327	1009
	33%	19%	28%	33%	39%	35%	38%	33%	33%	33%	37%	38%	25%	27%	38%	26%	33%
			a	a	abg	ab	abg	a			lmop	lmop			lmop		lmo
Not aware of any of these/ Not aware that companies collect information about what people do online	85	7	6	12	15	16	28	85	36	48	16	18	19	32	34	50	85
	3%	2%	1%	2%	3%	3%	5%	3%	2%	3%	2%	2%	3%	5%	2%	4%	3%
						b	abcg	b						jknp		jkn	
Don't know	265	49	28	37	60	35	57	265	97	162	41	72	49	84	113	134	265
	9%	13%	5%	7%	11%	7%	10%	9%	7%	10%	5%	8%	8%	14%	6%	11%	9%
		bceg			b		b	b		h		j	j	jklnp		jn	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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**IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter/ X, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Using 'cookies' to collect information about the websites people visit or what products and services interest them	2097 68%	1767 68%	180 69%	98 71%	52 67%	2097 68%	1789 67%	308 73%	285 54%	1812 71% h	384 52%	939 69% j	767 82% jkm	2097 68% j	288 57%	835 71% n	677 78% no
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1755 57%	1499 57%	136 52%	78 56%	42 54%	1755 57%	1498 56%	257 61%	223 42%	1532 60% h	285 39%	775 57% j	688 74% jkm	1755 57% j	223 44%	706 60% n	594 69% no
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1740 56%	1452 55%	154 59%	87 62% a	47 61%	1740 56%	1490 56%	250 59%	229 44%	1511 59% h	286 39%	753 55% j	694 74% jkm	1740 56% j	230 46%	688 58% n	566 65% no
Using apps on smartphones to collect data on users' locations or what products and services interest them	1739 56%	1461 56%	155 60%	81 58%	42 54%	1739 56%	1495 56%	244 58%	261 50%	1478 58% h	274 37%	777 57% j	683 73% jkm	1739 56% j	230 46%	693 59% n	566 65% no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2743	2314	238	121	70	2743	2375	368	435	2309	572	1254	907	2743	437	1080	813
	89%	88%	92%	87%	91%	89%	89%	87%	83%	90%	77%	92%	97%	89%	87%	91%	94%
										h		jm	jkm	j		n	n
TOTAL - AWARE OF ALL OF THESE WAYS	1009	852	82	50	25	1009	851	158	106	903	128	400	477	1009	103	401	376
	33%	33%	32%	36%	32%	33%	32%	37%	20%	35%	17%	29%	51%	33%	20%	34%	43%
										h		j	jkm	j		n	no
Not aware of any of these/ Not aware that companies collect information about what people do online	85	70	6	4	4	85	68	16	13	72	27	38	11	85	17	32	17
	3%	3%	2%	3%	5%	3%	3%	4%	2%	3%	4%	3%	1%	3%	3%	3%	2%
											l	l	l				
Don't know	265	233	16	13	3	265	226	39	79	187	142	71	18	265	51	71	35
	9%	9%	6%	10%	4%	9%	8%	9%	15%	7%	19%	5%	2%	9%	10%	6%	4%
		d		d		d			i		klm	l		kl	op		

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Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Using 'cookies' to collect information about the websites people visit or what products and services interest them	2097 68%	420 68%	1112 69%	535 68%	2097 68%	684 68%	1296 71%	1326 72% h	698 65%
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1755 57%	359 58%	934 58%	436 55%	1755 57%	578 57%	1080 59%	1096 60%	598 56%
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1740 56%	340 55%	918 57%	454 58%	1740 56%	581 58%	1053 58%	1060 58%	606 56%
Using apps on smartphones to collect data on users' locations or what products and services interest them	1739 56%	364 59%	894 56%	459 58%	1739 56%	580 57%	1058 58%	1056 57%	611 57%

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

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Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2743 89%	562 91%	1437 90%	701 89%	2743 89%	919 91%	1639 90%	1623 88%	993 92%
TOTAL - AWARE OF ALL OF THESE WAYS	1009 33%	209 34%	517 32%	267 34%	1009 33%	325 32%	640 35%	666 36%	311 29%
Not aware of any of these/ Not aware that companies collect information about what people do online	85 3%	19 3%	41 3%	24 3%	85 3%	25 2%	55 3%	57 3%	25 2%
Don't know	265 9%	40 6%	127 8%	64 8%	265 9%	66 7%	127 7%	159 9%	57 5%

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

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**IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, a telephone number etc). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if... (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
I can choose to opt-out at any point and they will stop using my data	1317	136	272	225	258	204	221	1317	622	682	404	430	250	225	835	475	1317
	43%	37%	47%	42%	47%	40%	40%	43%	42%	43%	46%	47%	39%	37%	46%	38%	43%
			af		af			a			lmo	lmo			lmop		mo
They are clear about how they will use my information	1255	149	274	215	224	189	204	1255	576	669	399	387	249	212	786	462	1255
	41%	40%	48%	40%	41%	37%	37%	41%	39%	42%	45%	42%	39%	35%	44%	37%	41%
			acefg								lmo	mo			mo		mo
They reassure me they will not share my information with other companies	1161	112	251	195	219	183	201	1161	540	610	355	355	245	201	710	446	1161
	38%	30%	44%	37%	40%	36%	36%	38%	36%	39%	40%	39%	38%	33%	39%	36%	38%
			acefg		a			a			m	m			m		m
They use it to send me relevant special offers/ discounts for products/ services they think I might like	910	117	184	167	168	153	121	910	450	454	299	275	179	152	574	332	910
	29%	32%	32%	31%	31%	30%	22%	29%	30%	29%	34%	30%	28%	25%	32%	26%	29%
		f	f	f	f	f		f			lmop				mo		m
They use it to show me adverts or information that might be more relevant to me	571	83	125	91	113	90	69	571	323	244	183	166	131	90	349	221	571
	18%	23%	22%	17%	20%	18%	12%	18%	22%	15%	21%	18%	20%	15%	19%	18%	18%
		f	f		f	f		f	i		m		m		m		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
I get a personalised service in return — like a weather update on my phone (based on my location)	538 17%	97 26%	148 26%	95 18%	95 17%	65 13%	38 7%	538 17%	317 21%	214 14%	181 20%	166 18%	119 19%	69 11%	347 19%	188 15%	538 17%
		cdefg	cdefg	f	f	f		ef	i		mo	m	m		mo	m	m
I get something like access to a free service in return — like access to their public WiFi network	536 17%	95 26%	136 24%	105 20%	95 17%	63 12%	42 7%	536 17%	283 19%	245 16%	194 22%	163 18%	100 16%	76 12%	357 20%	176 14%	536 17%
		defg	defg	ef	f	f		ef	i		lmop	mo			mo		mo
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2258 73%	308 83%	488 85%	396 74%	401 73%	332 66%	333 60%	2258 73%	1110 75%	1125 71%	675 76%	670 73%	503 78%	394 64%	1345 74%	898 71%	2258 73%
		cdefg	cdefg	ef	ef			ef			mo	m	mop		m	m	m
I am not happy for companies to collect and use my personal information	638 21%	25 7%	58 10%	102 19%	103 19%	142 28%	208 37%	638 21%	302 20%	330 21%	170 19%	203 22%	107 17%	157 26%	372 21%	264 21%	638 21%
				ab	ab	abcdg	abcdeg	ab				l		jlnop			
Don't know	197 6%	38 10%	29 5%	34 6%	46 8%	33 6%	18 3%	197 6%	73 5%	122 8%	44 5%	45 5%	32 5%	61 10%	89 5%	94 7%	197 6%
		bfg		f	f	f		f		h				jklnp		jkn	

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Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
I can choose to opt-out at any point and they will stop using my data	1317	1133	96	58	30	1317	1133	184	169	1148	184	576	554	1317	181	550	415
	43%	43%	37%	42%	39%	43%	42%	44%	32%	45%	25%	42%	59%	43%	36%	47%	48%
										h		j	jkm	j		n	n
They are clear about how they will use my information	1255	1072	100	56	26	1255	1079	176	178	1076	195	553	504	1255	183	516	394
	41%	41%	38%	41%	34%	41%	40%	42%	34%	42%	26%	41%	54%	41%	36%	44%	46%
		d			d					h		j	jkm	j		n	n
They reassure me they will not share my information with other companies	1161	985	90	55	30	1161	1010	150	158	1003	187	484	488	1161	179	490	350
	38%	38%	35%	40%	39%	38%	38%	36%	30%	39%	25%	36%	52%	38%	35%	41%	40%
										h		j	jkm	j			
They use it to send me relevant special offers/ discounts for products/ services they think I might like	910	767	78	40	25	910	789	121	131	779	102	404	402	910	142	376	277
	29%	29%	30%	29%	33%	29%	30%	29%	25%	30%	14%	30%	43%	29%	28%	32%	32%
										h		j	jkm	j			
They use it to show me adverts or information that might be more relevant to me	571	480	45	27	19	571	506	65	93	478	73	243	255	571	109	230	167
	18%	18%	17%	20%	24%	18%	19%	15%	18%	19%	10%	18%	27%	18%	22%	19%	19%
					ae							j	jkm	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
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Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
I get a personalised service in return — like a weather update on my phone (based on my location)	538 17%	455 17%	40 15%	28 20%	15 19%	538 17%	480 18%	58 14%	71 14%	466 18% h	60 8%	204 15% j	274 29% jkm	538 17% j	94 19%	223 19%	148 17%
I get something like access to a free service in return — like access to their public WiFi network	536 17%	464 18%	35 13%	23 16%	15 19%	536 17%	467 17%	69 16%	71 13%	465 18% h	58 8%	216 16% j	262 28% jkm	536 17% j	93 18%	205 17%	159 18%
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2258 73%	1920 73%	179 69%	100 72%	58 75%	2258 73%	1973 74% g	285 67%	358 68%	1900 74% h	448 60%	1019 75% j	785 84% jkm	2258 73% j	392 78%	905 76%	631 73%
I am not happy for companies to collect and use my personal information	638 21%	531 20%	63 24%	29 21%	15 20%	638 21%	524 20%	114 27% f	102 19%	536 21%	194 26% klm	290 21% l	134 14% l	638 21% l	80 16%	227 19%	206 24% no
Don't know	197 6%	166 6%	17 7%	10 7%	4 5%	197 6%	172 6%	25 6%	66 13% i	131 5%	100 13% klm	54 4% l	17 2%	197 6% kl	32 6% p	52 4%	28 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
I can choose to opt-out at any point and they will stop using my data	1317	274	718	307	1317	437	803	794	483
	43%	44%	45%	39%	43%	43%	44%	43%	45%
			c						
They are clear about how they will use my information	1255	231	694	309	1255	437	740	743	459
	41%	37%	43%	39%	41%	43%	41%	40%	43%
			a						
They reassure me they will not share my information with other companies	1161	218	631	293	1161	420	676	705	411
	38%	35%	39%	37%	38%	42%	37%	38%	38%
						f			
They use it to send me relevant special offers/ discounts for products/ services they think I might like	910	187	504	210	910	300	556	516	361
	29%	30%	31%	27%	29%	30%	31%	28%	34%
			c						g
They use it to show me adverts or information that might be more relevant to me	571	108	316	141	571	200	333	324	224
	18%	17%	20%	18%	18%	20%	18%	18%	21%

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

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

**IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, a telephone number etc). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if... (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
I get a personalised service in return — like a weather update on my phone (based on my location)	538 17%	126 20% c	289 18%	118 15%	538 17%	208 21% f	286 16%	287 16%	223 21% g
I get something like access to a free service in return — like access to their public WiFi network	536 17%	102 16%	290 18%	135 17%	536 17%	210 21% f	286 16%	290 16%	215 20% g
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2258 73%	452 73%	1218 76% c	544 69%	2258 73%	781 77% f	1310 72%	1276 69%	870 81% g
I am not happy for companies to collect and use my personal information	638 21%	137 22%	297 19%	196 25% bd	638 21%	183 18%	426 23% e	462 25% h	149 14%
Don't know	197 6%	31 5%	90 6%	49 6%	197 6%	46 5%	86 5%	100 5%	57 5%

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 29**

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

**IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Target advertising, information or other content at their users	1760	177	331	296	335	282	339	1760	852	896	543	583	345	281	1125	625	1760
	57%	48%	58%	56%	61%	56%	61%	57%	57%	57%	61%	64%	54%	46%	62%	50%	57%
		a	a	a	a	a	a	a			lmo	lmop	m		lmop		mo
Build up a profile of their users and what they like/ don't like	1460	138	262	244	254	268	293	1460	749	697	475	455	281	242	930	523	1460
	47%	37%	46%	46%	46%	53%	52%	47%	50%	44%	53%	50%	44%	39%	52%	42%	47%
			a	a	a	a	a	a	i		lmop	mo			lmop		mo
Track their online behaviour over time	1279	107	241	236	240	227	228	1279	668	602	417	402	239	215	819	454	1279
	41%	29%	42%	44%	44%	45%	41%	41%	45%	38%	47%	44%	37%	35%	45%	36%	41%
			a	a	a	a	a	a	i		lmop	lmo			lmop		mo
Personalise their experience when using the website/ app	1234	160	278	213	222	175	186	1234	633	594	396	402	236	194	799	429	1234
	40%	43%	48%	40%	40%	35%	33%	40%	43%	38%	45%	44%	37%	32%	44%	34%	40%
		ef	cdefg	f	f			f	i		lmop	lmo			lmop		mo
Sell users' information/ data to other companies	1141	93	178	198	201	212	260	1141	600	531	345	366	211	216	710	427	1141
	37%	25%	31%	37%	37%	42%	46%	37%	40%	34%	39%	40%	33%	35%	39%	34%	37%
				a	a	ab	abcdg	ab	i		l	lo			lo		
Influence users' opinions and behaviours	951	121	210	173	170	133	144	951	507	438	315	325	158	148	640	306	951
	31%	33%	37%	33%	31%	26%	26%	31%	34%	28%	35%	35%	25%	24%	35%	24%	31%
		f	efg	f				f	i		lmop	lmop			lmop		lmo
Tailor prices for products and services	904	90	175	180	171	146	144	904	506	394	282	286	187	147	568	334	904
	29%	24%	30%	34%	31%	29%	26%	29%	34%	25%	32%	31%	29%	24%	31%	27%	29%
				af					i		mo	m			mo		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Other reason(s)	13	1	4	-	1	2	6	13	9	4	5	2	3	3	7	5	13
	*%	*%	1%	-%	*%	*%	1%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%
							c										
ANY OF THESE APPLY	2726	324	533	465	478	445	482	2726	1350	1354	821	826	570	494	1648	1065	2726
	88%	87%	93%	87%	87%	88%	86%	88%	91%	86%	92%	90%	89%	81%	91%	85%	88%
			acdefg						i		lmop	mo	m		mop	m	mo
None of these reasons apply	124	10	10	27	26	16	35	124	59	62	33	33	22	36	66	58	124
	4%	3%	2%	5%	5%	3%	6%	4%	4%	4%	4%	4%	3%	6%	4%	5%	4%
				b	b		abeg	b						n			
Don't know	243	37	32	39	46	45	42	243	76	160	34	58	50	82	92	132	243
	8%	10%	6%	7%	8%	9%	8%	8%	5%	10%	4%	6%	8%	13%	5%	11%	8%
		b							h			j	jn	jklnp	jknp	jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Target advertising, information or other content at their users	1760 57%	1474 56%	161 62%	82 59%	44 57%	1760 57%	1502 56%	258 61%	233 44%	1528 60% h	295 40%	785 58% j	675 72% jkm	1760 57% j	223 44%	707 60% n	583 67% no
Build up a profile of their users and what they like/ don't like	1460 47%	1230 47%	124 48%	65 46%	42 54% ae	1460 47%	1249 47%	211 50%	202 38%	1258 49% h	219 30%	656 48% j	582 62% jkm	1460 47% j	207 41%	584 49% n	488 56% no
Track their online behaviour over time	1279 41%	1083 41%	110 42%	55 40%	30 39%	1279 41%	1080 40%	199 47% f	159 30%	1120 44% h	200 27%	572 42% j	502 54% jkm	1279 41% j	163 32%	514 43% n	440 51% no
Personalise their experience when using the website/ app	1234 40%	1035 40%	114 44%	54 39%	32 41%	1234 40%	1087 41%	147 35%	169 32%	1065 42% h	181 24%	527 39% j	525 56% jkm	1234 40% j	200 40%	478 40%	389 45%
Sell users' information/ data to other companies	1141 37%	955 36%	99 38%	57 41%	30 39%	1141 37%	960 36%	181 43% f	129 25%	1012 39% h	221 30%	503 37% j	412 44% jkm	1141 37% j	152 30%	464 39% n	373 43% n
Influence users' opinions and behaviours	951 31%	792 30%	91 35%	44 32%	25 32%	951 31%	826 31%	126 30%	125 24%	826 32% h	128 17%	406 30% j	414 44% jkm	951 31% j	128 25%	356 30%	333 39% no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Tailor prices for products and services	904	761	73	47	24	904	784	120	115	789	131	382	387	904	126	366	288
	29%	29%	28%	34%	31%	29%	29%	28%	22%	31%	18%	28%	41%	29%	25%	31%	33%
										h		j	jkm	j		n	n
Other reason(s)	13	13	-	-	-	13	13	-	3	10	1	3	4	13	2	7	2
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	1%	*%
ANY OF THESE APPLY	2726	2303	233	121	69	2726	2352	374	427	2299	564	1254	896	2726	443	1077	801
	88%	88%	90%	87%	90%	88%	88%	88%	81%	90%	76%	92%	96%	88%	88%	91%	93%
										h		jm	jkm	j		n	n
None of these reasons apply	124	106	10	5	3	124	106	18	27	97	57	37	15	124	17	46	27
	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%	8%	3%	2%	4%	3%	4%	3%
											klm			l			
Don't know	243	209	16	13	5	243	212	31	73	170	121	73	25	243	44	60	38
	8%	8%	6%	9%	6%	8%	8%	7%	14%	7%	16%	5%	3%	8%	9%	5%	4%
									i		klm	l		kl	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Target advertising, information or other content at their users	1760	339	989	410	1760	574	1099	1086	612
	57%	55%	62%	52%	57%	57%	60%	59%	57%
			acd		c				
Build up a profile of their users and what they like/ don't like	1460	310	787	343	1460	478	903	926	476
	47%	50%	49%	43%	47%	47%	50%	50%	44%
		c	c				h		
Track their online behaviour over time	1279	278	665	323	1279	450	747	789	447
	41%	45%	41%	41%	41%	45%	41%	43%	42%
Personalise their experience when using the website/ app	1234	242	689	290	1234	417	741	745	437
	40%	39%	43%	37%	40%	41%	41%	41%	41%
			c						
Sell users' information/ data to other companies	1141	248	582	304	1141	419	673	733	366
	37%	40%	36%	39%	37%	42%	37%	40%	34%
						f		h	
Influence users' opinions and behaviours	951	217	484	237	951	323	561	545	359
	31%	35%	30%	30%	31%	32%	31%	30%	33%
Tailor prices for products and services	904	191	473	227	904	316	523	547	321
	29%	31%	30%	29%	29%	31%	29%	30%	30%

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

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

**IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Other reason(s)	13	4	5	2	13	4	9	8	4
	%	1%	%	%	%	%	%	%	%
ANY OF THESE APPLY	2726	570	1444	674	2726	900	1647	1628	974
	88%	92%	90%	85%	88%	89%	90%	89%	91%
		cd	c						
None of these reasons apply	124	18	54	41	124	38	65	66	43
	4%	3%	3%	5%	4%	4%	4%	4%	4%
Don't know	243	32	106	74	243	73	110	143	58
	8%	5%	7%	9%	8%	7%	6%	8%	5%
				ab				h	

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

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

**IN66. Some apps and websites use online tools (sometimes called algorithms) to tailor what users are shown when they search online, or look at the latest news or use social media. These tools use details about what the user has previously looked at online and personal information like their age. Because of this, on the same apps and sites, one person will see different search results, news, and stories to other people. Before today, did you know that some apps and sites use information about their users to tailor the results shown? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Yes	2513	303	500	460	452	389	409	2513	1270	1219	772	769	508	443	1541	951	2513
	81%	82%	87%	87%	82%	77%	73%	81%	86%	77%	87%	84%	79%	72%	85%	76%	81%
		f	efg	efg	f			f	i		lmop	lmo	m		lmop		mo
No	580	67	75	71	98	118	150	580	215	358	116	148	135	170	264	304	580
	19%	18%	13%	13%	18%	23%	27%	19%	14%	23%	13%	16%	21%	28%	15%	24%	19%
					bc	abcdg	bc		h			jkn	jklnp		jknp	jn	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN66. Some apps and websites use online tools (sometimes called algorithms) to tailor what users are shown when they search online, or look at the latest news or use social media. These tools use details about what the user has previously looked at online and personal information like their age. Because of this, on the same apps and sites, one person will see different search results, news, and stories to other people. Before today, did you know that some apps and sites use information about their users to tailor the results shown? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Yes	2513	2127	206	118	62	2513	2185	328	393	2121	510	1137	850	2513	392	980	752
	81%	81%	79%	85%	81%	81%	82%	78%	75%	83%	69%	83%	91%	81%	78%	83%	87%
										h		j	jkm	j		n	no
No	580	490	54	21	15	580	485	95	133	446	231	226	85	580	112	203	113
	19%	19%	21%	15%	19%	19%	18%	22%	25%	17%	31%	17%	9%	19%	22%	17%	13%
									i		klm	l		l	op	p	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN66. Some apps and websites use online tools (sometimes called algorithms) to tailor what users are shown when they search online, or look at the latest news or use social media. These tools use details about what the user has previously looked at online and personal information like their age. Because of this, on the same apps and sites, one person will see different search results, news, and stories to other people. Before today, did you know that some apps and sites use information about their users to tailor the results shown? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Yes	2513	513	1319	629	2513	841	1482	1466	914
	81%	83%	82%	80%	81%	83%	81%	80%	85%
									g
No	580	107	286	159	580	169	340	372	162
	19%	17%	18%	20%	19%	17%	19%	20%	15%
								h	

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 31**

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

**IN67. To what extent do you agree or disagree with the following statement about this: 'I'm happy for apps and sites to use information they have collected about me to decide what to show me'(SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Strongly disagree	500 16%	26 7%	48 8%	76 14%	75 14%	107 21%	167 30%	500 16%	266 18%	233 15%	148 17%	144 16%	92 14%	112 18%	292 16%	204 16%	500 16%
Slightly disagree	625 20%	69 19%	123 21%	109 20%	115 21%	103 20%	106 19%	625 20%	270 18%	347 22%	180 20%	208 23%	126 20%	105 17%	387 21%	231 18%	625 20%
Neither agree nor disagree	947 31%	131 35%	155 27%	150 28%	170 31%	164 32%	176 31%	947 31%	413 28%	523 33%	216 24%	282 31%	229 36%	210 34%	498 28%	438 35%	947 31%
Slightly agree	721 23%	93 25%	167 29%	143 27%	139 25%	93 18%	86 15%	721 23%	380 26%	334 21%	233 26%	214 23%	153 24%	120 20%	447 25%	272 22%	721 23%
Strongly agree	239 8%	32 9%	78 14%	44 8%	40 7%	29 6%	16 3%	239 8%	136 9%	101 6%	95 11%	53 6%	43 7%	46 8%	148 8%	89 7%	239 8%
Don't know	61 2%	19 5%	3 *	9 2%	11 2%	11 2%	8 1%	61 2%	20 1%	39 2%	16 2%	17 2%	2 *	19 3%	33 2%	21 2%	61 2%
		bcdefg					b	b			l	l		l	l	l	l
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1125 36%	96 26%	171 30%	185 35%	190 35%	209 41%	273 49%	1125 36%	536 36%	579 37%	328 37%	352 38%	218 34%	218 36%	680 38%	435 35%	1125 36%
		a	a	ab	abcdeg	ab											
TOTAL AGREE	960 31%	125 34%	245 43%	187 35%	178 32%	122 24%	102 18%	960 31%	515 35%	435 28%	328 37%	267 29%	195 30%	166 27%	595 33%	361 29%	960 31%
		ef	acdefg	ef	ef	ef	ef	ef	i		klmop				mo		
TOTAL NEITHER/ DON'T KNOW	1008 33%	150 40%	158 28%	159 30%	181 33%	175 35%	184 33%	1008 33%	433 29%	562 36%	232 26%	299 33%	230 36%	229 37%	531 29%	459 37%	1008 33%
		bcdfg				b				h		j	jn	jnp		jnp	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN67. To what extent do you agree or disagree with the following statement about this: 'I'm happy for apps and sites to use information they have collected about me to decide what to show me'(SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Strongly disagree	500 16%	415 16%	52 20%	21 15%	13 16%	500 16%	428 16%	72 17%	94 18%	406 16%	147 20%	231 17%	105 11%	500 16%	74 15%	188 16%	149 17%
Slightly disagree	625 20%	527 20%	50 19%	31 23%	17 22%	625 20%	523 20%	102 24%	91 17%	535 21%	148 20%	274 20%	198 21%	625 20%	93 18%	255 22%	166 19%
Neither agree nor disagree	947 31%	815 31%	68 26%	41 29%	24 31%	947 31%	823 31%	124 29%	189 36%	758 30%	269 36%	416 31%	242 26%	947 31%	162 32%	335 28%	237 27%
Slightly agree	721 23%	604 23%	66 26%	32 23%	19 24%	721 23%	631 24%	90 21%	96 18%	625 24%	118 16%	324 24%	280 30%	721 23%	110 22%	306 26%	229 27%
Strongly agree	239 8%	204 8%	18 7%	11 8%	5 7%	239 8%	210 8%	29 7%	40 8%	199 8%	35 5%	99 7%	104 11%	239 8%	54 11%	90 8%	73 8%
Don't know	61 2%	52 2%	5 2%	4 3%	* *% d	61 2%	54 2%	7 2%	16 3%	44 2%	24 3%	20 1%	7 1%	61 2%	11 2%	9 1%	11 1%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1125 36%	942 36%	102 39%	52 37%	29 38%	1125 36%	952 36%	173 41%	185 35%	940 37%	295 40%	505 37%	303 32%	1125 36%	167 33%	443 37%	315 36%
TOTAL AGREE	960 31%	808 31%	85 33%	43 31%	24 31%	960 31%	841 31%	119 28%	136 26%	824 32%	153 21%	423 31%	384 41%	960 31%	164 32%	396 33%	302 35%
TOTAL NEITHER/ DON'T KNOW	1008 33%	867 33%	73 28%	44 32%	24 31%	1008 33%	877 33%	131 31%	205 39%	802 31%	293 40%	436 32%	249 27%	1008 33%	174 34%	344 29%	248 29%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN67. To what extent do you agree or disagree with the following statement about this: 'I'm happy for apps and sites to use information they have collected about me to decide what to show me'(SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Strongly disagree	500 16%	124 20%	220 14%	151 19%	500 16%	151 15%	320 18%	340 19%	138 13%
		b		b				h	
Slightly disagree	625 20%	119 19%	323 20%	174 22%	625 20%	221 22%	358 20%	367 20%	219 20%
Neither agree nor disagree	947 31%	172 28%	497 31%	232 29%	947 31%	286 28%	550 30%	569 31%	307 28%
Slightly agree	721 23%	125 20%	422 26%	169 21%	721 23%	239 24%	447 25%	421 23%	279 26%
			ac						
Strongly agree	239 8%	73 12%	115 7%	49 6%	239 8%	93 9%	127 7%	107 6%	121 11%
		bcd							g
Don't know	61 2%	8 1%	28 2%	14 2%	61 2%	19 2%	20 1%	33 2%	13 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	1125 36%	243 39%	543 34%	325 41%	1125 36%	372 37%	679 37%	708 38%	357 33%
				bd				h	
TOTAL AGREE	960 31%	198 32%	537 33%	217 28%	960 31%	332 33%	574 32%	528 29%	400 37%
			c						g
TOTAL NEITHER/ DON'T KNOW	1008 33%	179 29%	525 33%	246 31%	1008 33%	305 30%	569 31%	603 33%	320 30%

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

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

**IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	1372 44%	156 42%	279 49%	256 48%	244 44%	199 39%	238 43%	1372 44%	680 46%	685 43%	428 48%	437 48%	268 42%	233 38%	864 48%	501 40%	1372 44%
			e	e							lmo	mo			lmo		mo
Seen anything offensive or inappropriate online (FROM IN55)	971 31%	200 54%	265 46%	209 39%	123 22%	102 20%	72 13%	971 31%	466 31%	490 31%	320 36%	288 31%	198 31%	156 25%	608 34%	354 28%	971 31%
		bcdefg	defg	defg	f	f	def	def			mop	m			mo		m
Online contact from someone who was pretending to be someone else	585 19%	71 19%	152 27%	115 22%	86 16%	79 16%	81 15%	585 19%	314 21%	267 17%	218 25%	155 17%	114 18%	95 15%	373 21%	209 17%	585 19%
			adefg	def			f	f	i		klmop				mo		
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	542 18%	75 20%	147 26%	111 21%	82 15%	56 11%	71 13%	542 18%	273 18%	260 16%	196 22%	165 18%	102 16%	78 13%	361 20%	180 14%	542 18%
		ef	defg	def			ef	ef			lmop	m			mo		mo
Your email or social media account being hacked (someone accessing your account without your permission)	299 10%	40 11%	75 13%	68 13%	34 6%	46 9%	36 6%	299 10%	147 10%	149 9%	79 9%	84 9%	72 11%	64 10%	163 9%	135 11%	299 10%
		df	dfg	dfg			df	df									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 32**

