

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All children aged 8-17	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 12-17 who go online	

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Base : Children aged 8-17 who go online who have ever used AI technology	
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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : Children aged 12-17 who go online	
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Base : All children aged 8-17	
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Base : Children aged 8-17 opting to answer these questions	
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Base : Children aged 8-17 opting to answer these questions	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
North East	129 4%	20 5%	19 3%	28 3%	45 5%	17 4%	20 5%	91 4%	17 4%	68 4%	61 4%
Yorkshire and Humberside	281 8%	36 8%	65 10%	76 8%	69 7%	35 8%	36 8%	210 8%	35 8%	132 8%	149 9%
North West	382 11%	47 11%	64 9%	112 12%	98 11%	62 14%	47 11%	273 11%	62 14%	196 11%	186 11%
West Midlands	315 9%	40 10%	68 10%	78 8%	89 10%	39 9%	40 10%	236 9%	39 9%	177 10%	137 8%
East Midlands	244 7%	25 6%	68 10% de	82 9% e	49 5%	19 4%	25 6%	200 8%	19 4%	131 8%	113 7%
East of England	325 10%	45 11%	57 9%	97 10%	94 10%	31 7%	45 11%	248 10%	31 7%	159 9%	166 10%
South West	271 8%	28 7%	46 7%	85 9%	71 8%	41 9%	28 7%	202 8%	41 9%	119 7%	151 9%
South East	474 14%	58 14%	84 13%	127 14%	139 15%	66 15%	58 14%	350 14%	66 15%	251 14%	223 14%
London	453 13%	58 14%	100 15%	109 12%	129 14%	56 13%	58 14%	339 13%	56 13%	240 14%	213 13%
Wales	152 5%	18 4%	29 4%	42 4%	42 5%	21 5%	18 4%	112 4%	21 5%	79 5%	73 4%
Scotland	254 8%	31 7%	49 7%	71 8%	70 8%	34 8%	31 7%	189 7%	34 8%	131 8%	123 7%
Northern Ireland	105 3%	14 3%	22 3%	29 3%	28 3%	13 3%	14 3%	78 3%	13 3%	52 3%	52 3%

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

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	FEMALE		FEMALE		FEMALE		FEMALE		FEMALE		PRE-SCHOOL	PRIMARY	SECONDARY
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17			
Significance Level: 99%	a	b	c	d	e	f	g	h	i	j	a	b	c	
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
North East	129 4%	10 4%	10 5%	12 4%	6 2%	14 3%	14 3%	23 5%	22 5%	9 4%	8 4%	15 5%	48 3%	63 4%
Yorkshire and Humberside	281 8%	16 7%	20 10%	34 10%	32 10%	36 8%	40 9%	31 7%	37 8%	16 7%	19 9%	24 9%	138 9%	111 8%
North West	382 11%	23 11%	24 12%	31 9%	33 10%	53 11%	59 13%	56 12%	42 9%	33 15%	28 13%	25 9%	173 11%	178 12%
West Midlands	315 9%	26 12%	14 7%	41 12%	27 8%	47 10%	31 7%	46 10%	43 10%	18 8%	21 10%	20 7%	147 9%	141 10%
East Midlands	244 7%	15 7%	10 5%	36 10%	32 10%	44 9%	38 8%	26 5%	24 5%	10 5%	8 4%	17 6%	145 9%	82 6%
East of England	325 10%	19 9%	27 13%	29 8%	28 9%	48 10%	49 11%	50 11%	44 10%	13 6%	18 9%	21 8%	155 10%	144 10%
South West	271 8%	14 7%	14 7%	23 7%	23 7%	38 8%	46 10%	25 5%	46 10%	18 8%	22 11%	22 8%	123 8%	121 8%
South East	474 14%	32 15%	27 13%	45 13%	40 12%	56 12%	71 15%	83 17%	56 12%	36 16%	29 14%	36 13%	218 14%	214 15%
London	453 13%	32 15%	26 13%	44 13%	57 17%	68 14%	42 9%	63 13%	66 15%	33 15%	23 11%	38 14%	207 13%	206 14%
Wales	152 5%	9 4%	9 4%	15 4%	13 4%	21 4%	21 5%	22 5%	20 4%	12 5%	10 5%	13 5%	71 4%	68 5%
Scotland	254 8%	15 7%	16 8%	26 8%	23 7%	35 7%	36 8%	38 8%	32 7%	17 8%	17 8%	30 11%	118 7%	96 7%
Northern Ireland	105 3%	7 3%	7 3%	10 3%	12 4%	16 3%	13 3%	13 3%	15 3%	7 3%	6 3%	8 3%	55 3%	41 3%

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

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**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
North East	129 4%	129 4%	- -%	- -%	- -%	129 4%	121 4%	8 2%	36 4%	25 3%	26 4%	41 5%	61 3%	66 5%	129 4%
		bcd				bcd									
Yorkshire and Humberside	281 8%	281 10%	- -%	- -%	- -%	281 8%	242 8%	39 10%	62 7%	81 8%	54 8%	81 10%	143 7%	134 9%	281 8%
		bcd				bcd									
North West	382 11%	382 13%	- -%	- -%	- -%	382 11%	355 12%	28 7%	96 10%	119 12%	62 10%	106 13%	215 11%	167 12%	382 11%
		bcd				bcd									
West Midlands	315 9%	315 11%	- -%	- -%	- -%	315 9%	301 10%	13 3%	68 7%	87 9%	68 11%	91 11%	154 8%	159 11%	315 9%
		bcd				bcd	b					a		a	
East Midlands	244 7%	244 8%	- -%	- -%	- -%	244 7%	201 7%	43 11%	60 6%	80 8%	49 8%	52 6%	139 7%	101 7%	244 7%
		bcd				bcd		a							
East of England	325 10%	325 11%	- -%	- -%	- -%	325 10%	270 9%	55 14%	94 10%	85 9%	69 11%	75 9%	179 9%	144 10%	325 10%
		bcd				bcd		a							
South West	271 8%	271 9%	- -%	- -%	- -%	271 8%	224 7%	46 12%	59 6%	74 8%	64 10%	72 9%	133 7%	136 9%	271 8%
		bcd				bcd		a			a			a	
South East	474 14%	474 16%	- -%	- -%	- -%	474 14%	407 14%	67 17%	133 14%	141 15%	84 13%	116 14%	274 14%	200 14%	474 14%
		bcd				bcd									
London	453 13%	453 16%	- -%	- -%	- -%	453 13%	449 15%	5 1%	196 21%	111 12%	70 11%	76 9%	307 16%	146 10%	453 13%
		bcd				bcd	b		bcdefg				bcdf		df

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Wales	152	-	-	152	-	152	124	28	42	48	27	33	91	60	152
	5%	-%	-%	100%	-%	5%	4%	7%	4%	5%	4%	4%	5%	4%	5%
				abde		abd									
Scotland	254	-	254	-	-	254	220	34	69	85	50	50	154	99	254
	8%	-%	100%	-%	-%	8%	7%	9%	7%	9%	8%	6%	8%	7%	8%
			acde			acd									
Northern Ireland	105	-	-	-	105	105	85	20	34	29	21	21	63	42	105
	3%	-%	-%	-%	100%	3%	3%	5%	4%	3%	3%	3%	3%	3%	3%
				abce		abc									

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
North East	129 4%	36 6%	91 3%	36 4%	51 4%	26 3%	18 4%	59 3%	51 5%
Yorkshire and Humberside	281 8%	61 9%	210 8%	76 9%	130 9%	49 6%	42 8%	145 8%	93 9%
North West	382 11%	76 12%	289 11%	105 13%	176 12%	66 9%	45 9%	177 10%	155 14% ab
West Midlands	315 9%	53 8%	242 9%	85 10%	144 10% c	48 6%	32 6%	185 10%	96 9%
East Midlands	244 7%	38 6%	191 7%	55 7%	108 8%	50 6%	30 6%	139 8%	72 7%
East of England	325 10%	77 12%	243 9%	80 10%	122 8%	76 10%	23 4%	185 10% a	114 11% a
South West	271 8%	50 8%	214 8%	71 9%	119 8%	51 7%	31 6%	139 8%	97 9%
South East	474 14%	103 16%	353 14%	122 15%	186 13%	129 17%	60 12%	258 15%	153 14%
London	453 13%	58 9%	364 14% a	98 12%	160 11%	154 20% ab	148 29% bc	199 11%	100 9%
Wales	152 5%	26 4%	119 5%	33 4%	69 5%	36 5%	26 5%	71 4%	53 5%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Scotland	254	47	194	48	119	67	37	147	68
	8%	7%	7%	6%	8%	9%	7%	8%	6%
Northern Ireland	105	15	86	23	50	24	17	62	25
	3%	2%	3%	3%	3%	3%	3%	3%	2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QF. URBANITY**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Large city	906 27%	118 28%	186 28%	241 26%	236 26%	124 29%	118 28%	664 26%	124 29%	461 27%	445 27%
Smaller city or large town	820 24%	95 23%	175 26%	220 24%	229 25%	102 23%	95 23%	624 25%	102 23%	431 25%	389 24%
Medium town	735 22%	80 19%	159 24%	216 23%	209 23%	72 17%	80 19%	583 23%	72 17%	382 22%	353 21%
Small town	536 16%	68 16%	94 14%	147 16%	149 16%	78 18%	68 16%	390 15%	78 18%	268 15%	268 16%
Rural area	386 11%	59 14%	58 9%	111 12%	99 11%	58 13%	59 14%	268 11%	58 13%	193 11%	193 12%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QF. URBANITY**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Large city	906	60	58	97	90	120	122	127	110	58	66	69	437	392
	27%	28%	29%	28%	28%	25%	26%	27%	24%	26%	31%	26%	27%	27%
Smaller city or large town	820	51	44	99	76	119	101	106	123	57	44	68	382	357
	24%	23%	22%	29%	23%	25%	22%	22%	28%	26%	21%	25%	24%	24%
Medium town	735	50	30	83	76	105	111	108	101	36	36	49	362	312
	22%	23%	15%	24%	23%	22%	24%	23%	23%	16%	17%	18%	23%	21%
Small town	536	34	34	40	53	73	74	81	68	40	38	47	240	237
	16%	16%	17%	12%	16%	15%	16%	17%	15%	18%	18%	17%	15%	16%
Rural area	386	23	37	27	31	58	53	54	45	32	26	37	176	165
	11%	10%	18%	8%	10%	12%	11%	11%	10%	14%	13%	14%	11%	11%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QF. URBANITY**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Large city	906	794	60	26	26	906	906	-	353	254	134	163	607	298	906
	27%	28%	24%	17%	25%	27%	30%	-%	37%	26%	21%	20%	32%	20%	27%
		c				c	b		bcdefg	f			cdfg		cdf
Smaller city or large town	820	698	66	33	23	820	820	-	190	295	142	191	485	333	820
	24%	24%	26%	22%	22%	24%	27%	-%	20%	31%	22%	24%	25%	23%	24%
							b			acdfg			a		
Medium town	735	636	45	30	24	735	735	-	191	193	142	203	384	345	735
	22%	22%	18%	20%	23%	22%	25%	-%	20%	20%	22%	25%	20%	24%	22%
							b								
Small town	536	440	49	35	12	536	536	-	116	137	124	156	253	280	536
	16%	15%	19%	23%	11%	16%	18%	-%	12%	14%	19%	19%	13%	19%	16%
				ade			b				ae	ae		abe	
Rural area	386	304	34	28	20	386	-	386	97	88	101	98	184	199	386
	11%	11%	13%	19%	19%	11%	-%	100%	10%	9%	16%	12%	10%	14%	11%
				ae	ae			a			abeg			be	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QF. URBANITY**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Large city	906 27%	146 23%	715 28%	201 24%	379 26%	257 33% ab	221 43% bc	458 26% c	221 21%
Smaller city or large town	820 24%	159 25%	626 24%	220 26%	369 26%	157 20%	95 19%	440 25% a	278 26% a
Medium town	735 22%	123 19%	582 22%	179 22%	316 22%	145 19%	101 20%	391 22%	232 22%
Small town	536 16%	120 19%	393 15%	142 17%	219 15%	110 14%	53 10%	277 16% a	201 19% a
Rural area	386 11%	91 14%	281 11%	89 11%	148 10%	107 14%	38 7%	201 11%	144 13% a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
A	257 8%	32 8%	50 7%	68 7%	64 7%	44 10%	32 8%	182 7%	44 10%	153 9%	104 6%
B	690 20%	77 18%	143 21%	196 21%	193 21%	81 19%	77 18%	533 21%	81 19%	373 21%	317 19%
C1	966 29%	125 30%	202 30%	262 28%	247 27%	131 30%	125 30%	711 28%	131 30%	454 26%	513 31%
C2	643 19%	92 22%	116 17%	170 18%	185 20%	81 19%	92 22%	470 19%	81 19%	333 19%	310 19%
D	503 15%	49 12%	107 16%	151 16%	147 16%	50 11%	49 12%	405 16%	50 11%	258 15%	245 15%
E	309 9%	45 11%	47 7%	82 9%	86 9%	48 11%	45 11%	216 9%	48 11%	153 9%	156 9%
Don't know	15 *%	2 *%	6 1%	7 1%	- -%	- -%	2 *%	13 1%	- -%	11 1%	3 *%
<b>SUMMARY</b>											
AB	947 28%	109 26%	193 29%	264 28%	258 28%	124 29%	109 26%	714 28%	124 29%	526 30%	421 26%
DE	812 24%	94 22%	154 23%	233 25%	233 25%	98 23%	94 22%	620 25%	98 23%	411 24%	401 24%
ABC1	1914 57%	233 56%	395 59%	525 56%	504 55%	255 59%	233 56%	1425 56%	255 59%	980 56%	934 57%
C2DE	1455 43%	185 44%	270 40%	403 43%	418 45%	179 41%	185 44%	1091 43%	179 41%	744 43%	710 43%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
A	257 8%	15 7%	16 8%	30 9%	20 6%	40 8%	28 6%	41 9%	23 5%	27 12% h	17 8%	19 7%	118 7%	117 8%
B	690 20%	40 19%	37 18%	75 22%	68 21%	101 21%	95 21%	116 25%	77 17%	40 18%	41 19%	55 20%	331 21%	297 20%
C1	966 29%	57 26%	67 33%	103 30%	99 31%	109 23%	152 33% eg	111 23%	136 30%	73 33%	58 28%	78 29%	465 29%	407 28%
C2	643 19%	47 22%	45 22%	67 19%	48 15%	95 20%	75 16%	85 18%	100 22%	39 17%	42 20%	56 21%	291 18%	287 20%
D	503 15%	27 12%	22 11%	44 13%	63 19% bi	88 19% i	63 14%	78 16%	69 15%	22 10%	28 13%	36 13%	239 15%	219 15%
E	309 9%	28 13%	16 8%	22 6%	25 8%	35 7%	47 10%	44 9%	42 9%	24 11%	25 12%	25 9%	141 9%	137 9%
Don't know	15 *%	2 1%	- -%	4 1%	2 1%	5 1%	2 *%	- -%	- -%	- -%	- -%	2 1%	13 1% c	- -%
<b>SUMMARY</b>														
AB	947 28%	55 26%	53 26%	105 30%	88 27%	142 30%	122 27%	157 33% h	100 22%	67 30%	57 27%	74 27%	449 28%	414 28%
DE	812 24%	55 26%	38 19%	66 19%	88 27%	123 26%	110 24%	121 26%	112 25%	46 20%	53 25%	60 22%	380 24%	355 24%
ABC1	1914 57%	113 52%	120 59%	208 60%	187 58%	251 53%	274 60%	268 57%	236 53%	140 62%	116 55%	152 56%	914 57%	821 56%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
C2DE	1455	102	83	134	136	218	185	206	211	84	95	116	671	642
	43%	47%	41%	39%	42%	46%	40%	43%	47%	38%	45%	43%	42%	44%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
A	257 8%	223 8%	16 6%	10 7%	9 9%	257 8%	234 8%	23 6%	257 27% bcdefg	- -%	- -%	- -%	257 13% bcdfg	- -%	257 8% bcdf
B	690 20%	580 20%	53 21%	32 21%	25 24%	690 20%	617 21%	73 19%	690 73% bcdefg	- -%	- -%	- -%	690 36% bcdfg	- -%	690 20% bcdf
C1	966 29%	804 28%	85 34%	48 32%	29 28%	966 29%	879 29%	88 23%	- -%	966 100% acdefg	- -%	- -%	966 50% acdfg	- -%	966 29% acdf
C2	643 19%	545 19%	50 20%	27 18%	21 20%	643 19%	542 18%	101 26% a	- -%	- -%	643 100% abdefg	- -%	- -%	643 44% abdeg	643 19% abde
D	503 15%	441 15%	35 14%	16 10%	11 11%	503 15%	451 15%	52 13%	- -%	- -%	- -%	503 62% abcefg	- -%	503 35% abceg	503 15% abce
E	309 9%	267 9%	15 6%	17 11%	9 9%	309 9%	263 9%	46 12%	- -%	- -%	- -%	309 38% abcefg	- -%	309 21% abceg	309 9% abce
Don't know	15 *%	13 *%	* *%	1 1%	- -%	15 *%	13 *%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	15 *%
<b>SUMMARY</b>															
AB	947 28%	802 28%	69 27%	42 28%	34 32%	947 28%	851 28%	97 25%	947 100% bcdefg	- -%	- -%	- -%	947 50% bcdfg	- -%	947 28% bcdf
DE	812 24%	708 25%	50 20%	33 22%	21 20%	812 24%	714 24%	98 25%	- -%	- -%	- -%	812 100% abcefg	- -%	812 56% abceg	812 24% abce

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
ABC1	1914	1606	154	91	63	1914	1729	184	947	966	-	-	1914	-	1914
	57%	56%	61%	60%	60%	57%	58%	48%	100%	100%	-%	-%	100%	-%	57%
							b		cdfg	cdfg			cdfg		cdf
C2DE	1455	1253	99	60	42	1455	1255	199	-	-	643	812	-	1455	1455
	43%	44%	39%	40%	40%	43%	42%	52%	-%	-%	100%	100%	-%	100%	43%
								a			abeg	abeg		abeg	abe

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
A	257 8%	44 7%	205 8%	22 3%	67 5%	156 20% ab	148 29% bc	83 5% c	25 2%
B	690 20%	103 16%	563 22% a	82 10%	269 19% a	282 36% ab	132 26% c	413 23% c	140 13%
C1	966 29%	138 22%	790 30% a	191 23%	480 34% ac	202 26%	100 20%	550 31% a	312 29% a
C2	643 19%	134 21%	477 18%	146 18%	323 23% c	113 15%	74 15%	363 21% a	199 18%
D	503 15%	107 17%	374 14%	222 27% bc	216 15% c	18 2%	34 7%	240 14% a	227 21% ab
E	309 9%	109 17% b	178 7%	162 20% bc	76 5% c	6 1%	19 4%	113 6%	168 16% ab
Don't know	15 *%	4 1%	9 *%	6 1% b	- -%	- -%	2 *%	5 *%	7 1%
<b>SUMMARY</b>									
AB	947 28%	147 23%	768 30% a	104 13%	336 23% a	437 56% ab	280 55% bc	496 28% c	164 15%
DE	812 24%	216 34% b	552 21%	384 46% bc	292 20% c	24 3%	53 10%	352 20% a	395 37% ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
ABC1	1914	285	1559	295	816	639	380	1046	477
	57%	45%	60%	36%	57%	82%	75%	59%	44%
		a	a	a	a	ab	bc	c	
C2DE	1455	350	1029	531	616	137	127	715	594
	43%	55%	40%	64%	43%	18%	25%	40%	55%
		b	b	bc	c		a	a	ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Boy, aged 3-4	217 6%	217 52%	- -%	- -%	- -%	- -%	217 52%	- -%	- -%	217 13%	- -%
		bcde					bc			b	
Boy, aged 5-7	346 10%	- -%	346 52%	- -%	- -%	- -%	- -%	346 14%	- -%	346 20%	- -%
			acde					ac		b	
Boy, aged 8-11	475 14%	- -%	- -%	475 51%	- -%	- -%	- -%	475 19%	- -%	475 27%	- -%
				abde				ac		b	
Boy, aged 12-15	475 14%	- -%	- -%	- -%	475 51%	- -%	- -%	475 19%	- -%	475 27%	- -%
					abce			ac		b	
Boy, aged 16-17	224 7%	- -%	- -%	- -%	- -%	224 52%	- -%	- -%	224 52%	224 13%	- -%
						abcd			ab	b	
Girl, aged 3-4	203 6%	203 48%	- -%	- -%	- -%	- -%	203 48%	- -%	- -%	- -%	203 12%
		bcde					bc			a	
Girl, aged 5-7	325 10%	- -%	325 48%	- -%	- -%	- -%	- -%	325 13%	- -%	- -%	325 20%
			acde					ac		a	
Girl, aged 8-11	461 14%	- -%	- -%	461 49%	- -%	- -%	- -%	461 18%	- -%	- -%	461 28%
				abde				ac		a	
Girl, aged 12-15	447 13%	- -%	- -%	- -%	447 49%	- -%	- -%	447 18%	- -%	- -%	447 27%
					abce			ac		a	
Girl, aged 16-17	210 6%	- -%	- -%	- -%	- -%	210 48%	- -%	- -%	210 48%	- -%	210 13%
						abcd			ab	a	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR								
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY						
		a	b	c	d	e	f	g	h	i	j	a	b	c						
Significance Level: 99%																				
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250						
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016						
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463						
Boy, aged 3-4	217	217	-	-	-	-	-	-	-	-	-	141	74	-						
	6%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	52%	5%	-%						
		bcdefghij										bc	c							
Boy, aged 5-7	346	-	-	346	-	-	-	-	-	-	-	-	346	-						
	10%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	22%	-%						
				abdefghij										ac						
Boy, aged 8-11	475	-	-	-	-	475	-	-	-	-	-	-	394	80						
	14%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	25%	5%						
						abcdefghij										ac	a			
Boy, aged 12-15	475	-	-	-	-	-	-	475	-	-	-	-	-	475						
	14%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	32%						
								abcdefhij										ab		
Boy, aged 16-17	224	-	-	-	-	-	-	-	-	224	-	-	-	199						
	7%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	14%						
										abcdefghj										ab
Girl, aged 3-4	203	-	203	-	-	-	-	-	-	-	-	128	68	-						
	6%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	48%	4%	-%						
			acdefghij										bc	c						
Girl, aged 5-7	325	-	-	-	325	-	-	-	-	-	-	-	325	-						
	10%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	20%	-%						
				abcefg hij										ac						
Girl, aged 8-11	461	-	-	-	-	-	461	-	-	-	-	-	391	68						
	14%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	24%	5%						
							abcdeghij										ac	a		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 4**

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**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Girl, aged 12-15	447	-	-	-	-	-	-	-	447	-	-	-	-	447
	13%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	31%
									abcdefgij					ab
Girl, aged 16-17	210	-	-	-	-	-	-	-	-	-	210	-	-	194
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	13%
											abcdefghi			ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 4**

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**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Boy, aged 3-4	217 6%	186 6%	15 6%	9 6%	7 7%	217 6%	194 6%	23 6%	55 6%	57 6%	47 7%	55 7%	113 6%	102 7%	217 6%
Boy, aged 5-7	346 10%	294 10%	26 10%	15 10%	10 9%	346 10%	319 11%	27 7%	105 11%	103 11%	67 10%	66 8%	208 11%	134 9%	346 10%
Boy, aged 8-11	475 14%	403 14%	35 14%	21 14%	16 15%	475 14%	416 14%	58 15%	142 15%	109 11%	95 15%	123 15%	251 13%	218 15%	475 14%
Boy, aged 12-15	475 14%	402 14%	38 15%	22 15%	13 12%	475 14%	421 14%	54 14%	157 17% b	111 11%	85 13%	121 15%	268 14%	206 14%	475 14%
Boy, aged 16-17	224 7%	188 7%	17 7%	12 8%	7 7%	224 7%	192 6%	32 8%	67 7%	73 8%	39 6%	46 6%	140 7%	84 6%	224 7%
Girl, aged 3-4	203 6%	172 6%	16 6%	9 6%	7 6%	203 6%	166 6%	37 10% a	53 6%	67 7%	45 7%	38 5%	120 6%	83 6%	203 6%
Girl, aged 5-7	325 10%	277 10%	23 9%	13 9%	12 11%	325 10%	294 10%	31 8%	88 9%	99 10%	48 8%	88 11%	187 10%	136 9%	325 10%
Girl, aged 8-11	461 14%	391 14%	36 14%	21 14%	13 13%	461 14%	408 14%	53 14%	122 13%	152 16%	75 12%	110 14%	274 14%	185 13%	461 14%
Girl, aged 12-15	447 13%	381 13%	32 13%	20 13%	15 14%	447 13%	402 13%	45 12%	100 11%	136 14%	100 16% a	112 14%	236 12%	211 15% a	447 13%
Girl, aged 16-17	210 6%	178 6%	17 7%	10 6%	6 6%	210 6%	184 6%	26 7%	57 6%	58 6%	42 7%	53 6%	116 6%	95 7%	210 6%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Boy, aged 3-4	217 6%	36 6%	168 6%	55 7%	101 7%	45 6%	41 8%	114 6%	58 5%
Boy, aged 5-7	346 10%	60 9%	265 10%	79 9%	150 11%	79 10%	48 9%	204 12%	88 8%
Boy, aged 8-11	475 14%	89 14%	365 14%	108 13%	220 15%	114 15%	64 13%	241 14%	168 16%
Boy, aged 12-15	475 14%	112 18%	342 13%	124 15%	205 14%	90 12%	72 14%	246 14%	149 14%
Boy, aged 16-17	224 7%	49 8%	166 6%	48 6%	81 6%	65 8%	38 7%	98 6%	86 8%
Girl, aged 3-4	203 6%	24 4%	165 6%	45 5%	92 6%	47 6%	38 7%	97 5%	67 6%
Girl, aged 5-7	325 10%	39 6%	271 10%	71 8%	150 10%	65 8%	50 10%	171 10%	100 9%
Girl, aged 8-11	461 14%	77 12%	369 14%	129 15%	173 12%	109 14%	67 13%	243 14%	151 14%
Girl, aged 12-15	447 13%	99 15%	336 13%	104 12%	186 13%	111 14%	60 12%	239 14%	145 13%
Girl, aged 16-17	210 6%	53 8%	148 6%	69 8%	73 5%	51 7%	31 6%	114 6%	64 6%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Boy	1736 51%	217 52%	346 52%	475 51%	475 51%	224 52%	217 52%	1295 51%	224 52%	1736 100% b	- -%
Girl	1647 49%	203 48%	325 48%	461 49%	447 49%	210 48%	203 48%	1234 49%	210 48%	- -%	1647 100% a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Boy	1736	217	-	346	-	475	-	475	-	224	-	141	813	754
	51%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	52%	51%	52%
		bdfhj		bdfhj		bdfhj		bdfhj		bdfhj				
Girl	1647	-	203	-	325	-	461	-	447	-	210	128	784	709
	49%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	48%	49%	48%
			acegi		acegi		acegi		acegi		acegi			

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Boy	1736 51%	1473 51%	131 52%	79 52%	52 50%	1736 51%	1543 51%	193 50%	526 56%	454 47%	333 52%	411 51%	980 51%	744 51%	1736 51%
Girl	1647 49%	1399 49%	123 48%	73 48%	52 50%	1647 49%	1455 49%	193 50%	421 44%	513 53%	310 48%	401 49%	934 49%	710 49%	1647 49%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Boy	1736 51%	347 54%	1306 50%	414 50%	757 53%	392 51%	263 52%	903 51%	550 51%
Girl	1647 49%	292 46%	1290 50%	417 50%	674 47%	384 49%	246 48%	864 49%	527 49%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child ever goes online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3270	572	713	812	773	400	572	2298	400	1642	1628
Effective Weighted Sample	2457	356	527	650	600	366	356	1761	366	1235	1223
Total	3296	376	636	929	921	434	376	2486	434	1693	1603
Add funny filters to a photo	1342	155	330	377	356	124	155	1063	124	617	725
	41%	41%	52%	41%	39%	29%	41%	43%	29%	36%	45%
		e	acde	e	e		c	c		a	a
Make a drawing or picture online, or use colouring apps	1266	280	461	282	176	66	280	920	66	568	698
	38%	74%	73%	30%	19%	15%	74%	37%	15%	34%	44%
		cde	cde	de			bc	c		a	a
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	897	-	283	251	241	122	-	775	122	420	477
	27%	-%	45%	27%	26%	28%	-%	31%	28%	25%	30%
			acde	a	a	a		a	a		a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	693	-	-	278	298	117	-	576	117	329	364
	21%	-%	-%	30%	32%	27%	-%	23%	27%	19%	23%
				ab	ab	ab		a	a		
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	439	-	-	152	186	101	-	337	101	184	254
	13%	-%	-%	16%	20%	23%	-%	14%	23%	11%	16%
				ab	ab	abc		a	ab		a
(AGED 8-17 ONLY) Make an animation, meme or gif	363	-	-	153	161	49	-	314	49	198	165
	11%	-%	-%	16%	17%	11%	-%	13%	11%	12%	10%
				ab	ab	ab		a	a		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child ever goes online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3270	572	713	812	773	400	572	2298	400	1642	1628
Effective Weighted Sample	2457	356	527	650	600	366	356	1761	366	1235	1223
Total	3296	376	636	929	921	434	376	2486	434	1693	1603
(AGED 5-17 ONLY) Coding/ programming	336	-	73	122	101	40	-	296	40	207	129
	10%	-%	11%	13%	11%	9%	-%	12%	9%	12%	8%
			a	a	a	a		a	a	b	
(AGED 8-17 ONLY) Make or edit music online	237	-	-	81	112	44	-	192	44	124	112
	7%	-%	-%	9%	12%	10%	-%	8%	10%	7%	7%
				ab	ab	ab		a	a		
(AGED 12-17 ONLY) Review or rate something online	213	-	-	-	129	85	-	129	85	119	94
	6%	-%	-%	-%	14%	19%	-%	5%	19%	7%	6%
					abc	abc		a	ab		
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	207	-	-	75	84	47	-	159	47	75	132
	6%	-%	-%	8%	9%	11%	-%	6%	11%	4%	8%
				ab	ab	ab		a	ab		a
(AGED 8-17 ONLY) Create an online photo book or calendar	184	-	-	73	76	35	-	149	35	80	104
	6%	-%	-%	8%	8%	8%	-%	6%	8%	5%	7%
				ab	ab	ab		a	a		
(AGED 8-17 ONLY) Make a vlog	113	-	-	42	47	24	-	89	24	58	55
	3%	-%	-%	5%	5%	6%	-%	4%	6%	3%	3%
				ab	ab	ab		a	a		
(AGED 12-17 ONLY) Make a website/ app or game	105	-	-	-	74	31	-	74	31	60	45
	3%	-%	-%	-%	8%	7%	-%	3%	7%	4%	3%
					abc	abc		a	ab		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child ever goes online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3270	572	713	812	773	400	572	2298	400	1642	1628
Effective Weighted Sample	2457	356	527	650	600	366	356	1761	366	1235	1223
Total	3296	376	636	929	921	434	376	2486	434	1693	1603
(AGED 12-17 ONLY) Write blogs or articles	64	-	-	-	44	20	-	44	20	26	38
	2%	-%	-%	-%	5%	5%	-%	2%	5%	2%	2%
					abc	abc		a	ab		
(AGED 12-17 ONLY) Make a podcast	52	-	-	-	32	21	-	32	21	32	21
	2%	-%	-%	-%	3%	5%	-%	1%	5%	2%	1%
					abc	abc		ab			
None of these	589	62	55	183	178	110	62	417	110	370	218
	18%	16%	9%	20%	19%	25%	16%	17%	25%	22%	14%
		b		b	b	ab		ab		b	
Don't know	76	7	4	23	29	14	7	55	14	41	35
	2%	2%	1%	2%	3%	3%	2%	2%	3%	2%	2%
					b	b					
<b>SUMMARY</b>											
ANY OF THESE CREATIVE ACTIVITIES	2631	308	577	723	715	309	308	2014	309	1282	1350
	80%	82%	91%	78%	78%	71%	82%	81%	71%	76%	84%
		e	acde				c	c			a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child ever goes online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR													
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY	
		a	b	c	d	e	f	g	h	i	j	a	b	c											
Significance Level: 99%																									
Unweighted total	3270	280	292	364	349	405	407	388	385	205	195	392	1576	1249											
Effective Weighted Sample	2457	172	184	269	258	326	325	301	299	186	180	235	1184	1016											
Total	3296	189	187	333	303	472	457	475	447	224	210	238	1544	1462											
Add funny filters to a photo	1342	78	76	178	152	169	208	150	206	41	84	93	705	535											
	41%	41%	41%	54%	50%	36%	46%	32%	46%	18%	40%	39%	46%	37%											
		i	i	begij	egi	i	gi	i	egi		i		c												
Make a drawing or picture online, or use colouring apps	1266	132	148	227	235	112	170	75	102	22	43	170	814	276											
	38%	70%	79%	68%	78%	24%	37%	16%	23%	10%	21%	71%	53%	19%											
		efghij	cefg hij	efghij	efghij	i	efghij		i		i	bc	c												
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	897	-	-	145	138	115	136	108	133	53	69	-	505	386											
	27%	-%	-%	44%	46%	24%	30%	23%	30%	23%	33%	-%	33%	26%											
				abefghi	abefghij	ab	ab	ab	ab	ab	ab		ac	a											
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	693	-	-	-	-	129	148	147	151	52	65	-	233	453											
	21%	-%	-%	-%	-%	27%	32%	31%	34%	23%	31%	-%	15%	31%											
						abcd	abcd	abcd	abcd	abcd	abcd		a	ab											
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	439	-	-	-	-	63	88	78	108	43	58	-	130	300											
	13%	-%	-%	-%	-%	13%	19%	16%	24%	19%	28%	-%	8%	21%											
						abcd	abcd	abcd	abcde	abcd	abcdeg		a	ab											
(AGED 8-17 ONLY) Make an animation, meme or gif	363	-	-	-	-	77	76	97	64	24	26	-	125	236											
	11%	-%	-%	-%	-%	16%	17%	20%	14%	11%	12%	-%	8%	16%											
						abcd	abcd	abcdi	abcd	abcd	abcd		a	ab											

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child ever goes online

	CHILD'S AGE AND GENDER											SCHOOL YEAR												
	Total	MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
			a	b	c	d	e	f	g	h	i	j	a	b	c									
Significance Level: 99%																								
Unweighted total	3270	280	292	364	349	405	407	388	385	205	195	392	1576	1249										
Effective Weighted Sample	2457	172	184	269	258	326	325	301	299	186	180	235	1184	1016										
Total	3296	189	187	333	303	472	457	475	447	224	210	238	1544	1462										
(AGED 5-17 ONLY) Coding/ programming	336	-	-	39	33	80	42	62	39	26	15	-	181	154										
	10%	-%	-%	12%	11%	17%	9%	13%	9%	11%	7%	-%	12%	11%										
				ab	ab	abfhj	ab	ab	ab	ab	ab		a	a										
(AGED 8-17 ONLY) Make or edit music online	237	-	-	-	-	51	30	52	59	21	23	-	61	172										
	7%	-%	-%	-%	-%	11%	6%	11%	13%	9%	11%	-%	4%	12%										
						abcd	abcd	abcd	abcdf	abcd	abcd		a	ab										
(AGED 12-17 ONLY) Review or rate something online	213	-	-	-	-	-	-	77	52	42	42	-	-	204										
	6%	-%	-%	-%	-%	-%	-%	16%	12%	19%	20%	-%	-%	14%										
								abcdef	abcdef	abcdef	abcdef			ab										
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	207	-	-	-	-	36	38	22	63	17	30	-	59	145										
	6%	-%	-%	-%	-%	8%	8%	5%	14%	8%	14%	-%	4%	10%										
						abcd	abcd	abcd	abcdg	abcd	abcdg		a	ab										
(AGED 8-17 ONLY) Create an online photo book or calendar	184	-	-	-	-	37	36	30	46	12	23	-	61	123										
	6%	-%	-%	-%	-%	8%	8%	6%	10%	5%	11%	-%	4%	8%										
						abcd	abcd	abcd	abcd	abcd	abcd		a	ab										
(AGED 8-17 ONLY) Make a vlog	113	-	-	-	-	25	17	22	25	11	13	-	33	77										
	3%	-%	-%	-%	-%	5%	4%	5%	6%	5%	6%	-%	2%	5%										
						abcd	abcd	abcd	abcd	abcd	abcd			ab										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child ever goes online

	CHILD'S AGE AND GENDER											SCHOOL YEAR											
	Total	MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15	FEMALE 12-15		MALE 16-17	FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY	
		a	b	c	d	e	f	g	h	i	j	a	b		c								
Significance Level: 99%																							
Unweighted total	3270	280	292	364	349	405	407	388	385	205	195	392	1576	1249									
Effective Weighted Sample	2457	172	184	269	258	326	325	301	299	186	180	235	1184	1016									
Total	3296	189	187	333	303	472	457	475	447	224	210	238	1544	1462									
(AGED 12-17 ONLY) Make a website/ app or game	105 3%	- -%	- -%	- -%	- -%	- -%	- -%	43 9%	31 7%	17 8%	14 7%	- -%	- -%	104 7%									
								abcdef	abcdef	abcdef	abcdef			ab									
(AGED 12-17 ONLY) Write blogs or articles	64 2%	- -%	- -%	- -%	- -%	- -%	- -%	20 4%	25 6%	6 3%	14 6%	- -%	- -%	62 4%									
								abcdef	abcdef	cdef	abcdef			ab									
(AGED 12-17 ONLY) Make a podcast	52 2%	- -%	- -%	- -%	- -%	- -%	- -%	21 4%	11 2%	11 5%	10 5%	- -%	- -%	49 3%									
								abcdef	cdef	abcdef	abcdef			ab									
None of these	589 18%	38 20%	23 12%	31 9%	25 8%	121 26%	63 14%	104 22%	74 17%	77 34%	34 16%	46 19%	215 14%	307 21%									
		cd				bcdfh		bcdf	cd	abcdefghj				b									
Don't know	76 2%	4 2%	3 2%	3 1%	1 *%	9 2%	14 3%	20 4%	9 2%	5 2%	9 4%	6 2%	27 2%	41 3%									
								cd			d												
<b>SUMMARY</b>																							
ANY OF THESE CREATIVE ACTIVITIES	2631 80%	147 78%	161 86%	300 90%	277 91%	343 73%	380 83%	350 74%	364 82%	142 63%	168 80%	186 78%	1302 84%	1114 76%									
		i	egi	aeghij	aefghij		egi		ei		i		c										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child ever goes online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3270	2081	446	427	316	3270	2967	303	1113	736	734	676	1849	1410	3270
Effective Weighted Sample	2457	1902	342	302	189	2457	2207	252	808	571	596	551	1334	1121	2457
Total	3296	2798	248	148	102	3296	2930	367	926	942	628	786	1868	1414	3296
Add funny filters to a photo	1342	1134	100	64	44	1342	1216	126	357	401	271	307	759	579	1342
	41%	41%	40%	43%	43%	41%	41%	34%	39%	43%	43%	39%	41%	41%	41%
Make a drawing or picture online, or use colouring apps	1266	1073	91	62	40	1266	1141	125	371	356	232	299	727	531	1266
	38%	38%	37%	42%	39%	38%	39%	34%	40%	38%	37%	38%	39%	38%	38%
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	897	761	66	42	28	897	804	93	271	258	172	191	529	363	897
	27%	27%	27%	28%	27%	27%	27%	25%	29%	27%	27%	24%	28%	26%	27%
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	693	610	43	27	13	693	613	81	200	209	129	152	410	282	693
	21%	22%	17%	18%	13%	21%	21%	22%	22%	22%	21%	19%	22%	20%	21%
		d				d									
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	439	376	31	20	11	439	407	32	125	126	83	103	251	186	439
	13%	13%	13%	14%	10%	13%	14%	9%	14%	13%	13%	13%	13%	13%	13%
(AGED 8-17 ONLY) Make an animation, meme or gif	363	311	24	17	11	363	335	28	112	102	66	84	214	149	363
	11%	11%	10%	11%	11%	11%	11%	8%	12%	11%	10%	11%	11%	11%	11%
(AGED 5-17 ONLY) Coding/ programming	336	303	16	11	6	336	298	38	114	90	57	70	204	127	336
	10%	11%	6%	7%	6%	10%	10%	10%	12%	10%	9%	9%	11%	9%	10%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child ever goes online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3270	2081	446	427	316	3270	2967	303	1113	736	734	676	1849	1410	3270
Effective Weighted Sample	2457	1902	342	302	189	2457	2207	252	808	571	596	551	1334	1121	2457
Total	3296	2798	248	148	102	3296	2930	367	926	942	628	786	1868	1414	3296
(AGED 8-17 ONLY) Make or edit music online	237	203	17	9	8	237	216	21	85	35	54	62	121	116	237
	7%	7%	7%	6%	8%	7%	7%	6%	9% b	4%	9% b	8% b	6%	8% b	7% b
(AGED 12-17 ONLY) Review or rate something online	213	181	16	11	5	213	204	9	78	49	45	41	128	86	213
	6%	6%	6%	8%	5%	6%	7% b	3%	8%	5%	7%	5%	7%	6%	6%
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	207	177	14	8	7	207	178	28	75	54	35	44	128	78	207
	6%	6%	6%	5%	7%	6%	6%	8%	8%	6%	5%	6%	7%	6%	6%
(AGED 8-17 ONLY) Create an online photo book or calendar	184	160	13	5	5	184	172	12	75	41	37	31	116	68	184
	6%	6%	5%	4%	5%	6%	6%	3%	8% bdf	4%	6%	4%	6%	5%	6%
(AGED 8-17 ONLY) Make a vlog	113	96	8	6	4	113	102	11	42	25	28	18	67	46	113
	3%	3%	3%	4%	4%	3%	3%	3%	5%	3%	4%	2%	4%	3%	3%
(AGED 12-17 ONLY) Make a website/ app or game	105	94	7	2	2	105	100	5	48	21	18	18	69	36	105
	3%	3%	3%	2%	2%	3%	3%	1%	5% bdf	2%	3%	2%	4%	3%	3%
(AGED 12-17 ONLY) Write blogs or articles	64	54	7	3	1	64	61	3	24	15	15	11	38	26	64
	2%	2%	3%	2%	1%	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : Those whose child ever goes online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3270	2081	446	427	316	3270	2967	303	1113	736	734	676	1849	1410	3270
Effective Weighted Sample	2457	1902	342	302	189	2457	2207	252	808	571	596	551	1334	1121	2457
Total	3296	2798	248	148	102	3296	2930	367	926	942	628	786	1868	1414	3296
(AGED 12-17 ONLY) Make a podcast	52	46	4	2	1	52	50	3	27	4	10	12	31	21	52
	2%	2%	1%	1%	1%	2%	2%	1%	3%	*%	2%	1%	2%	2%	2%
									b						
None of these	589	502	43	25	18	589	498	91	148	164	115	157	312	272	589
	18%	18%	18%	17%	18%	18%	17%	25%	16%	17%	18%	20%	17%	19%	18%
								a							
Don't know	76	65	7	2	3	76	64	12	12	17	7	39	30	47	76
	2%	2%	3%	1%	3%	2%	2%	3%	1%	2%	1%	5%	2%	3%	2%
												abceg		ace	
<b>SUMMARY</b>															
ANY OF THESE CREATIVE ACTIVITIES	2631	2232	197	121	81	2631	2368	264	766	760	505	590	1526	1095	2631
	80%	80%	80%	82%	79%	80%	81%	72%	83%	81%	80%	75%	82%	77%	80%
							b		df				df		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : Those whose child ever goes online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3270	594	2523	762	1409	798	553	1712	979
Effective Weighted Sample	2457	466	1879	587	1050	589	398	1286	755
Total	3296	626	2528	815	1394	761	497	1723	1050
Add funny filters to a photo	1342	277	1018	333	605	298	197	698	440
	41%	44%	40%	41%	43%	39%	40%	41%	42%
Make a drawing or picture online, or use colouring apps	1266	239	974	303	541	308	211	639	409
	38%	38%	39%	37%	39%	40%	43%	37%	39%
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	897	174	699	215	386	229	152	456	284
	27%	28%	28%	26%	28%	30%	31%	26%	27%
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	693	142	534	183	262	202	101	350	237
	21%	23%	21%	23%	19%	27%	20%	20%	23%
						b			
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	439	105	321	118	202	85	66	226	146
	13%	17%	13%	15%	14%	11%	13%	13%	14%
(AGED 8-17 ONLY) Make an animation, meme or gif	363	86	266	88	176	78	71	167	122
	11%	14%	11%	11%	13%	10%	14%	10%	12%

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

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

Base : Those whose child ever goes online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3270	594	2523	762	1409	798	553	1712	979
Effective Weighted Sample	2457	466	1879	587	1050	589	398	1286	755
Total	3296	626	2528	815	1394	761	497	1723	1050
(AGED 5-17 ONLY) Coding/ programming	336 10%	72 11%	246 10%	61 8%	151 11%	89 12%	78 16%	148 9%	108 10%
(AGED 8-17 ONLY) Make or edit music online	237 7%	66 11% b	163 6%	66 8%	91 7%	58 8%	53 11% b	105 6%	77 7%
(AGED 12-17 ONLY) Review or rate something online	213 6%	54 9%	151 6%	59 7%	87 6%	53 7%	43 9%	104 6%	65 6%
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	207 6%	47 7%	150 6%	41 5%	90 6%	58 8%	52 11% bc	91 5%	62 6%
(AGED 8-17 ONLY) Create an online photo book or calendar	184 6%	56 9% b	121 5%	47 6%	76 5%	49 6%	46 9% bc	82 5%	55 5%
(AGED 8-17 ONLY) Make a vlog	113 3%	30 5%	74 3%	23 3%	53 4%	29 4%	36 7% bc	56 3%	19 2%

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

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

Base : Those whose child ever goes online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3270	594	2523	762	1409	798	553	1712	979
Effective Weighted Sample	2457	466	1879	587	1050	589	398	1286	755
Total	3296	626	2528	815	1394	761	497	1723	1050
(AGED 12-17 ONLY) Make a website/ app or game	105 3%	27 4%	71 3%	20 2%	43 3%	33 4%	40 8% bc	36 2%	25 2%
(AGED 12-17 ONLY) Write blogs or articles	64 2%	18 3%	39 2%	18 2%	26 2%	16 2%	25 5% bc	25 1%	14 1%
(AGED 12-17 ONLY) Make a podcast	52 2%	12 2%	37 1%	8 1%	27 2%	16 2%	22 5% bc	18 1%	11 1%
None of these	589 18%	86 14%	486 19% a	144 18%	223 16%	139 18%	60 12%	334 19% a	187 18%
Don't know	76 2%	15 2%	51 2%	29 4% b	18 1%	10 1%	15 3%	30 2%	28 3%
<b>SUMMARY</b>									
ANY OF THESE CREATIVE ACTIVITIES	2631 80%	526 84%	1992 79%	642 79%	1154 83%	612 80%	421 85%	1359 79%	836 80%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
WhatsApp	1936 57%	98 23%	247 37%	488 52%	740 80%	362 83%	98 23%	1475 58%	362 83%	966 56%	970 59%
			a	ab	abc	abc		a	ab		
Snapchat	1274 38%	52 12%	119 18%	257 28%	547 59%	299 69%	52 12%	924 37%	299 69%	608 35%	666 40%
				ab	abc	abcd		a	ab		a
TikTok (Direct messaging)	947 28%	44 10%	96 14%	241 26%	373 40%	192 44%	44 10%	710 28%	192 44%	456 26%	490 30%
				ab	abc	abc		a	ab		
FaceTime	883 26%	76 18%	151 23%	238 25%	261 28%	156 36%	76 18%	651 26%	156 36%	404 23%	479 29%
				a	a	abc		a	ab		a
Instagram (Direct)	874 26%	38 9%	87 13%	141 15%	344 37%	264 61%	38 9%	572 23%	264 61%	414 24%	460 28%
				a	abc	abcd		a	ab		
(Facebook) Messenger	857 25%	46 11%	119 18%	167 18%	329 36%	195 45%	46 11%	616 24%	195 45%	430 25%	426 26%
			a	a	abc	abcd		a	ab		
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590 17%	17 4%	49 7%	128 14%	261 28%	135 31%	17 4%	438 17%	135 31%	264 15%	326 20%
				ab	abc	abc		a	ab		a
Discord	307 9%	6 1%	28 4%	56 6%	134 15%	83 19%	6 1%	218 9%	83 19%	218 13%	89 5%
				a	abc	abc		a	ab	b	
Microsoft Teams	273 8%	8 2%	38 6%	51 5%	104 11%	73 17%	8 2%	192 8%	73 17%	143 8%	130 8%
			a	a	abc	abc		a	ab		

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Zoom	228 7%	9 2%	40 6%	47 5%	76 8%	56 13%	9 2%	162 6%	56 13%	109 6%	119 7%
			a		a	abc		a	ab		
Skype	177 5%	10 2%	35 5%	48 5%	55 6%	30 7%	10 2%	137 5%	30 7%	93 5%	84 5%
					a	a		a	a		
Telegram	128 4%	5 1%	25 4%	26 3%	40 4%	31 7%	5 1%	92 4%	31 7%	80 5%	48 3%
					a	ac		a	ab		
Viber	61 2%	4 1%	14 2%	15 2%	15 2%	14 3%	4 1%	43 2%	14 3%	25 1%	36 2%
Kik	51 2%	6 1%	10 2%	9 1%	13 1%	12 3%	6 1%	33 1%	12 3%	27 2%	24 1%
Signal	50 1%	1 *%	10 1%	12 1%	18 2%	9 2%	1 *%	40 2%	9 2%	25 1%	26 2%
Child sends messages or makes video/ voice calls on other apps/ sites	92 3%	10 2%	21 3%	33 3%	17 2%	12 3%	10 2%	70 3%	12 3%	46 3%	46 3%
Child does not send messages or make video or voice calls on ANY apps/ sites	617 18%	206 49%	234 35%	164 17%	10 1%	3 1%	206 49%	408 16%	3 1%	316 18%	302 18%
		bcde	cde	de			bc	c			
Don't know	29 1%	1 *%	3 1%	12 1%	10 1%	2 1%	1 *%	25 1%	2 1%	18 1%	11 1%

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
<b>SUMMARY</b>											
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2736	213	433	760	903	428	213	2096	428	1402	1334
	81%	51%	65%	81%	98%	99%	51%	83%	99%	81%	81%
			a	ab	abc	abc		a	ab		
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 16)	2.6	1.0	1.6	2.1	3.6	4.4	1.0	2.5	4.4	2.5	2.7
			a	ab	abc	abcd		a	ab		
Standard deviation	2.36	1.45	2.06	1.93	2.19	2.58	1.45	2.23	2.58	2.31	2.41
Standard error	.04	.06	.08	.07	.08	.13	.06	.05	.13	.06	.06

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
WhatsApp	1936	50	48	132	115	235	253	364	376	185	177	67	654	1180
	57%	23%	24%	38%	35%	49%	55%	77%	84%	83%	84%	25%	41%	81%
				ab	ab	abcd	abcd	abcdef	abcdef	abcdef	abcdef		a	ab
Snapchat	1274	31	21	62	57	127	131	242	305	146	153	30	327	889
	38%	14%	10%	18%	17%	27%	28%	51%	68%	65%	73%	11%	20%	61%
						abd	abcd	abcdef	abcdefg	abcdefg	abcdefg		a	ab
TikTok (Direct messaging)	947	23	21	55	42	124	117	170	203	84	109	22	313	596
	28%	11%	10%	16%	13%	26%	25%	36%	45%	37%	52%	8%	20%	41%
						abcd	abcd	abcdef	abcdef	abcdef	abcdefgi		a	ab
FaceTime	883	38	38	77	75	108	131	118	143	64	93	52	363	454
	26%	18%	19%	22%	23%	23%	28%	25%	32%	28%	44%	19%	23%	31%
							a		abc		abcdefghi			ab
Instagram (Direct)	874	21	16	48	39	70	71	151	193	123	140	18	216	620
	26%	10%	8%	14%	12%	15%	15%	32%	43%	55%	67%	7%	14%	42%
								abcdef	abcdefg	abcdefg	abcdefgh		a	ab
(Facebook) Messenger	857	25	21	62	57	88	79	164	165	91	104	30	275	527
	25%	11%	10%	18%	18%	19%	17%	35%	37%	41%	49%	11%	17%	36%
								abcdef	abcdef	abcdef	abcdefgh			ab
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	7	9	29	20	48	80	120	141	61	75	12	158	407
	17%	3%	5%	8%	6%	10%	17%	25%	32%	27%	35%	4%	10%	28%
						a	abcde	abcde	abcdef	abcdef	abcdef		a	ab
Discord	307	3	3	24	4	46	10	90	44	55	28	5	75	222
	9%	1%	2%	7%	1%	10%	2%	19%	10%	24%	13%	2%	5%	15%
				abdf		abdf		abcdefh	abdf	abcdefhj	abdf			ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Microsoft Teams	273 8%	7 3%	* *%	24 7%	14 4%	29 6%	22 5%	47 10%	56 13%	35 16%	37 18%	5 2%	74 5%	192 13%
				b	b	b	b	ab	abdef	abcdef	abcdef			ab
Zoom	228 7%	4 2%	5 2%	24 7%	16 5%	17 4%	30 6%	37 8%	39 9%	27 12%	30 14%	3 1%	83 5%	137 9%
								ab	abe	abde	abcdef		a	ab
Skype	177 5%	7 3%	3 1%	20 6%	15 5%	18 4%	29 6%	32 7%	23 5%	16 7%	14 7%	5 2%	79 5%	91 6%
							b	b		b	b			a
Telegram	128 4%	3 1%	2 1%	18 5%	7 2%	18 4%	8 2%	23 5%	17 4%	18 8%	13 6%	3 1%	49 3%	75 5%
				b						abdf	abf			a
Viber	61 2%	1 *%	3 2%	7 2%	7 2%	4 1%	11 2%	7 2%	7 2%	6 3%	8 4%	1 *%	28 2%	32 2%
										a				
Kik	51 2%	5 2%	2 1%	6 2%	5 1%	6 1%	3 1%	4 1%	9 2%	7 3%	5 2%	4 1%	21 1%	25 2%
Signal	50 1%	1 1%	- -%	4 1%	5 2%	4 1%	8 2%	11 2%	7 2%	4 2%	5 2%	1 *%	20 1%	29 2%
Child sends messages or makes video/ voice calls on other apps/ sites	92 3%	3 1%	7 4%	11 3%	9 3%	20 4%	13 3%	7 1%	10 2%	5 2%	7 3%	8 3%	47 3%	35 2%
Child does not send messages or make video or voice calls on ANY apps/ sites	617 18%	103 47%	104 51%	117 34%	117 36%	88 19%	76 16%	6 1%	4 1%	2 1%	2 1%	127 47%	465 29%	21 1%
		cefg hij	cdefghij	efghij	efghij	ghij	ghij					bc	c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Don't know	29	*	1	2	2	7	5	6	3	2	-	1	13	14
	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%

**SUMMARY**

ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS

	2736	114	99	227	206	379	380	462	441	220	208	141	1120	1428
	81%	53%	48%	66%	63%	80%	82%	97%	98%	98%	99%	52%	70%	98%
			ab	b	abcd	abcd	abcdef	abcdef	abcdef	abcdef	abcdef		a	ab
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mean number of apps/ sites (out of 16)	2.6	1.1	1.0	1.7	1.5	2.0	2.2	3.3	3.9	4.1	4.7	1.0	1.7	3.8
		ab	ab	abd	abcd	abcdef	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg		a	ab
Standard deviation	2.36	1.50	1.41	2.20	1.89	1.89	1.97	2.18	2.16	2.53	2.60	1.37	1.95	2.35
Standard error	.04	.08	.08	.11	.10	.09	.10	.11	.11	.18	.19	.06	.05	.07

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
WhatsApp	1936 57%	1649 57%	140 55%	86 57%	60 58%	1936 57%	1732 58%	204 53%	585 62% df	542 56%	360 56%	443 55%	1127 59%	804 55%	1936 57%
Snapchat	1274 38%	1066 37%	105 41%	62 41%	42 40%	1274 38%	1148 38%	126 33%	370 39%	348 36%	251 39%	303 37%	718 37%	554 38%	1274 38%
TikTok (Direct messaging)	947 28%	799 28%	72 28%	42 28%	34 32%	947 28%	865 29% b	82 21%	310 33% bdfg	250 26%	177 28%	206 25%	560 29%	383 26%	947 28%
FaceTime	883 26%	758 26%	62 24%	41 27%	23 22%	883 26%	794 26%	90 23%	272 29% df	274 28%	155 24%	181 22%	546 29% df	336 23%	883 26%
Instagram (Direct)	874 26%	735 26%	68 27%	38 25%	33 32%	874 26%	802 27% b	72 19%	324 34% bcdefg	221 23%	150 23%	179 22%	545 28% df	329 23%	874 26%
(Facebook) Messenger	857 25%	708 25%	70 27%	49 32% a	30 29%	857 25%	772 26%	85 22%	278 29% b	200 21%	169 26%	209 26%	477 25%	378 26%	857 25%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590 17%	504 18%	45 18%	25 17%	16 15%	590 17%	533 18%	57 15%	172 18%	153 16%	115 18%	148 18%	325 17%	263 18%	590 17%
Discord	307 9%	270 9%	16 6%	12 8%	9 9%	307 9%	282 9%	25 6%	106 11% b	61 6%	58 9%	81 10%	167 9%	139 10%	307 9%
Microsoft Teams	273 8%	228 8%	23 9% d	18 12% d	3 3%	273 8%	250 8%	23 6%	86 9%	82 9%	49 8%	54 7%	168 9%	103 7%	273 8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Zoom	228 7%	198 7%	15 6%	8 5%	7 6%	228 7%	207 7%	21 5%	97 10%	56 6%	36 6%	38 5%	153 8%	73 5%	228 7%
									bcd				df		
Skype	177 5%	147 5%	14 5%	9 6%	7 7%	177 5%	171 6%	7 2%	68 7%	42 4%	32 5%	34 4%	110 6%	66 5%	177 5%
							b								
Telegram	128 4%	112 4%	6 2%	4 3%	6 6%	128 4%	121 4%	6 2%	68 7%	29 3%	16 3%	15 2%	97 5%	31 2%	128 4%
									bcd				cd		f
Viber	61 2%	53 2%	3 1%	2 1%	3 3%	61 2%	58 2%	3 1%	21 2%	15 2%	13 2%	12 1%	36 2%	25 2%	61 2%
Kik	51 2%	42 1%	5 2%	2 1%	2 2%	51 2%	47 2%	4 1%	26 3%	10 1%	7 1%	8 1%	36 2%	15 1%	51 2%
									f						
Signal	50 1%	47 2%	- -%	* *%	2 2%	50 1%	45 1%	5 1%	22 2%	16 2%	5 1%	7 1%	38 2%	12 1%	50 1%
					b				f						
Child sends messages or makes video/ voice calls on other apps/ sites	92 3%	81 3%	5 2%	4 3%	2 2%	92 3%	85 3%	7 2%	33 4%	18 2%	14 2%	26 3%	51 3%	41 3%	92 3%
Child does not send messages or make video or voice calls on ANY apps/ sites	617 18%	525 18%	48 19%	25 17%	20 19%	617 18%	519 17%	99 26%	119 13%	182 19%	125 19%	187 23%	302 16%	312 21%	617 18%
							a			a	a	aeg		ae	a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 7**

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Don't know	29	22	3	3	1	29	23	6	7	4	8	11	11	18	29
	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%

**SUMMARY**

ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS

	2736	2325	204	124	84	2736	2456	281	821	780	510	614	1601	1125	2736
	81%	81%	80%	81%	80%	81%	82%	73%	87%	81%	79%	76%	84%	77%	81%
							b		bcdfg				df		d
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 16)	2.6	2.6	2.6	2.6	2.7	2.6	2.6	2.1	3.0	2.4	2.5	2.4	2.7	2.4	2.6
							b		bcdefg				bdf		
Standard deviation	2.36	2.37	2.29	2.29	2.42	2.36	2.38	2.13	2.51	2.21	2.28	2.35	2.38	2.32	2.36
Standard error	.04	.05	.11	.11	.13	.04	.04	.12	.07	.08	.08	.09	.05	.06	.04

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 7**

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
WhatsApp	1936 57%	383 60%	1484 57%	454 55%	820 57%	471 61%	291 57%	994 56%	638 59%
Snapchat	1274 38%	291 45%	929 36%	324 39%	510 36%	297 38%	206 40%	625 35%	432 40%
TikTok (Direct messaging)	947 28%	235 37%	673 26%	235 28%	402 28%	229 30%	202 40%	467 26%	270 25%
FaceTime	883 26%	185 29%	655 25%	189 23%	367 26%	247 32%	126 25%	480 27%	269 25%
Instagram (Direct)	874 26%	197 31%	640 25%	204 25%	368 26%	235 30%	192 38%	424 24%	252 23%
(Facebook) Messenger	857 25%	198 31%	623 24%	232 28%	373 26%	185 24%	148 29%	428 24%	274 25%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590 17%	147 23%	421 16%	139 17%	250 17%	147 19%	89 17%	316 18%	178 17%
Discord	307 9%	78 12%	217 8%	90 11%	128 9%	66 9%	74 14%	134 8%	94 9%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Microsoft Teams	273 8%	76 12% b	189 7%	72 9%	115 8%	61 8%	56 11% b	121 7%	91 8%
Zoom	228 7%	56 9%	172 7%	48 6%	95 7%	67 9%	56 11% bc	107 6%	62 6%
Skype	177 5%	36 6%	135 5%	29 3%	90 6%	46 6%	52 10% bc	79 4%	43 4%
Telegram	128 4%	30 5%	96 4%	26 3%	51 4%	45 6%	52 10% bc	54 3%	21 2%
Viber	61 2%	8 1%	53 2%	16 2%	26 2%	14 2%	20 4% bc	29 2%	12 1%
Kik	51 2%	7 1%	39 2%	7 1%	27 2%	16 2%	16 3% c	25 1%	10 1%
Signal	50 1%	11 2%	37 1%	6 1%	26 2%	15 2%	16 3% c	25 1%	8 1%
Child sends messages or makes video/ voice calls on other apps/ sites	92 3%	24 4%	66 3%	23 3%	35 2%	24 3%	18 4%	44 2%	29 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Child does not send messages or make video or voice calls on ANY apps/ sites	617	83	505	176	240	127	62	345	204
	18%	13%	19%	21%	17%	16%	12%	20%	19%
		a	a				a	a	a
Don't know	29	6	20	11	12	4	8	14	7
	1%	1%	1%	1%	1%	*%	2%	1%	1%
<b>SUMMARY</b>									
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2736	550	2071	644	1179	645	438	1408	866
	81%	86%	80%	77%	82%	83%	86%	80%	80%
		b					b		
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 16)	2.6	3.1	2.5	2.5	2.6	2.8	3.2	2.5	2.5
		b					bc		
Standard deviation	2.36	2.35	2.36	2.28	2.32	2.53	2.82	2.27	2.21
Standard error	.04	.10	.05	.08	.06	.09	.12	.05	.07