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

**IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Any form of online bullying/ harassment/ trolling	251 8%	61 16% cdefg	69 12% defg	48 9% ef	34 6% f	21 4% f	17 3% f	251 8% ef	135 9% f	114 7% f	66 7% f	73 8% f	62 10% f	49 8% f	139 8% f	111 9% f	251 8% f
Lost money online (i.e. got scammed or ripped off)	242 8%	43 12% cdfg	65 11% dfg	39 7% f	29 5% f	38 7% f	28 5% f	242 8% f	132 9% f	109 7% f	84 9% f	66 7% f	38 6% f	53 9% f	150 8% f	91 7% f	242 8% f
A computer virus on any device you use to go online	220 7%	45 12% defg	68 12% defg	42 8% ef	32 6% f	15 3% f	19 3% f	220 7% ef	136 9% i	83 5% f	84 10% lmo	59 6% f	38 6% f	39 6% f	144 8% f	76 6% f	220 7% f
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	201 7%	47 13% cdefg	63 11% cdefg	37 7% ef	27 5% f	18 4% f	9 2% f	201 7% ef	119 8% i	80 5% f	68 8% m	50 5% f	60 9% kmp	23 4% f	119 7% m	83 7% m	201 7% m
Been threatened or stalked online	193 6%	40 11% defg	52 9% def	38 7% ef	28 5% f	17 3% f	20 4% f	193 6% ef	119 8% i	70 4% f	71 8% k	38 4% f	45 7% k	39 6% f	109 6% f	85 7% k	193 6% k
ANY OF THESE	2166 70%	311 84% cdefg	466 81% defg	406 76% defg	359 65% f	306 60% f	318 57% f	2166 70% ef	1077 73% i	1072 68% f	671 76% lmop	647 71% m	444 69% f	391 64% f	1318 73% mo	835 67% f	2166 70% mo
None of these	828 27%	47 13% a	94 16% a	112 21% a	174 32% abc	182 36% abcg	220 39% abcdg	828 27% abc	371 25% f	443 28% f	204 23% f	248 27% f	180 28% f	181 30% jn	452 25% f	361 29% j	828 27% j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f		MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Don't know	99	13	15	14	17	19	21	99	36	62	14	22	19	40	36	59	99
	3%	3%	3%	3%	3%	4%	4%	3%	2%	4%	2%	2%	3%	7%	2%	5%	3%
										h				jklnp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	1372 44%	1161 44%	111 43%	64 46%	36 47%	1372 44%	1189 45%	183 43%	186 35%	1186 46% h	170 23%	602 44% j	595 64% jkm	1372 44% j	209 42%	515 44%	470 54% no
Seen anything offensive or inappropriate online (FROM IN55)	971 31%	810 31%	85 33%	45 32%	31 40% ae	971 31%	854 32%	117 28%	172 33%	799 31%	158 21%	425 31% j	387 41% jkm	971 31% j	184 37% o	348 29%	273 32%
Online contact from someone who was pretending to be someone else	585 19%	495 19%	44 17%	28 20%	17 22%	585 19%	509 19%	76 18%	88 17%	497 19%	74 10%	252 19% j	256 27% jkm	585 19% j	94 19%	223 19%	178 21%
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	542 18%	462 18%	41 16%	23 16%	15 20%	542 18%	489 18% g	53 12%	77 15%	465 18%	58 8%	226 17% j	258 28% jkm	542 18% j	88 17%	178 15%	202 23% no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Your email or social media account being hacked (someone accessing your account without your permission)	299 10%	250 10%	27 10%	13 9%	9 12%	299 10%	268 10%	31 7%	49 9%	250 10%	41 5%	142 10%	117 12%	299 10%	60 12%	117 10%	71 8%
Any form of online bullying/ harassment/ trolling	251 8%	211 8%	21 8%	11 8%	6 8%	251 8%	217 8%	34 8%	54 10%	196 8%	51 7%	112 8%	88 9%	251 8%	50 10%	93 8%	59 7%
Lost money online (i.e. got scammed or ripped off)	242 8%	202 8%	17 7%	11 8%	12 15% abce	242 8%	210 8%	32 8%	54 10%	188 7%	35 5%	118 9%	88 9%	242 8%	48 10%	92 8%	65 7%
A computer virus on any device you use to go online	220 7%	187 7%	17 6%	9 6%	8 10%	220 7%	197 7%	24 6%	35 7%	185 7%	45 6%	104 8%	72 8%	220 7%	62 12%	78 7%	49 6%
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	201 7%	168 6%	18 7%	10 7%	6 7%	201 7%	186 7%	15 4%	36 7%	165 6%	37 5%	107 8%	57 6%	201 7%	47 9%	75 6%	47 5%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Been threatened or stalked online	193	157	18	10	8	193	175	19	37	156	39	94	59	193	43	71	44
	6%	6%	7%	7%	10%	6%	7%	4%	7%	6%	5%	7%	6%	6%	9%	6%	5%
					ae										p		
ANY OF THESE	2166	1814	190	99	63	2166	1902	264	340	1826	386	983	789	2166	377	812	644
	70%	69%	73%	71%	81%	70%	71%	62%	65%	71%	52%	72%	84%	70%	75%	69%	74%
					abce		g			h		j	jkm	j	o		o
None of these	828	718	64	33	13	828	682	146	159	669	304	355	141	828	103	346	210
	27%	27%	25%	24%	17%	27%	26%	34%	30%	26%	41%	26%	15%	27%	20%	29%	24%
		d	d	d		d		f			klm	l		l		np	
Don't know	99	85	6	7	1	99	86	13	27	72	51	25	5	99	24	25	11
	3%	3%	2%	5%	2%	3%	3%	3%	5%	3%	7%	2%	1%	3%	5%	2%	1%
									i		klm	l		kl	op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	1372	284	715	354	1372	490	801	815	503
	44%	46%	45%	45%	44%	48%	44%	44%	47%
						f			
Seen anything offensive or inappropriate online (FROM IN55)	971	211	487	250	971	390	503	489	427
	31%	34%	30%	32%	31%	39%	28%	27%	40%
						f			g
Online contact from someone who was pretending to be someone else	585	134	274	167	585	230	314	320	240
	19%	22%	17%	21%	19%	23%	17%	17%	22%
		b		b		f			g
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	542	119	290	125	542	202	299	286	220
	18%	19%	18%	16%	18%	20%	16%	16%	20%
						f			g

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

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

**IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Your email or social media account being hacked (someone accessing your account without your permission)	299 10%	54 9%	155 10%	77 10%	299 10%	125 12% f	156 9%	145 8%	141 13% g
Any form of online bullying/ harassment/ trolling	251 8%	51 8%	128 8%	63 8%	251 8%	126 12% f	105 6%	129 7%	104 10% g
Lost money online (i.e. got scammed or ripped off)	242 8%	50 8%	114 7%	73 9%	242 8%	107 11% f	120 7%	125 7%	99 9%
A computer virus on any device you use to go online	220 7%	52 8%	111 7%	52 7%	220 7%	111 11% f	88 5%	98 5%	109 10% g
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	201 7%	58 9% bd	92 6%	48 6%	201 7%	94 9% f	85 5%	90 5%	103 10% g

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

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

**IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Been threatened or stalked online	193	56	81	48	193	85	82	101	76
	6%	9%	5%	6%	6%	8%	5%	5%	7%
		bd				f			
ANY OF THESE	2166	459	1107	555	2166	788	1218	1229	831
	70%	74%	69%	70%	70%	78%	67%	67%	77%
						f			g
None of these	828	145	452	208	828	202	564	545	229
	27%	23%	28%	26%	27%	20%	31%	30%	21%
							e	h	
Don't know	99	16	46	26	99	20	40	64	16
	3%	3%	3%	3%	3%	2%	2%	3%	2%
								h	

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

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

**IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Yes	971	200	265	209	123	102	72	971	466	490	320	288	198	156	608	354	971
	31%	54%	46%	39%	22%	20%	13%	31%	31%	31%	36%	31%	31%	25%	34%	28%	31%
		bcdefg	defg	defg	f	f		def			mop	m			mo		m
No	1757	121	219	263	350	349	455	1757	887	861	487	519	372	368	1006	739	1757
	57%	33%	38%	49%	64%	69%	81%	57%	60%	55%	55%	57%	58%	60%	56%	59%	57%
				ab	abcg	abcg	abcddeg	abc	i								
Don't know	327	43	87	50	66	53	28	327	116	208	75	100	64	80	176	144	327
	11%	11%	15%	9%	12%	11%	5%	11%	8%	13%	8%	11%	10%	13%	10%	11%	11%
		f	cfg	f	f	f		f		h				jn			
Prefer not to say	39	7	5	10	11	2	4	39	16	18	7	10	10	9	16	19	39
	1%	2%	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (SINGLE CODE)**

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Yes	971	810	85	45	31	971	854	117	172	799	158	425	387	971	184	348	273
	31%	31%	33%	32%	40%	31%	32%	28%	33%	31%	21%	31%	41%	31%	37%	29%	32%
					ae							j	jkm	j	o		
No	1757	1487	151	80	38	1757	1492	265	274	1483	474	793	450	1757	272	719	513
	57%	57%	58%	57%	50%	57%	56%	63%	52%	58%	64%	58%	48%	57%	54%	61%	59%
		d			d			f		h	klm	l		l		n	
Don't know	327	287	20	13	6	327	286	41	70	257	95	133	91	327	44	112	73
	11%	11%	8%	10%	8%	11%	11%	10%	13%	10%	13%	10%	10%	11%	9%	9%	8%
Prefer not to say	39	33	3	1	2	39	37	1	11	28	14	13	7	39	5	4	7
	1%	1%	1%	1%	2%	1%	1%	*%	2%	1%	2%	1%	1%	1%	1%	*%	1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Yes	971	211	487	250	971	390	503	489	427
	31%	34%	30%	32%	31%	39%	28%	27%	40%
No	1757	363	936	427	1757	521	1128	1155	534
	57%	59%	58%	54%	57%	52%	62%	63%	50%
Don't know	327	41	171	97	327	92	179	180	107
	11%	7%	11%	12%	11%	9%	10%	10%	10%
Prefer not to say	39	5	10	15	39	6	13	14	8
	1%	1%	1%	2%	1%	1%	1%	1%	1%

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

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

**IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Yes, aware of report or flagging function	1998	293	452	393	358	270	233	1998	994	978	625	613	408	336	1238	744	1998
	65%	79%	79%	74%	65%	53%	42%	65%	67%	62%	70%	67%	63%	55%	69%	59%	65%
		defg	defg	defg	ef	f		ef	i		lmop	mo	m		mop		mo
No, not aware of report or flagging function	888	47	101	109	159	189	283	888	400	485	232	252	189	211	484	400	888
	29%	13%	18%	20%	29%	37%	51%	29%	27%	31%	26%	28%	29%	34%	27%	32%	29%
			a	abc	abcdg	abcdeg	abc							jknp		jn	
Don't know	208	31	22	30	34	48	43	208	91	114	31	52	46	65	83	111	208
	7%	8%	4%	6%	6%	9%	8%	7%	6%	7%	4%	6%	7%	11%	5%	9%	7%
		b				bc	b	b					jn	jknp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Yes, aware of report or flagging function	1998	1691	164	90	53	1998	1742	256	324	1674	364	911	716	1998	329	764	594
	65%	65%	63%	65%	68%	65%	65%	60%	62%	65%	49%	67%	77%	65%	65%	65%	69%
												j	lkm	j			
No, not aware of report or flagging function	888	743	83	40	20	888	746	142	151	736	285	379	200	888	137	357	236
	29%	28%	32%	29%	26%	29%	28%	33%	29%	29%	39%	28%	21%	29%	27%	30%	27%
											klm	l	l	l			
Don't know	208	183	12	8	4	208	182	26	51	157	91	73	20	208	39	62	36
	7%	7%	5%	6%	6%	7%	7%	6%	10%	6%	12%	5%	2%	7%	8%	5%	4%
									i		klm	l	l	l	p		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Yes, aware of report or flagging function	1998	410	1052	493	1998	665	1173	1105	782
	65%	66%	66%	62%	65%	66%	64%	60%	73%
									g
No, not aware of report or flagging function	888	176	460	239	888	293	545	607	243
	29%	28%	29%	30%	29%	29%	30%	33%	23%
								h	
Don't know	208	34	93	57	208	51	104	126	51
	7%	6%	6%	7%	7%	5%	6%	7%	5%

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

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

**IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE)**

Base : All respondents aware of the reporting function that have seen offensive or inappropriate content

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	865	216	217	211	91	72	58	865	398	450	270	248	161	178	518	339	865
Effective Weighted Sample	600	153	160	154	60	47	37	600	280	312	190	169	121	123	358	239	600
Total	820	180	236	181	102	73	48	820	408	399	279	241	168	126	519	294	820
Yes	588	123	191	120	**	**	**	588	299	277	209	158	127	89	367	216	588
	72%	68%	81%	66%	**	**	**	72%	73%	70%	75%	66%	75%	71%	73%	72%	
			acg														
No	219	55	42	56	**	**	**	219	104	113	65	81	38	34	146	71	219
	27%	31%	18%	31%	**	**	**	27%	25%	28%	23%	34%	22%	27%	28%	24%	27%
		b		b				b				jlo					
Don't know	13	2	2	5	**	**	**	13	5	8	5	1	4	3	6	7	13
	2%	1%	1%	3%	**	**	**	2%	1%	2%	2%	1%	2%	3%	1%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE)**

Base : All respondents aware of the reporting function that have seen offensive or inappropriate content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	d	e	f	~g	h	i	j	k	l	m	n	o	p
Unweighted total	865	576	93	94	102	865	769	96	133	732	113	380	372	865	160	308	242
Effective Weighted Sample	600	461	65	78	85	600	537	64	93	508	77	264	263	600	108	207	176
Total	820	683	73	39	25	820	724	96	139	681	125	358	337	820	155	296	240
Yes	588	490	**	**	16	588	514	**	98	490	94	256	238	588	111	223	165
	72%	72%	**	**	65%	72%	71%	**	71%	72%	75%	71%	71%	72%	72%	75%	69%
No	219	184	**	**	8	219	199	**	39	180	31	92	97	219	42	69	71
	27%	27%	**	**	31%	27%	27%	**	28%	26%	24%	26%	29%	27%	27%	23%	30%
Don't know	13	9	**	**	1	13	11	**	2	11	1	10	2	13	1	4	4
	2%	1%	**	**	4%	2%	2%	**	1%	2%	*%	3%	1%	2%	1%	1%	2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE)**

Base : All respondents aware of the reporting function that have seen offensive or inappropriate content

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	865	175	424	245	865	376	425	462	345
Effective Weighted Sample	600	120	304	165	600	260	293	317	250
Total	820	188	410	206	820	337	419	403	374
Yes	588	146	294	136	588	258	283	291	263
	72%	78%	72%	66%	72%	76%	68%	72%	70%
		c				f			
No	219	40	110	66	219	73	131	105	106
	27%	21%	27%	32%	27%	22%	31%	26%	28%
				a			e		
Don't know	13	2	6	5	13	7	5	7	5
	2%	1%	1%	2%	2%	2%	1%	2%	1%

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

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

**SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	588	123	191	120	73	46	35	588	299	277	209	158	127	89	367	216	588
	19%	33%	33%	23%	13%	9%	6%	19%	20%	18%	24%	17%	20%	15%	20%	17%	19%
		cdefg	cdefg	def	f			def			kmop		m		m		m
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	232	57	45	61	29	27	13	232	109	121	70	83	41	37	152	78	232
	8%	15%	8%	11%	5%	5%	2%	8%	7%	8%	8%	9%	6%	6%	8%	6%	8%
		bdefg	f	defg	f	f		f				o					
AWARE OF REPORT FUNCTION AND NOT SEEN OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1177	113	216	212	255	197	185	1177	585	579	346	373	240	210	719	450	1177
	38%	30%	38%	40%	46%	39%	33%	38%	39%	37%	39%	41%	37%	34%	40%	36%	38%
		a	a	af	abefg	a		a				m			m		
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	151	20	29	28	20	29	24	151	58	91	41	48	30	29	88	59	151
	5%	5%	5%	5%	4%	6%	4%	5%	4%	6%	5%	5%	5%	5%	5%	5%	5%
										h							
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	945	58	94	110	172	207	303	945	433	508	222	256	205	247	479	452	945
	31%	16%	16%	21%	31%	41%	54%	31%	29%	32%	25%	28%	32%	40%	27%	36%	31%
					abc	abcdg	abcdeg	abc					jn	jklnp		jknp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN h	WOMAN i	AB j	C1 k	C2 l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
TOTAL AWARE OF REPORT FUNCTION	1998	293	452	393	358	270	233	1998	994	978	625	613	408	336	1238	744	1998
	65%	79%	79%	74%	65%	53%	42%	65%	67%	62%	70%	67%	63%	55%	69%	59%	65%
		defg	defg	defg	ef	f	ef	ef	i		lmop	mo	m		mop		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	588 19%	490 19%	55 21%	27 20%	16 21%	588 19%	514 19%	74 17%	98 19%	490 19%	94 13%	256 19% j	238 25% jkm	588 19% j	111 22%	223 19%	165 19%
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	232 8%	193 7%	19 7%	12 8%	9 11% ae	232 8%	210 8%	22 5%	41 8%	191 7%	31 4%	102 7% j	99 11% jkm	232 8% j	44 9%	73 6%	75 9%
AWARE OF REPORT FUNCTION AND NOT SEEN OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1177 38%	1008 38%	91 35%	51 37%	28 36%	1177 38%	1018 38%	159 38%	185 35%	993 39%	239 32%	553 41% j	379 40% j	1177 38% j	174 35%	468 40%	354 41%
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	151 5%	126 5%	12 4%	6 4%	6 8% ae	151 5%	130 5%	20 5%	33 6%	118 5%	33 4%	67 5%	50 5%	151 5%	29 6%	52 4%	33 4%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	945	800	84	43	18	945	797	147	169	775	344	385	170	945	146	367	238
	31%	31%	32%	31%	24%	31%	30%	35%	32%	30%	46%	28%	18%	31%	29%	31%	28%
		d	d			d					klm	l		l			
TOTAL AWARE OF REPORT FUNCTION	1998	1691	164	90	53	1998	1742	256	324	1674	364	911	716	1998	329	764	594
	65%	65%	63%	65%	68%	65%	65%	60%	62%	65%	49%	67%	77%	65%	65%	65%	69%
												j	jkm	j			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	588 19%	146 23% bcd	294 18%	136 17%	588 19%	258 26% f	283 16%	291 16%	263 24% g
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	232 8%	42 7%	116 7%	70 9%	232 8%	80 8%	136 7%	112 6%	111 10% g
AWARE OF REPORT FUNCTION AND NOT SEEN OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1177 38%	223 36%	641 40%	287 36%	1177 38%	328 32%	754 41% e	702 38%	409 38%
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	151 5%	24 4%	77 5%	44 6%	151 5%	53 5%	84 5%	86 5%	54 5%

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

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

**SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	945 31%	186 30%	476 30%	251 32%	945 31%	291 29%	564 31%	646 35% h	239 22%
TOTAL AWARE OF REPORT FUNCTION	1998 65%	410 66%	1052 66%	493 62%	1998 65%	665 66%	1173 64%	1105 60%	782 73% g

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

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

**SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT**

Base : All respondents that have seen offensive or inappropriate content

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1028	237	241	251	111	99	89	1028	458	549	312	293	192	220	605	412	1028
Effective Weighted Sample	713	168	180	180	74	65	58	713	324	379	217	201	143	156	418	291	713
Total	971	200	265	209	123	102	72	971	466	490	320	288	198	156	608	354	971
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	588	123	191	120	73	**	**	588	299	277	209	158	127	89	367	216	588
	61%	61%	72%	57%	60%	**	**	61%	64%	57%	65%	55%	64%	57%	60%	61%	61%
			acg						i		k						
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	232	57	45	61	29	**	**	232	109	121	70	83	41	37	152	78	232
	24%	29%	17%	29%	24%	**	**	24%	23%	25%	22%	29%	21%	24%	25%	22%	24%
		b		b				b									
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	151	20	29	28	20	**	**	151	58	91	41	48	30	29	88	59	151
	16%	10%	11%	14%	17%	**	**	16%	12%	19%	13%	16%	15%	19%	15%	17%	16%
										h							
TOTAL AWARE OF REPORT FUNCTION	820	180	236	181	102	**	**	820	408	399	279	241	168	126	519	294	820
	84%	90%	89%	86%	83%	**	**	84%	88%	81%	87%	84%	85%	81%	85%	83%	84%
									i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT**

Base : All respondents that have seen offensive or inappropriate content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1028	685	109	109	125	1028	905	123	168	860	150	454	423	1028	192	364	281
Effective Weighted Sample	713	548	77	90	103	713	632	82	117	596	102	315	298	713	130	246	201
Total	971	810	85	45	31	971	854	117	172	799	158	425	387	971	184	348	273
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	588	490	55	27	16	588	514	74	98	490	94	256	238	588	111	223	165
	61%	61%	64%	60%	52%	61%	60%	63%	57%	61%	60%	60%	62%	61%	60%	64%	60%
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	232	193	19	12	9	232	210	22	41	191	31	102	99	232	44	73	75
	24%	24%	22%	26%	28%	24%	25%	19%	24%	24%	20%	24%	26%	24%	24%	21%	27%
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	151	126	12	6	6	151	130	20	33	118	33	67	50	151	29	52	33
	16%	16%	14%	14%	20%	16%	15%	17%	19%	15%	21%	16%	13%	16%	16%	15%	12%
TOTAL AWARE OF REPORT FUNCTION	820	683	73	39	25	820	724	96	139	681	125	358	337	820	155	296	240
	84%	84%	86%	86%	80%	84%	85%	83%	81%	85%	79%	84%	87%	84%	84%	85%	88%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT**

Base : All respondents that have seen offensive or inappropriate content

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1028	195	513	294	1028	443	509	560	397
Effective Weighted Sample	713	134	368	198	713	305	355	383	287
Total	971	211	487	250	971	390	503	489	427
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	588	146	294	136	588	258	283	291	263
	61%	69%	60%	54%	61%	66%	56%	59%	61%
		c				f			
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	232	42	116	70	232	80	136	112	111
	24%	20%	24%	28%	24%	20%	27%	23%	26%
							e		
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	151	24	77	44	151	53	84	86	54
	16%	11%	16%	18%	16%	14%	17%	18%	13%
TOTAL AWARE OF REPORT FUNCTION	820	188	410	206	820	337	419	403	374
	84%	89%	84%	82%	84%	86%	83%	82%	87%

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

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

**IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/ apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Yes	2680	333	548	497	498	417	389	2680	1248	1405	776	810	561	510	1586	1071	2680
	87%	90%	95%	93%	91%	82%	69%	87%	84%	89%	87%	88%	87%	83%	88%	85%	87%
		ef	adefg	efg	efg	f		ef		h	m	m		m		m	
No	358	20	23	28	41	81	164	358	214	140	103	90	75	83	193	158	358
	12%	5%	4%	5%	7%	16%	29%	12%	14%	9%	12%	10%	12%	14%	11%	13%	12%
				b	abcdg	abcdeg	abcd		i				k				
Don't know	55	19	4	7	11	9	7	55	22	32	9	17	7	20	26	27	55
	2%	5%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	3%	1%	2%	2%
		bcdefg											jinp				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/ apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE)**

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Yes	2680	2265	227	117	71	2680	2328	352	454	2226	554	1202	910	2680	451	1032	759
	87%	87%	87%	84%	92%	87%	87%	83%	86%	87%	75%	88%	97%	87%	89%	87%	88%
					ace							j	jkm	j			
No	358	308	28	17	5	358	297	61	49	309	152	150	23	358	47	137	96
	12%	12%	11%	12%	7%	12%	11%	14%	9%	12%	21%	11%	2%	12%	9%	12%	11%
		d		d		d					klm	l	l				
Don't know	55	44	5	5	1	55	45	10	24	32	34	11	2	55	6	15	10
	2%	2%	2%	4%	1%	2%	2%	2%	4%	1%	5%	1%	*%	2%	1%	1%	1%
				ad					i		klm			kl			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/ apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Yes	2680	506	1417	702	2680	899	1580	1533	1010
	87%	82%	88%	89%	87%	89%	87%	83%	94%
			a	a	a				g
No	358	101	173	72	358	98	220	273	56
	12%	16%	11%	9%	12%	10%	12%	15%	5%
		bcd						h	
Don't know	55	13	16	15	55	14	22	33	10
	2%	2%	1%	2%	2%	1%	1%	2%	1%

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

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

**SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	414	480	571	444	400	424	2733	1200	1502	756	750	518	686	1506	1204	2733
Effective Weighted Sample	1920	296	359	400	323	279	287	1920	859	1043	535	530	391	478	1064	850	1920
Total	2680	333	548	497	498	417	389	2680	1248	1405	776	810	561	510	1586	1071	2680
Yes	245	37	83	51	42	14	18	245	145	98	87	41	64	50	129	115	245
	9%	11%	15%	10%	8%	3%	5%	9%	12%	7%	11%	5%	11%	10%	8%	11%	9%
		ef	cdefg	ef	e			ef	i		kn		kn	k	k	k	k
No	2060	281	438	390	371	307	272	2060	938	1103	595	656	418	373	1252	791	2060
	77%	85%	80%	79%	75%	74%	70%	77%	75%	78%	77%	81%	74%	73%	79%	74%	77%
		defg	f	f				f				lmop			mo		
Don't know	375	14	26	55	85	96	99	375	165	205	93	112	79	86	206	165	375
	14%	4%	5%	11%	17%	23%	25%	14%	13%	15%	12%	14%	14%	17%	13%	15%	14%
				ab	abc	abcb	abcdg	ab						jn			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	1874	293	274	292	2733	2381	352	426	2307	526	1240	955	2733	458	1057	749
Effective Weighted Sample	1920	1504	208	220	241	1920	1676	244	302	1619	360	877	679	1920	320	729	544
Total	2680	2265	227	117	71	2680	2328	352	454	2226	554	1202	910	2680	451	1032	759
Yes	245	215	17	6	7	245	229	16	52	193	65	113	65	245	76	88	51
	9%	9%	8%	5%	10%	9%	10%	4%	11%	9%	12%	9%	7%	9%	17%	9%	7%
		c			c	c	g				l				op		
No	2060	1725	180	97	58	2060	1792	268	348	1712	369	912	772	2060	321	794	613
	77%	76%	79%	83%	82%	77%	77%	76%	77%	77%	66%	76%	85%	77%	71%	77%	81%
			ae									j	jkm	j		n	n
Don't know	375	325	29	14	6	375	307	68	54	321	120	178	73	375	55	149	95
	14%	14%	13%	12%	8%	14%	13%	19%	12%	14%	22%	15%	8%	14%	12%	14%	13%
		d				d		f			klm	l		l			

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2733	461	1449	765	2733	976	1555	1641	926
Effective Weighted Sample	1920	330	1036	519	1920	672	1107	1148	669
Total	2680	506	1417	702	2680	899	1580	1533	1010
Yes	245	86	121	29	245	89	121	81	146
	9%	17%	9%	4%	9%	10%	8%	5%	14%
		bcd	c		c				g
No	2060	356	1085	581	2060	698	1223	1188	776
	77%	70%	77%	83%	77%	78%	77%	77%	77%
			a	abd	a				
Don't know	375	65	211	91	375	111	237	264	88
	14%	13%	15%	13%	14%	12%	15%	17%	9%
								h	

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

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

**SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents who use social media apps or sites

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	414	480	571	444	400	424	2733	1200	1502	756	750	518	686	1506	1204	2733
Effective Weighted Sample	1920	296	359	400	323	279	287	1920	859	1043	535	530	391	478	1064	850	1920
Total	2680	333	548	497	498	417	389	2680	1248	1405	776	810	561	510	1586	1071	2680
CONFIDENT AND NOT ABLE	451	34	85	85	104	70	73	451	243	201	138	112	111	86	250	196	451
	17%	10%	16%	17%	21%	17%	19%	17%	19%	14%	18%	14%	20%	17%	16%	18%	17%
		a	a	a	a	a	a	a	i			k		k			
CONFIDENT AND ABLE	1631	212	364	317	309	228	201	1631	785	828	493	536	328	261	1030	588	1631
	61%	64%	66%	64%	62%	55%	52%	61%	63%	59%	64%	66%	58%	51%	65%	55%	61%
		ef	efg	ef	f		f	f	mo	lmop	m		lmop		mo		mo
NOT CONFIDENT AND NOT ABLE	170	17	24	22	23	40	43	170	67	102	42	41	33	51	84	83	170
	6%	5%	4%	4%	5%	10%	11%	6%	5%	7%	5%	5%	6%	10%	5%	8%	6%
					abcdg	abcdg							jklnp		n		
NOT CONFIDENT AND ABLE	429	69	75	74	63	78	71	429	154	274	102	120	90	112	222	203	429
	16%	21%	14%	15%	13%	19%	18%	16%	12%	20%	13%	15%	16%	22%	14%	19%	16%
		bcdg			d	d			h			jklnp		jkln			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	1874	293	274	292	2733	2381	352	426	2307	526	1240	955	2733	458	1057	749
Effective Weighted Sample	1920	1504	208	220	241	1920	1676	244	302	1619	360	877	679	1920	320	729	544
Total	2680	2265	227	117	71	2680	2328	352	454	2226	554	1202	910	2680	451	1032	759
CONFIDENT AND NOT ABLE	451	394	34	13	9	451	398	53	72	378	125	205	120	451	87	176	123
	17%	17%	15%	11%	12%	17%	17%	15%	16%	17%	23%	17%	13%	17%	19%	17%	16%
		cd				c					klm	l		l			
CONFIDENT AND ABLE	1631	1363	149	74	44	1631	1426	205	263	1368	264	716	648	1631	239	624	517
	61%	60%	66%	63%	62%	61%	61%	58%	58%	61%	48%	60%	71%	61%	53%	61%	68%
												j	jkm	j		n	no
NOT CONFIDENT AND NOT ABLE	170	146	12	7	4	170	139	31	34	136	61	86	18	170	43	61	24
	6%	6%	5%	6%	6%	6%	6%	9%	7%	6%	11%	7%	2%	6%	10%	6%	3%
											klm	l		l	op	p	
NOT CONFIDENT AND ABLE	429	361	30	23	14	429	365	64	84	345	105	196	123	429	82	170	96
	16%	16%	13%	20%	20%	16%	16%	18%	19%	15%	19%	16%	14%	16%	18%	16%	13%
											l				p		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY**

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2733	461	1449	765	2733	976	1555	1641	926
Effective Weighted Sample	1920	330	1036	519	1920	672	1107	1148	669
Total	2680	506	1417	702	2680	899	1580	1533	1010
CONFIDENT AND NOT ABLE	451	123	241	77	451	145	260	237	187
	17%	24%	17%	11%	17%	16%	16%	15%	18%
		bcd	c		c				
CONFIDENT AND ABLE	1631	296	862	446	1631	528	1000	931	624
	61%	59%	61%	64%	61%	59%	63%	61%	62%
NOT CONFIDENT AND NOT ABLE	170	27	91	44	170	56	97	108	48
	6%	5%	6%	6%	6%	6%	6%	7%	5%
								h	
NOT CONFIDENT AND ABLE	429	59	222	134	429	170	223	257	151
	16%	12%	16%	19%	16%	19%	14%	17%	15%
				a	a	f			

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

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

**SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~k	~l	~m	n	o	p
Significance Level: 95%																	
Unweighted total	212	33	60	50	33	14	22	212	123	86	68	37	52	52	105	104	212
Effective Weighted Sample	155	26	47	37	25	10	11	155	90	62	51	26	42	36	76	77	155
Total	245	37	83	51	42	14	18	245	145	98	87	41	64	50	129	115	245
PROFILE PICTURE (IMAGE)	76	**	**	**	**	**	**	76	48	**	**	**	**	**	41	34	76
	31%	**	**	**	**	**	**	31%	33%	**	**	**	**	**	32%	30%	31%
POSTED PHOTO 2 (IMAGE)	66	**	**	**	**	**	**	66	30	**	**	**	**	**	35	30	66
	27%	**	**	**	**	**	**	27%	21%	**	**	**	**	**	27%	26%	27%
DESCRIPTION UNDER BIOGRAPHY (TEXT)	53	**	**	**	**	**	**	53	31	**	**	**	**	**	28	25	53
	21%	**	**	**	**	**	**	21%	21%	**	**	**	**	**	22%	22%	21%
POSTED PHOTO 1 (IMAGE)	49	**	**	**	**	**	**	49	28	**	**	**	**	**	29	21	49
	20%	**	**	**	**	**	**	20%	19%	**	**	**	**	**	22%	18%	20%
DETAIL IN BIOGRAPHY (TEXT)	48	**	**	**	**	**	**	48	32	**	**	**	**	**	29	20	48
	20%	**	**	**	**	**	**	20%	22%	**	**	**	**	**	22%	17%	20%
NUMBER OF FOLLOWERS (COUNT)	46	**	**	**	**	**	**	46	27	**	**	**	**	**	32	13	46
	19%	**	**	**	**	**	**	19%	19%	**	**	**	**	**	25%	12%	19%
															o		
POSTED PHOTO 3 (IMAGE)	44	**	**	**	**	**	**	44	27	**	**	**	**	**	29	16	44
	18%	**	**	**	**	**	**	18%	19%	**	**	**	**	**	22%	14%	18%
NUMBER FOLLOWING (COUNT)	38	**	**	**	**	**	**	38	21	**	**	**	**	**	27	11	38
	15%	**	**	**	**	**	**	15%	15%	**	**	**	**	**	21%	9%	15%
															o		
NUMBER OF POSTS (COUNT)	34	**	**	**	**	**	**	34	23	**	**	**	**	**	23	11	34
	14%	**	**	**	**	**	**	14%	16%	**	**	**	**	**	18%	9%	14%
NAME IN BIOGRAPHY (TEXT)	32	**	**	**	**	**	**	32	23	**	**	**	**	**	19	13	32
	13%	**	**	**	**	**	**	13%	16%	**	**	**	**	**	15%	11%	13%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE							GENDER			SEG					
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN h	WOMAN ~i	AB ~j	C1 ~k	C2 ~l	DE ~m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	212	33	60	50	33	14	22	212	123	86	68	37	52	52	105	104	212
Effective Weighted Sample	155	26	47	37	25	10	11	155	90	62	51	26	42	36	76	77	155
Total	245	37	83	51	42	14	18	245	145	98	87	41	64	50	129	115	245
CLICK TO FOLLOW BUTTON (BUTTON)	28 12%	**	**	**	**	**	**	28 12%	19 13%	**	**	**	**	**	16 12%	13 11%	28 12%
CLICK TO MESSAGE BUTTON (BUTTON)	18 7%	**	**	**	**	**	**	18 7%	11 8%	**	**	**	**	**	12 10%	6 5%	18 7%
PROFILE USERNAME (TEXT)	18 7%	**	**	**	**	**	**	18 7%	12 8%	**	**	**	**	**	10 8%	8 7%	18 7%
LINK IN DESCRIPTION (TEXT)	17 7%	**	**	**	**	**	**	17 7%	10 7%	**	**	**	**	**	11 9%	5 5%	17 7%
CLICK TO VIEW GRID BUTTON (BUTTON)	5 2%	**	**	**	**	**	**	5 2%	3 2%	**	**	**	**	**	3 3%	2 2%	5 2%
TAGS (BUTTON)	5 2%	**	**	**	**	**	**	5 2%	3 2%	**	**	**	**	**	5 4%	- -%	5 2%
<b>SUMMARY</b>																	
ANY IMAGE	133 54%	**	**	**	**	**	**	133 54%	76 52%	**	**	**	**	**	70 55%	62 54%	133 54%
ANY TEXT	109 44%	**	**	**	**	**	**	109 44%	67 46%	**	**	**	**	**	57 44%	51 45%	109 44%
ANY COUNT	60 24%	**	**	**	**	**	**	60 24%	32 22%	**	**	**	**	**	42 33%	17 15%	60 24%
ANY BUTTON	34 14%	**	**	**	**	**	**	34 14%	20 14%	**	**	**	**	**	20 16%	14 12%	34 14%
Mean number of features chosen	2.4	**	**	**	**	**	**	2.4	2.4	**	**	**	**	**	2.7 o	2.0	2.4

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~k	~l	~m	n	o	p
Significance Level: 95%		**	**	**	**	**	**	2.63	2.86	**	**	**	**	**	3.04	2.06	2.63
Standard deviation	2.63	**	**	**	**	**	**	.18	.26	**	**	**	**	**	.30	.20	.18
Standard error	.18	**	**	**	**	**	**	.18	.26	**	**	**	**	**	.30	.20	.18

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	212	156	16	13	27	212	194	18	41	171	51	104	56	212	58	85	43
Effective Weighted Sample	155	129	12	11	20	155	142	13	32	122	38	75	41	155	43	60	33
Total	245	215	17	6	7	245	229	16	52	193	65	113	65	245	76	88	51
PROFILE PICTURE (IMAGE)	76 31%	65 30%	** **	** **	** **	76 31%	73 32%	** **	** **	55 29%	** **	38 34%	** **	76 31%	** **	** **	** **
POSTED PHOTO 2 (IMAGE)	66 27%	57 27%	** **	** **	** **	66 27%	59 26%	** **	** **	48 25%	** **	37 33%	** **	66 27%	** **	** **	** **
DESCRIPTION UNDER BIOGRAPHY (TEXT)	53 21%	50 23%	** **	** **	** **	53 21%	49 21%	** **	** **	45 23%	** **	30 26%	** **	53 21%	** **	** **	** **
POSTED PHOTO 1 (IMAGE)	49 20%	42 19%	** **	** **	** **	49 20%	48 21%	** **	** **	36 19%	** **	27 24%	** **	49 20%	** **	** **	** **
DETAIL IN BIOGRAPHY (TEXT)	48 20%	42 19%	** **	** **	** **	48 20%	45 19%	** **	** **	35 18%	** **	23 20%	** **	48 20%	** **	** **	** **
NUMBER OF FOLLOWERS (COUNT)	46 19%	40 19%	** **	** **	** **	46 19%	41 18%	** **	** **	33 17%	** **	20 18%	** **	46 19%	** **	** **	** **
POSTED PHOTO 3 (IMAGE)	44 18%	39 18%	** **	** **	** **	44 18%	43 19%	** **	** **	35 18%	** **	25 22%	** **	44 18%	** **	** **	** **
NUMBER FOLLOWING (COUNT)	38 15%	34 16%	** **	** **	** **	38 15%	35 15%	** **	** **	31 16%	** **	18 16%	** **	38 15%	** **	** **	** **
NUMBER OF POSTS (COUNT)	34 14%	31 14%	** **	** **	** **	34 14%	31 13%	** **	** **	27 14%	** **	18 16%	** **	34 14%	** **	** **	** **
NAME IN BIOGRAPHY (TEXT)	32 13%	29 13%	** **	** **	** **	32 13%	30 13%	** **	** **	20 10%	** **	14 13%	** **	32 13%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) ~j	MEDIUM (5-8) k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY ~o	LEAST ~p
Significance Level: 95%																	
Unweighted total	212	156	16	13	27	212	194	18	41	171	51	104	56	212	58	85	43
Effective Weighted Sample	155	129	12	11	20	155	142	13	32	122	38	75	41	155	43	60	33
Total	245	215	17	6	7	245	229	16	52	193	65	113	65	245	76	88	51
CLICK TO FOLLOW BUTTON (BUTTON)	28 12%	24 11%	** **	** **	** **	28 12%	28 12%	** **	** **	18 9%	** **	20 18%	** **	28 12%	** **	** **	** **
CLICK TO MESSAGE BUTTON (BUTTON)	18 7%	15 7%	** **	** **	** **	18 7%	18 8%	** **	** **	9 5%	** **	12 11%	** **	18 7%	** **	** **	** **
PROFILE USERNAME (TEXT)	18 7%	15 7%	** **	** **	** **	18 7%	17 8%	** **	** **	8 4%	** **	12 11%	** **	18 7%	** **	** **	** **
LINK IN DESCRIPTION (TEXT)	17 7%	13 6%	** **	** **	** **	17 7%	14 6%	** **	** **	13 6%	** **	11 10%	** **	17 7%	** **	** **	** **
CLICK TO VIEW GRID BUTTON (BUTTON)	5 2%	5 2%	** **	** **	** **	5 2%	5 2%	** **	** **	2 1%	** **	5 5%	** **	5 2%	** **	** **	** **
TAGS (BUTTON)	5 2%	5 2%	** **	** **	** **	5 2%	5 2%	** **	** **	3 1%	** **	3 2%	** **	5 2%	** **	** **	** **
<b>SUMMARY</b>																	
ANY IMAGE	133 54%	116 54%	** **	** **	** **	133 54%	126 55%	** **	** **	102 53%	** **	68 60%	** **	133 54%	** **	** **	** **
ANY TEXT	109 44%	97 45%	** **	** **	** **	109 44%	99 43%	** **	** **	83 43%	** **	56 50%	** **	109 44%	** **	** **	** **
ANY COUNT	60 24%	52 24%	** **	** **	** **	60 24%	54 24%	** **	** **	47 24%	** **	23 20%	** **	60 24%	** **	** **	** **
ANY BUTTON	34 14%	28 13%	** **	** **	** **	34 14%	33 14%	** **	** **	21 11%	** **	22 19%	** **	34 14%	** **	** **	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	~j	k	~l	m	~n	~o	~p
Mean number of features chosen	2.4	2.4	**	**	**	2.4	2.4	**	**	2.2	**	2.8	**	2.4	**	**	**
Standard deviation	2.63	2.67	**	**	**	2.63	2.69	**	**	2.29	**	3.29	**	2.63	**	**	**
Standard error	.18	.21	**	**	**	.18	.19	**	**	.18	**	.32	**	.18	**	**	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	~c	d	~e	f	~g	h
Unweighted total	212	71	101	33	212	84	102	83	112
Effective Weighted Sample	155	52	76	22	155	60	76	54	89
Total	245	86	121	29	245	89	121	81	146
PROFILE PICTURE (IMAGE)	76	**	31	**	76	**	41	**	42
	31%	**	26%	**	31%	**	34%	**	29%
POSTED PHOTO 2 (IMAGE)	66	**	31	**	66	**	33	**	44
	27%	**	26%	**	27%	**	28%	**	30%
DESCRIPTION UNDER BIOGRAPHY (TEXT)	53	**	17	**	53	**	28	**	32
	21%	**	14%	**	21%	**	23%	**	22%
POSTED PHOTO 1 (IMAGE)	49	**	28	**	49	**	28	**	33
	20%	**	23%	**	20%	**	23%	**	23%
DETAIL IN BIOGRAPHY (TEXT)	48	**	24	**	48	**	25	**	31
	20%	**	20%	**	20%	**	20%	**	21%
NUMBER OF FOLLOWERS (COUNT)	46	**	26	**	46	**	23	**	29
	19%	**	22%	**	19%	**	19%	**	20%
POSTED PHOTO 3 (IMAGE)	44	**	24	**	44	**	22	**	30
	18%	**	20%	**	18%	**	19%	**	20%
NUMBER FOLLOWING (COUNT)	38	**	22	**	38	**	25	**	26
	15%	**	18%	**	15%	**	21%	**	17%
NUMBER OF POSTS (COUNT)	34	**	17	**	34	**	20	**	22
	14%	**	14%	**	14%	**	16%	**	15%
NAME IN BIOGRAPHY (TEXT)	32	**	14	**	32	**	19	**	23
	13%	**	11%	**	13%	**	16%	**	16%

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

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

**SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	~c	d	~e	f	~g	h
Unweighted total	212	71	101	33	212	84	102	83	112
Effective Weighted Sample	155	52	76	22	155	60	76	54	89
Total	245	86	121	29	245	89	121	81	146
CLICK TO FOLLOW BUTTON (BUTTON)	28	**	13	**	28	**	12	**	20
	12%	**	10%	**	12%	**	10%	**	14%
CLICK TO MESSAGE BUTTON (BUTTON)	18	**	6	**	18	**	9	**	15
	7%	**	5%	**	7%	**	7%	**	10%
PROFILE USERNAME (TEXT)	18	**	8	**	18	**	12	**	11
	7%	**	6%	**	7%	**	10%	**	7%
LINK IN DESCRIPTION (TEXT)	17	**	4	**	17	**	10	**	12
	7%	**	3%	**	7%	**	8%	**	8%
CLICK TO VIEW GRID BUTTON (BUTTON)	5	**	2	**	5	**	5	**	5
	2%	**	1%	**	2%	**	4%	**	3%
TAGS (BUTTON)	5	**	1	**	5	**	4	**	4
	2%	**	*%	**	2%	**	3%	**	3%
<b>SUMMARY</b>									
ANY IMAGE	133	**	63	**	133	**	66	**	81
	54%	**	52%	**	54%	**	54%	**	55%
ANY TEXT	109	**	45	**	109	**	60	**	68
	44%	**	37%	**	44%	**	50%	**	47%
ANY COUNT	60	**	36	**	60	**	32	**	37
	24%	**	29%	**	24%	**	26%	**	25%
ANY BUTTON	34	**	14	**	34	**	15	**	24
	14%	**	11%	**	14%	**	13%	**	16%

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

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

**SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		~a	b	~c	d	~e	f	~g	h
Significance Level: 95%		**		**		**		**	
Mean number of features chosen	2.4	**	2.2	**	2.4	**	2.6	**	2.6
Standard deviation	2.63	**	2.33	**	2.63	**	3.27	**	2.95
Standard error	.18	**	.23	**	.18	**	.32	**	.28

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 42**

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

**SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2167	364	397	466	336	302	302	2167	925	1217	603	621	398	529	1224	927	2167
Effective Weighted Sample	1514	260	296	325	245	206	206	1514	659	843	422	439	297	375	860	653	1514
Total	2060	281	438	390	371	307	272	2060	938	1103	595	656	418	373	1252	791	2060
DESCRIPTION UNDER BIOGRAPHY (TEXT)	1434	232	345	294	246	172	143	1434	608	813	425	482	266	245	907	511	1434
	70%	83%	79%	75%	66%	56%	53%	70%	65%	74%	71%	73%	64%	66%	72%	65%	70%
		cdefg	defg	defg	ef			ef		h	lo	lmo			lmo		lo
LINK IN DESCRIPTION (TEXT)	1165	195	279	223	191	150	126	1165	523	631	310	408	236	202	718	437	1165
	57%	69%	64%	57%	52%	49%	46%	57%	56%	57%	52%	62%	56%	54%	57%	55%	57%
		cdefg	defg	f				ef				jmop					
NUMBER FOLLOWING (COUNT)	615	145	184	98	99	49	40	615	256	354	181	217	119	92	398	210	615
	30%	52%	42%	25%	27%	16%	15%	30%	27%	32%	30%	33%	28%	25%	32%	27%	30%
		bcdefg	cdefg	ef	ef			ef		h		mo			mo		m
NUMBER OF FOLLOWERS (COUNT)	585	125	190	117	82	49	22	585	229	348	184	183	133	77	367	210	585
	28%	44%	43%	30%	22%	16%	8%	28%	24%	32%	31%	28%	32%	21%	29%	27%	28%
		cdefg	cdefg	def	f	f		def		h	m	m	m		m	m	m
PROFILE USERNAME (TEXT)	541	100	180	103	82	45	31	541	235	299	179	195	94	69	374	163	541
	26%	36%	41%	26%	22%	15%	12%	26%	25%	27%	30%	30%	22%	19%	30%	21%	26%
		cdefg	cdefg	ef	f			ef			lmo	lmo			lmo		mo
POSTED PHOTO 3 (IMAGE)	287	51	90	58	41	27	20	287	134	151	84	91	56	51	175	107	287
	14%	18%	21%	15%	11%	9%	7%	14%	14%	14%	14%	14%	13%	14%	14%	14%	14%
		def	defg	ef				ef									
POSTED PHOTO 1 (IMAGE)	273	50	79	64	42	23	15	273	132	140	83	88	50	46	172	96	273
	13%	18%	18%	16%	11%	7%	6%	13%	14%	13%	14%	13%	12%	12%	14%	12%	13%
		def	defg	ef	f			ef									
POSTED PHOTO 2 (IMAGE)	259	47	70	54	39	26	24	259	119	137	83	78	47	49	161	96	259
	13%	17%	16%	14%	10%	9%	9%	13%	13%	12%	14%	12%	11%	13%	13%	12%	13%
		def	ef														
DETAIL IN BIOGRAPHY (TEXT)	227	25	42	42	51	33	33	227	101	122	61	69	47	47	131	94	227
	11%	9%	10%	11%	14%	11%	12%	11%	11%	11%	10%	11%	11%	13%	10%	12%	11%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 42**

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

**SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2167	364	397	466	336	302	302	2167	925	1217	603	621	398	529	1224	927	2167
Effective Weighted Sample	1514	260	296	325	245	206	206	1514	659	843	422	439	297	375	860	653	1514
Total	2060	281	438	390	371	307	272	2060	938	1103	595	656	418	373	1252	791	2060
PROFILE PICTURE (IMAGE)	208	27	49	39	45	28	19	208	111	96	59	58	63	29	117	91	208
	10%	10%	11%	10%	12%	9%	7%	10%	12%	9%	10%	9%	15%	8%	9%	12%	10%
									i				jkmp		m		
NUMBER OF POSTS (COUNT)	128	33	31	26	24	6	8	128	59	67	46	38	28	17	84	44	128
	6%	12%	7%	7%	6%	2%	3%	6%	6%	6%	8%	6%	7%	4%	7%	6%	6%
		cdefg	e	e	e			e									
NAME IN BIOGRAPHY (TEXT)	70	7	10	11	19	8	15	70	36	33	21	20	15	13	42	28	70
	3%	2%	2%	3%	5%	2%	5%	3%	4%	3%	4%	3%	4%	3%	3%	4%	3%
CLICK TO FOLLOW BUTTON (BUTTON)	22	*	6	3	1	3	9	22	10	12	6	5	6	5	11	11	22
	1%	*%	1%	1%	*%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							acd										
CLICK TO MESSAGE BUTTON (BUTTON)	14	2	2	5	*	*	4	14	9	4	8	2	*	3	10	3	14
	1%	1%	1%	1%	*%	*%	2%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%
CLICK TO VIEW GRID BUTTON (BUTTON)	7	-	5	-	*	-	1	7	2	4	-	3	3	1	3	3	7
	*%	-%	1%	-%	*%	-%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%
TAGS (BUTTON)	3	1	-	2	-	*	-	3	*	2	-	2	*	*	2	1	3
	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
<b>SUMMARY</b>																	
ANY TEXT	1863	265	400	354	342	258	245	1863	834	1013	542	611	358	336	1153	694	1863
	90%	94%	91%	91%	92%	84%	90%	90%	89%	92%	91%	93%	86%	90%	92%	88%	90%
		eg	e	e	e			e			l	lo			lo		l
ANY COUNT	868	181	258	170	133	75	51	868	354	503	267	288	181	122	556	302	868
	42%	64%	59%	44%	36%	25%	19%	42%	38%	46%	45%	44%	43%	33%	44%	38%	42%
		cdefg	cdefg	ef	ef			ef		h	mo	m	m		mo		m

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2167	364	397	466	336	302	302	2167	925	1217	603	621	398	529	1224	927	2167
Effective Weighted Sample	1514	260	296	325	245	206	206	1514	659	843	422	439	297	375	860	653	1514
Total	2060	281	438	390	371	307	272	2060	938	1103	595	656	418	373	1252	791	2060
ANY IMAGE	529	74	145	102	88	66	53	529	253	272	157	153	124	90	310	214	529
	26%	26%	33%	26%	24%	22%	19%	26%	27%	25%	26%	23%	30%	24%	25%	27%	26%
			defg				f										
ANY BUTTON	34	3	8	9	1	3	10	34	18	16	11	12	6	5	23	12	34
	2%	1%	2%	2%	*%	1%	4%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%
				d			dg										
Mean number of features chosen	2.8	3.7	3.6	2.9	2.6	2.0	1.9	2.8	2.7	2.9	2.9	3.0	2.8	2.5	2.9	2.7	2.8
		cdefg	cdefg	def	ef			def		h	mo	mo	m		mo		mo
Standard deviation	1.94	2.15	2.06	1.92	1.73	1.37	1.45	1.94	1.90	1.98	1.97	1.98	1.88	1.89	1.98	1.89	1.94
Standard error	.04	.11	.10	.09	.09	.08	.08	.04	.06	.06	.08	.08	.09	.08	.06	.06	.04

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 42**

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

**SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2167	1459	237	229	242	2167	1889	278	340	1827	364	965	830	2167	348	819	622
Effective Weighted Sample	1514	1170	169	183	203	1514	1321	193	239	1277	241	683	590	1514	243	567	446
Total	2060	1725	180	97	58	2060	1792	268	348	1712	369	912	772	2060	321	794	613
DESCRIPTION UNDER BIOGRAPHY (TEXT)	1434	1188	131	74	41	1434	1249	185	235	1199	227	617	586	1434	227	530	435
	70%	69%	73%	76% a	70%	70%	70%	69%	68%	70%	62%	68%	76% jkm	70% j	71%	67%	71%
LINK IN DESCRIPTION (TEXT)	1165	968	105	56	36	1165	1025	140	194	971	165	514	482	1165	170	428	363
	57%	56%	58%	57%	62%	57%	57%	52%	56%	57%	45%	56% j	62% jkm	57% j	53%	54%	59%
NUMBER FOLLOWING (COUNT)	615	508	62	28	17	615	536	80	107	508	72	255	288	615	90	227	184
	30%	29%	34%	29%	29%	30%	30%	30%	31%	30%	20%	28% j	37% jkm	30% j	28%	29%	30%
NUMBER OF FOLLOWERS (COUNT)	585	496	47	24	18	585	520	64	102	483	59	244	281	585	95	213	182
	28%	29%	26%	25%	31%	28%	29%	24%	29%	28%	16%	27% j	36% jkm	28% j	30%	27%	30%
PROFILE USERNAME (TEXT)	541	440	50	34	17	541	485	56	72	469	53	217	271	541	78	188	181
	26%	25%	28%	35% ae	29%	26%	27%	21%	21%	27% h	14%	24% j	35% jkm	26% j	24%	24%	29% o
POSTED PHOTO 3 (IMAGE)	287	240	22	17	8	287	256	31	45	242	34	126	125	287	46	93	87
	14%	14%	12%	18%	14%	14%	14%	12%	13%	14%	9%	14%	16% j	14% j	14%	12%	14%
POSTED PHOTO 1 (IMAGE)	273	221	24	19	9	273	241	32	41	232	28	118	125	273	47	93	82
	13%	13%	13%	20% ae	15%	13%	13%	12%	12%	14%	8%	13% j	16% j	13% j	15%	12%	13%
POSTED PHOTO 2 (IMAGE)	259	208	27	16	9	259	232	27	38	221	41	101	116	259	34	89	81
	13%	12%	15%	16%	16%	13%	13%	10%	11%	13%	11%	11%	15% k	13%	11%	11%	13%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 42**

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

**SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2167	1459	237	229	242	2167	1889	278	340	1827	364	965	830	2167	348	819	622
Effective Weighted Sample	1514	1170	169	183	203	1514	1321	193	239	1277	241	683	590	1514	243	567	446
Total	2060	1725	180	97	58	2060	1792	268	348	1712	369	912	772	2060	321	794	613
DETAIL IN BIOGRAPHY (TEXT)	227 11%	190 11%	15 8%	14 14%	8 14%	227 11%	194 11%	32 12%	40 12%	187 11%	39 11%	95 10%	92 12%	227 11%	45 14%	84 11%	64 10%
PROFILE PICTURE (IMAGE)	208 10%	176 10%	20 11%	7 7%	5 9%	208 10%	185 10%	23 9%	36 10%	172 10%	17 5%	99 11%	93 12%	208 10%	28 9%	77 10%	64 10%
NUMBER OF POSTS (COUNT)	128 6%	102 6%	18 10%	6 6%	3 5%	128 6%	118 7%	11 4%	23 7%	105 6%	21 6%	48 5%	60 8%	128 6%	26 8%	52 6%	29 5%
NAME IN BIOGRAPHY (TEXT)	70 3%	62 4%	3 1%	4 4%	2 3%	70 3%	59 3%	11 4%	12 3%	58 3%	10 3%	36 4%	23 3%	70 3%	11 3%	28 4%	23 4%
CLICK TO FOLLOW BUTTON (BUTTON)	22 1%	20 1%	1 1%	* *%	* *%	22 1%	17 1%	5 2%	1 *%	20 1%	9 2%	4 *%	8 1%	22 1%	6 2%	3 *%	9 2%
CLICK TO MESSAGE BUTTON (BUTTON)	14 1%	11 1%	3 1%	- -%	* *%	14 1%	11 1%	3 1%	- -%	14 1%	3 1%	2 *%	8 1%	14 1%	1 *%	2 *%	8 1%
CLICK TO VIEW GRID BUTTON (BUTTON)	7 *%	6 *%	- -%	* *%	- -%	7 *%	7 *%	- -%	- -%	7 *%	4 1%	3 *%	- -%	7 *%	3 1%	* *%	- -%
TAGS (BUTTON)	3 *%	2 *%	- -%	* *%	* *%	3 *%	3 *%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	3 *%	- -%	* *%	2 *%
<b>SUMMARY</b>																	
ANY TEXT	1863 90%	1555 90%	164 91%	90 92%	54 93%	1863 90%	1618 90%	245 91%	302 87%	1560 91%	318 86%	818 90%	721 93%	1863 90%	287 89%	712 90%	566 92%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2167	1459	237	229	242	2167	1889	278	340	1827	364	965	830	2167	348	819	622
Effective Weighted Sample	1514	1170	169	183	203	1514	1321	193	239	1277	241	683	590	1514	243	567	446
Total	2060	1725	180	97	58	2060	1792	268	348	1712	369	912	772	2060	321	794	613
ANY COUNT	868	722	82	39	26	868	761	108	151	717	99	364	405	868	130	323	262
	42%	42%	45%	40%	45%	42%	42%	40%	44%	42%	27%	40%	52%	42%	41%	41%	43%
ANY IMAGE	529	445	45	25	14	529	466	63	85	445	69	238	219	529	80	189	158
	26%	26%	25%	26%	24%	26%	26%	24%	24%	26%	19%	26%	28%	26%	25%	24%	26%
ANY BUTTON	34	31	3	1	*	34	29	5	3	32	12	9	12	34	7	4	15
	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%	1%	3%
Mean number of features chosen	2.8	2.8	2.9	3.1	3.0	2.8	2.9	2.6	2.7	2.9	2.1	2.7	3.3	2.8	2.8	2.7	2.9
							g					j	jkm	j			o
Standard deviation	1.94	1.91	2.09	2.10	2.09	1.94	1.98	1.67	1.93	1.95	1.61	1.88	2.03	1.94	1.96	1.84	1.98
Standard error	.04	.05	.14	.14	.13	.04	.05	.10	.10	.05	.08	.06	.07	.04	.11	.06	.08

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	2167	334	1157	633	2167	782	1235	1305	732
Effective Weighted Sample	1514	234	828	427	1514	538	873	914	522
Total	2060	356	1085	581	2060	698	1223	1188	776
DESCRIPTION UNDER BIOGRAPHY (TEXT)	1434	233	759	403	1434	502	833	821	541
	70%	66%	70%	69%	70%	72%	68%	69%	70%
LINK IN DESCRIPTION (TEXT)	1165	181	637	321	1165	378	712	670	436
	57%	51%	59%	55%	57%	54%	58%	56%	56%
			a						
NUMBER FOLLOWING (COUNT)	615	93	345	165	615	225	353	344	239
	30%	26%	32%	28%	30%	32%	29%	29%	31%
NUMBER OF FOLLOWERS (COUNT)	585	78	325	174	585	213	331	303	251
	28%	22%	30%	30%	28%	31%	27%	26%	32%
			a	a	a				g
PROFILE USERNAME (TEXT)	541	94	295	138	541	185	323	305	213
	26%	26%	27%	24%	26%	27%	26%	26%	27%
POSTED PHOTO 3 (IMAGE)	287	41	152	85	287	109	146	144	124
	14%	12%	14%	15%	14%	16%	12%	12%	16%
						f			g
POSTED PHOTO 1 (IMAGE)	273	39	144	81	273	104	138	139	115
	13%	11%	13%	14%	13%	15%	11%	12%	15%
POSTED PHOTO 2 (IMAGE)	259	39	135	77	259	102	132	133	108
	13%	11%	12%	13%	13%	15%	11%	11%	14%
						f			
DETAIL IN BIOGRAPHY (TEXT)	227	32	112	80	227	81	132	139	80
	11%	9%	10%	14%	11%	12%	11%	12%	10%

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

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

**SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	2167	334	1157	633	2167	782	1235	1305	732
Effective Weighted Sample	1514	234	828	427	1514	538	873	914	522
Total	2060	356	1085	581	2060	698	1223	1188	776
PROFILE PICTURE (IMAGE)	208	32	113	62	208	72	114	112	88
	10%	9%	10%	11%	10%	10%	9%	9%	11%
NUMBER OF POSTS (COUNT)	128	23	63	38	128	47	62	58	63
	6%	6%	6%	7%	6%	7%	5%	5%	8%
									g
NAME IN BIOGRAPHY (TEXT)	70	12	34	23	70	29	37	45	23
	3%	4%	3%	4%	3%	4%	3%	4%	3%
CLICK TO FOLLOW BUTTON (BUTTON)	22	4	14	4	22	11	9	12	9
	1%	1%	1%	1%	1%	2%	1%	1%	1%
CLICK TO MESSAGE BUTTON (BUTTON)	14	5	6	3	14	10	1	6	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%
						f			
CLICK TO VIEW GRID BUTTON (BUTTON)	7	1	5	*	7	3	3	4	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%
TAGS (BUTTON)	3	-	3	-	3	*	2	1	1
	*%	-%	*%	-%	*%	*%	*%	*%	*%
<b>SUMMARY</b>									
ANY TEXT	1863	316	977	531	1863	629	1113	1081	696
	90%	89%	90%	91%	90%	90%	91%	91%	90%
ANY COUNT	868	134	470	247	868	311	493	452	368
	42%	38%	43%	43%	42%	45%	40%	38%	47%
									g

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

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

**SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	2167	334	1157	633	2167	782	1235	1305	732
Effective Weighted Sample	1514	234	828	427	1514	538	873	914	522
Total	2060	356	1085	581	2060	698	1223	1188	776
ANY IMAGE	529	86	285	147	529	193	282	273	227
	26%	24%	26%	25%	26%	28%	23%	23%	29%
ANY BUTTON	34	8	22	5	34	14	15	19	15
	2%	2%	2%	1%	2%	2%	1%	2%	2%
Mean number of features chosen	2.8	2.6	2.9	2.8	2.8	3.0	2.7	2.7	3.0
Standard deviation	1.94	1.71	2.00	1.95	1.94	2.06	1.83	1.89	1.98
Standard error	.04	.09	.06	.08	.04	.07	.05	.05	.07