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube/ YouTube Kids	2833	356	578	812	748	339	356	2138	339	1467	1367
	84%	85%	86%	87%	81%	78%	85%	85%	78%	85%	83%
			e	de				c			
TikTok	1427	65	147	364	582	269	65	1093	269	695	732
	42%	15%	22%	39%	63%	62%	15%	43%	62%	40%	44%
				ab	abc	abc		a	ab		
Instagram	775	40	81	121	319	214	40	521	214	365	410
	23%	10%	12%	13%	35%	49%	10%	21%	49%	21%	25%
					abc	abcd		a	ab		
Snapchat	711	33	74	147	289	167	33	510	167	333	378
	21%	8%	11%	16%	31%	39%	8%	20%	39%	19%	23%
				a	abc	abc		a	ab		
Facebook (inc. Facebook Gaming)	533	35	58	116	192	131	35	366	131	261	272
	16%	8%	9%	12%	21%	30%	8%	14%	30%	15%	16%
					abc	abcd		a	ab		
Pinterest	192	15	27	30	68	52	15	125	52	71	122
	6%	4%	4%	3%	7%	12%	4%	5%	12%	4%	7%
					c	abc			ab		a
Twitch	181	5	16	33	75	52	5	125	52	109	72
	5%	1%	2%	4%	8%	12%	1%	5%	12%	6%	4%
					abc	abc		a	ab		
Vimeo	71	4	15	14	21	17	4	50	17	35	36
	2%	1%	2%	1%	2%	4%	1%	2%	4%	2%	2%
						a			a		
GoNoodle	62	9	17	14	16	6	9	47	6	38	23
	2%	2%	3%	2%	2%	1%	2%	2%	1%	2%	1%
Dailymotion	54	6	10	5	20	13	6	35	13	31	23
	2%	2%	1%	1%	2%	3%	2%	1%	3%	2%	1%
						c					

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
GROM social	37 1%	7 2%	5 1%	9 1%	13 1%	3 1%	7 2%	27 1%	3 1%	20 1%	16 1%
Fruitlab	32 1%	2 *%	9 1%	4 *%	11 1%	5 1%	2 *%	25 1%	5 1%	16 1%	16 1%
Triller	27 1%	5 1%	7 1%	2 *%	8 1%	5 1%	5 1%	17 1%	5 1%	14 1%	13 1%
Imgur	27 1%	1 *%	9 1%	4 *%	8 1%	5 1%	1 *%	21 1%	5 1%	10 1%	16 1%
Child watches videos on other apps/sites	105 3%	16 4%	24 4%	23 2%	26 3%	16 4%	16 4%	72 3%	16 4%	47 3%	58 4%
Child does not watch videos on ANY apps/ sites	121 4%	34 8% cde	33 5% d	24 3%	19 2%	11 3%	34 8% bc	76 3%	11 3%	53 3%	68 4%
Don't know	12 *%	- -%	3 1%	3 *%	4 *%	3 1%	- -%	10 *%	3 1%	8 *%	4 *%
<b>SUMMARY</b>											
ANY APPS/ SITES USED TO WATCH VIDEOS	3250 96%	387 92%	635 95%	909 97% a	899 98% ab	420 97% a	387 92%	2443 97% a	420 97% a	1674 96%	1575 96%
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 15)	2.1	1.4	1.6 a	1.8 ab	2.6 abc	3.0 abcd	1.4	2.0 a	3.0 ab	2.0	2.2
Standard deviation	1.56	1.20	1.32	1.27	1.61	1.92	1.20	1.48	1.92	1.50	1.63
Standard error	.03	.05	.05	.04	.06	.10	.05	.03	.10	.04	.04
Columns Tested: a,b,c,d,e - a,b,c - a,b											

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
YouTube/ YouTube Kids	2833	183	173	303	276	405	407	400	348	177	162	227	1377	1186
	84%	84%	85%	88%	85%	85%	88%	84%	78%	79%	77%	84%	86%	81%
				hj			hij						c	
TikTok	1427	34	31	74	73	188	176	274	308	125	144	41	462	900
	42%	16%	15%	21%	22%	40%	38%	58%	69%	56%	69%	15%	29%	62%
						abcd	abcd	abcdef	abcdefgi	abcdef	abcdef		a	ab
Instagram	775	23	17	42	38	62	58	144	175	94	121	26	188	545
	23%	11%	9%	12%	12%	13%	13%	30%	39%	42%	57%	10%	12%	37%
								abcdef	abcdef	abcdefg	abcdefghi			ab
Snapchat	711	18	15	36	38	78	69	137	152	63	105	23	191	487
	21%	8%	7%	11%	12%	16%	15%	29%	34%	28%	50%	8%	12%	33%
						ab	b	abcdef	abcdef	abcdef	abcdefghi			ab
Facebook (inc. Facebook Gaming)	533	19	16	25	33	64	53	99	93	55	76	21	173	324
	16%	9%	8%	7%	10%	13%	11%	21%	21%	24%	36%	8%	11%	22%
								abcdf	abcdf	abcdef	abcdefgh			ab
Pinterest	192	8	7	13	15	7	23	25	42	18	34	11	58	119
	6%	4%	3%	4%	5%	1%	5%	5%	9%	8%	16%	4%	4%	8%
							e	e	bce	e	abcdefg			b
Twitch	181	2	2	10	6	22	12	43	33	32	20	4	43	132
	5%	1%	1%	3%	2%	5%	3%	9%	7%	14%	9%	2%	3%	9%
								abcdf	abdf	abcdefh	abcdf			ab
Vimeo	71	4	*	10	5	3	11	12	9	7	10	3	28	39
	2%	2%	*%	3%	2%	1%	2%	3%	2%	3%	5%	1%	2%	3%
										b	be			
GoNoodle	62	4	4	13	4	8	6	8	8	4	1	7	30	22
	2%	2%	2%	4%	1%	2%	1%	2%	2%	2%	1%	3%	2%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Dailymotion	54 2%	6 3%	* *%	7 2%	2 1%	2 *%	3 1%	12 3%	8 2%	3 1%	10 5%	5 2%	16 1%	33 2%
											bdef			
GROM social	37 1%	5 2%	3 1%	3 1%	2 1%	8 2%	2 *%	4 1%	8 2%	1 *%	1 1%	6 2%	15 1%	15 1%
Fruitlab	32 1%	* *%	2 1%	6 2%	3 1%	3 1%	1 *%	4 1%	8 2%	3 1%	2 1%	1 1%	14 1%	16 1%
Triller	27 1%	2 1%	3 1%	4 1%	2 1%	1 *%	1 *%	4 1%	4 1%	2 1%	3 2%	4 2%	10 1%	13 1%
Imgur	27 1%	1 1%	* *%	3 1%	6 2%	2 1%	2 *%	2 *%	6 1%	2 1%	2 1%	1 1%	13 1%	13 1%
Child watches videos on other apps/sites	105 3%	7 3%	9 4%	8 2%	16 5%	9 2%	13 3%	13 3%	13 3%	9 4%	8 4%	12 5%	49 3%	41 3%
Child does not watch videos on ANY apps/sites	121 4%	19 9%	15 7%	14 4%	19 6%	12 2%	12 3%	5 1%	14 3%	2 1%	9 4%	23 9%	65 4%	33 2%
		efghi	gi		g							bc		
Don't know	12 *%	- -%	- -%	2 1%	1 *%	1 *%	2 *%	2 *%	1 *%	3 1%	- -%	- -%	6 *%	6 *%
<b>SUMMARY</b>														
ANY APPS/ SITES USED TO WATCH VIDEOS	3250 96%	198 91%	189 93%	329 95%	306 94%	462 97%	447 97%	467 98%	432 97%	219 98%	201 96%	246 91%	1527 96%	1424 97%
						a	a	abd		a			a	a
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mean number of apps/ sites (out of 15)	2.1	1.5	1.4	1.6	1.6	1.8	1.8	2.5	2.7	2.7	3.3	1.5	1.7	2.7
Standard deviation	1.56	1.28	1.10	1.28	1.36	1.24	1.29	1.54	1.68	1.85	1.93	1.30	1.28	1.70
Standard error	.03	.07	.06	.07	.07	.06	.06	.08	.09	.13	.14	.06	.03	.05

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
YouTube/ YouTube Kids	2833 84%	2412 84%	216 85%	125 82%	81 77%	2833 84%	2520 84%	313 81%	797 84%	816 84%	516 80%	696 86%	1613 84%	1212 83%	2833 84%
TikTok	1427 42%	1204 42%	106 42%	69 45%	47 45%	1427 42%	1291 43%	136 35%	416 44%	377 39%	275 43%	354 44%	794 41%	629 43%	1427 42%
Instagram	775 23%	664 23%	48 19%	36 24%	28 26%	775 23%	711 24%	64 17%	303 32%	191 20%	140 22%	139 17%	494 26%	278 19%	775 23%
							b		bcd	efg			bdf		df
Snapchat	711 21%	605 21%	53 21%	32 21%	20 20%	711 21%	650 22%	61 16%	249 26%	188 19%	132 21%	140 17%	437 23%	273 19%	711 21%
									bdfg				d		
Facebook (inc. Facebook Gaming)	533 16%	447 16%	33 13%	31 21%	21 20%	533 16%	490 16%	42 11%	206 22%	113 12%	95 15%	119 15%	318 17%	214 15%	533 16%
									bcd	efg			b		
Pinterest	192 6%	170 6%	9 4%	6 4%	6 6%	192 6%	184 6%	8 2%	86 9%	42 4%	23 4%	43 5%	127 7%	65 4%	192 6%
							b		bcd	efg			c		
Twitch	181 5%	156 5%	11 4%	8 5%	6 6%	181 5%	169 6%	12 3%	67 7%	45 5%	35 6%	32 4%	112 6%	67 5%	181 5%
Vimeo	71 2%	60 2%	5 2%	3 2%	2 2%	71 2%	69 2%	2 *	33 3%	15 2%	14 2%	9 1%	48 2%	23 2%	71 2%
									df						
GoNoodle	62 2%	51 2%	6 2%	2 1%	2 2%	62 2%	58 2%	4 1%	27 3%	11 1%	9 1%	12 1%	38 2%	21 1%	62 2%
Dailymotion	54 2%	47 2%	4 2%	2 1%	2 2%	54 2%	54 2%	- -	24 3%	12 1%	12 2%	6 1%	36 2%	18 1%	54 2%
GROM social	37 1%	31 1%	3 1%	1 1%	2 2%	37 1%	37 1%	- -	17 2%	6 1%	3 1%	10 1%	23 1%	13 1%	37 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Fruitlab	32 1%	29 1%	1 *%	1 1%	1 1%	32 1%	30 1%	2 1%	14 2%	5 1%	9 1%	3 *%	19 1%	13 1%	32 1%
Triller	27 1%	24 1%	2 1%	1 *%	1 1%	27 1%	26 1%	1 *%	16 2% f	4 *%	3 1%	4 *%	20 1%	7 *%	27 1%
Imgur	27 1%	23 1%	2 1%	1 1%	1 1%	27 1%	27 1%	- -%	8 1%	5 *%	8 1%	6 1%	13 1%	14 1%	27 1%
Child watches videos on other apps/sites	105 3%	89 3%	5 2%	6 4%	5 4%	105 3%	91 3%	14 4%	17 2%	27 3%	23 4%	35 4% a	43 2%	58 4% a	105 3%
Child does not watch videos on ANY apps/ sites	121 4%	98 3%	12 5%	5 3%	6 5%	121 4%	97 3%	24 6%	31 3%	36 4%	28 4%	25 3%	67 4%	54 4%	121 4%
Don't know	12 *%	11 *%	1 *%	- -%	- -%	12 *%	12 *%	- -%	1 *%	4 *%	- -%	6 1%	5 *%	6 *%	12 *%
<b>SUMMARY</b>															
ANY APPS/ SITES USED TO WATCH VIDEOS	3250 96%	2763 96%	241 95%	147 97%	99 95%	3250 96%	2888 96%	362 94%	915 97%	926 96%	614 96%	781 96%	1842 96%	1395 96%	3250 96%
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 15)	2.1	2.1	2.0	2.1	2.1	2.1	2.1	1.7	2.4 b	1.9 bcdefg	2.0	2.0	2.2 bdf	2.0 b	2.1
Standard deviation	1.56	1.57	1.46	1.45	1.77	1.56	1.60	1.14	1.79	1.40	1.47	1.50	1.62	1.48	1.56
Standard error	.03	.03	.07	.07	.10	.03	.03	.06	.05	.05	.05	.06	.04	.04	.03
Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g															

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube/ YouTube Kids	2833 84%	537 84%	2190 84%	710 85%	1182 83%	658 85%	413 81%	1492 84%	909 84%
TikTok	1427 42%	325 51% b	1055 41%	372 45%	604 42%	327 42%	246 48% b	725 41%	450 42%
Instagram	775 23%	181 28% b	568 22%	149 18%	330 23%	238 31% ab	180 35% bc	380 22%	206 19%
Snapchat	711 21%	168 26% b	511 20%	159 19%	291 20%	198 26% a	148 29% bc	353 20%	200 19%
Facebook (inc. Facebook Gaming)	533 16%	118 19%	386 15%	126 15%	236 16%	129 17%	118 23% bc	254 14%	150 14%
Pinterest	192 6%	50 8%	133 5%	37 4%	89 6%	48 6%	60 12% bc	82 5%	48 4%
Twitch	181 5%	57 9% b	123 5%	41 5%	87 6%	45 6%	52 10% bc	86 5%	44 4%
Vimeo	71 2%	17 3%	51 2%	9 1%	35 2%	22 3%	23 5% bc	36 2%	8 1%
GoNoodle	62 2%	16 3%	42 2%	9 1%	31 2%	18 2%	21 4% bc	26 1%	12 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Dailymotion	54 2%	7 1%	43 2%	14 2%	21 1%	19 2%	22 4% bc	24 1%	9 1%
GROM social	37 1%	7 1%	24 1%	5 1%	18 1%	12 2%	18 3% bc	10 1%	6 1%
Fruitlab	32 1%	6 1%	26 1%	4 *%	15 1%	14 2%	20 4% bc	8 *%	4 *%
Triller	27 1%	5 1%	23 1%	4 *%	10 1%	14 2%	15 3% bc	10 1%	2 *%
Imgur	27 1%	3 1%	20 1%	4 *%	15 1%	8 1%	15 3% bc	9 1%	3 *%
Child watches videos on other apps/sites	105 3%	26 4%	76 3%	28 3%	40 3%	22 3%	19 4%	56 3%	29 3%
Child does not watch videos on ANY apps/ sites	121 4%	14 2%	95 4%	27 3%	52 4%	21 3%	13 3%	72 4%	32 3%
Don't know	12 *%	1 *%	9 *%	4 *%	7 *%	- -%	- -%	6 *%	7 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
<b>SUMMARY</b>									
ANY APPS/ SITES USED TO WATCH VIDEOS	3250	624	2492	800	1373	755	496	1689	1038
	96%	98%	96%	96%	96%	97%	97%	96%	96%
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 15)	2.1	2.4	2.0	2.0	2.1	2.3	2.7	2.0	1.9
		b				a	bc		
Standard deviation	1.56	1.59	1.56	1.38	1.59	1.76	2.16	1.44	1.32
Standard error	.03	.06	.03	.05	.04	.06	.09	.03	.04

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes	1098	64	132	312	406	185	64	850	185	545	554
	32%	15%	20%	33%	44%	43%	15%	34%	43%	31%	34%
				ab	abc	abc		a	ab		
No	2260	355	532	614	511	247	355	1657	247	1172	1088
	67%	85%	79%	66%	55%	57%	85%	66%	57%	68%	66%
		cde	cde	de			bc	c			
Don't know	25	1	7	10	5	2	1	22	2	19	6
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes	1098	35	29	73	59	160	152	189	217	88	97	37	398	648
	32%	16%	14%	21%	18%	34%	33%	40%	49%	39%	46%	14%	25%	44%
						abcd	abcd	abcd	abcdef	abcd	abcdef		a	ab
No	2260	181	175	268	264	309	305	281	230	134	113	232	1184	809
	67%	83%	86%	78%	81%	65%	66%	59%	51%	60%	54%	86%	74%	55%
		efghij	efghij	efghij	efghij	h	hj					bc	c	
Don't know	25	1	-	5	2	6	4	5	-	2	-	1	16	7
	1%	*%	-%	1%	1%	1%	1%	1%	-%	1%	-%	*%	1%	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes	1098 32%	938 33%	82 32%	47 31%	31 30%	1098 32%	999 33%	99 26%	357 38% bfg	277 29%	209 33%	253 31%	633 33%	462 32%	1098 32%
No	2260 67%	1912 67%	169 67%	105 69%	73 70%	2260 67%	1975 66%	285 74% a	585 62%	686 71% a	429 67%	547 67%	1271 66%	976 67%	2260 67% a
Don't know	25 1%	22 1%	2 1%	* *% *	* *% *	25 1%	23 1%	2 1%	5 1%	4 *% *	4 1%	12 1%	9 *% *	16 1%	25 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes	1098 32%	267 42% b	781 30%	282 34%	483 34%	259 33%	238 47% bc	518 29%	334 31%
No	2260 67%	367 57%	1803 69% a	546 66%	941 66%	515 66%	271 53%	1236 70% a	734 68% a
Don't know	25 1%	5 1%	12 *%	3 *%	8 1%	2 *%	* *%	12 1%	9 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 10**

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	b	c	d	e	~a	b	c	a	b
Unweighted total	1035	91	147	272	350	175	91	769	175	503	532
Effective Weighted Sample	812	57	113	218	272	162	57	600	162	396	416
Total	1098	64	132	312	406	185	64	850	185	545	554
TikTok	664 60%	** **	53 40%	178 57% b	296 73% bc	120 65% b	** **	528 62%	120 65%	299 55%	365 66% a
YouTube/ YouTube Kids	441 40%	** **	77 58% cde	120 38%	145 36%	66 36%	** **	342 40%	66 36%	277 51% b	164 30%
Snapchat	399 36%	** **	31 23%	98 32%	164 40% b	90 49% bc	** **	293 34%	90 49% b	172 32%	227 41% a
Instagram	338 31%	** **	34 26%	54 17%	136 34% c	99 54% bcd	** **	225 26%	99 54% b	163 30%	175 32%
Facebook (inc. Facebook Gaming)	247 22%	** **	28 21%	57 18%	94 23%	53 29%	** **	179 21%	53 29%	123 23%	123 22%
Twitch	65 6%	** **	7 5%	15 5%	25 6%	16 9%	** **	47 5%	16 9%	38 7%	27 5%
Pinterest	63 6%	** **	11 9%	8 3%	28 7%	13 7%	** **	47 6%	13 7%	31 6%	32 6%
Vimeo	42 4%	** **	11 8% c	5 2%	15 4%	4 2%	** **	31 4%	4 2%	23 4%	19 3%
GROM social	27 2%	** **	6 5%	4 1%	11 3%	3 1%	** **	21 2%	3 1%	15 3%	11 2%
GoNoodle	22 2%	** **	7 6% c	2 1%	7 2%	4 2%	** **	16 2%	4 2%	10 2%	12 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 10**

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 ~a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 ~a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	1035	91	147	272	350	175	91	769	175	503	532
Effective Weighted Sample	812	57	113	218	272	162	57	600	162	396	416
Total	1098	64	132	312	406	185	64	850	185	545	554
Fruitlab	20 2%	** **	4 3%	3 1%	8 2%	3 1%	** **	15 2%	3 1%	7 1%	13 2%
Imgur	19 2%	** **	4 3%	3 1%	8 2%	3 2%	** **	15 2%	3 2%	10 2%	9 2%
Dailymotion	18 2%	** **	3 2%	1 *%	8 2%	4 2%	** **	11 1%	4 2%	9 2%	8 2%
Triller	17 2%	** **	4 3%	5 1%	4 1%	3 1%	** **	13 2%	3 1%	7 1%	9 2%
Child uploads videos to other apps/ sites	10 1%	** **	3 2%	2 1%	1 *%	3 2%	** **	6 1%	3 2%	7 1%	3 1%
Don't know	11 1%	** **	- -%	* *%	4 1%	3 2%	** **	4 *%	3 2%	4 1%	6 1%
<b>SUMMARY</b>											
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 99%	** **	132 100%	312 100%	402 99%	181 98%	** **	846 100%	181 98%	540 99%	547 99%
Base for stats	1098	**	132	312	406	185	**	850	185	545	554
Mean number of apps/ sites (out of 15)	2.2	**	2.1	1.8	2.3	2.6	**	2.1	2.6	2.2	2.2
Standard deviation	1.65	**	1.86	1.17	1.71	1.96	**	1.58	1.96	1.60	1.71
Standard error	.05	**	.15	.07	.09	.15	**	.06	.15	.07	.07
Columns Tested: a,b,c,d,e - a,b,c - a,b											

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 10**

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	~i	~j	~a	b	c
Significance Level: 99%														
Unweighted total	1035	46	45	80	67	135	137	161	189	81	94	56	395	565
Effective Weighted Sample	812	30	28	63	51	110	109	125	148	74	87	35	305	461
Total	1098	35	29	73	59	160	152	189	217	88	97	37	398	648
TikTok	664	**	**	**	**	81	97	132	165	**	**	**	198	446
	60%	**	**	**	**	50%	64%	70%	76%	**	**	**	50%	69%
						e	e	e	e				b	b
YouTube/ YouTube Kids	441	**	**	**	**	85	35	87	58	**	**	**	186	231
	40%	**	**	**	**	53%	23%	46%	27%	**	**	**	47%	36%
						fh	fh	fh	fh				c	c
Snapchat	399	**	**	**	**	46	53	64	100	**	**	**	104	277
	36%	**	**	**	**	28%	35%	34%	46%	**	**	**	26%	43%
						e	e	e	e				b	b
Instagram	338	**	**	**	**	31	23	56	80	**	**	**	77	248
	31%	**	**	**	**	19%	15%	30%	37%	**	**	**	19%	38%
						f	f	f	ef				b	b
Facebook (inc. Facebook Gaming)	247	**	**	**	**	34	23	42	53	**	**	**	75	156
	22%	**	**	**	**	21%	15%	22%	24%	**	**	**	19%	24%
Twitch	65	**	**	**	**	11	4	14	11	**	**	**	20	41
	6%	**	**	**	**	7%	3%	7%	5%	**	**	**	5%	6%
Pinterest	63	**	**	**	**	3	5	12	16	**	**	**	18	42
	6%	**	**	**	**	2%	3%	6%	7%	**	**	**	5%	6%
Vimeo	42	**	**	**	**	3	2	5	10	**	**	**	20	19
	4%	**	**	**	**	2%	2%	3%	5%	**	**	**	5%	3%
GROM social	27	**	**	**	**	4	-	6	6	**	**	**	10	14
	2%	**	**	**	**	2%	-%	3%	3%	**	**	**	2%	2%
GoNoodle	22	**	**	**	**	-	2	-	7	**	**	**	10	11
	2%	**	**	**	**	-%	1%	-%	3%	**	**	**	2%	2%
Fruitlab	20	**	**	**	**	2	1	2	6	**	**	**	7	11
	2%	**	**	**	**	1%	1%	1%	3%	**	**	**	2%	2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 10**

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	~i	~j	~a	b	c
Significance Level: 99%														
Unweighted total	1035	46	45	80	67	135	137	161	189	81	94	56	395	565
Effective Weighted Sample	812	30	28	63	51	110	109	125	148	74	87	35	305	461
Total	1098	35	29	73	59	160	152	189	217	88	97	37	398	648
Imgur	19 2%	** **	** **	** **	** **	3 2%	- -%	4 2%	4 2%	** **	** **	** **	7 2%	11 2%
Dailymotion	18 2%	** **	** **	** **	** **	- -%	1 1%	4 2%	3 2%	** **	** **	** **	6 2%	11 2%
Triller	17 2%	** **	** **	** **	** **	2 1%	2 1%	* *%	4 2%	** **	** **	** **	10 2%	7 1%
Child uploads videos to other apps/ sites	10 1%	** **	** **	** **	** **	1 1%	1 1%	1 1%	- -%	** **	** **	** **	5 1%	4 1%
Don't know	11 1%	** **	** **	** **	** **	- -%	* *%	* *%	3 2%	** **	** **	** **	3 1%	5 1%
<b>SUMMARY</b>														
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 99%	** **	** **	** **	** **	160 100%	152 100%	188 100%	214 98%	** **	** **	** **	394 99%	642 99%
Base for stats	1098	**	**	**	**	160	152	189	217	**	**	**	398	648
Mean number of apps/ sites (out of 15)	2.2	**	**	**	**	1.9	1.6	2.3 f	2.4 ef	**	**	**	1.9	2.4 b
Standard deviation	1.65	**	**	**	**	1.25	1.06	1.61	1.79	**	**	**	1.49	1.74
Standard error	.05	**	**	**	**	.11	.09	.13	.13	**	**	**	.08	.07
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c														

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 10**

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

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

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

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND ~d	ALL UK e	URBAN a	RURAL ~b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1035	694	136	117	88	1035	961	74	389	205	235	204	594	439	1035
Effective Weighted Sample	812	636	111	87	61	812	747	65	302	163	195	174	451	361	812
Total	1098	938	82	47	31	1098	999	99	357	277	209	253	633	462	1098
TikTok	664 60%	562 60%	54 65%	29 62%	** **	664 60%	605 60%	** **	210 59%	149 54%	122 58%	179 71%	360 57%	302 65%	664 60%
YouTube/ YouTube Kids	441 40%	380 40%	28 34%	21 45%	** **	441 40%	405 41%	** **	162 45%	109 39%	81 39%	89 35%	271 43%	170 37%	441 40%
Snapchat	399 36%	337 36%	34 41%	17 36%	** **	399 36%	361 36%	** **	120 34%	102 37%	78 37%	96 38%	222 35%	174 38%	399 36%
Instagram	338 31%	293 31%	18 22%	16 33%	** **	338 31%	313 31%	** **	141 40%	70 25%	58 28%	69 27%	211 33%	127 28%	338 31%
Facebook (inc. Facebook Gaming)	247 22%	214 23%	13 15%	12 26%	** **	247 22%	234 23%	** **	107 30%	49 18%	37 18%	54 21%	156 25%	91 20%	247 22%
Twitch	65 6%	58 6%	3 4%	2 5%	** **	65 6%	65 7%	** **	29 8%	12 4%	13 6%	11 4%	41 6%	24 5%	65 6%
Pinterest	63 6%	57 6%	3 4%	1 2%	** **	63 6%	58 6%	** **	34 9%	11 4%	5 2%	13 5%	45 7%	18 4%	63 6%
Vimeo	42 4%	39 4%	1 1%	* *%	** **	42 4%	41 4%	** **	19 5%	4 1%	9 5%	9 4%	23 4%	19 4%	42 4%
GROM social	27 2%	24 3%	2 2%	* 1%	** **	27 2%	27 3%	** **	11 3%	7 2%	3 1%	6 2%	18 3%	9 2%	27 2%
GoNoodle	22 2%	21 2%	* 1%	1 2%	** **	22 2%	21 2%	** **	8 2%	7 3%	4 2%	3 1%	15 2%	7 2%	22 2%
Fruitlab	20 2%	18 2%	* 1%	1 1%	** **	20 2%	19 2%	** **	9 2%	5 2%	3 1%	4 2%	14 2%	7 1%	20 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 10**

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

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

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

	Total	NATION					AREA			SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND ~d	ALL UK e	URBAN a	RURAL ~b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g	
Significance Level: 99%																
Unweighted total	1035	694	136	117	88	1035	961	74	389	205	235	204	594	439	1035	
Effective Weighted Sample	812	636	111	87	61	812	747	65	302	163	195	174	451	361	812	
Total	1098	938	82	47	31	1098	999	99	357	277	209	253	633	462	1098	
Imgur	19 2%	18 2%	1 1%	- -%	** **	19 2%	19 2%	** **	6 2%	4 1%	5 2%	5 2%	9 1%	10 2%	19 2%	
Dailymotion	18 2%	16 2%	1 1%	1 1%	** **	18 2%	17 2%	** **	8 2%	2 1%	1 1%	6 2%	11 2%	7 2%	18 2%	
Triller	17 2%	15 2%	1 1%	- -%	** **	17 2%	17 2%	** **	4 1%	5 2%	3 2%	3 1%	10 2%	7 1%	17 2%	
Child uploads videos to other apps/ sites	10 1%	9 1%	1 1%	* *%	** **	10 1%	9 1%	** **	3 1%	3 1%	1 1%	3 1%	6 1%	4 1%	10 1%	
Don't know	11 1%	8 1%	2 3%	* 1%	** **	11 1%	7 1%	** **	* *%	7 2%	1 1%	3 1%	7 1%	4 1%	11 1%	
										a						
<b>SUMMARY</b>																
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 99%	930 99%	80 97%	47 99%	** **	1088 99%	993 99%	** **	356 100% b	270 98%	208 99%	250 99%	626 99%	459 99%	1088 99%	
Base for stats	1098	938	82	47	**	1098	999	**	357	277	209	253	633	462	1098	
Mean number of apps/ sites (out of 15)	2.2	2.2	1.9	2.1	**	2.2	2.2	**	2.4 bcfg	1.9	2.0	2.2	2.2	2.1	2.2	
Standard deviation	1.65	1.70	1.30	1.33	**	1.65	1.68	**	1.76	1.39	1.36	1.93	1.63	1.69	1.65	
Standard error	.05	.06	.11	.12	**	.05	.05	**	.09	.10	.09	.13	.07	.08	.05	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 10**

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1035	238	744	253	459	259	246	480	301
Effective Weighted Sample	812	195	577	203	356	202	184	383	239
Total	1098	267	781	282	483	259	238	518	334
TikTok	664 60%	173 65%	464 59%	170 60%	286 59%	160 62%	156 66%	305 59%	198 59%
YouTube/ YouTube Kids	441 40%	110 41%	312 40%	105 37%	202 42%	110 43%	107 45%	202 39%	131 39%
Snapchat	399 36%	104 39%	277 36%	102 36%	162 34%	104 40%	94 40%	183 35%	118 35%
Instagram	338 31%	79 30%	244 31%	70 25%	148 31%	105 41%	100 42%	145 28%	91 27%
Facebook (inc. Facebook Gaming)	247 22%	71 26%	166 21%	57 20%	117 24%	60 23%	71 30%	113 22%	61 18%
Twitch	65 6%	19 7%	45 6%	17 6%	29 6%	17 7%	29 12%	26 5%	11 3%
Pinterest	63 6%	23 9%	39 5%	12 4%	29 6%	19 7%	30 12%	22 4%	11 3%
Vimeo	42 4%	11 4%	26 3%	6 2%	22 5%	10 4%	17 7%	16 3%	6 2%
GROM social	27 2%	5 2%	20 3%	5 2%	13 3%	8 3%	16 7%	9 2%	3 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 10**

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1035	238	744	253	459	259	246	480	301
Effective Weighted Sample	812	195	577	203	356	202	184	383	239
Total	1098	267	781	282	483	259	238	518	334
GoNoodle	22 2%	5 2%	16 2%	5 2%	12 2%	5 2%	14 6% bc	6 1%	2 1%
Fruitlab	20 2%	3 1%	17 2%	3 1%	11 2%	5 2%	13 6% bc	6 1%	1 *%
Imgur	19 2%	4 2%	14 2%	- -%	15 3%	5 2%	11 5% bc	5 1%	2 *%
Dailymotion	18 2%	4 2%	11 1%	2 1%	11 2%	4 1%	11 5% bc	5 1%	2 1%
Triller	17 2%	4 1%	12 2%	2 1%	9 2%	6 2%	10 4% c	6 1%	- -%
Child uploads videos to other apps/ sites	10 1%	4 1%	7 1%	1 *%	5 1%	2 1%	3 1%	2 *%	4 1%
Don't know	11 1%	3 1%	8 1%	3 1%	5 1%	2 1%	- -%	7 1%	4 1%
<b>SUMMARY</b>									
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 99%	264 99%	773 99%	279 99%	477 99%	257 99%	238 100%	511 99%	330 99%
Base for stats	1098	267	781	282	483	259	238	518	334
Columns Tested: a,b - a,b,c - a,b,c									

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 10**

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1035	238	744	253	459	259	246	480	301
Total	1098	267	781	282	483	259	238	518	334
Mean number of apps/ sites (out of 15)	2.2	2.3	2.1	2.0	2.2	2.4	2.9	2.0	1.9
Standard deviation	1.65	1.53	1.71	1.39	1.70	1.90	2.46	1.33	1.22
Standard error	.05	.10	.06	.09	.08	.12	.16	.06	.07

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
TikTok	664 20%	16 4%	53 8%	178 19%	296 32%	120 28%	16 4%	528 21%	120 28%	299 17%	365 22%
			a	ab	abc	abc		a	ab		a
YouTube/ YouTube Kids	441 13%	33 8%	77 11%	120 13%	145 16%	66 15%	33 8%	342 14%	66 15%	277 16%	164 10%
				a	a			a	a	b	
Snapchat	399 12%	16 4%	31 5%	98 11%	164 18%	90 21%	16 4%	293 12%	90 21%	172 10%	227 14%
				ab	abc	abc		a	ab		a
Instagram	338 10%	14 3%	34 5%	54 6%	136 15%	99 23%	14 3%	225 9%	99 23%	163 9%	175 11%
				abc	abcd			a	ab		
Facebook (inc. Facebook Gaming)	247 7%	14 3%	28 4%	57 6%	94 10%	53 12%	14 3%	179 7%	53 12%	123 7%	123 7%
				abc	abc			a	ab		
Twitch	65 2%	2 1%	7 1%	15 2%	25 3%	16 4%	2 1%	47 2%	16 4%	38 2%	27 2%
					ab			a			
Pinterest	63 2%	3 1%	11 2%	8 1%	28 3%	13 3%	3 1%	47 2%	13 3%	31 2%	32 2%
				ac							
Vimeo	42 1%	7 2%	11 2%	5 1%	15 2%	4 1%	7 2%	31 1%	4 1%	23 1%	19 1%
GROM social	27 1%	4 1%	6 1%	4 *%	11 1%	3 1%	4 1%	21 1%	3 1%	15 1%	11 1%
GoNoodle	22 1%	2 1%	7 1%	2 *%	7 1%	4 1%	2 1%	16 1%	4 1%	10 1%	12 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Fruitlab	20 1%	2 1%	4 1%	3 *%	8 1%	3 1%	2 1%	15 1%	3 1%	7 *%	13 1%
Imgur	19 1%	1 *%	4 1%	3 *%	8 1%	3 1%	1 *%	15 1%	3 1%	10 1%	9 1%
Dailymotion	18 1%	3 1%	3 *%	1 *%	8 1%	4 1%	3 1%	11 *%	4 1%	9 1%	8 1%
Triller	17 *%	1 *%	4 1%	5 *%	4 *%	3 1%	1 *%	13 1%	3 1%	7 *%	9 1%
Child uploads videos to other apps/ sites	10 *%	1 *%	3 *%	2 *%	1 *%	3 1%	1 *%	6 *%	3 1%	7 *%	3 *%
Don't know	11 *%	3 1%	- -%	* *%	4 *%	3 1%	3 1%	4 *%	3 1%	4 *%	6 *%
<b>SUMMARY</b>											
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 32%	61 14%	132 20%	312 33% ab	402 44% abc	181 42% abc	61 14%	846 33% a	181 42% ab	540 31%	547 33%
DO NOT UPLOAD VIDEOS ONLINE	2285 68%	356 85% cde	539 80% cde	624 67% de	516 56%	249 57%	356 85% bc	1679 66% c	249 57%	1191 69%	1094 66%
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 15)	.7	.3	.4	.6 ab	1.0 abc	1.1 abc	.3	.7 a	1.1 ab	.7	.7
Standard deviation	1.39	.88	1.19	1.08 ab	1.62 abc	1.82 abc	.88	1.35 a	1.82 ab	1.36	1.42
Standard error	.02	.03	.04	.04	.06	.09	.03	.03	.09	.03	.03
Columns Tested:	a,b,c,d,e - a,b,c - a,b										

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
TikTok	664 20%	8 4%	8 4%	27 8%	27 8%	81 17%	97 21%	132 28%	165 37%	51 23%	69 33%	10 4%	198 12%	446 31%
						abcd	abcd	abcde	abcdef	abcd	abcdef		a	ab
YouTube/ YouTube Kids	441 13%	17 8%	16 8%	44 13%	33 10%	85 18%	35 8%	87 18%	58 13%	43 19%	22 11%	21 8%	186 12%	231 16%
						abdf		abdf		abdf				ab
Snapchat	399 12%	8 4%	8 4%	19 5%	12 4%	46 10%	53 11%	64 13%	100 22%	35 16%	55 26%	10 4%	104 6%	277 19%
						d	abcd	abcd	abcdefg	abcd	abcdefg			ab
Instagram	338 10%	9 4%	5 2%	23 7%	11 3%	31 6%	23 5%	56 12%	80 18%	44 19%	56 27%	6 2%	77 5%	248 17%
								abdf	abcdef	abcdef	abcdefg			ab
Facebook (inc. Facebook Gaming)	247 7%	7 3%	8 4%	15 4%	13 4%	34 7%	23 5%	42 9%	53 12%	26 12%	27 13%	10 4%	75 5%	156 11%
								a	abcdf	abcdf	abcdf			ab
Twitch	65 2%	2 1%	1 *%	4 1%	3 1%	11 2%	4 1%	14 3%	11 3%	9 4%	7 3%	2 1%	20 1%	41 3%
														b
Pinterest	63 2%	2 1%	1 *%	6 2%	5 2%	3 1%	5 1%	12 2%	16 4%	7 3%	6 3%	3 1%	18 1%	42 3%
														b
Vimeo	42 1%	6 3%	1 *%	7 2%	4 1%	3 1%	2 1%	5 1%	10 2%	3 1%	1 1%	3 1%	20 1%	19 1%
GROM social	27 1%	1 *%	3 1%	4 1%	2 1%	4 1%	- -%	6 1%	6 1%	1 1%	1 1%	4 1%	10 1%	14 1%
GoNoodle	22 1%	2 1%	* *%	5 2%	2 1%	- -%	2 *%	- -%	7 2%	3 1%	1 1%	1 *%	10 1%	11 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR												
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 99%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Fruitlab	20 1%	* *%	2 1%	2 1%	2 1%	2 *%	1 *%	2 1%	6 1%	1 1%	1 1%	2 1%	7 *%	11 1%										
Imgur	19 1%	1 *%	- -%	- -%	4 1%	3 1%	- -%	4 1%	4 1%	2 1%	1 1%	1 *%	7 *%	11 1%										
Dailymotion	18 1%	1 1%	1 1%	2 *%	1 *%	- -%	1 *%	4 1%	3 1%	2 1%	1 1%	* *%	6 *%	11 1%										
Triller	17 *%	* *%	1 *%	3 1%	1 *%	2 *%	2 *%	* *%	4 1%	1 1%	1 1%	- -%	10 1%	7 *%										
Child uploads videos to other apps/ sites	10 *%	* *%	1 *%	2 1%	1 *%	1 *%	1 *%	1 *%	- -%	3 1%	- -%	1 *%	5 *%	4 *%										
Don't know	11 *%	2 1%	2 1%	- -%	- -%	- -%	* *%	* *%	3 1%	2 1%	1 *%	- -%	3 *%	5 *%										
<b>SUMMARY</b>																								
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 32%	33 15%	27 13%	73 21%	59 18%	160 34%	152 33%	188 40%	214 48%	85 38%	96 46%	37 14%	394 25%	642 44%										
						abcd	abcd	abcd	abcdef	abcd	abcdef		a	ab										
DO NOT UPLOAD VIDEOS ONLINE	2285 68%	182 84%	175 86%	273 79%	266 82%	315 66%	309 67%	286 60%	230 51%	136 61%	113 54%	233 86%	1200 75%	815 56%										
		efghij	efghij	efghij	efghij	hj	hj					bc	c											
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Mean number of apps/ sites (out of 15)	.7	.3	.3	.5	.4	.6	.5	.9	1.2	1.0	1.2	.3	.5	1.0										
						abd	ab	abcdef	abcdef	abcdef	abcdef		a	ab										
Standard deviation	1.39	.92	.84	1.18	1.19	1.16	.99	1.51	1.73	1.80	1.84	.84	1.11	1.65										
Standard error	.02	.05	.05	.06	.06	.06	.05	.08	.09	.13	.13	.04	.03	.05										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
TikTok	664 20%	562 20%	54 21%	29 19%	19 18%	664 20%	605 20%	59 15%	210 22% b	149 15%	122 19%	179 22% b	360 19%	302 21% b	664 20%
YouTube/ YouTube Kids	441 13%	380 13%	28 11%	21 14%	12 11%	441 13%	405 14%	35 9%	162 17% bdfg	109 11%	81 13%	89 11%	271 14%	170 12%	441 13%
Snapchat	399 12%	337 12%	34 13%	17 11%	11 11%	399 12%	361 12%	38 10%	120 13%	102 11%	78 12%	96 12%	222 12%	174 12%	399 12%
Instagram	338 10%	293 10%	18 7%	16 10%	11 11%	338 10%	313 10%	25 7%	141 15% bcdefg	70 7%	58 9%	69 9%	211 11% b	127 9%	338 10%
Facebook (inc. Facebook Gaming)	247 7%	214 7%	13 5%	12 8%	8 8%	247 7%	234 8% b	13 3%	107 11% bcdfg	49 5%	37 6%	54 7%	156 8%	91 6%	247 7%
Twitch	65 2%	58 2%	3 1%	2 1%	1 1%	65 2%	65 2%	- -%	29 3%	12 1%	13 2%	11 1%	41 2%	24 2%	65 2%
Pinterest	63 2%	57 2%	3 1%	1 1%	2 1%	63 2%	58 2%	5 1%	34 4% bcfg	11 1%	5 1%	13 2%	45 2%	18 1%	63 2%
Vimeo	42 1%	39 1%	1 *% *	* *% *	2 2%	42 1%	41 1%	1 *% *	19 2% b	4 *% *	9 1%	9 1%	23 1%	19 1%	42 1%
GROM social	27 1%	24 1%	2 1%	* *% *	1 1%	27 1%	27 1%	- -%	11 1%	7 1%	3 *% *	6 1%	18 1%	9 1%	27 1%
GoNoodle	22 1%	21 1%	* *% *	1 1%	* *% *	22 1%	21 1%	1 *% *	8 1%	7 1%	4 1%	3 *% *	15 1%	7 *% *	22 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Fruitlab	20 1%	18 1%	* *%	1 *%	1 1%	20 1%	19 1%	1 *%	9 1%	5 1%	3 *%	4 *%	14 1%	7 *%	20 1%
Imgur	19 1%	18 1%	1 *%	- -%	* *%	19 1%	19 1%	- -%	6 1%	4 *%	5 1%	5 1%	9 *%	10 1%	19 1%
Dailymotion	18 1%	16 1%	1 *%	1 *%	1 1%	18 1%	17 1%	1 *%	8 1%	2 *%	1 *%	6 1%	11 1%	7 *%	18 1%
Triller	17 *%	15 1%	1 *%	- -%	* *%	17 *%	17 1%	- -%	4 *%	5 1%	3 1%	3 *%	10 1%	7 *%	17 *%
Child uploads videos to other apps/ sites	10 *%	9 *%	1 *%	* *%	* *%	10 *%	9 *%	1 *%	3 *%	3 *%	1 *%	3 *%	6 *%	4 *%	10 *%
Don't know	11 *%	8 *%	2 1%	* *%	* *%	11 *%	7 *%	4 1%	* *%	7 1%	1 *%	3 *%	7 *%	4 *%	11 *%
<b>SUMMARY</b>															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 32%	930 32%	80 32%	47 31%	31 29%	1088 32%	993 33%	95 25%	356 38%	270 28%	208 32%	250 31%	626 33%	459 32%	1088 32%
DO NOT UPLOAD VIDEOS ONLINE	2285 68%	1934 67%	171 68%	105 69%	74 70%	2285 68%	1998 67%	287 74%	591 62%	689 71%	433 67%	559 69%	1280 67%	992 68%	2285 68%
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 15)	.7	.7	.6	.7	.7	.7	.7	.5	.9	.6	.7	.7	.7	.7	.7
Standard deviation	1.39	1.41	1.17	1.24	1.37	1.39	1.43	1.02	1.60	1.15	1.22	1.48	1.41	1.37	1.39
Standard error	.02	.03	.05	.06	.08	.02	.03	.06	.05	.04	.04	.06	.03	.04	.02
Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g															

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
TikTok	664 20%	173 27% b	464 18%	170 20%	286 20%	160 21%	156 31% bc	305 17%	198 18%
YouTube/ YouTube Kids	441 13%	110 17% b	312 12%	105 13%	202 14%	110 14%	107 21% bc	202 11%	131 12%
Snapchat	399 12%	104 16% b	277 11%	102 12%	162 11%	104 13%	94 19% bc	183 10%	118 11%
Instagram	338 10%	79 12%	244 9%	70 8%	148 10%	105 14% a	100 20% bc	145 8%	91 8%
Facebook (inc. Facebook Gaming)	247 7%	71 11% b	166 6%	57 7%	117 8%	60 8%	71 14% bc	113 6%	61 6%
Twitch	65 2%	19 3%	45 2%	17 2%	29 2%	17 2%	29 6% bc	26 1%	11 1%
Pinterest	63 2%	23 4% b	39 2%	12 1%	29 2%	19 2%	30 6% bc	22 1%	11 1%
Vimeo	42 1%	11 2%	26 1%	6 1%	22 2%	10 1%	17 3% bc	16 1%	6 1%
GROM social	27 1%	5 1%	20 1%	5 1%	13 1%	8 1%	16 3% bc	9 *% bc	3 *%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
GoNoodle	22 1%	5 1%	16 1%	5 1%	12 1%	5 1%	14 3% bc	6 *%	2 *%
Fruitlab	20 1%	3 1%	17 1%	3 *%	11 1%	5 1%	13 3% bc	6 *%	1 *%
Imgur	19 1%	4 1%	14 1%	- -%	15 1%	5 1%	11 2% bc	5 *%	2 *%
Dailymotion	18 1%	4 1%	11 *%	2 *%	11 1%	4 *%	11 2% bc	5 *%	2 *%
Triller	17 *%	4 1%	12 *%	2 *%	9 1%	6 1%	10 2% bc	6 *%	- -%
Child uploads videos to other apps/ sites	10 *%	4 1%	7 *%	1 *%	5 *%	2 *%	3 1%	2 *%	4 *%
Don't know	11 *%	3 1%	8 *%	3 *%	5 *%	2 *%	- -%	7 *%	4 *%
<b>SUMMARY</b>									
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 32%	264 41% b	773 30%	279 34%	477 33%	257 33%	238 47% bc	511 29%	330 31%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
DO NOT UPLOAD VIDEOS ONLINE	2285 68%	372 58%	1815 70% a	550 66%	949 66%	517 67%	271 53%	1248 71% a	743 69% a
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 15)	.7	1.0 b	.6	.7	.7	.8	1.3 bc	.6	.6
Standard deviation	1.39	1.51	1.36	1.24	1.44	1.57	2.21	1.17	1.12
Standard error	.02	.06	.03	.04	.04	.05	.09	.03	.04

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 12**

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

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

Base : Those whose child ever watches videos on any apps or sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3235	587	713	793	755	387	587	2261	387	1629	1606
Effective Weighted Sample	2423	366	525	634	586	354	366	1729	354	1221	1203
Total	3250	387	635	909	899	420	387	2443	420	1674	1575
Funny videos/ jokes/ pranks/ challenges	2134 66%	157 41%	371 58%	658 72%	639 71%	308 73%	157 41%	1669 68%	308 73%	1121 67%	1013 64%
			a	ab	ab	ab		a	a		
Cartoons/ animations/ mini-movies or songs	1743 54%	323 84%	455 72%	492 54%	336 37%	137 33%	323 84%	1283 53%	137 33%	891 53%	852 54%
		bcde	cde	de			bc	c			
Music videos	1531 47%	114 30%	229 36%	400 44%	513 57%	275 66%	114 30%	1142 47%	275 66%	685 41%	846 54%
				ab	abc	abcd		a	ab		a
Game tutorials/ walk-throughs/ watching other people play games	1430 44%	81 21%	267 42%	460 51%	421 47%	201 48%	81 21%	1148 47%	201 48%	889 53%	541 34%
			a	ab	a	a		a	a	b	
Videos that help them to learn new things or help with their schoolwork or homework	1359 42%	140 36%	268 42%	382 42%	394 44%	174 41%	140 36%	1045 43%	174 41%	670 40%	689 44%
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1249 38%	48 12%	209 33%	371 41%	427 47%	194 46%	48 12%	1007 41%	194 46%	580 35%	669 42%
			a	ab	ab	ab		a	a		a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

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

Base : Those whose child ever watches videos on any apps or sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3235	587	713	793	755	387	587	2261	387	1629	1606
Effective Weighted Sample	2423	366	525	634	586	354	366	1729	354	1221	1203
Total	3250	387	635	909	899	420	387	2443	420	1674	1575
'How-to' videos or tutorials about hobbies/ things they are interested in	1235 38%	81 21%	218 34% a	381 42% ab	353 39% a	203 48% abd	81 21%	951 39% a	203 48% ab	536 32%	699 44% a
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1066 33%	121 31%	249 39% de	343 38% de	254 28%	99 24%	121 31%	846 35% c	99 24%	491 29%	575 36% a
Film trailers, clips of programmes, 'best-bits' or programme highlights	1052 32%	54 14%	156 24% a	263 29% a	370 41% abc	210 50% abcd	54 14%	789 32% a	210 50% ab	526 31%	527 33%
Whole programmes or films	987 30%	99 26%	169 27%	232 25%	308 34% abc	180 43% abcd	99 26%	708 29%	180 43% ab	498 30%	488 31%
Sports/ football clips or interviews	763 23%	32 8%	97 15% a	207 23% ab	296 33% abc	131 31% abc	32 8%	600 25% a	131 31% ab	599 36% b	165 10%
Other types of video	25 1%	3 1%	1 *% *	8 1% *	9 1% *	2 *% *	3 1% *	19 1% *	2 *% *	14 1% *	11 1% *
Don't know	26 1%	4 1%	8 1% *	5 1% *	5 1% *	4 1% *	4 1% *	18 1% *	4 1% *	10 1% *	15 1% *
Base for stats	3250	387	635	909	899	420	387	2443	420	1674	1575

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : Those whose child ever watches videos on any apps or sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3235	587	713	793	755	387	587	2261	387	1629	1606
Total	3250	387	635	909	899	420	387	2443	420	1674	1575
Mean number of types of video watched (out of 12)	4.5	3.2	4.2	4.6	4.8	5.0	3.2	4.6	5.0	4.5	4.5
Standard deviation	2.30	1.84	2.25	2.25	2.35	2.33	1.84	2.30	2.33	2.30	2.30
Standard error	.04	.08	.08	.08	.09	.12	.08	.05	.12	.06	.06

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : Those whose child ever watches videos on any apps or sites

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3235	292	295	360	353	396	397	380	375	201	186	407	1559	1217
Effective Weighted Sample	2423	180	187	266	259	318	316	295	291	183	172	245	1168	989
Total	3250	198	189	329	306	462	447	467	432	219	201	246	1527	1424
Funny videos/ jokes/ pranks/ challenges	2134 66%	88 45%	68 36%	209 63%	162 53%	336 73%	323 72%	329 71%	310 72%	158 72%	150 75%	99 40%	977 64%	1021 72%
				ab	b	abd	abd	abd	abd	abd	abd		a	ab
Cartoons/ animations/ mini-movies or songs	1743 54%	165 83%	158 84%	239 73%	215 70%	243 53%	249 56%	178 38%	158 37%	66 30%	71 35%	209 85%	991 65%	522 37%
		cdefghij	cdefghij	efghij	efghij	ghij	ghij					bc	c	
Music videos	1531 47%	54 27%	61 32%	104 32%	125 41%	181 39%	219 49%	209 45%	304 70%	137 63%	138 69%	75 30%	597 39%	826 58%
					a	a	abc	abc	abcdefg	abcdefg	abcdefg			ab
Game tutorials/ walk-throughs/ watching other people play games	1430 44%	45 23%	36 19%	161 49%	106 35%	288 62%	172 38%	270 58%	151 35%	126 57%	76 38%	51 21%	681 45%	680 48%
				abdh	ab	abcdfhj	ab	abdfhj	ab	abdfhj	ab		a	a
Videos that help them to learn new things or help with their schoolwork or homework	1359 42%	66 33%	74 39%	144 44%	125 41%	186 40%	197 44%	198 42%	196 45%	76 35%	98 48%	85 34%	646 42%	619 43%
											a			
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1249 38%	23 12%	25 13%	114 35%	95 31%	179 39%	192 43%	184 39%	243 56%	81 37%	113 56%	33 13%	529 35%	671 47%
				ab	ab	ab	abd	ab	abcdefgi	ab	abcdefgi		a	ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : Those whose child ever watches videos on any apps or sites

	CHILD'S AGE AND GENDER											SCHOOL YEAR												
	Total	MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 99%																								
Unweighted total	3235	292	295	360	353	396	397	380	375	201	186	407	1559	1217										
Effective Weighted Sample	2423	180	187	266	259	318	316	295	291	183	172	245	1168	989										
Total	3250	198	189	329	306	462	447	467	432	219	201	246	1527	1424										
'How-to' videos or tutorials about hobbies/ things they are interested in	1235 38%	40 20%	40 21%	100 30%	118 39%	161 35%	220 49%	140 30%	212 49%	94 43%	108 54%	45 18%	579 38%	595 42%										
				ab	ab	abceg	abceg	abceg	abceg	abceg	abceg		a	a										
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1066 33%	61 31%	60 32%	126 38%	123 40%	146 32%	196 44%	116 25%	138 32%	41 19%	58 29%	76 31%	586 38%	398 28%										
		i	i	gi	gi	i	abeghij		i				c											
Film trailers, clips of programmes, 'best-bits' or programme highlights	1052 32%	26 13%	28 15%	81 25%	74 24%	135 29%	128 29%	173 37%	197 46%	111 51%	99 49%	36 15%	389 25%	612 43%										
		ab	a	ab	ab	abcd	abcde	abcde	abcde	abcde	abcde		a	ab										
Whole programmes or films	987 30%	53 27%	46 24%	86 26%	83 27%	115 25%	116 26%	157 34%	151 35%	88 40%	92 46%	63 26%	403 26%	507 36%										
								e	abcde	abcde				ab										
Sports/ football clips or interviews	763 23%	24 12%	8 4%	74 23%	23 7%	169 36%	38 9%	227 49%	69 16%	104 48%	27 13%	23 9%	261 17%	465 33%										
		b		abdf		abcdfhj		abcdfhj	bdf	abcdfhj	b		a	ab										
Other types of video	25 1%	2 1%	1 1%	- -%	1 *%	6 1%	3 1%	4 1%	5 1%	2 1%	- -%	2 1%	11 1%	12 1%										
Don't know	26 1%	1 *%	3 1%	3 1%	5 2%	2 1%	2 1%	3 1%	2 *%	1 1%	3 1%	4 1%	11 1%	10 1%										
Base for stats	3250	198	189	329	306	462	447	467	432	219	201	246	1527	1424										
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c																								

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 12**

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

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

Base : Those whose child ever watches videos on any apps or sites

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3235	292	295	360	353	396	397	380	375	201	186	407	1559	1217
Total	3250	198	189	329	306	462	447	467	432	219	201	246	1527	1424
Mean number of types of video watched (out of 12)	4.5	3.3	3.2	4.4	4.1	4.6	4.6	4.7	4.9	5.0	5.1	3.2	4.4	4.9
				ab	ab	abd	abd	abd	abcd	abcd	abcdf		a	ab
Standard deviation	2.30	1.72	1.96	2.17	2.32	2.34	2.16	2.42	2.27	2.26	2.41	1.90	2.23	2.35
Standard error	.04	.10	.11	.11	.12	.12	.11	.12	.12	.16	.18	.09	.06	.07

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : Those whose child ever watches videos on any apps or sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3235	2057	436	433	309	3235	2938	297	1102	730	719	674	1832	1393	3235
Effective Weighted Sample	2423	1880	333	304	184	2423	2179	247	799	562	583	547	1317	1104	2423
Total	3250	2763	241	147	99	3250	2888	362	915	926	614	781	1842	1395	3250
Funny videos/ jokes/ pranks/ challenges	2134 66%	1813 66%	164 68%	94 64%	63 63%	2134 66%	1901 66%	233 64%	582 64%	607 66%	416 68%	518 66%	1189 65%	934 67%	2134 66%
Cartoons/ animations/ mini-movies or songs	1743 54%	1482 54%	125 52%	84 57%	52 53%	1743 54%	1564 54%	179 50%	498 54%	504 54%	325 53%	410 52%	1003 54%	735 53%	1743 54%
Music videos	1531 47%	1293 47%	120 50%	73 49%	45 46%	1531 47%	1371 47%	160 44%	423 46%	438 47%	271 44%	396 51%	861 47%	667 48%	1531 47%
Game tutorials/ walk-throughs/ watching other people play games	1430 44%	1230 45%	94 39%	67 46%	38 39%	1430 44%	1262 44%	168 46%	395 43%	405 44%	292 47%	328 42%	800 43%	620 44%	1430 44%
Videos that help them to learn new things or help with their schoolwork or homework	1359 42%	1158 42%	101 42%	59 40%	40 41%	1359 42%	1221 42%	138 38%	412 45%	378 41%	250 41%	311 40%	791 43%	561 40%	1359 42%
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1249 38%	1059 38%	90 37%	59 40%	40 41%	1249 38%	1100 38%	149 41%	311 34%	360 39%	250 41%	325 42%	670 36%	575 41%	1249 38%
'How-to' videos or tutorials about hobbies/ things they are interested in	1235 38%	1056 38%	91 38%	55 37%	33 33%	1235 38%	1085 38%	149 41%	365 40%	354 38%	230 37%	280 36%	718 39%	511 37%	1235 38%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 12**

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

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

Base : Those whose child ever watches videos on any apps or sites

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	
Significance Level: 99%															
Unweighted total	3235	2057	436	433	309	3235	2938	297	1102	730	719	674	1832	1393	3235
Effective Weighted Sample	2423	1880	333	304	184	2423	2179	247	799	562	583	547	1317	1104	2423
Total	3250	2763	241	147	99	3250	2888	362	915	926	614	781	1842	1395	3250
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1066 33%	926 34%	72 30%	40 27%	28 28%	1066 33%	939 33%	127 35%	289 32%	314 34%	211 34%	247 32%	603 33%	458 33%	1066 33%
Film trailers, clips of programmes, 'best-bits' or programme highlights	1052 32%	896 32%	76 32%	49 34%	31 32%	1052 32%	940 33%	113 31%	329 36%	289 31%	191 31%	240 31%	617 34%	431 31%	1052 32%
Whole programmes or films	987 30%	843 30%	70 29%	46 32%	28 28%	987 30%	881 31%	105 29%	283 31%	284 31%	191 31%	228 29%	567 31%	418 30%	987 30%
Sports/ football clips or interviews	763 23%	650 24%	59 25%	29 19%	26 26%	763 23%	687 24%	76 21%	260 28% dfg	207 22%	143 23%	154 20%	466 25% d	297 21%	763 23%
Other types of video	25 1%	21 1%	2 1%	* *%	1 1%	25 1%	21 1%	3 1%	7 1%	4 *%	4 1%	9 1%	11 1%	14 1%	25 1%
Don't know	26 1%	25 1%	- -%	- -%	1 1%	26 1%	21 1%	5 1%	4 *%	7 1%	2 *%	13 2%	11 1%	15 1%	26 1%
Base for stats	3250	2763	241	147	99	3250	2888	362	915	926	614	781	1842	1395	3250
Mean number of types of video watched (out of 12)	4.5	4.5	4.4	4.5	4.3	4.5	4.5	4.4	4.5	4.5	4.5	4.4	4.5	4.5	4.5
Standard deviation	2.30	2.32	2.12	2.32	2.19	2.30	2.32	2.19	2.37	2.22	2.40	2.24	2.30	2.31	2.30
Standard error	.04	.05	.10	.11	.12	.04	.04	.13	.07	.08	.09	.09	.05	.06	.04

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 12**

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

Base : Those whose child ever watches videos on any apps or sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3235	593	2497	753	1394	790	557	1683	970
Effective Weighted Sample	2423	466	1852	577	1035	584	397	1262	747
Total	3250	624	2492	800	1373	755	496	1689	1038
Funny videos/ jokes/ pranks/ challenges	2134 66%	409 66%	1660 67%	533 67%	882 64%	512 68%	292 59%	1129 67%	699 67%
Cartoons/ animations/ mini-movies or songs	1743 54%	306 49%	1375 55%	435 54%	738 54%	396 52%	278 56%	898 53%	556 54%
Music videos	1531 47%	321 52%	1170 47%	381 48%	658 48%	358 47%	208 42%	793 47%	522 50%
Game tutorials/ walk-throughs/ watching other people play games	1430 44%	307 49%	1080 43%	376 47%	593 43%	332 44%	206 42%	760 45%	457 44%
Videos that help them to learn new things or help with their schoolwork or homework	1359 42%	248 40%	1076 43%	328 41%	557 41%	345 46%	207 42%	714 42%	426 41%
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1249 38%	277 44%	931 37%	320 40%	528 38%	288 38%	168 34%	639 38%	432 42%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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Base : Those whose child ever watches videos on any apps or sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALITY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3235	593	2497	753	1394	790	557	1683	970
Effective Weighted Sample	2423	466	1852	577	1035	584	397	1262	747
Total	3250	624	2492	800	1373	755	496	1689	1038
'How-to' videos or tutorials about hobbies/ things they are interested in	1235 38%	246 39%	961 39%	283 35%	519 38%	311 41%	209 42%	612 36%	403 39%
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1066 33%	213 34%	825 33%	254 32%	450 33%	266 35%	148 30%	557 33%	353 34%
Film trailers, clips of programmes, 'best-bits' or programme highlights	1052 32%	207 33%	811 33%	255 32%	422 31%	271 36%	164 33%	535 32%	346 33%
Whole programmes or films	987 30%	222 36%	737 30%	240 30%	417 30%	229 30%	152 31%	488 29%	340 33%
Sports/ football clips or interviews	763 23%	143 23%	595 24%	160 20%	326 24%	205 27%	149 30%	383 23%	225 22%
Other types of video	25 1%	8 1%	16 1%	11 1%	6 *	5 1%	3 1%	14 1%	8 1%
Don't know	26 1%	5 1%	15 1%	7 1%	10 1%	2 *	3 1%	4 *	15 1%
Base for stats	3250	624	2492	800	1373	755	496	1689	1038

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : Those whose child ever watches videos on any apps or sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3235	593	2497	753	1394	790	557	1683	970
Total	3250	624	2492	800	1373	755	496	1689	1038
Mean number of types of video watched (out of 12)	4.5	4.7	4.5	4.5	4.4	4.7	4.4	4.5	4.6
Standard deviation	2.30	2.31	2.29	2.28	2.27	2.33	2.50	2.18	2.37
Standard error	.04	.10	.05	.08	.06	.08	.11	.05	.08