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

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

**SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		~a	~b	~c	~d	~e	f	g	h	i	~j	~k	~l	m	n	o	p
Significance Level: 95%																	
Unweighted total	354	17	23	55	75	84	100	354	152	199	85	92	68	105	177	173	354
Effective Weighted Sample	255	13	18	39	53	63	70	255	112	141	65	66	52	74	130	124	255
Total	375	14	26	55	85	96	99	375	165	205	93	112	79	86	206	165	375
LINK IN DESCRIPTION (TEXT)	155	**	**	**	**	**	41	155	66	86	**	**	**	29	102	51	155
	41%	**	**	**	**	**	42%	41%	40%	42%	**	**	**	34%	50%	31%	41%
														mo			
DESCRIPTION UNDER BIOGRAPHY (TEXT)	154	**	**	**	**	**	38	154	68	81	**	**	**	36	79	72	154
	41%	**	**	**	**	**	38%	41%	41%	40%	**	**	**	42%	38%	44%	41%
NUMBER FOLLOWING (COUNT)	55	**	**	**	**	**	10	55	14	38	**	**	**	16	24	28	55
	15%	**	**	**	**	**	10%	15%	9%	18%	**	**	**	18%	12%	17%	15%
									h								
PROFILE USERNAME (TEXT)	51	**	**	**	**	**	9	51	22	30	**	**	**	6	38	13	51
	14%	**	**	**	**	**	9%	14%	13%	15%	**	**	**	7%	19%	8%	14%
														mo			
NUMBER OF FOLLOWERS (COUNT)	40	**	**	**	**	**	8	40	17	21	**	**	**	12	19	19	40
	11%	**	**	**	**	**	8%	11%	10%	10%	**	**	**	14%	9%	12%	11%
POSTED PHOTO 2 (IMAGE)	36	**	**	**	**	**	9	36	19	14	**	**	**	9	18	15	36
	9%	**	**	**	**	**	9%	9%	12%	7%	**	**	**	11%	9%	9%	9%
PROFILE PICTURE (IMAGE)	34	**	**	**	**	**	4	34	20	12	**	**	**	5	15	17	34
	9%	**	**	**	**	**	4%	9%	12%	6%	**	**	**	6%	7%	10%	9%
POSTED PHOTO 3 (IMAGE)	31	**	**	**	**	**	5	31	12	17	**	**	**	9	15	13	31
	8%	**	**	**	**	**	5%	8%	7%	8%	**	**	**	11%	7%	8%	8%
POSTED PHOTO 1 (IMAGE)	28	**	**	**	**	**	2	28	14	10	**	**	**	8	12	13	28
	7%	**	**	**	**	**	2%	7%	8%	5%	**	**	**	10%	6%	8%	7%
DETAIL IN BIOGRAPHY (TEXT)	21	**	**	**	**	**	3	21	10	9	**	**	**	5	10	9	21
	6%	**	**	**	**	**	3%	6%	6%	4%	**	**	**	6%	5%	5%	6%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ f	ALL UK g	MAN h	WOMAN i	AB ~j	C1 ~k	C2 ~l	DE m	ABC1 n	C2DE o	ALL UK p
Significance Level: 95%																	
Unweighted total	354	17	23	55	75	84	100	354	152	199	85	92	68	105	177	173	354
Effective Weighted Sample	255	13	18	39	53	63	70	255	112	141	65	66	52	74	130	124	255
Total	375	14	26	55	85	96	99	375	165	205	93	112	79	86	206	165	375
NUMBER OF POSTS (COUNT)	14	**	**	**	**	**	3	14	3	8	**	**	**	7	3	8	14
	4%	**	**	**	**	**	3%	4%	2%	4%	**	**	**	9%	1%	5%	4%
CLICK TO FOLLOW BUTTON (BUTTON)	9	**	**	**	**	**	*	9	7	1	**	**	**	3	5	4	9
	2%	**	**	**	**	**	%	2%	4%	1%	**	**	**	4%	2%	3%	2%
CLICK TO MESSAGE BUTTON (BUTTON)	7	**	**	**	**	**	*	7	5	2	**	**	**	2	4	3	7
	2%	**	**	**	**	**	%	2%	3%	1%	**	**	**	2%	2%	2%	2%
NAME IN BIOGRAPHY (TEXT)	5	**	**	**	**	**	2	5	1	4	**	**	**	3	1	4	5
	1%	**	**	**	**	**	2%	1%	1%	2%	**	**	**	4%	1%	2%	1%
CLICK TO VIEW GRID BUTTON (BUTTON)	2	**	**	**	**	**	-	2	1	1	**	**	**	1	-	2	2
	1%	**	**	**	**	**	-%	1%	1%	1%	**	**	**	1%	-%	1%	1%
<b>SUMMARY</b>																	
ANY TEXT	296	**	**	**	**	**	78	296	130	160	**	**	**	63	170	122	296
	79%	**	**	**	**	**	79%	79%	79%	78%	**	**	**	74%	82%	74%	79%
ANY IMAGE	80	**	**	**	**	**	15	80	40	35	**	**	**	18	37	40	80
	21%	**	**	**	**	**	15%	21%	24%	17%	**	**	**	21%	18%	25%	21%
ANY COUNT	78	**	**	**	**	**	15	78	27	49	**	**	**	24	34	41	78
	21%	**	**	**	**	**	15%	21%	16%	24%	**	**	**	28%	17%	25%	21%
ANY BUTTON	11	**	**	**	**	**	1	11	8	2	**	**	**	4	6	5	11
	3%	**	**	**	**	**	1%	3%	5%	1%	**	**	**	4%	3%	3%	3%
Mean number of features chosen	1.7	**	**	**	**	**	1.4	1.7	1.7	1.6	**	**	**	1.8	1.7	1.6	1.7
Standard deviation	1.32	**	**	**	**	**	.64	1.32	1.10	1.26	**	**	**	1.71	1.04	1.36	1.32
Standard error	.07	**	**	**	**	**	.06	.07	.09	.09	**	**	**	.17	.08	.10	.07
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

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

**SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY o	LEAST ~p
Significance Level: 95%																	
Unweighted total	354	259	40	32	23	354	298	56	45	309	111	171	69	354	52	153	84
Effective Weighted Sample	255	207	29	26	19	255	217	40	32	224	82	121	50	255	38	103	65
Total	375	325	29	14	6	375	307	68	54	321	120	178	73	375	55	149	95
LINK IN DESCRIPTION (TEXT)	155	134	**	**	**	155	125	**	**	139	38	84	**	155	**	63	**
	41%	41%	**	**	**	41%	41%	**	**	43%	31%	47%	**	41%	**	42%	**
												j					
DESCRIPTION UNDER BIOGRAPHY (TEXT)	154	134	**	**	**	154	125	**	**	125	52	70	**	154	**	53	**
	41%	41%	**	**	**	41%	41%	**	**	39%	43%	39%	**	41%	**	36%	**
NUMBER FOLLOWING (COUNT)	55	48	**	**	**	55	46	**	**	45	16	22	**	55	**	21	**
	15%	15%	**	**	**	15%	15%	**	**	14%	14%	12%	**	15%	**	14%	**
PROFILE USERNAME (TEXT)	51	45	**	**	**	51	40	**	**	49	7	32	**	51	**	18	**
	14%	14%	**	**	**	14%	13%	**	**	15%	6%	18%	**	14%	**	12%	**
												j					
NUMBER OF FOLLOWERS (COUNT)	40	37	**	**	**	40	34	**	**	35	15	13	**	40	**	18	**
	11%	11%	**	**	**	11%	11%	**	**	11%	12%	7%	**	11%	**	12%	**
POSTED PHOTO 2 (IMAGE)	36	34	**	**	**	36	32	**	**	26	19	11	**	36	**	10	**
	9%	10%	**	**	**	9%	10%	**	**	8%	16%	6%	**	9%	**	6%	**
											k						
PROFILE PICTURE (IMAGE)	34	32	**	**	**	34	34	**	**	29	11	11	**	34	**	17	**
	9%	10%	**	**	**	9%	11%	**	**	9%	10%	6%	**	9%	**	11%	**
POSTED PHOTO 3 (IMAGE)	31	26	**	**	**	31	24	**	**	22	10	14	**	31	**	11	**
	8%	8%	**	**	**	8%	8%	**	**	7%	8%	8%	**	8%	**	7%	**
POSTED PHOTO 1 (IMAGE)	28	25	**	**	**	28	22	**	**	21	12	12	**	28	**	9	**
	7%	8%	**	**	**	7%	7%	**	**	7%	10%	7%	**	7%	**	6%	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN f	RURAL ~g	YES ~h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) ~l	ALL m	MOST ~n	POTEN- TIALY o	LEAST ~p
Significance Level: 95%																	
Unweighted total	354	259	40	32	23	354	298	56	45	309	111	171	69	354	52	153	84
Effective Weighted Sample	255	207	29	26	19	255	217	40	32	224	82	121	50	255	38	103	65
Total	375	325	29	14	6	375	307	68	54	321	120	178	73	375	55	149	95
DETAIL IN BIOGRAPHY (TEXT)	21 6%	20 6%	** **	** **	** **	21 6%	19 6%	** **	** **	18 6%	10 8%	7 4%	** **	21 6%	** **	8 5%	** **
NUMBER OF POSTS (COUNT)	14 4%	10 3%	** **	** **	** **	14 4%	10 3%	** **	** **	10 3%	5 4%	5 3%	** **	14 4%	** **	7 5%	** **
CLICK TO FOLLOW BUTTON (BUTTON)	9 2%	8 3%	** **	** **	** **	9 2%	8 3%	** **	** **	7 2%	3 3%	3 2%	** **	9 2%	** **	3 2%	** **
CLICK TO MESSAGE BUTTON (BUTTON)	7 2%	6 2%	** **	** **	** **	7 2%	6 2%	** **	** **	7 2%	3 3%	3 2%	** **	7 2%	** **	2 1%	** **
NAME IN BIOGRAPHY (TEXT)	5 1%	5 1%	** **	** **	** **	5 1%	5 2%	** **	** **	4 1%	3 3%	1 1%	** **	5 1%	** **	2 1%	** **
CLICK TO VIEW GRID BUTTON (BUTTON)	2 1%	2 1%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	1 1%	1 1%	** **	2 1%	** **	1 1%	** **
<b>SUMMARY</b>																	
ANY TEXT	296 79%	255 78%	** **	** **	** **	296 79%	238 77%	** **	** **	253 79%	87 72%	147 83%	** **	296 79%	** **	116 78%	** **
ANY IMAGE	80 21%	72 22%	** **	** **	** **	80 21%	72 23%	** **	** **	67 21%	31 26%	31 18%	** **	80 21%	** **	32 21%	** **
ANY COUNT	78 21%	67 21%	** **	** **	** **	78 21%	67 22%	** **	** **	67 21%	26 22%	30 17%	** **	78 21%	** **	34 23%	** **
ANY BUTTON	11 3%	10 3%	** **	** **	** **	11 3%	10 3%	** **	** **	9 3%	6 5%	3 2%	** **	11 3%	** **	4 3%	** **

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION				LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	i	j	k	~l	m	~n	o	~p
Mean number of features chosen	1.7	1.7	**	**	**	1.7	1.7	**	**	1.7	1.7	1.6	**	1.7	**	1.6	**
Standard deviation	1.32	1.35	**	**	**	1.32	1.40	**	**	1.20	1.73	1.04	**	1.32	**	1.31	**
Standard error	.07	.08	**	**	**	.07	.08	**	**	.07	.16	.08	**	.07	**	.11	**

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	~c	d	e	f	g	~h
Unweighted total	354	56	191	99	354	110	218	253	82
Effective Weighted Sample	255	44	137	70	255	76	159	182	59
Total	375	65	211	91	375	111	237	264	88
LINK IN DESCRIPTION (TEXT)	155	**	94	**	155	40	103	111	**
	41%	**	45%	**	41%	36%	44%	42%	**
DESCRIPTION UNDER BIOGRAPHY (TEXT)	154	**	89	**	154	51	88	100	**
	41%	**	42%	**	41%	46%	37%	38%	**
NUMBER FOLLOWING (COUNT)	55	**	32	**	55	18	32	34	**
	15%	**	15%	**	15%	16%	14%	13%	**
PROFILE USERNAME (TEXT)	51	**	33	**	51	15	32	40	**
	14%	**	16%	**	14%	13%	14%	15%	**
NUMBER OF FOLLOWERS (COUNT)	40	**	24	**	40	4	30	22	**
	11%	**	12%	**	11%	4%	13%	8%	**
							e		
POSTED PHOTO 2 (IMAGE)	36	**	18	**	36	15	16	25	**
	9%	**	9%	**	9%	14%	7%	10%	**
PROFILE PICTURE (IMAGE)	34	**	19	**	34	9	22	26	**
	9%	**	9%	**	9%	8%	9%	10%	**
POSTED PHOTO 3 (IMAGE)	31	**	18	**	31	13	14	20	**
	8%	**	8%	**	8%	12%	6%	7%	**
POSTED PHOTO 1 (IMAGE)	28	**	13	**	28	12	10	15	**
	7%	**	6%	**	7%	10%	4%	6%	**
DETAIL IN BIOGRAPHY (TEXT)	21	**	11	**	21	3	14	11	**
	6%	**	5%	**	6%	3%	6%	4%	**

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

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

**SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	~c	d	e	f	g	~h
Unweighted total	354	56	191	99	354	110	218	253	82
Effective Weighted Sample	255	44	137	70	255	76	159	182	59
Total	375	65	211	91	375	111	237	264	88
NUMBER OF POSTS (COUNT)	14	**	11	**	14	3	8	8	**
	4%	**	5%	**	4%	3%	3%	3%	**
CLICK TO FOLLOW BUTTON (BUTTON)	9	**	6	**	9	6	2	6	**
	2%	**	3%	**	2%	6%	1%	2%	**
CLICK TO MESSAGE BUTTON (BUTTON)	7	**	5	**	7	5	2	4	**
	2%	**	3%	**	2%	5%	1%	1%	**
NAME IN BIOGRAPHY (TEXT)	5	**	3	**	5	2	3	5	**
	1%	**	2%	**	1%	2%	1%	2%	**
CLICK TO VIEW GRID BUTTON (BUTTON)	2	**	1	**	2	2	-	2	**
	1%	**	1%	**	1%	2%	-%	1%	**
<b>SUMMARY</b>									
ANY TEXT	296	**	171	**	296	90	185	208	**
	79%	**	81%	**	79%	81%	78%	79%	**
ANY IMAGE	80	**	41	**	80	26	45	56	**
	21%	**	19%	**	21%	23%	19%	21%	**
ANY COUNT	78	**	48	**	78	19	51	49	**
	21%	**	23%	**	21%	17%	21%	19%	**
ANY BUTTON	11	**	8	**	11	7	4	8	**
	3%	**	4%	**	3%	6%	2%	3%	**

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

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

**SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)**

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
	Total	DOING WELL ~a	GETTING BY b	STRUGGLING ~c	ALL d	REPORTS e	DOES NOT REPORT f	NONE g	ANY ~h
Significance Level: 95%		**		**					**
Mean number of features chosen	1.7	**	1.8	**	1.7	1.8	1.6	1.6	**
Standard deviation	1.32	**	1.39	**	1.32	1.66	.91	1.21	**
Standard error	.07	**	.10	**	.07	.16	.06	.08	**

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

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

**SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	414	480	571	444	400	424	2733	1200	1502	756	750	518	686	1506	1204	2733
Effective Weighted Sample	1920	296	359	400	323	279	287	1920	859	1043	535	530	391	478	1064	850	1920
Total	2680	333	548	497	498	417	389	2680	1248	1405	776	810	561	510	1586	1071	2680
Yes	1794	244	440	366	337	229	179	1794	845	934	529	544	397	314	1074	711	1794
	67%	73%	80%	74%	68%	55%	46%	67%	68%	66%	68%	67%	71%	62%	68%	66%	67%
		efg	acdefg	efg	ef	f		ef			m		m		m		m
No	432	51	54	74	60	94	98	432	225	204	129	131	80	84	260	163	432
	16%	15%	10%	15%	12%	23%	25%	16%	18%	14%	17%	16%	14%	16%	16%	15%	16%
		b		b		abcdg	abcdg	b	i								
Don't know	454	38	54	56	101	94	111	454	178	268	117	135	84	112	252	196	454
	17%	11%	10%	11%	20%	23%	29%	17%	14%	19%	15%	17%	15%	22%	16%	18%	17%
					abc	abcg	abcdg	abc		h				jklnp			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2733	1874	293	274	292	2733	2381	352	426	2307	526	1240	955	2733	458	1057	749
Effective Weighted Sample	1920	1504	208	220	241	1920	1676	244	302	1619	360	877	679	1920	320	729	544
Total	2680	2265	227	117	71	2680	2328	352	454	2226	554	1202	910	2680	451	1032	759
Yes	1794	1512	160	70	51	1794	1580	215	316	1478	308	794	690	1794	325	693	509
	67%	67%	71%	60%	72%	67%	68%	61%	70%	66%	56%	66%	76%	67%	72%	67%	67%
			c		c	c	g					j	jkm	j			
No	432	369	33	22	9	432	361	71	67	365	107	208	114	432	73	156	134
	16%	16%	14%	19%	12%	16%	15%	20%	15%	16%	19%	17%	13%	16%	16%	15%	18%
				d							l	l		l			
Don't know	454	383	34	25	11	454	387	66	71	383	139	200	106	454	53	182	116
	17%	17%	15%	21%	16%	17%	17%	19%	16%	17%	25%	17%	12%	17%	12%	18%	15%
											klm	l		l		n	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (SINGLE CODE)**

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	2733	461	1449	765	2733	976	1555	1641	926
Effective Weighted Sample	1920	330	1036	519	1920	672	1107	1148	669
Total	2680	506	1417	702	2680	899	1580	1533	1010
Yes	1794 67%	331 65%	958 68%	483 69%	1794 67%	621 69%	1065 67%	964 63%	756 75%
No	432 16%	95 19%	215 15%	110 16%	432 16%	142 16%	254 16%	275 18%	131 13%
Don't know	454 17%	81 16%	243 17%	108 15%	454 17%	135 15%	261 17%	294 19%	122 12%

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

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 45**

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

**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1828	301	383	418	292	213	221	1828	805	1006	519	509	364	426	1028	790	1828
Effective Weighted Sample	1283	216	287	294	212	149	146	1283	573	702	361	361	276	300	722	561	1283
Total	1794	244	440	366	337	229	179	1794	845	934	529	544	397	314	1074	711	1794
PROFILE USERNAME	828	102	196	185	177	92	75	828	370	449	232	286	173	132	518	305	828
	46%	42%	45%	51%	52%	40%	42%	46%	44%	48%	44%	53%	44%	42%	48%	43%	46%
				e	aef							jlmop					
VERIFIED TICK	805	161	248	180	132	56	27	805	324	474	228	288	162	120	516	282	805
	45%	66%	56%	49%	39%	24%	15%	45%	38%	51%	43%	53%	41%	38%	48%	40%	45%
		bcdefg	defg	def	ef	f		ef		h		jlmop			lmo		mo
LOGO IN POST	367	51	91	81	73	48	23	367	156	208	103	131	67	65	234	132	367
	20%	21%	21%	22%	22%	21%	13%	20%	18%	22%	19%	24%	17%	21%	22%	19%	20%
		f	f	f	f	f		f				lo					
HTTPS LINK IN POST	327	62	83	42	57	44	39	327	132	193	94	114	69	48	207	118	327
	18%	25%	19%	12%	17%	19%	22%	18%	16%	21%	18%	21%	17%	15%	19%	17%	18%
		cdg	c		c	c	c	c		h							
HEADLINE IN POST - FIND OUT HOW CHANGES TO THE ENERGY PRICE CAP WILL AFFECT YOU	321	45	78	66	53	49	30	321	166	152	98	80	81	59	177	140	321
	18%	18%	18%	18%	16%	22%	17%	18%	20%	16%	18%	15%	20%	19%	17%	20%	18%
PROFILE LOGO	280	26	47	66	68	40	32	280	131	146	80	96	47	55	176	102	280
	16%	11%	11%	18%	20%	18%	18%	16%	15%	16%	15%	18%	12%	18%	16%	14%	16%
				ab	ab	b	b	b				l					
TEXT IN POST - THE ENERGY PRICE CAP...	260	45	55	39	53	25	43	260	133	125	98	73	52	36	170	87	260
	14%	18%	12%	11%	16%	11%	24%	14%	16%	13%	18%	13%	13%	11%	16%	12%	14%
		c					bceg				mo						
TEXT IN POST - THIS SETS THE MAXIMUM AMOUNT...	230	30	60	42	42	22	34	230	129	99	91	52	52	33	143	86	230
	13%	12%	14%	12%	12%	9%	19%	13%	15%	11%	17%	9%	13%	11%	13%	12%	13%
							ceg		i		kmop						
PHOTO IN POST	187	43	57	39	25	14	10	187	109	77	56	50	57	23	106	80	187
	10%	17%	13%	11%	7%	6%	5%	10%	13%	8%	11%	9%	14%	7%	10%	11%	10%
		cdefg	def						i				kmn				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1828	301	383	418	292	213	221	1828	805	1006	519	509	364	426	1028	790	1828
Effective Weighted Sample	1283	216	287	294	212	149	146	1283	573	702	361	361	276	300	722	561	1283
Total	1794	244	440	366	337	229	179	1794	845	934	529	544	397	314	1074	711	1794
FOLLOW BUTTON	114	19	32	25	27	7	3	114	56	58	28	38	31	17	66	48	114
	6%	8%	7%	7%	8%	3%	2%	6%	7%	6%	5%	7%	8%	5%	6%	7%	6%
		f	f	f	f			f									
SHARES COUNT	102	27	38	18	14	3	3	102	38	64	31	31	25	13	63	38	102
	6%	11%	9%	5%	4%	1%	2%	6%	5%	7%	6%	6%	6%	4%	6%	5%	6%
		cdefg	def					ef									
LIKES COUNT	102	33	35	15	11	2	6	102	44	57	34	37	22	7	72	29	102
	6%	14%	8%	4%	3%	1%	3%	6%	5%	6%	6%	7%	6%	2%	7%	4%	6%
		bcdefg	cde					e			m	m	m		mo		m
COMMENTS COUNT	102	24	39	17	15	1	6	102	45	57	38	35	19	8	73	28	102
	6%	10%	9%	5%	5%	*%	3%	6%	5%	6%	7%	6%	5%	3%	7%	4%	6%
		cdefg	cefg	e	e			e			mo	m			mo		m
TEXT IN POST - FIND OUT MORE	74	13	20	12	11	9	8	74	42	32	22	27	11	13	49	24	74
	4%	5%	5%	3%	3%	4%	4%	4%	5%	3%	4%	5%	3%	4%	5%	3%	4%
DATE OF POST	19	3	3	3	4	2	5	19	10	9	8	4	3	4	12	7	19
	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
GLOBE ICON	19	4	7	2	2	2	2	19	8	8	9	6	1	3	14	5	19
	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%
SHARE BUTTON	8	-	3	5	-	-	-	8	8	-	5	-	4	-	5	4	8
	*%	-%	1%	1%	-%	-%	-%	*%	1%	-%	1%	-%	1%	-%	*%	1%	*%
									i								
LIGHTBULB	8	*	*	3	2	-	2	8	4	4	1	4	1	2	5	3	8
	*%	*%	*%	1%	1%	-%	1%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%
LIKE BUTTON	7	1	2	3	-	2	*	7	6	2	5	1	-	2	6	2	7
	*%	*%	*%	1%	-%	1%	*%	*%	1%	*%	1%	*%	-%	1%	1%	*%	*%
COMMENT BUTTON	7	-	3	3	-	-	1	7	7	-	5	-	1	1	5	2	7
	*%	-%	1%	1%	-%	-%	1%	*%	1%	-%	1%	-%	*%	*%	*%	*%	*%
									i								

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 45**

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

**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1828	301	383	418	292	213	221	1828	805	1006	519	509	364	426	1028	790	1828
Effective Weighted Sample	1283	216	287	294	212	149	146	1283	573	702	361	361	276	300	722	561	1283
Total	1794	244	440	366	337	229	179	1794	845	934	529	544	397	314	1074	711	1794
GROUPS TAB HEADING	5	2	2	2	-	-	-	5	5	1	3	-	1	2	3	3	5
	*%	1%	*%	*%	-%	-%	-%	*%	1%	*%	1%	-%	*%	1%	*%	*%	*%
POSTS TAB HEADING	5	1	2	-	2	-	-	5	4	1	4	-	1	-	4	1	5
	*%	*%	*%	-%	1%	-%	-%	*%	*%	*%	1%	-%	*%	-%	*%	*%	*%
PEOPLE TAB HEADING	5	1	2	2	-	-	*	5	4	1	2	-	1	2	2	3	5
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%
REELS TAB HEADING	4	2	2	-	-	-	-	4	3	1	2	-	2	-	2	2	4
	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
PHOTOS TAB HEADING	4	2	2	-	-	-	-	4	3	1	3	-	1	-	3	1	4
	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	1%	-%	*%	-%	*%	*%	*%
ALL TAB HEADING	3	1	2	-	-	-	-	3	2	1	2	-	1	-	2	1	3
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
<b>SUMMARY</b>																	
ANY TEXT	1294	163	312	259	253	163	145	1294	610	675	381	403	283	221	784	504	1294
	72%	67%	71%	71%	75%	71%	81%	72%	72%	72%	72%	74%	71%	70%	73%	71%	72%
							abcb										
ANY STANDARD APP FUNCTION	885	170	268	200	145	65	37	885	373	503	258	303	182	136	560	318	885
	49%	70%	61%	55%	43%	28%	21%	49%	44%	54%	49%	56%	46%	43%	52%	45%	49%
		bcdefg	defg	def	ef			ef		h		lmop			mo		
ANY IMAGE	646	89	147	140	131	85	53	646	308	333	177	205	142	119	383	261	646
	36%	36%	34%	38%	39%	37%	30%	36%	36%	36%	34%	38%	36%	38%	36%	37%	36%
ANY COUNT	175	47	62	26	23	6	11	175	72	103	57	56	40	20	114	61	175
	10%	19%	14%	7%	7%	3%	6%	10%	9%	11%	11%	10%	10%	6%	11%	9%	10%
		cdefg	cdefg					e			m				m		
Mean number of features chosen	2.3	2.9	2.5	2.3	2.3	1.8	1.9	2.3	2.3	2.4	2.4	2.5	2.2	2.1	2.5	2.2	2.3
		bcdefg	ef	ef	ef			ef			mo	lmo			lmo		mo
Standard deviation	1.69	2.17	1.87	1.77	1.40	1.10	1.12	1.69	1.74	1.65	1.97	1.68	1.54	1.34	1.83	1.46	1.69
Standard error	.04	.13	.10	.09	.08	.08	.08	.04	.06	.05	.09	.07	.08	.06	.06	.05	.04

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 45**

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

**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1828	1252	203	168	205	1828	1611	217	296	1532	292	813	720	1828	323	711	514
Effective Weighted Sample	1283	1006	142	129	171	1283	1132	151	209	1076	196	574	515	1283	226	490	370
Total	1794	1512	160	70	51	1794	1580	215	316	1478	308	794	690	1794	325	693	509
PROFILE USERNAME	828	701	70	31	26	828	726	102	143	685	121	358	348	828	130	316	249
	46%	46%	43%	44%	51%	46%	46%	47%	45%	46%	39%	45%	50%	46%	40%	46%	49%
													j				n
VERIFIED TICK	805	677	67	39	22	805	717	87	147	657	83	357	363	805	120	289	244
	45%	45%	42%	55%	42%	45%	45%	41%	46%	44%	27%	45%	53%	45%	37%	42%	48%
				abde								j	jkm	j			n
LOGO IN POST	367	297	43	18	9	367	326	41	54	313	36	163	169	367	86	116	118
	20%	20%	27%	26%	17%	20%	21%	19%	17%	21%	12%	20%	24%	20%	27%	17%	23%
			ad									j	j	j	o		o
HTTPS LINK IN POST	327	256	45	15	11	327	287	40	58	269	41	142	144	327	63	110	98
	18%	17%	28%	21%	21%	18%	18%	18%	18%	18%	13%	18%	21%	18%	20%	16%	19%
			ae										j				
HEADLINE IN POST - FIND OUT HOW CHANGES TO THE ENERGY PRICE CAP WILL AFFECT YOU	321	276	24	10	11	321	283	38	54	267	56	150	115	321	56	118	89
	18%	18%	15%	14%	21%	18%	18%	18%	17%	18%	18%	19%	17%	18%	17%	17%	17%
PROFILE LOGO	280	226	31	15	7	280	249	31	49	231	34	123	122	280	46	118	84
	16%	15%	20%	22%	13%	16%	16%	14%	15%	16%	11%	16%	18%	16%	14%	17%	16%
			ad										j				
TEXT IN POST - THE ENERGY PRICE CAP...	260	222	22	8	8	260	225	34	41	219	47	118	95	260	48	101	78
	14%	15%	14%	12%	16%	14%	14%	16%	13%	15%	15%	15%	14%	14%	15%	15%	15%
TEXT IN POST - THIS SETS THE MAXIMUM AMOUNT...	230	198	15	8	8	230	202	28	38	192	48	103	80	230	47	85	69
	13%	13%	10%	12%	16%	13%	13%	13%	12%	13%	15%	13%	12%	13%	14%	12%	13%
PHOTO IN POST	187	159	15	7	6	187	167	20	35	152	44	87	56	187	37	66	51
	10%	11%	9%	10%	12%	10%	11%	9%	11%	10%	14%	11%	8%	10%	12%	10%	10%
											l						

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	1828	1252	203	168	205	1828	1611	217	296	1532	292	813	720	1828	323	711	514
Effective Weighted Sample	1283	1006	142	129	171	1283	1132	151	209	1076	196	574	515	1283	226	490	370
Total	1794	1512	160	70	51	1794	1580	215	316	1478	308	794	690	1794	325	693	509
FOLLOW BUTTON	114 6%	99 7%	9 6%	4 5%	2 5%	114 6%	95 6%	19 9%	29 9%	85 6%	11 3%	59 7%	44 6%	114 6%	21 7%	46 7%	30 6%
SHARES COUNT	102 6%	82 5%	12 7%	5 8%	3 7%	102 6%	95 6%	7 3%	23 7%	79 5%	12 4%	45 6%	45 6%	102 6%	26 8%	36 5%	25 5%
LIKES COUNT	102 6%	88 6%	5 3%	4 6%	4 9%	102 6%	93 6%	9 4%	15 5%	87 6%	11 4%	39 5%	52 8%	102 6%	22 7%	33 5%	30 6%
COMMENTS COUNT	102 6%	86 6%	8 5%	5 8%	2 4%	102 6%	97 6%	5 3%	21 7%	81 5%	16 5%	44 6%	41 6%	102 6%	25 8%	40 6%	21 4%
TEXT IN POST - FIND OUT MORE	74 4%	57 4%	12 8%	2 3%	2 5%	74 4%	71 4%	3 1%	15 5%	59 4%	11 3%	34 4%	29 4%	74 4%	14 4%	21 3%	24 5%
DATE OF POST	19 1%	17 1%	1 1%	- -%	1 3%	19 1%	18 1%	1 1%	3 1%	16 1%	4 1%	12 2%	2 *%	19 1%	1 *%	9 1%	6 1%
GLOBE ICON	19 1%	15 1%	2 1%	1 2%	1 1%	19 1%	18 1%	1 1%	4 1%	15 1%	1 *%	11 1%	7 1%	19 1%	1 *%	11 2%	3 1%
SHARE BUTTON	8 *%	8 1%	- -%	- -%	- -%	8 *%	8 1%	- -%	6 2%	3 *%	2 1%	6 1%	- -%	8 *%	2 1%	3 *%	3 1%
LIGHTBULB	8 *%	7 *%	* *%	* 1%	- -%	8 *%	8 *%	- -%	* *%	7 1%	2 1%	4 *%	2 *%	8 *%	* *%	5 1%	1 *%
LIKE BUTTON	7 *%	7 *%	- -%	- -%	* *%	7 *%	7 *%	- -%	3 1%	4 *%	1 *%	5 1%	1 *%	7 *%	3 1%	2 *%	3 1%
COMMENT BUTTON	7 *%	7 *%	- -%	- -%	- -%	7 *%	7 *%	- -%	3 1%	4 *%	2 1%	5 1%	- -%	7 *%	1 *%	2 *%	4 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

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Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1828	1252	203	168	205	1828	1611	217	296	1532	292	813	720	1828	323	711	514
Effective Weighted Sample	1283	1006	142	129	171	1283	1132	151	209	1076	196	574	515	1283	226	490	370
Total	1794	1512	160	70	51	1794	1580	215	316	1478	308	794	690	1794	325	693	509
GROUPS TAB HEADING	5	3	3	-	-	5	5	-	2	4	-	3	3	5	-	5	-
	*%	*%	2%	-%	-%	*%	*%	-%	1%	*%	-%	*%	*%	*%	-%	1%	-%
			ae														
POSTS TAB HEADING	5	5	-	-	-	5	5	-	2	3	-	4	1	5	-	5	-
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	-%	*%	*%	*%	-%	1%	-%
PEOPLE TAB HEADING	5	3	2	-	*	5	5	-	2	3	*	2	3	5	*	5	-
	*%	*%	1%	-%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	1%	-%
REELS TAB HEADING	4	3	1	-	-	4	4	-	2	2	-	3	1	4	-	3	1
	*%	*%	1%	-%	-%	*%	*%	-%	1%	*%	-%	*%	*%	*%	-%	*%	*%
PHOTOS TAB HEADING	4	4	-	-	-	4	4	-	2	2	-	3	1	4	-	3	1
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	-%	*%	*%	*%	-%	*%	*%
ALL TAB HEADING	3	3	-	-	-	3	3	-	2	1	-	2	1	3	-	3	-
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	-%	*%	*%	*%	-%	*%	-%
<b>SUMMARY</b>																	
ANY TEXT	1294	1090	114	51	40	1294	1132	162	216	1078	223	573	498	1294	216	507	372
	72%	72%	71%	72%	78%	72%	72%	76%	68%	73%	72%	72%	72%	72%	66%	73%	73%
ANY STANDARD APP FUNCTION	885	747	74	40	24	885	791	94	171	714	97	398	389	885	138	325	266
	49%	49%	46%	56%	47%	49%	50%	44%	54%	48%	31%	50%	56%	49%	42%	47%	52%
												j	jkm	j			n
ANY IMAGE	646	530	66	33	17	646	572	74	109	537	97	286	263	646	137	235	195
	36%	35%	41%	47%	32%	36%	36%	34%	34%	36%	31%	36%	38%	36%	42%	34%	38%
				ade											o		
ANY COUNT	175	149	14	7	6	175	166	10	33	142	28	71	76	175	43	67	42
	10%	10%	9%	9%	12%	10%	10%	4%	10%	10%	9%	9%	11%	10%	13%	10%	8%
							g										