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 13**

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

**SUMMARY TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2833	356	578	812	748	339	356	2138	339	1467	1367
	84%	85%	86%	87%	81%	78%	85%	85%	78%	85%	83%
			e	de				c			
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	441	33	77	120	145	66	33	342	66	277	164
	13%	8%	11%	13%	16%	15%	8%	14%	15%	16%	10%
				a	a			a	a	b	
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2872	360	583	822	763	344	360	2168	344	1494	1378
	85%	86%	87%	88%	83%	79%	86%	86%	79%	86%	84%
			e	de				c			
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	511	60	88	113	159	90	60	360	90	242	269
	15%	14%	13%	12%	17%	21%	14%	14%	21%	14%	16%
					c	bc			b		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 13**

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

**SUMMARY TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS**

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2833	183	173	303	276	405	407	400	348	177	162	227	1377	1186
	84%	84%	85%	88%	85%	85%	88%	84%	78%	79%	77%	84%	86%	81%
				hj			hij						c	
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	441	17	16	44	33	85	35	87	58	43	22	21	186	231
	13%	8%	8%	13%	10%	18%	8%	18%	13%	19%	11%	8%	12%	16%
						abdf		abdf		abdf				ab
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2872	186	174	305	279	415	407	408	355	180	164	228	1391	1210
	85%	86%	86%	88%	86%	88%	88%	86%	79%	81%	78%	85%	87%	83%
				hj		hj	hj						c	
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	511	31	29	41	47	59	54	67	93	43	47	41	206	253
	15%	14%	14%	12%	14%	12%	12%	14%	21%	19%	22%	15%	13%	17%
									cef		cef			b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 13**

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

**SUMMARY TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2833	2412	216	125	81	2833	2520	313	797	816	516	696	1613	1212	2833
	84%	84%	85%	82%	77%	84%	84%	81%	84%	84%	80%	86%	84%	83%	84%
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	441	380	28	21	12	441	405	35	162	109	81	89	271	170	441
	13%	13%	11%	14%	11%	13%	14%	9%	17% bdfg	11%	13%	11%	14%	12%	13%
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2872	2448	217	126	82	2872	2554	318	812	819	527	705	1632	1232	2872
	85%	85% d	85%	83%	78%	85% d	85%	82%	86%	85%	82%	87%	85%	85%	85%
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	511	424	37	26	23	511	443	68	135	147	116	107	282	223	511
	15%	15%	15%	17%	22% ae	15%	15%	18%	14%	15%	18%	13%	15%	15%	15%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 13**

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**SUMMARY TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2833	537	2190	710	1182	658	413	1492	909
	84%	84%	84%	85%	83%	85%	81%	84%	84%
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	441	110	312	105	202	110	107	202	131
	13%	17%	12%	13%	14%	14%	21%	11%	12%
		b					bc		
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2872	548	2214	720	1201	667	427	1507	919
	85%	86%	85%	87%	84%	86%	84%	85%	85%
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	511	92	382	112	231	108	81	260	158
	15%	14%	15%	13%	16%	14%	16%	15%	15%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-11) (MULTI CODE)**

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	~d	~e	a	b	~c	a	b
Unweighted total	1911	547	653	711	-	-	547	1364	-	960	951
Effective Weighted Sample	1375	342	481	573	-	-	342	1047	-	691	685
Total	1766	360	583	822	-	-	360	1406	-	906	860
Uses YouTube Kids app/ site	967	257	370	340	**	**	257	710	**	485	482
	55%	71%	63%	41%	**	**	71%	51%	**	54%	56%
		c	c				b				
Uses 'main' YouTube app/ site	1136	160	334	642	**	**	160	976	**	588	547
	64%	44%	57%	78%	**	**	44%	69%	**	65%	64%
			a	ab				a			
Don't know	5	2	-	3	**	**	2	3	**	3	2
	*%	1%	-%	*%	**	**	1%	*%	**	*%	*%
<b>SUMMARY</b>											
ONLY USES YOUTUBE KIDS APP/ SITE	625	198	249	177	**	**	198	427	**	315	311
	35%	55%	43%	22%	**	**	55%	30%	**	35%	36%
		bc	c				b				
ONLY USES MAIN YOUTUBE APP/ SITE	793	101	213	479	**	**	101	693	**	418	376
	45%	28%	37%	58%	**	**	28%	49%	**	46%	44%
			a	ab				a			
USES BOTH	342	59	121	163	**	**	59	283	**	171	172
	19%	16%	21%	20%	**	**	16%	20%	**	19%	20%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-11) (MULTI CODE)**

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	~g	~h	~i	~j	a	b	c
Unweighted total	1911	275	272	331	322	354	357	-	-	-	-	380	1417	101
Effective Weighted Sample	1375	170	172	245	236	284	289	-	-	-	-	228	1066	87
Total	1766	186	174	305	279	415	407	-	-	-	-	228	1391	135
Uses YouTube Kids app/ site	967	131	126	185	185	169	171	**	**	**	**	163	766	30
	55%	71%	72%	61%	66%	41%	42%	**	**	**	**	71%	55%	22%
		ef	ef	ef	ef							bc	c	
Uses 'main' YouTube app/ site	1136	76	84	183	151	330	313	**	**	**	**	97	908	124
	64%	41%	48%	60%	54%	79%	77%	**	**	**	**	42%	65%	92%
				a	a	abcd	abcd						a	ab
Don't know	5	2	-	-	-	1	2	**	**	**	**	2	3	-
	*%	1%	-%	-%	-%	*%	*%	**	**	**	**	1%	*%	-%
<b>SUMMARY</b>														
ONLY USES YOUTUBE KIDS APP/ SITE	625	108	90	122	128	85	92	**	**	**	**	129	480	11
	35%	58%	52%	40%	46%	20%	23%	**	**	**	**	57%	35%	8%
		cef	ef	ef	ef							bc	c	
ONLY USES MAIN YOUTUBE APP/ SITE	793	53	48	120	94	246	234	**	**	**	**	63	622	105
	45%	28%	28%	39%	34%	59%	57%	**	**	**	**	28%	45%	78%
						abcd	abcd						a	ab
USES BOTH	342	23	36	64	57	84	79	**	**	**	**	33	286	19
	19%	12%	21%	21%	20%	20%	19%	**	**	**	**	15%	21%	14%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-11) (MULTI CODE)**

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	1911	1146	281	283	201	1911	1743	168	644	444	411	405	1088	816	1911
Effective Weighted Sample	1375	1058	225	228	136	1375	1239	136	447	325	321	320	749	626	1375
Total	1766	1508	129	77	52	1766	1578	187	497	512	316	433	1008	749	1766
Uses YouTube Kids app/ site	967	828	66	45	27	967	870	97	296	284	174	208	580	383	967
	55%	55%	52%	59%	52%	55%	55%	52%	60% df	56%	55%	48%	58% d	51%	55%
Uses 'main' YouTube app/ site	1136	974	81	46	34	1136	1014	122	294	338	203	294	632	497	1136
	64%	65%	63%	59%	66%	64%	64%	65%	59%	66%	64%	68%	63%	66%	64%
Don't know	5	3	2	-	-	5	5	-	3	1	-	1	4	1	5
	*%	*%	1%	-%	-%	*%	*%	-%	1%	*%	-%	*%	*%	*%	*%
<b>SUMMARY</b>															
ONLY USES YOUTUBE KIDS APP/ SITE	625	530	45	31	18	625	560	65	199	173	114	138	372	251	625
	35%	35%	35%	41%	34%	35%	35%	35%	40%	34%	36%	32%	37%	34%	35%
ONLY USES MAIN YOUTUBE APP/ SITE	793	676	61	32	25	793	703	90	197	227	142	223	424	365	793
	45%	45%	47%	41%	48%	45%	45%	48%	40%	44%	45%	52% ae	42% a	49% a	45%
USES BOTH	342	298	21	14	9	342	310	32	97	111	61	71	208	132	342
	19%	20%	16%	18%	18%	19%	20%	17%	20%	22%	19%	16%	21%	18%	19%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-11) (MULTI CODE)**

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1911	296	1528	435	843	464	324	1012	564
Effective Weighted Sample	1375	222	1091	323	602	327	222	728	420
Total	1766	285	1405	434	759	408	259	934	563
Uses YouTube Kids app/ site	967 55%	141 50%	777 55%	206 47%	407 54%	255 62% ab	150 58%	528 57%	281 50%
Uses 'main' YouTube app/ site	1136 64%	189 66%	906 64%	310 72% c	489 64%	236 58%	164 63%	590 63%	379 67%
Don't know	5 *%	2 1%	2 *%	- -%	1 *%	3 1%	- -%	2 *%	2 *%
<b>SUMMARY</b>									
ONLY USES YOUTUBE KIDS APP/ SITE	625 35%	94 33%	498 35%	123 28%	270 36%	169 41% a	95 37%	342 37%	182 32%
ONLY USES MAIN YOUTUBE APP/ SITE	793 45%	141 50%	626 45%	228 53% c	352 46% c	150 37%	108 42%	404 43%	280 50%
USES BOTH	342 19%	48 17%	280 20%	83 19%	137 18%	85 21%	55 21%	186 20%	98 17%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube (Live)	1402 41%	124 30%	265 40%	383 41%	432 47%	197 45%	124 30%	1080 43%	197 45%	789 45%	613 37%
			a	a	a	a		a	a	b	
TikTok (Live)	955 28%	36 8%	85 13%	238 25%	412 45%	184 42%	36 8%	735 29%	184 42%	437 25%	518 31%
				ab	abc	abc		a	ab		a
Instagram (Live)	579 17%	22 5%	62 9%	112 12%	226 25%	157 36%	22 5%	400 16%	157 36%	264 15%	316 19%
				a	abc	abcd		a	ab		a
Snapchat (Live)	456 13%	13 3%	45 7%	93 10%	189 21%	116 27%	13 3%	327 13%	116 27%	216 12%	240 15%
				a	abc	abc		a	ab		
Facebook (Live)	445 13%	28 7%	48 7%	94 10%	168 18%	108 25%	28 7%	309 12%	108 25%	231 13%	214 13%
					abc	abc		a	ab		
Twitch	190 6%	9 2%	19 3%	34 4%	84 9%	44 10%	9 2%	137 5%	44 10%	121 7%	69 4%
					abc	abc		a	ab	b	
Telegram (Live)	70 2%	7 2%	15 2%	9 1%	25 3%	14 3%	7 2%	49 2%	14 3%	45 3%	25 2%
						c					
Yubo	34 1%	3 1%	8 1%	5 1%	12 1%	6 1%	3 1%	25 1%	6 1%	15 1%	18 1%
YouNow	33 1%	4 1%	9 1%	7 1%	11 1%	3 1%	4 1%	26 1%	3 1%	16 1%	17 1%
Child watches live streamed videos on other apps/ sites	37 1%	6 2%	11 2%	6 1%	5 1%	8 2%	6 2%	23 1%	8 2%	18 1%	18 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Child does not watch live streamed videos on ANY apps/ sites	1210	249	323	372	187	79	249	882	79	603	607
	36%	59%	48%	40%	20%	18%	59%	35%	18%	35%	37%
		bcde	cde	de			bc	c			
Don't know	55	8	15	18	10	4	8	42	4	34	21
	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%

**SUMMARY**

ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2118	164	333	546	725	350	164	1605	350	1099	1019
	63%	39%	50%	58%	79%	81%	39%	63%	81%	63%	62%
			a	ab	abc	abc		a	ab		
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 10)	1.2	.6	.8	1.0	1.7	1.9	.6	1.2	1.9	1.2	1.2
			a	ab	abc	abc		a	ab		
Standard deviation	1.39	.95	1.21	1.21	1.45	1.64	.95	1.35	1.64	1.37	1.41
Standard error	.02	.04	.04	.04	.05	.08	.04	.03	.08	.03	.03

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
YouTube (Live)	1402 41%	72 33%	52 26%	137 40%	128 39%	216 45%	167 36%	263 55%	170 38%	102 46%	95 45%	79 29%	612 38%	695 48%
				b	b	ab		abcdfh	b	b	b		a	ab
TikTok (Live)	955 28%	20 9%	16 8%	47 14%	38 12%	113 24%	125 27%	182 38%	230 51%	75 34%	109 52%	18 7%	299 19%	630 43%
						abcd	abcd	abcdef	abcdefgi	abcd	abcdefgi		a	ab
Instagram (Live)	579 17%	15 7%	6 3%	30 9%	32 10%	61 13%	51 11%	95 20%	132 29%	63 28%	95 45%	12 4%	160 10%	400 27%
					b	b	b	abcdf	abcdefg	abcdef	abcdefghi		a	ab
Snapchat (Live)	456 13%	9 4%	4 2%	21 6%	24 7%	47 10%	46 10%	94 20%	96 21%	46 21%	70 33%	5 2%	116 7%	324 22%
					b	b	b	abcdef	abcdef	abcdef	abcdefghi		a	ab
Facebook (Live)	445 13%	20 9%	8 4%	25 7%	23 7%	51 11%	43 9%	94 20%	74 16%	42 19%	66 31%	19 7%	128 8%	282 19%
						b		abcdef	bcd	abcd	abcdefghi			ab
Twitch	190 6%	5 3%	3 2%	14 4%	6 2%	23 5%	11 2%	52 11%	32 7%	26 12%	17 8%	5 2%	51 3%	134 9%
								abcdef	bdf	abcdef	abdf			ab
Telegram (Live)	70 2%	3 1%	3 2%	8 2%	8 2%	8 2%	2 *	20 4%	5 1%	7 3%	7 3%	4 2%	25 2%	39 3%
								f	1%	f	f			
Yubo	34 1%	* *%	3 1%	5 1%	4 1%	4 1%	1 *%	6 1%	6 1%	1 *%	5 2%	3 1%	13 1%	16 1%
YouNow	33 1%	2 1%	2 1%	5 1%	4 1%	3 1%	3 1%	4 1%	7 2%	2 1%	1 1%	3 1%	17 1%	13 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Child watches live streamed videos on other apps/ sites	37 1%	3 2%	3 2%	5 1%	7 2%	2 *%	4 1%	3 1%	2 *%	5 2%	3 1%	4 2%	20 1%	12 1%
Child does not watch live streamed videos on ANY apps/ sites	1210 36%	119 55%	130 64%	161 47%	162 50%	175 37%	197 43%	93 20%	93 21%	55 24%	25 12%	160 59%	737 46%	291 20%
		efghij	cdefghij	ghij	efghij	ghij	ghij			j		bc	c	
Don't know	55 2%	4 2%	4 2%	13 4%	2 1%	9 2%	9 2%	5 1%	5 1%	3 2%	1 1%	7 3%	32 2%	15 1%
<b>SUMMARY</b>														
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2118 63%	94 43%	70 34%	172 50%	161 50%	291 61%	255 55%	376 79%	349 78%	166 74%	184 88%	103 38%	829 52%	1157 79%
				b	b	abcd	ab	abcdef	abcdef	abcdef	abcdefhi		a	ab
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mean number of apps/ sites (out of 10)	1.2	.7	.5	.9	.8	1.1	1.0	1.7	1.7	1.6	2.2	.6	.9	1.7
				b	b	abcd	ab	abcdef	abcdef	abcdef	abcdefghi		a	ab
Standard deviation	1.39	1.04	.84	1.19	1.23	1.25	1.17	1.45	1.46	1.56	1.67	.91	1.19	1.50
Standard error	.02	.06	.05	.06	.06	.06	.06	.07	.07	.11	.12	.04	.03	.04

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
YouTube (Live)	1402 41%	1194 42%	101 40%	62 41%	45 43%	1402 41%	1269 42%	133 35%	446 47%	382 40%	248 39%	320 39%	829 43%	568 39%	1402 41%
									bcd	fg					
TikTok (Live)	955 28%	809 28%	72 28%	44 29%	30 29%	955 28%	874 29%	81 21%	266 28%	255 26%	182 28%	252 31%	521 27%	434 30%	955 28%
									b						
Instagram (Live)	579 17%	494 17%	38 15%	27 18%	20 19%	579 17%	530 18%	49 13%	221 23%	155 16%	96 15%	105 13%	376 20%	202 14%	579 17%
									bcd	fg			df		
Snapchat (Live)	456 13%	389 14%	34 14%	18 12%	14 14%	456 13%	411 14%	45 12%	156 16%	123 13%	79 12%	98 12%	279 15%	177 12%	456 13%
									f						
Facebook (Live)	445 13%	371 13%	32 13%	24 16%	18 17%	445 13%	411 14%	34 9%	173 18%	97 10%	82 13%	94 12%	270 14%	175 12%	445 13%
									bcd	efg					
Twitch	190 6%	165 6%	13 5%	7 5%	5 5%	190 6%	179 6%	11 3%	71 8%	39 4%	40 6%	37 5%	110 6%	77 5%	190 6%
									b						
Telegram (Live)	70 2%	62 2%	2 1%	2 1%	4 3%	70 2%	68 2%	2 1%	40 4%	12 1%	7 1%	11 1%	52 3%	18 1%	70 2%
									bcd	fg			f		
Yubo	34 1%	26 1%	4 2%	1 1%	3 2%	34 1%	32 1%	2 1%	18 2%	4 *%	4 1%	8 1%	22 1%	12 1%	34 1%
YouNow	33 1%	25 1%	4 2%	1 1%	2 2%	33 1%	32 1%	1 *%	13 1%	9 1%	4 1%	7 1%	22 1%	11 1%	33 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Child watches live streamed videos on other apps/ sites	37 1%	28 1%	5 2%	2 1%	2 2%	37 1%	33 1%	4 1%	6 1%	12 1%	10 2%	9 1%	18 1%	19 1%	37 1%
Child does not watch live streamed videos on ANY apps/ sites	1210 36%	1032 36%	83 33%	57 37%	38 37%	1210 36%	1035 35%	175 45% a	294 31%	361 37%	238 37%	308 38% a	655 34%	545 37% a	1210 36%
Don't know	55 2%	44 2%	8 3%	2 1%	1 1%	55 2%	49 2%	6 2%	13 1%	20 2%	10 2%	13 2%	32 2%	23 2%	55 2%
<b>SUMMARY</b>															
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2118 63%	1796 63%	163 64%	94 62%	66 63%	2118 63%	1914 64% b	204 53%	640 68% bdfg	586 61%	395 61%	491 61%	1226 64%	887 61%	2118 63%
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 10)	1.2	1.2	1.2	1.2	1.4	1.2	1.3 b	.9	1.5 bcdefg	1.1	1.2	1.2	1.3 bf	1.2	1.2
Standard deviation	1.39	1.39	1.31	1.38	1.55	1.39	1.41	1.15	1.55	1.28	1.30	1.36	1.43	1.34	1.39
Standard error	.02	.03	.06	.06	.09	.02	.03	.06	.05	.05	.05	.05	.03	.03	.02

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube (Live)	1402 41%	301 47% b	1044 40%	362 44%	616 43%	297 38%	252 50% bc	731 41%	405 38%
TikTok (Live)	955 28%	229 36% b	689 27%	260 31%	407 28%	217 28%	177 35% bc	487 28%	284 26%
Instagram (Live)	579 17%	119 19%	432 17%	139 17%	244 17%	155 20%	124 24% bc	286 16%	164 15%
Snapchat (Live)	456 13%	97 15%	336 13%	113 14%	188 13%	117 15%	83 16%	213 12%	156 14%
Facebook (Live)	445 13%	100 16%	322 12%	108 13%	209 15%	99 13%	104 20% bc	204 12%	130 12%
Twitch	190 6%	62 10% b	120 5%	50 6%	86 6%	45 6%	62 12% bc	79 4%	49 5%
Telegram (Live)	70 2%	19 3%	47 2%	17 2%	26 2%	23 3%	32 6% bc	31 2%	6 1%
Yubo	34 1%	8 1%	26 1%	6 1%	16 1%	10 1%	16 3% bc	12 1%	6 1%
YouNow	33 1%	4 1%	28 1%	4 *%	21 1%	8 1%	11 2%	15 1%	7 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Child watches live streamed videos on other apps/ sites	37 1%	8 1%	29 1%	9 1%	14 1%	9 1%	4 1%	16 1%	15 1%
Child does not watch live streamed videos on ANY apps/ sites	1210 36%	188 29%	979 38%	260 31%	496 35%	306 39%	132 26%	638 36%	431 40%
Don't know	55 2%	4 1%	43 2%	16 2%	22 2%	7 1%	5 1%	28 2%	20 2%
<b>SUMMARY</b>									
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2118 63%	447 70%	1573 61%	556 67%	914 64%	462 60%	371 73%	1100 62%	626 58%
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 10)	1.2	1.5 b	1.2	1.3 c	1.3	1.3	1.7 bc	1.2	1.1
Standard deviation	1.39	1.49	1.37	1.30	1.42	1.50	1.74	1.29	1.33
Standard error	.02	.06	.03	.05	.04	.05	.07	.03	.04

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 16**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes	513	29	69	141	182	92	29	392	92	274	239
	15%	7%	10%	15%	20%	21%	7%	15%	21%	16%	15%
				a	ab	ab		a	ab		
No	2842	389	597	784	731	341	389	2112	341	1446	1396
	84%	92%	89%	84%	79%	79%	92%	84%	79%	83%	85%
		cde	cde				bc				
Don't know	28	3	5	10	9	1	3	25	1	16	12
	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 16**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes	513	15	14	41	28	77	64	96	87	45	47	14	193	296
	15%	7%	7%	12%	9%	16%	14%	20%	19%	20%	22%	5%	12%	20%
						abd		abcd	abd	abd	abcd		a	ab
No	2842	200	188	301	297	394	391	373	357	178	163	254	1388	1157
	84%	92%	93%	87%	91%	83%	85%	79%	80%	79%	78%	94%	87%	79%
		efghij	efghij	gj	efghij							bc	c	
Don't know	28	2	1	4	1	4	7	6	4	1	-	2	17	10
	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	-%	1%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 16**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes	513 15%	441 15%	36 14%	21 14%	15 14%	513 15%	470 16%	43 11%	205 22%	116 12%	92 14%	99 12%	321 17%	192 13%	513 15%
									bcdefg				b		
No	2842 84%	2406 84%	215 85%	131 86%	90 85%	2842 84%	2500 83%	342 89%	738 78%	840 87%	546 85%	703 87%	1578 82%	1249 86%	2842 84%
										a	a	a	a	a	a
Don't know	28 1%	26 1%	2 1%	* *%	* *%	28 1%	27 1%	1 *%	4 *%	10 1%	5 1%	9 1%	14 1%	14 1%	28 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 16**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes	513 15%	145 23% b	338 13%	129 16%	230 16%	129 17%	140 28% bc	235 13%	134 12%
No	2842 84%	492 77%	2239 86% a	697 84%	1185 83%	645 83%	364 72%	1520 86% a	933 87% a
Don't know	28 1%	3 *%	19 1%	6 1%	17 1%	2 *%	4 1%	11 1%	10 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
TikTok	1421 42%	50 12%	123 18%	358 38%	606 66%	285 66%	50 12%	1087 43%	285 66%	699 40%	722 44%
			a	ab	abc	abc		a	ab		
Snapchat	1231 36%	28 7%	77 12%	277 30%	541 59%	308 71%	28 7%	896 35%	308 71%	575 33%	656 40%
				ab	abc	abcd		a	ab		a
Instagram	1060 31%	38 9%	82 12%	160 17%	473 51%	308 71%	38 9%	714 28%	308 71%	487 28%	573 35%
				a	abc	abcd		a	ab		a
Facebook	894 26%	43 10%	76 11%	186 20%	357 39%	232 54%	43 10%	619 24%	232 54%	462 27%	433 26%
				ab	abc	abcd		a	ab		
Pinterest	308 9%	6 1%	21 3%	56 6%	142 15%	84 19%	6 1%	219 9%	84 19%	104 6%	205 12%
				a	abc	abc		a	ab		a
X/ Twitter	203 6%	2 *%	10 2%	27 3%	90 10%	74 17%	2 *%	127 5%	74 17%	114 7%	89 5%
				a	abc	abcd		a	ab		
BeReal	150 4%	1 *%	8 1%	14 1%	70 8%	56 13%	1 *%	92 4%	56 13%	41 2%	109 7%
					abc	abcd		a	ab		a
Reddit	139 4%	5 1%	21 3%	12 1%	63 7%	38 9%	5 1%	96 4%	38 9%	85 5%	55 3%
					abc	abc		a	ab		
Wink	69 2%	6 1%	15 2%	20 2%	18 2%	11 3%	6 1%	52 2%	11 3%	41 2%	28 2%
Tumblr	69 2%	1 *%	9 1%	16 2%	22 2%	20 5%	1 *%	47 2%	20 5%	34 2%	35 2%
					a	abc			ab		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
HiPal	45 1%	2 *%	8 1%	16 2%	13 1%	7 2%	2 *%	36 1%	7 2%	27 2%	18 1%
YuBo	44 1%	2 1%	4 1%	11 1%	17 2%	9 2%	2 1%	32 1%	9 2%	25 1%	19 1%
Amino	32 1%	4 1%	7 1%	6 1%	8 1%	7 2%	4 1%	22 1%	7 2%	19 1%	14 1%
Whisper	29 1%	* *%	8 1%	2 *%	12 1%	6 1%	* *%	22 1%	6 1%	18 1%	11 1%
Momio	26 1%	1 *%	8 1%	2 *%	10 1%	6 1%	1 *%	20 1%	6 1%	12 1%	14 1%
Child uses other social media apps/ sites	85 3%	11 3%	22 3%	28 3%	16 2%	8 2%	11 3%	66 3%	8 2%	52 3%	34 2%
Child does not use ANY social media apps/ sites	1130 33%	301 72% bcde	400 60% cde	337 36% de	72 8%	20 5%	301 72% bc	809 32% c	20 5%	587 34%	543 33%
Don't know	31 1%	6 1%	13 2% d	11 1%	2 *%	- -%	6 1%	25 1%	- -%	17 1%	15 1%

**SUMMARY**

ANY SOCIAL MEDIA APPS/ SITES USED	2222 66%	114 27%	258 38% a	588 63% ab	848 92% abc	414 95% abc	114 27%	1694 67% a	414 95% ab	1132 65%	1090 66%
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Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
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Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 16)	1.7	.5	.7	1.3	2.7	3.4	.5	1.6	3.4	1.6	1.8
Standard deviation	1.84	.97	1.25	1.44	1.77	2.00	.97	1.72	2.00	1.74	1.94
Standard error	.03	.04	.05	.05	.06	.10	.04	.04	.10	.04	.05

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
TikTok	1421 42%	31 14%	19 9%	61 18%	62 19%	177 37%	181 39%	293 62%	313 70%	137 61%	147 70%	21 8%	433 27%	943 64%
				b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdef		a	ab
Snapchat	1231 36%	17 8%	11 6%	41 12%	37 11%	131 28%	145 32%	238 50%	304 68%	149 67%	159 76%	15 6%	289 18%	897 61%
						abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg		a	ab
Instagram	1060 31%	25 11%	13 6%	44 13%	37 12%	74 16%	86 19%	197 42%	275 61%	147 66%	162 77%	21 8%	215 13%	802 55%
						b	b	abcdef	abcdefg	abcdefg	abcdefgh			ab
Facebook	894 26%	25 11%	19 9%	48 14%	28 9%	97 21%	88 19%	179 38%	177 40%	112 50%	121 57%	26 10%	258 16%	581 40%
						abd	bd	abcdef	abcdef	abcdefg	abcdefgh		a	ab
Pinterest	308 9%	3 2%	2 1%	12 3%	9 3%	26 6%	30 6%	42 9%	100 22%	21 9%	63 30%	5 2%	65 4%	236 16%
						b	ab	abcd	abcdefgi	abcd	abcdefgi			ab
X/ Twitter	203 6%	1 1%	* *%	4 1%	7 2%	17 4%	10 2%	49 10%	41 9%	42 19%	32 15%	1 1%	33 2%	159 11%
						b		abcdef	abcdef	abcdefgh	abcdef			ab
BeReal	150 4%	1 1%	- -%	3 1%	5 1%	9 2%	5 1%	16 3%	54 12%	12 6%	44 21%	* *%	19 1%	130 9%
								b	abcdefg	abcf	abcdefghi			ab
Reddit	139 4%	3 2%	2 1%	16 5%	5 2%	5 1%	7 2%	37 8%	26 6%	24 11%	15 7%	2 1%	34 2%	102 7%
				e				abdef	bdef	abdef	abdef			ab
Wink	69 2%	3 1%	3 1%	10 3%	5 1%	15 3%	6 1%	6 1%	11 2%	7 3%	4 2%	5 2%	33 2%	27 2%
Tumblr	69 2%	1 *%	- -%	4 1%	5 1%	11 2%	5 1%	10 2%	12 3%	8 3%	13 6%	1 *%	25 2%	43 3%
									b		abcdf			

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
HiPal	45 1%	* *%	2 1%	7 2%	1 *%	12 2%	4 1%	5 1%	7 2%	3 1%	4 2%	2 1%	21 1%	20 1%
YuBo	44 1%	1 1%	1 1%	2 1%	2 *%	7 1%	4 1%	11 2%	6 1%	4 2%	6 3%	1 *%	15 1%	27 2%
Amino	32 1%	2 1%	2 1%	4 1%	3 1%	4 1%	2 *%	5 1%	4 1%	3 1%	3 2%	3 1%	15 1%	15 1%
Whisper	29 1%	* *%	* *%	5 2%	3 1%	2 *%	* *%	7 1%	6 1%	4 2%	2 1%	* *%	10 1%	16 1%
Momio	26 1%	* *%	* *%	5 2%	2 1%	2 *%	* *%	1 *%	8 2%	3 1%	3 1%	1 *%	10 1%	15 1%
Child uses other social media apps/ sites	85 3%	8 4%	3 1%	12 3%	10 3%	11 2%	17 4%	12 3%	4 1%	8 4%	- -%	8 3%	49 3%	26 2%
Child does not use ANY social media apps/ sites	1130 33%	143 66%	158 78%	198 57%	202 62%	180 38%	157 34%	53 11%	19 4%	12 5%	8 4%	197 73%	799 50%	124 8%
Don't know	31 1%	4 2%	2 1%	7 2%	6 2%	5 1%	5 1%	* *%	1 *%	- -%	- -%	5 2%	25 2%	2 *%
<b>SUMMARY</b>														
ANY SOCIAL MEDIA APPS/ SITES USED	2222 66%	70 32%	44 21%	140 41%	118 36%	289 61%	299 65%	421 89%	427 95%	212 95%	202 96%	68 25%	774 48%	1338 91%
				b	b	abcd	abcd	abcdef	abcdefg	abcdef	abcdefg		a	ab
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c														

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mean number of apps/ sites (out of 16)	1.7	.6	.4	.8	.7	1.3	1.3	2.3	3.0	3.1	3.7	.4	1.0	2.8
Standard deviation	1.84	1.06	.85	ab	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi		a	ab
Standard error	.03	.06	.05	1.31	1.19	1.48	1.40	1.64	1.83	1.94	2.00	.92	1.36	1.87
				.07	.06	.07	.07	.08	.09	.14	.14	.04	.03	.05

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
TikTok	1421 42%	1193 42%	110 43%	71 47%	48 45%	1421 42%	1271 42%	150 39%	412 44%	377 39%	288 45%	343 42%	789 41%	630 43%	1421 42%
Snapchat	1231 36%	1035 36%	101 40%	58 38%	37 35%	1231 36%	1103 37%	128 33%	353 37%	360 37%	244 38%	272 33%	713 37%	515 35%	1231 36%
Instagram	1060 31%	883 31%	82 32%	54 36%	41 39%	1060 31%	964 32%	97 25%	364 38%	282 29%	194 30%	218 27%	647 34%	412 28%	1060 31%
Facebook	894 26%	745 26%	66 26%	49 32%	35 33%	894 26%	818 27%	77 20%	310 33%	203 21%	178 28%	203 25%	512 27%	381 26%	894 26%
Pinterest	308 9%	270 9%	20 8%	11 7%	8 8%	308 9%	279 9%	29 8%	126 13%	69 7%	42 7%	68 8%	195 10%	110 8%	308 9%
X/ Twitter	203 6%	174 6%	18 7%	6 4%	5 5%	203 6%	195 7%	8 2%	75 8%	49 5%	38 6%	41 5%	124 6%	79 5%	203 6%
BeReal	150 4%	124 4%	14 5%	7 4%	6 6%	150 4%	130 4%	20 5%	50 5%	41 4%	33 5%	25 3%	91 5%	59 4%	150 4%
Reddit	139 4%	121 4%	9 4%	5 3%	4 4%	139 4%	131 4%	8 2%	68 7%	30 3%	21 3%	19 2%	98 5%	39 3%	139 4%
Wink	69 2%	60 2%	4 2%	3 2%	2 2%	69 2%	67 2%	2 *%	39 4%	15 2%	3 1%	12 1%	53 3%	15 1%	69 2%
Tumblr	69 2%	58 2%	7 3%	1 1%	3 2%	69 2%	68 2%	1 *%	36 4%	14 1%	10 1%	10 1%	50 3%	19 1%	69 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
HiPal	45 1%	38 1%	5 2%	2 1%	1 1%	45 1%	43 1%	2 1%	13 1%	7 1%	13 2%	11 1%	20 1%	24 2%	45 1%
YuBo	44 1%	38 1%	3 1%	1 1%	2 2%	44 1%	40 1%	4 1%	24 3%	2 *	8 1%	11 1%	26 1%	18 1%	44 1%
Amino	32 1%	28 1%	2 1%	2 1%	1 1%	32 1%	31 1%	1 *%	16 2%	5 1%	5 1%	7 1%	21 1%	12 1%	32 1%
Whisper	29 1%	25 1%	3 1%	1 1%	* *%	29 1%	26 1%	3 1%	12 1%	4 *%	3 *%	10 1%	16 1%	13 1%	29 1%
Momio	26 1%	22 1%	2 1%	1 1%	* *%	26 1%	26 1%	* *%	6 1%	9 1%	5 1%	7 1%	15 1%	11 1%	26 1%
Child uses other social media apps/ sites	85 3%	76 3%	4 2%	3 2%	3 3%	85 3%	80 3%	5 1%	16 2%	31 3%	13 2%	25 3%	47 2%	38 3%	85 3%
Child does not use ANY social media apps/ sites	1130 33%	959 33%	93 37%	49 32%	30 28%	1130 33%	972 32%	159 41%	263 28%	341 35%	219 34%	299 37%	604 32%	518 36%	1130 33%
Don't know	31 1%	26 1%	1 1%	* *%	3 3%	31 1%	27 1%	4 1%	4 *%	8 1%	7 1%	12 2%	12 1%	19 1%	31 1%
					ace										
<b>SUMMARY</b>															
ANY SOCIAL MEDIA APPS/ SITES USED	2222 66%	1888 66%	159 63%	103 68%	72 69%	2222 66%	1999 67%	223 58%	681 72%	617 64%	417 65%	501 62%	1298 68%	918 63%	2222 66%
							b		bcdfg				d		
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g															

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 16)	1.7	1.7	1.8	1.8	1.9	1.7	1.8	1.4	2.0	1.6	1.7	1.6	1.8	1.6	1.7
Standard deviation	1.84	1.84	1.91	1.74	1.92	1.84	1.86	1.62	1.99	1.65	1.76	1.91	1.84	1.84	1.84
Standard error	.03	.04	.09	.08	.11	.03	.03	.09	.06	.06	.06	.07	.04	.05	.03

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
TikTok	1421 42%	331 52% b	1032 40%	361 43%	598 42%	343 44%	251 49% bc	721 41%	441 41%
Snapchat	1231 36%	271 42% b	906 35%	314 38%	490 34%	304 39%	187 37%	613 35%	421 39%
Instagram	1060 31%	217 34%	799 31%	252 30%	428 30%	296 38% ab	190 37%	541 31%	324 30%
Facebook	894 26%	194 30%	653 25%	223 27%	391 27%	217 28%	165 32% bc	448 25%	272 25%
Pinterest	308 9%	72 11%	227 9%	68 8%	129 9%	80 10%	85 17% bc	139 8%	79 7%
X/ Twitter	203 6%	44 7%	152 6%	43 5%	91 6%	55 7%	62 12% bc	89 5%	50 5%
BeReal	150 4%	32 5%	118 5%	31 4%	50 4%	56 7% ab	35 7% c	76 4%	36 3%
Reddit	139 4%	32 5%	101 4%	25 3%	69 5%	35 4%	46 9% bc	67 4%	25 2%
Wink	69 2%	10 2%	56 2%	11 1%	36 3%	19 2%	21 4% b	28 2%	20 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Tumblr	69 2%	17 3%	51 2%	8 1%	29 2%	24 3%	23 5% bc	33 2%	12 1%
HiPal	45 1%	8 1%	37 1%	8 1%	23 2%	15 2%	18 4% bc	16 1%	11 1%
YuBo	44 1%	9 1%	31 1%	8 1%	23 2%	11 1%	16 3% bc	21 1%	6 1%
Amino	32 1%	6 1%	26 1%	3 *%	19 1%	8 1%	13 3% bc	12 1%	7 1%
Whisper	29 1%	4 1%	22 1%	5 1%	15 1%	5 1%	13 3% bc	11 1%	5 *%
Momio	26 1%	4 1%	20 1%	9 1%	10 1%	7 1%	12 2% bc	11 1%	3 *%
Child uses other social media apps/ sites	85 3%	20 3%	62 2%	23 3%	37 3%	13 2%	17 3%	44 2%	21 2%
Child does not use ANY social media apps/ sites	1130 33%	157 25%	923 36% a	262 31%	465 32%	251 32%	125 25%	623 35% a	370 34% a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 17**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Don't know	31	3	27	11	14	2	4	20	8
	1%	1%	1%	1%	1%	*%	1%	1%	1%
<b>SUMMARY</b>									
ANY SOCIAL MEDIA APPS/ SITES USED	2222	479	1646	558	953	523	380	1124	699
	66%	75%	63%	67%	67%	67%	75%	64%	65%
		b					bc		
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 16)	1.7	2.0	1.7	1.7	1.7	1.9	2.3	1.6	1.6
		b				ab	bc		
Standard deviation	1.84	1.83	1.85	1.70	1.82	2.04	2.35	1.73	1.69
Standard error	.03	.07	.04	.06	.05	.07	.10	.04	.05
Columns Tested: a,b - a,b,c - a,b,c									

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 18**

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

**QP13A. Which of these best applies to your child and using social media apps or sites? (SINGLE CODE)**

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-7)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 ~c	12-15 ~d	16-17 ~e	3-4 a	5-15 b	16-17 ~c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	478	178	300	-	-	-	178	300	-	265	213
Effective Weighted Sample	321	107	216	-	-	-	107	216	-	180	142
Total	372	114	258	-	-	-	114	258	-	211	161
My child uses these social media apps/ sites independently	107 29%	24 21%	82 32%	** **	** **	** **	24 21%	82 32%	** **	59 28%	47 29%
I use these social media apps/ sites on behalf of my child	103 28%	39 34%	64 25%	** **	** **	** **	39 34%	64 25%	** **	54 26%	49 30%
We use these social media apps/ sites together	158 43%	50 44%	108 42%	** **	** **	** **	50 44%	108 42%	** **	94 45%	64 40%
Don't know	4 1%	* *%	4 2%	** **	** **	** **	* *%	4 2%	** **	3 2%	1 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 18**

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

**QP13A. Which of these best applies to your child and using social media apps or sites? (SINGLE CODE)**

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-7)

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	~b	c	d	~e	~f	~g	~h	~i	~j	a	b	~c
Unweighted total	478	103	75	162	138	-	-	-	-	-	-	117	355	-
Effective Weighted Sample	321	62	46	118	97	-	-	-	-	-	-	69	251	-
Total	372	70	44	140	118	-	-	-	-	-	-	68	301	-
My child uses these social media apps/ sites independently	107	9	**	50	32	**	**	**	**	**	**	13	94	**
	29%	13%	**	36%	27%	**	**	**	**	**	**	19%	31%	**
				a										
I use these social media apps/ sites on behalf of my child	103	22	**	32	32	**	**	**	**	**	**	25	77	**
	28%	31%	**	23%	27%	**	**	**	**	**	**	37%	25%	**
We use these social media apps/ sites together	158	39	**	56	53	**	**	**	**	**	**	30	127	**
	43%	55%	**	40%	45%	**	**	**	**	**	**	44%	42%	**
Don't know	4	*	**	3	1	**	**	**	**	**	**	*	4	**
	1%	*%	**	2%	1%	**	**	**	**	**	**	*%	1%	**

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 18**

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

**QP13A. Which of these best applies to your child and using social media apps or sites? (SINGLE CODE)**

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-7)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	~b	~c	~d	e	a	~b	a	b	~c	~d	e	f	g
Unweighted total	478	261	69	82	66	478	454	24	202	106	95	72	308	167	478
Effective Weighted Sample	321	244	60	72	43	321	302	19	133	75	69	55	199	121	321
Total	372	317	24	17	14	372	350	22	129	110	61	68	238	130	372
My child uses these social media apps/ sites independently	107	90	**	**	**	107	99	**	47	32	**	**	80	27	107
	29%	28%	**	**	**	29%	28%	**	37%	29%	**	**	33%	21%	29%
									f						
I use these social media apps/ sites on behalf of my child	103	87	**	**	**	103	95	**	34	30	**	**	64	39	103
	28%	27%	**	**	**	28%	27%	**	26%	28%	**	**	27%	30%	28%
We use these social media apps/ sites together	158	137	**	**	**	158	152	**	46	47	**	**	93	62	158
	43%	43%	**	**	**	43%	43%	**	35%	43%	**	**	39%	48%	43%
Don't know	4	4	**	**	**	4	4	**	2	-	**	**	2	1	4
	1%	1%	**	**	**	1%	1%	**	1%	-%	**	**	1%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 18**

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

**QP13A. Which of these best applies to your child and using social media apps or sites? (SINGLE CODE)**

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-7)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING ~c
Significance Level: 99%									
Unweighted total	478	106	337	103	238	111	126	248	99
Effective Weighted Sample	321	73	227	70	159	74	82	167	68
Total	372	80	269	82	186	83	88	197	82
My child uses these social media apps/ sites independently	107	22	79	24	49	31	37	50	**
	29%	27%	29%	29%	26%	37%	42%	26%	**
I use these social media apps/ sites on behalf of my child	103	24	71	22	55	23	20	59	**
	28%	30%	27%	27%	30%	28%	23%	30%	**
We use these social media apps/ sites together	158	33	117	36	82	28	31	87	**
	43%	42%	43%	44%	44%	34%	35%	44%	**
Don't know	4	1	2	*	1	1	-	*	**
	1%	1%	1%	*%	*%	1%	-%	*%	**

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 19**

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

**SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2736	213	433	760	903	428	213	2096	428	1402	1334
	81%	51%	65%	81%	98%	99%	51%	83%	99%	81%	81%
			a	ab	abc	abc		a	ab		
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3262	388	636	914	901	423	388	2451	423	1681	1581
	96%	92%	95%	98%	98%	97%	92%	97%	97%	97%	96%
				ab	ab	a		a	a		
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2126	164	335	548	729	350	164	1612	350	1101	1025
	63%	39%	50%	59%	79%	81%	39%	64%	81%	63%	62%
			a	ab	abc	abc		a	ab		
USE SOCIAL MEDIA APPS/ SITES	2222	114	258	588	848	414	114	1694	414	1132	1090
	66%	27%	38%	63%	92%	95%	27%	67%	95%	65%	66%
			a	ab	abc	abc		a	ab		
ANY OF THESE	3319	399	649	919	919	433	399	2487	433	1703	1616
	98%	95%	97%	98%	100%	100%	95%	98%	100%	98%	98%
				a	ab	ab		a	a		
NONE OF THESE	64	21	22	17	3	1	21	42	1	33	31
	2%	5%	3%	2%	*	*	5%	2%	*	2%	2%
		cde	de				bc				
ALL OF THESE	1734	83	212	424	684	331	83	1320	331	888	846
	51%	20%	32%	45%	74%	76%	20%	52%	76%	51%	51%
			a	ab	abc	abc		a	ab		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 19**

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

**SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES**

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR									
	Total	MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11	MALE 12-15		FEMALE 12-15	MALE 16-17		FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c							
Significance Level: 99%																					
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250							
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016							
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463							
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2736	114	99	227	206	379	380	462	441	220	208	141	1120	1428							
	81%	53%	48%	66%	63%	80%	82%	97%	98%	98%	99%	52%	70%	98%							
			ab	b	abcd	abcd	abcdef	abcdef	abcdef	abcdef	abcdef		a	ab							
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3262	199	189	329	307	464	450	468	433	221	202	246	1533	1431							
	96%	92%	93%	95%	94%	98%	98%	99%	97%	99%	96%	91%	96%	98%							
						ab	a	abd		ab			a	a							
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2126	94	70	174	161	291	257	376	352	166	184	103	833	1160							
	63%	43%	34%	50%	50%	61%	56%	79%	79%	74%	88%	38%	52%	79%							
			b	b	abcd	ab	abcdef	abcdef	abcdef	abcdef	abcdef		a	ab							
USE SOCIAL MEDIA APPS/ SITES	2222	70	44	140	118	289	299	421	427	212	202	68	774	1338							
	66%	32%	21%	41%	36%	61%	65%	89%	95%	95%	96%	25%	48%	91%							
			b	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdef	abcdefg		a	ab							
ANY OF THESE	3319	206	193	336	313	464	454	472	447	224	209	254	1552	1460							
	98%	95%	95%	97%	96%	98%	99%	99%	100%	100%	100%	94%	97%	100%							
								abd	abcd	abd	b			ab							
NONE OF THESE	64	11	11	10	13	10	7	2	1	-	1	15	45	3							
	2%	5%	5%	3%	4%	2%	1%	1%	1%	0%	1%	6%	3%	0%							
		ghi	ghij	h	ghi							c	c								
ALL OF THESE	1734	52	32	113	99	220	204	346	338	158	173	50	580	1080							
	51%	24%	16%	33%	30%	46%	44%	73%	76%	70%	82%	18%	36%	74%							
			b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdef	abcdef		a	ab							

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 19**

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

**SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2736 81%	2325 81%	204 80%	124 81%	84 80%	2736 81%	2456 82% b	281 73%	821 87% bcdfg	780 81%	510 79%	614 76%	1601 84% df	1125 77%	2736 81% d
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3262 96%	2773 97%	241 95%	149 98%	100 95%	3262 96%	2899 97%	363 94%	918 97%	928 96%	617 96%	785 97%	1846 96%	1402 96%	3262 96%
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2126 63%	1803 63%	163 64%	94 62%	66 63%	2126 63%	1921 64% b	204 53%	640 68% bf	589 61%	395 62%	496 61%	1229 64%	892 61%	2126 63%
USE SOCIAL MEDIA APPS/ SITES	2222 66%	1888 66%	159 63%	103 68%	72 69%	2222 66%	1999 67% b	223 58%	681 72% bcdfg	617 64%	417 65%	501 62%	1298 68% d	918 63%	2222 66%
ANY OF THESE	3319 98%	2822 98%	245 97%	150 98%	102 97%	3319 98%	2949 98% b	370 96%	933 99%	950 98%	624 97%	796 98%	1883 98%	1421 98%	3319 98%
NONE OF THESE	64 2%	50 2%	8 3%	2 2%	3 3%	64 2%	49 2%	15 4% a	14 1%	16 2%	18 3%	15 2%	30 2%	34 2%	64 2%
ALL OF THESE	1734 51%	1476 51%	125 49%	79 52%	53 51%	1734 51%	1575 53% b	159 41%	548 58% bcdfg	467 48%	321 50%	395 49%	1015 53%	716 49%	1734 51%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 19**

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

**SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2736	550	2071	644	1179	645	438	1408	866
	81%	86%	80%	77%	82%	83%	86%	80%	80%
		b					b		
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3262	625	2499	804	1380	756	498	1695	1043
	96%	98%	96%	97%	96%	97%	98%	96%	97%
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2126	449	1579	558	919	463	373	1102	629
	63%	70%	61%	67%	64%	60%	73%	62%	58%
		b		c			bc		
USE SOCIAL MEDIA APPS/ SITES	2222	479	1646	558	953	523	380	1124	699
	66%	75%	63%	67%	67%	67%	75%	64%	65%
		b					bc		
ANY OF THESE	3319	633	2544	817	1406	764	501	1728	1063
	98%	99%	98%	98%	98%	99%	98%	98%	99%
NONE OF THESE	64	6	52	14	26	12	8	39	15
	2%	1%	2%	2%	2%	1%	2%	2%	1%
ALL OF THESE	1734	389	1269	444	761	394	316	885	515
	51%	61%	49%	53%	53%	51%	62%	50%	48%
		b					bc		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 20**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
Yes	1841	83	205	538	684	331	83	1427	331	924	917
	78%	73%	80%	79%	78%	77%	73%	78%	77%	76%	80%
No	498	30	47	139	188	93	30	375	93	280	219
	21%	27%	18%	20%	21%	22%	27%	21%	22%	23%	19%
Don't know	23	*	6	7	6	3	*	19	3	17	6
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 20**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	~b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Yes	1841	49	**	109	97	264	274	344	340	158	172	52	672	1085
	78%	70%	**	78%	82%	78%	80%	76%	80%	73%	83%	77%	79%	78%
No	498	21	**	27	20	72	68	103	85	57	36	15	170	300
	21%	30%	**	19%	17%	21%	20%	23%	20%	26%	17%	23%	20%	21%
Don't know	23	*	**	4	1	4	3	5	2	3	-	-	13	8
	1%	*%	**	3%	1%	1%	1%	1%	*%	1%	-%	-%	2%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 20**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
Yes	1841 78%	1560 78%	135 80%	88 83%	57 77%	1841 78%	1654 78%	187 76%	572 80%	503 77%	357 82%	404 74%	1076 78%	762 78%	1841 78%
No	498 21%	432 21%	33 20%	17 16%	17 23%	498 21%	442 21%	56 23%	142 20%	146 22%	78 18%	129 24%	288 21%	207 21%	498 21%
Don't know	23 1%	20 1%	1 1%	1 1%	* *%	23 1%	19 1%	4 1%	3 *%	4 1%	2 *%	11 2%	7 1%	12 1%	23 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 20**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Yes	1841 78%	390 78%	1360 77%	467 80%	791 78%	433 79%	332 85% b	901 75%	593 79%
No	498 21%	104 21%	381 22%	116 20%	211 21%	115 21%	56 14%	296 25% a	143 19%
Don't know	23 1%	5 1%	16 1%	4 1%	8 1%	2 *%	4 1%	6 1%	12 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 21**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
Strongly disagree	147 6%	7 6%	19 8%	61 9%	44 5%	16 4%	7 6%	124 7%	16 4%	75 6%	71 6%
				e							
Slightly disagree	341 14%	15 13%	40 15%	113 17%	122 14%	52 12%	15 13%	275 15%	52 12%	154 13%	187 16%
Neither agree nor disagree	680 29%	30 26%	57 22%	223 33%	250 28%	119 28%	30 26%	531 29%	119 28%	357 29%	323 28%
				b							
Slightly agree	784 33%	39 34%	82 32%	174 25%	328 37%	162 38%	39 34%	583 32%	162 38%	417 34%	367 32%
				c	c						
Strongly agree	374 16%	22 20%	58 23%	101 15%	123 14%	70 16%	22 20%	282 15%	70 16%	195 16%	179 16%
			d								
Don't know	35 1%	- -%	1 1%	12 2%	12 1%	9 2%	- -%	26 1%	9 2%	22 2%	14 1%
<b>SUMMARY CODES</b>											
TOTAL DISAGREE	488 21%	22 20%	59 23%	174 25%	166 19%	67 16%	22 20%	399 22%	67 16%	230 19%	259 23%
				e							
TOTAL AGREE	1158 49%	61 54%	140 54%	275 40%	450 51%	231 54%	61 54%	865 48%	231 54%	612 50%	546 48%
		c	c	c	c						
TOTAL NEITHER/ DON'T KNOW	715 30%	30 26%	59 23%	235 34%	262 30%	128 30%	30 26%	557 31%	128 30%	379 31%	336 29%
				b							

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 21**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	~b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Strongly disagree	147 6%	6 8%	** **	14 10%	6 5%	29 8%	32 9%	19 4%	24 6%	8 4%	8 4%	3 5%	70 8%	69 5%
Slightly disagree	341 14%	9 13%	** **	19 13%	21 18% i	49 14%	64 19% i	62 14%	60 14%	15 7%	36 17% i	8 11%	140 16%	190 14%
Neither agree nor disagree	680 29%	17 25%	** **	27 19%	31 26%	114 33% c	109 32%	132 29%	118 28%	67 31%	52 25%	20 29%	242 28%	405 29%
Slightly agree	784 33%	22 32%	** **	51 36%	31 26%	80 24%	94 27%	172 38% ef	156 36% e	91 42% def	70 34%	24 36%	233 27%	510 37% b
Strongly agree	374 16%	16 22%	** **	29 21%	29 25% fg	61 18%	40 12%	58 13%	65 15%	31 14%	38 18%	13 19%	159 19%	199 14%
Don't know	35 1%	- -%	** **	1 1%	- -%	7 2%	5 1%	8 2%	5 1%	5 2%	4 2%	- -%	11 1%	21 2%
<b>SUMMARY CODES</b>														
TOTAL DISAGREE	488 21%	15 21%	** **	32 23% i	27 23% i	78 23% i	96 28% gi	81 18%	84 20%	24 11%	44 21% i	11 17%	210 25% c	259 19%
TOTAL AGREE	1158 49%	38 54%	** **	80 57% ef	60 51%	141 42%	134 39%	230 51% f	220 52% f	123 56% ef	109 52% f	37 54%	392 46%	709 51%
TOTAL NEITHER/ DON'T KNOW	715 30%	17 25%	** **	28 20%	31 26%	121 36% c	114 33% c	140 31%	122 29%	72 33%	56 27%	20 29%	253 30%	426 31%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 21**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
Strongly disagree	147 6%	127 6%	10 6%	7 6%	2 3%	147 6%	136 6%	11 5%	44 6%	35 5%	27 6%	41 8%	79 6%	68 7%	147 6%
Slightly disagree	341 14%	294 15%	23 13%	14 13%	10 13%	341 14%	302 14%	40 16%	94 13%	110 17%	61 14%	74 14%	205 15%	135 14%	341 14%
Neither agree nor disagree	680 29%	580 29%	42 25%	35 33%	23 31%	680 29%	596 28%	84 34%	161 22%	173 26%	140 32%	202 37%	334 24%	342 35%	680 29%
Slightly agree	784 33%	657 33%	66 39%	38 36%	23 31%	784 33%	709 34%	75 30%	243 34%	242 37%	143 33%	153 28%	486 35%	295 30%	784 33%
Strongly agree	374 16%	322 16%	25 15%	11 10%	16 22%	374 16%	343 16%	31 13%	165 23%	90 14%	60 14%	58 11%	255 19%	118 12%	374 16%
Don't know	35 1%	31 2%	3 2%	1 1%	1 1%	35 1%	30 1%	5 2%	10 1%	3 *	7 2%	16 3%	13 1%	22 2%	35 1%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	488 21%	422 21%	33 20%	21 20%	12 17%	488 21%	437 21%	51 21%	138 19%	145 22%	87 20%	115 21%	284 21%	203 21%	488 21%
TOTAL AGREE	1158 49%	979 49%	91 54%	49 46%	39 52%	1158 49%	1052 50%	106 43%	408 57%	332 51%	203 46%	211 39%	740 54%	414 42%	1158 49%
TOTAL NEITHER/ DON'T KNOW	715 30%	611 30%	45 26%	36 34%	23 31%	715 30%	626 30%	89 36%	171 24%	176 27%	146 33%	218 40%	347 25%	364 37%	715 30%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 21**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Strongly disagree	147 6%	31 6%	112 6%	37 6%	54 5%	32 6%	30 8%	67 6%	48 6%
Slightly disagree	341 14%	97 19% b	236 13%	84 14%	149 15%	79 14%	39 10%	187 16%	115 15%
Neither agree nor disagree	680 29%	149 30%	487 28%	195 33% bc	262 26%	136 25%	82 21%	327 27%	259 35% ab
Slightly agree	784 33%	145 29%	616 35%	186 32%	368 36%	187 34%	115 29%	443 37%	226 30%
Strongly agree	374 16%	73 15%	280 16%	82 14%	163 16%	108 20%	123 31% bc	165 14%	83 11%
Don't know	35 1%	5 1%	27 2%	4 1%	13 1%	9 2%	3 1%	15 1%	16 2%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	488 21%	128 26%	348 20%	121 21%	202 20%	111 20%	69 18%	254 21%	163 22%
TOTAL AGREE	1158 49%	218 44%	897 51%	267 46%	531 53%	295 54%	238 61% bc	608 50% c	309 41%
TOTAL NEITHER/ DON'T KNOW	715 30%	154 31%	514 29%	199 34%	275 27%	144 26%	85 22%	342 28%	275 37% ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes – there is a minimum age requirement	2841	356	555	797	772	361	356	2124	361	1429	1412
	84%	85%	83%	85%	84%	83%	85%	84%	83%	82%	86%
No – there is not a minimum age requirement	240	30	55	64	62	30	30	181	30	142	98
	7%	7%	8%	7%	7%	7%	7%	7%	7%	8%	6%
Don't know	301	34	62	75	88	42	34	225	42	164	137
	9%	8%	9%	8%	10%	10%	8%	9%	10%	9%	8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes – there is a minimum age requirement	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
	84%	81%	89%	81%	84%	87%	83%	80%	88%	80%	87%	84%	84%	84%
			g											
No – there is not a minimum age requirement	240	22	8	35	20	29	35	37	25	19	11	19	123	94
	7%	10%	4%	10%	6%	6%	8%	8%	6%	9%	5%	7%	8%	6%
			b											
Don't know	301	20	15	30	32	32	42	57	31	25	17	25	130	140
	9%	9%	7%	9%	10%	7%	9%	12%	7%	11%	8%	9%	8%	10%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes – there is a minimum age requirement	2841	2411	216	129	86	2841	2507	334	800	811	552	668	1611	1220	2841
	84%	84%	85%	84%	82%	84%	84%	87%	84%	84%	86%	82%	84%	84%	84%
No – there is not a minimum age requirement	240	205	17	9	9	240	218	23	78	76	34	51	155	85	240
	7%	7%	7%	6%	9%	7%	7%	6%	8%	8%	5%	6%	8%	6%	7%
Don't know	301	256	21	14	10	301	273	29	69	79	57	93	148	150	301
	9%	9%	8%	9%	10%	9%	9%	7%	7%	8%	9%	11%	8%	10%	9%
												ae			

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes – there is a minimum age requirement	2841 84%	565 88% b	2167 83%	703 85%	1206 84%	664 86%	434 85%	1514 86% c	871 81%
No – there is not a minimum age requirement	240 7%	40 6%	185 7%	54 6%	104 7%	60 8%	48 9%	124 7%	65 6%
Don't know	301 9%	34 5%	243 9% a	75 9%	122 8%	52 7%	27 5%	128 7%	140 13% ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 23**

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2842	540	625	690	654	333	540	1969	333	1395	1447
Effective Weighted Sample	2132	336	460	557	509	305	336	1513	305	1047	1086
Total	2841	356	555	797	772	361	356	2124	361	1429	1412
Age under 10	70 2%	12 3%	20 4%	23 3%	12 2%	2 1%	12 3%	56 3%	2 1%	42 3%	28 2%
Aged 10	63 2%	6 2%	10 2%	33 4%	14 2%	- -%	6 2%	58 3%	- -%	34 2%	30 2%
Aged 11	33 1%	3 1%	5 1%	13 2%	12 2%	- -%	3 1%	29 1%	- -%	13 1%	20 1%
Aged 12	247 9%	24 7%	46 8%	74 9%	82 11%	21 6%	24 7%	203 10%	21 6%	126 9%	121 9%
Aged 13	1092 38%	125 35%	176 32%	293 37%	341 44%	157 43%	125 35%	810 38%	157 43%	501 35%	590 42%
Aged 14	287 10%	37 10%	47 8%	66 8%	100 13%	38 11%	37 10%	212 10%	38 11%	141 10%	146 10%
Aged 15	106 4%	15 4%	21 4%	29 4%	24 3%	17 5%	15 4%	74 3%	17 5%	56 4%	50 4%
Aged 16	508 18%	73 21%	119 21%	132 17%	89 12%	95 26%	73 21%	339 16%	95 26%	269 19%	239 17%
Aged 17	6 *% *	* *% *	2 *% *	* *% *	2 *% *	2 1% *	* *% *	3 *% *	2 1% *	2 *% *	4 *% *
Aged 18 or over	141 5%	23 6%	40 7%	44 6%	27 3%	7 2%	23 6%	111 5%	7 2%	83 6%	58 4%
Don't know	289 10%	38 11%	69 12%	89 11%	70 9%	22 6%	38 11%	228 11%	22 6%	163 11%	126 9%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 23**

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2842	540	625	690	654	333	540	1969	333	1395	1447
Effective Weighted Sample	2132	336	460	557	509	305	336	1513	305	1047	1086
Total	2841	356	555	797	772	361	356	2124	361	1429	1412
<b>SUMMARY</b>											
AWARE OF MINIMUM AGE REQUIREMENT	2841	356	555	797	772	361	356	2124	361	1429	1412
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	125	176	293	341	157	125	810	157	501	590
	38%	35%	32%	37%	44%	43%	35%	38%	43%	35%	42%
					ab	b					a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	45	81	144	120	23	45	345	23	215	199
	15%	13%	15%	18%	16%	6%	13%	16%	6%	15%	14%
		e	e	e	e		c	c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	148	228	271	241	160	148	741	160	551	497
	37%	41%	41%	34%	31%	44%	41%	35%	44%	39%	35%
		d	d			cd			b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	231	379	504	431	205	231	1314	205	928	822
	62%	65%	68%	63%	56%	57%	65%	62%	57%	65%	58%
		d	de							b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 23**

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

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

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

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	2842	263	277	307	318	348	342	313	341	164	169	377	1371	1052
Effective Weighted Sample	2132	161	176	228	232	281	276	245	264	149	155	225	1034	858
Total	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
Age under 10	70 2%	8 4%	5 3%	12 4%	8 3%	13 3%	11 3%	9 2%	3 1%	1 1%	1 *	7 3%	47 3% c	16 1%
Aged 10	63 2%	3 1%	3 2%	4 1%	6 2%	18 4%	15 4%	9 2%	5 1%	- -%	- -%	3 1%	41 3%	19 2%
Aged 11	33 1%	2 1%	1 1%	2 1%	2 1%	3 1%	10 3%	5 1%	6 2%	- -%	- -%	2 1%	15 1%	16 1%
Aged 12	247 9%	12 7%	11 6%	23 8%	23 8%	42 10%	32 8%	39 10%	42 11%	9 5%	12 6%	15 7%	117 9%	113 9%
Aged 13	1092 38%	64 36%	61 34%	85 30%	90 33%	142 34%	150 39%	134 35%	207 53% abcdefg	75 42%	81 45% c	73 32%	466 35%	535 44% ab
Aged 14	287 10%	12 7%	24 13%	21 7%	26 9%	34 8%	32 8%	54 14%	46 12%	20 11%	18 10%	25 11%	111 8%	145 12%
Aged 15	106 4%	9 5%	6 3%	13 5%	8 3%	12 3%	17 4%	15 4%	10 3%	8 4%	9 5%	14 6%	42 3%	47 4%
Aged 16	508 18%	34 20% h	39 22% h	59 21% h	60 22% h	68 16% h	64 17% h	54 14% h	35 9% h	54 30% efgh	42 23% h	48 21%	256 19%	192 16%
Aged 17	6 *% j	- -%	* *% j	- -%	2 1%	- -%	* *% j	2 *% j	- -%	- -%	2 1%	- -%	2 *% c	4 *% c
Aged 18 or over	141 5%	13 7%	10 5%	24 8% j	17 6% j	30 7% j	15 4% j	13 3% j	14 4% j	4 2% j	3 2% j	16 7% j	82 6% c	42 3% c
Don't know	289 10%	19 11%	20 11%	37 13% hi	32 12% hi	51 12% h	39 10% h	48 12% h	22 6% h	9 5% h	14 8% h	21 9% h	167 12% c	100 8% c