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Mean number of features chosen	2.3	2.3	2.4	2.5	2.4	2.3	2.4	2.2	2.4	2.3	1.9	2.4	2.5	2.3	2.3	2.2	2.4
Standard deviation	1.69	1.69	1.70	1.65	1.77	1.69	1.73	1.39	2.01	1.62	1.35	1.79	1.69	1.69	1.67	1.58	1.80
Standard error	.04	.05	.12	.13	.12	.04	.04	.09	.12	.04	.08	.06	.06	.04	.09	.06	.08

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	1828	303	988	511	1828	663	1055	1050	687
Effective Weighted Sample	1283	214	708	347	1283	458	747	736	495
Total	1794	331	958	483	1794	621	1065	964	756
PROFILE USERNAME	828	140	443	235	828	273	501	443	349
	46%	42%	46%	49%	46%	44%	47%	46%	46%
VERIFIED TICK	805	98	446	249	805	243	516	414	347
	45%	30%	47%	51%	45%	39%	48%	43%	46%
		a	a	ad	a	e	e		
LOGO IN POST	367	62	180	118	367	133	215	193	156
	20%	19%	19%	24%	20%	21%	20%	20%	21%
				b					
HTTPS LINK IN POST	327	52	191	77	327	111	195	183	124
	18%	16%	20%	16%	18%	18%	18%	19%	16%
HEADLINE IN POST - FIND OUT HOW CHANGES TO THE ENERGY PRICE CAP WILL AFFECT YOU	321	75	164	80	321	140	159	162	141
	18%	23%	17%	17%	18%	23%	15%	17%	19%
						f			
PROFILE LOGO	280	33	155	89	280	92	174	167	103
	16%	10%	16%	18%	16%	15%	16%	17%	14%
			a	a	a				
TEXT IN POST - THE ENERGY PRICE CAP...	260	65	138	56	260	100	147	135	113
	14%	20%	14%	12%	14%	16%	14%	14%	15%
		c							
TEXT IN POST - THIS SETS THE MAXIMUM AMOUNT...	230	62	104	64	230	93	124	111	110
	13%	19%	11%	13%	13%	15%	12%	12%	14%
		bd							

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

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

**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	1828	303	988	511	1828	663	1055	1050	687
Effective Weighted Sample	1283	214	708	347	1283	458	747	736	495
Total	1794	331	958	483	1794	621	1065	964	756
PHOTO IN POST	187	46	95	42	187	71	95	74	95
	10%	14%	10%	9%	10%	11%	9%	8%	13%
									g
FOLLOW BUTTON	114	18	49	47	114	30	75	45	65
	6%	5%	5%	10%	6%	5%	7%	5%	9%
				bd					g
SHARES COUNT	102	20	50	32	102	32	65	48	51
	6%	6%	5%	7%	6%	5%	6%	5%	7%
LIKES COUNT	102	19	54	28	102	33	62	59	38
	6%	6%	6%	6%	6%	5%	6%	6%	5%
COMMENTS COUNT	102	19	55	28	102	30	69	55	44
	6%	6%	6%	6%	6%	5%	6%	6%	6%
TEXT IN POST - FIND OUT MORE	74	15	42	17	74	28	39	35	37
	4%	4%	4%	4%	4%	5%	4%	4%	5%
DATE OF POST	19	3	9	7	19	5	14	10	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
GLOBE ICON	19	5	12	2	19	5	14	10	8
	1%	2%	1%	*%	1%	1%	1%	1%	1%
SHARE BUTTON	8	5	1	2	8	5	3	1	7
	*%	1%	*%	1%	*%	1%	*%	*%	1%
			b						g
LIGHTBULB	8	1	5	1	8	3	5	3	4
	*%	*%	*%	*%	*%	*%	*%	*%	1%
LIKE BUTTON	7	5	-	3	7	3	5	3	5
	*%	1%	-%	1%	*%	*%	*%	*%	1%
			b						

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

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

**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	1828	303	988	511	1828	663	1055	1050	687
Effective Weighted Sample	1283	214	708	347	1283	458	747	736	495
Total	1794	331	958	483	1794	621	1065	964	756
COMMENT BUTTON	7	5	1	-	7	4	3	2	5
	%	1%	%	-%	%	1%	%	%	1%
		bc							
GROUPS TAB HEADING	5	3	3	-	5	-	4	1	5
	%	1%	%	-%	%	-%	%	%	1%
POSTS TAB HEADING	5	3	-	2	5	2	2	-	5
	%	1%	-%	%	%	%	%	-%	1%
		b							g
PEOPLE TAB HEADING	5	3	2	*	5	-	4	*	5
	%	1%	%	%	%	-%	%	%	1%
									g
REELS TAB HEADING	4	3	1	-	4	-	3	1	3
	%	1%	%	-%	%	-%	%	%	%
PHOTOS TAB HEADING	4	3	1	-	4	-	3	-	3
	%	1%	%	-%	%	-%	%	-%	%
		b							
ALL TAB HEADING	3	3	-	-	3	-	2	-	3
	%	1%	-%	-%	%	-%	%	-%	%
		b							
<b>SUMMARY</b>									
ANY TEXT	1294	235	711	337	1294	456	757	709	535
	72%	71%	74%	70%	72%	73%	71%	74%	71%
ANY STANDARD APP FUNCTION	885	118	476	278	885	271	564	449	391
	49%	36%	50%	58%	49%	44%	53%	47%	52%
			a	abd	a		e		

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

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

**SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	1828	303	988	511	1828	663	1055	1050	687
Effective Weighted Sample	1283	214	708	347	1283	458	747	736	495
Total	1794	331	958	483	1794	621	1065	964	756
ANY IMAGE	646	119	337	179	646	240	364	342	269
	36%	36%	35%	37%	36%	39%	34%	35%	36%
ANY COUNT	175	37	95	43	175	53	109	94	75
	10%	11%	10%	9%	10%	9%	10%	10%	10%
Mean number of features chosen	2.3	2.3	2.3	2.4	2.3	2.3	2.3	2.2	2.4
									g
Standard deviation	1.69	1.97	1.55	1.76	1.69	1.60	1.75	1.53	1.83
Standard error	.04	.11	.05	.08	.04	.06	.05	.05	.07

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

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

**SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	905	113	97	153	152	187	203	905	395	496	237	241	154	260	478	414	905
Effective Weighted Sample	636	79	72	107	111	130	143	636	287	342	175	169	115	179	343	289	636
Total	886	89	108	131	161	188	209	886	403	471	246	266	164	196	512	360	886
HTTPS LINK IN POST	549	52	**	80	100	126	129	549	264	281	150	182	103	110	332	212	549
	62%	58%	**	61%	62%	67%	62%	62%	65%	60%	61%	69%	63%	56%	65%	59%	62%
												mo					
TEXT IN POST - THE ENERGY PRICE CAP...	108	23	**	15	31	15	9	108	42	63	29	33	19	25	63	44	108
	12%	26%	**	11%	19%	8%	4%	12%	10%	13%	12%	13%	12%	13%	12%	12%	12%
		cefg		f	efg		f										
PHOTO IN POST	92	14	**	12	13	23	21	92	48	39	26	16	25	22	42	47	92
	10%	16%	**	9%	8%	12%	10%	10%	12%	8%	10%	6%	15%	11%	8%	13%	10%
													kn			k	
TEXT IN POST - THIS SETS THE MAXIMUM AMOUNT...	89	16	**	17	14	14	16	89	35	54	27	28	3	28	55	32	89
	10%	18%	**	13%	9%	7%	8%	10%	9%	12%	11%	11%	2%	14%	11%	9%	10%
		efg									l	l		l	l	l	l
TEXT IN POST - FIND OUT MORE	83	11	**	9	13	20	16	83	35	45	23	22	20	16	45	36	83
	9%	12%	**	7%	8%	11%	8%	9%	9%	10%	9%	8%	12%	8%	9%	10%	9%
HEADLINE IN POST - FIND OUT HOW CHANGES TO THE ENERGY PRICE CAP WILL AFFECT YOU	82	14	**	14	12	16	15	82	35	46	18	17	13	31	36	44	82
	9%	16%	**	11%	7%	9%	7%	9%	9%	10%	7%	7%	8%	16%	7%	12%	9%
		f												jklnp		n	
PROFILE USERNAME	69	8	**	12	8	12	23	69	29	38	17	28	5	18	45	23	69
	8%	9%	**	9%	5%	6%	11%	8%	7%	8%	7%	11%	3%	9%	9%	6%	8%
												l		l	l		
LOGO IN POST	55	10	**	6	9	15	7	55	21	34	14	16	9	14	30	23	55
	6%	12%	**	4%	6%	8%	3%	6%	5%	7%	6%	6%	5%	7%	6%	6%	6%
		f															
COMMENTS COUNT	42	18	**	5	3	3	3	42	25	13	13	19	4	5	32	9	42
	5%	20%	**	4%	2%	1%	2%	5%	6%	3%	5%	7%	3%	2%	6%	2%	5%
		cdefg							i			mo			o		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

**OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER - 14TH NOVEMBER 2023.**

**Table 46**

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

**SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	~b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	905	113	97	153	152	187	203	905	395	496	237	241	154	260	478	414	905
Effective Weighted Sample	636	79	72	107	111	130	143	636	287	342	175	169	115	179	343	289	636
Total	886	89	108	131	161	188	209	886	403	471	246	266	164	196	512	360	886
SHARES COUNT	34	14	**	2	6	2	3	34	17	12	9	15	2	4	24	6	34
	4%	15%	**	2%	4%	1%	1%	4%	4%	2%	4%	6%	1%	2%	5%	2%	4%
		cdefg										o			o		
LIKES COUNT	26	14	**	*	3	2	1	26	12	11	5	12	3	5	18	9	26
	3%	15%	**	*%	2%	1%	*%	3%	3%	2%	2%	5%	2%	3%	3%	2%	3%
		cdefg															
PROFILE LOGO	24	3	**	3	5	6	6	24	15	9	5	10	3	4	14	7	24
	3%	3%	**	2%	3%	3%	3%	3%	4%	2%	2%	4%	2%	2%	3%	2%	3%
FOLLOW BUTTON	14	1	**	1	*	2	7	14	6	7	6	1	1	5	7	7	14
	2%	1%	**	1%	*%	1%	3%	2%	2%	2%	2%	*%	1%	3%	1%	2%	2%
GROUPS TAB HEADING	8	3	**	-	-	2	1	8	4	4	2	3	3	-	5	3	8
	1%	3%	**	-%	-%	1%	1%	1%	1%	1%	1%	1%	2%	-%	1%	1%	1%
		g															
LIGHTBULB	6	2	**	3	-	*	-	6	2	4	1	4	*	1	5	1	6
	1%	2%	**	2%	-%	*%	-%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%
REELS TAB HEADING	5	-	**	1	-	2	-	5	4	2	-	3	2	1	3	2	5
	1%	-%	**	1%	-%	1%	-%	1%	1%	*%	-%	1%	1%	*%	1%	1%	1%
SHARE BUTTON	5	1	**	1	*	-	2	5	1	3	2	3	-	*	4	*	5
	1%	1%	**	1%	*%	-%	1%	1%	*%	1%	1%	1%	-%	*%	1%	*%	1%
DATE OF POST	5	1	**	-	-	2	1	5	2	2	3	1	1	*	4	1	5
	1%	1%	**	-%	-%	1%	*%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%
LIKE BUTTON	4	1	**	1	1	-	1	4	2	1	2	-	1	1	2	3	4
	*%	2%	**	1%	1%	-%	*%	*%	1%	*%	1%	-%	1%	1%	*%	1%	*%
VERIFIED TICK	4	1	**	-	-	1	1	4	*	4	2	2	*	*	4	1	4
	*%	1%	**	-%	-%	*%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%	*%
PEOPLE TAB HEADING	4	-	**	-	-	2	1	4	4	1	-	2	2	-	2	2	4
	*%	-%	**	-%	-%	1%	*%	*%	1%	*%	-%	1%	1%	-%	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	~b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	905	113	97	153	152	187	203	905	395	496	237	241	154	260	478	414	905
Effective Weighted Sample	636	79	72	107	111	130	143	636	287	342	175	169	115	179	343	289	636
Total	886	89	108	131	161	188	209	886	403	471	246	266	164	196	512	360	886
PHOTOS TAB HEADING	3	1	**	-	-	2	-	3	2	1	1	2	-	-	3	-	3
	*%	1%	**	-%	-%	1%	-%	*%	*%	*%	1%	1%	-%	-%	1%	-%	*%
POSTS TAB HEADING	3	-	**	1	*	-	2	3	1	2	-	2	-	*	2	*	3
	*%	-%	**	*%	*%	-%	1%	*%	*%	*%	-%	1%	-%	*%	*%	*%	*%
GLOBE ICON	2	*	**	1	-	-	-	2	1	1	*	1	-	-	2	-	2
	*%	1%	**	1%	-%	-%	-%	*%	*%	*%	*%	1%	-%	-%	*%	-%	*%
COMMENT BUTTON	*	-	**	-	*	-	-	*	-	*	-	-	-	*	-	*	*
	*%	-%	**	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
<b>SUMMARY</b>																	
ANY TEXT	754	74	**	112	143	162	174	754	343	403	206	235	133	171	441	304	754
	85%	83%	**	85%	89%	86%	83%	85%	85%	86%	84%	88%	81%	87%	86%	85%	85%
ANY IMAGE	158	23	**	19	25	39	34	158	77	75	41	40	36	35	81	71	158
	18%	26%	**	14%	15%	21%	16%	18%	19%	16%	17%	15%	22%	18%	16%	20%	18%
		c															
ANY COUNT	53	19	**	6	8	4	5	53	28	20	15	21	6	6	36	12	53
	6%	21%	**	5%	5%	2%	2%	6%	7%	4%	6%	8%	4%	3%	7%	3%	6%
		cdefg										mo			o		
ANY STANDARD APP FUNCTION	41	7	**	5	2	7	14	41	17	23	12	14	7	8	26	15	41
	5%	8%	**	4%	1%	4%	7%	5%	4%	5%	5%	5%	4%	4%	5%	4%	5%
		d					d										
Mean number of features chosen	1.5	2.3	**	1.4	1.4	1.4	1.3	1.5	1.5	1.4	1.4	1.6	1.3	1.5	1.5	1.4	1.5
		cdefg				f		f				lo			l		
Standard deviation	1.03	1.71	**	.90	.95	.86	.60	1.03	.96	1.04	.93	1.09	.73	1.20	1.02	1.02	1.03
Standard error	.03	.16	**	.07	.08	.06	.04	.03	.05	.05	.06	.07	.06	.07	.05	.05	.03
Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p																	

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

**SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	905	622	90	106	87	905	770	135	130	775	234	427	235	905	135	346	235
Effective Weighted Sample	636	498	66	91	70	636	544	93	94	543	164	303	165	636	94	239	175
Total	886	753	67	47	20	886	748	138	137	749	246	408	220	886	126	338	250
HTTPS LINK IN POST	549	460	**	32	**	549	457	93	71	478	141	247	154	549	69	223	164
	62%	61%	**	68%	**	62%	61%	67%	52%	64%	57%	60%	70%	62%	54%	66%	65%
										h			jk				
TEXT IN POST - THE ENERGY PRICE CAP...	108	94	**	6	**	108	95	13	28	80	35	50	22	108	20	30	35
	12%	13%	**	13%	**	12%	13%	9%	21%	11%	14%	12%	10%	12%	16%	9%	14%
									i								
PHOTO IN POST	92	83	**	3	**	92	84	8	18	74	38	30	22	92	21	27	16
	10%	11%	**	6%	**	10%	11%	6%	13%	10%	15%	7%	10%	10%	17%	8%	6%
											k				op		
TEXT IN POST - THIS SETS THE MAXIMUM AMOUNT...	89	83	**	3	**	89	75	14	17	72	29	41	16	89	17	31	20
	10%	11%	**	6%	**	10%	10%	10%	12%	10%	12%	10%	7%	10%	13%	9%	8%
TEXT IN POST - FIND OUT MORE	83	67	**	5	**	83	69	14	14	69	22	41	20	83	8	27	24
	9%	9%	**	11%	**	9%	9%	10%	10%	9%	9%	10%	9%	9%	7%	8%	9%
HEADLINE IN POST - FIND OUT HOW CHANGES TO THE ENERGY PRICE CAP WILL AFFECT YOU	82	68	**	6	**	82	68	15	15	68	27	33	22	82	19	21	22
	9%	9%	**	13%	**	9%	9%	11%	11%	9%	11%	8%	10%	9%	15%	6%	9%
															o		
PROFILE USERNAME	69	60	**	4	**	69	54	16	15	54	22	25	22	69	7	25	22
	8%	8%	**	9%	**	8%	7%	11%	11%	7%	9%	6%	10%	8%	5%	7%	9%
LOGO IN POST	55	50	**	1	**	55	49	7	14	41	17	18	20	55	9	11	16
	6%	7%	**	2%	**	6%	6%	5%	10%	5%	7%	4%	9%	6%	7%	3%	7%
													k				
COMMENTS COUNT	42	34	**	2	**	42	36	5	3	38	10	18	14	42	11	15	6
	5%	4%	**	5%	**	5%	5%	4%	3%	5%	4%	4%	7%	5%	9%	4%	3%
															p		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	905	622	90	106	87	905	770	135	130	775	234	427	235	905	135	346	235
Effective Weighted Sample	636	498	66	91	70	636	544	93	94	543	164	303	165	636	94	239	175
Total	886	753	67	47	20	886	748	138	137	749	246	408	220	886	126	338	250
SHARES COUNT	34 4%	28 4%	** **	1 3%	** **	34 4%	29 4%	5 3%	7 5%	27 4%	10 4%	13 3%	11 5%	34 4%	6 5%	12 4%	4 2%
LIKES COUNT	26 3%	21 3%	** **	1 2%	** **	26 3%	21 3%	5 4%	3 2%	24 3%	4 2%	12 3%	11 5%	26 3%	6 5%	9 3%	4 1%
PROFILE LOGO	24 3%	22 3%	** **	1 2%	** **	24 3%	19 3%	5 3%	4 3%	20 3%	12 5%	5 1%	7 3%	24 3%	6 5%	4 1%	9 4%
FOLLOW BUTTON	14 2%	11 2%	** **	* 1%	** **	14 2%	13 2%	* *%	3 2%	11 1%	4 2%	9 2%	1 *%	14 2%	- -%	7 2%	4 2%
GROUPS TAB HEADING	8 1%	8 1%	** **	- -%	** **	8 1%	8 1%	- -%	1 1%	7 1%	1 1%	3 1%	4 2%	8 1%	2 2%	1 *%	4 2%
LIGHTBULB	6 1%	4 1%	** **	1 2%	** **	6 1%	6 1%	- -%	3 2%	4 1%	1 *%	1 *%	4 2%	6 1%	2 1%	1 *%	- -%
REELS TAB HEADING	5 1%	5 1%	** **	- -%	** **	5 1%	5 1%	- -%	2 1%	4 *%	2 1%	- -%	4 2%	5 1%	- -%	1 *%	4 1%
SHARE BUTTON	5 1%	4 1%	** **	- -%	** **	5 1%	4 1%	* *%	- -%	5 1%	2 1%	1 *%	1 1%	5 1%	3 2%	* *%	1 1%
DATE OF POST	5 1%	2 *%	** **	1 2%	** **	5 1%	4 *%	1 1%	1 1%	4 *%	* *%	2 *%	2 1%	5 1%	- -%	2 1%	1 1%
LIKE BUTTON	4 *%	4 *%	** **	- -%	** **	4 *%	4 1%	* *%	- -%	4 1%	2 1%	2 *%	1 *%	4 *%	1 1%	2 *%	2 1%
VERIFIED TICK	4 *%	4 1%	** **	* *%	** **	4 *%	4 1%	- -%	1 1%	3 *%	* *%	3 1%	* *%	4 *%	* *%	2 1%	2 1%
PEOPLE TAB HEADING	4 *%	4 1%	** **	- -%	** **	4 *%	4 1%	- -%	1 *%	4 *%	- -%	1 *%	4 2%	4 *%	- -%	1 *%	4 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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**SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	c	~d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	905	622	90	106	87	905	770	135	130	775	234	427	235	905	135	346	235
Effective Weighted Sample	636	498	66	91	70	636	544	93	94	543	164	303	165	636	94	239	175
Total	886	753	67	47	20	886	748	138	137	749	246	408	220	886	126	338	250
PHOTOS TAB HEADING	3	3	**	-	**	3	3	-	-	3	1	-	2	3	1	-	2
	*%	*%	**	-%	**	*%	*%	-%	-%	*%	1%	-%	1%	*%	1%	-%	1%
POSTS TAB HEADING	3	2	**	1	**	3	3	-	*	2	-	3	-	3	-	2	-
	*%	*%	**	1%	**	*%	*%	-%	*%	*%	-%	1%	-%	*%	-%	1%	-%
GLOBE ICON	2	1	**	-	**	2	1	1	-	2	-	*	1	2	-	1	*
	*%	*%	**	-%	**	*%	*%	*%	-%	*%	-%	*%	1%	*%	-%	*%	*%
COMMENT BUTTON	*	*	**	-	**	*	*	-	-	*	*	-	-	*	-	-	-
	*%	*%	**	-%	**	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	-%
<b>SUMMARY</b>																	
ANY TEXT	754	635	**	44	**	754	633	121	112	642	198	359	189	754	105	292	217
	85%	84%	**	94%	**	85%	85%	88%	82%	86%	80%	88%	86%	85%	84%	86%	87%
				ae								j					
ANY IMAGE	158	141	**	4	**	158	138	19	33	125	63	47	45	158	31	41	39
	18%	19%	**	8%	**	18%	18%	14%	24%	17%	26%	12%	21%	18%	25%	12%	16%
		c				c					km		k	k	o		
ANY COUNT	53	43	**	4	**	53	47	6	9	45	14	22	18	53	13	18	8
	6%	6%	**	8%	**	6%	6%	5%	6%	6%	6%	5%	8%	6%	10%	5%	3%
														p			
ANY STANDARD APP FUNCTION	41	34	**	2	**	41	39	2	8	32	9	22	10	41	5	18	13
	5%	5%	**	5%	**	5%	5%	1%	6%	4%	4%	5%	5%	5%	4%	5%	5%
Mean number of features chosen	1.5	1.5	**	1.5	**	1.5	1.5	1.5	1.6	1.5	1.6	1.4	1.7	1.5	1.6	1.3	1.5
											k		km	k	o		
Standard deviation	1.03	1.03	**	.93	**	1.03	1.04	.98	1.26	.98	1.18	.89	1.09	1.03	1.27	.79	.93
Standard error	.03	.04	**	.09	**	.03	.04	.08	.11	.04	.08	.04	.07	.03	.11	.04	.06

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)**

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	905	158	461	254	905	313	500	591	239
Effective Weighted Sample	636	116	328	173	636	214	360	412	175
Total	886	175	459	218	886	277	515	569	254
HTTPS LINK IN POST	549	107	290	135	549	166	339	364	157
	62%	61%	63%	62%	62%	60%	66%	64%	62%
TEXT IN POST - THE ENERGY PRICE CAP...	108	24	40	38	108	38	58	60	39
	12%	13%	9%	18%	12%	14%	11%	11%	15%
				b					
PHOTO IN POST	92	20	44	25	92	34	34	52	25
	10%	11%	10%	11%	10%	12%	7%	9%	10%
						f			
TEXT IN POST - THIS SETS THE MAXIMUM AMOUNT...	89	12	42	29	89	31	47	52	29
	10%	7%	9%	13%	10%	11%	9%	9%	11%
TEXT IN POST - FIND OUT MORE	83	15	46	15	83	24	46	56	19
	9%	8%	10%	7%	9%	9%	9%	10%	8%
HEADLINE IN POST - FIND OUT HOW CHANGES TO THE ENERGY PRICE CAP WILL AFFECT YOU	82	12	44	23	82	29	43	48	22
	9%	7%	10%	10%	9%	10%	8%	8%	9%
PROFILE USERNAME	69	14	31	21	69	31	35	45	21
	8%	8%	7%	10%	8%	11%	7%	8%	8%
LOGO IN POST	55	15	18	18	55	19	26	33	15
	6%	9%	4%	8%	6%	7%	5%	6%	6%
		b		b					
COMMENTS COUNT	42	6	23	9	42	15	15	24	12
	5%	4%	5%	4%	5%	6%	3%	4%	5%

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

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

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	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	905	158	461	254	905	313	500	591	239
Effective Weighted Sample	636	116	328	173	636	214	360	412	175
Total	886	175	459	218	886	277	515	569	254
SHARES COUNT	34	5	20	4	34	8	13	18	7
	4%	3%	4%	2%	4%	3%	3%	3%	3%
LIKES COUNT	26	3	15	5	26	12	8	14	7
	3%	2%	3%	2%	3%	4%	1%	2%	3%
PROFILE LOGO	24	3	11	8	24	7	11	17	5
	3%	2%	2%	4%	3%	2%	2%	3%	2%
FOLLOW BUTTON	14	2	8	4	14	6	8	9	4
	2%	1%	2%	2%	2%	2%	1%	2%	2%
GROUPS TAB HEADING	8	3	5	-	8	2	5	4	3
	1%	2%	1%	-%	1%	1%	1%	1%	1%
LIGHTBULB	6	-	3	3	6	5	1	1	5
	1%	-%	1%	1%	1%	2%	*%	*%	2%
						f			g
REELS TAB HEADING	5	2	3	1	5	2	4	2	2
	1%	1%	1%	*%	1%	1%	1%	*%	1%
SHARE BUTTON	5	3	2	-	5	1	3	3	1
	1%	2%	*%	-%	1%	*%	1%	1%	*%
DATE OF POST	5	1	2	2	5	3	2	4	*
	1%	*%	1%	1%	1%	1%	*%	1%	*%
LIKE BUTTON	4	-	4	1	4	1	2	2	2
	*%	-%	1%	*%	*%	*%	*%	*%	1%
VERIFIED TICK	4	*	3	*	4	2	2	2	2
	*%	*%	1%	*%	*%	1%	*%	*%	1%
PEOPLE TAB HEADING	4	2	2	1	4	-	4	2	2
	*%	1%	*%	*%	*%	-%	1%	*%	1%

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

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

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	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	905	158	461	254	905	313	500	591	239
Effective Weighted Sample	636	116	328	173	636	214	360	412	175
Total	886	175	459	218	886	277	515	569	254
PHOTOS TAB HEADING	3	1	2	-	3	1	2	3	-
	%	1%	%	-%	%	%	%	1%	-%
POSTS TAB HEADING	3	-	3	-	3	*	2	2	1
	%	-%	1%	-%	%	%	%	%	%
GLOBE ICON	2	-	*	1	2	1	1	1	1
	%	-%	%	1%	%	%	%	%	%
COMMENT BUTTON	*	-	*	-	*	-	-	-	-
	%	-%	%	-%	%	-%	-%	-%	-%
<b>SUMMARY</b>									
ANY TEXT	754	142	388	197	754	240	448	485	223
	85%	81%	85%	90%	85%	87%	87%	85%	88%
				a					
ANY IMAGE	158	36	70	43	158	55	67	95	42
	18%	21%	15%	20%	18%	20%	13%	17%	16%
						f			
ANY COUNT	53	8	28	12	53	21	18	30	14
	6%	4%	6%	6%	6%	8%	4%	5%	5%
						f			
ANY STANDARD APP FUNCTION	41	7	25	9	41	15	22	27	12
	5%	4%	5%	4%	5%	6%	4%	5%	5%
Mean number of features chosen	1.5	1.4	1.4	1.6	1.5	1.6	1.4	1.4	1.5
						f			
Standard deviation	1.03	.86	1.01	1.13	1.03	1.09	.86	.94	1.04
Standard error	.03	.07	.05	.07	.03	.06	.04	.04	.07
Columns Tested: a,b,c,d - e,f - g,h									

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

**IN68. When you log into your online bank account or go online to pay bills, which one of these best applies in terms of how you usually log into your account? IF NECESSARY - Log in details might be a user name and password or a passcode that you need to enter in order to gain access to your account. (SINGLE CODE)**

Base : All respondents that use online banking or pay bills online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2516	287	413	520	408	406	482	2516	1125	1374	703	697	471	630	1400	1101	2516
Effective Weighted Sample	1772	210	312	363	295	281	336	1772	806	959	500	493	357	442	993	781	1772
Total	2495	229	468	448	456	436	457	2495	1186	1294	744	756	513	469	1500	982	2495
I log in using fingerprint recognition or Face ID	981 39%	92 40%	204 44%	210 47%	187 41%	164 38%	123 27%	981 39%	431 36%	546 42%	299 40%	297 39%	213 42%	166 35%	596 40%	379 39%	981 39%
		f	f	efg	f	f		f		h							
I type in the log in details myself	875 35%	66 29%	147 31%	119 27%	159 35%	153 35%	230 50%	875 35%	449 38%	420 32%	259 35%	252 33%	176 34%	184 39%	511 34%	360 37%	875 35%
				c	c	abcdeg	c		i								
I let my browser (like Google Chrome) autofill my log in details	321 13%	30 13%	72 15%	67 15%	54 12%	49 11%	49 11%	321 13%	168 14%	153 12%	101 14%	107 14%	68 13%	45 10%	207 14%	113 12%	321 13%
												m			m		
I use a password manager like LastPass to log in	142 6%	22 10%	29 6%	17 4%	23 5%	28 6%	22 5%	142 6%	64 5%	73 6%	46 6%	43 6%	26 5%	24 5%	90 6%	51 5%	142 6%
		cdfg															
Something else	21 1%	- -%	- -%	7 2%	2 *%	6 1%	6 1%	21 1%	9 1%	12 1%	4 1%	5 1%	1 *%	10 2%	9 1%	12 1%	21 1%
				b		b	b							jlnp			
Don't know	39 2%	4 2%	6 1%	11 2%	8 2%	8 2%	3 1%	39 2%	18 2%	21 2%	6 1%	12 2%	6 1%	15 3%	18 1%	21 2%	39 2%
														jnp			
Prefer not to say	116 5%	15 6%	10 2%	17 4%	23 5%	28 6%	24 5%	116 5%	48 4%	68 5%	28 4%	40 5%	22 4%	25 5%	69 5%	47 5%	116 5%
		b				b	b										

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN68. When you log into your online bank account or go online to pay bills, which one of these best applies in terms of how you usually log into your account? IF NECESSARY - Log in details might be a user name and password or a passcode that you need to enter in order to gain access to your account. (SINGLE CODE)**