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 23**

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	2842	263	277	307	318	348	342	313	341	164	169	377	1371	1052
Effective Weighted Sample	2132	161	176	228	232	281	276	245	264	149	155	225	1034	858
Total	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
<b>SUMMARY</b>														
AWARE OF MINIMUM AGE REQUIREMENT	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	64	61	85	90	142	150	134	207	75	81	73	466	535
	38%	36%	34%	30%	33%	34%	39%	35%	53%	42%	45%	32%	35%	44%
								abcdefg			c			ab
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	25	21	42	40	76	68	62	58	10	12	28	220	165
	15%	14%	11%	15%	15%	18%	18%	16%	15%	6%	7%	12%	16%	13%
				i	i	ij	ij	ij	i					
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	68	79	117	112	144	127	136	105	85	75	104	493	430
	37%	39%	44%	42%	41%	35%	33%	36%	27%	47%	41%	46%	37%	35%
		h	h	h	h					fh	h	bc		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	112	119	196	183	271	234	246	185	104	101	153	879	694
	62%	64%	66%	70%	67%	66%	61%	65%	47%	58%	55%	68%	65%	56%
		h	h	hj	h	h	h	h				c	c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 23**

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	
Significance Level: 99%															
Unweighted total	2842	1801	398	376	267	2842	2565	277	966	637	647	584	1603	1231	2842
Effective Weighted Sample	2132	1649	309	261	155	2132	1904	230	702	496	524	469	1160	971	2132
Total	2841	2411	216	129	86	2841	2507	334	800	811	552	668	1611	1220	2841
Age under 10	70 2%	59 2%	5 2%	4 3%	2 2%	70 2%	66 3%	4 1%	36 4%	9 1%	14 3%	11 2%	45 3%	25 2%	70 2%
									bdfg						
Aged 10	63 2%	57 2%	4 2%	1 1%	1 2%	63 2%	61 2%	3 1%	27 3%	19 2%	7 1%	11 2%	46 3%	18 1%	63 2%
									f						
Aged 11	33 1%	29 1%	2 1%	1 1%	1 1%	33 1%	31 1%	2 1%	11 1%	13 2%	6 1%	2 *	24 1%	9 1%	33 1%
Aged 12	247 9%	196 8%	28 13% a	13 10%	10 12%	247 9%	221 9%	26 8%	87 11% d	65 8%	54 10%	42 6%	152 9%	95 8%	247 9%
Aged 13	1092 38%	920 38%	86 40%	53 42%	32 38%	1092 38%	948 38%	144 43%	273 34%	311 38%	213 39%	288 43% ae	584 36%	502 41% a	1092 38%
Aged 14	287 10%	251 10% c	23 11% c	6 4%	7 8%	287 10% c	249 10%	38 11%	76 9%	94 12%	53 10%	62 9%	170 11%	115 9%	287 10%
Aged 15	106 4%	91 4%	6 3%	7 6%	2 3%	106 4%	88 4%	18 5%	31 4%	22 3%	20 4%	32 5%	53 3%	53 4%	106 4%
Aged 16	508 18%	433 18%	36 17%	20 15%	19 22%	508 18%	440 18%	68 20%	130 16%	158 19%	108 20%	111 17%	288 18%	219 18%	508 18%
Aged 17	6 *%	5 *%	- -%	1 1%	* *%	6 *%	6 *%	- -%	2 *%	2 *%	* *%	1 *%	4 *%	2 *%	6 *%
Aged 18 or over	141 5%	128 5%	7 3%	4 3%	2 2%	141 5%	133 5%	8 2%	47 6%	43 5%	23 4%	26 4%	90 6%	49 4%	141 5%
Don't know	289 10%	243 10%	20 9%	17 14%	9 11%	289 10%	264 11%	25 7%	79 10%	75 9%	53 10%	82 12%	154 10%	135 11%	289 10%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 23**

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

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

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

Significance Level: 99%	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Unweighted total	2842	1801	398	376	267	2842	2565	277	966	637	647	584	1603	1231	2842
Effective Weighted Sample	2132	1649	309	261	155	2132	1904	230	702	496	524	469	1160	971	2132
Total	2841	2411	216	129	86	2841	2507	334	800	811	552	668	1611	1220	2841
<b>SUMMARY</b>															
AWARE OF MINIMUM AGE REQUIREMENT	2841 100%	2411 100%	216 100%	129 100%	86 100%	2841 100%	2507 100%	334 100%	800 100%	811 100%	552 100%	668 100%	1611 100%	1220 100%	2841 100%
AWARE AND GIVES THE CORRECT AGE (13)	1092 38%	920 38%	86 40%	53 42%	32 38%	1092 38%	948 38%	144 43%	273 34%	311 38%	213 39%	288 43% ae	584 36%	502 41% a	1092 38%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413 15%	340 14%	38 18%	20 16%	14 17%	413 15%	378 15%	35 10%	162 20% bdfg	105 13%	81 15%	65 10%	267 17% df	146 12%	413 15% d
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048 37%	908 38% c	72 33%	37 29%	30 35%	1048 37%	916 37%	131 39%	286 36%	320 39%	205 37%	232 35%	606 38%	437 36%	1048 37%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750 62%	1491 62%	130 60%	75 58%	54 62%	1750 62%	1559 62%	191 57%	527 66% df	500 62%	338 61%	380 57%	1027 64% d	718 59%	1750 62%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 23**

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2842	536	2187	665	1217	700	486	1512	823
Effective Weighted Sample	2132	419	1627	509	913	516	349	1136	634
Total	2841	565	2167	703	1206	664	434	1514	871
Age under 10	70 2%	23 4%	44 2%	16 2%	34 3%	16 2%	23 5% bc	29 2%	15 2%
Aged 10	63 2%	11 2%	50 2%	16 2%	22 2%	22 3%	19 4% b	23 2%	21 2%
Aged 11	33 1%	1 *%	31 1%	6 1%	16 1%	7 1%	6 1%	18 1%	8 1%
Aged 12	247 9%	30 5%	208 10% a	55 8%	102 8%	67 10%	47 11% c	147 10% c	51 6%
Aged 13	1092 38%	264 47% b	792 37%	278 39%	472 39%	248 37%	136 31%	593 39% a	354 41% a
Aged 14	287 10%	46 8%	234 11%	59 8%	121 10%	85 13%	35 8%	154 10%	96 11%
Aged 15	106 4%	23 4%	80 4%	28 4%	42 3%	26 4%	21 5%	54 4%	29 3%
Aged 16	508 18%	99 18%	395 18%	124 18%	214 18%	118 18%	64 15%	286 19%	155 18%
Aged 17	6 *%	- -%	6 *%	* *%	3 *%	2 *%	1 *%	3 *%	1 *%
Aged 18 or over	141 5%	29 5%	110 5%	45 6%	64 5%	24 4%	25 6%	77 5%	40 5%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 23**

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2842	536	2187	665	1217	700	486	1512	823
Effective Weighted Sample	2132	419	1627	509	913	516	349	1136	634
Total	2841	565	2167	703	1206	664	434	1514	871
Don't know	289	40	218	76	116	51	55	131	100
	10%	7%	10%	11%	10%	8%	13%	9%	11%
<b>SUMMARY</b>									
AWARE OF MINIMUM AGE REQUIREMENT	2841	565	2167	703	1206	664	434	1514	871
	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	264	792	278	472	248	136	593	354
	38%	47%	37%	39%	39%	37%	31%	39%	41%
		b						a	a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	64	333	93	174	111	96	217	96
	15%	11%	15%	13%	14%	17%	22%	14%	11%
							bc		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	197	824	257	444	255	147	573	322
	37%	35%	38%	37%	37%	38%	34%	38%	37%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	301	1375	426	734	417	298	921	518
	62%	53%	63%	61%	61%	63%	69%	61%	59%
			a				bc		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Age under 10	70 2%	12 3%	20 3%	23 2%	12 1%	2 *%	12 3%	56 2%	2 *%	42 2%	28 2%
Aged 10	63 2%	6 1%	10 1%	33 4%	14 2%	- -%	6 1%	58 2%	- -%	34 2%	30 2%
Aged 11	33 1%	3 1%	5 1%	13 1%	12 1%	- -%	3 1%	29 1%	- -%	13 1%	20 1%
Aged 12	247 7%	24 6%	46 7%	74 8%	82 9%	21 5%	24 6%	203 8%	21 5%	126 7%	121 7%
Aged 13	1092 32%	125 30%	176 26%	293 31%	341 37%	157 36%	125 30%	810 32%	157 36%	501 29%	590 36%
Aged 14	287 8%	37 9%	47 7%	66 7%	100 11%	38 9%	37 9%	212 8%	38 9%	141 8%	146 9%
Aged 15	106 3%	15 4%	21 3%	29 3%	24 3%	17 4%	15 4%	74 3%	17 4%	56 3%	50 3%
Aged 16	508 15%	73 17%	119 18%	132 14%	89 10%	95 22%	73 17%	339 13%	95 22%	269 15%	239 15%
Aged 17	6 *%	* *%	2 *%	* *%	2 *%	2 1%	* *%	3 *%	2 1%	2 *%	4 *%
Aged 18 or over	141 4%	23 5%	40 6%	44 5%	27 3%	7 2%	23 5%	111 4%	7 2%	83 5%	58 4%
Don't know	289 9%	38 9%	69 10%	89 10%	70 8%	22 5%	38 9%	228 9%	22 5%	163 9%	126 8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
<b>SUMMARY</b>											
AWARE OF MINIMUM AGE REQUIREMENT	2841	356	555	797	772	361	356	2124	361	1429	1412
	84%	85%	83%	85%	84%	83%	85%	84%	83%	82%	86%
AWARE AND GIVES THE CORRECT AGE (13)	1092	125	176	293	341	157	125	810	157	501	590
	32%	30%	26%	31%	37%	36%	30%	32%	36%	29%	36%
					b	b				a	a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	45	81	144	120	23	45	345	23	215	199
	12%	11%	12%	15%	13%	5%	11%	14%	5%	12%	12%
		e	e	e	e		c	c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	148	228	271	241	160	148	741	160	551	497
	31%	35%	34%	29%	26%	37%	35%	29%	37%	32%	30%
		d	d			d			b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	231	379	504	431	205	231	1314	205	928	822
	52%	55%	56%	54%	47%	47%	55%	52%	47%	53%	50%
			de								
SAY THERE IS NO MINIMUM AGE REQUIREMENT	240	30	55	64	62	30	30	181	30	142	98
	7%	7%	8%	7%	7%	7%	7%	7%	7%	8%	6%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	301	34	62	75	88	42	34	225	42	164	137
	9%	8%	9%	8%	10%	10%	8%	9%	10%	9%	8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Age under 10	70 2%	8 4%	5 2%	12 3%	8 3%	13 3%	11 2%	9 2%	3 1%	1 1%	1 *	7 2%	47 3%	16 1%
													c	
Aged 10	63 2%	3 1%	3 2%	4 1%	6 2%	18 4%	15 3%	9 2%	5 1%	- -	- -	3 1%	41 3%	19 1%
						i								
Aged 11	33 1%	2 1%	1 1%	2 1%	2 1%	3 1%	10 2%	5 1%	6 1%	- -	- -	2 1%	15 1%	16 1%
Aged 12	247 7%	12 6%	11 6%	23 7%	23 7%	42 9%	32 7%	39 8%	42 9%	9 4%	12 5%	15 6%	117 7%	113 8%
Aged 13	1092 32%	64 29%	61 30%	85 25%	90 28%	142 30%	150 33%	134 28%	207 46%	75 34%	81 39%	73 27%	466 29%	535 37%
									abcdefgi		c			ab
Aged 14	287 8%	12 6%	24 12%	21 6%	26 8%	34 7%	32 7%	54 11%	46 10%	20 9%	18 9%	25 9%	111 7%	145 10%
Aged 15	106 3%	9 4%	6 3%	13 4%	8 2%	12 3%	17 4%	15 3%	10 2%	8 3%	9 4%	14 5%	42 3%	47 3%
Aged 16	508 15%	34 16%	39 19%	59 17%	60 18%	68 14%	64 14%	54 11%	35 8%	54 24%	42 20%	48 18%	256 16%	192 13%
		h	h	h	h	h				efgh	h			
Aged 17	6 *%	- -%	* *%	- -%	2 *%	- -%	* *%	2 *%	- -%	- -%	2 1%	- -%	2 *%	4 *%
Aged 18 or over	141 4%	13 6%	10 5%	24 7%	17 5%	30 6%	15 3%	13 3%	14 3%	4 2%	3 2%	16 6%	82 5%	42 3%
													c	
Don't know	289 9%	19 9%	20 10%	37 11%	32 10%	51 11%	39 8%	48 10%	22 5%	9 4%	14 7%	21 8%	167 10%	100 7%
				i		hi							c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
<b>SUMMARY</b>														
AWARE OF MINIMUM AGE REQUIREMENT	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
	84%	81%	89%	81%	84%	87%	83%	80%	88%	80%	87%	84%	84%	84%
			g											
AWARE AND GIVES THE CORRECT AGE (13)	1092	64	61	85	90	142	150	134	207	75	81	73	466	535
	32%	29%	30%	25%	28%	30%	33%	28%	46%	34%	39%	27%	29%	37%
								abcdefgi			c			ab
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	25	21	42	40	76	68	62	58	10	12	28	220	165
	12%	11%	10%	12%	12%	16%	15%	13%	13%	5%	6%	10%	14%	11%
				i	i	ij	ij	i	i					
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	68	79	117	112	144	127	136	105	85	75	104	493	430
	31%	32%	39%	34%	34%	30%	27%	29%	23%	38%	36%	39%	31%	29%
			fh	h	h					h	h	c		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	112	119	196	183	271	234	246	185	104	101	153	879	694
	52%	52%	59%	57%	56%	57%	51%	52%	41%	46%	48%	57%	55%	47%
			h	h	h	h		h				c	c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	240	22	8	35	20	29	35	37	25	19	11	19	123	94
	7%	10%	4%	10%	6%	6%	8%	8%	6%	9%	5%	7%	8%	6%
				b										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	301	20	15	30	32	32	42	57	31	25	17	25	130	140
	9%	9%	7%	9%	10%	7%	9%	12%	7%	11%	8%	9%	8%	10%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Age under 10	70 2%	59 2%	5 2%	4 3%	2 2%	70 2%	66 2%	4 1%	36 4% bdfg	9 1%	14 2%	11 1%	45 2%	25 2%	70 2%
Aged 10	63 2%	57 2%	4 1%	1 1%	1 1%	63 2%	61 2%	3 1%	27 3% f	19 2%	7 1%	11 1%	46 2%	18 1%	63 2%
Aged 11	33 1%	29 1%	2 1%	1 1%	1 1%	33 1%	31 1%	2 *%	11 1%	13 1%	6 1%	2 *%	24 1%	9 1%	33 1%
Aged 12	247 7%	196 7%	28 11% a	13 9%	10 10%	247 7%	221 7%	26 7%	87 9% d	65 7%	54 8%	42 5%	152 8%	95 7%	247 7%
Aged 13	1092 32%	920 32%	86 34%	53 35%	32 31%	1092 32%	948 32%	144 37%	273 29%	311 32%	213 33%	288 35% a	584 31%	502 34% a	1092 32%
Aged 14	287 8%	251 9% c	23 9% c	6 4%	7 6%	287 8% c	249 8%	38 10%	76 8%	94 10%	53 8%	62 8%	170 9%	115 8%	287 8%
Aged 15	106 3%	91 3%	6 2%	7 5%	2 2%	106 3%	88 3%	18 5%	31 3%	22 2%	20 3%	32 4%	53 3%	53 4%	106 3%
Aged 16	508 15%	433 15%	36 14%	20 13%	19 18%	508 15%	440 15%	68 18%	130 14%	158 16%	108 17%	111 14%	288 15%	219 15%	508 15%
Aged 17	6 *%	5 *%	- -%	1 *%	* *%	6 *%	6 *%	- -%	2 *%	2 *%	* *%	1 *%	4 *%	2 *%	6 *%
Aged 18 or over	141 4%	128 4%	7 3%	4 3%	2 2%	141 4%	133 4%	8 2%	47 5%	43 4%	23 4%	26 3%	90 5%	49 3%	141 4%
Don't know	289 9%	243 8%	20 8%	17 11%	9 9%	289 9%	264 9%	25 6%	79 8%	75 8%	53 8%	82 10%	154 8%	135 9%	289 9%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
<b>SUMMARY</b>															
AWARE OF MINIMUM AGE REQUIREMENT	2841	2411	216	129	86	2841	2507	334	800	811	552	668	1611	1220	2841
	84%	84%	85%	84%	82%	84%	84%	87%	84%	84%	86%	82%	84%	84%	84%
AWARE AND GIVES THE CORRECT AGE (13)	1092	920	86	53	32	1092	948	144	273	311	213	288	584	502	1092
	32%	32%	34%	35%	31%	32%	32%	37%	29%	32%	33%	35%	31%	34%	32%
												a		a	
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	340	38	20	14	413	378	35	162	105	81	65	267	146	413
	12%	12%	15%	13%	14%	12%	13%	9%	17%	11%	13%	8%	14%	10%	12%
									bdfg				df		d
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	908	72	37	30	1048	916	131	286	320	205	232	606	437	1048
	31%	32%	28%	25%	29%	31%	31%	34%	30%	33%	32%	29%	32%	30%	31%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	1491	130	75	54	1750	1559	191	527	500	338	380	1027	718	1750
	52%	52%	51%	49%	51%	52%	52%	50%	56%	52%	53%	47%	54%	49%	52%
									df				d		
SAY THERE IS NO MINIMUM AGE REQUIREMENT	240	205	17	9	9	240	218	23	78	76	34	51	155	85	240
	7%	7%	7%	6%	9%	7%	7%	6%	8%	8%	5%	6%	8%	6%	7%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	301	256	21	14	10	301	273	29	69	79	57	93	148	150	301
	9%	9%	8%	9%	10%	9%	9%	7%	7%	8%	9%	11%	8%	10%	9%
												ae			

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Age under 10	70 2%	23 4%	44 2%	16 2%	34 2%	16 2%	23 5% bc	29 2%	15 1%
Aged 10	63 2%	11 2%	50 2%	16 2%	22 2%	22 3%	19 4% b	23 1%	21 2%
Aged 11	33 1%	1 *%	31 1%	6 1%	16 1%	7 1%	6 1%	18 1%	8 1%
Aged 12	247 7%	30 5%	208 8%	55 7%	102 7%	67 9%	47 9% c	147 8% c	51 5%
Aged 13	1092 32%	264 41% b	792 31%	278 33%	472 33%	248 32%	136 27%	593 34% a	354 33%
Aged 14	287 8%	46 7%	234 9%	59 7%	121 8%	85 11%	35 7%	154 9%	96 9%
Aged 15	106 3%	23 4%	80 3%	28 3%	42 3%	26 3%	21 4%	54 3%	29 3%
Aged 16	508 15%	99 15%	395 15%	124 15%	214 15%	118 15%	64 13%	286 16%	155 14%
Aged 17	6 *%	- -%	6 *%	* *%	3 *%	2 *%	1 *%	3 *%	1 *%
Aged 18 or over	141 4%	29 4%	110 4%	45 5%	64 4%	24 3%	25 5%	77 4%	40 4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Don't know	289	40	218	76	116	51	55	131	100
	9%	6%	8%	9%	8%	7%	11%	7%	9%
<b>SUMMARY</b>									
AWARE OF MINIMUM AGE REQUIREMENT	2841	565	2167	703	1206	664	434	1514	871
	84%	88%	83%	85%	84%	86%	85%	86%	81%
		b						c	
AWARE AND GIVES THE CORRECT AGE (13)	1092	264	792	278	472	248	136	593	354
	32%	41%	31%	33%	33%	32%	27%	34%	33%
		b						a	
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	64	333	93	174	111	96	217	96
	12%	10%	13%	11%	12%	14%	19%	12%	9%
							bc		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	197	824	257	444	255	147	573	322
	31%	31%	32%	31%	31%	33%	29%	32%	30%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	301	1375	426	734	417	298	921	518
	52%	47%	53%	51%	51%	54%	59%	52%	48%
							c		
SAY THERE IS NO MINIMUM AGE REQUIREMENT	240	40	185	54	104	60	48	124	65
	7%	6%	7%	6%	7%	8%	9%	7%	6%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 24**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	301	34	243	75	122	52	27	128	140
	9%	5%	9%	9%	8%	7%	5%	7%	13%
			a						ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 25**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
Age under 10	62 3%	11 10%	14 5%	23 3%	12 1%	2 *%	11 10%	49 3%	2 *%	37 3%	25 2%
		cde	de	e			bc				
Aged 10	56 2%	3 2%	6 2%	33 5%	14 2%	- -%	3 2%	53 3%	- -%	31 3%	25 2%
			e	de				c			
Aged 11	25 1%	2 2%	2 1%	11 2%	9 1%	- -%	2 2%	23 1%	- -%	11 1%	14 1%
Aged 12	179 8%	9 7%	17 7%	53 8%	81 9%	20 5%	9 7%	151 8%	20 5%	86 7%	93 8%
Aged 13	763 32%	27 24%	62 24%	190 28%	327 37%	157 37%	27 24%	579 32%	157 37%	342 28%	421 37%
				abc		bc					a
Aged 14	201 9%	9 8%	15 6%	43 6%	95 11%	38 9%	9 8%	154 8%	38 9%	107 9%	94 8%
				c							
Aged 15	81 3%	3 3%	9 3%	28 4%	24 3%	17 4%	3 3%	61 3%	17 4%	39 3%	42 4%
Aged 16	305 13%	14 12%	28 11%	85 12%	87 10%	92 22%	14 12%	199 11%	92 22%	167 14%	138 12%
						bcd			b		
Aged 17	4 *%	* *%	* *%	* *%	2 *%	2 1%	* *%	2 *%	2 1%	2 *%	3 *%
Aged 18 or over	81 3%	8 7%	13 5%	33 5%	20 2%	7 2%	8 7%	66 4%	7 2%	47 4%	34 3%
		e					c				
Don't know	192 8%	11 9%	32 12%	70 10%	58 7%	22 5%	11 9%	160 9%	22 5%	114 9%	78 7%
			e	e							

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 25**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
<b>SUMMARY</b>											
AWARE OF MINIMUM AGE REQUIREMENT	1950 83%	96 84%	199 77%	568 83%	731 83%	356 83%	96 84%	1497 82%	356 83%	983 81%	966 85%
AWARE AND GIVES THE CORRECT AGE (13)	763 32%	27 24%	62 24%	190 28%	327 37%	157 37%	27 24%	579 32%	157 37%	342 28%	421 37%
					abc	bc					a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323 14%	24 21%	39 15%	121 18%	117 13%	22 5%	24 21%	276 15%	22 5%	166 14%	157 14%
		e	e	e	e		c	c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672 28%	34 29%	66 26%	188 27%	228 26%	156 37%	34 29%	482 26%	156 37%	362 30%	311 27%
						bcd			b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187 50%	69 60%	136 53%	379 55%	403 46%	200 47%	69 60%	918 50%	200 47%	641 53%	545 48%
		d		d							
SAY THERE IS NO MINIMUM AGE REQUIREMENT	196 8%	13 11%	36 14%	57 8%	60 7%	29 7%	13 11%	154 8%	29 7%	115 9%	80 7%
			de								
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	216 9%	5 5%	24 9%	59 9%	87 10%	41 10%	5 5%	170 9%	41 10%	122 10%	94 8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 25**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	~b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Age under 10	62 3%	7 10%	** **	8 6%	6 5%	13 4%	11 3%	9 2%	3 1%	1 1%	1 *%	6 8%	41 5%	16 1%
		ghij		hj	h							c	c	
Aged 10	56 2%	1 2%	** **	3 2%	3 2%	18 5%	15 4%	9 2%	5 1%	- -%	- -%	* *%	36 4%	19 1%
						hij	ij						c	
Aged 11	25 1%	2 3%	** **	2 1%	* *%	2 1%	10 3%	5 1%	4 1%	- -%	- -%	1 1%	11 1%	13 1%
Aged 12	179 8%	7 10%	** **	6 4%	11 9%	26 8%	26 8%	39 9%	42 10%	8 4%	12 6%	5 8%	63 7%	110 8%
Aged 13	763 32%	15 22%	** **	28 20%	34 29%	92 27%	98 28%	132 29%	196 46%	75 34%	81 39%	18 26%	215 25%	515 37%
									acdefg	c	c			b
Aged 14	201 9%	5 7%	** **	10 7%	5 4%	22 7%	21 6%	50 11%	45 11%	20 9%	18 9%	7 10%	51 6%	138 10%
														b
Aged 15	81 3%	2 3%	** **	4 3%	5 4%	11 3%	17 5%	15 3%	10 2%	8 4%	9 4%	3 4%	28 3%	47 3%
Aged 16	305 13%	6 8%	** **	14 10%	14 12%	44 13%	41 12%	52 12%	34 8%	51 23%	41 20%	8 12%	103 12%	184 13%
										acefgh	h			
Aged 17	4 *%	- -%	** **	- -%	* *%	- -%	* *%	2 *%	- -%	- -%	2 1%	- -%	1 *%	4 *%
Aged 18 or over	81 3%	7 10%	** **	4 3%	9 7%	22 6%	11 3%	11 2%	10 2%	4 2%	3 2%	5 8%	42 5%	32 2%
		ghij										c	c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 25**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	~b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Don't know	192	7	**	21	11	40	29	37	21	9	13	6	98	87
	8%	10%	**	15%	9%	12%	9%	8%	5%	4%	6%	9%	11%	6%
				hi		hi							c	
<b>SUMMARY</b>														
AWARE OF MINIMUM AGE REQUIREMENT	1950	58	**	101	98	290	279	359	372	176	181	59	690	1166
	83%	83%	**	72%	83%	85%	81%	80%	87%	80%	87%	87%	81%	84%
						c			c		c			
AWARE AND GIVES THE CORRECT AGE (13)	763	15	**	28	34	92	98	132	196	75	81	18	215	515
	32%	22%	**	20%	29%	27%	28%	29%	46%	34%	39%	26%	25%	37%
									acdefg	c	c			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	17	**	19	20	59	62	62	55	10	12	12	150	159
	14%	24%	**	14%	17%	17%	18%	14%	13%	4%	6%	18%	18%	11%
		ij		i	ij	ij	ij	ij	i				c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	19	**	33	33	99	89	129	100	82	74	24	226	405
	28%	27%	**	23%	28%	29%	26%	29%	23%	38%	36%	35%	26%	29%
										cfh	h			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	43	**	73	64	198	181	227	176	101	99	41	475	651
	50%	62%	**	52%	54%	58%	53%	50%	41%	46%	48%	61%	56%	47%
		h				h	h						c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	196	8	**	26	10	27	30	35	25	19	11	7	93	91
	8%	12%	**	18%	8%	8%	9%	8%	6%	9%	5%	10%	11%	7%
				efghj									c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	~b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	216	3	**	14	10	23	35	57	30	24	17	2	73	136
	9%	5%	**	10%	9%	7%	10%	13%	7%	11%	8%	2%	9%	10%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
Age under 10	62 3%	51 3%	5 3%	4 4%	2 3%	62 3%	60 3%	3 1%	34 5% bf	9 1%	10 2%	9 2%	43 3%	19 2%	62 3%
Aged 10	56 2%	51 3%	3 2%	1 1%	1 1%	56 2%	55 3%	1 *% f	26 4% f	17 3%	7 2%	7 1%	43 3%	14 1%	56 2%
Aged 11	25 1%	22 1%	1 1%	1 1%	1 1%	25 1%	23 1%	2 1%	9 1%	9 1%	5 1%	2 *% abceg	18 1%	7 1%	25 1%
Aged 12	179 8%	146 7%	16 9%	10 9%	8 10%	179 8%	167 8%	13 5%	63 9%	54 8%	36 8%	27 5%	117 9%	63 6%	179 8%
Aged 13	763 32%	654 33%	56 33%	35 33%	18 25%	763 32%	675 32%	88 36%	217 30%	198 30%	125 29%	216 40%	416 30%	341 35%	763 32%
Aged 14	201 9%	177 9%	17 10%	4 4%	3 4%	201 9%	176 8%	25 10%	58 8%	68 10%	34 8%	39 7%	127 9%	73 7%	201 9%
Aged 15	81 3%	68 3%	5 3%	7 6%	1 2%	81 3%	65 3%	16 7%	20 3%	15 2%	17 4%	29 5%	36 3%	46 5%	81 3%
Aged 16	305 13%	257 13%	20 12%	13 13%	15 21%	305 13%	260 12%	45 18%	80 11%	93 14%	82 19%	48 9%	173 13%	131 13%	305 13%
Aged 17	4 *% adeg	3 *% adeg	- -% adeg	1 1% adeg	* *% adeg	4 *% adeg	4 *% adeg	- -% adeg	2 *% adeg	1 *% adeg	* *% adeg	1 *% adeg	3 *% adeg	2 *% adeg	4 *% adeg
Aged 18 or over	81 3%	73 4%	4 2%	2 2%	1 2%	81 3%	78 4%	3 1%	34 5%	19 3%	11 3%	17 3%	53 4%	28 3%	81 3%
Don't know	192 8%	161 8%	11 7%	12 11%	7 10%	192 8%	179 8%	13 5%	54 8%	50 8%	37 9%	51 9%	103 8%	88 9%	192 8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
<b>SUMMARY</b>															
AWARE OF MINIMUM AGE REQUIREMENT	1950 83%	1663 83%	138 82%	90 85%	58 78%	1950 83%	1742 82%	208 85%	599 83%	532 81%	365 83%	446 82%	1131 83%	810 83%	1950 83%
AWARE AND GIVES THE CORRECT AGE (13)	763 32%	654 33%	56 33%	35 33%	18 25%	763 32%	675 32%	88 36%	217 30%	198 30%	125 29%	216 40%	416 30%	341 35%	763 32%
												abceg			
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323 14%	270 13%	25 15%	16 15%	11 15%	323 14%	304 14%	18 7%	132 18%	89 14%	58 13%	45 8%	220 16%	102 10%	323 14%
									dfg				df		d
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672 28%	578 29%	46 27%	27 25%	21 29%	672 28%	583 28%	89 36%	196 27%	196 30%	144 33%	134 25%	392 29%	278 28%	672 28%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187 50%	1010 50%	82 49%	55 52%	40 53%	1187 50%	1066 50%	120 49%	381 53%	334 51%	239 55%	230 42%	715 52%	469 48%	1187 50%
									d		d		d		d
SAY THERE IS NO MINIMUM AGE REQUIREMENT	196 8%	166 8%	14 8%	7 7%	8 10%	196 8%	178 8%	17 7%	71 10%	64 10%	29 7%	32 6%	135 10%	61 6%	196 8%
													f		
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	216 9%	182 9%	17 10%	9 8%	8 11%	216 9%	195 9%	21 8%	48 7%	57 9%	43 10%	66 12%	105 8%	109 11%	216 9%
												a		a	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 25**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Age under 10	62 3%	23 5%	39 2%	16 3%	28 3%	16 3%	21 5% bc	25 2%	15 2%
Aged 10	56 2%	9 2%	45 3%	14 2%	20 2%	21 4%	18 5% b	21 2%	17 2%
Aged 11	25 1%	1 *%	23 1%	6 1%	11 1%	6 1%	5 1%	14 1%	7 1%
Aged 12	179 8%	23 5%	148 8%	39 7%	71 7%	50 9%	39 10% c	107 9% c	31 4%
Aged 13	763 32%	209 42% b	530 30%	197 34%	333 33%	170 31%	105 27%	415 35%	235 32%
Aged 14	201 9%	35 7%	159 9%	43 7%	86 8%	61 11%	27 7%	104 9%	69 9%
Aged 15	81 3%	19 4%	60 3%	21 4%	32 3%	19 3%	16 4%	38 3%	25 3%
Aged 16	305 13%	68 14%	232 13%	76 13%	131 13%	71 13%	42 11%	166 14%	97 13%
Aged 17	4 *%	- -%	4 *%	* *%	2 *%	2 *%	1 *%	2 *%	1 *%
Aged 18 or over	81 3%	19 4%	59 3%	28 5%	38 4%	13 2%	19 5%	37 3%	25 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Don't know	192	29	139	53	74	38	37	88	64
	8%	6%	8%	9%	7%	7%	9%	7%	9%
<b>SUMMARY</b>									
AWARE OF MINIMUM AGE REQUIREMENT	1950	436	1439	494	826	467	330	1017	585
	83%	87%	82%	84%	82%	85%	84%	85%	78%
								c	
AWARE AND GIVES THE CORRECT AGE (13)	763	209	530	197	333	170	105	415	235
	32%	42%	30%	34%	33%	31%	27%	35%	32%
		b							
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	56	255	76	131	93	83	167	69
	14%	11%	14%	13%	13%	17%	21%	14%	9%
							bc		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	142	515	169	289	166	105	347	217
	28%	28%	29%	29%	29%	30%	27%	29%	29%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	227	909	297	493	297	225	602	350
	50%	45%	52%	51%	49%	54%	58%	50%	47%
							c		
SAY THERE IS NO MINIMUM AGE REQUIREMENT	196	34	150	40	91	50	43	99	53
	8%	7%	9%	7%	9%	9%	11%	8%	7%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 25**

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	216	30	169	53	92	34	18	88	109
	9%	6%	10%	9%	9%	6%	5%	7%	15%
									ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 26**

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	1824	147	234	493	622	328	147	1349	328	902	922
Effective Weighted Sample	1418	89	167	396	485	300	89	1041	300	701	718
Total	1950	96	199	568	731	356	96	1497	356	983	966
Age under 10	62	11	14	23	12	2	11	49	2	37	25
	3%	12%	7%	4%	2%	1%	12%	3%	1%	4%	3%
		cde	de	e			bc				
Aged 10	56	3	6	33	14	-	3	53	-	31	25
	3%	3%	3%	6%	2%	-%	3%	4%	-%	3%	3%
			e	de				c			
Aged 11	25	2	2	11	9	-	2	23	-	11	14
	1%	2%	1%	2%	1%	-%	2%	2%	-%	1%	1%
Aged 12	179	9	17	53	81	20	9	151	20	86	93
	9%	9%	9%	9%	11%	6%	9%	10%	6%	9%	10%
				e							
Aged 13	763	27	62	190	327	157	27	579	157	342	421
	39%	29%	31%	33%	45%	44%	29%	39%	44%	35%	44%
				abc	abc				a		a
Aged 14	201	9	15	43	95	38	9	154	38	107	94
	10%	9%	8%	8%	13%	11%	9%	10%	11%	11%	10%
				c							
Aged 15	81	3	9	28	24	17	3	61	17	39	42
	4%	3%	5%	5%	3%	5%	3%	4%	5%	4%	4%
Aged 16	305	14	28	85	87	92	14	199	92	167	138
	16%	14%	14%	15%	12%	26%	14%	13%	26%	17%	14%
						bcd			b		
Aged 17	4	*	*	*	2	2	*	2	2	2	3
	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%
Aged 18 or over	81	8	13	33	20	7	8	66	7	47	34
	4%	8%	7%	6%	3%	2%	8%	4%	2%	5%	3%
		e					c				

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 26**

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	1824	147	234	493	622	328	147	1349	328	902	922
Effective Weighted Sample	1418	89	167	396	485	300	89	1041	300	701	718
Total	1950	96	199	568	731	356	96	1497	356	983	966
Don't know	192	11	32	70	58	22	11	160	22	114	78
	10%	11%	16%	12%	8%	6%	11%	11%	6%	12%	8%
			de	e							

**SUMMARY**

AWARE OF MINIMUM AGE REQUIREMENT	1950	96	199	568	731	356	96	1497	356	983	966
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	763	27	62	190	327	157	27	579	157	342	421
	39%	29%	31%	33%	45%	44%	29%	39%	44%	35%	44%
				abc	abc			a			a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	24	39	121	117	22	24	276	22	166	157
	17%	25%	20%	21%	16%	6%	25%	18%	6%	17%	16%
		e	e	e	e		c	c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	34	66	188	228	156	34	482	156	362	311
	34%	35%	33%	33%	31%	44%	35%	32%	44%	37%	32%
						cd		b			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	69	136	379	403	200	69	918	200	641	545
	61%	71%	69%	67%	55%	56%	71%	61%	56%	65%	56%
		de	de	de			c			b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 26**

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	c	d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1824	83	64	118	116	243	250	297	325	161	167	97	688	1004
Effective Weighted Sample	1418	51	38	86	80	194	202	233	252	146	154	59	516	820
Total	1950	58	38	101	98	290	279	359	372	176	181	59	690	1166
Age under 10	62	**	**	8	6	13	11	9	3	1	1	**	41	16
	3%	**	**	8%	6%	4%	4%	2%	1%	1%	*%	**	6%	1%
				hij	h								c	
Aged 10	56	**	**	3	3	18	15	9	5	-	-	**	36	19
	3%	**	**	3%	3%	6%	6%	3%	1%	-%	-%	**	5%	2%
						hij	ij						c	
Aged 11	25	**	**	2	*	2	10	5	4	-	-	**	11	13
	1%	**	**	2%	*%	1%	3%	2%	1%	-%	-%	**	2%	1%
Aged 12	179	**	**	6	11	26	26	39	42	8	12	**	63	110
	9%	**	**	6%	11%	9%	10%	11%	11%	5%	6%	**	9%	9%
Aged 13	763	**	**	28	34	92	98	132	196	75	81	**	215	515
	39%	**	**	28%	35%	32%	35%	37%	53%	43%	45%	**	31%	44%
									cdefg		c		b	
Aged 14	201	**	**	10	5	22	21	50	45	20	18	**	51	138
	10%	**	**	10%	5%	8%	7%	14%	12%	11%	10%	**	7%	12%
Aged 15	81	**	**	4	5	11	17	15	10	8	9	**	28	47
	4%	**	**	4%	5%	4%	6%	4%	3%	4%	5%	**	4%	4%
Aged 16	305	**	**	14	14	44	41	52	34	51	41	**	103	184
	16%	**	**	14%	14%	15%	15%	15%	9%	29%	23%	**	15%	16%
										cefg	h			
Aged 17	4	**	**	-	*	-	*	2	-	-	2	**	1	4
	*%	**	**	-%	*%	-%	*%	*%	-%	-%	1%	**	*%	*%
Aged 18 or over	81	**	**	4	9	22	11	11	10	4	3	**	42	32
	4%	**	**	4%	9%	8%	4%	3%	3%	2%	2%	**	6%	3%
													c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 26**

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	c	d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1824	83	64	118	116	243	250	297	325	161	167	97	688	1004
Effective Weighted Sample	1418	51	38	86	80	194	202	233	252	146	154	59	516	820
Total	1950	58	38	101	98	290	279	359	372	176	181	59	690	1166
Don't know	192	**	**	21	11	40	29	37	21	9	13	**	98	87
	10%	**	**	21%	11%	14%	11%	10%	6%	5%	7%	**	14%	7%
				hij		hi							c	
<b>SUMMARY</b>														
AWARE OF MINIMUM AGE REQUIREMENT	1950	**	**	101	98	290	279	359	372	176	181	**	690	1166
	100%	**	**	100%	100%	100%	100%	100%	100%	100%	100%	**	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	763	**	**	28	34	92	98	132	196	75	81	**	215	515
	39%	**	**	28%	35%	32%	35%	37%	53%	43%	45%	**	31%	44%
									cdefg		c			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	**	**	19	20	59	62	62	55	10	12	**	150	159
	17%	**	**	19%	20%	20%	22%	17%	15%	5%	7%	**	22%	14%
				ij	ij	ij	ij	ij	i				c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	**	**	33	33	99	89	129	100	82	74	**	226	405
	34%	**	**	32%	34%	34%	32%	36%	27%	47%	41%	**	33%	35%
										fh	h			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	**	**	73	64	198	181	227	176	101	99	**	475	651
	61%	**	**	72%	65%	68%	65%	63%	47%	57%	55%	**	69%	56%
				hj	h	h	h	h					c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1824	1214	221	224	165	1824	1668	156	673	384	402	360	1057	762	1824
Effective Weighted Sample	1418	1113	177	160	97	1418	1287	134	510	312	333	303	794	622	1418
Total	1950	1663	138	90	58	1950	1742	208	599	532	365	446	1131	810	1950
Age under 10	62 3%	51 3%	5 4%	4 4%	2 3%	62 3%	60 3%	3 1%	34 6% bf	9 2%	10 3%	9 2%	43 4%	19 2%	62 3%
Aged 10	56 3%	51 3%	3 2%	1 1%	1 2%	56 3%	55 3%	1 1%	26 4% f	17 3%	7 2%	7 1%	43 4%	14 2%	56 3%
Aged 11	25 1%	22 1%	1 1%	1 1%	1 1%	25 1%	23 1%	2 1%	9 2%	9 2%	5 1%	2 *	18 2%	7 1%	25 1%
Aged 12	179 9%	146 9%	16 11%	10 11%	8 13%	179 9%	167 10%	13 6%	63 10%	54 10%	36 10%	27 6%	117 10%	63 8%	179 9%
Aged 13	763 39%	654 39%	56 40%	35 39%	18 32%	763 39%	675 39%	88 42%	217 36%	198 37%	125 34%	216 48%	416 37%	341 42%	763 39%
Aged 14	201 10%	177 11%	17 12% c	4 4%	3 5%	201 10%	176 10%	25 12%	58 10%	68 13%	34 9%	39 9%	127 11%	73 9%	201 10%
Aged 15	81 4%	68 4%	5 4%	7 8%	1 2%	81 4%	65 4%	16 8%	20 3%	15 3%	17 5%	29 6%	36 3%	46 6%	81 4%
Aged 16	305 16%	257 15%	20 14%	13 15%	15 26% ae	305 16%	260 15%	45 22%	80 13%	93 17%	82 23%	48 11%	173 15%	131 16%	305 16%
Aged 17	4 *% adeg	3 *%	- -%	1 1%	* 1%	4 *%	4 *%	- -%	2 *%	1 *%	* *%	1 *%	3 *%	2 *%	4 *%
Aged 18 or over	81 4%	73 4%	4 3%	2 2%	1 2%	81 4%	78 4%	3 2%	34 6%	19 4%	11 3%	17 4%	53 5%	28 3%	81 4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1824	1214	221	224	165	1824	1668	156	673	384	402	360	1057	762	1824
Effective Weighted Sample	1418	1113	177	160	97	1418	1287	134	510	312	333	303	794	622	1418
Total	1950	1663	138	90	58	1950	1742	208	599	532	365	446	1131	810	1950
Don't know	192	161	11	12	7	192	179	13	54	50	37	51	103	88	192
	10%	10%	8%	13%	12%	10%	10%	6%	9%	9%	10%	11%	9%	11%	10%
<b>SUMMARY</b>															
AWARE OF MINIMUM AGE REQUIREMENT	1950	1663	138	90	58	1950	1742	208	599	532	365	446	1131	810	1950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	763	654	56	35	18	763	675	88	217	198	125	216	416	341	763
	39%	39%	40%	39%	32%	39%	39%	42%	36%	37%	34%	48%	37%	42%	39%
												abceg			
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	270	25	16	11	323	304	18	132	89	58	45	220	102	323
	17%	16%	18%	18%	19%	17%	17%	9%	22%	17%	16%	10%	19%	13%	17%
									dfg				df		d
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	578	46	27	21	672	583	89	196	196	144	134	392	278	672
	34%	35%	33%	30%	37%	34%	33%	43%	33%	37%	40%	30%	35%	34%	34%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	1010	82	55	40	1187	1066	120	381	334	239	230	715	469	1187
	61%	61%	60%	61%	68%	61%	61%	58%	64%	63%	66%	52%	63%	58%	61%
									d	d	d		d		d

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1824	399	1345	436	782	458	346	947	516
Effective Weighted Sample	1418	318	1043	346	608	351	256	739	413
Total	1950	436	1439	494	826	467	330	1017	585
Age under 10	62 3%	23 5%	39 3%	16 3%	28 3%	16 3%	21 6% b	25 2%	15 3%
Aged 10	56 3%	9 2%	45 3%	14 3%	20 2%	21 5%	18 6% b	21 2%	17 3%
Aged 11	25 1%	1 *%	23 2%	6 1%	11 1%	6 1%	5 1%	14 1%	7 1%
Aged 12	179 9%	23 5%	148 10% a	39 8%	71 9%	50 11%	39 12% c	107 11% c	31 5%
Aged 13	763 39%	209 48% b	530 37%	197 40%	333 40%	170 36%	105 32%	415 41% a	235 40%
Aged 14	201 10%	35 8%	159 11%	43 9%	86 10%	61 13%	27 8%	104 10%	69 12%
Aged 15	81 4%	19 4%	60 4%	21 4%	32 4%	19 4%	16 5%	38 4%	25 4%
Aged 16	305 16%	68 16%	232 16%	76 15%	131 16%	71 15%	42 13%	166 16%	97 16%
Aged 17	4 *%	- -%	4 *%	* *%	2 *%	2 *%	1 *%	2 *%	1 *%
Aged 18 or over	81 4%	19 4%	59 4%	28 6%	38 5%	13 3%	19 6%	37 4%	25 4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1824	399	1345	436	782	458	346	947	516
Effective Weighted Sample	1418	318	1043	346	608	351	256	739	413
Total	1950	436	1439	494	826	467	330	1017	585
Don't know	192	29	139	53	74	38	37	88	64
	10%	7%	10%	11%	9%	8%	11%	9%	11%
<b>SUMMARY</b>									
AWARE OF MINIMUM AGE REQUIREMENT	1950	436	1439	494	826	467	330	1017	585
	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	763	209	530	197	333	170	105	415	235
	39%	48%	37%	40%	40%	36%	32%	41%	40%
		b						a	
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	56	255	76	131	93	83	167	69
	17%	13%	18%	15%	16%	20%	25%	16%	12%
							bc		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	142	515	169	289	166	105	347	217
	34%	33%	36%	34%	35%	36%	32%	34%	37%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	227	909	297	493	297	225	602	350
	61%	52%	63%	60%	60%	64%	68%	59%	60%
			a				b		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 27**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Strongly disagree	985 29%	180 43%	254 38%	238 25%	181 20%	133 31%	180 43%	673 27%	133 31%	472 27%	513 31%
		cde	cd			d	bc				
Slightly disagree	643 19%	84 20%	123 18%	177 19%	177 19%	83 19%	84 20%	476 19%	83 19%	333 19%	310 19%
Neither agree nor disagree	502 15%	47 11%	83 12%	157 17%	157 17%	58 13%	47 11%	397 16%	58 13%	265 15%	237 14%
				a							
Slightly agree	854 25%	69 16%	127 19%	265 28%	294 32%	99 23%	69 16%	686 27%	99 23%	442 25%	412 25%
				ab	abe			a			
Strongly agree	360 11%	35 8%	74 11%	95 10%	102 11%	54 12%	35 8%	270 11%	54 12%	199 11%	161 10%
Don't know	39 1%	5 1%	11 2%	5 *	11 1%	7 2%	5 1%	27 1%	7 2%	24 1%	15 1%
<b>SUMMARY CODES</b>											
TOTAL DISAGREE	1628 48%	264 63%	377 56%	414 44%	358 39%	216 50%	264 63%	1149 45%	216 50%	806 46%	823 50%
		cde	cd			d	bc				
TOTAL AGREE	1214 36%	104 25%	200 30%	359 38%	397 43%	153 35%	104 25%	956 38%	153 35%	641 37%	573 35%
				ab	ab	a		a	a		
TOTAL NEITHER/ DON'T KNOW	541 16%	52 12%	94 14%	162 17%	168 18%	65 15%	52 12%	424 17%	65 15%	289 17%	252 15%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 27**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Strongly disagree	985 29%	82 38%	97 48%	118 34%	135 42%	117 25%	121 26%	93 20%	88 20%	62 28%	70 33%	120 45%	519 33%	325 22%
		efgh	cefg hij	efgh	efghi						gh	bc	c	
Slightly disagree	643 19%	36 16%	48 24%	68 20%	55 17%	84 18%	92 20%	102 21%	75 17%	43 19%	40 19%	50 19%	310 19%	272 19%
Neither agree nor disagree	502 15%	30 14%	17 8%	42 12%	40 12%	76 16%	81 18%	76 16%	81 18%	41 18%	17 8%	31 12%	226 14%	238 16%
						b	bj		bj	bj				
Slightly agree	854 25%	46 21%	23 11%	66 19%	61 19%	142 30%	122 27%	137 29%	157 35%	50 22%	49 24%	44 16%	359 22%	441 30%
		b				bcd	b	bcd	abcdij	b	b			ab
Strongly agree	360 11%	18 8%	17 8%	42 12%	31 10%	53 11%	42 9%	60 13%	43 10%	26 12%	28 13%	20 7%	169 11%	168 11%
Don't know	39 1%	4 2%	1 *	9 2%	3 1%	3 1%	2 *	7 1%	4 1%	2 1%	5 2%	4 1%	15 1%	19 1%
<b>SUMMARY CODES</b>														
TOTAL DISAGREE	1628 48%	118 54%	146 72%	187 54%	190 58%	201 42%	214 46%	195 41%	163 36%	106 47%	110 53%	170 63%	829 52%	597 41%
		efgh	acdefghij	efgh	efgh						h	bc	c	
TOTAL AGREE	1214 36%	65 30%	40 19%	108 31%	92 28%	195 41%	164 36%	197 42%	200 45%	76 34%	78 37%	64 24%	527 33%	609 42%
				b		abd	b	abd	abcd	b	b		a	ab
TOTAL NEITHER/ DON'T KNOW	541 16%	34 16%	18 9%	51 15%	43 13%	79 17%	83 18%	83 17%	85 19%	42 19%	22 11%	35 13%	241 15%	257 18%
							b	b	b	b				

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 27**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Strongly disagree	985 29%	833 29%	82 32%	44 29%	26 25%	985 29%	866 29%	119 31%	265 28%	301 31%	177 28%	239 29%	566 30%	417 29%	985 29%
Slightly disagree	643 19%	546 19%	47 19%	30 20%	20 19%	643 19%	559 19%	84 22%	188 20%	177 18%	142 22%	134 17%	365 19%	276 19%	643 19%
Neither agree nor disagree	502 15%	432 15%	30 12%	22 15%	17 16%	502 15%	449 15%	53 14%	125 13%	112 12%	97 15%	164 20%	237 12%	261 18%	502 15%
Slightly agree	854 25%	723 25%	65 26%	40 26%	26 25%	854 25%	755 25%	99 26%	227 24%	266 28%	149 23%	210 26%	493 26%	359 25%	854 25%
Strongly agree	360 11%	307 11%	25 10%	14 9%	14 13%	360 11%	329 11%	30 8%	138 15%	94 10%	67 10%	57 7%	232 12%	125 9%	360 11%
Don't know	39 1%	32 1%	4 2%	2 1%	1 1%	39 1%	39 1%	- -%	4 *%	17 2%	9 1%	8 1%	21 1%	17 1%	39 1%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	1628 48%	1379 48%	129 51%	74 48%	46 44%	1628 48%	1425 48%	203 53%	453 48%	478 49%	320 50%	374 46%	930 49%	693 48%	1628 48%
TOTAL AGREE	1214 36%	1029 36%	90 35%	54 36%	40 39%	1214 36%	1084 36%	130 34%	365 39%	359 37%	217 34%	267 33%	725 38%	484 33%	1214 36%
TOTAL NEITHER/ DON'T KNOW	541 16%	464 16%	35 14%	24 16%	18 17%	541 16%	488 16%	53 14%	129 14%	129 13%	107 17%	171 21%	258 14%	278 19%	541 16%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 27**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Strongly disagree	985 29%	165 26%	780 30%	229 27%	394 27%	235 30%	132 26%	518 29%	323 30%
Slightly disagree	643 19%	131 20%	490 19%	141 17%	271 19%	161 21%	87 17%	344 19%	208 19%
Neither agree nor disagree	502 15%	106 17%	362 14%	140 17%	206 14%	84 11%	69 14%	251 14%	175 16%
Slightly agree	854 25%	153 24%	672 26%	226 27%	394 28%	180 23%	118 23%	457 26%	277 26%
Strongly agree	360 11%	81 13%	262 10%	85 10%	151 11%	109 14%	100 20%	175 10%	82 8%
Don't know	39 1%	4 1%	30 1%	11 1%	17 1%	5 1%	2 *%	22 1%	13 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	1628 48%	296 46%	1270 49%	370 44%	664 46%	397 51%	219 43%	862 49%	530 49%
TOTAL AGREE	1214 36%	234 37%	934 36%	311 37%	545 38%	289 37%	218 43%	632 36%	358 33%
TOTAL NEITHER/ DON'T KNOW	541 16%	109 17%	392 15%	151 18%	222 16%	89 12%	71 14%	273 15%	188 17%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 28**

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

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

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2299	452	535	565	491	256	452	1591	256	1200	1099
Effective Weighted Sample	1716	278	402	453	378	232	278	1224	232	899	819
Total	2291	295	495	643	581	277	295	1719	277	1234	1057
Strongly disagree	642 28%	128 43%	176 36%	165 26%	97 17%	76 27%	128 43%	438 25%	76 27%	322 26%	320 30%
		cde	cd	d		d	bc				
Slightly disagree	427 19%	54 18%	94 19%	115 18%	109 19%	55 20%	54 18%	318 18%	55 20%	224 18%	203 19%
Neither agree nor disagree	366 16%	38 13%	65 13%	114 18%	108 19%	40 14%	38 13%	288 17%	40 14%	201 16%	165 16%
Slightly agree	564 25%	47 16%	93 19%	178 28%	182 31%	64 23%	47 16%	454 26%	64 23%	312 25%	252 24%
				ab	ab			a			
Strongly agree	262 11%	25 8%	57 12%	66 10%	76 13%	37 13%	25 8%	200 12%	37 13%	157 13%	106 10%
Don't know	30 1%	3 1%	9 2%	5 1%	8 1%	5 2%	3 1%	22 1%	5 2%	19 2%	11 1%
<b>SUMMARY CODES</b>											
TOTAL DISAGREE	1069 47%	182 62%	270 54%	280 44%	206 35%	131 47%	182 62%	755 44%	131 47%	546 44%	523 49%
		cde	cd			d	bc				
TOTAL AGREE	826 36%	72 24%	151 30%	244 38%	258 45%	101 36%	72 24%	654 38%	101 36%	469 38%	358 34%
				a	ab	a		a	a		
TOTAL NEITHER/ DON'T KNOW	396 17%	41 14%	74 15%	119 18%	117 20%	45 16%	41 14%	310 18%	45 16%	220 18%	176 17%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 28**

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

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

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	2299	223	229	280	255	286	279	276	215	135	121	318	1146	798
Effective Weighted Sample	1716	138	140	209	193	231	222	214	165	121	111	191	865	645
Total	2291	153	142	260	235	332	311	340	241	148	129	197	1132	928
Strongly disagree	642 28%	55 36%	72 51%	84 32%	92 39%	86 26%	78 25%	58 17%	39 16%	38 25%	38 30%	90 46%	356 31%	184 20%
		gh	cefg hij	gh	efgh						gh	bc	c	
Slightly disagree	427 19%	25 17%	29 21%	54 21%	40 17%	51 15%	64 21%	67 20%	42 17%	27 18%	28 22%	33 17%	211 19%	173 19%
Neither agree nor disagree	366 16%	25 16%	14 10%	37 14%	28 12%	52 16%	62 20%	57 17%	51 21%	29 20%	11 8%	25 13%	173 15%	162 17%
							bj		bj					
Slightly agree	564 25%	33 21%	14 10%	47 18%	47 20%	100 30%	78 25%	99 29%	84 35%	34 23%	30 23%	32 16%	255 23%	272 29%
		b				bc	b	bc	abcd	b	b			ab
Strongly agree	262 11%	13 9%	12 8%	33 12%	25 11%	40 12%	26 8%	52 15%	24 10%	19 13%	19 15%	14 7%	125 11%	123 13%
Don't know	30 1%	2 1%	1 1%	6 2%	3 1%	3 1%	2 1%	7 2%	1 1%	2 1%	3 3%	2 1%	12 1%	15 2%
<b>SUMMARY CODES</b>														
TOTAL DISAGREE	1069 47%	81 53%	102 72%	138 53%	132 56%	137 41%	143 46%	125 37%	80 33%	65 44%	66 51%	123 63%	567 50%	356 38%
		gh	acdefghij	gh	efgh						h	bc	c	
TOTAL AGREE	826 36%	46 30%	26 18%	79 30%	72 30%	140 42%	104 34%	151 44%	107 45%	52 35%	49 38%	46 23%	380 34%	395 43%
				b		b	b	abcd	abcd	b	b		a	ab
TOTAL NEITHER/ DON'T KNOW	396 17%	27 17%	15 10%	44 17%	31 13%	55 17%	64 20%	64 19%	53 22%	31 21%	14 11%	27 14%	185 16%	177 19%
							b		b					

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 28**

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

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

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	Total	NATION					AREA		SOCIAL GRADE						ALL UK	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f		
Significance Level: 99%																
Unweighted total	2299	1460	304	303	232	2299	2095	204	814	507	509	461	1321	970	2299	
Effective Weighted Sample	1716	1335	234	208	137	1716	1551	167	583	395	410	375	947	769	1716	
Total	2291	1952	168	99	73	2291	2049	242	674	656	429	524	1329	953	2291	
Strongly disagree	642 28%	543 28%	54 32%	29 29%	16 22%	642 28%	566 28%	76 31%	174 26%	202 31%	109 25%	155 30%	375 28%	264 28%	642 28%	
Slightly disagree	427 19%	368 19%	30 18%	16 16%	14 19%	427 19%	377 18%	50 21%	139 21%	112 17%	91 21%	85 16%	251 19%	177 19%	427 19%	
Neither agree nor disagree	366 16%	321 16%	19 11%	16 16%	10 14%	366 16%	324 16%	42 17%	101 15%	88 13%	74 17%	100 19%	190 14%	175 18%	366 16%	
Slightly agree	564 25%	473 24%	42 25%	28 28%	21 29%	564 25%	507 25%	58 24%	153 23%	176 27%	94 22%	140 27%	329 25%	233 24%	564 25%	
Strongly agree	262 11%	224 11%	20 12%	8 9%	11 15%	262 11%	246 12%	16 7%	103 15% df	68 10%	54 12% d	36 7%	171 13% d	89 9%	262 11% d	
Don't know	30 1%	23 1%	4 2%	2 2%	1 1%	30 1%	30 1%	- -%	4 1%	10 2%	7 2%	8 1%	14 1%	15 2%	30 1%	
<b>SUMMARY CODES</b>																
TOTAL DISAGREE	1069 47%	911 47%	83 50%	45 45%	30 41%	1069 47%	943 46%	126 52%	312 46%	313 48%	201 47%	240 46%	626 47%	441 46%	1069 47%	
TOTAL AGREE	826 36%	697 36%	62 37%	36 37%	32 44%	826 36%	752 37%	74 31%	256 38%	244 37%	147 34%	176 34%	500 38%	323 34%	826 36%	
TOTAL NEITHER/ DON'T KNOW	396 17%	344 18%	23 14%	18 18%	11 15%	396 17%	354 17%	42 17%	105 16%	99 15%	82 19%	108 21%	204 15%	190 20%	396 17%	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 28**

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

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

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2299	373	1801	528	980	564	424	1181	675
Effective Weighted Sample	1716	289	1336	403	727	409	300	879	522
Total	2291	375	1803	554	960	528	373	1173	724
Strongly disagree	642 28%	92 24%	525 29%	145 26%	256 27%	150 28%	89 24%	339 29%	207 29%
Slightly disagree	427 19%	75 20%	335 19%	91 16%	167 17%	118 22%	68 18%	223 19%	134 18%
Neither agree nor disagree	366 16%	68 18%	269 15%	97 17%	150 16%	60 11%	55 15%	171 15%	135 19%
Slightly agree	564 25%	81 22%	459 25%	152 27%	260 27%	117 22%	80 21%	294 25%	188 26%
Strongly agree	262 11%	58 15%	193 11%	61 11%	116 12%	79 15%	80 21% bc	130 11%	51 7%
Don't know	30 1%	2 1%	23 1%	9 2%	11 1%	4 1%	2 1%	16 1%	10 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	1069 47%	167 44%	860 48%	236 43%	423 44%	268 51%	156 42%	562 48%	340 47%
TOTAL AGREE	826 36%	139 37%	652 36%	212 38%	376 39%	196 37%	159 43% c	424 36%	238 33%
TOTAL NEITHER/ DON'T KNOW	396 17%	70 19%	292 16%	106 19% c	162 17%	64 12%	57 15%	188 16%	145 20%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
Strongly disagree	450 19%	24 21%	36 14%	102 15%	159 18%	130 30% bcd	24 21%	297 16%	130 30% b	211 17%	239 21%
Slightly disagree	419 18%	18 16%	32 13%	122 18%	165 19%	81 19%	18 16%	320 18%	81 19%	216 18%	203 18%
Neither agree nor disagree	410 17%	21 18%	51 20%	130 19%	152 17%	57 13%	21 18%	333 18%	57 13%	216 18%	194 17%
Slightly agree	742 31%	31 27%	80 31%	239 35% e	292 33% e	99 23%	31 27%	611 34% c	99 23%	385 32%	356 31%
Strongly agree	315 13%	19 17%	55 21% cde	86 13%	102 12%	53 12%	19 17%	243 13%	53 12%	179 15%	136 12%
Don't know	25 1%	1 1%	4 2%	5 1%	8 1%	7 2%	1 1%	17 1%	7 2%	13 1%	12 1%
<b>SUMMARY CODES</b>											
TOTAL DISAGREE	869 37%	42 37%	68 26%	224 33%	324 37% b	211 49% bcd	42 37%	616 34%	211 49% b	427 35%	442 39%
TOTAL AGREE	1057 45%	50 44%	135 52% e	325 48% e	394 45% e	152 36%	50 44%	854 47% c	152 36%	565 46%	492 43%
TOTAL NEITHER/ DON'T KNOW	435 18%	22 19%	55 21%	135 20%	160 18%	64 15%	22 19%	350 19%	64 15%	229 19%	207 18%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	~b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Strongly disagree	450 19%	15 21%	** **	14 10%	22 19%	41 12%	61 18%	82 18%	77 18%	60 27%	70 33%	15 23%	130 15%	289 21%
										ce	cdefgh			b
Slightly disagree	419 18%	10 14%	** **	18 13%	14 12%	53 15%	70 20%	94 21%	71 17%	41 19%	40 19%	12 18%	144 17%	254 18%
Neither agree nor disagree	410 17%	10 14%	** **	28 20%	23 19%	63 18%	68 20%	75 17%	77 18%	41 19%	16 8%	11 16%	163 19%	230 17%
				j	j	j	j	j	j	j				
Slightly agree	742 31%	24 34%	** **	44 31%	36 30%	131 38%	109 32%	137 30%	155 36%	50 23%	49 24%	19 28%	275 32%	437 31%
						ij			ij					
Strongly agree	315 13%	11 15%	** **	33 24%	22 18%	51 15%	35 10%	60 13%	43 10%	25 11%	28 13%	10 15%	136 16%	167 12%
				fghi										
Don't know	25 1%	1 1%	** **	3 2%	2 1%	3 1%	2 1%	4 1%	4 1%	2 1%	5 2%	* **	7 1%	16 1%
<b>SUMMARY CODES</b>														
TOTAL DISAGREE	869 37%	25 35%	** **	32 23%	36 31%	94 27%	131 38%	176 39%	148 35%	101 46%	110 53%	27 41%	274 32%	543 39%
							c	ce		ce	cdefgh			b
TOTAL AGREE	1057 45%	34 49%	** **	77 55%	57 49%	181 53%	144 42%	196 44%	198 46%	75 34%	78 37%	29 43%	411 48%	604 43%
				ij		ij								
TOTAL NEITHER/ DON'T KNOW	435 18%	11 15%	** **	31 22%	24 21%	65 19%	70 20%	79 18%	81 19%	42 19%	21 10%	11 16%	170 20%	247 18%
				j			j							