Base : All respondents that use online banking or pay bills online

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2516	1746	265	252	253	2516	2172	344	345	2171	391	1176	949	2516	370	1029	747
Effective Weighted Sample	1772	1401	187	206	209	1772	1529	243	239	1534	274	826	677	1772	260	717	538
Total	2495	2120	208	108	60	2495	2142	353	356	2138	432	1156	907	2495	348	1018	774
I log in using fingerprint recognition or Face ID	981 39%	837 39%	80 38%	42 39%	22 36%	981 39%	833 39%	147 42%	151 42%	830 39%	113 26%	462 40%	406 45%	981 39%	110 32%	388 38%	347 45%
I type in the log in details myself	875 35%	729 34%	84 40%	39 36%	23 39%	875 35%	750 35%	125 35%	106 30%	769 36%	182 42%	404 35%	289 32%	875 35%	134 39%	385 38%	243 31%
I let my browser (like Google Chrome) autofill my log in details	321 13%	279 13%	21 10%	12 12%	9 15%	321 13%	279 13%	42 12%	42 12%	279 13%	47 11%	150 13%	123 14%	321 13%	58 17%	138 14%	98 13%
I use a password manager like LastPass to log in	142 6%	115 5%	18 9%	6 5%	3 6%	142 6%	126 6%	16 4%	17 5%	125 6%	26 6%	65 6%	51 6%	142 6%	25 7%	50 5%	48 6%
Something else	21 1%	17 1%	1 *% ade	2 2%	- -%	21 1%	18 1%	3 1%	4 1%	17 1%	4 1%	12 1%	5 1%	21 1%	3 1%	11 1%	4 1%
Don't know	39 2%	36 2%	1 *% ade	3 2%	* 1%	39 2%	28 1%	11 3%	11 3%	28 1%	23 5%	14 1%	2 *% ade	39 2%	4 1%	17 2%	10 1%
Prefer not to say	116 5%	107 5%	4 2%	3 3%	2 3%	116 5%	106 5%	10 3%	26 7%	90 4%	36 8%	49 4%	31 3%	116 5%	13 4%	30 3%	23 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN68. When you log into your online bank account or go online to pay bills, which one of these best applies in terms of how you usually log into your account? IF NECESSARY - Log in details might be a user name and password or a passcode that you need to enter in order to gain access to your account. (SINGLE CODE)**

Base : All respondents that use online banking or pay bills online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2516	421	1355	703	2516	865	1501	1575	829
Effective Weighted Sample	1772	305	969	479	1772	595	1075	1101	599
Total	2495	482	1345	631	2495	791	1553	1489	908
I log in using fingerprint recognition or Face ID	981	175	539	249	981	313	612	562	396
	39%	36%	40%	39%	39%	40%	39%	38%	44%
									g
I type in the log in details myself	875	178	464	224	875	278	554	559	285
	35%	37%	34%	35%	35%	35%	36%	38%	31%
								h	
I let my browser (like Google Chrome) autofill my log in details	321	67	167	86	321	115	191	177	127
	13%	14%	12%	14%	13%	15%	12%	12%	14%
I use a password manager like LastPass to log in	142	41	73	26	142	44	86	82	51
	6%	9%	5%	4%	6%	6%	6%	5%	6%
		c							
Something else	21	4	11	6	21	10	11	12	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	39	-	25	12	39	7	28	21	16
	2%	-%	2%	2%	2%	1%	2%	1%	2%
			a	a	a				
Prefer not to say	116	17	65	28	116	24	72	76	25
	5%	3%	5%	5%	5%	3%	5%	5%	3%
								h	

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

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

**IN69. Which, if any, of the following apply regarding any of the online passwords that you use? (MULTI CODE)**

Base : All respondents that use online banking or pay bills online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2516	287	413	520	408	406	482	2516	1125	1374	703	697	471	630	1400	1101	2516
Effective Weighted Sample	1772	210	312	363	295	281	336	1772	806	959	500	493	357	442	993	781	1772
Total	2495	229	468	448	456	436	457	2495	1186	1294	744	756	513	469	1500	982	2495
I use strong passwords online (that use combinations of uppercase and lowercase letters, numbers and other symbols)	1619	113	274	281	312	305	334	1619	821	791	495	505	323	286	1000	609	1619
	65%	50%	58%	63%	68%	70%	73%	65%	69%	61%	67%	67%	63%	61%	67%	62%	65%
		a	a	ab	ab	ab	ab	ab	i						mo		
I use the same passwords multiple times	628	96	169	117	93	80	73	628	280	343	182	182	151	110	365	261	628
	25%	42%	36%	26%	20%	18%	16%	25%	24%	26%	25%	24%	29%	23%	24%	27%	25%
		cdefg	cdefg	ef				ef									
I often forget my passwords and have to reset them	590	50	140	124	95	79	103	590	239	346	186	183	111	109	368	221	590
	24%	22%	30%	28%	21%	18%	23%	24%	20%	27%	25%	24%	22%	23%	25%	23%	24%
			adefg	de			e			h							
None of these apply	63	5	10	7	10	12	19	63	33	31	20	19	9	15	39	24	63
	3%	2%	2%	2%	2%	3%	4%	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%
							c										
Don't know	33	8	6	8	2	7	3	33	8	25	10	13	3	6	23	10	33
	1%	3%	1%	2%	*%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%
		dfg								h							
Prefer not to say	141	18	16	20	34	30	23	141	47	94	32	45	30	32	77	61	141
	6%	8%	3%	4%	7%	7%	5%	6%	4%	7%	4%	6%	6%	7%	5%	6%	6%
		b			b					h							

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**IN69. Which, if any, of the following apply regarding any of the online passwords that you use? (MULTI CODE)**

Base : All respondents that use online banking or pay bills online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2516	1746	265	252	253	2516	2172	344	345	2171	391	1176	949	2516	370	1029	747
Effective Weighted Sample	1772	1401	187	206	209	1772	1529	243	239	1534	274	826	677	1772	260	717	538
Total	2495	2120	208	108	60	2495	2142	353	356	2138	432	1156	907	2495	348	1018	774
I use strong passwords online (that use combinations of uppercase and lowercase letters, numbers and other symbols)	1619 65%	1380 65%	133 64%	68 63%	37 63%	1619 65%	1371 64%	247 70%	214 60%	1405 66%	257 60%	745 64%	616 68%	1619 65%	212 61%	677 67%	552 71%
I use the same passwords multiple times	628 25%	520 25%	56 27%	36 33% ae	16 26%	628 25%	547 26%	80 23%	93 26%	534 25%	66 15%	277 24% j	285 31% jkm	628 25% j	103 30% o	236 23%	201 26%
I often forget my passwords and have to reset them	590 24%	495 23%	45 21%	31 28%	20 33% abe	590 24%	503 23%	87 25%	72 20%	518 24%	73 17%	278 24% j	239 26% j	590 24% j	87 25%	261 26%	175 23%
None of these apply	63 3%	57 3%	4 2%	2 1%	1 1%	63 3%	56 3%	7 2%	6 2%	57 3%	21 5% lm	33 3% l	9 1%	63 3% l	17 5% op	14 1%	18 2%
Don't know	33 1%	28 1%	3 1%	2 1%	1 1%	33 1%	30 1%	3 1%	7 2%	26 1%	13 3% klm	12 1%	8 1%	33 1%	3 1%	14 1%	6 1%
Prefer not to say	141 6%	125 6%	8 4%	5 5%	3 5%	141 6%	123 6%	18 5%	41 11% i	100 5%	46 11% klm	59 5%	36 4%	141 6%	17 5%	42 4%	20 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**IN69. Which, if any, of the following apply regarding any of the online passwords that you use? (MULTI CODE)**

Base : All respondents that use online banking or pay bills online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2516	421	1355	703	2516	865	1501	1575	829
Effective Weighted Sample	1772	305	969	479	1772	595	1075	1101	599
Total	2495	482	1345	631	2495	791	1553	1489	908
I use strong passwords online (that use combinations of uppercase and lowercase letters, numbers and other symbols)	1619	346	864	389	1619	520	1027	1022	549
	65%	72%	64%	62%	65%	66%	66%	69%	60%
		bcd						h	
I use the same passwords multiple times	628	116	346	157	628	213	381	332	277
	25%	24%	26%	25%	25%	27%	25%	22%	31%
									g
I often forget my passwords and have to reset them	590	90	318	181	590	224	338	337	238
	24%	19%	24%	29%	24%	28%	22%	23%	26%
				abd		f			
None of these apply	63	14	31	16	63	16	45	39	20
	3%	3%	2%	3%	3%	2%	3%	3%	2%
Don't know	33	3	18	11	33	4	17	19	10
	1%	1%	1%	2%	1%	*%	1%	1%	1%
Prefer not to say	141	21	77	36	141	39	81	88	38
	6%	4%	6%	6%	6%	5%	5%	6%	4%

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

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
1	371	21	38	41	55	92	123	371	207	162	74	113	52	131	187	182	371
	12%	6%	7%	8%	10%	18%	22%	12%	14%	10%	8%	12%	8%	21%	10%	15%	12%
				a	abcdg	abcdg	abc	i				jl		jklmnop		jlmp	jl
2	928	40	124	85	119	210	350	928	445	481	260	297	167	200	556	367	928
	30%	11%	22%	16%	22%	41%	63%	30%	30%	30%	29%	32%	26%	33%	31%	29%	30%
			ac	a	ac	abcdg	abcdg	abcd				l		l			
3	713	74	183	136	150	121	49	713	322	383	215	191	197	106	406	303	713
	23%	20%	32%	26%	27%	24%	9%	23%	22%	24%	24%	21%	31%	17%	22%	24%	23%
		f	acefg	f	af	f		f			m		jkmnop		m	m	m
4	617	93	136	163	156	51	19	617	299	315	211	184	119	101	395	220	617
	20%	25%	24%	31%	28%	10%	3%	20%	20%	20%	24%	20%	19%	16%	22%	18%	20%
		efg	ef	befg	efg	f		ef			lmop			mo			
5-6	281	81	49	81	45	18	8	281	133	146	88	86	72	34	174	106	281
	9%	22%	8%	15%	8%	3%	1%	9%	9%	9%	10%	9%	11%	6%	10%	8%	9%
		bcdefg	ef	bdefg	ef			ef			m	m	m		m	m	m
7-9	38	10	11	9	3	5	1	38	19	18	8	12	7	10	20	18	38
	1%	3%	2%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		dfg	f	f													
10 or more	4	2	1	1	-	-	-	4	3	*	2	-	1	-	2	1	4
	*%	1%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
Prefer not to say	141	50	33	16	22	10	10	141	58	71	30	34	28	31	64	59	141
	5%	13%	6%	3%	4%	2%	2%	5%	4%	5%	3%	4%	4%	5%	4%	5%	5%
		bcdefg	ef					ef									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
1	371 12%	303 12%	37 14%	21 15%	10 13%	371 12%	318 12%	53 12%	56 11%	315 12%	107 14%	167 12%	91 10%	371 12%	69 14%	156 13%	107 12%
2	928 30%	788 30%	73 28%	46 33%	20 26%	928 30%	766 29%	162 38% f	107 20%	821 32% h	259 35% lm	410 30%	247 26%	928 30%	47 9%	438 37% n	342 39% n
3	713 23%	605 23%	58 23%	34 24%	16 21%	713 23%	623 23%	90 21%	123 23%	590 23%	142 19%	329 24% j	222 24%	713 23%	91 18%	344 29% np	161 19%
4	617 20%	533 20% c	52 20%	19 13%	14 18%	617 20% c	548 21%	69 16%	127 24% i	490 19%	114 15%	261 19%	236 25% jkm	617 20% j	130 26% op	218 18%	174 20%
5-6	281 9%	242 9%	20 8%	9 7%	10 13% ce	281 9%	250 9%	31 7%	62 12% i	218 9%	45 6%	137 10% j	99 11% j	281 9% j	127 25% op	28 2% o	64 7%
7-9	38 1%	32 1%	2 1%	3 2%	1 2%	38 1%	35 1%	3 1%	11 2%	28 1%	15 2%	13 1%	11 1%	38 1%	24 5% op	- -%	1 *%
10 or more	4 *%	3 *%	- -%	1 1% ae	- -%	4 *%	4 *%	- -%	1 *%	3 *%	- -%	3 *%	1 *%	4 *%	3 1% op	- -%	- -%
Prefer not to say	141 5%	111 4%	17 7%	7 5%	6 8% ae	141 5%	125 5%	16 4%	39 7% i	102 4%	59 8% klm	43 3%	31 3%	141 5%	13 3% o	- -%	16 2% o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
1	371 12%	53 8%	194 12%	119 15% ad	371 12% a	137 14%	209 11%	371 20% h	- -%
2	928 30%	218 35% cd	489 30%	213 27%	928 30%	304 30%	578 32%	848 46% h	72 7%
3	713 23%	145 23%	368 23%	189 24%	713 23%	234 23%	421 23%	349 19%	348 32% g
4	617 20%	123 20%	324 20%	155 20%	617 20%	184 18%	386 21%	165 9%	443 41% g
5-6	281 9%	55 9%	141 9%	81 10%	281 9%	104 10%	157 9%	98 5%	178 17% g
7-9	38 1%	4 1%	26 2%	9 1%	38 1%	18 2%	19 1%	6 *% g	32 3%
10 or more	4 *% g	1 *% g	1 *% g	2 *% g	4 *% g	3 *% g	1 *% g	2 *% g	2 *% g
Prefer not to say	141 5%	22 4%	63 4%	21 3%	141 5% c	24 2%	51 3%	- -%	- -%

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

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

**C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Yes	1099	97	292	357	261	80	11	1099	507	583	394	295	250	156	689	407	1099
	36%	26%	51%	67%	47%	16%	2%	36%	34%	37%	44%	32%	39%	26%	38%	32%	36%
		ef	aefg	abdefg	aefg	f		aef			kmnop	m	kmo		kmo	m	m
No	1838	216	248	155	266	416	538	1838	912	918	460	580	364	424	1041	787	1838
	59%	58%	43%	29%	48%	82%	96%	59%	61%	58%	52%	63%	57%	69%	58%	63%	59%
		bcd	c		c	abcdg	abcdeg	bcd				jl		jklnop	j	jl	j
Prefer not to say	156	58	35	19	23	11	10	156	66	76	34	42	29	32	76	61	156
	5%	16%	6%	4%	4%	2%	2%	5%	4%	5%	4%	5%	5%	5%	4%	5%	5%
		bcdefg	ef					ef									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Yes	1099	940	85	44	29	1099	989	110	224	874	165	493	430	1099	222	454	283
	36%	36%	33%	32%	38%	36%	37%	26%	43%	34%	22%	36%	46%	36%	44%	38%	33%
							g		i			j	jkm	j	p	p	
No	1838	1555	154	87	41	1838	1541	298	260	1579	511	822	472	1838	269	730	564
	59%	59%	60%	63%	53%	59%	58%	70%	49%	61%	69%	60%	50%	59%	53%	62%	65%
				d				f		h	klm	l		l		n	n
Prefer not to say	156	121	20	8	7	156	140	16	42	114	65	49	34	156	13	-	18
	5%	5%	8%	6%	8%	5%	5%	4%	8%	4%	9%	4%	4%	5%	3%	-%	2%
			a		ae				i		klm			o		o	

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Yes	1099	195	554	333	1099	322	700	-	1076
	36%	31%	35%	42%	36%	32%	38%	-%	100%
				abd			e		g
No	1838	400	981	432	1838	661	1064	1838	-
	59%	65%	61%	55%	59%	65%	58%	100%	-%
		c	c		c	f		h	
Prefer not to say	156	25	70	24	156	27	58	-	-
	5%	4%	4%	3%	5%	3%	3%	-%	-%
					c				

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

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

**C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
None/ no children aged under 18 living at home	1838	216	248	155	266	416	538	1838	912	918	460	580	364	424	1041	787	1838
	59%	58%	43%	29%	48%	82%	96%	59%	61%	58%	52%	63%	57%	69%	58%	63%	59%
		bcd	c		c	abcdg	abcdeg	bcd				jl		ijklnop	j	jl	j
1	522	45	136	123	142	66	9	522	252	263	178	130	137	78	308	214	522
	17%	12%	24%	23%	26%	13%	2%	17%	17%	17%	20%	14%	21%	13%	17%	17%	17%
		f	aefg	aefg	aefg	f		af			km		kmp		m	m	m
2	416	29	120	162	92	12	1	416	195	220	161	115	84	53	276	137	416
	13%	8%	21%	30%	17%	2%	*%	13%	13%	14%	18%	13%	13%	9%	15%	11%	13%
		ef	aefg	abdefg	aef	f		aef			klmop	m	m		mo		mo
3	116	14	24	54	22	3	-	116	42	74	36	40	21	19	76	40	116
	4%	4%	4%	10%	4%	1%	-%	4%	3%	5%	4%	4%	3%	3%	4%	3%	4%
		ef	ef	abdefg	ef			ef		h							
4	23	5	5	12	*	-	-	23	9	14	8	5	6	4	13	10	23
	1%	1%	1%	2%	*%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		def	f	defg													
5 or more	6	2	1	3	-	-	-	6	2	4	3	1	-	2	4	2	6
	*%	*%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Prefer not to say	172	60	40	23	28	11	10	172	73	84	44	45	31	34	89	65	172
	6%	16%	7%	4%	5%	2%	2%	6%	5%	5%	5%	5%	5%	5%	5%	5%	6%
		bcdefg	ef	f	ef			ef									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
None/ no children aged under 18 living at home	1838	1555	154	87	41	1838	1541	298	260	1579	511	822	472	1838	269	730	564
	59%	59%	60%	63%	53%	59%	58%	70%	49%	61%	69%	60%	50%	59%	53%	62%	65%
				d				f		h	klm	l		l		n	n
1	522	442	43	23	14	522	479	43	114	408	78	250	185	522	77	269	126
	17%	17%	16%	16%	18%	17%	18%	10%	22%	16%	10%	18%	20%	17%	15%	23%	15%
							g		i			j	j	j		np	
2	416	355	35	13	12	416	368	48	74	341	61	174	181	416	79	164	118
	13%	14%	14%	10%	15%	13%	14%	11%	14%	13%	8%	13%	19%	13%	16%	14%	14%
												j	jkm	j			
3	116	102	6	5	3	116	102	15	28	89	17	54	45	116	40	21	33
	4%	4%	2%	4%	4%	4%	4%	3%	5%	3%	2%	4%	5%	4%	8%	2%	4%
													j		op		o
4	23	21	1	-	1	23	23	-	5	18	5	10	8	23	15	-	2
	1%	1%	*%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	3%	-%	*%
															op		
5 or more	6	4	*	2	-	6	6	1	1	5	2	2	3	6	6	-	-
	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%
				ae											op		
Prefer not to say	172	137	20	8	7	172	153	19	45	127	68	52	42	172	19	-	22
	6%	5%	8%	6%	8%	6%	6%	5%	9%	5%	9%	4%	5%	6%	4%	-%	3%
					a				i		klm			k	o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
None/ no children aged under 18 living at home	1838	400	981	432	1838	661	1064	1838	-
	59%	65%	61%	55%	59%	65%	58%	100%	-%
		c	c		c	f		h	
1	522	76	280	160	522	142	336	-	518
	17%	12%	17%	20%	17%	14%	18%	-%	48%
			a	a	a		e		g
2	416	89	209	111	416	128	268	-	414
	13%	14%	13%	14%	13%	13%	15%	-%	38%
									g
3	116	20	46	47	116	37	72	-	115
	4%	3%	3%	6%	4%	4%	4%	-%	11%
				abd					g
4	23	2	13	8	23	8	13	-	23
	1%	*%	1%	1%	1%	1%	1%	-%	2%
									g
5 or more	6	2	3	1	6	3	3	-	6
	*%	*%	*%	*%	*%	*%	*%	-%	1%
									g
Prefer not to say	172	32	72	28	172	32	66	-	-
	6%	5%	4%	4%	6%	3%	4%	-%	-%

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
None/ no children aged under 18 living at home	1838	216	248	155	266	416	538	1838	912	918	460	580	364	424	1041	787	1838
	59%	58%	43%	29%	48%	82%	96%	59%	61%	58%	52%	63%	57%	69%	58%	63%	59%
		bcd	c		c	abcdg	abcdeg	bcd				ijn		ijklnop	j	ijn	j
0 to 2 years old	221	22	140	56	-	-	2	221	68	148	75	61	49	32	136	82	221
	7%	6%	24%	11%	-%	-%	*%	7%	5%	9%	8%	7%	8%	5%	8%	6%	7%
		def	acdefg	adefg				def		h	m						
3 to 4 years old	191	16	93	70	9	4	-	191	87	104	76	59	40	17	134	57	191
	6%	4%	16%	13%	2%	1%	-%	6%	6%	7%	9%	6%	6%	3%	7%	5%	6%
		def	adefg	adefg	f			def			mop	m	m		mo		m
5 to 7 years old	259	22	87	114	27	9	*	259	114	145	108	68	49	35	175	84	259
	8%	6%	15%	21%	5%	2%	*%	8%	8%	9%	12%	7%	8%	6%	10%	7%	8%
		ef	adefg	abdefg	ef	f		def			klmop				mo		m
8 to 11 years old	349	28	73	155	81	11	1	349	170	178	123	98	71	56	222	127	349
	11%	7%	13%	29%	15%	2%	*%	11%	11%	11%	14%	11%	11%	9%	12%	10%	11%
		ef	aef	abdefg	aef	f		aef			mo						
12 to 15 years old	380	31	30	146	127	43	2	380	194	186	131	103	96	49	235	145	380
	12%	8%	5%	28%	23%	8%	*%	12%	13%	12%	15%	11%	15%	8%	13%	12%	12%
		f	f	abefg	abefg	f		abef			m		m		m	m	m
16 to 17 years old	201	21	9	36	101	29	5	201	90	107	56	53	47	45	109	92	201
	6%	6%	2%	7%	18%	6%	1%	6%	6%	7%	6%	6%	7%	7%	6%	7%	6%
		bf		bf	abcefg	bf		bf									
Prefer not to say	179	60	42	26	29	11	11	179	76	88	45	46	35	35	90	70	179
	6%	16%	7%	5%	5%	2%	2%	6%	5%	6%	5%	5%	6%	6%	5%	6%	6%
		bcdefg	ef	ef	ef			ef									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
None/ no children aged under 18 living at home	1838	1555	154	87	41	1838	1541	298	260	1579	511	822	472	1838	269	730	564
	59%	59%	60%	63%	53%	59%	58%	70%	49%	61%	69%	60%	50%	59%	53%	62%	65%
				d				f		h	klm	l		l		n	n
0 to 2 years old	221	186	21	6	8	221	202	18	52	169	37	95	88	221	40	98	55
	7%	7%	8%	4%	10%	7%	8%	4%	10%	7%	5%	7%	9%	7%	8%	8%	6%
					c		g		i				jm				
3 to 4 years old	191	159	18	9	5	191	175	16	26	165	17	86	89	191	42	71	65
	6%	6%	7%	6%	6%	6%	7%	4%	5%	6%	2%	6%	9%	6%	8%	6%	8%
												j	jkm	j			
5 to 7 years old	259	214	25	11	9	259	238	21	36	224	29	113	113	259	68	100	71
	8%	8%	10%	8%	11%	8%	9%	5%	7%	9%	4%	8%	12%	8%	13%	8%	8%
							g					j	jkm	j	op		
8 to 11 years old	349	306	20	13	10	349	316	33	71	278	57	146	144	349	91	121	88
	11%	12%	8%	10%	13%	11%	12%	8%	13%	11%	8%	11%	15%	11%	18%	10%	10%
							g						jkm	j	op		
12 to 15 years old	380	329	27	16	8	380	331	49	76	304	49	179	151	380	99	130	100
	12%	13%	10%	12%	11%	12%	12%	12%	14%	12%	7%	13%	16%	12%	20%	11%	12%
												j	jm	j	op		
16 to 17 years old	201	173	12	11	5	201	179	21	43	157	34	79	85	201	48	74	44
	6%	7%	5%	8%	6%	6%	7%	5%	8%	6%	5%	6%	9%	6%	10%	6%	5%
													9%	6%	10%	6%	5%
													jkm	op			
Prefer not to say	179	143	20	9	7	179	159	20	49	130	73	53	44	179	19	1	23
	6%	5%	8%	6%	8%	6%	6%	5%	9%	5%	10%	4%	5%	6%	4%	*	3%
									i		klm			k	o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
None/ no children aged under 18 living at home	1838	400	981	432	1838	661	1064	1838	-
	59%	65%	61%	55%	59%	65%	58%	100%	-%
		c	c	c	c	f	h		
0 to 2 years old	221	44	119	53	221	63	145	-	221
	7%	7%	7%	7%	7%	6%	8%	-%	21%
									g
3 to 4 years old	191	38	105	46	191	52	132	-	191
	6%	6%	7%	6%	6%	5%	7%	-%	18%
									g
5 to 7 years old	259	53	127	73	259	85	158	-	259
	8%	9%	8%	9%	8%	8%	9%	-%	24%
									g
8 to 11 years old	349	60	162	123	349	99	230	-	349
	11%	10%	10%	16%	11%	10%	13%	-%	32%
				abd					g
12 to 15 years old	380	60	187	129	380	117	235	-	380
	12%	10%	12%	16%	12%	12%	13%	-%	35%
				abd					g
16 to 17 years old	201	25	101	73	201	68	118	-	201
	6%	4%	6%	9%	6%	7%	6%	-%	19%
				abd					g
Prefer not to say	179	33	73	32	179	32	73	-	-
	6%	5%	5%	4%	6%	3%	4%	-%	-%

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

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

**A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)**

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093	
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165	
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093	
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2704	281	494	465	489	447	527	2704	1306	1381	784	821	562	516	1605	1078	2704	
	87%	76%	86%	88%	89%	88%	94%	87%	88%	88%	88%	90%	87%	84%	89%	86%	87%	
		a	b	a	a	a	abcdeg	a				mo			mo			
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	988	161	213	190	184	141	100	988	490	490	302	339	176	166	640	342	988	
	32%	43%	37%	36%	33%	28%	18%	32%	33%	31%	34%	37%	27%	27%	35%	27%	32%	
		cdefg	ef	ef	f	f	f	f			lmo	lmop			lmop		mo	
Neither – Do not connect to the internet at home	30	7	6	4	4	4	4	30	10	20	5	8	7	10	13	17	30	
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	
Don't know	74	23	15	8	7	14	7	74	20	46	14	18	9	22	32	32	74	
	2%	6%	3%	1%	1%	3%	1%	2%	1%	3%	2%	2%	1%	4%	2%	3%	2%	
		bcdefg								h				jln				

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2704 87%	2291 88%	222 86%	124 89%	67 87%	2704 87%	2327 87%	376 89%	415 79%	2289 89%	591 80%	1200 88%	876 94%	2704 87%	411 82%	1069 90%	802 93%
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	988 32%	836 32%	88 34%	40 28%	25 32%	988 32%	866 32%	122 29%	150 29%	838 33%	160 22%	460 34%	361 39%	988 32%	195 39%	353 30%	278 32%
Neither – Do not connect to the internet at home	30 1%	25 1%	3 1%	1 1%	1 1%	30 1%	27 1%	3 1%	11 2%	19 1%	23 3%	5 *	- -%	30 1%	7 1%	4 *	4 *
Don't know	74 2%	64 2%	6 2%	4 3%	1 1%	74 2%	66 2%	7 2%	30 6%	44 2%	45 6%	13 1%	8 1%	74 2%	9 2%	11 1%	6 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2704	538	1445	680	2704	894	1631	1634	958
	87%	87%	90%	86%	87%	88%	90%	89%	89%
			cd						
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	988	201	521	240	988	331	580	555	387
	32%	32%	32%	30%	32%	33%	32%	30%	36%
									g
Neither – Do not connect to the internet at home	30	14	7	7	30	8	9	17	6
	1%	2%	*%	1%	1%	1%	1%	1%	1%
		bd							
Don't know	74	8	18	22	74	14	23	28	6
	2%	1%	1%	3%	2%	1%	1%	2%	1%
				b	b				

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

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
I have no formal qualifications (and I am not still studying)	174	14	11	20	17	27	83	174	87	86	20	27	29	93	47	122	174
	6%	4%	2%	4%	3%	5%	15%	6%	6%	5%	2%	3%	5%	15%	3%	10%	6%
						b	abcdeg	b					j	jklnop		jklnp	jkln
Entry level qualification such as ESOL, ELC or Skills for Life	40	10	10	8	2	9	1	40	25	15	8	2	21	8	10	30	40
	1%	3%	2%	1%	*%	2%	*%	1%	2%	1%	1%	*%	3%	1%	1%	2%	1%
		dfg	f	f		f		f					jkmpn	k		jknp	kn
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	348	37	41	44	85	91	50	348	162	186	51	73	103	120	124	223	348
	11%	10%	7%	8%	15%	18%	9%	11%	11%	12%	6%	8%	16%	20%	7%	18%	11%
					abcfg	abcfg		b					jknp	jknp		jknp	jkln
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	498	67	54	60	90	103	124	498	230	264	90	145	134	128	235	261	498
	16%	18%	9%	11%	16%	20%	22%	16%	16%	17%	10%	16%	21%	21%	13%	21%	16%
		bc			bc	bc	bcdg	bc				j	jknp	jknp		jknp	jn
Level 1-2 vocational qualification or intermediate apprenticeship	149	13	22	35	32	21	25	149	72	75	23	41	40	43	65	83	149
	5%	4%	4%	7%	6%	4%	4%	5%	5%	5%	3%	5%	6%	7%	4%	7%	5%
													jn	jnp		jnp	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	319	60	54	57	48	51	50	319	165	152	100	113	64	43	213	107	319
	10%	16%	9%	11%	9%	10%	9%	10%	11%	10%	11%	12%	10%	7%	12%	9%	10%
		bcdefg									m	mo			mo		m
Level 3 vocational qualification or advanced apprenticeship	175	24	24	31	37	35	25	175	71	104	23	54	56	41	77	97	175
	6%	6%	4%	6%	7%	7%	4%	6%	5%	7%	3%	6%	9%	7%	4%	8%	6%
											j	jnp	jn		jnp	j	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	196	12	40	33	45	33	33	196	98	96	43	63	51	38	106	89	196
	6%	3%	7%	6%	8%	6%	6%	6%	7%	6%	5%	7%	8%	6%	6%	7%	6%
			a		a			a				j					
Level 4-5 vocational qualification or higher apprenticeship	76	2	16	14	11	16	18	76	34	42	24	28	14	9	53	24	76
	2%	3%	3%	2%	3%	3%	2%	2%	2%	3%	3%	3%	2%	2%	3%	2%	2%
		*	a	a		a	a	a									
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	666	49	194	142	115	77	90	666	312	348	283	256	80	44	539	124	666
	22%	13%	34%	27%	21%	15%	16%	22%	21%	22%	32%	28%	12%	7%	30%	10%	22%
			acdefg	aefg	a			aef			lmop	lmop	m		lmop		lmo
Level 6 vocational qualification or degree apprenticeship	27	1	3	10	5	6	3	27	20	7	14	5	5	3	19	9	27
	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		*					*		i	*		*					

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
University higher degree (e.g. Masters, PhD or equivalent)	315	31	88	71	46	33	46	315	160	152	194	76	25	17	270	42	315
	10%	8%	15%	13%	8%	6%	8%	10%	11%	10%	22%	8%	4%	3%	15%	3%	10%
			adefg	adefg				e			klmnop	lmo			klmop		lmo
Still studying/ still at school	30	25	3	1	-	-	-	30	14	15	3	20	4	3	23	7	30
	1%	7%	1%	*%	-%	-%	-%	1%	1%	1%	*%	2%	1%	*%	1%	1%	1%
		bcdefg										jmop					
Don't know	30	6	8	2	4	5	5	30	16	13	5	3	6	11	8	17	30
	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	*%	1%	1%
														jkn		kn	
Prefer not to say	51	20	7	4	14	-	7	51	17	22	7	11	10	12	18	21	51
	2%	5%	1%	1%	2%	-%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%
		bcefg	e		e		e	e									