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	
Significance Level: 99%															
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
Strongly disagree	450 19%	385 19%	31 18%	21 20%	13 17%	450 19%	403 19%	47 19%	149 21%	130 20%	66 15%	105 19%	279 20%	171 17%	450 19%
Slightly disagree	419 18%	354 18%	32 19%	19 18%	14 19%	419 18%	369 17%	50 20%	123 17%	112 17%	94 22%	87 16%	235 17%	182 19%	419 18%
Neither agree nor disagree	410 17%	355 18%	26 15%	16 15%	13 18%	410 17%	369 17%	42 17%	106 15%	85 13%	82 19%	134 25%	191 14%	216 22%	410 17%
Slightly agree	742 31%	629 31%	55 32%	35 33%	23 31%	742 31%	659 31%	82 33%	209 29%	232 36%	131 30%	168 31%	441 32%	299 31%	742 31%
Strongly agree	315 13%	270 13%	21 12%	13 13%	11 14%	315 13%	290 14%	25 10%	128 18%	84 13%	56 13%	45 8%	212 15%	101 10%	315 13%
Don't know	25 1%	18 1%	4 2%	2 2%	1 1%	25 1%	25 1%	- -%	2 *%	10 2%	8 2%	4 1%	13 1%	11 1%	25 1%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	869 37%	739 37%	64 38%	40 38%	27 36%	869 37%	772 37%	97 39%	272 38%	242 37%	160 37%	193 35%	514 38%	353 36%	869 37%
TOTAL AGREE	1057 45%	899 45%	76 45%	48 45%	33 45%	1057 45%	949 45%	107 44%	337 47%	316 48%	187 43%	213 39%	654 48%	400 41%	1057 45%
TOTAL NEITHER/ DON'T KNOW	435 18%	373 19%	30 18%	18 17%	14 19%	435 18%	394 19%	42 17%	108 15%	95 15%	89 20%	138 25%	203 15%	227 23%	435 18%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Strongly disagree	450 19%	95 19%	337 19%	106 18%	169 17%	116 21%	82 21%	220 18%	142 19%
Slightly disagree	419 18%	92 18%	313 18%	96 16%	176 17%	102 18%	58 15%	220 18%	140 19%
Neither agree nor disagree	410 17%	97 20%	286 16%	112 19%	176 17%	70 13%	57 15%	202 17%	146 20%
Slightly agree	742 31%	139 28%	576 33%	195 33%	343 34%	161 29%	102 26%	394 33%	243 33%
Strongly agree	315 13%	73 15%	228 13%	68 12%	136 14%	100 18% a	91 23% bc	156 13%	66 9%
Don't know	25 1%	3 1%	19 1%	10 2%	9 1%	3 *%	2 1%	12 1%	9 1%
<b>SUMMARY CODES</b>									
TOTAL DISAGREE	869 37%	187 37%	650 37%	202 34%	344 34%	217 39%	140 36%	440 37%	282 38%
TOTAL AGREE	1057 45%	212 43%	804 46%	263 45%	479 47%	262 47%	192 49%	549 46%	309 41%
TOTAL NEITHER/ DON'T KNOW	435 18%	100 20%	305 17%	122 21% c	186 18%	72 13%	59 15%	214 18%	156 21%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube/ YouTube Kids	2986	368	619	841	796	362	368	2256	362	1560	1426
	88%	88%	92%	90%	86%	83%	88%	89%	83%	90%	87%
			de	e				c		b	
WhatsApp	1936	98	247	488	740	362	98	1475	362	966	970
	57%	23%	37%	52%	80%	83%	23%	58%	83%	56%	59%
			a	ab	abc	abc		a	ab		
TikTok	1816	95	202	466	712	341	95	1380	341	899	917
	54%	23%	30%	50%	77%	79%	23%	55%	79%	52%	56%
			ab	abc	abc			a	ab		
Snapchat	1543	72	151	342	637	341	72	1129	341	736	807
	46%	17%	23%	37%	69%	79%	17%	45%	79%	42%	49%
			ab	abc	abcd			a	ab		a
Instagram (inc. Instagram Direct)	1341	71	148	233	543	346	71	923	346	642	699
	40%	17%	22%	25%	59%	80%	17%	37%	80%	37%	42%
			a	abc	abcd			a	ab		a
Facebook (inc. Messenger)	1223	83	160	266	448	267	83	873	267	632	592
	36%	20%	24%	28%	49%	62%	20%	35%	62%	36%	36%
			a	abc	abcd			a	ab		
FaceTime	883	76	151	238	261	156	76	651	156	404	479
	26%	18%	23%	25%	28%	36%	18%	26%	36%	23%	29%
			a	a	abc			a	ab		a
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	17	49	128	261	135	17	438	135	264	326
	17%	4%	7%	14%	28%	31%	4%	17%	31%	15%	20%
			ab	abc	abc			a	ab		a
Pinterest	389	17	46	68	161	97	17	275	97	141	248
	12%	4%	7%	7%	17%	22%	4%	11%	22%	8%	15%
				abc	abc			a	ab		a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Discord	307 9%	6 1%	28 4%	56 6%	134 15%	83 19%	6 1%	218 9%	83 19%	218 13%	89 5%
				a	abc	abc		a	ab	b	
Twitch	280 8%	12 3%	32 5%	50 5%	118 13%	68 16%	12 3%	200 8%	68 16%	175 10%	104 6%
					abc	abc		a	ab	b	
Microsoft Teams	273 8%	8 2%	38 6%	51 5%	104 11%	73 17%	8 2%	192 8%	73 17%	143 8%	130 8%
			a	a	abc	abc		a	ab		
Zoom	228 7%	9 2%	40 6%	47 5%	76 8%	56 13%	9 2%	162 6%	56 13%	109 6%	119 7%
			a		a	abc		a	ab		
X/ Twitter	203 6%	2 **%	10 2%	27 3%	90 10%	74 17%	2 **%	127 5%	74 17%	114 7%	89 5%
				a	abc	abcd		a	ab		
Skype	177 5%	10 2%	35 5%	48 5%	55 6%	30 7%	10 2%	137 5%	30 7%	93 5%	84 5%
					a	a		a	a		
BeReal	150 4%	1 **%	8 1%	14 1%	70 8%	56 13%	1 **%	92 4%	56 13%	41 2%	109 7%
					abc	abcd		a	ab		a
Reddit	139 4%	5 1%	21 3%	12 1%	63 7%	38 9%	5 1%	96 4%	38 9%	85 5%	55 3%
					abc	abc		a	ab		
Telegram	128 4%	5 1%	25 4%	26 3%	40 4%	31 7%	5 1%	92 4%	31 7%	80 5%	48 3%
					a	ac		a	ab		
Vimeo	93 3%	9 2%	20 3%	18 2%	28 3%	18 4%	9 2%	66 3%	18 4%	49 3%	45 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
GoNoodle	71 2%	10 2%	21 3%	16 2%	18 2%	7 2%	10 2%	55 2%	7 2%	43 2%	28 2%
Wink	69 2%	6 1%	15 2%	20 2%	18 2%	11 3%	6 1%	52 2%	11 3%	41 2%	28 2%
Tumblr	69 2%	1 *%	9 1%	16 2%	22 2%	20 5%	1 *%	47 2%	20 5%	34 2%	35 2%
YuBo	65 2%	6 1%	11 2%	14 2%	23 3%	10 2%	6 1%	49 2%	10 2%	36 2%	29 2%
Dailymotion	64 2%	8 2%	10 1%	6 1%	24 3%	16 4%	8 2%	41 2%	16 4%	37 2%	27 2%
Viber	61 2%	4 1%	14 2%	15 2%	15 2%	14 3%	4 1%	43 2%	14 3%	25 1%	36 2%
Kik	51 2%	6 1%	10 2%	9 1%	13 1%	12 3%	6 1%	33 1%	12 3%	27 2%	24 1%
GROM social	51 2%	8 2%	10 1%	11 1%	18 2%	4 1%	8 2%	39 2%	4 1%	31 2%	20 1%
Signal	50 1%	1 *%	10 1%	12 1%	18 2%	9 2%	1 *%	40 2%	9 2%	25 1%	26 2%
HiPal	45 1%	2 *%	8 1%	16 2%	13 1%	7 2%	2 *%	36 1%	7 2%	27 2%	18 1%
Fruitlab	44 1%	4 1%	12 2%	7 1%	15 2%	5 1%	4 1%	34 1%	5 1%	22 1%	21 1%
Triller	39 1%	6 1%	10 1%	7 1%	9 1%	6 1%	6 1%	26 1%	6 1%	20 1%	18 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Imgur	37 1%	1 *%	10 2%	6 1%	14 2%	5 1%	1 *%	30 1%	5 1%	17 1%	20 1%
YouNow	33 1%	4 1%	9 1%	7 1%	11 1%	3 1%	4 1%	26 1%	3 1%	16 1%	17 1%
Amino	32 1%	4 1%	7 1%	6 1%	8 1%	7 2%	4 1%	22 1%	7 2%	19 1%	14 1%
Whisper	29 1%	* *%	8 1%	2 *%	12 1%	6 1%	* *%	22 1%	6 1%	18 1%	11 1%
Momio	26 1%	1 *%	8 1%	2 *%	10 1%	6 1%	1 *%	20 1%	6 1%	12 1%	14 1%
NONE OF THESE	79 2%	26 6%	26 4%	22 2%	4 *%	1 *%	26 6%	52 2%	1 *%	37 2%	42 3%
		cde	de	de			bc				

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
YouTube/ YouTube Kids	2986	190	178	323	296	431	410	426	370	190	171	233	1448	1263
	88%	88%	88%	93%	91%	91%	89%	90%	83%	85%	82%	86%	91%	86%
				hij	hj	hj		j					c	
WhatsApp	1936	50	48	132	115	235	253	364	376	185	177	67	654	1180
	57%	23%	24%	38%	35%	49%	55%	77%	84%	83%	84%	25%	41%	81%
				ab	ab	abcd	abcd	abcdef	abcdef	abcdef	abcdef		a	ab
TikTok	1816	53	42	107	96	232	234	345	367	163	178	56	618	1109
	54%	24%	21%	31%	29%	49%	51%	73%	82%	73%	85%	21%	39%	76%
						abcd	abcd	abcdef	abcdefg	abcdef	abcdefgi		a	ab
Snapchat	1543	40	32	80	72	164	178	288	349	165	176	44	429	1037
	46%	19%	16%	23%	22%	34%	39%	61%	78%	74%	84%	16%	27%	71%
						abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg		a	ab
Instagram (inc. Instagram Direct)	1341	44	28	84	63	106	127	243	300	165	181	44	352	919
	40%	20%	14%	24%	19%	22%	27%	51%	67%	74%	86%	16%	22%	63%
				b			b	abcdef	abcdefg	abcdefg	abcdefghi			ab
Facebook (inc. Messenger)	1223	44	39	88	72	139	126	224	224	137	130	58	405	728
	36%	20%	19%	25%	22%	29%	27%	47%	50%	61%	62%	21%	25%	50%
						b		abcdef	abcdef	abcdefg	abcdefg			ab
FaceTime	883	38	38	77	75	108	131	118	143	64	93	52	363	454
	26%	18%	19%	22%	23%	23%	28%	25%	32%	28%	44%	19%	23%	31%
							a		abc		abcdefghi			ab
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	7	9	29	20	48	80	120	141	61	75	12	158	407
	17%	3%	5%	8%	6%	10%	17%	25%	32%	27%	35%	4%	10%	28%
						a	abcde	abcde	abcdef	abcdef	abcdef		a	ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Pinterest	389	9	7	25	20	27	41	53	108	27	71	13	104	267
	12%	4%	4%	7%	6%	6%	9%	11%	24%	12%	34%	5%	7%	18%
								ab	abcdefgi	ab	abcdefgi			ab
Discord	307	3	3	24	4	46	10	90	44	55	28	5	75	222
	9%	1%	2%	7%	1%	10%	2%	19%	10%	24%	13%	2%	5%	15%
				abdf		abdf		abcdefh	abdf	abcdefhj	abdf			ab
Twitch	280	7	4	22	10	34	16	71	47	41	27	7	78	191
	8%	3%	2%	6%	3%	7%	4%	15%	10%	18%	13%	3%	5%	13%
								abcdef	abdf	abcdef	abdf			ab
Microsoft Teams	273	7	*	24	14	29	22	47	56	35	37	5	74	192
	8%	3%	*%	7%	4%	6%	5%	10%	13%	16%	18%	2%	5%	13%
				b	b	b	b	ab	abdef	abcdef	abcdef			ab
Zoom	228	4	5	24	16	17	30	37	39	27	30	3	83	137
	7%	2%	2%	7%	5%	4%	6%	8%	9%	12%	14%	1%	5%	9%
								ab	abe	abde	abcdef		a	ab
X/ Twitter	203	1	*	4	7	17	10	49	41	42	32	1	33	159
	6%	1%	*%	1%	2%	4%	2%	10%	9%	19%	15%	1%	2%	11%
						b		abcdef	abcdef	abcdefgh	abcdef			ab
Skype	177	7	3	20	15	18	29	32	23	16	14	5	79	91
	5%	3%	1%	6%	5%	4%	6%	7%	5%	7%	7%	2%	5%	6%
							b	b		b	b			a
BeReal	150	1	-	3	5	9	5	16	54	12	44	*	19	130
	4%	1%	-%	1%	1%	2%	1%	3%	12%	6%	21%	*%	1%	9%
								b	abcdefg	abcf	abcdefghi			ab
Reddit	139	3	2	16	5	5	7	37	26	24	15	2	34	102
	4%	2%	1%	5%	2%	1%	2%	8%	6%	11%	7%	1%	2%	7%
				e				abdef	bdef	abdef	abdef			ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Telegram	128 4%	3 1%	2 1%	18 5% b	7 2%	18 4%	8 2%	23 5%	17 4%	18 8% abdf	13 6% abf	3 1%	49 3%	75 5% a
Vimeo	93 3%	8 4%	1 *%	12 3%	9 3%	5 1%	12 3%	15 3%	13 3%	8 3%	10 5% be	5 2%	41 3%	46 3%
GoNoodle	71 2%	5 2%	4 2%	16 5%	5 2%	8 2%	7 2%	8 2%	10 2%	5 2%	1 1%	8 3%	36 2%	24 2%
Wink	69 2%	3 1%	3 1%	10 3%	5 1%	15 3%	6 1%	6 1%	11 2%	7 3%	4 2%	5 2%	33 2%	27 2%
Tumblr	69 2%	1 *%	- -%	4 1%	5 1%	11 2%	5 1%	10 2%	12 3%	8 3% b	13 6% abcdf	1 *%	25 2%	43 3%
YuBo	65 2%	1 1%	4 2%	6 2%	5 1%	10 2%	5 1%	15 3%	8 2%	4 2%	6 3%	4 2%	25 2%	34 2%
Dailymotion	64 2%	6 3%	2 1%	8 2%	2 1%	2 *%	4 1%	15 3% e	9 2%	5 2%	10 5% bdef	5 2%	18 1%	40 3% b
Viber	61 2%	1 *%	3 2%	7 2%	7 2%	4 1%	11 2%	7 2%	7 2%	6 3%	8 4% a	1 *%	28 2%	32 2%
Kik	51 2%	5 2%	2 1%	6 2%	5 1%	6 1%	3 1%	4 1%	9 2%	7 3%	5 2%	4 1%	21 1%	25 2%
GROM social	51 2%	5 2%	4 2%	7 2%	3 1%	9 2%	2 *%	8 2%	11 2%	2 1%	1 1%	7 3%	22 1%	22 1%
Signal	50 1%	1 1%	- -%	4 1%	5 2%	4 1%	8 2%	11 2%	7 2%	4 2%	5 2%	1 *%	20 1%	29 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
HiPal	45 1%	* *%	2 1%	7 2%	1 *%	12 2%	4 1%	5 1%	7 2%	3 1%	4 2%	2 1%	21 1%	20 1%
Fruitlab	44 1%	* *%	4 2%	8 2%	4 1%	5 1%	3 1%	6 1%	9 2%	3 1%	2 1%	4 1%	20 1%	20 1%
Triller	39 1%	2 1%	4 2%	7 2%	3 1%	3 1%	3 1%	4 1%	5 1%	3 1%	3 2%	4 2%	18 1%	16 1%
Imgur	37 1%	1 1%	* *%	3 1%	8 2%	4 1%	2 *%	6 1%	8 2%	3 1%	2 1%	1 1%	16 1%	19 1%
YouNow	33 1%	2 1%	2 1%	5 1%	4 1%	3 1%	3 1%	4 1%	7 2%	2 1%	1 1%	3 1%	17 1%	13 1%
Amino	32 1%	2 1%	2 1%	4 1%	3 1%	4 1%	2 *%	5 1%	4 1%	3 1%	3 2%	3 1%	15 1%	15 1%
Whisper	29 1%	* *%	* *%	5 2%	3 1%	2 *%	* *%	7 1%	6 1%	4 2%	2 1%	* *%	10 1%	16 1%
Momio	26 1%	* *%	* *%	5 2%	2 1%	2 *%	* *%	1 *%	8 2%	3 1%	3 1%	1 *%	10 1%	15 1%
NONE OF THESE	79 2%	12 6%	14 7%	10 3%	17 5%	13 3%	9 2%	2 1%	2 *%	- -%	1 *%	16 6%	57 4%	5 *%
		ghij	fghij		ghij							c	c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
YouTube/ YouTube Kids	2986	2542	222	134	88	2986	2656	330	855	841	554	724	1696	1278	2986
	88%	89%	88%	88%	84%	88%	89%	86%	90%	87%	86%	89%	89%	88%	88%
WhatsApp	1936	1649	140	86	60	1936	1732	204	585	542	360	443	1127	804	1936
	57%	57%	55%	57%	58%	57%	58%	53%	62% df	56%	56%	55%	59%	55%	57%
TikTok	1816	1540	134	85	57	1816	1633	183	530	485	359	435	1016	793	1816
	54%	54%	53%	56%	55%	54%	54%	48%	56%	50%	56%	54%	53%	55%	54%
Snapchat	1543	1301	121	71	50	1543	1397	146	461	424	305	351	885	656	1543
	46%	45%	48%	47%	48%	46%	47% b	38%	49%	44%	47%	43%	46%	45%	46%
Instagram (inc. Instagram Direct)	1341	1130	98	66	48	1341	1227	114	472	352	239	274	824	514	1341
	40%	39%	39%	43%	46%	40%	41% b	30%	50% bcdefg	36%	37%	34%	43% bdf	35%	40% d
Facebook (inc. Messenger)	1223	1022	95	61	45	1223	1109	114	416	285	242	279	701	521	1223
	36%	36%	37%	40%	43%	36%	37%	30%	44% bdefg	29%	38% b	34%	37% b	36% b	36% b
FaceTime	883	758	62	41	23	883	794	90	272	274	155	181	546	336	883
	26%	26%	24%	27%	22%	26%	26%	23%	29% df	28%	24%	22%	29% df	23%	26%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	504	45	25	16	590	533	57	172	153	115	148	325	263	590
	17%	18%	18%	17%	15%	17%	18%	15%	18%	16%	18%	18%	17%	18%	17%
Pinterest	389	339	25	14	11	389	356	33	154	95	55	83	249	137	389
	12%	12%	10%	9%	11%	12%	12%	9%	16% bcdfg	10%	8%	10%	13% cf	9%	12%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Discord	307	270	16	12	9	307	282	25	106	61	58	81	167	139	307
	9%	9%	6%	8%	9%	9%	9%	6%	11%	6%	9%	10%	9%	10%	9%
									b						
Twitch	280	240	19	11	9	280	262	18	109	62	55	51	171	106	280
	8%	8%	7%	7%	9%	8%	9%	5%	12%	6%	9%	6%	9%	7%	8%
									bdfg						
Microsoft Teams	273	228	23	18	3	273	250	23	86	82	49	54	168	103	273
	8%	8%	9%	12%	3%	8%	8%	6%	9%	9%	8%	7%	9%	7%	8%
			d	d											
Zoom	228	198	15	8	7	228	207	21	97	56	36	38	153	73	228
	7%	7%	6%	5%	6%	7%	7%	5%	10%	6%	6%	5%	8%	5%	7%
									bcdfg				df		
X/ Twitter	203	174	18	6	5	203	195	8	75	49	38	41	124	79	203
	6%	6%	7%	4%	5%	6%	7%	2%	8%	5%	6%	5%	6%	5%	6%
							b								
Skype	177	147	14	9	7	177	171	7	68	42	32	34	110	66	177
	5%	5%	5%	6%	7%	5%	6%	2%	7%	4%	5%	4%	6%	5%	5%
							b								
BeReal	150	124	14	7	6	150	130	20	50	41	33	25	91	59	150
	4%	4%	5%	4%	6%	4%	4%	5%	5%	4%	5%	3%	5%	4%	4%
Reddit	139	121	9	5	4	139	131	8	68	30	21	19	98	39	139
	4%	4%	4%	3%	4%	4%	4%	2%	7%	3%	3%	2%	5%	3%	4%
									bcdfg				df		
Telegram	128	112	6	4	6	128	121	6	68	29	16	15	97	31	128
	4%	4%	2%	3%	6%	4%	4%	2%	7%	3%	3%	2%	5%	2%	4%
									bcdfg				cdf		f
Vimeo	93	81	6	3	3	93	90	3	44	15	21	13	59	34	93
	3%	3%	2%	2%	3%	3%	3%	1%	5%	2%	3%	2%	3%	2%	3%
									bdfg						

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
GoNoodle	71 2%	60 2%	6 2%	3 2%	2 2%	71 2%	66 2%	5 1%	29 3%	16 2%	12 2%	12 1%	45 2%	24 2%	71 2%
Wink	69 2%	60 2%	4 2%	3 2%	2 2%	69 2%	67 2%	2 *%	39 4% bcdfg	15 2%	3 1%	12 1%	53 3% cf	15 1%	69 2%
Tumblr	69 2%	58 2%	7 3%	1 1%	3 2%	69 2%	68 2%	1 *%	36 4% dfg	14 1%	10 1%	10 1%	50 3%	19 1%	69 2%
YuBo	65 2%	52 2%	7 3%	2 1%	4 4%	65 2%	59 2%	6 2%	36 4% bfg	5 1%	11 2%	12 2%	41 2%	23 2%	65 2%
Dailymotion	64 2%	54 2%	5 2%	2 2%	2 2%	64 2%	63 2%	1 *%	29 3%	15 2%	12 2%	8 1%	44 2%	20 1%	64 2%
Viber	61 2%	53 2%	3 1%	2 1%	3 3%	61 2%	58 2%	3 1%	21 2%	15 2%	13 2%	12 1%	36 2%	25 2%	61 2%
Kik	51 2%	42 1%	5 2%	2 1%	2 2%	51 2%	47 2%	4 1%	26 3% f	10 1%	7 1%	8 1%	36 2%	15 1%	51 2%
GROM social	51 2%	43 2%	4 1%	2 1%	2 2%	51 2%	51 2%	- -%	25 3% f	10 1%	6 1%	10 1%	35 2%	16 1%	51 2%
Signal	50 1%	47 2%	- -%	* *% b	2 2%	50 1%	45 1%	5 1%	22 2% f	16 2%	5 1%	7 1%	38 2%	12 1%	50 1%
HiPal	45 1%	38 1%	5 2%	2 1%	1 1%	45 1%	43 1%	2 1%	13 1%	7 1%	13 2%	11 1%	20 1%	24 2%	45 1%
Fruitlab	44 1%	40 1%	1 1%	1 1%	2 2%	44 1%	40 1%	3 1%	21 2%	8 1%	11 2%	4 *%	29 1%	15 1%	44 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Triller	39 1%	35 1%	2 1%	1 *%	1 1%	39 1%	38 1%	1 *%	20 2% f	9 1%	6 1%	4 *%	29 1%	10 1%	39 1%
Imgur	37 1%	32 1%	3 1%	1 1%	1 1%	37 1%	37 1%	- -%	11 1%	8 1%	10 2%	8 1%	19 1%	18 1%	37 1%
YouNow	33 1%	25 1%	4 2%	1 1%	2 2%	33 1%	32 1%	1 *%	13 1%	9 1%	4 1%	7 1%	22 1%	11 1%	33 1%
Amino	32 1%	28 1%	2 1%	2 1%	1 1%	32 1%	31 1%	1 *%	16 2%	5 1%	5 1%	7 1%	21 1%	12 1%	32 1%
Whisper	29 1%	25 1%	3 1%	1 1%	* *%	29 1%	26 1%	3 1%	12 1%	4 *%	3 *%	10 1%	16 1%	13 1%	29 1%
Momio	26 1%	22 1%	2 1%	1 1%	* *%	26 1%	26 1%	* *%	6 1%	9 1%	5 1%	7 1%	15 1%	11 1%	26 1%
NONE OF THESE	79 2%	64 2%	9 3%	3 2%	4 3%	79 2%	62 2%	17 5%	15 2%	22 2%	23 4%	19 2%	37 2%	42 3%	79 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube/ YouTube Kids	2986	570	2299	749	1253	687	447	1569	946
	88%	89%	89%	90%	88%	89%	88%	89%	88%
WhatsApp	1936	383	1484	454	820	471	291	994	638
	57%	60%	57%	55%	57%	61%	57%	56%	59%
TikTok	1816	407	1330	461	778	416	317	917	570
	54%	64%	51%	55%	54%	54%	62%	52%	53%
		b					bc		
Snapchat	1543	345	1126	388	633	365	248	770	511
	46%	54%	43%	47%	44%	47%	49%	44%	47%
		b							
Instagram (inc. Instagram Direct)	1341	274	1002	307	585	349	257	673	401
	40%	43%	39%	37%	41%	45%	51%	38%	37%
						a	bc		
Facebook (inc. Messenger)	1223	274	886	304	541	281	223	615	375
	36%	43%	34%	37%	38%	36%	44%	35%	35%
		b					bc		
FaceTime	883	185	655	189	367	247	126	480	269
	26%	29%	25%	23%	26%	32%	25%	27%	25%
						ab			
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	147	421	139	250	147	89	316	178
	17%	23%	16%	17%	17%	19%	17%	18%	17%
		b							
Pinterest	389	91	282	80	171	100	104	178	98
	12%	14%	11%	10%	12%	13%	20%	10%	9%
							bc		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Discord	307 9%	78 12% b	217 8%	90 11%	128 9%	66 9%	74 14% bc	134 8%	94 9%
Twitch	280 8%	85 13% b	185 7%	69 8%	125 9%	71 9%	84 17% bc	127 7%	67 6%
Microsoft Teams	273 8%	76 12% b	189 7%	72 9%	115 8%	61 8%	56 11% b	121 7%	91 8%
Zoom	228 7%	56 9%	172 7%	48 6%	95 7%	67 9%	56 11% bc	107 6%	62 6%
X/ Twitter	203 6%	44 7%	152 6%	43 5%	91 6%	55 7%	62 12% bc	89 5%	50 5%
Skype	177 5%	36 6%	135 5%	29 3%	90 6%	46 6%	52 10% bc	79 4%	43 4%
BeReal	150 4%	32 5%	118 5%	31 4%	50 4%	56 7% ab	35 7% c	76 4%	36 3%
Reddit	139 4%	32 5%	101 4%	25 3%	69 5%	35 4%	46 9% bc	67 4%	25 2%
Telegram	128 4%	30 5%	96 4%	26 3%	51 4%	45 6%	52 10% bc	54 3%	21 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Vimeo	93 3%	25 4%	60 2%	12 1%	49 3%	27 3%	29 6% bc	46 3%	13 1%
GoNoodle	71 2%	18 3%	49 2%	14 2%	36 2%	18 2%	26 5% bc	30 2%	12 1%
Wink	69 2%	10 2%	56 2%	11 1%	36 3%	19 2%	21 4% b	28 2%	20 2%
Tumblr	69 2%	17 3%	51 2%	8 1%	29 2%	24 3%	23 5% bc	33 2%	12 1%
YuBo	65 2%	16 3%	45 2%	11 1%	32 2%	19 2%	26 5% bc	28 2%	10 1%
Dailymotion	64 2%	11 2%	47 2%	15 2%	26 2%	20 3%	27 5% bc	27 2%	11 1%
Viber	61 2%	8 1%	53 2%	16 2%	26 2%	14 2%	20 4% bc	29 2%	12 1%
Kik	51 2%	7 1%	39 2%	7 1%	27 2%	16 2%	16 3% c	25 1%	10 1%
GROM social	51 2%	11 2%	35 1%	10 1%	22 2%	17 2%	26 5% bc	15 1%	7 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Signal	50 1%	11 2%	37 1%	6 1%	26 2%	15 2%	16 3% c	25 1%	8 1%
HiPal	45 1%	8 1%	37 1%	8 1%	23 2%	15 2%	18 4% bc	16 1%	11 1%
Fruitlab	44 1%	9 1%	35 1%	5 1%	23 2%	15 2%	25 5% bc	14 1%	5 *%
Triller	39 1%	8 1%	31 1%	6 1%	16 1%	17 2%	20 4% bc	17 1%	2 *%
Imgur	37 1%	6 1%	26 1%	4 *%	24 2%	10 1%	18 4% bc	13 1%	4 *%
YouNow	33 1%	4 1%	28 1%	4 *%	21 1%	8 1%	11 2%	15 1%	7 1%
Amino	32 1%	6 1%	26 1%	3 *%	19 1%	8 1%	13 3% bc	12 1%	7 1%
Whisper	29 1%	4 1%	22 1%	5 1%	15 1%	5 1%	13 3% bc	11 1%	5 *%
Momio	26 1%	4 1%	20 1%	9 1%	10 1%	7 1%	12 2% bc	11 1%	3 *%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 30**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
NONE OF THESE	79 2%	7 1%	66 3%	16 2%	32 2%	15 2%	8 2%	49 3%	20 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube/ YouTube Kids	2986	368	619	841	796	362	368	2256	362	1560	1426
	88%	88%	92%	90%	86%	83%	88%	89%	83%	90%	87%
			de	e				c		b	
WhatsApp	1936	98	247	488	740	362	98	1475	362	966	970
	57%	23%	37%	52%	80%	83%	23%	58%	83%	56%	59%
			a	ab	abc	abc		a	ab		
TikTok	1816	95	202	466	712	341	95	1380	341	899	917
	54%	23%	30%	50%	77%	79%	23%	55%	79%	52%	56%
			ab	abc	abc	abc		a	ab		
Snapchat	1543	72	151	342	637	341	72	1129	341	736	807
	46%	17%	23%	37%	69%	79%	17%	45%	79%	42%	49%
			ab	abc	abcd	abcd		a	ab		a
Instagram (inc. Instagram Direct)	1341	71	148	233	543	346	71	923	346	642	699
	40%	17%	22%	25%	59%	80%	17%	37%	80%	37%	42%
			a	abc	abcd	abcd		a	ab		a
Facebook (inc. Messenger)	1223	83	160	266	448	267	83	873	267	632	592
	36%	20%	24%	28%	49%	62%	20%	35%	62%	36%	36%
			a	abc	abcd	abcd		a	ab		
Pinterest	389	17	46	68	161	97	17	275	97	141	248
	12%	4%	7%	7%	17%	22%	4%	11%	22%	8%	15%
					abc	abc		a	ab		a
Discord	307	6	28	56	134	83	6	218	83	218	89
	9%	1%	4%	6%	15%	19%	1%	9%	19%	13%	5%
			a	abc	abc	abc		a	ab	b	
Twitch	280	12	32	50	118	68	12	200	68	175	104
	8%	3%	5%	5%	13%	16%	3%	8%	16%	10%	6%
					abc	abc		a	ab	b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
X/ Twitter	203 6%	2 *%	10 2%	27 3% a	90 10% abc	74 17% abcd	2 *%	127 5% a	74 17% ab	114 7%	89 5%
BeReal	150 4%	1 *%	8 1%	14 1%	70 8% abc	56 13% abcd	1 *%	92 4% a	56 13% ab	41 2%	109 7% a
Reddit	139 4%	5 1%	21 3%	12 1%	63 7% abc	38 9% abc	5 1%	96 4% a	38 9% ab	85 5%	55 3%
Vimeo	93 3%	9 2%	20 3%	18 2%	28 3%	18 4%	9 2%	66 3%	18 4%	49 3%	45 3%
Wink	69 2%	6 1%	15 2%	20 2%	18 2%	11 3%	6 1%	52 2%	11 3%	41 2%	28 2%
Tumblr	69 2%	1 *%	9 1%	16 2%	22 2% a	20 5% abc	1 *%	47 2%	20 5% ab	34 2%	35 2%
YuBo	65 2%	6 1%	11 2%	14 2%	23 3%	10 2%	6 1%	49 2%	10 2%	36 2%	29 2%
Dailymotion	64 2%	8 2%	10 1%	6 1%	24 3% c	16 4% c	8 2%	41 2%	16 4%	37 2%	27 2%
Kik	51 2%	6 1%	10 2%	9 1%	13 1%	12 3%	6 1%	33 1%	12 3%	27 2%	24 1%
Signal	50 1%	1 *%	10 1%	12 1%	18 2%	9 2%	1 *%	40 2%	9 2%	25 1%	26 2%
Fruitlab	44 1%	4 1%	12 2%	7 1%	15 2%	5 1%	4 1%	34 1%	5 1%	22 1%	21 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Triller	39 1%	6 1%	10 1%	7 1%	9 1%	6 1%	6 1%	26 1%	6 1%	20 1%	18 1%
Imgur	37 1%	1 *%	10 2%	6 1%	14 2%	5 1%	1 *%	30 1%	5 1%	17 1%	20 1%
YouNow	33 1%	4 1%	9 1%	7 1%	11 1%	3 1%	4 1%	26 1%	3 1%	16 1%	17 1%
Whisper	29 1%	* *%	8 1%	2 *%	12 1%	6 1%	* *%	22 1%	6 1%	18 1%	11 1%
NONE OF THESE	86 3%	31 7%	27 4%	23 2%	4 *%	1 *%	31 7%	55 2%	1 *%	40 2%	47 3%
		cde	de	de			bc	c			
ANY META APPS OR SITES	2377 70%	150 36%	332 49%	601 64%	872 95%	422 97%	150 36%	1805 71%	422 97%	1217 70%	1161 70%
		a	a	ab	abc	abc	a	a	ab		
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 24)	3.8	2.1	2.7	3.2	5.1	5.9	2.1	3.8	5.9	3.8	3.9
		a	a	ab	abc	abcd	a	a	ab		
Standard deviation	2.69	1.89	2.37	2.19	2.51	2.70	1.89	2.58	2.70	2.66	2.73
Standard error	.05	.07	.09	.08	.09	.14	.07	.05	.14	.06	.07

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR												
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 99%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
YouTube/ YouTube Kids	2986	190	178	323	296	431	410	426	370	190	171	233	1448	1263										
	88%	88%	88%	93%	91%	91%	89%	90%	83%	85%	82%	86%	91%	86%										
				hij	hj	hj		j					c											
WhatsApp	1936	50	48	132	115	235	253	364	376	185	177	67	654	1180										
	57%	23%	24%	38%	35%	49%	55%	77%	84%	83%	84%	25%	41%	81%										
				ab	ab	abcd	abcd	abcdef	abcdef	abcdef	abcdef		a	ab										
TikTok	1816	53	42	107	96	232	234	345	367	163	178	56	618	1109										
	54%	24%	21%	31%	29%	49%	51%	73%	82%	73%	85%	21%	39%	76%										
				abcd	abcd	abcdef	abcdef	abcdefg	abcdefg	abcdef	abcdefgi		a	ab										
Snapchat	1543	40	32	80	72	164	178	288	349	165	176	44	429	1037										
	46%	19%	16%	23%	22%	34%	39%	61%	78%	74%	84%	16%	27%	71%										
				abcd	abcd	abcdef	abcdef	abcdefg	abcdefg	abcdefg	abcdefg		a	ab										
Instagram (inc. Instagram Direct)	1341	44	28	84	63	106	127	243	300	165	181	44	352	919										
	40%	20%	14%	24%	19%	22%	27%	51%	67%	74%	86%	16%	22%	63%										
				b			b	abcdef	abcdefg	abcdefg	abcdefghi			ab										
Facebook (inc. Messenger)	1223	44	39	88	72	139	126	224	224	137	130	58	405	728										
	36%	20%	19%	25%	22%	29%	27%	47%	50%	61%	62%	21%	25%	50%										
				b			b	abcdef	abcdef	abcdefg	abcdefg			ab										
Pinterest	389	9	7	25	20	27	41	53	108	27	71	13	104	267										
	12%	4%	4%	7%	6%	6%	9%	11%	24%	12%	34%	5%	7%	18%										
				ab			ab	abcdefgi	ab	abcdefgi			ab	ab										
Discord	307	3	3	24	4	46	10	90	44	55	28	5	75	222										
	9%	1%	2%	7%	1%	10%	2%	19%	10%	24%	13%	2%	5%	15%										
				abdf		abdf		abcdefh	abdf	abcdefhj	abdf			ab										
Twitch	280	7	4	22	10	34	16	71	47	41	27	7	78	191										
	8%	3%	2%	6%	3%	7%	4%	15%	10%	18%	13%	3%	5%	13%										
								abcdef	abdf	abcdef	abdf			ab										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR												
	Total	MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
			a	b	c	d	e	f	g	h	i	j	a	b	c									
Significance Level: 99%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
X/ Twitter	203 6%	1 1%	* *%	4 1%	7 2%	17 4%	10 2%	49 10%	41 9%	42 19%	32 15%	1 1%	33 2%	159 11%										
						b		abcdef	abcdef	abcdefgh	abcdef			ab										
BeReal	150 4%	1 1%	- -%	3 1%	5 1%	9 2%	5 1%	16 3%	54 12%	12 6%	44 21%	* *%	19 1%	130 9%										
								b	abcdefg	abcf	abcdefghi			ab										
Reddit	139 4%	3 2%	2 1%	16 5%	5 2%	5 1%	7 2%	37 8%	26 6%	24 11%	15 7%	2 1%	34 2%	102 7%										
				e				abdef	bdef	abdef	abdef			ab										
Vimeo	93 3%	8 4%	1 *%	12 3%	9 3%	5 1%	12 3%	15 3%	13 3%	8 3%	10 5%	5 2%	41 3%	46 3%										
											be													
Wink	69 2%	3 1%	3 1%	10 3%	5 1%	15 3%	6 1%	6 1%	11 2%	7 3%	4 2%	5 2%	33 2%	27 2%										
Tumblr	69 2%	1 *%	- -%	4 1%	5 1%	11 2%	5 1%	10 2%	12 3%	8 3%	13 6%	1 *%	25 2%	43 3%										
										b	abcdf													
YuBo	65 2%	1 1%	4 2%	6 2%	5 1%	10 2%	5 1%	15 3%	8 2%	4 2%	6 3%	4 2%	25 2%	34 2%										
Dailymotion	64 2%	6 3%	2 1%	8 2%	2 1%	2 *%	4 1%	15 3%	9 2%	5 2%	10 5%	5 2%	18 1%	40 3%										
								e			bdef			b										
Kik	51 2%	5 2%	2 1%	6 2%	5 1%	6 1%	3 1%	4 1%	9 2%	7 3%	5 2%	4 1%	21 1%	25 2%										
Signal	50 1%	1 1%	- -%	4 1%	5 2%	4 1%	8 2%	11 2%	7 2%	4 2%	5 2%	1 *%	20 1%	29 2%										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 31**

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

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR												
	Total	MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
			a	b	c	d	e	f	g	h	i	j	a	b	c									
Significance Level: 99%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Fruitlab	44 1%	* *%	4 2%	8 2%	4 1%	5 1%	3 1%	6 1%	9 2%	3 1%	2 1%	4 1%	20 1%	20 1%										
Triller	39 1%	2 1%	4 2%	7 2%	3 1%	3 1%	3 1%	4 1%	5 1%	3 1%	3 2%	4 2%	18 1%	16 1%										
Imgur	37 1%	1 1%	* *%	3 1%	8 2%	4 1%	2 *%	6 1%	8 2%	3 1%	2 1%	1 1%	16 1%	19 1%										
YouNow	33 1%	2 1%	2 1%	5 1%	4 1%	3 1%	3 1%	4 1%	7 2%	2 1%	1 1%	3 1%	17 1%	13 1%										
Whisper	29 1%	* *%	* *%	5 2%	3 1%	2 *%	* *%	7 1%	6 1%	4 2%	2 1%	* *%	10 1%	16 1%										
NONE OF THESE	86 3%	14 6%	17 8%	10 3%	17 5%	13 3%	11 2%	2 1%	2 *%	- -%	1 *%	21 8%	59 4%	5 *%										
		ghij	efghij		ghij							bc	c											
ANY META APPS OR SITES	2377 70%	80 37%	70 34%	178 51%	154 47%	299 63%	303 66%	443 93%	430 96%	218 98%	204 97%	99 37%	850 53%	1385 95%										
				ab	b	abcd	abcd	abcdef	abcdef	abcdef	abcdef		a	ab										
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Mean number of apps/ sites (out of 24)	3.8	2.2	2.0	2.8	2.5	3.2	3.2	4.9	5.4	5.6	6.2	2.1	2.8	5.2										
				ab	b	abd	abd	abcdef	abcdefg	abcdefg	abcdefgh		a	ab										
Standard deviation	2.69	2.08	1.65	2.51	2.20	2.27	2.10	2.41	2.58	2.70	2.68	1.90	2.29	2.56										
Standard error	.05	.12	.09	.13	.11	.11	.10	.12	.13	.19	.19	.09	.06	.07										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
YouTube/ YouTube Kids	2986	2542	222	134	88	2986	2656	330	855	841	554	724	1696	1278	2986
	88%	89%	88%	88%	84%	88%	89%	86%	90%	87%	86%	89%	89%	88%	88%
WhatsApp	1936	1649	140	86	60	1936	1732	204	585	542	360	443	1127	804	1936
	57%	57%	55%	57%	58%	57%	58%	53%	62%	56%	56%	55%	59%	55%	57%
									df						
TikTok	1816	1540	134	85	57	1816	1633	183	530	485	359	435	1016	793	1816
	54%	54%	53%	56%	55%	54%	54%	48%	56%	50%	56%	54%	53%	55%	54%
Snapchat	1543	1301	121	71	50	1543	1397	146	461	424	305	351	885	656	1543
	46%	45%	48%	47%	48%	46%	47%	38%	49%	44%	47%	43%	46%	45%	46%
							b								
Instagram (inc. Instagram Direct)	1341	1130	98	66	48	1341	1227	114	472	352	239	274	824	514	1341
	40%	39%	39%	43%	46%	40%	41%	30%	50%	36%	37%	34%	43%	35%	40%
							b		bcdefg				bdf		d
Facebook (inc. Messenger)	1223	1022	95	61	45	1223	1109	114	416	285	242	279	701	521	1223
	36%	36%	37%	40%	43%	36%	37%	30%	44%	29%	38%	34%	37%	36%	36%
									bdefg		b		b	b	b
Pinterest	389	339	25	14	11	389	356	33	154	95	55	83	249	137	389
	12%	12%	10%	9%	11%	12%	12%	9%	16%	10%	8%	10%	13%	9%	12%
									bcdfg				cf		
Discord	307	270	16	12	9	307	282	25	106	61	58	81	167	139	307
	9%	9%	6%	8%	9%	9%	9%	6%	11%	6%	9%	10%	9%	10%	9%
									b						
Twitch	280	240	19	11	9	280	262	18	109	62	55	51	171	106	280
	8%	8%	7%	7%	9%	8%	9%	5%	12%	6%	9%	6%	9%	7%	8%
									bdfg						

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 31**

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
X/ Twitter	203	174	18	6	5	203	195	8	75	49	38	41	124	79	203
	6%	6%	7%	4%	5%	6%	7%	2%	8%	5%	6%	5%	6%	5%	6%
							b								
BeReal	150	124	14	7	6	150	130	20	50	41	33	25	91	59	150
	4%	4%	5%	4%	6%	4%	4%	5%	5%	4%	5%	3%	5%	4%	4%
Reddit	139	121	9	5	4	139	131	8	68	30	21	19	98	39	139
	4%	4%	4%	3%	4%	4%	4%	2%	7%	3%	3%	2%	5%	3%	4%
									bcd				df		
Vimeo	93	81	6	3	3	93	90	3	44	15	21	13	59	34	93
	3%	3%	2%	2%	3%	3%	3%	1%	5%	2%	3%	2%	3%	2%	3%
									bdf						
Wink	69	60	4	3	2	69	67	2	39	15	3	12	53	15	69
	2%	2%	2%	2%	2%	2%	2%	1%	4%	2%	1%	1%	3%	1%	2%
									bcd				cf		
Tumblr	69	58	7	1	3	69	68	1	36	14	10	10	50	19	69
	2%	2%	3%	1%	2%	2%	2%	1%	4%	1%	1%	1%	3%	1%	2%
									df						
YuBo	65	52	7	2	4	65	59	6	36	5	11	12	41	23	65
	2%	2%	3%	1%	4%	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%
									bfg						
Dailymotion	64	54	5	2	2	64	63	1	29	15	12	8	44	20	64
	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	2%	1%	2%
Kik	51	42	5	2	2	51	47	4	26	10	7	8	36	15	51
	2%	1%	2%	1%	2%	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%
									f						
Signal	50	47	-	*	2	50	45	5	22	16	5	7	38	12	50
	1%	2%	-%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%
					b				f						

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Fruitlab	44 1%	40 1%	1 1%	1 1%	2 2%	44 1%	40 1%	3 1%	21 2%	8 1%	11 2%	4 *%	29 1%	15 1%	44 1%
Triller	39 1%	35 1%	2 1%	1 *%	1 1%	39 1%	38 1%	1 *%	20 2% f	9 1%	6 1%	4 *%	29 1%	10 1%	39 1%
Imgur	37 1%	32 1%	3 1%	1 1%	1 1%	37 1%	37 1%	- -%	11 1%	8 1%	10 2%	8 1%	19 1%	18 1%	37 1%
YouNow	33 1%	25 1%	4 2%	1 1%	2 2%	33 1%	32 1%	1 *%	13 1%	9 1%	4 1%	7 1%	22 1%	11 1%	33 1%
Whisper	29 1%	25 1%	3 1%	1 1%	* *%	29 1%	26 1%	3 1%	12 1%	4 *%	3 *%	10 1%	16 1%	13 1%	29 1%
NONE OF THESE	86 3%	69 2%	11 4%	3 2%	4 3%	86 3%	68 2%	19 5%	17 2%	26 3%	23 4%	21 3%	43 2%	44 3%	86 3%
ANY META APPS OR SITES	2377 70%	2019 70%	174 68%	107 70%	78 74%	2377 70%	2134 71%	243 63%	742 78%	643 67%	440 68%	545 67%	1386 72%	985 68%	2377 70%
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 24)	3.8	3.8	3.8	3.8	4.0	3.8	3.9	3.2	4.4	3.5	3.8	3.6	4.0	3.7	3.8
Standard deviation	2.69	2.71	2.70	2.32	2.82	2.69	2.74	2.19	2.98	2.38	2.62	2.67	2.73	2.65	2.69
Standard error	.05	.06	.13	.11	.16	.05	.05	.12	.09	.09	.10	.10	.06	.07	.05

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube/ YouTube Kids	2986 88%	570 89%	2299 89%	749 90%	1253 88%	687 89%	447 88%	1569 89%	946 88%
WhatsApp	1936 57%	383 60%	1484 57%	454 55%	820 57%	471 61%	291 57%	994 56%	638 59%
TikTok	1816 54%	407 64%	1330 51%	461 55%	778 54%	416 54%	317 62%	917 52%	570 53%
		b					bc		
Snapchat	1543 46%	345 54%	1126 43%	388 47%	633 44%	365 47%	248 49%	770 44%	511 47%
		b							
Instagram (inc. Instagram Direct)	1341 40%	274 43%	1002 39%	307 37%	585 41%	349 45%	257 51%	673 38%	401 37%
						a	bc		
Facebook (inc. Messenger)	1223 36%	274 43%	886 34%	304 37%	541 38%	281 36%	223 44%	615 35%	375 35%
		b					bc		
Pinterest	389 12%	91 14%	282 11%	80 10%	171 12%	100 13%	104 20%	178 10%	98 9%
							bc		
Discord	307 9%	78 12%	217 8%	90 11%	128 9%	66 9%	74 14%	134 8%	94 9%
		b					bc		
Twitch	280 8%	85 13%	185 7%	69 8%	125 9%	71 9%	84 17%	127 7%	67 6%
		b					bc		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
X/ Twitter	203 6%	44 7%	152 6%	43 5%	91 6%	55 7%	62 12% bc	89 5%	50 5%
BeReal	150 4%	32 5%	118 5%	31 4%	50 4%	56 7% ab	35 7% c	76 4%	36 3%
Reddit	139 4%	32 5%	101 4%	25 3%	69 5%	35 4%	46 9% bc	67 4%	25 2%
Vimeo	93 3%	25 4%	60 2%	12 1%	49 3%	27 3%	29 6% bc	46 3%	13 1%
Wink	69 2%	10 2%	56 2%	11 1%	36 3%	19 2%	21 4% b	28 2%	20 2%
Tumblr	69 2%	17 3%	51 2%	8 1%	29 2%	24 3%	23 5% bc	33 2%	12 1%
YuBo	65 2%	16 3%	45 2%	11 1%	32 2%	19 2%	26 5% bc	28 2%	10 1%
Dailymotion	64 2%	11 2%	47 2%	15 2%	26 2%	20 3%	27 5% bc	27 2%	11 1%
Kik	51 2%	7 1%	39 2%	7 1%	27 2%	16 2%	16 3% c	25 1%	10 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Signal	50 1%	11 2%	37 1%	6 1%	26 2%	15 2%	16 3%	25 1%	8 1%
Fruitlab	44 1%	9 1%	35 1%	5 1%	23 2%	15 2%	25 5%	14 1%	5 *%
Triller	39 1%	8 1%	31 1%	6 1%	16 1%	17 2%	20 4%	17 1%	2 *%
Imgur	37 1%	6 1%	26 1%	4 *%	24 2%	10 1%	18 4%	13 1%	4 *%
YouNow	33 1%	4 1%	28 1%	4 *%	21 1%	8 1%	11 2%	15 1%	7 1%
Whisper	29 1%	4 1%	22 1%	5 1%	15 1%	5 1%	13 3%	11 1%	5 *%
NONE OF THESE	86 3%	8 1%	71 3%	17 2%	35 2%	16 2%	9 2%	52 3%	22 2%
ANY META APPS OR SITES	2377 70%	486 76%	1792 69%	569 68%	1016 71%	565 73%	391 77%	1211 69%	758 70%
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 24)	3.8	4.3 b	3.7	3.7	3.9	4.1	4.8 bc	3.7	3.6
Standard deviation	2.69	2.63	2.70	2.40	2.74	2.98	3.66	2.54	2.28
Standard error	.05	.11	.05	.09	.07	.10	.15	.06	.07

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube/ YouTube Kids	1266 37%	162 39%	324 48%	310 33%	321 35%	148 34%	162 39%	956 38%	148 34%	714 41%	552 34%
			acde							b	
TikTok	1174 35%	28 7%	80 12%	272 29%	539 58%	255 59%	28 7%	890 35%	255 59%	560 32%	614 37%
			a	ab	abc	abc		a	ab		a
WhatsApp	1166 34%	21 5%	73 11%	276 30%	534 58%	262 60%	21 5%	883 35%	262 60%	585 34%	581 35%
			a	ab	abc	abc		a	ab		
Snapchat	1079 32%	16 4%	58 9%	202 22%	523 57%	280 65%	16 4%	783 31%	280 65%	494 28%	586 36%
			a	ab	abc	abc		a	ab		a
Instagram	926 27%	29 7%	62 9%	124 13%	415 45%	297 68%	29 7%	601 24%	297 68%	423 24%	503 31%
				a	abc	abcd		a	ab		a
Facebook	776 23%	26 6%	55 8%	134 14%	333 36%	226 52%	26 6%	523 21%	226 52%	397 23%	379 23%
				ab	abc	abcd		a	ab		
Pinterest	181 5%	1 *	8 1%	31 3%	88 10%	53 12%	1 *	127 5%	53 12%	55 3%	126 8%
				a	abc	abc		a	ab		a
Discord	164 5%	1 *	9 1%	21 2%	78 8%	54 12%	1 *	108 4%	54 12%	119 7%	44 3%
				a	abc	abc		a	ab	b	
X/ Twitter	120 4%	* **	2 **	9 1%	59 6%	49 11%	* **	71 3%	49 11%	69 4%	51 3%
					abc	abcd		a	ab		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Twitch	120 4%	5 1%	11 2%	17 2%	49 5%	37 8%	5 1%	78 3%	37 8%	85 5%	35 2%
					abc	abc			ab	b	
BeReal	113 3%	1 *%	4 1%	8 1%	56 6%	43 10%	1 *%	69 3%	43 10%	27 2%	86 5%
					abc	abc		a	ab		a
Reddit	65 2%	* *%	6 1%	3 *%	29 3%	26 6%	* *%	38 2%	26 6%	42 2%	22 1%
					abc	abc			ab		
Wink	34 1%	3 1%	5 1%	9 1%	9 1%	8 2%	3 1%	24 1%	8 2%	18 1%	16 1%
Tumblr	26 1%	- -%	5 1%	3 *%	10 1%	8 2%	- -%	18 1%	8 2%	9 1%	17 1%
						ac			a		
Vimeo	24 1%	1 *%	5 1%	3 *%	10 1%	5 1%	1 *%	18 1%	5 1%	10 1%	14 1%
YuBo	23 1%	3 1%	2 *%	5 1%	8 1%	5 1%	3 1%	15 1%	5 1%	10 1%	13 1%
Fruitlab	18 1%	* *%	4 1%	4 *%	5 1%	5 1%	* *%	12 *%	5 1%	9 *%	9 1%
Signal	17 *%	* *%	* *%	3 *%	8 1%	5 1%	* *%	12 *%	5 1%	6 *%	10 1%
Kik	17 *%	3 1%	3 *%	* *%	3 *%	8 2%	3 1%	6 *%	8 2%	8 *%	9 1%
						c			b		
Dailymotion	14 *%	- -%	2 *%	1 *%	5 1%	6 1%	- -%	8 *%	6 1%	6 *%	9 1%
						ac			ab		

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 24)	2.2	.7	1.1	1.5	3.4	4.1	.7	2.1	4.1	2.1	2.2
Standard deviation	2.24	1.04	1.41	1.55	2.25	2.73	1.04	2.06	2.73	2.12	2.36
Standard error	.04	.04	.05	.05	.08	.14	.04	.04	.14	.05	.06

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR												
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 99%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
YouTube/ YouTube Kids	1266	87	76	176	148	185	125	183	138	84	65	95	656	501										
	37%	40%	37%	51%	46%	39%	27%	39%	31%	37%	31%	35%	41%	34%										
		f		befghij	fhj	f		f					c											
TikTok	1174	15	13	41	39	136	135	249	290	118	137	15	314	822										
	35%	7%	6%	12%	12%	29%	29%	52%	65%	53%	65%	5%	20%	56%										
						abcd	abcd	abcdef	abcdefgi	abcdef	abcdefg		a	ab										
WhatsApp	1166	11	11	43	30	139	137	260	274	133	129	13	280	854										
	34%	5%	5%	12%	9%	29%	30%	55%	61%	59%	61%	5%	18%	58%										
				ab		abcd	abcd	abcdef	abcdef	abcdef	abcdef		a	ab										
Snapchat	1079	11	5	33	25	86	116	228	294	135	145	7	212	836										
	32%	5%	2%	10%	8%	18%	25%	48%	66%	60%	69%	3%	13%	57%										
				b		abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg		a	ab										
Instagram	926	21	8	32	31	66	58	164	251	142	155	18	163	728										
	27%	9%	4%	9%	9%	14%	13%	35%	56%	63%	74%	7%	10%	50%										
						b	b	abcdef	abcdefg	abcdefg	abcdefgh			ab										
Facebook	776	19	7	30	25	73	62	162	172	113	113	19	180	551										
	23%	9%	4%	9%	8%	15%	13%	34%	38%	51%	54%	7%	11%	38%										
						bd	b	abcdef	abcdef	abcdefgh	abcdefgh			ab										
Pinterest	181	1	*	3	5	16	15	19	69	16	37	1	32	146										
	5%	1%	0%	1%	2%	3%	3%	4%	15%	7%	18%	0%	2%	10%										
						b		b	abcdefgi	abcd	abcdefgi			ab										
Discord	164	-	1	9	-	17	4	54	24	39	15	1	25	137										
	5%	0%	1%	3%	0%	4%	1%	11%	5%	17%	7%	0%	2%	9%										
				d		ad		abcdefh	abdf	abcdefhj	abdf			ab										
X/ Twitter	120	*	-	1	1	7	3	31	28	30	19	*	11	105										
	4%	0%	0%	0%	0%	1%	1%	7%	6%	13%	9%	0%	1%	7%										
								abcdef	abcdef	abcdefh	abcdef			ab										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 32**

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Twitch	120 4%	4 2%	1 *%	9 3%	2 1%	14 3%	3 1%	30 6%	19 4%	27 12%	10 5%	4 1%	26 2%	89 6%
								bdf	bdf	abcdefh	bdf			ab
BeReal	113 3%	1 1%	- -%	1 *%	3 1%	4 1%	4 1%	9 2%	48 11%	12 6%	30 14%	- -%	10 1%	103 7%
									abcdefg	abcdef	abcdefgi			ab
Reddit	65 2%	* *%	* *%	6 2%	* *%	2 *%	1 *%	16 3%	13 3%	19 8%	7 4%	* *%	9 1%	55 4%
								abdef	df	abcdefh	abdef			ab
Wink	34 1%	2 1%	* *%	3 1%	2 1%	7 1%	2 1%	2 *%	8 2%	4 2%	4 2%	2 1%	14 1%	15 1%
Tumblr	26 1%	- -%	- -%	1 *%	3 1%	2 *%	1 *%	3 1%	7 2%	3 1%	5 3%	- -%	8 *%	18 1%
Vimeo	24 1%	1 *%	- -%	4 1%	1 *%	- -%	3 1%	4 1%	6 1%	1 *%	4 2%	1 *%	8 *%	14 1%
											e			
YuBo	23 1%	* *%	3 1%	2 *%	* *%	3 1%	3 1%	4 1%	4 1%	2 1%	3 1%	2 1%	8 1%	13 1%
Fruitlab	18 1%	- -%	* *%	3 1%	* *%	1 *%	2 *%	1 *%	4 1%	3 1%	2 1%	- -%	7 *%	9 1%
Signal	17 *%	* *%	- -%	* *%	- -%	- -%	3 1%	4 1%	5 1%	2 1%	2 1%	- -%	3 *%	13 1%
Kik	17 *%	2 1%	* *%	* *%	3 1%	* *%	- -%	- -%	3 1%	5 2%	3 1%	3 1%	3 *%	9 1%
										fg				

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR												
	Total	MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 99%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Dailymotion	14	-	-	1	*	-	1	2	3	2	4	-	2	11										
	%	-%	-%	%	%	-%	%	%	1%	1%	2%	-%	%	1%										
											e													
Imgur	12	*	-	1	*	2	2	1	3	1	2	*	4	7										
	%	%	-%	%	%	%	%	%	1%	%	1%	%	%	1%										
Whisper	10	-	-	-	2	-	-	1	4	1	1	-	2	8										
	%	-%	-%	-%	1%	-%	-%	%	1%	%	1%	-%	%	1%										
Triller	9	-	2	3	*	-	-	-	2	1	1	2	3	5										
	%	-%	1%	1%	%	-%	-%	-%	%	%	1%	1%	%	%										
YouNow	8	1	-	1	1	2	-	-	2	-	1	*	5	3										
	%	1%	-%	%	%	%	-%	-%	%	-%	1%	%	%	%										
Child does not have a profile on ANY of these	669	92	90	99	119	112	118	14	13	8	4	124	485	50										
	20%	42%	44%	29%	37%	24%	26%	3%	3%	3%	2%	46%	30%	3%										
		ce	efghij	ghij	efghij	ghij	ghij					bc	c											
Don't know	38	*	3	6	4	4	11	2	2	4	1	1	27	9										
	1%	%	1%	2%	1%	1%	2%	%	%	2%	%	1%	2%	1%										
<b>SUMMARY</b>																								
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	86	14	17	10	17	13	11	2	2	-	1	21	59	5										
	3%	6%	8%	3%	5%	3%	2%	1%	%	-%	%	8%	4%	%										
		ghij	efghij		ghij							bc	c											
CHILD HAS A PROFILE ON ANY OF THESE	2590	111	94	230	185	346	321	456	431	212	205	123	1027	1399										
	77%	51%	46%	67%	57%	73%	70%	96%	96%	95%	98%	46%	64%	96%										
				ab		abd	abd	abcdef	abcdef	abcdef	abcdef		a	ab										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER											SCHOOL YEAR												
	Total	MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 99%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1502	111	94	230	185	346	321	111	105	-	-	123	1027	348										
	44%	51%	46%	67%	57%	73%	70%	23%	23%	-%	-%	46%	64%	24%										
		ghij	ghij	abghij	ghij	abdghij	abdghij	ij	ij			c	ac											
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Mean number of apps/ sites (out of 24)	2.2	.8	.6	1.2	1.0	1.6	1.5	3.0	3.7	4.0	4.3	.7	1.2	3.5										
				ab	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg		a	ab										
Standard deviation	2.24	1.18	.87	1.47	1.35	1.64	1.45	1.98	2.45	2.71	2.75	1.03	1.47	2.42										
Standard error	.04	.07	.05	.08	.07	.08	.07	.10	.12	.19	.20	.05	.04	.07										

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
YouTube/ YouTube Kids	1266 37%	1064 37%	104 41%	59 39%	39 37%	1266 37%	1161 39%	105 27%	363 38%	357 37%	244 38%	296 37%	720 38%	541 37%	1266 37%
TikTok	1174 35%	999 35%	87 34%	54 35%	35 33%	1174 35%	1065 36%	109 28%	352 37%	302 31%	228 35%	292 36%	654 34%	520 36%	1174 35%
WhatsApp	1166 34%	992 35%	92 36%	48 32%	34 32%	1166 34%	1035 35%	131 34%	342 36%	314 32%	217 34%	290 36%	656 34%	507 35%	1166 34%
Snapchat	1079 32%	902 31%	91 36%	53 35%	34 32%	1079 32%	967 32%	113 29%	306 32%	300 31%	212 33%	261 32%	606 32%	474 33%	1079 32%
Instagram	926 27%	783 27%	63 25%	47 31%	34 32%	926 27%	843 28%	83 22%	311 33%	261 27%	171 27%	181 22%	572 30%	352 24%	926 27%
Facebook	776 23%	643 22%	57 22%	42 28%	34 33%	776 23%	707 24%	69 18%	264 28%	171 18%	163 25%	178 22%	434 23%	341 23%	776 23%
Pinterest	181 5%	157 5%	13 5%	6 4%	5 5%	181 5%	164 5%	17 4%	66 7%	42 4%	28 4%	43 5%	108 6%	71 5%	181 5%
Discord	164 5%	142 5%	7 3%	9 6%	6 6%	164 5%	149 5%	14 4%	48 5%	40 4%	30 5%	45 6%	88 5%	75 5%	164 5%
X/ Twitter	120 4%	107 4%	8 3%	3 2%	3 3%	120 4%	116 4%	4 1%	42 4%	24 3%	25 4%	28 3%	67 3%	53 4%	120 4%
Twitch	120 4%	103 4%	8 3%	5 3%	4 4%	120 4%	116 4%	4 1%	40 4%	26 3%	29 5%	22 3%	66 3%	52 4%	120 4%
BeReal	113 3%	93 3%	12 5%	5 3%	3 3%	113 3%	97 3%	16 4%	35 4%	32 3%	26 4%	21 3%	66 3%	47 3%	113 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Reddit	65 2%	57 2%	4 2%	1 1%	2 1%	65 2%	61 2%	4 1%	34 4%	12 1%	6 1%	11 1%	46 2%	17 1%	65 2%
									bcfg						
Wink	34 1%	27 1%	3 1%	2 1%	1 1%	34 1%	34 1%	- -%	20 2%	3 *%	3 *%	9 1%	22 1%	11 1%	34 1%
									bc						
Tumblr	26 1%	24 1%	* *%	* *%	* *%	26 1%	26 1%	- -%	16 2%	6 1%	1 *%	3 *%	21 1%	4 *%	26 1%
									cf						
Vimeo	24 1%	22 1%	1 *%	* *%	* *%	24 1%	24 1%	- -%	12 1%	1 *%	5 1%	6 1%	13 1%	11 1%	24 1%
YuBo	23 1%	19 1%	2 1%	1 1%	1 1%	23 1%	22 1%	1 *%	9 1%	3 *%	6 1%	5 1%	12 1%	11 1%	23 1%
Fruitlab	18 1%	16 1%	* *%	* *%	1 1%	18 1%	15 1%	2 1%	9 1%	1 *%	4 1%	3 *%	10 1%	7 1%	18 1%
Signal	17 *%	16 1%	- -%	- -%	1 1%	17 *%	15 *%	2 1%	6 1%	5 *%	3 *%	3 *%	11 1%	6 *%	17 *%
Kik	17 *%	14 *%	2 1%	* *%	* *%	17 *%	17 1%	- -%	8 1%	3 *%	1 *%	4 1%	11 1%	5 *%	17 *%
Dailymotion	14 *%	12 *%	* *%	1 1%	* *%	14 *%	14 *%	- -%	9 1%	1 *%	2 *%	3 *%	9 *%	5 *%	14 *%
Imgur	12 *%	10 *%	1 1%	- -%	1 1%	12 *%	12 *%	- -%	4 *%	- -%	2 *%	6 1%	4 *%	8 1%	12 *%
Whisper	10 *%	9 *%	- -%	- -%	* *%	10 *%	10 *%	- -%	1 *%	4 *%	- -%	5 1%	5 *%	5 *%	10 *%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

Base : All parents of children aged 3-17

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Triller	9	8	1	-	*	9	9	-	2	4	1	3	5	4	9
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
YouNow	8	7	*	*	*	8	8	-	3	*	*	5	3	5	8
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%
Child does not have a profile on ANY of these	669	589	38	27	15	669	573	96	166	207	125	165	374	290	669
	20%	21%	15%	17%	14%	20%	19%	25%	18%	21%	19%	20%	20%	20%	20%
Don't know	38	27	4	5	2	38	29	8	5	14	3	13	19	16	38
	1%	1%	2%	3%	2%	1%	1%	2%	*%	1%	*%	2%	1%	1%	1%
				ae											
<b>SUMMARY</b>															
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	86	69	11	3	4	86	68	19	17	26	23	21	43	44	86
	3%	2%	4%	2%	3%	3%	2%	5%	2%	3%	4%	3%	2%	3%	3%
								a							
CHILD HAS A PROFILE ON ANY OF THESE	2590	2187	200	118	84	2590	2327	263	759	719	492	613	1478	1105	2590
	77%	76%	79%	77%	81%	77%	78%	68%	80%	74%	77%	75%	77%	76%	77%
							b								
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1502	1264	119	68	51	1502	1361	141	426	427	288	354	852	642	1502
	44%	44%	47%	45%	49%	44%	45%	37%	45%	44%	45%	44%	45%	44%	44%
							b								
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 24)	2.2	2.2	2.2	2.2	2.3	2.2	2.2	1.7	2.4	2.0	2.2	2.1	2.2	2.2	2.2
							b		bdefg						

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Standard deviation	2.24	2.26	2.10	2.09	2.32	2.24	2.28	1.83	2.35	1.94	2.14	2.48	2.16	2.33	2.24
Standard error	.04	.05	.10	.10	.13	.04	.04	.10	.07	.07	.08	.09	.05	.06	.04

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube/ YouTube Kids	1266 37%	279 44%	934 36%	317 38%	554 39%	268 34%	268 53%	619 35%	373 35%
		b					bc		
TikTok	1174 35%	275 43%	847 33%	296 36%	483 34%	298 38%	222 44%	583 33%	361 34%
		b					bc		
WhatsApp	1166 34%	267 42%	857 33%	304 37%	485 34%	271 35%	186 37%	603 34%	367 34%
		b							
Snapchat	1079 32%	239 37%	796 31%	269 32%	428 30%	269 35%	171 34%	545 31%	356 33%
		b							
Instagram	926 27%	199 31%	699 27%	208 25%	385 27%	260 34%	167 33%	466 26%	288 27%
						ab	b		
Facebook	776 23%	169 27%	572 22%	199 24%	337 24%	186 24%	144 28%	378 21%	246 23%
							b		
Pinterest	181 5%	53 8%	122 5%	39 5%	72 5%	48 6%	59 12%	79 4%	40 4%
		b					bc		
Discord	164 5%	53 8%	109 4%	58 7%	64 4%	31 4%	39 8%	70 4%	54 5%
		b					b		
X/ Twitter	120 4%	24 4%	90 3%	28 3%	49 3%	36 5%	40 8%	45 3%	33 3%
							bc		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Twitch	120 4%	37 6%	78 3%	28 3%	52 4%	30 4%	37 7%	52 3%	30 3%
BeReal	113 3%	25 4%	88 3%	26 3%	37 3%	42 5%	29 6%	55 3%	30 3%
Reddit	65 2%	13 2%	49 2%	12 1%	30 2%	18 2%	23 5%	28 2%	13 1%
Wink	34 1%	8 1%	26 1%	9 1%	14 1%	11 1%	14 3%	10 1%	10 1%
Tumblr	26 1%	8 1%	17 1%	4 *%	11 1%	8 1%	10 2%	12 1%	3 *%
Vimeo	24 1%	6 1%	16 1%	2 *%	9 1%	9 1%	10 2%	9 1%	3 *%
YuBo	23 1%	6 1%	17 1%	6 1%	10 1%	7 1%	11 2%	9 1%	3 *%
Fruitlab	18 1%	5 1%	13 *%	- -%	10 1%	7 1%	11 2%	6 *%	- -%
Signal	17 *%	4 1%	13 *%	1 *%	6 *%	10 1%	8 2%	7 *%	1 *%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Kik	17 *%	2 *%	13 1%	2 *%	5 *%	9 1%	9 2%	5 *%	3 *%
							bc		
Dailymotion	14 *%	2 *%	11 *%	1 *%	6 *%	7 1%	9 2%	4 *%	1 *%
							bc		
Imgur	12 *%	1 *%	9 *%	- -%	7 1%	4 1%	6 1%	4 *%	2 *%
Whisper	10 *%	* *%	8 *%	4 *%	3 *%	3 *%	7 1%	3 *%	- -%
							bc		
Triller	9 *%	1 *%	9 *%	- -%	4 *%	5 1%	7 1%	2 *%	- -%
							bc		
YouNow	8 *%	* *%	8 *%	- -%	6 *%	2 *%	6 1%	* *%	2 *%
							b		
Child does not have a profile on ANY of these	669 20%	82 13%	561 22% a	153 18%	260 18%	176 23%	60 12%	369 21% a	233 22% a
Don't know	38 1%	4 1%	28 1%	12 1%	12 1%	7 1%	3 1%	17 1%	14 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
<b>SUMMARY</b>									
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	86 3%	8 1%	71 3%	17 2%	35 2%	16 2%	9 2%	52 3%	22 2%
CHILD HAS A PROFILE ON ANY OF THESE	2590 77%	544 85% b	1936 75%	650 78%	1125 79%	577 74%	437 86% bc	1328 75%	808 75%
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1502 44%	284 44%	1149 44%	373 45%	688 48% c	310 40%	263 52% bc	759 43%	470 44%
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 24)	2.2	2.6 b	2.1	2.2	2.1	2.4	2.9 bc	2.0	2.1
Standard deviation	2.24	2.26	2.24	2.03	2.19	2.56	3.14	2.01	2.00
Standard error	.04	.09	.04	.07	.06	.09	.13	.05	.06

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

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

Base : Those whose child plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3124	530	702	793	723	376	530	2218	376	1604	1520
Effective Weighted Sample	2354	330	519	635	564	344	330	1704	344	1212	1144
Total	3161	352	629	907	867	407	352	2402	407	1662	1499
Creative and building games (e.g. Roblox, Minecraft)	1422	112	324	466	387	133	112	1177	133	738	683
	45%	32%	51%	51%	45%	33%	32%	49%	33%	44%	46%
			ae	ae	ae			ac			
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1114	20	113	359	425	197	20	897	197	706	407
	35%	6%	18%	40%	49%	48%	6%	37%	48%	42%	27%
			a	ab	abc	abc		a	ab	b	
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1044	118	239	298	267	123	118	803	123	402	642
	33%	34%	38%	33%	31%	30%	34%	33%	30%	24%	43%
											a
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	988	73	231	261	293	130	73	785	130	601	388
	31%	21%	37%	29%	34%	32%	21%	33%	32%	36%	26%
			ac	a	a	a		a	a	b	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	893	45	155	283	287	122	45	725	122	404	488
	28%	13%	25%	31%	33%	30%	13%	30%	30%	24%	33%
			a	a	ab	a		a	a		a
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	836	29	108	243	317	139	29	668	139	645	191
	26%	8%	17%	27%	37%	34%	8%	28%	34%	39%	13%
			a	ab	abc	ab		a	a	b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3124	530	702	793	723	376	530	2218	376	1604	1520
Effective Weighted Sample	2354	330	519	635	564	344	330	1704	344	1212	1144
Total	3161	352	629	907	867	407	352	2402	407	1662	1499
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	820 26%	33 9%	97 15%	215 24% ab	307 35% abc	167 41% abc	33 9%	619 26% a	167 41% ab	598 36% b	222 15%
Playing against one other person (e.g. Words with Friends, Online chess)	671 21%	18 5%	73 12% a	203 22% ab	241 28% ab	136 33% abc	18 5%	518 22% a	136 33% ab	398 24% b	274 18%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	554 18%	38 11%	101 16%	199 22% a	143 16%	73 18% a	38 11%	443 18% a	73 18% a	196 12%	358 24% a
Interactive stories (e.g. Episode, Chapters)	445 14%	57 16%	89 14%	131 14%	113 13%	56 14%	57 16%	333 14%	56 14%	170 10%	276 18% a
Makeovers (e.g. Glamm'd, Homescapes)	399 13%	36 10%	102 16% d	131 14% d	82 9%	48 12%	36 10%	315 13%	48 12%	57 3%	342 23% a
Simulation experience (e.g. flying a plane)	393 12%	26 8%	69 11%	139 15% a	101 12%	58 14% a	26 8%	309 13% a	58 14% a	256 15% b	137 9%
Other type of games	84 3%	45 13% bcde	20 3% cd	7 1%	8 1%	3 1%	45 13% bc	35 1%	3 1%	48 3%	36 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3124	530	702	793	723	376	530	2218	376	1604	1520
Effective Weighted Sample	2354	330	519	635	564	344	330	1704	344	1212	1144
Total	3161	352	629	907	867	407	352	2402	407	1662	1499
Don't know	50	27	14	6	1	2	27	21	2	17	33
	2%	8%	2%	1%	*%	*%	8%	1%	*%	1%	2%
		bcde	d				bc				
Base for stats	3161	352	629	907	867	407	352	2402	407	1662	1499
Mean number of types (out of 13)	3.1	1.9	2.7	3.2	3.4	3.4	1.9	3.2	3.4	3.1	3.0
			a	ab	ab	ab		a	a		
Standard deviation	2.00	1.32	1.72	1.97	2.13	2.21	1.32	1.99	2.21	1.97	2.04
Standard error	.04	.06	.07	.07	.08	.11	.06	.04	.11	.05	.05

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3124	267	263	363	339	400	393	375	348	199	177	354	1546	1178
Effective Weighted Sample	2354	167	164	270	249	322	314	292	273	181	163	212	1164	961
Total	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Creative and building games (e.g. Roblox, Minecraft)	1422	64	48	177	147	243	223	191	197	63	69	73	753	574
	45%	35%	28%	53%	50%	52%	51%	42%	48%	29%	36%	34%	50%	41%
			abgij	abij	abgij	abij	bi	abi					ac	
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1114	12	7	76	37	231	128	270	155	117	80	11	413	675
	35%	7%	4%	23%	13%	49%	29%	59%	38%	54%	42%	5%	27%	49%
			abd	b	abcdfh	abd	abcdfhj	abcd	abcdfh	abcdf			a	ab
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1044	64	54	115	123	100	198	88	179	35	88	67	555	404
	33%	35%	32%	34%	42%	21%	45%	19%	44%	16%	46%	32%	37%	29%
		egi	egi	egi	egi		bcegi		egi		egi		c	
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	988	46	27	157	74	152	109	167	126	79	51	40	483	448
	31%	25%	16%	47%	25%	33%	25%	36%	31%	36%	27%	19%	32%	32%
				abdefhj		b		bdf	b	bf			a	a
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	893	19	26	68	87	123	160	144	144	50	72	23	416	445
	28%	10%	16%	20%	29%	26%	36%	31%	35%	23%	38%	11%	27%	32%
				a	ab	ab	abcei	abc	abci	a	abcei		a	a
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	836	20	9	88	20	187	56	239	78	110	29	20	311	492
	26%	11%	5%	26%	7%	40%	13%	52%	19%	51%	15%	9%	20%	36%
				abdfj		abcdfhj	b	abcdefhj	bd	abcdfhj	bd		a	ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3124	267	263	363	339	400	393	375	348	199	177	354	1546	1178
Effective Weighted Sample	2354	167	164	270	249	322	314	292	273	181	163	212	1164	961
Total	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	820 26%	19 11%	14 8%	72 21% abdf	25 9%	174 37% abcdfhj	41 9%	207 45% abcdfhj	100 25% abdf	126 58% abcdefghj	40 21% abdf	21 10%	292 19% a	488 35% ab
Playing against one other person (e.g. Words with Friends, Online chess)	671 21%	8 4%	10 6%	46 14% ab	27 9%	117 25% abcd	86 20% abd	146 32% abcdf	95 23% abcd	81 37% abcdefh	55 29% abcd	9 4%	251 17% a	395 29% ab
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	554 18%	16 9%	23 14%	40 12%	61 21% acg	71 15%	128 29% abcegi	43 9%	99 24% abcegi	26 12%	46 24% acgi	25 12%	277 18%	244 18%
Interactive stories (e.g. Episode, Chapters)	445 14%	19 10%	38 23% acegi	37 11%	52 18% g	50 11%	80 18% egi	43 9%	70 17% g	20 9%	36 19% g	34 16%	220 14%	186 13%
Makeovers (e.g. Glamm'd, Homescapes)	399 13%	5 3%	31 18% acegi	17 5%	86 29% aceghi	21 4%	110 25% acegi	10 2%	71 18% acegi	4 2%	44 23% acegi	17 8%	236 16% ac	142 10%
Simulation experience (e.g. flying a plane)	393 12%	21 12% b	5 3%	42 13% b	27 9%	104 22% abcdfghj	35 8%	54 12% b	48 12% b	36 17% bf	23 12% b	15 7%	199 13%	174 13%
Other type of games	84 3%	22 12% cdefghij	23 14% cdefghij	12 4% f	8 3%	5 1%	2 *%	6 1%	2 1%	3 1%	1 *%	30 14% bc	43 3% c	12 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3124	267	263	363	339	400	393	375	348	199	177	354	1546	1178
Effective Weighted Sample	2354	167	164	270	249	322	314	292	273	181	163	212	1164	961
Total	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Don't know	50	12	15	3	10	2	5	-	1	-	2	16	31	3
	2%	7%	9%	1%	3%	*%	1%	-%	*%	-%	1%	8%	2%	*%
		ceghi	ceghij		egh							bc	c	
Base for stats	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Mean number of types (out of 13)	3.1	1.8	1.9	2.8	2.6	3.4	3.1	3.5	3.3	3.5	3.3	1.8	2.9	3.4
				ab	ab	abcd	abd	abcdf	abcd	abcd	abcd		a	ab
Standard deviation	2.00	1.29	1.35	1.66	1.79	2.00	1.92	2.11	2.16	1.95	2.47	1.28	1.88	2.13
Standard error	.04	.08	.08	.09	.10	.10	.10	.11	.12	.14	.19	.07	.05	.06

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3124	1998	423	409	294	3124	2835	289	1055	699	708	651	1754	1359	3124
Effective Weighted Sample	2354	1828	326	289	174	2354	2116	240	767	544	576	533	1268	1084	2354
Total	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161
Creative and building games (e.g. Roblox, Minecraft)	1422	1218	101	63	39	1422	1258	163	358	412	288	354	770	642	1422
	45%	45%	43%	44%	41%	45%	45%	47%	41%	46%	47%	46%	43%	47%	45%
														a	
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1114	943	87	54	29	1114	1002	112	312	286	214	292	597	506	1114
	35%	35%	37%	38%	30%	35%	36%	32%	35%	32%	35%	38%	34%	37%	35%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1044	897	73	45	29	1044	944	99	283	308	197	249	591	446	1044
	33%	33%	31%	31%	31%	33%	34%	28%	32%	34%	32%	33%	33%	33%	33%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	988	827	78	52	31	988	870	118	290	267	175	247	558	422	988
	31%	31%	33%	36%	33%	31%	31%	34%	33%	30%	29%	33%	31%	31%	31%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	893	768	61	41	23	893	783	109	260	271	154	208	531	362	893
	28%	29%	26%	29%	24%	28%	28%	31%	30%	30%	25%	27%	30%	26%	28%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	836	703	66	35	32	836	767	69	290	217	159	168	507	326	836
	26%	26%	28%	24%	34%	26%	27%	20%	33%	24%	26%	22%	29%	24%	26%
									bcd	df					

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3124	1998	423	409	294	3124	2835	289	1055	699	708	651	1754	1359	3124
Effective Weighted Sample	2354	1828	326	289	174	2354	2116	240	767	544	576	533	1268	1084	2354
Total	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	820 26%	700 26%	59 25%	36 25%	25 26%	820 26%	743 26%	77 22%	263 30% bc	209 23%	142 23%	202 27%	472 27%	343 25%	820 26%
Playing against one other person (e.g. Words with Friends, Online chess)	671 21%	577 21%	46 20%	31 21%	18 19%	671 21%	618 22%	53 15%	206 23%	167 19%	132 22%	165 22%	373 21%	297 22%	671 21%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	554 18%	483 18%	37 16%	20 14%	13 14%	554 18%	508 18%	46 13%	173 20%	149 17%	109 18%	115 15%	323 18%	224 16%	554 18%
Interactive stories (e.g. Episode, Chapters)	445 14%	380 14%	30 13%	20 14%	15 16%	445 14%	403 14%	43 12%	154 18% df	118 13%	84 14%	86 11%	272 15%	170 12%	445 14%
Makeovers (e.g. Glamm'd, Homescapes)	399 13%	342 13%	31 13%	18 13%	8 9%	399 13%	367 13%	32 9%	112 13%	117 13%	76 12%	92 12%	230 13%	168 12%	399 13%
Simulation experience (e.g. flying a plane)	393 12%	333 12%	33 14%	15 11%	12 13%	393 12%	358 13%	35 10%	132 15%	100 11%	68 11%	94 12%	232 13%	161 12%	393 12%
Other type of games	84 3%	73 3%	4 2%	4 2%	3 3%	84 3%	69 2%	15 4%	22 3%	26 3%	18 3%	18 2%	48 3%	36 3%	84 3%
Don't know	50 2%	42 2%	4 2%	2 1%	2 2%	50 2%	41 1%	9 3%	7 1%	11 1%	14 2%	18 2%	18 1%	32 2% ae	50 2%
Base for stats	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3124	1998	423	409	294	3124	2835	289	1055	699	708	651	1754	1359	3124
Total	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161
Mean number of types (out of 13)	3.1	3.1	3.0	3.0	2.9	3.1	3.1	2.8	3.2 bcfg	3.0	3.0	3.0	3.1	3.0	3.1
Standard deviation	2.00	2.01	1.96	1.91	2.14	2.00	2.03	1.75	2.13	1.92	1.86	2.04	2.03	1.96	2.00
Standard error	.04	.04	.10	.09	.12	.04	.04	.10	.07	.07	.07	.08	.05	.05	.04

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3124	591	2390	736	1354	753	534	1630	936
Effective Weighted Sample	2354	462	1788	568	1013	558	383	1234	722
Total	3161	620	2408	788	1347	719	477	1654	1004
Creative and building games (e.g. Roblox, Minecraft)	1422 45%	306 49%	1080 45%	354 45%	609 45%	307 43%	198 41%	735 44%	480 48%
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1114 35%	252 41%	828 34%	309 39%	453 34%	249 35%	174 36%	552 33%	382 38%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1044 33%	194 31%	816 34%	261 33%	423 31%	248 35%	170 36%	565 34%	304 30%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	988 31%	184 30%	769 32%	235 30%	427 32%	220 31%	156 33%	515 31%	310 31%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	893 28%	200 32%	662 28%	227 29%	365 27%	207 29%	132 28%	461 28%	288 29%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	836 26%	140 23%	666 28%	166 21%	376 28% a	219 30% a	164 34% bc	408 25%	260 26%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3124	591	2390	736	1354	753	534	1630	936
Effective Weighted Sample	2354	462	1788	568	1013	558	383	1234	722
Total	3161	620	2408	788	1347	719	477	1654	1004
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	820 26%	159 26%	627 26%	206 26%	340 25%	203 28%	137 29%	420 25%	255 25%
Playing against one other person (e.g. Words with Friends, Online chess)	671 21%	144 23%	498 21%	182 23%	265 20%	156 22%	127 27%	337 20%	204 20%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	554 18%	113 18%	418 17%	115 15%	244 18%	140 20%	119 25% bc	282 17%	150 15%
Interactive stories (e.g. Episode, Chapters)	445 14%	85 14%	341 14%	110 14%	185 14%	105 15%	103 22% bc	217 13%	119 12%
Makeovers (e.g. Glamm'd, Homescapes)	399 13%	76 12%	303 13%	103 13%	158 12%	90 13%	61 13%	215 13%	118 12%
Simulation experience (e.g. flying a plane)	393 12%	75 12%	297 12%	84 11%	191 14%	79 11%	77 16%	197 12%	113 11%
Other type of games	84 3%	16 3%	68 3%	19 2%	43 3%	17 2%	9 2%	47 3%	27 3%
Don't know	50 2%	8 1%	33 1%	18 2%	17 1%	7 1%	3 1%	26 2%	19 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 33**

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

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

Base : Those whose child plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3124	591	2390	736	1354	753	534	1630	936
Total	3161	620	2408	788	1347	719	477	1654	1004
Base for stats	3161	620	2408	788	1347	719	477	1654	1004
Mean number of types (out of 13)	3.1	3.1	3.1	3.0	3.0	3.1	3.4 bc	3.0	3.0
Standard deviation	2.00	1.95	2.02	1.94	1.94	2.02	2.38	1.86	1.98
Standard error	.04	.08	.04	.07	.05	.07	.10	.05	.06

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 34**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : Those whose child plays games

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3124	530	702	793	723	376	530	2218	376	1604	1520
Effective Weighted Sample	2354	330	519	635	564	344	330	1704	344	1212	1144
Total	3161	352	629	907	867	407	352	2402	407	1662	1499
Yes	2047	98	278	603	724	344	98	1604	344	1173	874
	65%	28%	44%	66%	83%	85%	28%	67%	85%	71%	58%
			a	ab	abc	abc		a	ab	b	
No	1067	250	345	273	139	60	250	757	60	476	591
	34%	71%	55%	30%	16%	15%	71%	32%	15%	29%	39%
		bcde	cde	de			bc	c			a
Don't know	47	3	6	31	4	3	3	41	3	13	34
	1%	1%	1%	3%	*%	1%	1%	2%	1%	1%	2%
				bde							a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 34**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3124	267	263	363	339	400	393	375	348	199	177	354	1546	1178
Effective Weighted Sample	2354	167	164	270	249	322	314	292	273	181	163	212	1164	961
Total	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Yes	2047	51	47	150	128	348	254	424	300	199	145	57	806	1149
	65%	28%	28%	45%	43%	75%	58%	92%	74%	92%	76%	27%	53%	83%
				ab	ab	abcdf	abcd	abcdefhj	abcdf	abcdefhj	abcdf		a	ab
No	1067	131	119	182	163	114	159	32	107	16	44	154	677	226
	34%	71%	71%	55%	55%	24%	36%	7%	26%	8%	23%	72%	45%	16%
		cdefghij	cdefghij	efghij	efghij	gi	egij		gi		gi	bc	c	
Don't know	47	1	2	2	4	5	26	4	*	1	2	1	36	10
	1%	1%	1%	1%	1%	1%	6%	1%	1%	1%	1%	1%	2%	1%
							acdeg						c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 34**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : Those whose child plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3124	1998	423	409	294	3124	2835	289	1055	699	708	651	1754	1359	3124
Effective Weighted Sample	2354	1828	326	289	174	2354	2116	240	767	544	576	533	1268	1084	2354
Total	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161
Yes	2047 65%	1743 65%	150 64%	90 63%	63 66%	2047 65%	1851 66%	196 56%	588 67%	573 64%	399 66%	480 63%	1160 65%	878 64%	2047 65%
No	1067 34%	905 34%	82 35%	50 35%	30 32%	1067 34%	922 33%	145 42%	281 32%	312 35%	201 33%	267 35%	593 33%	468 34%	1067 34%
Don't know	47 1%	40 1%	2 1%	2 2%	3 3%	47 1%	39 1%	8 2%	11 1%	13 1%	9 1%	15 2%	24 1%	23 2%	47 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 34**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : Those whose child plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3124	591	2390	736	1354	753	534	1630	936
Effective Weighted Sample	2354	462	1788	568	1013	558	383	1234	722
Total	3161	620	2408	788	1347	719	477	1654	1004
Yes	2047	451	1524	524	907	435	353	1047	637
	65%	73%	63%	66%	67%	61%	74%	63%	63%
		b			c		bc		
No	1067	157	850	251	426	270	120	588	344
	34%	25%	35%	32%	32%	38%	25%	36%	34%
			a				a		a
Don't know	47	12	33	14	14	14	4	19	23
	1%	2%	1%	2%	1%	2%	1%	1%	2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 35**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes	2047	98	278	603	724	344	98	1604	344	1173	874
	60%	23%	41%	64%	78%	79%	23%	63%	79%	68%	53%
			a	ab	abc	abc		a	ab	b	
No	1067	250	345	273	139	60	250	757	60	476	591
	32%	59%	51%	29%	15%	14%	59%	30%	14%	27%	36%
		cde	cde	de			bc	c			a
Don't know	47	3	6	31	4	3	3	41	3	13	34
	1%	1%	1%	3%	*%	1%	1%	2%	1%	1%	2%
				abde							a
CHILD DOES NOT PLAY GAMES	222	69	42	29	55	27	69	126	27	74	148
	7%	16%	6%	3%	6%	6%	16%	5%	6%	4%	9%
		bcde	c				bc				a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 35**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes	2047	51	47	150	128	348	254	424	300	199	145	57	806	1149
	60%	24%	23%	43%	39%	73%	55%	89%	67%	89%	69%	21%	50%	79%
				ab	ab	abcdf	abcd	abcdeffhj	abcdf	abcdeffhj	abcdf		a	ab
No	1067	131	119	182	163	114	159	32	107	16	44	154	677	226
	32%	60%	58%	53%	50%	24%	34%	7%	24%	7%	21%	57%	42%	15%
		efghij	efghij	efghij	efghij	gi	eghij		gi		gi	bc	c	
Don't know	47	1	2	2	4	5	26	4	*	1	2	1	36	10
	1%	1%	1%	1%	1%	1%	6%	1%	1%	1%	1%	1%	2%	1%
							abcdeghi						c	
CHILD DOES NOT PLAY GAMES	222	33	36	11	31	7	22	15	40	7	20	57	78	79
	7%	15%	18%	3%	9%	2%	5%	3%	9%	3%	9%	21%	5%	5%
		cefgi	cdefghi		ceg				ceg		ceg	bc		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 35**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes	2047 60%	1743 61%	150 59%	90 59%	63 60%	2047 60%	1851 62%	196 51%	588 62%	573 59%	399 62%	480 59%	1160 61%	878 60%	2047 60%
No	1067 32%	905 31%	82 32%	50 33%	30 29%	1067 32%	922 31%	145 38%	281 30%	312 32%	201 31%	267 33%	593 31%	468 32%	1067 32%
Don't know	47 1%	40 1%	2 1%	2 2%	3 2%	47 1%	39 1%	8 2%	11 1%	13 1%	9 1%	15 2%	24 1%	23 2%	47 1%
CHILD DOES NOT PLAY GAMES	222 7%	185 6%	19 7%	9 6%	9 9%	222 7%	186 6%	36 9%	68 7%	69 7%	34 5%	51 6%	137 7%	85 6%	222 7%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes	2047 60%	451 71% b	1524 59%	524 63%	907 63% c	435 56%	353 69% bc	1047 59%	637 59%
No	1067 32%	157 25%	850 33% a	251 30%	426 30%	270 35%	120 24%	588 33% a	344 32% a
Don't know	47 1%	12 2%	33 1%	14 2%	14 1%	14 2%	4 1%	19 1%	23 2%
CHILD DOES NOT PLAY GAMES	222 7%	19 3%	188 7% a	43 5%	85 6%	57 7%	31 6%	113 6%	73 7%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 36**

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

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

Base : Those whose child plays games online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	1914	148	309	537	604	316	148	1450	316	1062	852
Effective Weighted Sample	1487	91	225	428	472	290	91	1117	290	828	660
Total	2047	98	278	603	724	344	98	1604	344	1173	874
Playing on their own - against the games console/ computer or other device	1366	60	184	401	488	233	60	1073	233	840	526
	67%	61%	66%	67%	67%	68%	61%	67%	68%	72%	60%
										b	
Playing with or against someone they know/ that they have met in person	1424	43	147	441	535	257	43	1123	257	826	597
	70%	44%	53%	73%	74%	75%	44%	70%	75%	70%	68%
				ab	ab	ab		a	a		
Playing with or against someone they do not know/ they have not met in person	599	6	55	183	230	124	6	468	124	381	218
	29%	6%	20%	30%	32%	36%	6%	29%	36%	32%	25%
			a	ab	ab	ab		a	a	b	
Don't know	22	4	4	6	4	5	4	14	5	10	12
	1%	4%	1%	1%	1%	1%	4%	1%	1%	1%	1%
			d								

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 36**

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

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

Base : Those whose child plays games online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	c	d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1914	75	73	162	147	301	236	343	261	181	135	90	809	981
Effective Weighted Sample	1487	46	46	119	106	241	187	268	204	165	125	55	609	801
Total	2047	51	47	150	128	348	254	424	300	199	145	57	806	1149
Playing on their own - against the games console/ computer or other device	1366	**	**	101	83	258	143	311	177	141	92	**	531	772
	67%	**	**	68%	65%	74%	56%	73%	59%	71%	64%	**	66%	67%
						fh		fh		f				
Playing with or against someone they know/ that they have met in person	1424	**	**	77	70	258	183	321	214	148	109	**	525	852
	70%	**	**	51%	55%	74%	72%	76%	72%	74%	75%	**	65%	74%
						cd	cd	cd	cd	cd	cd			b
Playing with or against someone they do not know/ they have not met in person	599	**	**	38	16	122	61	141	90	78	46	**	204	382
	29%	**	**	26%	13%	35%	24%	33%	30%	39%	32%	**	25%	33%
						d		d	d	df	d			b
Don't know	22	**	**	3	1	1	5	-	4	2	2	**	12	10
	1%	**	**	2%	1%	*%	2%	-%	1%	1%	2%	**	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 36**

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

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

Base : Those whose child plays games online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1914	1269	240	231	174	1914	1763	151	683	415	435	376	1098	811	1914
Effective Weighted Sample	1487	1163	194	168	101	1487	1359	129	510	337	364	321	816	669	1487
Total	2047	1743	150	90	63	2047	1851	196	588	573	399	480	1160	878	2047
Playing on their own - against the games console/ computer or other device	1366 67%	1159 66%	107 71%	59 66%	41 65%	1366 67%	1239 67%	128 65%	411 70%	372 65%	265 67%	317 66%	782 67%	582 66%	1366 67%
Playing with or against someone they know/ that they have met in person	1424 70%	1210 69%	102 68%	66 73%	47 75%	1424 70%	1283 69%	140 72%	390 66%	399 70%	295 74%	336 70%	788 68%	630 72%	1424 70%
Playing with or against someone they do not know/ they have not met in person	599 29%	512 29%	46 31%	25 27%	16 26%	599 29%	530 29%	69 35%	165 28%	147 26%	114 29%	169 35% be	312 27%	283 32%	599 29%
Don't know	22 1%	20 1%	1 1%	1 1%	* *%	22 1%	20 1%	2 1%	4 1%	7 1%	5 1%	6 1%	11 1%	11 1%	22 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 36**

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

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

Base : Those whose child plays games online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1914	411	1431	469	851	439	372	969	565
Effective Weighted Sample	1487	329	1105	371	656	336	275	761	447
Total	2047	451	1524	524	907	435	353	1047	637
Playing on their own - against the games console/ computer or other device	1366 67%	302 67%	1011 66%	349 67%	594 66%	291 67%	243 69%	701 67%	415 65%
Playing with or against someone they know/ that they have met in person	1424 70%	310 69%	1070 70%	384 73%	616 68%	308 71%	221 63%	749 72%	447 70%
Playing with or against someone they do not know/ they have not met in person	599 29%	128 28%	452 30%	153 29%	258 28%	135 31%	112 32%	286 27%	195 31%
Don't know	22 1%	3 1%	18 1%	8 2%	8 1%	2 *	5 1%	7 1%	10 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 37**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Playing on their own - against the games console/ computer or other device	1366	60	184	401	488	233	60	1073	233	840	526
	40%	14%	27%	43%	53%	54%	14%	42%	54%	48%	32%
			a	ab	abc	abc		a	ab	b	
Playing with or against someone they know/ that they have met in person	1424	43	147	441	535	257	43	1123	257	826	597
	42%	10%	22%	47%	58%	59%	10%	44%	59%	48%	36%
			a	ab	abc	abc		a	ab	b	
Playing with or against someone they do not know/ they have not met in person	599	6	55	183	230	124	6	468	124	381	218
	18%	1%	8%	20%	25%	29%	1%	19%	29%	22%	13%
			a	ab	ab	abc		a	ab	b	
Don't know	22	4	4	6	4	5	4	14	5	10	12
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 37**

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Playing on their own - against the games console/ computer or other device	1366 40%	29 13%	31 15%	101 29% ab	83 25% ab	258 54% abcdfh	143 31% ab	311 66% abcdefhj	177 40% abcd	141 63% abcdfhj	92 44% abcdf	38 14%	531 33% a	772 53% ab
Playing with or against someone they know/ that they have met in person	1424 42%	22 10%	21 10%	77 22% ab	70 21% ab	258 54% abcdf	183 40% abcd	321 68% abcdefhj	214 48% abcd	148 66% abcdfhj	109 52% abcdf	25 9%	525 33% a	852 58% ab
Playing with or against someone they do not know/ they have not met in person	599 18%	1 *%	5 3%	38 11% abd	16 5% a	122 26% abcdf	61 13% abd	141 30% abcdfh	90 20% abcd	78 35% abcdfhj	46 22% abcd	3 1%	204 13% a	382 26% ab
Don't know	22 1%	3 2%	* *%	3 1%	1 *%	1 *%	5 1%	- -%	4 1%	2 1%	2 1%	* *%	12 1%	10 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 37**

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA			SOCIAL GRADE					ALL UK
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Playing on their own - against the games console/ computer or other device	1366 40%	1159 40%	107 42%	59 39%	41 39%	1366 40%	1239 41% b	128 33%	411 43%	372 38%	265 41%	317 39%	782 41%	582 40%	1366 40%
Playing with or against someone they know/ that they have met in person	1424 42%	1210 42%	102 40%	66 43%	47 45%	1424 42%	1283 43%	140 36%	390 41%	399 41%	295 46%	336 41%	788 41%	630 43%	1424 42%
Playing with or against someone they do not know/ they have not met in person	599 18%	512 18%	46 18%	25 16%	16 15%	599 18%	530 18%	69 18%	165 17%	147 15%	114 18%	169 21%	312 16%	283 19%	599 18%
Don't know	22 1%	20 1%	1 1%	1 *%	* *%	22 1%	20 1%	2 *%	4 *%	7 1%	5 1%	6 1%	11 1%	11 1%	22 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 37**

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

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

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Playing on their own - against the games console/ computer or other device	1366 40%	302 47% b	1011 39%	349 42%	594 42%	291 38%	243 48% bc	701 40%	415 39%
Playing with or against someone they know/ that they have met in person	1424 42%	310 48% b	1070 41%	384 46%	616 43%	308 40%	221 43%	749 42%	447 42%
Playing with or against someone they do not know/ they have not met in person	599 18%	128 20%	452 17%	153 18%	258 18%	135 17%	112 22% b	286 16%	195 18%
Don't know	22 1%	3 *%	18 1%	8 1%	8 1%	2 *%	5 1%	7 *%	10 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 38**

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

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

Base : Children aged 8-17 who play games online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1457	-	-	537	604	316	-	1141	316	825	632
Effective Weighted Sample	1178	-	-	428	472	290	-	898	290	667	512
Total	1671	-	-	603	724	344	-	1326	344	972	699
Yes	1268	**	**	425	569	273	**	994	273	800	468
	76%	**	**	70%	79%	79%	**	75%	79%	82%	67%
				c	c	c				b	b
No	388	**	**	173	150	65	**	323	65	162	225
	23%	**	**	29%	21%	19%	**	24%	19%	17%	32%
				de						a	a
Don't know	15	**	**	5	4	6	**	9	6	10	6
	1%	**	**	1%	1%	2%	**	1%	2%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 38**

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

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

Base : Children aged 8-17 who play games online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1457	-	-	-	-	301	236	343	261	181	135	-	446	981
Effective Weighted Sample	1178	-	-	-	-	241	187	268	204	165	125	-	352	801
Total	1671	-	-	-	-	348	254	424	300	199	145	-	489	1149
Yes	1268	**	**	**	**	260	164	362	208	178	96	**	336	909
	76%	**	**	**	**	75%	65%	85%	69%	89%	66%	**	69%	79%
								effj		effj				b
No	388	**	**	**	**	86	87	58	92	19	46	**	150	228
	23%	**	**	**	**	25%	34%	14%	31%	9%	32%	**	31%	20%
						gi	gi		gi		gi		c	
Don't know	15	**	**	**	**	3	3	4	*	3	3	**	3	11
	1%	**	**	**	**	1%	1%	1%	*%	2%	2%	**	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 38**

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

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

Base : Children aged 8-17 who play games online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1457	1008	173	159	117	1457	1330	127	505	292	342	315	797	657	1457
Effective Weighted Sample	1178	924	147	126	73	1178	1067	113	396	247	296	274	620	559	1178
Total	1671	1420	124	75	51	1671	1492	178	475	437	337	417	912	753	1671
Yes	1268 76%	1076 76%	94 76%	57 76%	40 79%	1268 76%	1133 76%	134 75%	379 80%	320 73%	259 77%	304 73%	699 77%	564 75%	1268 76%
No	388 23%	332 23%	29 23%	17 23%	10 20%	388 23%	348 23%	40 22%	93 20%	113 26%	76 23%	106 25%	206 23%	182 24%	388 23%
Don't know	15 1%	13 1%	1 1%	1 1%	1 1%	15 1%	12 1%	4 2%	4 1%	4 1%	2 *	6 2%	7 1%	8 1%	15 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 38**

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

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

Base : Children aged 8-17 who play games online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1457	324	1080	369	631	335	255	743	451
Effective Weighted Sample	1178	271	866	303	510	265	198	605	371
Total	1671	385	1229	440	726	354	265	854	542
Yes	1268 76%	296 77%	928 76%	337 76%	538 74%	276 78%	210 79%	647 76%	407 75%
No	388 23%	84 22%	294 24%	100 23%	185 25%	77 22%	55 21%	194 23%	135 25%
Don't know	15 1%	6 2%	6 1%	4 1%	3 *%	1 *%	1 *%	13 1%	- -%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 39**

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

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

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Yes	1268	**	**	425	569	273	**	994	273	800	468
	55%	**	**	45%	62%	63%	**	54%	63%	68%	42%
				c	c			b	b		
No	388	**	**	173	150	65	**	323	65	162	225
	17%	**	**	18%	16%	15%	**	17%	15%	14%	20%
										a	
Don't know	15	**	**	5	4	6	**	9	6	10	6
	1%	**	**	1%	*%	1%	**	1%	1%	1%	1%
CHILD DOES NOT PLAY GAMES ONLINE	621	**	**	333	198	90	**	531	90	201	420
	27%	**	**	36%	22%	21%	**	29%	21%	17%	38%
				de				c			a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 39**

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

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

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
Yes	1268	**	**	**	**	260	164	362	208	178	96	**	336	909
	55%	**	**	**	**	55%	36%	76%	46%	79%	46%	**	43%	62%
						f		efhj	f	efhj				b
No	388	**	**	**	**	86	87	58	92	19	46	**	150	228
	17%	**	**	**	**	18%	19%	12%	21%	8%	22%	**	19%	16%
						i	i		gi		gi			
Don't know	15	**	**	**	**	3	3	4	*	3	3	**	3	11
	1%	**	**	**	**	1%	1%	1%	*%	1%	1%	**	*%	1%
CHILD DOES NOT PLAY GAMES ONLINE	621	**	**	**	**	126	207	51	148	24	65	**	295	314
	27%	**	**	**	**	27%	45%	11%	33%	11%	31%	**	38%	21%
						gi	eghij		gi		gi		c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 39**

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

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

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
Yes	1268 55%	1076 55%	94 54%	57 54%	40 58%	1268 55%	1133 56%	134 50%	379 59%	320 50%	259 60%	304 54%	699 54%	564 56%	1268 55%
No	388 17%	332 17%	29 16%	17 16%	10 15%	388 17%	348 17%	40 15%	93 14%	113 18%	76 17%	106 19%	206 16%	182 18%	388 17%
Don't know	15 1%	13 1%	1 1%	1 1%	1 1%	15 1%	12 1%	4 1%	4 1%	4 1%	2 *	6 1%	7 1%	8 1%	15 1%
CHILD DOES NOT PLAY GAMES ONLINE	621 27%	523 27%	50 29%	30 28%	18 26%	621 27%	531 26%	90 34%	170 26%	203 32%	99 23%	148 26%	373 29%	246 25%	621 27%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 39**

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

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

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
Yes	1268	296	928	337	538	276	210	647	407
	55%	62%	54%	58%	57%	51%	63%	55%	53%
		b					c		
No	388	84	294	100	185	77	55	194	135
	17%	17%	17%	17%	20%	14%	17%	16%	18%
Don't know	15	6	6	4	3	1	1	13	-
	1%	1%	*%	1%	*%	*%	*%	1%	-%
CHILD DOES NOT PLAY GAMES ONLINE	621	94	498	142	212	185	67	326	222
	27%	20%	29%	24%	23%	34%	20%	28%	29%
			a			ab			a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 40**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1104	-	-	376	476	252	-	852	252	675	429
Effective Weighted Sample	894	-	-	300	372	231	-	671	231	548	347
Total	1268	-	-	425	569	273	-	994	273	800	468
People I am friends with/ people that I know outside of the game	1075	**	**	348	486	241	**	834	241	677	398
	85%	**	**	82%	85%	88%	**	84%	88%	85%	85%
People that I only know through playing the game	523	**	**	165	235	123	**	400	123	342	181
	41%	**	**	39%	41%	45%	**	40%	45%	43%	39%
Don't know	8	**	**	6	2	-	**	8	-	5	3
	1%	**	**	1%	*%	-%	**	1%	-%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 40**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	~j	~a	b	c
Significance Level: 99%														
Unweighted total	1104	-	-	-	-	222	154	292	184	161	91	-	306	777
Effective Weighted Sample	894	-	-	-	-	179	122	229	144	146	85	-	241	636
Total	1268	-	-	-	-	260	164	362	208	178	96	-	336	909
People I am friends with/ people that I know outside of the game	1075	**	**	**	**	212	136	308	179	157	**	**	270	786
	85%	**	**	**	**	81%	83%	85%	86%	88%	**	**	80%	86%
People that I only know through playing the game	523	**	**	**	**	109	55	140	94	92	**	**	135	377
	41%	**	**	**	**	42%	34%	39%	45%	52%	**	**	40%	41%
										f				
Don't know	8	**	**	**	**	3	3	2	-	-	**	**	6	2
	1%	**	**	**	**	1%	2%	1%	-%	-%	**	**	2%	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 40**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	1104	768	128	118	90	1104	1009	95	401	214	261	225	615	486	1104
Effective Weighted Sample	894	703	106	90	54	894	811	85	315	181	227	197	478	415	894
Total	1268	1076	94	57	40	1268	1133	134	379	320	259	304	699	564	1268
People I am friends with/ people that I know outside of the game	1075	916	76	51	**	1075	964	**	308	287	225	253	595	477	1075
	85%	85%	81%	90%	**	85%	85%	**	81%	90%	87%	83%	85%	85%	85%
People that I only know through playing the game	523	431	43	30	**	523	461	**	178	115	92	136	293	228	523
	41%	40%	46%	53%	**	41%	41%	**	47%	36%	36%	45%	42%	40%	41%
									c						
Don't know	8	8	-	-	**	8	6	**	-	2	2	4	2	6	8
	1%	1%	-%	-%	**	1%	1%	**	-%	1%	1%	1%	*%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 40**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1104	251	813	279	471	261	204	560	336
Effective Weighted Sample	894	211	652	230	382	206	155	457	279
Total	1268	296	928	337	538	276	210	647	407
People I am friends with/ people that I know outside of the game	1075	247	798	291	447	243	170	548	354
	85%	84%	86%	86%	83%	88%	81%	85%	87%
People that I only know through playing the game	523	128	377	142	221	118	116	244	162
	41%	43%	41%	42%	41%	43%	55% bc	38%	40%
Don't know	8	2	4	2	2	-	1	3	4
	1%	1%	*%	1%	*%	-%	1%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 41**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1457	-	-	537	604	316	-	1141	316	825	632
Effective Weighted Sample	1178	-	-	428	472	290	-	898	290	667	512
Total	1671	-	-	603	724	344	-	1326	344	972	699
People I am friends with/ people that I know outside of the game	1075	**	**	348	486	241	**	834	241	677	398
	64%	**	**	58%	67%	70%	**	63%	70%	70%	57%
					c	c				b	
People that I only know through playing the game	523	**	**	165	235	123	**	400	123	342	181
	31%	**	**	27%	32%	36%	**	30%	36%	35%	26%
										b	
Don't know	8	**	**	6	2	-	**	8	-	5	3
	*%	**	**	1%	*%	-%	**	1%	-%	1%	*%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	403	**	**	178	154	71	**	332	71	172	231
	24%	**	**	30%	21%	21%	**	25%	21%	18%	33%
				de						a	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 41**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1457	-	-	-	-	301	236	343	261	181	135	-	446	981
Effective Weighted Sample	1178	-	-	-	-	241	187	268	204	165	125	-	352	801
Total	1671	-	-	-	-	348	254	424	300	199	145	-	489	1149
People I am friends with/ people that I know outside of the game	1075	**	**	**	**	212	136	308	179	157	84	**	270	786
	64%	**	**	**	**	61%	53%	73%	60%	79%	58%	**	55%	68%
								efhj		efhj				b
People that I only know through playing the game	523	**	**	**	**	109	55	140	94	92	31	**	135	377
	31%	**	**	**	**	31%	22%	33%	31%	46%	22%	**	28%	33%
								f		efghj				
Don't know	8	**	**	**	**	3	3	2	-	-	-	**	6	2
	*%	**	**	**	**	1%	1%	1%	-%	-%	-%	**	1%	*%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	403	**	**	**	**	88	90	62	92	22	49	**	153	240
	24%	**	**	**	**	25%	35%	15%	31%	11%	34%	**	31%	21%
						gi	gi		gi		gi		c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 41**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1457	1008	173	159	117	1457	1330	127	505	292	342	315	797	657	1457
Effective Weighted Sample	1178	924	147	126	73	1178	1067	113	396	247	296	274	620	559	1178
Total	1671	1420	124	75	51	1671	1492	178	475	437	337	417	912	753	1671
People I am friends with/ people that I know outside of the game	1075 64%	916 64%	76 62%	51 68%	32 63%	1075 64%	964 65%	111 62%	308 65%	287 66%	225 67%	253 61%	595 65%	477 63%	1075 64%
People that I only know through playing the game	523 31%	431 30%	43 35%	30 40%	18 36%	523 31%	461 31%	62 35%	178 37% bc	115 26%	92 27%	136 33%	293 32%	228 30%	523 31%
Don't know	8 *%	8 1%	- -%	- -%	- -%	8 *%	6 *%	2 1%	- -%	2 *%	2 1%	4 1%	2 *%	6 1%	8 *%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	403 24%	344 24%	30 24%	18 24%	11 21%	403 24%	359 24%	44 25%	97 20%	117 27%	78 23%	112 27%	213 23%	190 25%	403 24%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 41**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1457	324	1080	369	631	335	255	743	451
Effective Weighted Sample	1178	271	866	303	510	265	198	605	371
Total	1671	385	1229	440	726	354	265	854	542
People I am friends with/ people that I know outside of the game	1075 64%	247 64%	798 65%	291 66%	447 62%	243 69%	170 64%	548 64%	354 65%
People that I only know through playing the game	523 31%	128 33%	377 31%	142 32%	221 30%	118 33%	116 44% bc	244 29%	162 30%
Don't know	8 *%	2 1%	4 *%	2 1%	2 *%	- -%	1 *%	3 *%	4 1%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	403 24%	89 23%	301 24%	104 24%	188 26%	78 22%	55 21%	207 24%	135 25%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1104	-	-	376	476	252	-	852	252	675	429
Effective Weighted Sample	894	-	-	300	372	231	-	671	231	548	347
Total	1268	-	-	425	569	273	-	994	273	800	468
I use in game chat or messaging	319	**	**	108	139	72	**	247	72	183	136
	25%	**	**	26%	24%	26%	**	25%	26%	23%	29%
WhatsApp	512	**	**	158	240	114	**	398	114	307	205
	40%	**	**	37%	42%	42%	**	40%	42%	38%	44%
Xbox chat/ app	397	**	**	111	192	94	**	303	94	276	122
	31%	**	**	26%	34%	34%	**	31%	34%	34%	26%
										b	
PlayStation chat/ app	306	**	**	98	142	66	**	240	66	217	89
	24%	**	**	23%	25%	24%	**	24%	24%	27%	19%
										b	
Discord	251	**	**	60	123	68	**	183	68	172	79
	20%	**	**	14%	22%	25%	**	18%	25%	22%	17%
						c					
Twitch	130	**	**	34	56	40	**	89	40	83	47
	10%	**	**	8%	10%	15%	**	9%	15%	10%	10%
Steam Chat	106	**	**	24	59	24	**	82	24	82	24
	8%	**	**	6%	10%	9%	**	8%	9%	10%	5%
										b	
Skype	82	**	**	17	50	15	**	67	15	48	34
	6%	**	**	4%	9%	5%	**	7%	5%	6%	7%
VR chat	60	**	**	14	31	16	**	44	16	40	20
	5%	**	**	3%	5%	6%	**	4%	6%	5%	4%
Ventrilo	48	**	**	17	18	13	**	35	13	32	16
	4%	**	**	4%	3%	5%	**	4%	5%	4%	4%
Rec room	36	**	**	13	21	3	**	33	3	23	13
	3%	**	**	3%	4%	1%	**	3%	1%	3%	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1104	-	-	376	476	252	-	852	252	675	429
Effective Weighted Sample	894	-	-	300	372	231	-	671	231	548	347
Total	1268	-	-	425	569	273	-	994	273	800	468
TeamSpeak	31 2%	**	**	9 2%	13 2%	10 4%	**	22 2%	10 4%	18 2%	13 3%
Element	29 2%	**	**	13 3%	10 2%	5 2%	**	23 2%	5 2%	13 2%	15 3%
Mumble	19 1%	**	**	6 1%	7 1%	5 2%	**	13 1%	5 2%	12 1%	7 1%
Tox	11 1%	**	**	3 1%	6 1%	3 1%	**	8 1%	3 1%	5 1%	6 1%
I do this on other apps/ sites	49 4%	**	**	27 6%	15 3%	8 3%	**	42 4%	8 3%	23 3%	26 6%
Don't know	63 5%	**	**	41 10%	14 3%	8 3%	**	55 6%	8 3%	39 5%	24 5%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	~j	~a	b	c
Significance Level: 99%														
Unweighted total	1104	-	-	-	-	222	154	292	184	161	91	-	306	777
Effective Weighted Sample	894	-	-	-	-	179	122	229	144	146	85	-	241	636
Total	1268	-	-	-	-	260	164	362	208	178	96	-	336	909
I use in game chat or messaging	319	**	**	**	**	63	46	81	58	40	**	**	84	230
	25%	**	**	**	**	24%	28%	22%	28%	22%	**	**	25%	25%
WhatsApp	512	**	**	**	**	88	70	147	93	71	**	**	121	380
	40%	**	**	**	**	34%	42%	41%	45%	40%	**	**	36%	42%
Xbox chat/ app	397	**	**	**	**	77	34	130	62	69	**	**	88	303
	31%	**	**	**	**	29%	21%	36%	30%	39%	**	**	26%	33%
								f		f				
PlayStation chat/ app	306	**	**	**	**	73	25	100	42	45	**	**	66	232
	24%	**	**	**	**	28%	15%	28%	20%	25%	**	**	20%	26%
Discord	251	**	**	**	**	44	16	80	43	49	**	**	43	203
	20%	**	**	**	**	17%	10%	22%	21%	27%	**	**	13%	22%
								f		f				b
Twitch	130	**	**	**	**	19	15	36	20	28	**	**	25	103
	10%	**	**	**	**	7%	9%	10%	10%	16%	**	**	7%	11%
Steam Chat	106	**	**	**	**	19	5	46	12	17	**	**	19	85
	8%	**	**	**	**	7%	3%	13%	6%	9%	**	**	6%	9%
								f						
Skype	82	**	**	**	**	7	10	34	16	8	**	**	14	65
	6%	**	**	**	**	3%	6%	9%	8%	4%	**	**	4%	7%
								e						
VR chat	60	**	**	**	**	9	4	19	12	12	**	**	11	48
	5%	**	**	**	**	4%	3%	5%	6%	7%	**	**	3%	5%
Ventrilo	48	**	**	**	**	12	5	13	5	7	**	**	17	31
	4%	**	**	**	**	5%	3%	4%	2%	4%	**	**	5%	3%
Rec room	36	**	**	**	**	13	-	10	11	1	**	**	8	29
	3%	**	**	**	**	5%	-%	3%	5%	0%	**	**	2%	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	~j	~a	b	c
Significance Level: 99%														
Unweighted total	1104	-	-	-	-	222	154	292	184	161	91	-	306	777
Effective Weighted Sample	894	-	-	-	-	179	122	229	144	146	85	-	241	636
Total	1268	-	-	-	-	260	164	362	208	178	96	-	336	909
TeamSpeak	31	**	**	**	**	6	3	6	7	6	**	**	8	22
	2%	**	**	**	**	2%	2%	2%	3%	4%	**	**	2%	2%
Element	29	**	**	**	**	7	6	4	6	2	**	**	12	17
	2%	**	**	**	**	3%	4%	1%	3%	1%	**	**	3%	2%
Mumble	19	**	**	**	**	4	2	5	2	2	**	**	6	13
	1%	**	**	**	**	2%	1%	2%	1%	1%	**	**	2%	1%
Tox	11	**	**	**	**	1	2	3	2	1	**	**	3	8
	1%	**	**	**	**	*%	1%	1%	1%	1%	**	**	1%	1%
I do this on other apps/ sites	49	**	**	**	**	12	15	7	8	3	**	**	24	24
	4%	**	**	**	**	5%	9%	2%	4%	2%	**	**	7%	3%
Don't know	63	**	**	**	**	26	14	9	5	4	**	**	35	28
	5%	**	**	**	**	10%	9%	3%	2%	2%	**	**	10%	3%
						ghi	g						c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND ~d	ALL UK e	URBAN a	RURAL ~b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1104	768	128	118	90	1104	1009	95	401	214	261	225	615	486	1104
Effective Weighted Sample	894	703	106	90	54	894	811	85	315	181	227	197	478	415	894
Total	1268	1076	94	57	40	1268	1133	134	379	320	259	304	699	564	1268
I use in game chat or messaging	319	279	22	12	**	319	283	**	70	89	72	86	159	158	319
	25%	26%	24%	21%	**	25%	25%	**	18%	28%	28%	28%	23%	28%	25%
											a	a		a	
WhatsApp	512	441	32	20	**	512	462	**	163	129	86	134	293	219	512
	40%	41%	34%	36%	**	40%	41%	**	43%	40%	33%	44%	42%	39%	40%
Xbox chat/ app	397	323	31	29	**	397	356	**	123	90	92	89	213	181	397
	31%	30%	33%	50%	**	31%	31%	**	33%	28%	35%	29%	31%	32%	31%
				ae											
PlayStation chat/ app	306	267	18	12	**	306	284	**	96	70	56	84	166	140	306
	24%	25%	19%	22%	**	24%	25%	**	25%	22%	22%	28%	24%	25%	24%
Discord	251	210	16	15	**	251	225	**	83	52	44	71	135	115	251
	20%	20%	17%	26%	**	20%	20%	**	22%	16%	17%	23%	19%	20%	20%
Twitch	130	112	10	4	**	130	122	**	60	28	17	24	88	42	130
	10%	10%	11%	8%	**	10%	11%	**	16%	9%	7%	8%	13%	7%	10%
									cfg						
Steam Chat	106	92	5	6	**	106	97	**	43	20	22	21	63	43	106
	8%	9%	5%	11%	**	8%	9%	**	11%	6%	9%	7%	9%	8%	8%
Skype	82	68	9	4	**	82	75	**	38	15	14	15	54	28	82
	6%	6%	9%	7%	**	6%	7%	**	10%	5%	5%	5%	8%	5%	6%
VR chat	60	53	2	3	**	60	56	**	18	13	15	13	31	29	60
	5%	5%	2%	5%	**	5%	5%	**	5%	4%	6%	4%	4%	5%	5%
Ventrilo	48	41	4	1	**	48	44	**	23	9	10	5	33	16	48
	4%	4%	5%	2%	**	4%	4%	**	6%	3%	4%	2%	5%	3%	4%
Rec room	36	33	1	1	**	36	35	**	9	8	7	13	17	20	36
	3%	3%	1%	2%	**	3%	3%	**	2%	3%	3%	4%	2%	3%	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND ~d	ALL UK e	URBAN a	RURAL ~b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1104	768	128	118	90	1104	1009	95	401	214	261	225	615	486	1104
Effective Weighted Sample	894	703	106	90	54	894	811	85	315	181	227	197	478	415	894
Total	1268	1076	94	57	40	1268	1133	134	379	320	259	304	699	564	1268
TeamSpeak	31 2%	25 2%	3 3%	2 4%	** **	31 2%	29 3%	** **	12 3%	6 2%	4 2%	10 3%	18 3%	14 2%	31 2%
Element	29 2%	26 2%	- -%	1 2%	** **	29 2%	25 2%	** **	13 3%	6 2%	4 2%	5 2%	19 3%	9 2%	29 2%
Mumble	19 1%	17 2%	* *%	1 1%	** **	19 1%	19 2%	** **	10 3%	3 1%	* *%	5 2%	13 2%	5 1%	19 1%
Tox	11 1%	8 1%	1 1%	1 1%	** **	11 1%	11 1%	** **	6 1%	1 *%	1 *%	4 1%	6 1%	5 1%	11 1%
I do this on other apps/ sites	49 4%	43 4%	4 4%	1 2%	** **	49 4%	43 4%	** **	13 3%	22 7%	9 4%	6 2%	35 5%	15 3%	49 4%
Don't know	63 5%	58 5%	3 3%	2 3%	** **	63 5%	55 5%	** **	15 4%	14 4%	11 4%	23 8%	29 4%	35 6%	63 5%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1104	251	813	279	471	261	204	560	336
Effective Weighted Sample	894	211	652	230	382	206	155	457	279
Total	1268	296	928	337	538	276	210	647	407
I use in game chat or messaging	319	82	233	91	127	71	38	176	104
	25%	28%	25%	27%	24%	26%	18%	27%	26%
WhatsApp	512	130	366	143	222	124	99	257	156
	40%	44%	39%	42%	41%	45%	47%	40%	38%
Xbox chat/ app	397	104	279	110	171	86	65	204	126
	31%	35%	30%	33%	32%	31%	31%	32%	31%
PlayStation chat/ app	306	57	243	94	126	64	46	150	109
	24%	19%	26%	28%	23%	23%	22%	23%	27%
Discord	251	64	179	71	107	57	71	111	69
	20%	22%	19%	21%	20%	21%	34%	17%	17%
							bc		
Twitch	130	34	91	27	56	37	47	61	21
	10%	11%	10%	8%	10%	13%	22%	9%	5%
							bc		
Steam Chat	106	28	75	27	50	26	36	44	26
	8%	9%	8%	8%	9%	10%	17%	7%	6%
							bc		
Skype	82	25	55	13	46	22	36	29	17
	6%	9%	6%	4%	9%	8%	17%	4%	4%
							bc		
VR chat	60	13	46	21	28	10	17	28	15
	5%	4%	5%	6%	5%	4%	8%	4%	4%
Ventrilo	48	12	33	6	29	12	14	22	12
	4%	4%	4%	2%	5%	4%	7%	3%	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1104	251	813	279	471	261	204	560	336
Effective Weighted Sample	894	211	652	230	382	206	155	457	279
Total	1268	296	928	337	538	276	210	647	407
Rec room	36 3%	8 3%	27 3%	5 2%	18 3%	9 3%	12 6%	16 3%	7 2%
TeamSpeak	31 2%	9 3%	22 2%	5 1%	14 3%	7 3%	14 7% bc	12 2%	6 1%
Element	29 2%	9 3%	17 2%	4 1%	14 3%	11 4%	19 9% bc	7 1%	3 1%
Mumble	19 1%	3 1%	14 2%	3 1%	10 2%	6 2%	13 6% bc	2 *%	3 1%
Tox	11 1%	1 *%	10 1%	- -%	5 1%	5 2%	5 2%	4 1%	2 *%
I do this on other apps/ sites	49 4%	9 3%	37 4%	10 3%	21 4%	10 4%	14 7%	25 4%	10 2%
Don't know	63 5%	14 5%	46 5%	15 5%	24 4%	10 4%	5 2%	29 4%	29 7%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 43**