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
I have no formal qualifications (and I am not still studying)	174 6%	152 6%	12 5%	5 4%	4 5%	174 6%	142 5%	32 7%	49 9% i	125 5%	113 15% klm	39 3%	15 2%	174 6% kl	54 11% op	64 5% p	19 2%
Entry level qualification such as ESOL, ELC or Skills for Life	40 1%	37 1%	- -%	1 1%	1 2% b	40 1%	34 1%	5 1%	7 1%	33 1%	14 2%	18 1%	8 1%	40 1%	18 4% op	9 1%	6 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	348 11%	292 11%	31 12%	17 12%	7 9%	348 11%	298 11%	50 12%	85 16% i	262 10%	111 15% lm	165 12% l	64 7%	348 11% l	83 17% op	126 11%	72 8%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	498 16%	425 16%	40 15%	22 16%	10 13%	498 16%	428 16%	69 16%	88 17%	409 16%	135 18% l	254 19% l	106 11%	498 16% l	88 18% p	221 19% p	90 10%
Level 1-2 vocational qualification or intermediate apprenticeship	149 5%	138 5% bc	6 2%	2 1%	2 3%	149 5% c	131 5%	18 4%	25 5%	124 5%	44 6% l	72 5%	32 3%	149 5%	29 6%	72 6% p	30 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	319 10%	260 10%	33 13%	15 11%	11 15% ae	319 10%	274 10%	45 11%	48 9%	271 11%	62 8%	157 12%	94 10%	319 10%	45 9%	126 11%	109 13%
Level 3 vocational qualification or advanced apprenticeship	175 6%	157 6%	9 4%	7 5%	3 3%	175 6%	146 5%	29 7%	34 6%	141 6%	40 5%	86 6%	45 5%	175 6%	24 5%	73 6%	42 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	196 6%	156 6%	21 8%	13 9% a	6 7%	196 6%	154 6%	41 10% f	32 6%	163 6%	37 5%	77 6%	81 9% jkm	196 6%	32 6%	83 7%	55 6%
Level 4-5 vocational qualification or higher apprenticeship	76 2%	68 3%	4 1%	2 1%	3 3%	76 2%	60 2%	17 4%	7 1%	69 3%	10 1%	40 3%	26 3%	76 2%	5 1%	36 3% n	23 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	666 22%	562 21%	53 20%	36 26%	15 19%	666 22%	597 22% g	69 16%	74 14%	593 23% h	80 11%	288 21% j	298 32% jkm	666 22% j	71 14%	266 22% n	251 29% no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Level 6 vocational qualification or degree apprenticeship	27 1%	25 1%	1 *%	1 1%	1 1%	27 1%	24 1%	3 1%	6 1%	21 1%	1 *%	14 1%	12 1%	27 1%	2 *%	13 1%	11 1%
University higher degree (e.g. Masters, PhD or equivalent)	315 10%	253 10%	38 15% ae	13 9%	11 14% ae	315 10%	280 10%	35 8%	35 7%	280 11% h	39 5%	130 10% j	140 15% jkm	315 10% j	37 7%	86 7% no	154 18%
Still studying/ still at school	30 1%	25 1%	2 1%	1 1%	1 1%	30 1%	27 1%	3 1%	12 2% i	18 1%	12 2% l	12 1%	4 *%	30 1%	3 1%	2 *%	2 *%
Don't know	30 1%	24 1%	3 1%	2 1%	1 1%	30 1%	27 1%	3 1%	8 1%	22 1%	13 2% k	5 *%	6 1%	30 1%	10 2% op	6 1%	3 *%
Prefer not to say	51 2%	42 2%	6 2%	1 1%	2 2%	51 2%	47 2%	4 1%	16 3% i	36 1%	28 4% klm	5 *%	6 1%	51 2% kl	4 1%	2 *%	1 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
I have no formal qualifications (and I am not still studying)	174	36	85	48	174	75	76	128	33
	6%	6%	5%	6%	6%	7%	4%	7%	3%
						f		h	
Entry level qualification such as ESOL, ELC or Skills for Life	40	21	9	8	40	23	17	23	16
	1%	3%	1%	1%	1%	2%	1%	1%	1%
		bcd			b	f			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	348	45	193	105	348	124	190	229	104
	11%	7%	12%	13%	11%	12%	10%	12%	10%
			a	a	a				
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	498	89	253	151	498	193	280	333	149
	16%	14%	16%	19%	16%	19%	15%	18%	14%
						f		h	
Level 1-2 vocational qualification or intermediate apprenticeship	149	25	71	50	149	59	81	84	57
	5%	4%	4%	6%	5%	6%	4%	5%	5%

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

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT f	REPORTS e	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
A' level, Scottish Higher, Welsh Baccaulaureate, International Baccaulaureate or equivalent	319 10%	54 9%	185 12%	75 10%	319 10%	82 8%	205 11% e	202 11%	105 10%
Level 3 vocational qualification or advanced apprenticeship	175 6%	31 5%	81 5%	57 7%	175 6%	55 5%	111 6%	107 6%	55 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	196 6%	31 5%	108 7%	53 7%	196 6%	62 6%	120 7%	117 6%	70 7%
Level 4-5 vocational qualification or higher apprenticeship	76 2%	21 3%	36 2%	17 2%	76 2%	31 3%	42 2%	53 3%	19 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	666 22%	130 21%	398 25% cd	132 17%	666 22% c	174 17%	460 25% e	355 19%	289 27% g
Level 6 vocational qualification or degree apprenticeship	27 1%	11 2%	11 1%	5 1%	27 1%	8 1%	17 1%	13 1%	12 1%

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

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

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
University higher degree (e.g. Masters, PhD or equivalent)	315	112	136	62	315	91	198	150	149
	10%	18%	8%	8%	10%	9%	11%	8%	14%
		bcd							g
Still studying/ still at school	30	7	15	4	30	11	11	17	7
	1%	1%	1%	*%	1%	1%	1%	1%	1%
Don't know	30	6	11	11	30	12	5	18	6
	1%	1%	1%	1%	1%	1%	*%	1%	1%
						f			
Prefer not to say	51	3	13	11	51	12	10	9	5
	2%	*%	1%	1%	2%	1%	1%	*%	*%

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

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Very confident	2236	217	405	351	405	375	483	2236	1053	1163	684	699	449	388	1382	837	2236
	72%	59%	71%	66%	74%	74%	86%	72%	71%	74%	77%	76%	70%	63%	77%	67%	72%
			a	a	ac	ac	abcdeg	ac			lmop	lmo	m		lmop		mo
Fairly confident	642	97	127	145	114	100	59	642	322	315	166	168	147	154	334	301	642
	21%	26%	22%	27%	21%	20%	11%	21%	22%	20%	19%	18%	23%	25%	19%	24%	21%
		efg	f	defg	f	f		f						jknp		jknp	
Neither confident nor not confident	154	30	34	28	26	25	12	154	75	77	25	40	39	49	65	88	154
	5%	8%	6%	5%	5%	5%	2%	5%	5%	5%	3%	4%	6%	8%	4%	7%	5%
		fg	f	f	f	f		f					jn	jknp		jknp	j
Not very confident	20	7	5	1	1	4	1	20	11	9	4	3	4	9	7	13	20
	1%	2%	1%	*%	*%	1%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
		cdfg											kn				
Not at all confident	13	2	4	4	-	2	1	13	12	1	5	2	1	4	8	5	13
	*%	*%	1%	1%	-%	*%	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%
									i								
Don't know	8	3	-	*	-	1	3	8	2	6	2	2	2	*	4	2	8
	*%	1%	-%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	20	14	1	2	4	1	-	20	10	7	3	2	2	7	5	8	20
	1%	4%	*%	*%	1%	*%	-%	1%	1%	*%	*%	*%	*%	1%	*%	1%	1%
		bcdefg												n			
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2878	314	532	496	519	474	542	2878	1375	1478	849	867	596	543	1717	1139	2878
	93%	85%	93%	93%	94%	94%	97%	93%	93%	94%	96%	95%	93%	89%	95%	91%	93%
			a	a	a	a	abceg	a			lmop	mo	m		mop		mo
TOTAL NOT CONFIDENT	33	9	8	6	1	6	2	33	23	10	10	5	5	13	15	18	33
	1%	2%	1%	1%	*%	1%	*%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
		dfg							i					kn			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
TOTAL NEITHER/ DON'T KNOW	162	34	34	28	26	26	15	162	76	83	27	43	41	50	69	90	162
	5%	9%	6%	5%	5%	5%	3%	5%	5%	5%	3%	5%	6%	8%	4%	7%	5%
		cdefg	f					f					jn	jknp		jknp	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Very confident	2236 72%	1889 72%	188 73%	103 74%	56 72%	2236 72%	1919 72%	318 75%	351 67%	1885 73% h	477 64%	978 72% j	748 80% jkm	2236 72% j	311 62%	892 75% n	692 80% no
Fairly confident	642 21%	547 21%	53 20%	26 19%	15 20%	642 21%	559 21%	83 20%	125 24%	517 20%	160 22%	309 23% l	164 18%	642 21%	141 28% op	248 21% p	140 16%
Neither confident nor not confident	154 5%	136 5%	9 4%	4 3%	5 6%	154 5%	138 5%	17 4%	31 6%	123 5%	72 10% klm	59 4% l	18 2%	154 5% l	44 9% op	33 3%	23 3%
Not very confident	20 1%	14 1%	3 1%	2 2% a	1 1%	20 1%	17 1%	3 1%	4 1%	16 1%	11 2% l	9 1% l	- -%	20 1% l	6 1%	4 *% a	6 1%
Not at all confident	13 *%	9 *%	2 1%	2 1%	* *%	13 *%	10 *%	3 1%	4 1%	9 *%	4 1%	4 *%	4 *%	13 *%	2 *%	5 *% a	3 *%
Don't know	8 *%	6 *%	1 *%	1 1%	- -%	8 *%	7 *%	1 *%	1 *%	6 *%	3 *%	2 *%	1 *%	8 *%	- -%	1 *% a	- -%
Prefer not to say	20 1%	17 1%	3 1%	1 1%	* *%	20 1%	20 1%	- -%	9 2% i	11 *%	14 2% klm	2 *%	1 *%	20 1%	1 *%	- -%	1 *%
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2878 93%	2436 93%	241 93%	129 93%	71 92%	2878 93%	2477 93%	401 95%	476 90%	2402 94% h	637 86%	1287 94% j	912 97% jkm	2878 93% j	452 90%	1140 96% n	832 96% n
TOTAL NOT CONFIDENT	33 1%	23 1%	5 2%	4 3% ae	1 1%	33 1%	27 1%	6 1%	9 2%	24 1%	16 2% l	13 1%	4 *%	33 1%	8 2%	9 1%	9 1%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
TOTAL NEITHER/ DON'T KNOW	162	142	10	5	5	162	145	17	33	129	75	61	19	162	44	34	23
	5%	5%	4%	4%	6%	5%	5%	4%	6%	5%	10% klm	4% l	2% l	5% l	9% op	3% o	3% p

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Very confident	2236	517	1180	506	2236	691	1401	1394	751
	72%	83%	73%	64%	72%	68%	77%	76%	70%
		bcd	c		c		e	h	
Fairly confident	642	80	336	208	642	238	353	331	267
	21%	13%	21%	26%	21%	24%	19%	18%	25%
			a	abd	a	f			g
Neither confident nor not confident	154	17	73	53	154	59	58	86	48
	5%	3%	5%	7%	5%	6%	3%	5%	4%
				a		f			
Not very confident	20	3	8	7	20	12	7	12	5
	1%	*%	1%	1%	1%	1%	*%	1%	*%
						f			
Not at all confident	13	1	1	10	13	10	1	8	4
	*%	*%	*%	1%	*%	1%	*%	*%	*%
				bd		f			
Don't know	8	-	4	1	8	*	1	6	-
	*%	-%	*%	*%	*%	*%	*%	*%	-%
Prefer not to say	20	1	3	2	20	-	1	2	1
	1%	*%	*%	*%	1%	-%	*%	*%	*%
<b>SUMMARY CODES</b>									
TOTAL CONFIDENT	2878	598	1515	714	2878	929	1754	1725	1018
	93%	96%	94%	91%	93%	92%	96%	94%	95%
		cd	c		c		e		
TOTAL NOT CONFIDENT	33	4	10	17	33	22	8	19	9
	1%	1%	1%	2%	1%	2%	*%	1%	1%
				bd		f			

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

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

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
TOTAL NEITHER/ DON'T KNOW	162	17	77	55	162	60	59	92	48
	5%	3%	5%	7%	5%	6%	3%	5%	4%
				a	a	f			

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

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

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Yes – (English is first/ main language)	2893	330	536	479	525	485	538	2893	1383	1486	836	867	590	582	1703	1171	2893
	94%	89%	93%	90%	95%	96%	96%	94%	93%	94%	94%	94%	92%	95%	94%	93%	94%
		a	a	ac	ac	acg	ac						l				
No	175	30	37	49	16	22	21	175	90	84	47	47	48	27	94	75	175
	6%	8%	6%	9%	3%	4%	4%	6%	6%	5%	5%	5%	7%	4%	5%	6%	6%
		def	d	defg			d						m				
Prefer not to say	25	11	2	3	9	-	-	25	12	6	5	3	6	4	9	9	25
	1%	3%	*%	1%	2%	-%	-%	1%	1%	2*%	1%	3*%	1%	1%	*%	1%	1%
		bcefg		ef													

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Yes – (English is first/ main language)	2893	2442	247	130	75	2893	2479	414	493	2400	682	1284	883	2893	459	1125	825
	94%	93%	95%	93%	97% a	94%	93%	98% f	94%	94%	92%	94%	94%	94%	91%	95% n	95% n
No	175	156	8	9	3	175	167	8	27	149	45	75	49	175	45	57	37
	6%	6%	3%	6%	3%	6%	6%	2% g	5%	6%	6%	5%	5%	6%	9% op	5%	4%
Prefer not to say	25	19	5	1	*	25	24	1	7	18	14	4	4	25	1	1	2
	1%	1%	2%	1%	*%	1%	1%	*%	1%	1%	2% klm	*%	*%	1%	*%	*%	*%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Yes – (English is first/ main language)	2893	580	1512	744	2893	961	1714	1744	1001
	94%	94%	94%	94%	94%	95%	94%	95%	93%
No	175	36	89	41	175	47	107	91	73
	6%	6%	6%	5%	6%	5%	6%	5%	7%
Prefer not to say	25	4	4	4	25	2	1	3	2
	1%	1%	*%	*%	1%	*%	*%	*%	*%

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

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

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Being bought on mortgage	867	83	193	226	213	117	35	867	380	484	316	282	181	84	598	265	867
	28%	22%	34%	43%	39%	23%	6%	28%	26%	31%	36%	31%	28%	14%	33%	21%	28%
		f	aefg	abefg	aefg	f		af		h	lmop	mo	mo		mop	m	mo
Owned outright by the household	942	62	66	71	118	223	402	942	494	442	342	280	177	141	622	318	942
	30%	17%	11%	13%	21%	44%	72%	30%	33%	28%	38%	31%	27%	23%	34%	25%	30%
		b			bc	abcdg	abcdeg	abcd	i		klmop	mo			lmop		mo
Rented from Local Authority/ Housing Association/ Trust	494	54	90	81	103	97	68	494	217	273	52	94	125	216	147	341	494
	16%	15%	16%	15%	19%	19%	12%	16%	15%	17%	6%	10%	20%	35%	8%	27%	16%
					f	f						j	jkn	jkinop		jklnp	jkn
Rented from private landlord	633	91	186	139	103	63	51	633	330	299	155	212	132	134	366	265	633
	20%	25%	32%	26%	19%	12%	9%	20%	22%	19%	17%	23%	21%	22%	20%	21%	20%
		ef	adefg	defg	ef			ef				j					
Something else	38	11	14	5	3	3	2	38	13	25	7	14	6	11	20	16	38
	1%	3%	2%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
		cdefg	def														
Don't know	48	32	14	1	-	1	-	48	22	24	7	15	13	10	22	23	48
	2%	9%	2%	0%	0%	0%	0%	2%	1%	1%	1%	2%	2%	2%	1%	2%	2%
		bcdefg	cdef					cdef									
Prefer not to say	71	38	12	7	10	3	2	71	28	31	10	21	10	17	31	26	71
	2%	10%	2%	1%	2%	1%	0%	2%	2%	2%	1%	2%	1%	3%	2%	2%	2%
		bcdefg	f		f			ef						j			

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Being bought on mortgage	867	715	86	37	29	867	751	116	152	715	127	374	360	867	102	293	345
	28%	27%	33%	27%	37%	28%	28%	28%	29%	28%	17%	27%	38%	28%	20%	25%	40%
					ace							j	jkm	j			no
Owned outright by the household	942	798	76	46	22	942	774	168	94	849	275	431	216	942	107	385	321
	30%	31%	29%	33%	29%	30%	29%	40%	18%	33%	37%	32%	23%	30%	21%	32%	37%
								f		h	klm	l		l		n	n
Rented from Local Authority/ Housing Association/ Trust	494	410	52	24	8	494	438	56	114	380	145	227	108	494	151	204	46
	16%	16%	20%	17%	10%	16%	16%	13%	22%	15%	20%	17%	12%	16%	30%	17%	5%
		d	d	d	d	d			i		l	l		l	op	p	
Rented from private landlord	633	565	30	23	15	633	569	64	125	508	129	275	222	633	123	285	143
	20%	22%	12%	17%	19%	20%	21%	15%	24%	20%	17%	20%	24%	20%	24%	24%	16%
		b			b	b	g						j		p	p	
Something else	38	34	3	1	*	38	29	9	9	29	14	13	11	38	5	11	4
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Don't know	48	36	7	4	1	48	44	4	11	37	17	24	5	48	11	3	4
	2%	1%	3%	3%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	1%
											l	l		l	op		
Prefer not to say	71	59	5	4	2	71	66	5	21	49	34	18	14	71	7	2	3
	2%	2%	2%	3%	3%	2%	2%	1%	4%	2%	5%	1%	2%	2%	1%	1%	1%
									i		klm				o		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Being bought on mortgage	867	154	506	201	867	243	571	367	459
	28%	25%	32%	26%	28%	24%	31%	20%	43%
			acd				e		g
Owned outright by the household	942	314	497	120	942	305	585	740	165
	30%	51%	31%	15%	30%	30%	32%	40%	15%
		bcd	c		c			h	
Rented from Local Authority/ Housing Association/ Trust	494	37	234	210	494	225	221	304	171
	16%	6%	15%	27%	16%	22%	12%	17%	16%
			a	abd	a	f			
Rented from private landlord	633	88	304	235	633	200	391	346	262
	20%	14%	19%	30%	20%	20%	21%	19%	24%
			a	abd	a				g
Something else	38	6	21	7	38	17	16	28	8
	1%	1%	1%	1%	1%	2%	1%	1%	1%
Don't know	48	12	23	8	48	12	20	30	6
	2%	2%	1%	1%	2%	1%	1%	2%	1%
								h	
Prefer not to say	71	9	20	8	71	8	20	22	5
	2%	2%	1%	1%	2%	1%	1%	1%	*%
					b				

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

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Hearing? Poor hearing, partial hearing, or are deaf	199	15	19	33	21	37	74	199	114	84	49	58	48	42	107	90	199
	6%	4%	3%	6%	4%	7%	13%	6%	8%	5%	6%	6%	7%	7%	6%	7%	6%
						bd	abcddeg	b	i								
Eyesight? Poor vision, colour blindness, partial sight, or are blind	191	44	37	26	33	27	24	191	94	96	49	49	50	43	98	93	191
	6%	12%	6%	5%	6%	5%	4%	6%	6%	6%	5%	5%	8%	7%	5%	7%	6%
		bcdefg															
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	250	20	29	38	28	58	78	250	117	133	61	55	58	76	116	134	250
	8%	5%	5%	7%	5%	11%	14%	8%	8%	8%	7%	6%	9%	12%	6%	11%	8%
						abcdg	abcdg	bd						jknp		jknp	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	105	14	27	18	16	15	17	105	62	41	32	24	21	29	55	50	105
	3%	4%	5%	3%	3%	3%	3%	3%	4%	3%	4%	3%	3%	5%	3%	4%	3%
									i					k			
Breathing? Breathlessness or chest pains	178	25	27	18	21	37	49	178	99	78	35	44	31	66	79	97	178
	6%	7%	5%	3%	4%	7%	9%	6%	7%	5%	4%	5%	5%	11%	4%	8%	6%
		c				c	bcdg							jklnop		jklnp	

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093	
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165	
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	131	37	27	24	10	25	9	131	72	56	34	34	29	33	69	62	131	
	4%	10%	5%	4%	2%	5%	2%	4%	5%	4%	4%	4%	4%	5%	4%	5%	4%	
		bcdefg	df	df		df		df										
Difficulty with speech? E.g. due to stroke, stutter or stammer	36	14	11	5	*	4	1	36	29	7	10	5	11	9	15	20	36	
	1%	4%	2%	1%	*%	1%	*%	1%	2%	*%	1%	1%	2%	2%	1%	2%	1%	
		cdefg	df						i									
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	110	36	35	19	12	7	1	110	58	52	29	35	26	19	64	45	110	
	4%	10%	6%	4%	2%	1%	*%	4%	4%	3%	3%	4%	4%	3%	4%	4%	4%	
		cdefg	defg	f	f			ef										
Your mental health? Anxiety, depression, or trauma-related conditions, for example	401	74	103	76	59	66	24	401	134	262	90	108	77	122	198	199	401	
	13%	20%	18%	14%	11%	13%	4%	13%	9%	17%	10%	12%	12%	20%	11%	16%	13%	
		cdefg	dfg	f	f	f		f		h				ijklnop		jknp		
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	200	17	19	25	39	56	44	200	84	114	44	46	34	70	90	104	200	
	6%	5%	3%	5%	7%	11%	8%	6%	6%	7%	5%	5%	5%	11%	5%	8%	6%	
					b	abcg	b	b						ijklnop		ijkln		

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1010	156	182	159	145	167	201	1010	462	538	251	263	218	268	514	485	1010
	33%	42%	32%	30%	26%	33%	36%	33%	31%	34%	28%	29%	34%	44%	28%	39%	33%
		bcdeg					d	d					n	jklnp		jknp	jn
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1822	143	344	326	362	307	341	1822	896	917	597	568	374	276	1165	650	1822
	59%	39%	60%	61%	66%	61%	61%	59%	60%	58%	67%	62%	58%	45%	65%	52%	59%
			a	a	ag	a	a	a			lmop	mo	mo		lmop	m	mo
Don't know	115	32	28	21	18	12	4	115	51	55	18	32	27	29	50	57	115
	4%	9%	5%	4%	3%	2%	1%	4%	3%	3%	2%	4%	4%	5%	3%	5%	4%
		bcdefg	f	f	f			f					j	jn		jn	j
Prefer not to say	146	40	21	26	25	20	14	146	77	67	22	54	24	39	76	63	146
	5%	11%	4%	5%	5%	4%	2%	5%	5%	4%	3%	6%	4%	6%	4%	5%	5%
		bcdefg						f				j		j		j	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Hearing? Poor hearing, partial hearing, or are deaf	199 6%	166 6%	16 6%	10 7%	7 9%	199 6%	160 6%	39 9% f	27 5%	171 7%	50 7%	88 6%	60 6%	199 6%	32 6%	89 8% p	42 5%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	191 6%	161 6%	15 6%	9 6%	7 9%	191 6%	160 6%	31 7%	32 6%	159 6%	37 5%	87 6%	66 7%	191 6%	40 8%	76 6%	45 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	250 8%	198 8%	28 11%	14 10%	10 14% ae	250 8%	207 8%	44 10%	37 7%	214 8%	63 8%	114 8%	65 7%	250 8%	54 11% p	117 10% p	34 4%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	105 3%	90 3%	4 1%	6 5% b	5 6% abe	105 3%	92 3%	13 3%	22 4%	83 3%	26 4%	50 4%	29 3%	105 3%	28 6% p	42 4%	22 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Breathing? Breathlessness or chest pains	178 6%	149 6%	13 5%	10 7%	6 7%	178 6%	147 5%	31 7%	26 5%	152 6%	55 7%	82 6%	40 4%	178 6%	39 8%	79 7%	27 3%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	131 4%	99 4%	19 7% ae	8 5%	5 7% a	131 4%	113 4%	18 4%	20 4%	111 4%	27 4%	62 5%	41 4%	131 4%	37 7% op	45 4%	23 3%
Difficulty with speech? E.g. due to stroke, stutter or stammer	36 1%	29 1%	4 1%	2 1%	2 2%	36 1%	31 1%	4 1%	7 1%	29 1%	7 1%	17 1%	10 1%	36 1%	7 1%	12 1%	10 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	110 4%	87 3%	14 5%	6 4%	4 5%	110 4%	97 4%	13 3%	15 3%	95 4%	12 2%	50 4% j	49 5% j	110 4% j	26 5%	44 4%	23 3%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	401 13%	321 12%	42 16%	25 18% ae	13 16%	401 13%	333 12%	68 16%	82 16%	320 12%	79 11%	185 14%	136 15%	401 13%	89 18% op	154 13% p	66 8%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	200 6%	164 6%	19 7%	11 8%	7 8%	200 6%	161 6%	39 9% f	31 6%	169 7%	37 5%	100 7%	58 6%	200 6%	37 7%	92 8% p	44 5%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1010 33%	824 31%	96 37%	57 41% ae	33 43% ae	1010 33%	852 32%	158 37%	165 31%	845 33%	252 34%	452 33%	294 31%	1010 33%	224 44% op	413 35% p	196 23%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1822 59%	1565 60% cd	148 57%	71 51%	38 50%	1822 59% cd	1579 59%	243 57%	290 55%	1532 60%	387 52%	829 61% j	582 62% j	1822 59% j	233 46%	721 61% n	639 74% no
Don't know	115 4%	98 4%	8 3%	6 4%	2 3%	115 4%	107 4%	8 2%	30 6% i	85 3%	49 7% klm	33 2%	26 3%	115 4%	24 5% op	24 2%	15 2%
Prefer not to say	146 5%	130 5%	8 3%	5 4%	3 4%	146 5%	132 5%	14 3%	41 8% i	105 4%	53 7% klm	49 4%	34 4%	146 5%	24 5% op	25 2%	16 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Hearing? Poor hearing, partial hearing, or are deaf	199	61	91	46	199	199	-	142	52
	6%	10%	6%	6%	6%	20%	-%	8%	5%
		bcd				f		h	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	191	37	89	61	191	191	-	120	66
	6%	6%	6%	8%	6%	19%	-%	7%	6%
						f			
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	250	46	115	84	250	250	-	177	64
	8%	7%	7%	11%	8%	25%	-%	10%	6%
				bd		f		h	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	105	27	40	35	105	105	-	62	42
	3%	4%	2%	4%	3%	10%	-%	3%	4%
				b		f			

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

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Breathing? Breathlessness or chest pains	178	28	71	76	178	178	-	121	55
	6%	5%	4%	10%	6%	18%	-%	7%	5%
				abd		f			
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	131	28	47	54	131	131	-	68	58
	4%	5%	3%	7%	4%	13%	-%	4%	5%
				bd		f			
Difficulty with speech? E.g. due to stroke, stutter or stammer	36	15	10	9	36	36	-	24	9
	1%	2%	1%	1%	1%	4%	-%	1%	1%
						f			
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	110	28	48	31	110	110	-	57	49
	4%	5%	3%	4%	4%	11%	-%	3%	5%
						f			

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

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

**C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Your mental health? Anxiety, depression, or trauma-related conditions, for example	401	53	171	172	401	401	-	250	141
	13%	8%	11%	22%	13%	40%	-%	14%	13%
				abd	a	f			
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	200	22	83	90	200	200	-	144	51
	6%	4%	5%	11%	6%	20%	-%	8%	5%
				abd	a	f		h	
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1010	181	458	351	1010	1010	-	661	317
	33%	29%	29%	44%	33%	100%	-%	36%	29%
				abd	b	f		h	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1822	396	1025	379	1822	-	1822	1064	685
	59%	64%	64%	48%	59%	-%	100%	58%	64%
		c	cd		c		e		g
Don't know	115	26	55	26	115	-	-	51	36
	4%	4%	3%	3%	4%	-%	-%	3%	3%
Prefer not to say	146	17	66	33	146	-	-	61	37
	5%	3%	4%	4%	5%	-%	-%	3%	3%

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

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2423	215	382	398	455	452	521	2423	1096	1310	689	695	516	512	1383	1027	2423
	78%	58%	67%	75%	83%	89%	93%	78%	74%	83%	78%	76%	80%	84%	77%	82%	78%
		a	a	ab	abc	abcdg	abcdg	ab		h				jknp		jknp	
WHITE - Irish	41	6	5	3	10	8	9	41	21	20	14	14	7	6	28	13	41
	1%	2%	1%	*%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	8	5	1	2	-	-	-	8	4	4	*	2	2	4	2	6	8
	*%	1%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		bdefg											n				
WHITE - Any other white background	97	10	15	27	17	10	18	97	54	40	33	23	25	14	56	38	97
	3%	3%	3%	5%	3%	2%	3%	3%	4%	3%	4%	2%	4%	2%	3%	3%	3%
				eg													
MIXED - White and Black Caribbean	24	7	4	5	4	3	1	24	11	13	6	6	5	6	12	12	24
	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		f															
MIXED - White and Black African	20	9	9	1	-	1	1	20	13	5	8	9	2	1	17	2	20
	1%	2%	2%	*%	-%	*%	*%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
		cdefg	cdef								o	mo			mo		
MIXED - White and Asian	22	3	10	3	2	4	-	22	8	14	5	8	4	4	13	9	22
	1%	1%	2%	1%	*%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			fg														
MIXED - Any other mixed/ multiple ethnic background	24	8	10	2	5	-	-	24	17	8	15	8	1	1	23	1	24
	1%	2%	2%	*%	1%	-%	-%	1%	1%	*%	2%	1%	*%	*%	1%	*%	1%
		cefg	cef								lmop	o			lmo		o

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
ASIAN AND BRITISH ASIAN - Indian	90 3%	8 2%	21 4%	21 4%	23 4%	14 3%	3 1%	90 3%	61 4%	27 2%	30 3%	25 3%	17 3%	14 2%	55 3%	31 2%	90 3%
			f	f	f	f	f	f	i								
ASIAN AND BRITISH ASIAN - Pakistani	56 2%	21 6%	11 2%	16 3%	7 1%	2 *%	- -%	56 2%	26 2%	30 2%	11 1%	13 1%	13 2%	17 3%	24 1%	30 2%	56 2%
		bdefg	f	ef	f			ef						n			
ASIAN AND BRITISH ASIAN - Bangladeshi	18 1%	10 3%	8 1%	- -%	- -%	- -%	* *%	18 1%	8 1%	9 1%	1 *%	8 1%	6 1%	2 *%	9 1%	9 1%	18 1%
		cdefg	cdef										j				
ASIAN AND BRITISH ASIAN - Chinese	18 1%	1 *%	4 1%	7 1%	3 *%	- -%	3 1%	18 1%	9 1%	6 *%	11 1%	1 *%	3 *%	- -%	12 1%	3 *%	18 1%
				e							kmo						
ASIAN AND BRITISH ASIAN - Any other Asian background	32 1%	9 2%	17 3%	4 1%	2 *%	- -%	1 *%	32 1%	12 1%	21 1%	10 1%	12 1%	8 1%	3 *%	22 1%	11 1%	32 1%
		defg	cdefg														
BLACK AND BLACK BRITISH - Caribbean	29 1%	5 1%	4 1%	10 2%	4 1%	4 1%	2 *%	29 1%	16 1%	13 1%	6 1%	11 1%	5 1%	7 1%	17 1%	12 1%	29 1%
				f													
BLACK AND BLACK BRITISH - African	132 4%	31 8%	64 11%	26 5%	5 1%	5 1%	* *%	132 4%	98 7%	35 2%	38 4%	60 7%	20 3%	14 2%	98 5%	34 3%	132 4%
		cdefg	cdefg	def				def	i			lmop			mo		mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	14 *%	4 1%	2 *%	1 *%	6 1%	1 *%	- -%	14 *%	8 1%	5 *%	5 1%	6 1%	1 *%	1 *%	11 1%	2 *%	14 *%
		f			f												
OTHER ETHNIC GROUP - Arab	12 *%	7 2%	1 *%	2 *%	- -%	2 *%	- -%	12 *%	6 *%	6 *%	3 *%	3 *%	6 1%	* *%	6 *%	6 *%	12 *%
		bdfg											m				
OTHER ETHNIC GROUP - Any other ethnic background	10 *%	4 1%	3 *%	2 *%	1 *%	1 *%	- -%	10 *%	5 *%	4 *%	3 *%	2 *%	1 *%	4 1%	5 *%	5 *%	10 *%
		f															
Prefer not to say	24 1%	9 2%	5 1%	2 *%	7 1%	1 *%	- -%	24 1%	14 1%	4 *%	* *%	12 1%	3 *%	4 1%	12 1%	6 1%	24 1%
		cefg			f				i			j					j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2423	2016	228	124	55	2423	2033	391	397	2026	577	1081	731	2423	340	982	724
	78%	77%	88%	89%	71%	78%	76%	92%	76%	79%	78%	79%	78%	78%	67%	83%	84%
		d	ade	ade		d		f							n	n	
WHITE - Irish	41	27	1	1	12	41	34	7	10	31	10	16	12	41	6	15	9
	1%	1%	1%	1%	15%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
					abce												
WHITE - Gypsy, Traveller or Irish Traveller	8	7	1	*	-	8	6	2	2	6	7	*	*	8	2	1	*
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
											klm						
WHITE - Any other white background	97	88	6	2	1	97	94	3	13	84	22	39	36	97	13	28	36
	3%	3%	2%	1%	2%	3%	4%	1%	2%	3%	3%	3%	4%	3%	3%	2%	4%
							g										
MIXED - White and Black Caribbean	24	23	*	*	*	24	23	1	11	13	4	10	8	24	8	8	3
	1%	1%	*%	*%	*%	1%	1%	*%	2%	1%	*%	1%	1%	1%	2%	1%	*%
									i						p		
MIXED - White and Black African	20	17	2	*	*	20	18	1	6	14	7	10	3	20	4	9	4
	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	*%
MIXED - White and Asian	22	17	3	2	*	22	17	5	3	19	3	12	7	22	7	2	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%
															o		o

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
MIXED - Any other mixed/ multiple ethnic background	24 1%	22 1%	1 1%	1 1%	* **%	24 1%	22 1%	2 1%	- -%	24 1%	4 1%	7 1%	12 1%	24 1%	6 1%	13 1%	2 **%
ASIAN AND BRITISH ASIAN - Indian	90 3%	85 3%	3 1%	- -%	2 2%	90 3%	88 3%	2 **%	20 4%	70 3%	20 3%	42 3%	25 3%	90 3%	24 5%	24 2%	24 3%
ASIAN AND BRITISH ASIAN - Pakistani	56 2%	53 2%	1 **%	1 1%	1 1%	56 2%	55 2%	1 **%	13 3%	43 2%	26 3%	19 1%	9 1%	56 2%	19 4%	8 1%	5 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	18 1%	17 1%	- -%	1 1%	* 1%	18 1%	18 1%	- -%	3 1%	15 1%	4 1%	5 **%	8 1%	18 1%	5 1%	2 **%	4 **%
ASIAN AND BRITISH ASIAN - Chinese	18 1%	17 1%	- -%	* **%	* **%	18 1%	18 1%	- -%	2 **%	15 1%	5 1%	7 1%	5 1%	18 1%	2 **%	9 1%	4 **%
ASIAN AND BRITISH ASIAN - Any other Asian background	32 1%	32 1%	- -%	- -%	1 1%	32 1%	29 1%	3 1%	4 1%	28 1%	4 1%	17 1%	11 1%	32 1%	13 3%	11 1%	5 1%
BLACK AND BLACK BRITISH - Caribbean	29 1%	29 1%	- -%	* **%	* **%	29 1%	27 1%	3 1%	1 **%	29 1%	7 1%	10 1%	13 1%	29 1%	9 2%	10 1%	6 1%
BLACK AND BLACK BRITISH - African	132 4%	114 4%	12 4%	5 3%	2 3%	132 4%	132 5%	* **%	31 6%	101 4%	22 3%	63 5%	47 5%	132 4%	34 7%	46 4%	26 3%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	14 *%	12 *%	1 *%	* *%	1 1%	14 *%	14 1%	- -%	3 1%	11 *%	2 *%	8 1%	4 *%	14 *%	3 1%	8 1%	1 *%
OTHER ETHNIC GROUP - Arab	12 *%	12 *%	* *%	- -%	* *%	12 *%	12 *%	* *%	3 1%	10 *%	4 1%	7 *%	1 *%	12 *%	4 1%	6 *%	2 *%
OTHER ETHNIC GROUP - Any other ethnic background	10 *%	9 *%	- -%	1 1%	- -%	10 *%	9 *%	1 *%	3 1%	7 *%	1 *%	6 *%	3 *%	10 *%	2 *%	- -%	5 1%
Prefer not to say	24 1%	23 1%	1 *%	- -%	1 1%	24 1%	23 1%	1 *%	1 *%	23 1%	11 2% kl	4 *%	1 *%	24 1%	3 1%	2 *%	- -%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2423	484	1267	628	2423	831	1431	1525	792
	78%	78%	79%	80%	78%	82%	79%	83%	74%
						f		h	
WHITE - Irish	41	11	19	10	41	12	25	24	12
	1%	2%	1%	1%	1%	1%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	8	*	4	3	8	6	-	4	1
	*%	*%	*%	*%	*%	1%	-%	*%	*%
						f			
WHITE - Any other white background	97	17	52	25	97	23	61	61	26
	3%	3%	3%	3%	3%	2%	3%	3%	2%
MIXED - White and Black Caribbean	24	3	12	8	24	7	14	14	8
	1%	*%	1%	1%	1%	1%	1%	1%	1%
MIXED - White and Black African	20	5	12	2	20	4	13	8	9
	1%	1%	1%	*%	1%	*%	1%	*%	1%
MIXED - White and Asian	22	4	12	6	22	8	10	12	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
MIXED - Any other mixed/ multiple ethnic background	24	7	12	3	24	9	9	10	11
	1%	1%	1%	*%	1%	1%	*%	1%	1%

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

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
ASIAN AND BRITISH ASIAN - Indian	90 3%	19 3%	45 3%	26 3%	90 3%	32 3%	49 3%	36 2%	51 5%
ASIAN AND BRITISH ASIAN - Pakistani	56 2%	16 3%	23 1%	13 2%	56 2%	15 1%	26 1%	18 1%	29 3%
ASIAN AND BRITISH ASIAN - Bangladeshi	18 1%	1 *%	14 1%	3 *%	18 1%	10 1%	7 *%	9 *%	6 1%
ASIAN AND BRITISH ASIAN - Chinese	18 1%	4 1%	7 *%	4 *%	18 1%	7 1%	8 *%	6 *%	8 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	32 1%	5 1%	21 1%	6 1%	32 1%	9 1%	20 1%	19 1%	14 1%
BLACK AND BLACK BRITISH - Caribbean	29 1%	2 *%	13 1%	14 2%	29 1%	7 1%	19 1%	20 1%	9 1%
BLACK AND BLACK BRITISH - African	132 4%	35 6%	70 4%	24 3%	132 4%	19 2%	103 6%	47 3%	76 7%

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

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

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	14	2	8	3	14	1	11	8	4
	%	%	%	%	%	%	1%	%	%
OTHER ETHNIC GROUP - Arab	12	4	5	2	12	2	6	5	5
	%	1%	%	%	%	%	%	%	%
OTHER ETHNIC GROUP - Any other ethnic background	10	3	5	2	10	6	4	8	2
	%	%	%	%	%	1%	%	%	%
Prefer not to say	24	1	3	6	24	3	8	4	4
	1%	%	%	1%	1%	%	%	%	%

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

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

**C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Income Support	81 3%	26 7%	27 5%	18 3%	5 1%	2 *%	3 1%	81 3%	57 4%	23 1%	31 3%	9 1%	26 4%	14 2%	40 2%	40 3%	81 3%
		cdefg	defg	def				ef	i		k		k			k	k
Income-based Jobseeker's Allowance	38 1%	10 3%	13 2%	7 1%	2 *%	4 1%	1 *%	38 1%	20 1%	18 1%	13 1%	7 1%	5 1%	14 2%	19 1%	19 1%	38 1%
		dfg	df										kn				
Pensions Credit (Guaranteed Credit)	88 3%	21 6%	15 3%	7 1%	4 1%	4 1%	37 7%	88 3%	41 3%	47 3%	23 3%	16 2%	18 3%	31 5%	39 2%	49 4%	88 3%
		bcdeg	d				bcdeg	de						jknp		kn	
Pensions Credit (no Guaranteed Credit)	17 1%	5 1%	7 1%	1 *%	- -%	- -%	4 1%	17 1%	8 1%	9 1%	9 1%	1 *%	2 *%	5 1%	10 1%	7 1%	17 1%
		cde	de														
Employment and Support Allowance (ESA)	126 4%	14 4%	30 5%	18 3%	19 4%	34 7%	9 2%	126 4%	70 5%	52 3%	34 4%	21 2%	16 3%	53 9%	55 3%	69 5%	126 4%
			f			cfg	f							jklno		kl	k
Universal Credit (and household has other earnings)	282 9%	40 11%	69 12%	59 11%	67 12%	41 8%	8 1%	282 9%	108 7%	172 11%	69 8%	66 7%	53 8%	89 15%	135 7%	142 11%	282 9%
		f	f	f	f	f		f		h				jklnp		jkn	
Universal Credit (and household has no other earnings)	130 4%	23 6%	38 7%	20 4%	25 5%	23 5%	1 *%	130 4%	74 5%	55 4%	29 3%	18 2%	23 4%	58 9%	47 3%	81 6%	130 4%
		f	fg	f	f	f		f						jklno		jknp	kn
Personal Independence Payment (PIP)	246 8%	22 6%	38 7%	32 6%	51 9%	62 12%	40 7%	246 8%	120 8%	124 8%	55 6%	55 6%	40 6%	96 16%	110 6%	135 11%	246 8%
					abcf									jklno		jknp	n

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Carer's allowance	106	16	24	18	21	20	8	106	54	52	26	26	19	34	53	54	106
	3%	4%	4%	3%	4%	4%	1%	3%	4%	3%	3%	3%	3%	6%	3%	4%	3%
		f	f		f	f		f						jklnp			
Other	41	2	3	10	2	4	20	41	18	23	12	10	6	13	21	20	41
	1%	1%	1%	2%	*%	1%	4%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
							abdeg										
RECEIVES ANY OF THESE BENEFITS	783	114	163	137	140	127	103	783	344	431	192	163	148	273	354	421	783
	25%	31%	28%	26%	26%	25%	18%	25%	23%	27%	22%	18%	23%	45%	20%	34%	25%
		fg	f	f	f	f		f		h			k	jklnop		jklnp	kn
None of these - Do not receive any of these benefits	2021	143	362	362	374	350	430	2021	989	1026	650	661	429	276	1311	705	2021
	65%	38%	63%	68%	68%	69%	77%	65%	67%	65%	73%	72%	67%	45%	73%	56%	65%
			a	a	a	a	abcdeg	a			lmop	mop	mo		lmop	m	mo
Don't know	116	64	19	9	7	8	10	116	71	43	17	44	33	18	61	52	116
	4%	17%	3%	2%	1%	2%	2%	4%	5%	3%	2%	5%	5%	3%	3%	4%	4%
		bcdefg						cdef	i			j	j		j	j	j
Prefer not to say	173	51	31	24	28	22	17	173	81	77	30	49	33	45	79	78	173
	6%	14%	5%	4%	5%	4%	3%	6%	5%	5%	3%	5%	5%	7%	4%	6%	6%
		bcdefg						f						jn		j	j

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Income Support	81 3%	60 2%	9 4%	5 3%	7 9% abce	81 3%	78 3%	3 1% g	22 4%	59 2%	29 4%	27 2%	25 3%	81 3%	39 8%	24 2%	11 1%
Income-based Jobseeker's Allowance	38 1%	27 1%	8 3% ae	1 1%	1 2%	38 1%	37 1%	1 *% g	10 2%	28 1%	10 1%	16 1%	11 1%	38 1%	13 3% p	17 1%	4 *%
Pensions Credit (Guaranteed Credit)	88 3%	70 3%	13 5% ac	2 2%	3 4%	88 3%	81 3%	8 2%	18 3%	70 3%	24 3%	38 3%	23 2%	88 3%	20 4% p	35 3%	15 2%
Pensions Credit (no Guaranteed Credit)	17 1%	14 1%	1 *% abe	1 *%	2 2%	17 1%	17 1%	- -% g	1 *% i	17 1%	6 1%	6 *%	6 1%	17 1%	10 2% op	6 1%	1 *%
Employment and Support Allowance (ESA)	126 4%	101 4%	12 5% ae	7 5%	7 9%	126 4%	108 4%	17 4%	23 4%	103 4%	24 3%	62 5%	39 4%	126 4%	41 8% op	50 4% p	19 2%
Universal Credit (and household has other earnings)	282 9%	241 9%	20 8%	14 10%	7 9%	282 9%	258 10% g	25 6%	73 14% i	210 8%	50 7%	129 9%	100 11% j	282 9%	96 19% op	121 10% p	29 3%
Universal Credit (and household has no other earnings)	130 4%	110 4%	11 4%	5 4%	3 4%	130 4%	123 5% g	7 2%	28 5%	102 4%	40 5%	53 4%	37 4%	130 4%	45 9% op	50 4% p	15 2%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Personal Independence Payment (PIP)	246	195	22	19	10	246	202	44	40	206	59	98	86	246	54	121	38
	8%	7%	8%	14%	13%	8%	8%	10%	8%	8%	8%	7%	9%	8%	11%	10%	4%
				ae	ae										p	p	
Carer's allowance	106	84	10	8	4	106	89	17	15	91	28	44	34	106	36	47	13
	3%	3%	4%	6%	5%	3%	3%	4%	3%	4%	4%	3%	4%	3%	7%	4%	1%
															op	p	
Other	41	37	2	2	1	41	30	12	3	38	6	16	18	41	4	26	9
	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	2%	1%
								f									
RECEIVES ANY OF THESE BENEFITS	783	635	79	42	27	783	701	82	164	619	207	338	229	783	244	335	97
	25%	24%	30%	30%	35%	25%	26%	19%	31%	24%	28%	25%	24%	25%	48%	28%	11%
			a	a	ae		g		i						op	p	
None of these - Do not receive any of these benefits	2021	1738	155	85	44	2021	1709	312	290	1731	435	898	653	2021	200	799	748
	65%	66%	60%	61%	57%	65%	64%	74%	55%	67%	59%	66%	70%	65%	40%	68%	86%
		bd				d		f		h		j	jm	j		n	no
Don't know	116	93	16	5	2	116	105	10	23	92	31	65	16	116	27	25	9
	4%	4%	6%	3%	2%	4%	4%	2%	4%	4%	4%	5%	2%	4%	5%	2%	1%
			ad								l	l		l	op		
Prefer not to say	173	151	10	8	4	173	154	19	49	124	68	62	39	173	33	24	11
	6%	6%	4%	6%	6%	6%	6%	5%	9%	5%	9%	5%	4%	6%	6%	2%	1%
									i		klm				op		

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Income Support	81	36	36	7	81	47	23	26	43
	3%	6%	2%	1%	3%	5%	1%	1%	4%
		bcd			c	f			g
Income-based Jobseeker's Allowance	38	14	14	9	38	24	8	17	17
	1%	2%	1%	1%	1%	2%	*%	1%	2%
		b				f			
Pensions Credit (Guaranteed Credit)	88	29	42	16	88	51	31	59	25
	3%	5%	3%	2%	3%	5%	2%	3%	2%
		bc				f			
Pensions Credit (no Guaranteed Credit)	17	9	8	1	17	10	6	9	9
	1%	1%	*%	*%	1%	1%	*%	*%	1%
		c							
Employment and Support Allowance (ESA)	126	23	53	49	126	85	32	71	48
	4%	4%	3%	6%	4%	8%	2%	4%	4%
				bd		f			
Universal Credit (and household has other earnings)	282	51	101	124	282	157	112	116	157
	9%	8%	6%	16%	9%	16%	6%	6%	15%
				abd	b	f			g
Universal Credit (and household has no other earnings)	130	19	52	54	130	81	39	70	54
	4%	3%	3%	7%	4%	8%	2%	4%	5%
				abd		f			

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

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

**C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Personal Independence Payment (PIP)	246	44	116	84	246	177	64	164	77
	8%	7%	7%	11%	8%	17%	3%	9%	7%
				bd		f			
Carer's allowance	106	23	54	29	106	57	42	53	51
	3%	4%	3%	4%	3%	6%	2%	3%	5%
						f			g
Other	41	9	19	13	41	23	17	23	18
	1%	1%	1%	2%	1%	2%	1%	1%	2%
						f			
RECEIVES ANY OF THESE BENEFITS	783	146	343	283	783	439	288	412	339
	25%	23%	21%	36%	25%	44%	16%	22%	32%
				abd	b	f			g
None of these - Do not receive any of these benefits	2021	433	1125	440	2021	471	1466	1290	665
	65%	70%	70%	56%	65%	47%	80%	70%	62%
		c	cd		c		e	h	
Don't know	116	26	60	22	116	44	36	70	29
	4%	4%	4%	3%	4%	4%	2%	4%	3%
						f			
Prefer not to say	173	16	77	43	173	56	33	67	43
	6%	3%	5%	6%	6%	6%	2%	4%	4%
				a	a	f			

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

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Up to £199 per week / Up to £10,399 per year	249	53	48	26	42	46	34	249	114	132	32	49	53	112	80	165	249
	8%	14%	8%	5%	8%	9%	6%	8%	8%	8%	4%	5%	8%	18%	4%	13%	8%
		bcdefg	c			c		c					jn	jklnop		jklnp	jkln
From £200 to £299 per week / From £10,400 to £15,599 per year	256	37	24	39	36	49	71	256	123	131	35	61	55	104	96	159	256
	8%	10%	4%	7%	7%	10%	13%	8%	8%	8%	4%	7%	9%	17%	5%	13%	8%
		b				b	bcdg	b				j	jn	jklnop		jklnp	jn
From £300 to £499 per week / From £15,600 to £25,999 per year	461	38	90	71	62	82	118	461	225	233	71	156	109	121	227	230	461
	15%	10%	16%	13%	11%	16%	21%	15%	15%	15%	8%	17%	17%	20%	13%	18%	15%
			a			a	acd	a				jn	jn	jnp	j	jnp	j
From £500 to £699 per week / From £26,000 to £36,399 per year	523	31	95	88	113	95	101	523	271	250	131	190	120	81	321	201	523
	17%	8%	17%	16%	21%	19%	18%	17%	18%	16%	15%	21%	19%	13%	18%	16%	17%
			a	a	a	a	a	a				jmop	m		m		m
From £700 to £999 per week / From £36,400 to £51,999 per year	497	37	103	90	98	75	94	497	262	232	185	162	115	35	347	150	497
	16%	10%	18%	17%	18%	15%	17%	16%	18%	15%	21%	18%	18%	6%	19%	12%	16%
			a	a	a		a	a			mop	mo	mo		mop	m	mo
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	380	23	85	82	76	63	51	380	197	183	195	102	67	15	297	82	380
	12%	6%	15%	15%	14%	13%	9%	12%	13%	12%	22%	11%	10%	2%	16%	7%	12%
			af	af	af	a		a			klmnop	mo	mo		klmop	m	mo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
£1,500 and above per week / £78,000 and above per year	218 7%	21 6%	40 7%	57 11%	40 7%	36 7%	23 4%	218 7%	118 8%	99 6%	144 16%	50 5%	16 2%	8 1%	194 11%	24 2%	218 7%
				afg				f			klmnop	lmo		klmop		lmo	
Don't know/ Prefer not to say	510 16%	131 35%	89 15%	79 15%	83 15%	60 12%	68 12%	510 16%	175 12%	317 20%	96 11%	147 16%	109 17%	135 22%	243 13%	245 19%	510 16%
		bcdefg						ef		h		j	j	jklnp		jnp	jn

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Up to £199 per week / Up to £10,399 per year	249	209	21	13	6	249	225	24	57	192	87	108	48	249	249	-	-
	8%	8%	8%	9%	7%	8%	8%	6%	11%	7%	12%	8%	5%	8%	49%	-%	-%
									i		klm	l		l	op		
From £200 to £299 per week / From £10,400 to £15,599 per year	256	215	20	14	7	256	212	44	44	211	78	113	59	256	84	168	-
	8%	8%	8%	10%	9%	8%	8%	10%	8%	8%	10%	8%	6%	8%	17%	14%	-%
											l				p	p	
From £300 to £499 per week / From £15,600 to £25,999 per year	461	386	40	22	13	461	391	70	85	376	121	221	116	461	105	345	-
	15%	15%	15%	16%	16%	15%	15%	16%	16%	15%	16%	16%	12%	15%	21%	29%	-%
												l			p	np	
From £500 to £699 per week / From £26,000 to £36,399 per year	523	442	43	27	11	523	453	70	83	440	111	234	172	523	49	401	65
	17%	17%	17%	19%	14%	17%	17%	17%	16%	17%	15%	17%	18%	17%	10%	34%	8%
																np	
From £700 to £999 per week / From £36,400 to £51,999 per year	497	427	36	22	13	497	444	53	65	433	79	236	177	497	18	269	202
	16%	16%	14%	16%	17%	16%	17%	13%	12%	17%	11%	17%	19%	16%	4%	23%	23%
										h		j	j	j		n	n
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	380	316	40	14	10	380	321	59	40	340	53	169	159	380	-	-	380
	12%	12%	15%	10%	13%	12%	12%	14%	8%	13%	7%	12%	17%	12%	-%	-%	44%
										h		j	jkm	j			no

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
£1,500 and above per week / £78,000 and above per year	218	193	14	6	5	218	182	36	17	201	20	81	114	218	-	-	218
	7%	7%	6%	4%	7%	7%	7%	8%	3%	8%	3%	6%	12%	7%	-%	-%	25%
										h		j	jkm	j			no
Don't know/ Prefer not to say	510	429	45	23	13	510	442	68	136	374	193	201	92	510	-	-	-
	16%	16%	17%	17%	16%	16%	17%	16%	26%	15%	26%	15%	10%	16%	-%	-%	-%
									i		klm	l	l				

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Up to £199 per week / Up to £10,399 per year	249 8%	38 6%	94 6%	113 14% abd	249 8% b	119 12% f	106 6%	163 9% h	67 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	256 8%	30 5%	124 8%	99 13% abd	256 8% a	126 12% f	111 6%	198 11% h	53 5%
From £300 to £499 per week / From £15,600 to £25,999 per year	461 15%	71 11%	252 16% a	138 17% a	461 15%	181 18% f	252 14%	300 16%	149 14%
From £500 to £699 per week / From £26,000 to £36,399 per year	523 17%	73 12%	298 19% a	153 19% a	523 17% a	186 18%	314 17%	319 17%	196 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	497 16%	120 19% c	283 18% c	94 12%	497 16% c	99 10%	384 21% e	275 15%	214 20% g
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	380 12%	103 17% cd	219 14% c	55 7%	380 12% c	70 7%	291 16% e	196 11%	164 15% g

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

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

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS e	DOES NOT REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
£1,500 and above per week / £78,000 and above per year	218	100	95	17	218	62	148	112	103
	7%	16%	6%	2%	7%	6%	8%	6%	10%
		bcd	c	c					g
Don't know/ Prefer not to say	510	85	240	120	510	167	217	275	129
	16%	14%	15%	15%	16%	17%	12%	15%	12%
						f			

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

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

**C13. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	3093	458	502	603	484	472	574	3093	1403	1655	848	837	583	796	1685	1379	3093
Effective Weighted Sample	2165	325	374	425	351	327	390	2165	1002	1144	601	588	436	554	1188	970	2165
Total	3093	371	575	531	550	507	559	3093	1485	1577	888	917	643	612	1805	1256	3093
Doing well	620	94	116	79	60	88	183	620	364	251	296	149	112	60	445	172	620
	20%	25%	20%	15%	11%	17%	33%	20%	25%	16%	33%	16%	17%	10%	25%	14%	20%
		cdeg	d			d	abcdeg	cd	i		klmnop	m	m		klmop	m	kmo
Getting by	1605	184	313	260	303	259	285	1605	739	856	450	503	360	289	953	649	1605
	52%	50%	55%	49%	55%	51%	51%	52%	50%	54%	51%	55%	56%	47%	53%	52%	52%
									h			m	m		m	m	m
Struggling	789	61	132	183	173	155	86	789	348	432	132	238	161	248	370	409	789
	25%	16%	23%	34%	31%	31%	15%	25%	23%	27%	15%	26%	25%	41%	21%	33%	25%
			af	abfg	abfg	abf		af		h		jn	jn	ijklnop	j	ijklnp	jn
Don't know	28	11	5	2	3	5	2	28	10	15	1	5	7	8	6	15	28
	1%	3%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%
		bcdfg											jn	jn		jn	j
Prefer not to say	51	21	9	6	10	1	4	51	24	22	10	22	2	7	32	9	51
	2%	6%	2%	1%	2%	*%	1%	2%	2%	1%	1%	2%	*%	1%	2%	1%	2%
		bcddefg	e		e			e				lo			lo		lo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**C13. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	3093	2132	325	319	317	3093	2683	410	487	2606	689	1386	980	3093	505	1194	833
Effective Weighted Sample	2165	1701	230	250	263	2165	1875	290	342	1825	476	976	699	2165	350	830	603
Total	3093	2617	260	139	77	3093	2670	423	526	2567	741	1363	936	3093	504	1183	865
Doing well	620 20%	531 20%	56 22%	20 14%	14 18%	620 20%	531 20%	90 21%	86 16%	534 21%	163 22%	309 23%	140 15%	620 20%	76 15%	174 15%	282 33%
Getting by	1605 52%	1359 52%	136 53%	69 49%	41 53%	1605 52%	1386 52%	219 52%	254 48%	1351 53%	360 49%	673 49%	548 59%	1605 52%	228 45%	652 55%	467 54%
Struggling	789 25%	661 25%	63 24%	45 32%	20 26%	789 25%	683 26%	106 25%	167 32%	622 24%	181 24%	357 26%	238 25%	789 25%	196 39%	355 30%	108 13%
Don't know	28 1%	22 1%	2 1%	3 3%	* *%	28 1%	27 1%	1 *%	11 2%	17 1%	16 2%	9 1%	1 *%	28 1%	2 *%	2 *%	6 1%
Prefer not to say	51 2%	45 2%	2 1%	2 2%	2 3%	51 2%	42 2%	9 2%	8 2%	43 2%	22 3%	16 1%	9 1%	51 2%	2 *%	- -%	2 *%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**C13. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT e	REPORT f	NONE g	ANY h
Significance Level: 95%									
Unweighted total	3093	548	1614	847	3093	1081	1752	1911	974
Effective Weighted Sample	2165	392	1146	575	2165	736	1249	1324	706
Total	3093	620	1605	789	3093	1010	1822	1838	1076
Doing well	620 20%	620 100%	- -%	- -%	620 20%	181 18%	396 22%	400 22%	187 17%
		bcd			bc	e	h		
Getting by	1605 52%	- -%	1605 100%	- -%	1605 52%	458 45%	1025 56%	981 53%	551 51%
			acd		ac	e			
Struggling	789 25%	- -%	- -%	789 100%	789 25%	351 35%	379 21%	432 24%	324 30%
				abd	ab	f			g
Don't know	28 1%	- -%	- -%	- -%	28 1%	9 1%	7 *%	13 1%	5 *%
					bc				
Prefer not to say	51 2%	- -%	- -%	- -%	51 2%	10 1%	15 1%	12 1%	9 1%
					abc				

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

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

**FINANCIAL VULNERABILITY**

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2532	273	415	516	408	411	509	2532	1201	1315	738	686	482	621	1424	1103	2532
Effective Weighted Sample	1783	198	309	363	300	281	353	1783	867	911	525	484	365	441	1008	789	1783
Total	2553	233	475	448	465	444	488	2553	1299	1241	787	761	524	473	1547	997	2553
Most Financially Vulnerable	504	118	96	88	82	78	42	504	245	256	87	125	116	172	212	288	504
	20%	51%	20%	20%	18%	18%	9%	20%	19%	21%	11%	16%	22%	36%	14%	29%	20%
		bcdefg	f	f	f	f		f				j	jkn	ijklnop		ijklnp	jn
Potentially Financially Vulnerable	1183	61	211	192	240	208	273	1183	589	586	263	379	281	259	641	540	1183
	46%	26%	44%	43%	51%	47%	56%	46%	45%	47%	33%	50%	54%	55%	41%	54%	46%
			a	a	ac	a	abceg	a				jn	jnp	jnp	j	jnp	jn
Least Financially Vulnerable	865	55	168	168	144	157	173	865	465	399	437	257	128	42	694	170	865
	34%	23%	35%	38%	31%	35%	35%	34%	36%	32%	56%	34%	24%	9%	45%	17%	34%
			a	a		a	a	a			klmnop	lmo	mo		klmop	m	lmo

Columns Tested: a,b,c,d,e,f,g - h,i - j,k,l,m,n,o,p

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

**FINANCIAL VULNERABILITY**

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

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN f	RURAL g	YES h	NO i	NARROW (1-4) j	MEDIUM (5-8) k	BROAD (9-13) l	ALL m	MOST n	POTEN- TIALY o	LEAST p
Significance Level: 95%																	
Unweighted total	2532	1750	268	257	257	2532	2190	342	353	2179	494	1158	859	2532	505	1194	833
Effective Weighted Sample	1783	1404	192	201	215	1783	1544	239	246	1539	343	822	612	1783	350	830	603
Total	2553	2167	210	113	63	2553	2201	352	383	2170	543	1149	833	2553	504	1183	865
Most Financially Vulnerable	504 20%	427 20%	42 20%	22 20%	13 20%	504 20%	447 20%	57 16%	108 28%	397 18%	148 27%	220 19%	126 15%	504 20%	504 100%	- -%	- -%
Potentially Financially Vulnerable	1183 46%	1004 46%	91 43%	59 52%	30 47%	1183 46%	1015 46%	169 48%	200 52%	983 45%	268 49%	555 48%	346 42%	1183 46%	- -%	1183 100%	- -%
Least Financially Vulnerable	865 34%	735 34%	77 37%	32 29%	20 32%	865 34%	740 34%	126 36%	76 20%	789 36%	127 23%	374 33%	361 43%	865 34%	- -%	- -%	865 100%

Columns Tested: a,b,c,d,e - f,g - h,i - j,k,l,m - n,o,p

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

**FINANCIAL VULNERABILITY**

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2532	462	1350	707	2532	889	1525	1633	857
Effective Weighted Sample	1783	338	963	479	1783	615	1088	1135	622
Total	2553	533	1346	659	2553	833	1592	1563	947
Most Financially Vulnerable	504	76	228	196	504	224	233	269	216
	20%	14%	17%	30%	20%	27%	15%	17%	23%
				abd	a	f			g
Potentially Financially Vulnerable	1183	174	652	355	1183	413	721	730	452
	46%	33%	48%	54%	46%	50%	45%	47%	48%
			a	ad	a				
Least Financially Vulnerable	865	282	467	108	865	196	639	564	278
	34%	53%	35%	16%	34%	24%	40%	36%	29%
		bcd	c		c		e	h	

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