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

**QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)**

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Yes – there is a minimum age requirement	1779	**	**	655	761	363	**	1416	363	905	874
	78%	**	**	70%	83%	84%	**	76%	84%	77%	78%
					c	c			b		
No – there is not a minimum age requirement	106	**	**	52	42	13	**	94	13	59	48
	5%	**	**	6%	5%	3%	**	5%	3%	5%	4%
Don't know	406	**	**	229	119	58	**	348	58	209	197
	18%	**	**	24%	13%	13%	**	19%	13%	18%	18%
				de							

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 43**

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

**QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)**

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
Yes – there is a minimum age requirement	1779	**	**	**	**	343	313	373	387	189	174	**	542	1202
	78%	**	**	**	**	72%	68%	79%	87%	84%	83%	**	69%	82%
								f	ef	ef	ef			b
No – there is not a minimum age requirement	106	**	**	**	**	22	30	32	10	5	7	**	47	59
	5%	**	**	**	**	5%	7%	7%	2%	2%	4%	**	6%	4%
							h	h						
Don't know	406	**	**	**	**	110	118	69	50	30	28	**	196	202
	18%	**	**	**	**	23%	26%	15%	11%	13%	14%	**	25%	14%
						ghij	ghij					**	c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 43**

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

**QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)**

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
Yes – there is a minimum age requirement	1779	1517	135	80	47	1779	1566	213	510	469	343	454	979	797	1779
	78%	78%	78%	77%	67%	78%	77%	79%	79%	73%	79%	81%	76%	80%	78%
No – there is not a minimum age requirement	106	84	11	6	6	106	103	3	35	37	18	15	72	33	106
	5%	4%	6%	5%	8%	5%	5%	1%	5%	6%	4%	3%	6%	3%	5%
Don't know	406	342	28	19	17	406	354	52	101	133	74	95	234	170	406
	18%	18%	16%	18%	24%	18%	17%	19%	16%	21%	17%	17%	18%	17%	18%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 43**

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

**QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)**

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
Yes – there is a minimum age requirement	1779 78%	401 84% b	1312 76%	478 82%	717 77%	416 77%	267 81%	925 78%	577 76%
No – there is not a minimum age requirement	106 5%	14 3%	82 5%	21 4%	51 5%	17 3%	16 5%	57 5%	31 4%
Don't know	406 18%	64 13%	333 19%	84 14%	169 18%	106 20%	49 15%	198 17%	155 20%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Age under 10	30	**	**	14	13	3	**	27	3	21	9
	1%	**	**	1%	1%	1%	**	1%	1%	2%	1%
Aged 10	65	**	**	43	21	2	**	64	2	28	38
	3%	**	**	5%	2%	*%	**	3%	*%	2%	3%
				e				c			
Aged 11	44	**	**	26	14	4	**	40	4	18	26
	2%	**	**	3%	1%	1%	**	2%	1%	2%	2%
Aged 12	190	**	**	68	100	22	**	168	22	94	96
	8%	**	**	7%	11%	5%	**	9%	5%	8%	9%
				e							
Aged 13	758	**	**	209	372	177	**	581	177	364	394
	33%	**	**	22%	40%	41%	**	31%	41%	31%	35%
				c	c	c		b			
Aged 14	123	**	**	23	65	34	**	88	34	57	66
	5%	**	**	2%	7%	8%	**	5%	8%	5%	6%
				c	c	c					
Aged 15	81	**	**	31	32	18	**	63	18	46	35
	4%	**	**	3%	3%	4%	**	3%	4%	4%	3%
Aged 16	226	**	**	110	55	60	**	166	60	112	114
	10%	**	**	12%	6%	14%	**	9%	14%	10%	10%
				d		d		b			
Aged 17	3	**	**	*	-	3	**	*	3	3	-
	*%	**	**	*%	-%	1%	**	*%	1%	*%	-%
								b			
Aged 18 or over	57	**	**	37	11	9	**	48	9	30	27
	3%	**	**	4%	1%	2%	**	3%	2%	3%	2%
				d							

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Don't know	202	**	**	94	78	30	**	172	30	132	70
	9%	**	**	10%	8%	7%	**	9%	7%	11%	6%
										b	
<b>SUMMARY</b>											
AWARE OF MINIMUM AGE REQUIREMENT	1779	**	**	655	761	363	**	1416	363	905	874
	78%	**	**	70%	83%	84%	**	76%	84%	77%	78%
					c	c			b		
AWARE AND GIVES THE CORRECT AGE (13)	758	**	**	209	372	177	**	581	177	364	394
	33%	**	**	22%	40%	41%	**	31%	41%	31%	35%
					c	c			b		
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	330	**	**	151	148	31	**	299	31	160	169
	14%	**	**	16%	16%	7%	**	16%	7%	14%	15%
				e	e			c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	490	**	**	201	164	125	**	365	125	248	242
	21%	**	**	22%	18%	29%	**	20%	29%	21%	22%
						cd			b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1021	**	**	446	389	186	**	835	186	540	481
	45%	**	**	48%	42%	43%	**	45%	43%	46%	43%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	106	**	**	52	42	13	**	94	13	59	48
	5%	**	**	6%	5%	3%	**	5%	3%	5%	4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	406	**	**	229	119	58	**	348	58	209	197
	18%	**	**	24%	13%	13%	**	19%	13%	18%	18%
				de							

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR													
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY	
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c											
Significance Level: 99%																									
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250											
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016											
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463											
Age under 10	30	**	**	**	**	8	6	10	3	3	-	**	13	18											
	1%	**	**	**	**	2%	1%	2%	1%	1%	-%	**	2%	1%											
Aged 10	65	**	**	**	**	18	25	8	13	2	-	**	41	24											
	3%	**	**	**	**	4%	5%	2%	3%	1%	-%	**	5%	2%											
							ij						c												
Aged 11	44	**	**	**	**	9	17	5	9	4	-	**	22	21											
	2%	**	**	**	**	2%	4%	1%	2%	2%	-%	**	3%	1%											
Aged 12	190	**	**	**	**	37	31	46	54	11	11	**	52	137											
	8%	**	**	**	**	8%	7%	10%	12%	5%	5%	**	7%	9%											
							i																		
Aged 13	758	**	**	**	**	108	101	172	199	84	94	**	161	581											
	33%	**	**	**	**	23%	22%	36%	45%	37%	45%	**	20%	40%											
								ef	ef	ef	ef			b											
Aged 14	123	**	**	**	**	7	16	32	33	18	16	**	17	105											
	5%	**	**	**	**	1%	3%	7%	7%	8%	8%	**	2%	7%											
								e	e	e	e			b											
Aged 15	81	**	**	**	**	20	11	18	14	8	10	**	26	51											
	4%	**	**	**	**	4%	2%	4%	3%	4%	5%	**	3%	4%											
Aged 16	226	**	**	**	**	49	61	27	28	35	25	**	90	128											
	10%	**	**	**	**	10%	13%	6%	6%	16%	12%	**	11%	9%											
							gh			gh															
Aged 17	3	**	**	**	**	*	-	-	-	3	-	**	*	3											
	*%	**	**	**	**	*%	-%	-%	-%	1%	-%	**	*%	*%											
Aged 18 or over	57	**	**	**	**	22	15	7	4	1	8	**	32	24											
	3%	**	**	**	**	5%	3%	2%	1%	1%	4%	**	4%	2%											
							h						c												

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
Don't know	202	**	**	**	**	64	30	48	30	21	10	**	87	111
	9%	**	**	**	**	13%	7%	10%	7%	9%	5%	**	11%	8%
						fhj								
<b>SUMMARY</b>														
AWARE OF MINIMUM AGE REQUIREMENT	1779	**	**	**	**	343	313	373	387	189	174	**	542	1202
	78%	**	**	**	**	72%	68%	79%	87%	84%	83%	**	69%	82%
								f	ef	ef	ef			b
AWARE AND GIVES THE CORRECT AGE (13)	758	**	**	**	**	108	101	172	199	84	94	**	161	581
	33%	**	**	**	**	23%	22%	36%	45%	37%	45%	**	20%	40%
								ef	ef	ef	ef			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	330	**	**	**	**	72	79	69	79	20	11	**	128	200
	14%	**	**	**	**	15%	17%	14%	18%	9%	5%	**	16%	14%
						j	ij	j	ij					
AWARE BUT GIVES AN AGE OF 14 OR OLDER	490	**	**	**	**	98	103	85	79	65	60	**	166	310
	21%	**	**	**	**	21%	22%	18%	18%	29%	28%	**	21%	21%
										gh	gh			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1021	**	**	**	**	234	212	201	188	105	80	**	381	621
	45%	**	**	**	**	49%	46%	42%	42%	47%	38%	**	49%	42%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	106	**	**	**	**	22	30	32	10	5	7	**	47	59
	5%	**	**	**	**	5%	7%	7%	2%	2%	4%	**	6%	4%
							h	h						

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	406	**	**	**	**	110	118	69	50	30	28	**	196	202
	18%	**	**	**	**	23%	26%	15%	11%	13%	14%	**	25%	14%
						ghij	ghij						c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
Age under 10	30 1%	24 1%	2 1%	3 3%	1 1%	30 1%	30 1%	* *%	20 3%	3 *%	6 1%	2 *%	23 2%	8 1%	30 1%
									bdfg						
Aged 10	65 3%	56 3%	4 3%	4 3%	1 2%	65 3%	59 3%	7 2%	21 3%	15 2%	21 5%	9 2%	36 3%	30 3%	65 3%
Aged 11	44 2%	36 2%	2 1%	2 2%	4 5%	44 2%	38 2%	6 2%	13 2%	14 2%	7 2%	10 2%	27 2%	17 2%	44 2%
Aged 12	190 8%	164 8%	12 7%	10 9%	5 7%	190 8%	167 8%	24 9%	47 7%	62 10%	41 9%	41 7%	109 8%	81 8%	190 8%
Aged 13	758 33%	635 33%	65 37%	41 39%	17 24%	758 33%	667 33%	92 34%	233 36%	176 27%	125 29%	222 39%	409 32%	347 35%	758 33%
									b			bc			
Aged 14	123 5%	103 5%	10 6%	6 6%	4 5%	123 5%	113 6%	9 4%	39 6%	41 6%	22 5%	20 4%	80 6%	42 4%	123 5%
Aged 15	81 4%	71 4%	6 3%	2 2%	2 3%	81 4%	63 3%	17 7%	20 3%	15 2%	22 5%	24 4%	35 3%	46 5%	81 4%
Aged 16	226 10%	201 10%	13 7%	4 4%	8 12%	226 10%	193 10%	33 12%	55 8%	64 10%	51 12%	56 10%	119 9%	107 11%	226 10%
		c				c									
Aged 17	3 *%	3 *%	- -%	* *%	- -%	3 *%	3 *%	- -%	* *%	3 *%	- -%	- -%	3 *%	- -%	3 *%
Aged 18 or over	57 3%	48 2%	5 3%	3 3%	1 1%	57 3%	55 3%	2 1%	16 3%	20 3%	10 2%	11 2%	36 3%	21 2%	57 3%
Don't know	202 9%	175 9%	16 9%	7 6%	5 7%	202 9%	180 9%	22 8%	47 7%	56 9%	38 9%	60 11%	103 8%	99 10%	202 9%

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

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**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
<b>SUMMARY</b>															
AWARE OF MINIMUM AGE REQUIREMENT	1779	1517	135	80	47	1779	1566	213	510	469	343	454	979	797	1779
	78%	78%	78%	77%	67%	78%	77%	79%	79%	73%	79%	81%	76%	80%	78%
AWARE AND GIVES THE CORRECT AGE (13)	758	635	65	41	17	758	667	92	233	176	125	222	409	347	758
	33%	33%	37%	39%	24%	33%	33%	34%	36% b	27%	29%	39% bc	32%	35%	33%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	330	280	21	18	11	330	293	37	100	94	74	61	194	135	330
	14%	14%	12%	17%	15%	14%	14%	14%	16%	15%	17%	11%	15%	14%	14%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	490	426	34	15	15	490	427	62	130	143	105	111	273	216	490
	21%	22%	19%	14%	21%	21%	21%	23%	20%	22%	24%	20%	21%	22%	21%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1021	882	70	39	30	1021	900	121	277	293	218	232	570	450	1021
	45%	45%	40%	38%	43%	45%	44%	45%	43%	46%	50%	41%	44%	45%	45%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	106	84	11	6	6	106	103	3	35	37	18	15	72	33	106
	5%	4%	6%	5%	8%	5%	5%	1%	5%	6%	4%	3%	6%	3%	5%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	406	342	28	19	17	406	354	52	101	133	74	95	234	170	406
	18%	18%	16%	18%	24%	18%	17%	19%	16%	21%	17%	17%	18%	17%	18%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
Age under 10	30 1%	16 3% b	14 1%	3 1%	19 2%	7 1%	14 4% bc	13 1%	3 *%
Aged 10	65 3%	13 3%	52 3%	17 3%	29 3%	18 3%	11 3%	35 3%	19 2%
Aged 11	44 2%	12 2%	31 2%	11 2%	19 2%	12 2%	5 1%	31 3%	8 1%
Aged 12	190 8%	39 8%	144 8%	43 7%	83 9%	46 9%	38 11%	101 9%	51 7%
Aged 13	758 33%	187 39% b	545 32%	202 35%	300 32%	177 33%	105 32%	396 34%	249 33%
Aged 14	123 5%	18 4%	100 6%	24 4%	55 6%	38 7%	18 5%	73 6%	32 4%
Aged 15	81 4%	18 4%	62 4%	27 5%	29 3%	17 3%	7 2%	50 4%	24 3%
Aged 16	226 10%	58 12%	161 9%	74 13%	83 9%	55 10%	26 8%	108 9%	92 12%
Aged 17	3 *%	1 *%	2 *%	3 *%	* *%	- -%	2 *%	1 *%	- -%
Aged 18 or over	57 3%	9 2%	48 3%	19 3%	22 2%	12 2%	16 5%	27 2%	15 2%
Don't know	202 9%	30 6%	153 9%	57 10%	78 8%	35 6%	26 8%	90 8%	84 11%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
<b>SUMMARY</b>									
AWARE OF MINIMUM AGE REQUIREMENT	1779 78%	401 84% b	1312 76%	478 82%	717 77%	416 77%	267 81%	925 78%	577 76%
AWARE AND GIVES THE CORRECT AGE (13)	758 33%	187 39% b	545 32%	202 35%	300 32%	177 33%	105 32%	396 34%	249 33%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	330 14%	79 17%	241 14%	73 13%	151 16%	83 15%	67 20% c	180 15%	82 11%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	490 21%	104 22%	373 22%	145 25%	188 20%	122 23%	68 21%	259 22%	162 21%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1021 45%	214 45%	768 44%	276 47%	418 45%	239 44%	162 49%	529 45%	328 43%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	106 5%	14 3%	82 5%	21 4%	51 5%	17 3%	16 5%	57 5%	31 4%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	406 18%	64 13%	333 19%	84 14%	169 18%	106 20%	49 15%	198 17%	155 20%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)**

Base : Children aged 8-17 who use any social media apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1625	-	-	525	719	381	-	1244	381	794	831
Effective Weighted Sample	1309	-	-	415	557	349	-	971	349	641	669
Total	1849	-	-	588	848	414	-	1436	414	921	928
I share, comment or post things	522 28%	**	**	112 19%	264 31%	147 36%	**	375 26%	147 36%	253 27%	269 29%
					c	c			b		
I 'like' things and follow accounts, but don't really share, comment or post things	813 44%	**	**	239 41%	391 46%	183 44%	**	630 44%	183 44%	389 42%	424 46%
I only really read or watch things	493 27%	**	**	221 38%	191 23%	81 20%	**	412 29%	81 20%	266 29%	227 24%
				de				c			
Don't know	21 1%	**	**	16 3%	3 *%	2 *%	**	19 1%	2 *%	13 1%	8 1%
				d							

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)**

Base : Children aged 8-17 who use any social media apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1625	-	-	-	-	250	275	350	369	194	187	-	432	1156
Effective Weighted Sample	1309	-	-	-	-	199	216	271	286	177	172	-	338	939
Total	1849	-	-	-	-	289	299	421	427	212	202	-	473	1338
I share, comment or post things	522	**	**	**	**	59	53	126	138	68	79	**	90	419
	28%	**	**	**	**	20%	18%	30%	32%	32%	39%	**	19%	31%
								f	ef	ef	ef			b
I 'like' things and follow accounts, but don't really share, comment or post things	813	**	**	**	**	116	123	180	211	93	90	**	183	611
	44%	**	**	**	**	40%	41%	43%	49%	44%	45%	**	39%	46%
I only really read or watch things	493	**	**	**	**	104	117	113	78	49	32	**	183	303
	27%	**	**	**	**	36%	39%	27%	18%	23%	16%	**	39%	23%
						hij	ghij	j					c	
Don't know	21	**	**	**	**	10	6	2	*	1	1	**	16	5
	1%	**	**	**	**	3%	2%	1%	*%	*%	1%	**	3%	*%
						h							c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)**

Base : Children aged 8-17 who use any social media apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1625	1120	186	180	139	1625	1479	146	578	342	370	334	920	704	1625
Effective Weighted Sample	1309	1024	160	140	91	1309	1183	128	453	289	318	289	718	594	1309
Total	1849	1570	135	86	58	1849	1649	201	552	508	356	433	1059	788	1849
I share, comment or post things	522 28%	437 28%	45 33%	21 25%	19 33%	522 28%	464 28%	59 29%	179 32%	126 25%	89 25%	129 30%	305 29%	217 28%	522 28%
I 'like' things and follow accounts, but don't really share, comment or post things	813 44%	704 45% d	58 43%	34 40%	17 30%	813 44% d	743 45%	70 35%	243 44%	232 46%	163 46%	175 40%	475 45%	338 43%	813 44%
I only really read or watch things	493 27%	413 26%	31 23%	27 32%	22 38%	493 27%	423 26%	71 35%	126 23%	145 28%	102 29%	121 28%	270 26%	223 28%	493 27%
Don't know	21 1%	16 1%	1 1%	3 4%	- -%	21 1%	19 1%	1 1%	4 1%	5 1%	1 *%	9 2%	9 1%	10 1%	21 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)**

Base : Children aged 8-17 who use any social media apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1625	337	1218	392	688	406	281	820	513
Effective Weighted Sample	1309	283	972	326	550	320	218	660	423
Total	1849	399	1377	476	766	440	292	927	617
I share, comment or post things	522 28%	115 29%	391 28%	136 29%	213 28%	136 31%	111 38%	236 25%	172 28%
I 'like' things and follow accounts, but don't really share, comment or post things	813 44%	192 48%	576 42%	215 45%	339 44%	174 40%	103 35%	441 48%	261 42%
I only really read or watch things	493 27%	92 23%	391 28%	118 25%	205 27%	129 29%	77 26%	242 26%	172 28%
Don't know	21 1%	* *%	18 1%	7 1%	9 1%	1 *%	1 *%	8 1%	12 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)**

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	472	-	-	106	225	141	-	331	141	224	248
Effective Weighted Sample	381	-	-	83	173	131	-	255	131	180	200
Total	522	-	-	112	264	147	-	375	147	253	269
Share things	393	**	**	69	205	119	**	274	119	179	214
	75%	**	**	62%	78%	81%	**	73%	81%	71%	79%
				c	c	c					
Comment on things	438	**	**	81	224	132	**	305	132	214	224
	84%	**	**	73%	85%	90%	**	81%	90%	85%	83%
				c	c	c					
Post things	402	**	**	78	200	124	**	278	124	186	217
	77%	**	**	70%	76%	85%	**	74%	85%	73%	81%
Don't know	5	**	**	3	3	-	**	5	-	2	4
	1%	**	**	2%	1%	-%	**	1%	-%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)**

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~a	~b	c
Significance Level: 99%														
Unweighted total	472	-	-	-	-	56	50	103	122	65	76	-	88	370
Effective Weighted Sample	381	-	-	-	-	44	39	79	94	61	70	-	68	301
Total	522	-	-	-	-	59	53	126	138	68	79	-	90	419
Share things	393	**	**	**	**	**	**	90	115	**	**	**	**	331
	75%	**	**	**	**	**	**	72%	83%	**	**	**	**	79%
Comment on things	438	**	**	**	**	**	**	111	113	**	**	**	**	363
	84%	**	**	**	**	**	**	88%	82%	**	**	**	**	87%
Post things	402	**	**	**	**	**	**	88	112	**	**	**	**	328
	77%	**	**	**	**	**	**	70%	82%	**	**	**	**	78%
Don't know	5	**	**	**	**	**	**	-	3	**	**	**	**	3
	1%	**	**	**	**	**	**	-%	2%	**	**	**	**	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)**

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	NATION					AREA			SOCIAL GRADE					ALL UK
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	
Significance Level: 99%		a	~b	~c	~d	e	a	~b	a	~b	c	~d	e	f	g
Unweighted total	472	320	63	46	43	472	427	45	186	88	102	96	274	198	472
Effective Weighted Sample	381	291	55	37	30	381	341	40	146	74	88	86	214	167	381
Total	522	437	45	21	19	522	464	59	179	126	89	129	305	217	522
Share things	393	336	**	**	**	393	349	**	128	**	70	**	230	163	393
	75%	77%	**	**	**	75%	75%	**	72%	**	79%	**	75%	75%	75%
Comment on things	438	368	**	**	**	438	387	**	149	**	73	**	261	176	438
	84%	84%	**	**	**	84%	84%	**	83%	**	82%	**	86%	81%	84%
Post things	402	335	**	**	**	402	358	**	139	**	65	**	235	167	402
	77%	77%	**	**	**	77%	77%	**	77%	**	73%	**	77%	77%	77%
Don't know	5	3	**	**	**	5	5	**	2	**	2	**	3	2	5
	1%	1%	**	**	**	1%	1%	**	1%	**	3%	**	1%	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH 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.

**QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)**

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY ~a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	472	99	358	119	197	127	105	215	149
Effective Weighted Sample	381	81	287	99	156	101	82	174	123
Total	522	115	391	136	213	136	111	236	172
Share things	393	**	294	97	159	108	87	180	123
	75%	**	75%	72%	74%	80%	78%	76%	72%
Comment on things	438	**	333	110	175	120	92	197	146
	84%	**	85%	81%	82%	89%	83%	84%	85%
Post things	402	**	307	106	156	114	83	188	129
	77%	**	78%	78%	73%	84%	75%	80%	75%
Don't know	5	**	4	1	2	2	1	4	1
	1%	**	1%	1%	1%	1%	*%	2%	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 47**

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

**SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS**

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2091	**	**	760	903	428	**	1662	428	1061	1029
	91%	**	**	81%	98%	99%	**	89%	99%	90%	92%
					c	c			b		
USES ANY SOCIAL MEDIA APPS/ SITES	1849	**	**	588	848	414	**	1436	414	921	928
	81%	**	**	63%	92%	95%	**	77%	95%	79%	83%
					c	c			b		
EITHER OF THESE	2133	**	**	789	911	432	**	1701	432	1084	1049
	93%	**	**	84%	99%	100%	**	92%	100%	92%	94%
					c	c			b		
NEITHER OF THESE	158	**	**	146	11	1	**	157	1	89	69
	7%	**	**	16%	1%	*%	**	8%	*%	8%	6%
				de				c			

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 47**

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

**SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS**

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2091	**	**	**	**	379	380	462	441	220	208	**	620	1428
	91%	**	**	**	**	80%	82%	97%	98%	98%	99%	**	79%	98%
								ef	ef	ef	ef			b
USES ANY SOCIAL MEDIA APPS/ SITES	1849	**	**	**	**	289	299	421	427	212	202	**	473	1338
	81%	**	**	**	**	61%	65%	89%	95%	95%	96%	**	60%	91%
								ef	efg	ef	efg			b
EITHER OF THESE	2133	**	**	**	**	394	395	466	445	223	209	**	647	1443
	93%	**	**	**	**	83%	86%	98%	99%	100%	100%	**	82%	99%
								ef	ef	ef	ef			b
NEITHER OF THESE	158	**	**	**	**	80	66	8	2	1	1	**	138	20
	7%	**	**	**	**	17%	14%	2%	1%	*%	*%	**	18%	1%
						ghij	ghij						c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 47**

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

**SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS**

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2091	1773	158	96	64	2091	1851	239	605	591	394	493	1197	887	2091
	91%	91%	91%	91%	92%	91%	91%	89%	94% df	93%	91%	87%	93% df	89%	91%
USES ANY SOCIAL MEDIA APPS/ SITES	1849	1570	135	86	58	1849	1649	201	552	508	356	433	1059	788	1849
	81%	81%	78%	82%	84%	81%	81%	75%	85% df	79%	82%	77%	82%	79%	81%
EITHER OF THESE	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
	93%	93%	93%	94%	93%	93%	93%	92%	96% df	94%	92%	89%	95% df	91%	93%
NEITHER OF THESE	158	135	13	6	5	158	137	22	28	36	34	61	64	94	158
	7%	7%	7%	6%	7%	7%	7%	8%	4%	6%	8%	11% ae	5% ae	9%	7%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 47**

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

**SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS**

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2091	444	1566	512	869	498	313	1058	705
	91%	93%	91%	88%	93%	92%	94%	90%	92%
					a				
USES ANY SOCIAL MEDIA APPS/ SITES	1849	399	1377	476	766	440	292	927	617
	81%	83%	80%	82%	82%	82%	88%	79%	81%
							b		
EITHER OF THESE	2133	453	1598	528	885	508	320	1077	720
	93%	94%	93%	91%	94%	94%	97%	91%	94%
							b		
NEITHER OF THESE	158	27	128	54	52	32	11	103	43
	7%	6%	7%	9%	6%	6%	3%	9%	6%
							a		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 48**

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

**QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	462	**	**	190	195	77	**	385	77	232	230
	22%	**	**	24%	21%	18%	**	23%	18%	21%	22%
Most of the time	974	**	**	332	432	210	**	764	210	502	472
	46%	**	**	42%	47%	49%	**	45%	49%	46%	45%
Sometimes	604	**	**	208	258	138	**	466	138	305	300
	28%	**	**	26%	28%	32%	**	27%	32%	28%	29%
Never	33	**	**	15	13	5	**	28	5	16	17
	2%	**	**	2%	1%	1%	**	2%	1%	2%	2%
Don't know	59	**	**	44	13	2	**	57	2	28	31
	3%	**	**	6%	1%	*%	**	3%	*%	3%	3%
				de				c			
<b>SUMMARY</b>											
ALL OR MOST OF THE TIME	1436	**	**	522	627	287	**	1149	287	734	702
	67%	**	**	66%	69%	66%	**	68%	66%	68%	67%
EVER	2040	**	**	730	885	425	**	1615	425	1039	1002
	96%	**	**	92%	97%	98%	**	95%	98%	96%	95%
					c	c			b		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 48**

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

**QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	462	**	**	**	**	94	96	99	96	39	37	**	162	295
	22%	**	**	**	**	24%	24%	21%	22%	18%	18%	**	25%	20%
Most of the time	974	**	**	**	**	173	159	217	215	112	99	**	265	687
	46%	**	**	**	**	44%	40%	47%	48%	50%	47%	**	41%	48%
Sometimes	604	**	**	**	**	102	106	135	123	68	70	**	167	423
	28%	**	**	**	**	26%	27%	29%	28%	31%	33%	**	26%	29%
Never	33	**	**	**	**	7	8	6	7	4	1	**	15	18
	2%	**	**	**	**	2%	2%	1%	2%	2%	1%	**	2%	1%
Don't know	59	**	**	**	**	19	25	10	4	-	2	**	37	21
	3%	**	**	**	**	5%	6%	2%	1%	-%	1%	**	6%	1%
						hi	ghij						c	
<b>SUMMARY</b>														
ALL OR MOST OF THE TIME	1436	**	**	**	**	267	255	316	311	151	136	**	427	981
	67%	**	**	**	**	68%	65%	68%	70%	68%	65%	**	66%	68%
EVER	2040	**	**	**	**	368	362	451	434	219	206	**	594	1404
	96%	**	**	**	**	93%	92%	97%	98%	98%	98%	**	92%	97%
								f	f	f	f			b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 48**

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

**QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	462	394	33	20	15	462	422	40	168	118	75	98	287	173	462
	22%	22%	20%	20%	23%	22%	22%	16%	27%	20%	19%	19%	23%	19%	22%
									cdfg						
Most of the time	974	824	70	47	33	974	857	117	261	273	212	226	534	438	974
	46%	46%	43%	48%	51%	46%	45%	48%	42%	45%	53%	45%	44%	48%	46%
											ae				
Sometimes	604	512	51	26	15	604	531	73	164	184	100	154	348	254	604
	28%	28%	32%	27%	23%	28%	28%	30%	27%	31%	25%	31%	29%	28%	28%
Never	33	29	3	1	-	33	29	4	8	8	6	12	16	17	33
	2%	2%	2%	1%	-%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%
Don't know	59	48	5	4	2	59	47	13	16	20	9	14	36	23	59
	3%	3%	3%	4%	3%	3%	2%	5%	3%	3%	2%	3%	3%	3%	3%
<b>SUMMARY</b>															
ALL OR MOST OF THE TIME	1436	1219	103	67	48	1436	1279	157	430	391	287	324	821	611	1436
	67%	67%	64%	68%	74%	67%	68%	64%	70%	65%	71%	64%	67%	67%	67%
EVER	2040	1731	154	93	63	2040	1810	230	594	575	387	478	1169	865	2040
	96%	96%	95%	94%	97%	96%	96%	93%	96%	95%	96%	95%	96%	96%	96%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 48**

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

**QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	462 22%	90 20%	345 22%	95 18%	190 22%	131 26%	133 42% bc	207 19%	117 16%
Most of the time	974 46%	208 46%	741 46%	259 49%	420 47%	216 43%	115 36%	517 48% a	337 47% a
Sometimes	604 28%	129 29%	448 28%	153 29%	246 28%	136 27%	62 19%	309 29% a	229 32% a
Never	33 2%	13 3%	20 1%	9 2%	13 1%	5 1%	5 1%	11 1%	17 2%
Don't know	59 3%	12 3%	45 3%	13 2%	15 2%	20 4%	6 2%	32 3%	21 3%
<b>SUMMARY</b>									
ALL OR MOST OF THE TIME	1436 67%	299 66%	1086 68%	354 67%	610 69%	347 68%	248 77% bc	725 67%	454 63%
EVER	2040 96%	428 95%	1534 96%	507 96%	857 97%	483 95%	310 97%	1034 96%	682 95%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 49**

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

**QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	609	**	**	189	284	136	**	473	136	293	317
	29%	**	**	24%	31%	31%	**	28%	31%	27%	30%
					c						
Most of the time	831	**	**	282	373	176	**	654	176	424	407
	39%	**	**	36%	41%	41%	**	38%	41%	39%	39%
Sometimes	562	**	**	228	231	103	**	459	103	299	263
	26%	**	**	29%	25%	24%	**	27%	24%	28%	25%
Never	64	**	**	37	12	15	**	49	15	30	34
	3%	**	**	5%	1%	3%	**	3%	3%	3%	3%
				d							
Don't know	67	**	**	53	12	2	**	65	2	38	29
	3%	**	**	7%	1%	*%	**	4%	*%	4%	3%
				de				c			
<b>SUMMARY</b>											
ALL OR MOST OF THE TIME	1440	**	**	471	657	312	**	1128	312	716	724
	68%	**	**	60%	72%	72%	**	66%	72%	66%	69%
					c	c					
EVER	2002	**	**	699	887	416	**	1586	416	1015	987
	94%	**	**	89%	97%	96%	**	93%	96%	94%	94%
					c	c					

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 49**

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

**QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	609	**	**	**	**	96	93	139	145	57	79	**	162	434
	29%	**	**	**	**	24%	24%	30%	33%	26%	38%	**	25%	30%
											ef			
Most of the time	831	**	**	**	**	151	131	177	196	96	81	**	211	603
	39%	**	**	**	**	38%	33%	38%	44%	43%	38%	**	33%	42%
									f					b
Sometimes	562	**	**	**	**	102	126	137	94	60	43	**	191	360
	26%	**	**	**	**	26%	32%	29%	21%	27%	21%	**	30%	25%
							hj							
Never	64	**	**	**	**	15	22	6	6	9	6	**	33	30
	3%	**	**	**	**	4%	6%	1%	1%	4%	3%	**	5%	2%
							gh						c	
Don't know	67	**	**	**	**	30	23	7	5	1	1	**	49	17
	3%	**	**	**	**	8%	6%	2%	1%	*%	*%	**	8%	1%
						ghij	ghij						c	
<b>SUMMARY</b>														
ALL OR MOST OF THE TIME	1440	**	**	**	**	247	224	316	341	153	159	**	373	1037
	68%	**	**	**	**	63%	57%	68%	77%	69%	76%	**	58%	72%
								f	ef	f	ef			b
EVER	2002	**	**	**	**	349	350	453	434	213	202	**	564	1397
	94%	**	**	**	**	89%	89%	97%	98%	96%	97%	**	87%	97%
								ef	ef	ef	ef			b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 49**

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

**QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	609 29%	514 28%	43 27%	33 33%	19 30%	609 29%	551 29%	58 24%	183 30%	153 25%	136 34%	136 27%	336 28%	272 30%	609 29%
Most of the time	831 39%	704 39%	66 41%	32 33%	29 44%	831 39%	733 39%	98 40%	260 42%	242 40%	147 37%	180 36%	502 41%	327 36%	831 39%
Sometimes	562 26%	477 26%	44 27%	27 27%	14 22%	562 26%	491 26%	71 29%	141 23%	167 28%	96 24%	155 31%	309 25%	251 28%	562 26%
Never	64 3%	53 3%	6 3%	4 4%	1 2%	64 3%	58 3%	7 3%	14 2%	22 4%	10 2%	19 4%	35 3%	29 3%	64 3%
Don't know	67 3%	59 3%	4 2%	2 2%	2 2%	67 3%	54 3%	13 5%	20 3%	19 3%	14 3%	13 3%	39 3%	27 3%	67 3%
<b>SUMMARY</b>															
ALL OR MOST OF THE TIME	1440 68%	1219 67%	109 67%	65 66%	48 74%	1440 68%	1284 68%	156 63%	442 72% d	396 66%	283 70%	316 63%	838 69%	599 66%	1440 68%
EVER	2002 94%	1696 94%	152 94%	92 93%	62 96%	2002 94%	1775 94%	227 92%	584 95%	563 93%	379 94%	471 93%	1147 94%	849 94%	2002 94%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 49**

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

**QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	609 29%	130 29%	453 28%	167 32%	236 27%	152 30%	133 41% bc	278 26%	190 26%
Most of the time	831 39%	163 36%	646 40%	193 37%	352 40%	210 41%	111 35%	445 41%	272 38%
Sometimes	562 26%	126 28%	409 26%	139 26%	252 28%	109 22%	59 18%	289 27% a	210 29% a
Never	64 3%	17 4%	42 3%	16 3%	22 3%	16 3%	7 2%	33 3%	23 3%
Don't know	67 3%	16 3%	48 3%	13 3%	23 3%	20 4%	11 3%	32 3%	24 3%
<b>SUMMARY</b>									
ALL OR MOST OF THE TIME	1440 68%	294 65%	1099 69%	360 68%	588 66%	362 71%	244 76% bc	723 67%	462 64%
EVER	2002 94%	420 93%	1508 94%	499 94%	840 95%	472 93%	303 95%	1013 94%	673 93%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 50**

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

**QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	477	**	**	180	183	113	**	364	113	245	231
	22%	**	**	23%	20%	26%	**	21%	26%	23%	22%
Most of the time	1069	**	**	343	482	244	**	825	244	536	533
	50%	**	**	43%	53%	57%	**	48%	57%	49%	51%
					c	c			b		
Sometimes	468	**	**	193	208	67	**	401	67	244	224
	22%	**	**	24%	23%	15%	**	24%	15%	22%	21%
				e	e			c			
Never	48	**	**	24	21	4	**	45	4	26	22
	2%	**	**	3%	2%	1%	**	3%	1%	2%	2%
Don't know	71	**	**	50	17	4	**	67	4	33	39
	3%	**	**	6%	2%	1%	**	4%	1%	3%	4%
				de				c			
<b>SUMMARY</b>											
ALL OR MOST OF THE TIME	1546	**	**	523	665	358	**	1188	358	781	765
	72%	**	**	66%	73%	83%	**	70%	83%	72%	73%
						cd			b		
EVER	2013	**	**	716	873	425	**	1589	425	1025	989
	94%	**	**	91%	96%	98%	**	93%	98%	95%	94%
					c	c			b		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 50**

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

**QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	477	**	**	**	**	93	87	89	95	64	49	**	157	312
	22%	**	**	**	**	24%	22%	19%	21%	29%	24%	**	24%	22%
Most of the time	1069	**	**	**	**	171	172	243	239	122	122	**	270	777
	50%	**	**	**	**	43%	44%	52%	54%	55%	58%	**	42%	54%
											ef			b
Sometimes	468	**	**	**	**	95	98	116	92	33	34	**	156	302
	22%	**	**	**	**	24%	25%	25%	21%	15%	16%	**	24%	21%
Never	48	**	**	**	**	14	9	11	10	1	3	**	21	26
	2%	**	**	**	**	4%	2%	2%	2%	*%	1%	**	3%	2%
Don't know	71	**	**	**	**	22	28	8	9	3	2	**	43	27
	3%	**	**	**	**	6%	7%	2%	2%	1%	1%	**	7%	2%
							ghij					**	c	
<b>SUMMARY</b>														
ALL OR MOST OF THE TIME	1546	**	**	**	**	264	259	331	334	186	171	**	426	1088
	72%	**	**	**	**	67%	66%	71%	75%	84%	82%	**	66%	75%
										efg	efg			b
EVER	2013	**	**	**	**	358	358	447	426	220	205	**	582	1390
	94%	**	**	**	**	91%	91%	96%	96%	98%	98%	**	90%	96%
										ef	ef			b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 50**

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

**QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	477	401	31	28	17	477	430	47	147	102	105	120	249	225	477
	22%	22%	19%	28%	26%	22%	23%	19%	24%	17%	26%	24%	20%	25%	22%
											b			b	
Most of the time	1069	906	80	50	33	1069	934	135	300	325	197	242	625	439	1069
	50%	50%	49%	51%	51%	50%	50%	55%	49%	54%	49%	48%	51%	49%	50%
Sometimes	468	399	42	15	12	468	424	44	130	141	77	120	271	197	468
	22%	22%	26%	15%	18%	22%	22%	18%	21%	23%	19%	24%	22%	22%	22%
Never	48	40	5	2	1	48	43	5	14	17	7	10	31	18	48
	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%
Don't know	71	61	5	4	2	71	56	16	26	20	15	11	46	26	71
	3%	3%	3%	4%	3%	3%	3%	6%	4%	3%	4%	2%	4%	3%	3%
<b>SUMMARY</b>															
ALL OR MOST OF THE TIME	1546	1307	111	78	49	1546	1364	182	448	427	302	362	874	665	1546
	72%	72%	69%	79%	77%	72%	72%	74%	73%	71%	75%	72%	72%	73%	72%
EVER	2013	1707	152	93	61	2013	1787	226	578	567	379	482	1145	862	2013
	94%	94%	94%	94%	95%	94%	95%	92%	94%	94%	94%	96%	94%	95%	94%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 50**

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

**QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	477 22%	86 19%	367 23%	109 21%	195 22%	124 24%	115 36%	209 19%	146 20%
Most of the time	1069 50%	228 50%	806 50%	248 47%	453 51%	267 53%	127 40%	576 53%	359 50%
Sometimes	468 22%	114 25%	331 21%	146 28%	198 22%	83 16%	60 19%	233 22%	174 24%
Never	48 2%	8 2%	39 2%	15 3%	20 2%	8 2%	8 3%	22 2%	18 2%
Don't know	71 3%	17 4%	55 3%	11 2%	19 2%	26 5%	10 3%	37 3%	23 3%
<b>SUMMARY</b>									
ALL OR MOST OF THE TIME	1546 72%	314 69%	1173 73%	357 68%	648 73%	391 77%	242 76%	785 73%	505 70%
EVER	2013 94%	428 95%	1505 94%	503 95%	845 96%	474 93%	302 94%	1019 95%	679 94%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 51**

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

**QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	216	**	**	78	100	38	**	178	38	95	121
	10%	**	**	10%	11%	9%	**	10%	9%	9%	12%
Most of the time	322	**	**	115	145	61	**	260	61	178	144
	15%	**	**	15%	16%	14%	**	15%	14%	16%	14%
Sometimes	1326	**	**	463	567	296	**	1030	296	650	676
	62%	**	**	59%	62%	69%	**	61%	69%	60%	64%
Never	139	**	**	56	63	20	**	119	20	89	49
	7%	**	**	7%	7%	5%	**	7%	5%	8%	5%
Don't know	130	**	**	77	36	16	**	113	16	71	59
	6%	**	**	10%	4%	4%	**	7%	4%	7%	6%
				de		c			b		
<b>SUMMARY</b>											
ALL OR MOST OF THE TIME	538	**	**	193	245	100	**	438	100	273	265
	25%	**	**	24%	27%	23%	**	26%	23%	25%	25%
EVER	1865	**	**	656	813	396	**	1468	396	923	941
	87%	**	**	83%	89%	92%	**	86%	92%	85%	90%
				c	c	b			a		

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 51**

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

**QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	216	**	**	**	**	33	45	47	53	15	24	**	63	150
	10%	**	**	**	**	8%	11%	10%	12%	7%	11%	**	10%	10%
Most of the time	322	**	**	**	**	63	53	84	61	32	30	**	97	221
	15%	**	**	**	**	16%	13%	18%	14%	14%	14%	**	15%	15%
Sometimes	1326	**	**	**	**	229	234	268	299	153	143	**	374	918
	62%	**	**	**	**	58%	59%	57%	67%	69%	68%	**	58%	64%
Never	139	**	**	**	**	32	25	43	20	15	5	**	49	89
	7%	**	**	**	**	8%	6%	9%	4%	7%	2%	**	8%	6%
Don't know	130	**	**	**	**	38	39	24	12	8	8	**	63	65
	6%	**	**	**	**	10%	10%	5%	3%	4%	4%	**	10%	4%
						h	h	j					c	
<b>SUMMARY</b>														
ALL OR MOST OF THE TIME	538	**	**	**	**	96	98	131	114	46	53	**	160	371
	25%	**	**	**	**	24%	25%	28%	26%	21%	25%	**	25%	26%
EVER	1865	**	**	**	**	324	332	399	413	200	196	**	534	1289
	87%	**	**	**	**	82%	84%	86%	93%	90%	94%	**	83%	89%
								efg	efg	efg	efg		b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 51**

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

**QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	216	185	14	11	7	216	198	18	71	60	39	46	131	85	216
	10%	10%	9%	11%	10%	10%	11%	7%	12%	10%	10%	9%	11%	9%	10%
Most of the time	322	273	24	19	6	322	295	27	99	100	57	66	199	123	322
	15%	15%	15%	19%	9%	15%	16%	11%	16%	17%	14%	13%	16%	14%	15%
Sometimes	1326	1119	107	58	42	1326	1162	165	359	378	266	316	738	582	1326
	62%	62%	66%	59%	65%	62%	62%	67%	58%	63%	66%	63%	60%	64%	62%
Never	139	120	7	5	7	139	121	17	49	36	16	37	85	53	139
	7%	7%	4%	5%	11%	7%	6%	7%	8%	6%	4%	7%	7%	6%	7%
Don't know	130	112	10	5	3	130	110	19	38	30	24	38	68	62	130
	6%	6%	6%	5%	4%	6%	6%	8%	6%	5%	6%	8%	6%	7%	6%
<b>SUMMARY</b>															
ALL OR MOST OF THE TIME	538	458	38	30	13	538	493	45	170	160	96	112	330	208	538
	25%	25%	24%	30%	19%	25%	26%	18%	28%	26%	24%	22%	27%	23%	25%
EVER	1865	1577	145	88	55	1865	1655	210	530	538	362	428	1068	790	1865
	87%	87%	90%	89%	85%	87%	88%	85%	86%	89%	90%	85%	87%	87%	87%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 51**

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

**QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	216	67	137	54	94	49	57	98	58
	10%	15%	9%	10%	11%	10%	18%	9%	8%
		b					bc		
Most of the time	322	72	227	80	130	83	58	163	97
	15%	16%	14%	15%	15%	16%	18%	15%	14%
Sometimes	1326	273	1017	318	560	321	159	688	471
	62%	60%	64%	60%	63%	63%	50%	64%	65%
								a	a
Never	139	22	112	45	54	28	32	65	42
	7%	5%	7%	9%	6%	6%	10%	6%	6%
Don't know	130	19	106	32	46	26	14	63	52
	6%	4%	7%	6%	5%	5%	4%	6%	7%
<b>SUMMARY</b>									
ALL OR MOST OF THE TIME	538	139	364	134	225	132	115	260	155
	25%	31%	23%	25%	25%	26%	36%	24%	22%
		b					bc		
EVER	1865	411	1381	451	785	453	274	948	627
	87%	91%	86%	85%	89%	89%	86%	88%	87%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 52**

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

**QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 ~a	5-7 ~b	8-11 c	12-15 d	16-17 e	3-4 ~a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	326	**	**	102	156	68	**	258	68	145	181
	15%	**	**	13%	17%	16%	**	15%	16%	13%	17%
Most of the time	524	**	**	168	243	113	**	411	113	262	263
	25%	**	**	21%	27%	26%	**	24%	26%	24%	25%
Sometimes	829	**	**	306	347	176	**	653	176	429	399
	39%	**	**	39%	38%	41%	**	38%	41%	40%	38%
Never	265	**	**	101	116	47	**	218	47	148	116
	12%	**	**	13%	13%	11%	**	13%	11%	14%	11%
Don't know	189	**	**	111	49	28	**	160	28	99	90
	9%	**	**	14%	5%	7%	**	9%	7%	9%	9%
				de							
<b>SUMMARY</b>											
ALL OR MOST OF THE TIME	851	**	**	271	399	181	**	670	181	407	444
	40%	**	**	34%	44%	42%	**	39%	42%	38%	42%
				c							
EVER	1680	**	**	576	746	357	**	1323	357	836	843
	79%	**	**	73%	82%	83%	**	78%	83%	77%	80%
				c		c					

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 52**

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

**QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	326	**	**	**	**	42	60	73	83	29	39	**	90	232
	15%	**	**	**	**	11%	15%	16%	19%	13%	18%	**	14%	16%
								e						
Most of the time	524	**	**	**	**	80	88	128	115	53	60	**	134	382
	25%	**	**	**	**	20%	22%	27%	26%	24%	29%	**	21%	27%
Sometimes	829	**	**	**	**	162	144	169	178	99	77	**	240	566
	39%	**	**	**	**	41%	36%	36%	40%	44%	37%	**	37%	39%
Never	265	**	**	**	**	51	50	70	47	27	20	**	84	174
	12%	**	**	**	**	13%	13%	15%	10%	12%	9%	**	13%	12%
Don't know	189	**	**	**	**	59	53	27	22	14	14	**	99	88
	9%	**	**	**	**	15%	13%	6%	5%	6%	7%	**	15%	6%
						ghi	gh						c	
<b>SUMMARY</b>														
ALL OR MOST OF THE TIME	851	**	**	**	**	122	148	201	198	83	98	**	224	615
	40%	**	**	**	**	31%	38%	43%	44%	37%	47%	**	35%	43%
								e	e		e			b
EVER	1680	**	**	**	**	284	292	370	376	181	176	**	464	1181
	79%	**	**	**	**	72%	74%	79%	84%	81%	84%	**	72%	82%
								ef			e			b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 52**

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

**QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	326 15%	273 15%	26 16%	18 18%	9 15%	326 15%	299 16%	28 11%	115 19%	86 14%	60 15%	66 13%	201 16%	125 14%	326 15%
Most of the time	524 25%	453 25%	38 23%	20 20%	13 21%	524 25%	475 25%	50 20%	145 24%	175 29%	103 26%	100 20%	321 26%	203 22%	524 25%
Sometimes	829 39%	691 38%	68 42%	40 41%	29 45%	829 39%	721 38%	108 44%	232 38%	229 38%	150 37%	211 42%	462 38%	361 40%	829 39%
Never	265 12%	227 13%	13 8%	15 16%	9 14%	265 12%	228 12%	37 15%	77 12%	64 11%	52 13%	71 14%	141 12%	124 14%	265 12%
Don't know	189 9%	164 9%	17 10%	5 5%	4 6%	189 9%	165 9%	24 10%	48 8%	49 8%	37 9%	56 11%	96 8%	93 10%	189 9%
<b>SUMMARY</b>															
ALL OR MOST OF THE TIME	851 40%	726 40%	64 39%	38 39%	23 35%	851 40%	773 41%	77 31%	261 42% d	261 43% d	163 41%	166 33%	522 43% d	329 36%	851 40%
EVER	1680 79%	1417 78%	132 81%	78 79%	52 81%	1680 79%	1494 79%	185 75%	493 80%	491 81%	313 78%	376 75%	984 81%	689 76%	1680 79%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

**QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	326 15%	80 18%	232 14%	84 16%	146 16%	77 15%	68 21% c	157 15%	95 13%
Most of the time	524 25%	105 23%	400 25%	123 23%	232 26%	122 24%	75 24%	283 26%	161 22%
Sometimes	829 39%	176 39%	620 39%	200 38%	336 38%	207 41%	104 32%	421 39%	302 42%
Never	265 12%	52 11%	205 13%	65 12%	104 12%	62 12%	49 15%	117 11%	97 14%
Don't know	189 9%	39 9%	142 9%	57 11%	67 8%	39 8%	24 8%	99 9%	65 9%
<b>SUMMARY</b>									
ALL OR MOST OF THE TIME	851 40%	185 41%	631 40%	206 39%	378 43%	199 39%	144 45%	440 41%	256 36%
EVER	1680 79%	362 80%	1251 78%	406 77%	715 81%	406 80%	247 77%	861 80%	558 77%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1162	-	-	-	764	398	-	764	398	585	577
Effective Weighted Sample	944	-	-	-	593	364	-	593	364	474	470
Total	1344	-	-	-	911	432	-	911	432	689	655
Send supportive messages to friends if they are having a hard time	701	**	**	**	449	251	**	449	251	306	394
	52%	**	**	**	49%	58%	**	49%	58%	44%	60%
					d			b		a	
Search out, share or discuss news stories with others on these apps and sites	367	**	**	**	248	118	**	248	118	168	199
	27%	**	**	**	27%	27%	**	27%	27%	24%	30%
Write my own posts about causes I care about	265	**	**	**	175	89	**	175	89	129	135
	20%	**	**	**	19%	21%	**	19%	21%	19%	21%
Follow activists and campaigners who talk about causes I care about	261	**	**	**	166	95	**	166	95	119	142
	19%	**	**	**	18%	22%	**	18%	22%	17%	22%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	174	**	**	**	109	65	**	109	65	78	97
	13%	**	**	**	12%	15%	**	12%	15%	11%	15%
ANY OF THESE	975	**	**	**	654	321	**	654	321	465	510
	73%	**	**	**	72%	74%	**	72%	74%	67%	78%
										a	
None of these	323	**	**	**	229	95	**	229	95	203	121
	24%	**	**	**	25%	22%	**	25%	22%	29%	18%
										b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1162	-	-	-	764	398	-	764	398	585	577
Effective Weighted Sample	944	-	-	-	593	364	-	593	364	474	470
Total	1344	-	-	-	911	432	-	911	432	689	655
Don't know	45	**	**	**	29	17	**	29	17	22	24
	3%	**	**	**	3%	4%	**	3%	4%	3%	4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Unweighted total	1162	-	-	-	-	-	-	381	383	204	194	-	-	1125
Effective Weighted Sample	944	-	-	-	-	-	-	296	298	186	179	-	-	912
Total	1344	-	-	-	-	-	-	466	445	223	209	-	-	1303
Send supportive messages to friends if they are having a hard time	701 52%	**	**	**	**	**	**	195 42%	255 57%	112 50%	139 67%	**	**	677 52%
									g		gi			
Search out, share or discuss news stories with others on these apps and sites	367 27%	**	**	**	**	**	**	112 24%	136 31%	55 25%	63 30%	**	**	357 27%
Write my own posts about causes I care about	265 20%	**	**	**	**	**	**	93 20%	82 19%	36 16%	53 25%	**	**	252 19%
Follow activists and campaigners who talk about causes I care about	261 19%	**	**	**	**	**	**	76 16%	90 20%	43 19%	52 25%	**	**	250 19%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	174 13%	**	**	**	**	**	**	48 10%	61 14%	30 13%	35 17%	**	**	164 13%
ANY OF THESE	975 73%	**	**	**	**	**	**	313 67%	341 77%	151 68%	170 81%	**	**	945 73%
											gi			

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Unweighted total	1162	-	-	-	-	-	-	381	383	204	194	-	-	1125
Effective Weighted Sample	944	-	-	-	-	-	-	296	298	186	179	-	-	912
Total	1344	-	-	-	-	-	-	466	445	223	209	-	-	1303
None of these	323	**	**	**	**	**	**	139	90	64	31	**	**	314
	24%	**	**	**	**	**	**	30%	20%	29%	15%	**	**	24%
								hj		j				
Don't know	45	**	**	**	**	**	**	14	15	8	9	**	**	44
	3%	**	**	**	**	**	**	3%	3%	3%	4%	**	**	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND ~d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1162	824	132	120	86	1162	1049	113	399	248	269	246	647	515	1162
Effective Weighted Sample	944	744	109	91	53	944	847	99	318	212	232	213	511	434	944
Total	1344	1140	101	63	40	1344	1187	157	381	373	262	328	753	590	1344
Send supportive messages to friends if they are having a hard time	701 52%	593 52%	54 53%	32 52%	** **	701 52%	634 53%	66 42%	217 57%	199 53%	130 50%	154 47%	417 55%	284 48%	701 52%
Search out, share or discuss news stories with others on these apps and sites	367 27%	325 28%	22 21%	12 19%	** **	367 27%	340 29%	26 17%	121 32% c	102 27%	55 21%	89 27%	223 30%	143 24%	367 27%
Write my own posts about causes I care about	265 20%	224 20%	18 18%	12 19%	** **	265 20%	245 21%	19 12%	99 26% cf	67 18%	41 16%	58 18%	166 22%	99 17%	265 20%
Follow activists and campaigners who talk about causes I care about	261 19%	227 20%	19 19%	7 11%	** **	261 19%	242 20%	19 12%	87 23%	80 22%	42 16%	51 16%	167 22%	94 16%	261 19%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	174 13%	142 12%	18 18%	9 14%	** **	174 13%	157 13%	17 11%	65 17% df	58 16% f	25 10%	26 8%	123 16% df	51 9%	174 13%
ANY OF THESE	975 73%	827 73%	75 74%	44 70%	** **	975 73%	888 75% b	87 55%	306 80% cdfg	270 72%	180 69%	219 67%	576 76% df	399 68%	975 73%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND ~d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1162	824	132	120	86	1162	1049	113	399	248	269	246	647	515	1162
Effective Weighted Sample	944	744	109	91	53	944	847	99	318	212	232	213	511	434	944
Total	1344	1140	101	63	40	1344	1187	157	381	373	262	328	753	590	1344
None of these	323 24%	276 24%	22 21%	17 27%	** **	323 24%	259 22%	64 41% a	66 17%	90 24%	74 28% a	93 28% a	156 21%	167 28% ae	323 24%
Don't know	45 3%	38 3%	4 4%	2 3%	** **	45 3%	40 3%	6 4%	8 2%	13 3%	8 3%	16 5%	22 3%	24 4%	45 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Unweighted total	1162	263	854	282	470	292	192	594	366
Effective Weighted Sample	944	222	686	233	382	234	150	486	301
Total	1344	309	985	342	541	316	200	690	441
Send supportive messages to friends if they are having a hard time	701 52%	160 52%	522 53%	169 49%	276 51%	186 59%	130 65% bc	354 51%	213 48%
Search out, share or discuss news stories with others on these apps and sites	367 27%	78 25%	277 28%	100 29%	152 28%	92 29%	75 37% c	183 27%	108 24%
Write my own posts about causes I care about	265 20%	57 18%	190 19%	61 18%	121 22%	63 20%	65 32% bc	114 17%	81 18%
Follow activists and campaigners who talk about causes I care about	261 19%	63 20%	187 19%	66 19%	118 22%	61 19%	69 34% bc	115 17%	73 16%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	174 13%	38 12%	124 13%	23 7%	82 15% a	50 16% a	58 29% bc	71 10%	40 9%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1162	263	854	282	470	292	192	594	366
Effective Weighted Sample	944	222	686	233	382	234	150	486	301
Total	1344	309	985	342	541	316	200	690	441
ANY OF THESE	975	222	715	243	408	229	173	490	305
	73%	72%	73%	71%	75%	73%	86% bc	71%	69%
None of these	323	76	237	85	118	82	20	180	118
	24%	24%	24%	25%	22%	26%	10%	26% a	27% a
Don't know	45	11	34	14	15	5	8	20	18
	3%	4%	3%	4%	3%	2%	4%	3%	4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 ~a	5-7 ~b	8-11 c	12-15 d	16-17 e	3-4 ~a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	1722	-	-	598	740	384	-	1338	384	863	859
Effective Weighted Sample	1387	-	-	473	576	351	-	1047	351	696	692
Total	1970	-	-	667	887	417	-	1553	417	1014	957
I have an account just for my parents/ family to see	454 23%	** **	** **	207 31% de	175 20%	72 17%	** **	381 25% c	72 17%	248 25%	205 21%
I have one account for my closest friends and another for everyone else	415 21%	** **	** **	122 18%	199 22%	95 23%	** **	321 21%	95 23%	201 20%	215 22%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	264 13%	** **	** **	97 15%	108 12%	59 14%	** **	205 13%	59 14%	142 14%	122 13%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	210 11%	** **	** **	63 9%	103 12%	44 11%	** **	166 11%	44 11%	121 12%	89 9%
I have different accounts for sharing/ posting my own content and for following other people	198 10%	** **	** **	37 6%	101 11% c	59 14% c	** **	139 9%	59 14% b	94 9%	103 11%
Something else	18 1%	** **	** **	6 1%	8 1%	4 1%	** **	14 1%	4 1%	9 1%	9 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1722	-	-	598	740	384	-	1338	384	863	859
Effective Weighted Sample	1387	-	-	473	576	351	-	1047	351	696	692
Total	1970	-	-	667	887	417	-	1553	417	1014	957
Don't know	57	**	**	20	27	9	**	48	9	25	32
	3%	**	**	3%	3%	2%	**	3%	2%	2%	3%
I don't have more than one profile	769	**	**	227	366	177	**	592	177	400	369
	39%	**	**	34%	41%	42%	**	38%	42%	39%	39%
<b>SUMMARY</b>											
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1144	**	**	420	494	231	**	913	231	589	555
	58%	**	**	63%	56%	55%	**	59%	55%	58%	58%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1722	-	-	-	-	299	299	370	370	194	190	-	495	1191
Effective Weighted Sample	1387	-	-	-	-	238	235	289	287	176	175	-	387	970
Total	1970	-	-	-	-	346	321	456	431	212	205	-	533	1399
I have an account just for my parents/ family to see	454 23%	** **	** **	** **	** **	119 34% ghj	88 27% hi	99 22%	75 18%	31 14%	42 20%	** **	169 32% c	280 20%
I have one account for my closest friends and another for everyone else	415 21%	** **	** **	** **	** **	66 19%	56 17%	94 21%	105 24%	41 19%	53 26%	** **	96 18%	309 22%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	264 13%	** **	** **	** **	** **	61 18%	36 11%	52 11%	56 13%	29 14%	30 15%	** **	78 15%	181 13%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	210 11%	** **	** **	** **	** **	43 13%	19 6%	55 12%	48 11%	23 11%	22 11%	** **	51 10%	154 11%
I have different accounts for sharing/ posting my own content and for following other people	198 10%	** **	** **	** **	** **	22 6%	16 5%	43 9%	58 13% ef	29 14% ef	30 15% ef	** **	31 6%	163 12% b
Something else	18 1%	** **	** **	** **	** **	2 1%	4 1%	4 1%	4 1%	3 1%	1 1%	** **	4 1%	14 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1722	-	-	-	-	299	299	370	370	194	190	-	495	1191
Effective Weighted Sample	1387	-	-	-	-	238	235	289	287	176	175	-	387	970
Total	1970	-	-	-	-	346	321	456	431	212	205	-	533	1399
Don't know	57	**	**	**	**	7	13	13	14	4	5	**	17	39
	3%	**	**	**	**	2%	4%	3%	3%	2%	2%	**	3%	3%
I don't have more than one profile	769	**	**	**	**	98	129	198	167	104	73	**	179	570
	39%	**	**	**	**	28%	40%	44%	39%	49%	36%	**	34%	41%
							e	e		e				
<b>SUMMARY</b>														
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1144	**	**	**	**	241	179	245	249	104	127	**	337	789
	58%	**	**	**	**	70%	56%	54%	58%	49%	62%	**	63%	56%
							fg	hi						

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1722	1187	204	190	141	1722	1564	158	601	360	391	368	961	759	1722
Effective Weighted Sample	1387	1084	173	148	91	1387	1250	139	471	302	338	319	748	641	1387
Total	1970	1671	149	89	61	1970	1751	220	574	533	374	486	1107	860	1970
I have an account just for my parents/ family to see	454 23%	393 24%	28 18%	23 26%	10 16%	454 23%	407 23%	47 21%	154 27% c	112 21%	58 15%	130 27% c	266 24% c	187 22%	454 23% c
I have one account for my closest friends and another for everyone else	415 21%	359 21%	31 21%	11 13%	13 21%	415 21%	380 22%	35 16%	143 25% cf	116 22%	65 17%	91 19%	259 23%	156 18%	415 21%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	264 13%	221 13%	22 14%	12 14%	9 16%	264 13%	238 14%	26 12%	101 18% df	64 12%	54 14%	46 9%	165 15%	99 12%	264 13%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	210 11%	179 11%	16 11%	9 10%	6 10%	210 11%	184 11%	26 12%	80 14%	47 9%	38 10%	44 9%	127 12%	83 10%	210 11%
I have different accounts for sharing/ posting my own content and for following other people	198 10%	168 10%	16 11%	7 8%	6 10%	198 10%	184 11%	14 6%	77 13% df	49 9%	39 10%	33 7%	126 11%	72 8%	198 10%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1722	1187	204	190	141	1722	1564	158	601	360	391	368	961	759	1722
Effective Weighted Sample	1387	1084	173	148	91	1387	1250	139	471	302	338	319	748	641	1387
Total	1970	1671	149	89	61	1970	1751	220	574	533	374	486	1107	860	1970
Something else	18 1%	16 1%	1 *%	1 1%	1 2%	18 1%	14 1%	4 2%	3 *%	2 *%	6 2%	8 2%	5 *%	13 2%	18 1%
Don't know	57 3%	48 3%	5 3%	2 2%	2 3%	57 3%	53 3%	4 2%	11 2%	13 2%	6 2%	26 5%	24 2%	32 4%	57 3%
I don't have more than one profile	769 39%	644 39%	63 42%	40 45%	23 37%	769 39%	672 38%	97 44%	175 30%	237 44%	169 45%	187 39%	411 37%	356 41%	769 39%
										a	a	ae		a	a
<b>SUMMARY</b>															
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1144 58%	979 59%	82 55%	47 53%	37 60%	1144 58%	1026 59%	119 54%	388 68%	283 53%	199 53%	273 56%	672 61%	472 55%	1144 58%
									bcd	fg					

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1722	362	1290	424	728	419	293	874	543
Effective Weighted Sample	1387	304	1028	351	582	331	227	705	447
Total	1970	427	1468	513	821	450	305	999	653
I have an account just for my parents/ family to see	454 23%	102 24%	331 23%	125 24%	192 23%	101 22%	93 31% b	202 20%	149 23%
I have one account for my closest friends and another for everyone else	415 21%	102 24%	297 20%	112 22%	181 22%	91 20%	93 31% bc	212 21%	106 16%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	264 13%	68 16%	181 12%	73 14%	113 14%	68 15%	75 25% bc	122 12%	67 10%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	210 11%	50 12%	144 10%	48 9%	97 12%	47 10%	51 17% b	83 8%	74 11%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1722	362	1290	424	728	419	293	874	543
Effective Weighted Sample	1387	304	1028	351	582	331	227	705	447
Total	1970	427	1468	513	821	450	305	999	653
I have different accounts for sharing/ posting my own content and for following other people	198 10%	46 11%	143 10%	44 9%	98 12%	46 10%	54 18% bc	88 9%	56 9%
Something else	18 1%	8 2%	10 1%	10 2%	5 1%	3 1%	1 *% bc	7 1%	10 1%
Don't know	57 3%	9 2%	43 3%	17 3%	15 2%	5 1%	5 2%	28 3%	24 4%
I don't have more than one profile	769 39%	147 35%	609 41%	186 36%	304 37%	197 44%	76 25%	421 42% a	268 41% a
<b>SUMMARY</b>									
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1144 58%	270 63%	817 56%	310 60%	502 61%	247 55%	224 73% bc	550 55%	362 55%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 55**

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

**QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)**

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1173	-	-	-	773	400	-	773	400	593	580
Effective Weighted Sample	952	-	-	-	600	366	-	600	366	480	473
Total	1355	-	-	-	921	434	-	921	434	698	657
Agree	455	**	**	**	304	151	**	304	151	232	223
	34%	**	**	**	33%	35%	**	33%	35%	33%	34%
Neither agree nor disagree	353	**	**	**	228	125	**	228	125	180	174
	26%	**	**	**	25%	29%	**	25%	29%	26%	26%
Disagree	501	**	**	**	356	146	**	356	146	261	240
	37%	**	**	**	39%	34%	**	39%	34%	37%	37%
Don't know	45	**	**	**	33	12	**	33	12	25	20
	3%	**	**	**	4%	3%	**	4%	3%	4%	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 55**

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

**QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)**

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Significance Level: 99%														
Unweighted total	1173	-	-	-	-	-	-	388	385	205	195	-	-	1135
Effective Weighted Sample	952	-	-	-	-	-	-	301	299	186	180	-	-	919
Total	1355	-	-	-	-	-	-	475	447	224	210	-	-	1313
Agree	455	**	**	**	**	**	**	152	152	80	71	**	**	440
	34%	**	**	**	**	**	**	32%	34%	36%	34%	**	**	34%
Neither agree nor disagree	353	**	**	**	**	**	**	107	121	72	53	**	**	340
	26%	**	**	**	**	**	**	23%	27%	32%	25%	**	**	26%
Disagree	501	**	**	**	**	**	**	195	160	66	80	**	**	489
	37%	**	**	**	**	**	**	41%	36%	29%	38%	**	**	37%
								i						
Don't know	45	**	**	**	**	**	**	20	14	6	6	**	**	44
	3%	**	**	**	**	**	**	4%	3%	3%	3%	**	**	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 55**

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

**QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)**

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND ~d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1173	830	134	121	88	1173	1060	113	401	251	273	248	652	521	1173
Effective Weighted Sample	952	750	111	92	54	952	855	99	319	214	235	214	514	439	952
Total	1355	1149	103	63	40	1355	1198	157	382	377	266	331	759	596	1355
Agree	455 34%	372 32%	42 41%	24 38%	** **	455 34%	410 34%	45 29%	149 39%	123 33%	80 30%	104 31%	271 36%	184 31%	455 34%
Neither agree nor disagree	353 26%	312 27%	18 18%	17 27%	** **	353 26%	314 26%	39 25%	89 23%	82 22%	79 30%	103 31%	171 23%	182 31%	353 26%
Disagree	501 37%	432 38%	36 35%	19 31%	** **	501 37%	441 37%	60 38%	132 35%	154 41%	97 36%	117 36%	287 38%	214 36%	501 37%
Don't know	45 3%	33 3%	7 7%	2 4%	** **	45 3%	32 3%	13 8%	12 3%	18 5%	9 3%	7 2%	29 4%	16 3%	45 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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

**QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)**

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1173	267	860	285	472	294	193	600	369
Effective Weighted Sample	952	225	691	235	383	235	150	491	303
Total	1355	313	992	345	543	317	201	696	445
Agree	455 34%	110 35%	334 34%	122 35%	189 35%	110 35%	101 50% bc	224 32%	127 28%
Neither agree nor disagree	353 26%	86 28%	244 25%	97 28%	144 26%	64 20%	47 23%	180 26%	120 27%
Disagree	501 37%	108 34%	379 38%	119 35%	194 36%	135 43%	49 25%	265 38% a	185 42% a
Don't know	45 3%	9 3%	35 4%	6 2%	16 3%	7 2%	3 1%	28 4%	13 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 56**

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

**QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1985	-	-	812	773	400	-	1585	400	998	987
Effective Weighted Sample	1602	-	-	650	600	366	-	1248	366	805	797
Total	2284	-	-	929	921	434	-	1850	434	1171	1114
Yes	1042	**	**	306	482	254	**	788	254	575	467
	46%	**	**	33%	52%	59%	**	43%	59%	49%	42%
				c	c			b	b		
No	1081	**	**	538	384	159	**	922	159	521	560
	47%	**	**	58%	42%	37%	**	50%	37%	44%	50%
				de				c			
Don't know	161	**	**	85	56	21	**	140	21	75	87
	7%	**	**	9%	6%	5%	**	8%	5%	6%	8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 56**

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

**QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1985	-	-	-	-	405	407	388	385	205	195	-	695	1249
Effective Weighted Sample	1602	-	-	-	-	326	325	301	299	186	180	-	551	1016
Total	2284	-	-	-	-	472	457	475	447	224	210	-	778	1462
Yes	1042	**	**	**	**	178	128	264	218	133	121	**	243	775
	46%	**	**	**	**	38%	28%	56%	49%	59%	58%	**	31%	53%
						f		ef	ef	ef	ef			b
No	1081	**	**	**	**	256	283	182	202	83	76	**	461	602
	47%	**	**	**	**	54%	62%	38%	45%	37%	36%	**	59%	41%
						gij	ghij						c	
Don't know	161	**	**	**	**	38	46	28	27	8	13	**	74	85
	7%	**	**	**	**	8%	10%	6%	6%	4%	6%	**	9%	6%
							i						c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 56**

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

**QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1985	1363	236	223	163	1985	1793	192	672	436	447	425	1108	872	1985
Effective Weighted Sample	1602	1249	203	177	107	1602	1434	170	527	364	386	370	862	740	1602
Total	2284	1937	173	105	69	2284	2016	268	644	638	435	559	1282	995	2284
Yes	1042 46%	888 46%	79 46%	43 41%	32 46%	1042 46%	938 47%	104 39%	355 55% bcdfg	277 43%	174 40%	232 41%	632 49% cf	405 41%	1042 46%
No	1081 47%	913 47%	79 45%	58 55%	32 46%	1081 47%	944 47%	137 51%	266 41%	322 50% a	224 51% a	266 48%	588 46%	490 49% a	1081 47%
Don't know	161 7%	136 7%	15 9%	4 4%	5 8%	161 7%	134 7%	27 10%	23 4%	39 6%	38 9%	61 11%	62 5%	99 10%	161 7%
											ae	ae		ae	a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 56**

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

**QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1985	401	1502	477	823	494	320	1021	629
Effective Weighted Sample	1602	337	1202	396	660	390	248	827	517
Total	2284	478	1721	582	932	538	332	1175	761
Yes	1042 46%	241 50%	771 45%	247 42%	436 47%	260 48%	203 61% bc	503 43%	327 43%
No	1081 47%	210 44%	826 48%	280 48%	434 47%	252 47%	118 36%	585 50% a	372 49% a
Don't know	161 7%	27 6%	125 7%	55 10% c	61 7%	25 5%	10 3%	88 7%	62 8% a

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 57**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC40. What have you used the AI technology for? (MULTI CODE)**

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 ~a	5-7 ~b	8-11 c	12-15 d	16-17 e	3-4 ~a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	924	-	-	272	412	240	-	684	240	483	441
Effective Weighted Sample	738	-	-	214	314	220	-	527	220	390	350
Total	1042	-	-	306	482	254	-	788	254	575	467
For fun	473 45%	**	**	139 45%	225 47%	108 43%	**	365 46%	108 43%	269 47%	204 44%
For school	385 37%	**	**	106 35%	182 38%	97 38%	**	288 37%	97 38%	213 37%	173 37%
To learn	368 35%	**	**	106 34%	172 36%	91 36%	**	278 35%	91 36%	206 36%	163 35%
To try it	355 34%	**	**	89 29%	167 35%	100 39%	**	256 32%	100 39%	202 35%	154 33%
For other reasons	13 1%	**	**	2 1%	4 1%	7 3%	**	6 1%	7 3%	4 1%	9 2%
Don't know	157 15%	**	**	50 16%	71 15%	35 14%	**	121 15%	35 14%	86 15%	70 15%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 57**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC40. What have you used the AI technology for? (MULTI CODE)**

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	924	-	-	-	-	145	127	214	198	124	116	-	224	678
Effective Weighted Sample	738	-	-	-	-	118	97	165	149	113	107	-	174	546
Total	1042	-	-	-	-	178	128	264	218	133	121	-	243	775
For fun	473	**	**	**	**	81	58	129	96	59	50	**	108	353
	45%	**	**	**	**	45%	46%	49%	44%	44%	41%	**	45%	46%
For school	385	**	**	**	**	63	43	99	83	50	47	**	79	305
	37%	**	**	**	**	35%	33%	38%	38%	38%	39%	**	33%	39%
To learn	368	**	**	**	**	57	48	97	75	51	40	**	93	272
	35%	**	**	**	**	32%	38%	37%	34%	38%	33%	**	38%	35%
To try it	355	**	**	**	**	46	43	95	72	61	39	**	71	273
	34%	**	**	**	**	26%	34%	36%	33%	46%	32%	**	29%	35%
										e				
For other reasons	13	**	**	**	**	2	-	1	3	1	6	**	2	8
	1%	**	**	**	**	1%	-%	*%	1%	1%	5%	**	1%	1%
Don't know	157	**	**	**	**	37	14	30	41	19	16	**	42	112
	15%	**	**	**	**	20%	11%	12%	19%	14%	13%	**	17%	14%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 57**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC40. What have you used the AI technology for? (MULTI CODE)**

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	924	636	113	96	79	924	848	76	383	182	181	176	565	357	924
Effective Weighted Sample	738	578	96	74	59	738	672	67	297	155	158	154	434	304	738
Total	1042	888	79	43	32	1042	938	104	355	277	174	232	632	405	1042
For fun	473	403	36	**	**	473	433	**	179	124	72	97	303	169	473
	45%	45%	45%	**	**	45%	46%	**	51%	45%	42%	42%	48%	42%	45%
For school	385	339	22	**	**	385	367	**	147	89	61	88	236	149	385
	37%	38%	28%	**	**	37%	39%	**	41%	32%	35%	38%	37%	37%	37%
To learn	368	324	22	**	**	368	349	**	162	86	56	65	247	121	368
	35%	36%	28%	**	**	35%	37%	**	46%	31%	32%	28%	39%	30%	35%
									bcdfg				f		
To try it	355	311	19	**	**	355	323	**	139	82	55	79	221	134	355
	34%	35%	24%	**	**	34%	34%	**	39%	30%	32%	34%	35%	33%	34%
For other reasons	13	12	-	**	**	13	12	**	4	4	1	4	8	5	13
	1%	1%	-%	**	**	1%	1%	**	1%	1%	1%	2%	1%	1%	1%
Don't know	157	129	16	**	**	157	130	**	39	42	28	43	82	71	157
	15%	14%	20%	**	**	15%	14%	**	11%	15%	16%	18%	13%	17%	15%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 57**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC40. What have you used the AI technology for? (MULTI CODE)**

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	924	207	686	216	384	246	197	451	270
Effective Weighted Sample	738	171	544	176	307	193	151	357	226
Total	1042	241	771	247	436	260	203	503	327
For fun	473 45%	108 45%	354 46%	114 46%	209 48%	106 41%	104 51%	228 45%	136 42%
For school	385 37%	76 31%	295 38%	89 36%	161 37%	101 39%	103 51% bc	167 33%	109 33%
To learn	368 35%	74 31%	279 36%	80 32%	142 33%	113 43%	115 57% bc	159 32%	91 28%
To try it	355 34%	78 32%	264 34%	74 30%	132 30%	113 43% ab	93 46% b	150 30%	109 33%
For other reasons	13 1%	1 *%	12 2%	3 1%	5 1%	4 1%	3 1%	6 1%	4 1%
Don't know	157 15%	39 16%	113 15%	27 11%	59 13%	48 18%	13 6%	84 17% a	58 18% a

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 58**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1985	-	-	812	773	400	-	1585	400	998	987
Effective Weighted Sample	1602	-	-	650	600	366	-	1248	366	805	797
Total	2284	-	-	929	921	434	-	1850	434	1171	1114
Agree	810	**	**	285	334	190	**	619	190	402	408
	35%	**	**	31%	36%	44%	**	33%	44%	34%	37%
						c			b		
Neither agree nor disagree	872	**	**	331	376	164	**	708	164	448	423
	38%	**	**	36%	41%	38%	**	38%	38%	38%	38%
Disagree	542	**	**	270	200	72	**	470	72	290	252
	24%	**	**	29%	22%	17%	**	25%	17%	25%	23%
				de				c			
Don't know	62	**	**	43	11	8	**	54	8	30	31
	3%	**	**	5%	1%	2%	**	3%	2%	3%	3%
				d							

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 58**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1985	-	-	-	-	405	407	388	385	205	195	-	695	1249
Effective Weighted Sample	1602	-	-	-	-	326	325	301	299	186	180	-	551	1016
Total	2284	-	-	-	-	472	457	475	447	224	210	-	778	1462
Agree	810	**	**	**	**	144	141	166	168	92	99	**	227	569
	35%	**	**	**	**	31%	31%	35%	38%	41%	47%	**	29%	39%
											efg			b
Neither agree nor disagree	872	**	**	**	**	174	157	189	187	86	78	**	274	576
	38%	**	**	**	**	37%	34%	40%	42%	38%	37%	**	35%	39%
Disagree	542	**	**	**	**	133	137	116	84	41	31	**	238	295
	24%	**	**	**	**	28%	30%	24%	19%	18%	15%	**	31%	20%
						hj	hij						c	
Don't know	62	**	**	**	**	21	22	4	7	5	3	**	39	22
	3%	**	**	**	**	4%	5%	1%	2%	2%	1%	**	5%	2%
						g	g						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 58**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high'**  
(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1985	1363	236	223	163	1985	1793	192	672	436	447	425	1108	872	1985
Effective Weighted Sample	1602	1249	203	177	107	1602	1434	170	527	364	386	370	862	740	1602
Total	2284	1937	173	105	69	2284	2016	268	644	638	435	559	1282	995	2284
Agree	810	680	68	36	25	810	710	99	241	240	171	157	482	328	810
	35%	35%	39%	35%	36%	35%	35%	37%	37%	38%	39%	28%	38%	33%	35%
									d	d	d		d		d
Neither agree nor disagree	872	754	60	36	22	872	779	93	221	230	163	251	451	414	872
	38%	39%	34%	34%	32%	38%	39%	35%	34%	36%	37%	45%	35%	42%	38%
												ae		ae	
Disagree	542	454	40	29	18	542	470	72	171	147	94	131	318	224	542
	24%	23%	23%	28%	27%	24%	23%	27%	26%	23%	22%	23%	25%	23%	24%
Don't know	62	48	5	4	4	62	57	5	11	21	8	21	32	29	62
	3%	3%	3%	4%	6%	3%	3%	2%	2%	3%	2%	4%	2%	3%	3%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 58**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1985	401	1502	477	823	494	320	1021	629
Effective Weighted Sample	1602	337	1202	396	660	390	248	827	517
Total	2284	478	1721	582	932	538	332	1175	761
Agree	810 35%	195 41%	580 34%	210 36%	340 36%	199 37%	154 47%	402 34%	250 33%
Neither agree nor disagree	872 38%	160 33%	671 39%	247 42%	351 38%	167 31%	87 26%	455 39%	321 42%
Disagree	542 24%	110 23%	424 25%	113 19%	223 24%	153 28%	86 26%	290 25%	163 21%
Don't know	62 3%	13 3%	46 3%	12 2%	18 2%	18 3%	5 2%	28 2%	27 4%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 59**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	MY SCREEN TIME IS TOO HIGH			MY PARENT'S SCREEN TIME IS TOO HIGH		
		AGREE a	DISAGREE b	NEITHER/ DK c	AGREE a	DISAGREE b	NEITHER/ DK c
Significance Level: 99%							
Unweighted total	1985	711	481	793	769	444	772
Effective Weighted Sample	1602	575	381	646	625	358	619
Total	2284	810	542	933	896	497	891
Agree	810 35%	810 100%	- -%	- -%	496 55%	105 21%	208 23%
		bc			bc		
Neither agree nor disagree	872 38%	- -%	- -%	872 93%	231 26%	147 30%	493 55%
				ab			ab
Disagree	542 24%	- -%	542 100%	- -%	149 17%	238 48%	155 17%
			ac			ac	
Don't know	62 3%	- -%	- -%	62 7%	20 2%	6 1%	36 4%
			ab				

Columns Tested: a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 60**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1985	-	-	812	773	400	-	1585	400	998	987
Effective Weighted Sample	1602	-	-	650	600	366	-	1248	366	805	797
Total	2284	-	-	929	921	434	-	1850	434	1171	1114
Agree	896	**	**	415	337	144	**	753	144	432	465
	39%	**	**	45%	37%	33%	**	41%	33%	37%	42%
				de				c			
Neither agree nor disagree	759	**	**	270	332	157	**	602	157	400	359
	33%	**	**	29%	36%	36%	**	33%	36%	34%	32%
				c							
Disagree	497	**	**	164	214	118	**	378	118	264	233
	22%	**	**	18%	23%	27%	**	20%	27%	23%	21%
						c			b		
Don't know	132	**	**	80	37	15	**	117	15	75	57
	6%	**	**	9%	4%	4%	**	6%	4%	6%	5%
				de							

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 60**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1985	-	-	-	-	405	407	388	385	205	195	-	695	1249
Effective Weighted Sample	1602	-	-	-	-	326	325	301	299	186	180	-	551	1016
Total	2284	-	-	-	-	472	457	475	447	224	210	-	778	1462
Agree	896	**	**	**	**	203	213	163	175	66	78	**	346	538
	39%	**	**	**	**	43%	47%	34%	39%	29%	37%	**	44%	37%
						i	gi						c	
Neither agree nor disagree	759	**	**	**	**	132	138	179	153	89	68	**	222	519
	33%	**	**	**	**	28%	30%	38%	34%	40%	32%	**	29%	36%
						e	e	e	e	e	e		b	
Disagree	497	**	**	**	**	90	73	112	103	61	57	**	145	342
	22%	**	**	**	**	19%	16%	24%	23%	27%	27%	**	19%	23%
						f	f	f	f	f	f			
Don't know	132	**	**	**	**	47	33	21	16	8	8	**	66	62
	6%	**	**	**	**	10%	7%	4%	4%	3%	4%	**	8%	4%
						ghi							c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 60**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1985	1363	236	223	163	1985	1793	192	672	436	447	425	1108	872	1985
Effective Weighted Sample	1602	1249	203	177	107	1602	1434	170	527	364	386	370	862	740	1602
Total	2284	1937	173	105	69	2284	2016	268	644	638	435	559	1282	995	2284
Agree	896 39%	758 39%	76 44%	36 34%	26 38%	896 39%	793 39%	103 38%	262 41%	280 44% df	168 39%	181 32%	543 42% df	350 35%	896 39%
Neither agree nor disagree	759 33%	653 34%	49 28%	39 37%	19 27%	759 33%	669 33%	90 34%	200 31%	195 31%	144 33%	218 39% e	395 31%	361 36%	759 33%
Disagree	497 22%	417 22%	37 21%	24 23%	20 28%	497 22%	443 22%	53 20%	152 24%	129 20%	98 23%	117 21%	281 22%	216 22%	497 22%
Don't know	132 6%	109 6%	12 7%	6 6%	5 7%	132 6%	111 6%	21 8%	30 5%	34 5%	25 6%	43 8%	64 5%	68 7%	132 6%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 60**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1985	401	1502	477	823	494	320	1021	629
Effective Weighted Sample	1602	337	1202	396	660	390	248	827	517
Total	2284	478	1721	582	932	538	332	1175	761
Agree	896 39%	192 40%	670 39%	217 37%	371 40%	238 44%	147 44%	451 38%	291 38%
Neither agree nor disagree	759 33%	156 33%	568 33%	214 37%	299 32%	150 28%	81 25%	392 33%	279 37%
Disagree	497 22%	102 21%	383 22%	118 20%	213 23%	127 24%	86 26%	272 23%	138 18%
Don't know	132 6%	27 6%	99 6%	34 6%	48 5%	24 4%	17 5%	61 5%	53 7%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 61**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? "My parent's screen time is too high" (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	MY SCREEN TIME IS TOO HIGH			MY PARENT'S SCREEN TIME IS TOO HIGH		
		AGREE	DISAGREE	NEITHER/ DK	AGREE	DISAGREE	NEITHER/ DK
Significance Level: 99%		a	b	c	a	b	c
Unweighted total	1985	711	481	793	769	444	772
Effective Weighted Sample	1602	575	381	646	625	358	619
Total	2284	810	542	933	896	497	891
Agree	896	496	149	251	896	-	-
	39%	61%	28%	27%	100%	-%	-%
		bc			bc		
Neither agree nor disagree	759	190	108	461	-	-	759
	33%	23%	20%	49%	-%	-%	85%
				ab			ab
Disagree	497	105	238	153	-	497	-
	22%	13%	44%	16%	-%	100%	-%
			ac			ac	
Don't know	132	18	46	68	-	-	132
	6%	2%	9%	7%	-%	-%	15%
			a	a			ab

Columns Tested: a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 62**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH**

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1985	-	-	812	773	400	-	1585	400	998	987
Effective Weighted Sample	1602	-	-	650	600	366	-	1248	366	805	797
Total	2284	-	-	929	921	434	-	1850	434	1171	1114
BOTH CHILD AND PARENT TOO HIGH	496	**	**	192	209	95	**	401	95	243	253
	22%	**	**	21%	23%	22%	**	22%	22%	21%	23%
BOTH CHILD AND PARENT NOT TOO HIGH	1075	**	**	421	458	195	**	880	195	580	495
	47%	**	**	45%	50%	45%	**	48%	45%	50%	44%
CHILD TOO HIGH, PARENT NOT TOO HIGH	313	**	**	92	125	95	**	218	95	159	154
	14%	**	**	10%	14%	22%	**	12%	22%	14%	14%
						cd			b		
PARENT TOO HIGH, CHILD NOT TOO HIGH	400	**	**	223	129	49	**	351	49	189	211
	18%	**	**	24%	14%	11%	**	19%	11%	16%	19%
				de				c			

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 62**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH**

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1985	-	-	-	-	405	407	388	385	205	195	-	695	1249
Effective Weighted Sample	1602	-	-	-	-	326	325	301	299	186	180	-	551	1016
Total	2284	-	-	-	-	472	457	475	447	224	210	-	778	1462
BOTH CHILD AND PARENT TOO HIGH	496	**	**	**	**	98	95	103	106	42	53	**	154	337
	22%	**	**	**	**	21%	21%	22%	24%	19%	25%	**	20%	23%
BOTH CHILD AND PARENT NOT TOO HIGH	1075	**	**	**	**	223	198	249	210	108	87	**	359	691
	47%	**	**	**	**	47%	43%	52%	47%	48%	41%	**	46%	47%
CHILD TOO HIGH, PARENT NOT TOO HIGH	313	**	**	**	**	46	46	63	62	50	46	**	74	232
	14%	**	**	**	**	10%	10%	13%	14%	22%	22%	**	9%	16%
										ef	ef			b
PARENT TOO HIGH, CHILD NOT TOO HIGH	400	**	**	**	**	105	118	60	69	24	25	**	192	202
	18%	**	**	**	**	22%	26%	13%	15%	11%	12%	**	25%	14%
						gij	ghij						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 62**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH**

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1985	1363	236	223	163	1985	1793	192	672	436	447	425	1108	872	1985
Effective Weighted Sample	1602	1249	203	177	107	1602	1434	170	527	364	386	370	862	740	1602
Total	2284	1937	173	105	69	2284	2016	268	644	638	435	559	1282	995	2284
BOTH CHILD AND PARENT TOO HIGH	496 22%	414 21%	48 27%	21 20%	14 21%	496 22%	428 21%	68 25%	144 22%	156 24%	101 23%	95 17%	300 23%	196 20%	496 22%
BOTH CHILD AND PARENT NOT TOO HIGH	1075 47%	912 47%	77 44%	53 51%	33 47%	1075 47%	941 47%	134 50%	285 44%	274 43%	197 45%	317 57%	559 44%	513 52%	1075 47%
CHILD TOO HIGH, PARENT NOT TOO HIGH	313 14%	266 14%	21 12%	16 15%	10 15%	313 14%	282 14%	31 12%	97 15%	84 13%	70 16%	62 11%	181 14%	132 13%	313 14%
PARENT TOO HIGH, CHILD NOT TOO HIGH	400 18%	345 18%	28 16%	15 15%	12 17%	400 18%	365 18%	35 13%	118 18%	124 19%	67 15%	86 15%	242 19%	154 15%	400 18%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 62**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH**

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1985	401	1502	477	823	494	320	1021	629
Effective Weighted Sample	1602	337	1202	396	660	390	248	827	517
Total	2284	478	1721	582	932	538	332	1175	761
BOTH CHILD AND PARENT TOO HIGH	496 22%	119 25%	355 21%	123 21%	212 23%	125 23%	106 32% bc	244 21%	143 19%
BOTH CHILD AND PARENT NOT TOO HIGH	1075 47%	209 44%	826 48%	279 48%	433 46%	226 42%	136 41%	567 48%	363 48%
CHILD TOO HIGH, PARENT NOT TOO HIGH	313 14%	77 16%	225 13%	86 15%	128 14%	75 14%	48 15%	158 13%	107 14%
PARENT TOO HIGH, CHILD NOT TOO HIGH	400 18%	74 15%	315 18%	94 16%	159 17%	113 21%	41 12%	207 18%	148 19%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 63**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1173	-	-	-	773	400	-	773	400	593	580
Effective Weighted Sample	952	-	-	-	600	366	-	600	366	480	473
Total	1355	-	-	-	921	434	-	921	434	698	657
Relax	583 43%	**	**	**	391 42%	191 44%	**	391 42%	191 44%	263 38%	319 49%
											a
Improve my mood	464 34%	**	**	**	314 34%	150 35%	**	314 34%	150 35%	216 31%	249 38%
Look up health symptoms	223 16%	**	**	**	124 13%	99 23%	**	124 13%	99 23%	88 13%	135 21%
						d			b		a
Sleep	218 16%	**	**	**	146 16%	72 17%	**	146 16%	72 17%	97 14%	121 18%
Get support when feeling anxious	212 16%	**	**	**	132 14%	79 18%	**	132 14%	79 18%	82 12%	129 20%
											a
Healthy eating	208 15%	**	**	**	121 13%	87 20%	**	121 13%	87 20%	88 13%	120 18%
						d			b		
Look after my mental health	204 15%	**	**	**	119 13%	85 20%	**	119 13%	85 20%	77 11%	127 19%
						d			b		a
Follow a fitness programme	186 14%	**	**	**	102 11%	84 19%	**	102 11%	84 19%	101 14%	85 13%
						d			b		
ANY OF THESE	960 71%	**	**	**	643 70%	317 73%	**	643 70%	317 73%	462 66%	497 76%
											a

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 63**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1173	-	-	-	773	400	-	773	400	593	580
Effective Weighted Sample	952	-	-	-	600	366	-	600	366	480	473
Total	1355	-	-	-	921	434	-	921	434	698	657
None of these	351	**	**	**	247	104	**	247	104	209	143
	26%	**	**	**	27%	24%	**	27%	24%	30%	22%
										b	
Don't know	44	**	**	**	31	13	**	31	13	28	17
	3%	**	**	**	3%	3%	**	3%	3%	4%	3%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 63**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Significance Level: 99%														
Unweighted total	1173	-	-	-	-	-	-	388	385	205	195	-	-	1135
Effective Weighted Sample	952	-	-	-	-	-	-	301	299	186	180	-	-	919
Total	1355	-	-	-	-	-	-	475	447	224	210	-	-	1313
Relax	583 43%	**	**	**	**	**	**	175 37%	216 48%	88 39%	103 49%	**	**	560 43%
Improve my mood	464 34%	**	**	**	**	**	**	149 31%	165 37%	67 30%	83 40%	**	**	452 34%
Look up health symptoms	223 16%	**	**	**	**	**	**	52 11%	72 16%	36 16%	62 30%	**	**	218 17%
Sleep	218 16%	**	**	**	**	**	**	70 15%	77 17%	27 12%	45 21%	**	**	214 16%
Get support when feeling anxious	212 16%	**	**	**	**	**	**	52 11%	80 18%	30 14%	49 23%	**	**	206 16%
Healthy eating	208 15%	**	**	**	**	**	**	51 11%	70 16%	37 16%	50 24%	**	**	203 15%
Look after my mental health	204 15%	**	**	**	**	**	**	48 10%	71 16%	29 13%	56 27%	**	**	201 15%
Follow a fitness programme	186 14%	**	**	**	**	**	**	58 12%	45 10%	44 19%	40 19%	**	**	183 14%
ANY OF THESE	960 71%	**	**	**	**	**	**	309 65%	334 75%	153 68%	164 78%	**	**	931 71%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 63**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE AND GENDER								SCHOOL YEAR				
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Unweighted total	1173	-	-	-	-	-	-	388	385	205	195	-	-	1135
Effective Weighted Sample	952	-	-	-	-	-	-	301	299	186	180	-	-	919
Total	1355	-	-	-	-	-	-	475	447	224	210	-	-	1313
None of these	351	**	**	**	**	**	**	147	100	62	42	**	**	339
	26%	**	**	**	**	**	**	31%	22%	28%	20%	**	**	26%
Don't know	44	**	**	**	**	**	**	18	13	9	4	**	**	43
	3%	**	**	**	**	**	**	4%	3%	4%	2%	**	**	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 63**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND ~d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1173	830	134	121	88	1173	1060	113	401	251	273	248	652	521	1173
Effective Weighted Sample	952	750	111	92	54	952	855	99	319	214	235	214	514	439	952
Total	1355	1149	103	63	40	1355	1198	157	382	377	266	331	759	596	1355
Relax	583 43%	490 43%	47 46%	26 42%	** **	583 43%	537 45%	46 29%	167 44%	158 42%	106 40%	152 46%	325 43%	258 43%	583 43%
Improve my mood	464 34%	408 35%	22 21%	22 34%	** **	464 34%	419 35%	46 29%	145 38%	118 31%	88 33%	113 34%	263 35%	201 34%	464 34%
Look up health symptoms	223 16%	188 16%	19 19%	11 17%	** **	223 16%	205 17%	18 11%	66 17%	67 18%	40 15%	49 15%	133 18%	90 15%	223 16%
Sleep	218 16%	191 17%	13 12%	10 16%	** **	218 16%	199 17%	19 12%	59 15%	57 15%	48 18%	54 16%	116 15%	102 17%	218 16%
Get support when feeling anxious	212 16%	184 16%	10 9%	13 21%	** **	212 16%	184 15%	28 18%	69 18%	50 13%	41 15%	52 16%	119 16%	93 16%	212 16%
Healthy eating	208 15%	183 16%	14 14%	6 10%	** **	208 15%	193 16%	15 10%	69 18%	67 18%	41 16%	32 10%	135 18%	73 12%	208 15%
Look after my mental health	204 15%	171 15%	17 17%	11 17%	** **	204 15%	184 15%	21 13%	57 15%	57 15%	39 15%	52 16%	114 15%	90 15%	204 15%
Follow a fitness programme	186 14%	159 14%	15 15%	8 12%	** **	186 14%	169 14%	17 11%	84 22%	49 13%	30 11%	24 7%	132 17%	54 9%	186 14%
ANY OF THESE	960 71%	817 71%	71 69%	45 71%	** **	960 71%	862 72%	98 62%	292 76%	255 68%	177 67%	235 71%	547 72%	412 69%	960 71%
None of these	351 26%	293 25%	31 30%	17 27%	** **	351 26%	297 25%	55 35%	83 22%	110 29%	77 29%	80 24%	193 25%	158 26%	351 26%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 63**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND ~d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1173	830	134	121	88	1173	1060	113	401	251	273	248	652	521	1173
Effective Weighted Sample	952	750	111	92	54	952	855	99	319	214	235	214	514	439	952
Total	1355	1149	103	63	40	1355	1198	157	382	377	266	331	759	596	1355
Don't know	44	40	1	2	**	44	39	5	7	11	11	15	18	26	44
	3%	3%	1%	3%	**	3%	3%	3%	2%	3%	4%	5%	2%	4%	3%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 63**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1173	267	860	285	472	294	193	600	369
Effective Weighted Sample	952	225	691	235	383	235	150	491	303
Total	1355	313	992	345	543	317	201	696	445
Relax	583 43%	137 44%	429 43%	148 43%	253 47%	131 41%	103 51%	299 43%	177 40%
Improve my mood	464 34%	126 40%	322 32%	111 32%	196 36%	110 35%	87 43% c	238 34%	133 30%
Look up health symptoms	223 16%	64 20%	150 15%	54 16%	102 19%	55 17%	57 28% bc	92 13%	74 17%
Sleep	218 16%	62 20%	151 15%	55 16%	100 18%	48 15%	61 31% bc	79 11%	75 17%
Get support when feeling anxious	212 16%	83 26% b	119 12%	63 18%	80 15%	40 13%	44 22% b	82 12%	80 18%
Healthy eating	208 15%	53 17%	146 15%	48 14%	96 18%	49 15%	58 29% bc	86 12%	62 14%
Look after my mental health	204 15%	74 24% b	125 13%	58 17%	86 16%	44 14%	50 25% b	79 11%	74 17%
Follow a fitness programme	186 14%	38 12%	145 15%	48 14%	64 12%	65 21% b	64 32% bc	83 12%	39 9%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 63**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1173	267	860	285	472	294	193	600	369
Effective Weighted Sample	952	225	691	235	383	235	150	491	303
Total	1355	313	992	345	543	317	201	696	445
ANY OF THESE	960	242	682	245	401	216	171	479	302
	71%	77%	69%	71%	74%	68%	85% bc	69%	68%
None of these	351	61	280	83	129	94	25	195	127
	26%	19%	28% a	24%	24%	30%	13%	28% a	29% a
Don't know	44	10	30	17	13	7	4	23	16
	3%	3%	3%	5%	2%	2%	2%	3%	4%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 64**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.**

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Yes, I will answer these questions	2015	**	**	815	822	378	**	1636	378	1042	973
	88%	**	**	87%	89%	87%	**	88%	87%	89%	87%
No, I would prefer not to answer these questions	277	**	**	121	100	56	**	221	56	131	146
	12%	**	**	13%	11%	13%	**	12%	13%	11%	13%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 64**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.**

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR													
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY	
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c											
Significance Level: 99%																									
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250											
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016											
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463											
Yes, I will answer these questions	2015	**	**	**	**	420	394	425	396	196	183	**	679	1301											
	88%	**	**	**	**	89%	85%	90%	89%	88%	87%	**	87%	89%											
No, I would prefer not to answer these questions	277	**	**	**	**	54	67	49	51	28	28	**	105	162											
	12%	**	**	**	**	11%	15%	10%	11%	12%	13%	**	13%	11%											

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 64**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.**

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
Yes, I will answer these questions	2015 88%	1717 88%	146 84%	91 86%	61 88%	2015 88%	1779 88%	235 88%	559 87%	557 87%	383 88%	511 91%	1116 87%	894 89%	2015 88%
No, I would prefer not to answer these questions	277 12%	226 12%	28 16%	14 14%	8 12%	277 12%	244 12%	33 12%	87 13%	82 13%	52 12%	53 9%	169 13%	106 11%	277 12%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 64**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.**

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
Yes, I will answer these questions	2015 88%	435 91%	1515 88%	524 90%	840 90%	470 87%	280 84%	1056 89%	670 88%
No, I would prefer not to answer these questions	277 12%	44 9%	212 12%	58 10%	97 10%	69 13%	51 16%	125 11%	93 12%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 65**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1742	-	-	708	685	349	-	1393	349	880	862
Effective Weighted Sample	1407	-	-	569	532	319	-	1099	319	713	695
Total	2015	-	-	815	822	378	-	1636	378	1042	973
Yes	1075	**	**	370	476	229	**	846	229	540	535
	53%	**	**	45%	58%	61%	**	52%	61%	52%	55%
				c	c			b			
No	766	**	**	353	285	128	**	638	128	419	347
	38%	**	**	43%	35%	34%	**	39%	34%	40%	36%
				de							
Don't know	158	**	**	87	52	20	**	138	20	73	84
	8%	**	**	11%	6%	5%	**	8%	5%	7%	9%
				de							
Prefer not to say	16	**	**	5	9	2	**	14	2	9	6
	1%	**	**	1%	1%	*%	**	1%	*%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 65**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1742	-	-	-	-	355	353	346	339	179	170	-	604	1106
Effective Weighted Sample	1407	-	-	-	-	288	281	269	263	162	157	-	481	900
Total	2015	-	-	-	-	420	394	425	396	196	183	-	679	1301
Yes	1075	**	**	**	**	192	178	238	239	110	119	**	304	750
	53%	**	**	**	**	46%	45%	56%	60%	56%	65%	**	45%	58%
									ef		ef			b
No	766	**	**	**	**	193	160	153	132	73	55	**	299	458
	38%	**	**	**	**	46%	41%	36%	33%	37%	30%	**	44%	35%
						hj							c	
Don't know	158	**	**	**	**	34	53	28	24	12	8	**	73	82
	8%	**	**	**	**	8%	13%	6%	6%	6%	4%	**	11%	6%
							ghj						c	
Prefer not to say	16	**	**	**	**	1	4	7	2	1	1	**	4	11
	1%	**	**	**	**	*%	1%	2%	*%	*%	*%	**	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 65**

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**QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1742	1205	201	192	144	1742	1573	169	584	375	391	389	959	780	1742
Effective Weighted Sample	1407	1105	174	152	93	1407	1259	150	457	314	337	340	746	664	1407
Total	2015	1717	146	91	61	2015	1779	235	559	557	383	511	1116	894	2015
Yes	1075 53%	913 53%	79 54%	54 60%	29 48%	1075 53%	941 53%	133 57%	303 54%	306 55%	206 54%	258 50%	609 55%	463 52%	1075 53%
No	766 38%	655 38%	54 37%	32 35%	26 42%	766 38%	677 38%	90 38%	204 36%	206 37%	156 41%	198 39%	410 37%	354 40%	766 38%
Don't know	158 8%	134 8%	13 9%	5 5%	6 10%	158 8%	147 8%	10 4%	47 8%	44 8%	18 5%	49 10%	91 8%	67 8%	158 8%
Prefer not to say	16 1%	14 1%	1 1%	- -%	* *%	16 1%	14 1%	2 1%	5 1%	2 *%	3 1%	5 1%	7 1%	8 1%	16 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 65**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1742	359	1323	428	739	431	269	910	557
Effective Weighted Sample	1407	303	1059	354	593	342	207	740	456
Total	2015	435	1515	524	840	470	280	1056	670
Yes	1075	271	769	299	445	257	156	546	368
	53%	62% b	51%	57%	53%	55%	56%	52%	55%
No	766	127	620	187	339	179	99	419	249
	38%	29% a	41%	36%	40%	38%	35%	40%	37%
Don't know	158	35	120	38	54	32	22	85	51
	8%	8%	8%	7%	6%	7%	8%	8%	8%
Prefer not to say	16	3	7	1	2	3	4	6	2
	1%	1%	*%	*%	*%	1%	1%	1%	*%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 66**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1742	-	-	708	685	349	-	1393	349	880	862
Effective Weighted Sample	1407	-	-	569	532	319	-	1099	319	713	695
Total	2015	-	-	815	822	378	-	1636	378	1042	973
Yes	688 34%	**	**	226 28%	311 38%	151 40%	**	538 33%	151 40%	334 32%	354 36%
				c	c	c					
No	1256 62%	**	**	562 69%	475 58%	219 58%	**	1037 63%	219 58%	668 64%	588 60%
				de							
Don't know	52 3%	**	**	20 2%	25 3%	8 2%	**	45 3%	8 2%	30 3%	23 2%
Prefer not to say	19 1%	**	**	6 1%	11 1%	2 *%	**	17 1%	2 *%	10 1%	8 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 66**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1742	-	-	-	-	355	353	346	339	179	170	-	604	1106
Effective Weighted Sample	1407	-	-	-	-	288	281	269	263	162	157	-	481	900
Total	2015	-	-	-	-	420	394	425	396	196	183	-	679	1301
Yes	688	**	**	**	**	114	112	151	161	69	82	**	192	481
	34%	**	**	**	**	27%	28%	35%	41%	35%	45%	**	28%	37%
									ef		ef			b
No	1256	**	**	**	**	297	265	250	225	120	98	**	467	769
	62%	**	**	**	**	71%	67%	59%	57%	61%	54%	**	69%	59%
						ghj	j						c	
Don't know	52	**	**	**	**	7	13	16	8	6	2	**	17	35
	3%	**	**	**	**	2%	3%	4%	2%	3%	1%	**	2%	3%
Prefer not to say	19	**	**	**	**	1	5	8	3	1	1	**	4	15
	1%	**	**	**	**	*%	1%	2%	1%	*%	*%	**	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 66**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1742	1205	201	192	144	1742	1573	169	584	375	391	389	959	780	1742
Effective Weighted Sample	1407	1105	174	152	93	1407	1259	150	457	314	337	340	746	664	1407
Total	2015	1717	146	91	61	2015	1779	235	559	557	383	511	1116	894	2015
Yes	688 34%	595 35%	47 32%	29 32%	17 28%	688 34%	595 33%	93 39%	174 31%	201 36%	126 33%	184 36%	376 34%	311 35%	688 34%
No	1256 62%	1061 62%	95 65%	58 64%	42 68%	1256 62%	1117 63%	138 59%	362 65%	344 62%	246 64%	300 59%	707 63%	546 61%	1256 62%
Don't know	52 3%	43 2%	4 3%	3 4%	2 4%	52 3%	51 3%	2 1%	17 3%	7 1%	6 2%	22 4%	24 2%	28 3%	52 3%
Prefer not to say	19 1%	18 1%	- -%	* *%	* *%	19 1%	16 1%	3 1%	5 1%	5 1%	5 1%	4 1%	10 1%	9 1%	19 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 66**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1742	359	1323	428	739	431	269	910	557
Effective Weighted Sample	1407	303	1059	354	593	342	207	740	456
Total	2015	435	1515	524	840	470	280	1056	670
Yes	688 34%	216 50% b	450 30%	200 38%	299 36%	141 30%	107 38%	318 30%	260 39% b
No	1256 62%	208 48%	1014 67% a	303 58%	522 62%	317 67% a	166 59%	703 67% c	386 58%
Don't know	52 3%	8 2%	39 3%	17 3%	18 2%	9 2%	3 1%	26 3%	18 3%
Prefer not to say	19 1%	3 1%	12 1%	4 1%	2 *%	4 1%	5 2%	7 1%	5 1%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 67**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 ~a	5-7 ~b	8-11 c	12-15 d	16-17 e	3-4 ~a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	567	-	-	189	243	135	-	432	135	258	309
Effective Weighted Sample	466	-	-	153	195	123	-	347	123	217	249
Total	688	-	-	226	311	151	-	538	151	334	354
By text or messaging apps (like WhatsApp)	384 56%	** **	** **	107 47%	188 61%	88 58%	** **	296 55%	88 58%	161 48%	222 63% a
Face to face	368 53%	** **	** **	124 55%	166 53%	78 52%	** **	290 54%	78 52%	178 53%	189 53%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353 51%	** **	** **	70 31%	185 59% c	98 65% c	** **	255 47%	98 65% b	148 44%	205 58% a
In online games	215 31%	** **	** **	83 37%	85 27%	47 31%	** **	168 31%	47 31%	143 43% b	73 21%
Through phone calls	100 15%	** **	** **	22 10%	54 17%	24 16%	** **	76 14%	24 16%	41 12%	60 17%
Through other websites or apps	85 12%	** **	** **	26 12%	35 11%	24 16%	** **	62 12%	24 16%	47 14%	39 11%
Through video calls (like FaceTime or Zoom)	50 7%	** **	** **	11 5%	22 7%	17 11%	** **	33 6%	17 11%	19 6%	30 9%
Through some other way	28 4%	** **	** **	3 1%	14 4%	11 7% c	** **	17 3%	11 7%	10 3%	18 5%
Don't know	2 *%	** **	** **	1 1%	- -%	1 1%	** **	1 *%	1 1%	2 1%	- -%
Prefer not to say	2 *%	** **	** **	- -%	1 *%	1 1%	** **	1 *%	1 1%	- -%	2 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 67**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 ~a	5-7 ~b	8-11 c	12-15 d	16-17 e	3-4 ~a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	567	-	-	189	243	135	-	432	135	258	309
Effective Weighted Sample	466	-	-	153	195	123	-	347	123	217	249
Total	688	-	-	226	311	151	-	538	151	334	354
SUMMARY - ANY COMMS TECHNOLOGY	622	**	**	195	286	140	**	482	140	293	329
	90%	**	**	86%	92%	93%	**	90%	93%	88%	93%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 67**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~a	b	c
Significance Level: 99%														
Unweighted total	567	-	-	-	-	90	99	108	135	60	75	-	163	392
Effective Weighted Sample	466	-	-	-	-	75	78	90	105	54	69	-	132	324
Total	688	-	-	-	-	114	112	151	161	69	82	-	192	481
By text or messaging apps (like WhatsApp)	384	**	**	**	**	**	**	84	105	**	**	**	80	293
	56%	**	**	**	**	**	**	56%	65%	**	**	**	41%	61%
													b	b
Face to face	368	**	**	**	**	**	**	81	85	**	**	**	109	250
	53%	**	**	**	**	**	**	54%	53%	**	**	**	57%	52%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	**	**	**	**	**	**	73	112	**	**	**	56	284
	51%	**	**	**	**	**	**	48%	70%	**	**	**	29%	59%
									g					b
In online games	215	**	**	**	**	**	**	62	23	**	**	**	73	139
	31%	**	**	**	**	**	**	41%	14%	**	**	**	38%	29%
									h					
Through phone calls	100	**	**	**	**	**	**	22	32	**	**	**	20	79
	15%	**	**	**	**	**	**	14%	20%	**	**	**	11%	16%
Through other websites or apps	85	**	**	**	**	**	**	24	11	**	**	**	26	56
	12%	**	**	**	**	**	**	16%	7%	**	**	**	14%	12%
Through video calls (like FaceTime or Zoom)	50	**	**	**	**	**	**	11	11	**	**	**	11	39
	7%	**	**	**	**	**	**	7%	7%	**	**	**	6%	8%
Through some other way	28	**	**	**	**	**	**	6	7	**	**	**	3	25
	4%	**	**	**	**	**	**	4%	5%	**	**	**	2%	5%
Don't know	2	**	**	**	**	**	**	-	-	**	**	**	1	1
	*%	**	**	**	**	**	**	-%	-%	**	**	**	1%	*%
Prefer not to say	2	**	**	**	**	**	**	-	1	**	**	**	-	2
	*%	**	**	**	**	**	**	-%	1%	**	**	**	-%	*%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 67**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~a	b	c
Significance Level: 99%														
Unweighted total	567	-	-	-	-	90	99	108	135	60	75	-	163	392
Effective Weighted Sample	466	-	-	-	-	75	78	90	105	54	69	-	132	324
Total	688	-	-	-	-	114	112	151	161	69	82	-	192	481
SUMMARY - ANY COMMS TECHNOLOGY	622	**	**	**	**	**	**	135	151	**	**	**	161	447
	90%	**	**	**	**	**	**	90%	94%	**	**	**	84%	93%
														b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 67**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND ~b	WALES ~c	N IRELAND ~d	ALL UK e	URBAN a	RURAL ~b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	567	412	58	61	36	567	505	62	171	132	132	131	303	263	567
Effective Weighted Sample	466	377	46	47	24	466	410	56	135	113	112	118	242	225	466
Total	688	595	47	29	17	688	595	93	174	201	126	184	376	311	688
By text or messaging apps (like WhatsApp)	384	338	**	**	**	384	328	**	97	125	63	98	222	161	384
	56%	57%	**	**	**	56%	55%	**	56%	62%	50%	53%	59%	52%	56%
Face to face	368	322	**	**	**	368	319	**	102	98	63	105	200	168	368
	53%	54%	**	**	**	53%	54%	**	59%	49%	50%	57%	53%	54%	53%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	304	**	**	**	353	299	**	78	96	70	109	174	179	353
	51%	51%	**	**	**	51%	50%	**	45%	48%	55%	59%	46%	58%	51%
In online games	215	182	**	**	**	215	189	**	37	70	38	69	107	106	215
	31%	31%	**	**	**	31%	32%	**	21%	35%	30%	37%	28%	34%	31%
												a		a	
Through phone calls	100	91	**	**	**	100	94	**	25	29	20	27	54	46	100
	15%	15%	**	**	**	15%	16%	**	14%	15%	16%	14%	14%	15%	15%
Through other websites or apps	85	72	**	**	**	85	78	**	26	29	14	17	55	31	85
	12%	12%	**	**	**	12%	13%	**	15%	14%	11%	9%	15%	10%	12%
Through video calls (like FaceTime or Zoom)	50	44	**	**	**	50	44	**	13	18	2	17	31	19	50
	7%	7%	**	**	**	7%	7%	**	7%	9%	1%	9%	8%	6%	7%
												c			
Through some other way	28	28	**	**	**	28	22	**	8	12	1	7	20	8	28
	4%	5%	**	**	**	4%	4%	**	5%	6%	1%	4%	5%	3%	4%
Don't know	2	1	**	**	**	2	2	**	-	-	2	-	-	2	2
	*%	*%	**	**	**	*%	*%	**	-%	-%	2%	-%	-%	1%	*%
Prefer not to say	2	1	**	**	**	2	2	**	*	2	-	-	2	-	2
	*%	*%	**	**	**	*%	*%	**	*%	1%	-%	-%	1%	-%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 67**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	567	412	58	61	36	567	505	62	171	132	132	131	303	263	567
Effective Weighted Sample	466	377	46	47	24	466	410	56	135	113	112	118	242	225	466
Total	688	595	47	29	17	688	595	93	174	201	126	184	376	311	688
SUMMARY - ANY COMMS TECHNOLOGY	622	538	**	**	**	622	533	**	148	191	110	171	339	281	622
	90%	90%	**	**	**	90%	90%	**	85%	95%	87%	93%	90%	91%	90%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 67**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL ~a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	567	179	367	157	248	127	95	262	208
Effective Weighted Sample	466	151	299	133	201	102	74	217	173
Total	688	216	450	200	299	141	107	318	260
By text or messaging apps (like WhatsApp)	384	125	252	114	160	89	**	183	145
	56%	58%	56%	57%	54%	63%	**	58%	56%
Face to face	368	114	238	112	161	70	**	154	142
	53%	53%	53%	56%	54%	49%	**	48%	55%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	122	224	109	155	66	**	158	143
	51%	57%	50%	54%	52%	47%	**	50%	55%
In online games	215	65	140	78	90	36	**	102	87
	31%	30%	31%	39%	30%	25%	**	32%	33%
Through phone calls	100	45	50	25	52	19	**	42	32
	15%	21%	11%	13%	17%	14%	**	13%	12%
Through other websites or apps	85	29	55	22	38	25	**	33	25
	12%	13%	12%	11%	13%	18%	**	10%	10%
Through video calls (like FaceTime or Zoom)	50	17	30	11	21	14	**	18	18
	7%	8%	7%	5%	7%	10%	**	6%	7%
Through some other way	28	6	21	3	11	11	**	12	5
	4%	3%	5%	1%	4%	8%	**	4%	2%
Don't know	2	2	-	-	2	-	**	2	-
	*%	1%	-%	-%	1%	-%	**	1%	-%
Prefer not to say	2	1	-	1	1	*	**	1	-
	*%	*%	-%	*%	*%	*%	**	*%	-%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 67**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL ~a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	567	179	367	157	248	127	95	262	208
Effective Weighted Sample	466	151	299	133	201	102	74	217	173
Total	688	216	450	200	299	141	107	318	260
SUMMARY - ANY COMMS TECHNOLOGY	622	194	411	184	263	132	**	289	239
	90%	90%	91%	92%	88%	94%	**	91%	92%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 68**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1742	-	-	708	685	349	-	1393	349	880	862
Effective Weighted Sample	1407	-	-	569	532	319	-	1099	319	713	695
Total	2015	-	-	815	822	378	-	1636	378	1042	973
By text or messaging apps (like WhatsApp)	384	**	**	107	188	88	**	296	88	161	222
	19%	**	**	13%	23%	23%	**	18%	23%	15%	23%
					c	c					a
Face to face	368	**	**	124	166	78	**	290	78	178	189
	18%	**	**	15%	20%	21%	**	18%	21%	17%	19%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	**	**	70	185	98	**	255	98	148	205
	18%	**	**	9%	22%	26%	**	16%	26%	14%	21%
					c	c			b		a
In online games	215	**	**	83	85	47	**	168	47	143	73
	11%	**	**	10%	10%	12%	**	10%	12%	14%	7%
										b	
Through phone calls	100	**	**	22	54	24	**	76	24	41	60
	5%	**	**	3%	7%	6%	**	5%	6%	4%	6%
					c	c					
Through other websites or apps	85	**	**	26	35	24	**	62	24	47	39
	4%	**	**	3%	4%	6%	**	4%	6%	4%	4%
Through video calls (like FaceTime or Zoom)	50	**	**	11	22	17	**	33	17	19	30
	2%	**	**	1%	3%	4%	**	2%	4%	2%	3%
						c					
Through some other way	28	**	**	3	14	11	**	17	11	10	18
	1%	**	**	*%	2%	3%	**	1%	3%	1%	2%
						c			b		
Don't know	2	**	**	1	-	1	**	1	1	2	-
	*%	**	**	*%	-%	*%	**	*%	*%	*%	-%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 68**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1742	-	-	708	685	349	-	1393	349	880	862
Effective Weighted Sample	1407	-	-	569	532	319	-	1099	319	713	695
Total	2015	-	-	815	822	378	-	1636	378	1042	973
Prefer not to say	2	**	**	-	1	1	**	1	1	-	2
	*%	**	**	-%	*%	*%	**	*%	*%	-%	*%
SUMMARY - ANY COMMS TECHNOLOGY	622	**	**	195	286	140	**	482	140	293	329
	31%	**	**	24%	35%	37%	**	29%	37%	28%	34%
					c	c			b		

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 68**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1742	-	-	-	-	355	353	346	339	179	170	-	604	1106
Effective Weighted Sample	1407	-	-	-	-	288	281	269	263	162	157	-	481	900
Total	2015	-	-	-	-	420	394	425	396	196	183	-	679	1301
By text or messaging apps (like WhatsApp)	384	**	**	**	**	43	64	84	105	34	54	**	80	293
	19%	**	**	**	**	10%	16%	20%	26%	18%	29%	**	12%	23%
								e	ef		ef			b
Face to face	368	**	**	**	**	67	57	81	85	31	47	**	109	250
	18%	**	**	**	**	16%	15%	19%	21%	16%	26%	**	16%	19%
											ef			
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	**	**	**	**	33	37	73	112	43	56	**	56	284
	18%	**	**	**	**	8%	9%	17%	28%	22%	31%	**	8%	22%
								ef	efg	ef	efg			b
In online games	215	**	**	**	**	53	30	62	23	27	20	**	73	139
	11%	**	**	**	**	13%	8%	15%	6%	14%	11%	**	11%	11%
						h		fh		h				
Through phone calls	100	**	**	**	**	13	9	22	32	6	19	**	20	79
	5%	**	**	**	**	3%	2%	5%	8%	3%	10%	**	3%	6%
									f		efi			
Through other websites or apps	85	**	**	**	**	11	16	24	11	12	12	**	26	56
	4%	**	**	**	**	3%	4%	6%	3%	6%	6%	**	4%	4%
Through video calls (like FaceTime or Zoom)	50	**	**	**	**	7	4	11	11	1	15	**	11	39
	2%	**	**	**	**	2%	1%	3%	3%	1%	8%	**	2%	3%
											efghi			
Through some other way	28	**	**	**	**	2	1	6	7	2	9	**	3	25
	1%	**	**	**	**	*%	*%	2%	2%	1%	5%	**	*%	2%
											ef			

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 68**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1742	-	-	-	-	355	353	346	339	179	170	-	604	1106
Effective Weighted Sample	1407	-	-	-	-	288	281	269	263	162	157	-	481	900
Total	2015	-	-	-	-	420	394	425	396	196	183	-	679	1301
Don't know	2	**	**	**	**	1	-	-	-	1	-	**	1	1
	*%	**	**	**	**	*%	-%	-%	-%	*%	-%	**	*%	*%
Prefer not to say	2	**	**	**	**	-	-	-	1	-	1	**	-	2
	*%	**	**	**	**	-%	-%	-%	*%	-%	*%	**	-%	*%
SUMMARY - ANY COMMS TECHNOLOGY	622	**	**	**	**	95	100	135	151	63	78	**	161	447
	31%	**	**	**	**	23%	25%	32%	38%	32%	43%	**	24%	34%
								ef			ef			b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 68**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1742	1205	201	192	144	1742	1573	169	584	375	391	389	959	780	1742
Effective Weighted Sample	1407	1105	174	152	93	1407	1259	150	457	314	337	340	746	664	1407
Total	2015	1717	146	91	61	2015	1779	235	559	557	383	511	1116	894	2015
By text or messaging apps (like WhatsApp)	384 19%	338 20%	19 13%	15 17%	11 18%	384 19%	328 18%	55 23%	97 17%	125 22%	63 17%	98 19%	222 20%	161 18%	384 19%
Face to face	368 18%	322 19%	24 16%	13 14%	9 15%	368 18%	319 18%	49 21%	102 18%	98 18%	63 16%	105 21%	200 18%	168 19%	368 18%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353 18%	304 18%	28 19%	13 14%	8 14%	353 18%	299 17%	54 23%	78 14%	96 17%	70 18%	109 21% a	174 16%	179 20% a	353 18%
In online games	215 11%	182 11%	19 13%	10 11%	4 7%	215 11%	189 11%	27 11%	37 7%	70 13% a	38 10%	69 13% a	107 10%	106 12% a	215 11% a
Through phone calls	100 5%	91 5%	4 3%	3 4%	2 4%	100 5%	94 5%	6 3%	25 4%	29 5%	20 5%	27 5%	54 5%	46 5%	100 5%
Through other websites or apps	85 4%	72 4%	8 5%	4 5%	2 3%	85 4%	78 4%	8 3%	26 5%	29 5%	14 4%	17 3%	55 5%	31 3%	85 4%
Through video calls (like FaceTime or Zoom)	50 2%	44 3%	3 2%	2 2%	1 2%	50 2%	44 2%	5 2%	13 2%	18 3% c	2 *% c	17 3% c	31 3%	19 2%	50 2%
Through some other way	28 1%	28 2%	- -%	* *% ae	- -%	28 1%	22 1%	6 2%	8 2%	12 2%	1 *% c	7 1%	20 2%	8 1%	28 1%
Don't know	2 *% ae	1 *% ae	- -% ae	- -% ae	1 1% ae	2 *% ae	2 *% ae	- -% ae	- -% ae	- -% ae	2 1% ae	- -% ae	- -% ae	2 *% ae	2 *% ae

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 68**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1742	1205	201	192	144	1742	1573	169	584	375	391	389	959	780	1742
Effective Weighted Sample	1407	1105	174	152	93	1407	1259	150	457	314	337	340	746	664	1407
Total	2015	1717	146	91	61	2015	1779	235	559	557	383	511	1116	894	2015
Prefer not to say	2 *%	1 *%	1 1%	- -%	* *%	2 *%	2 *%	- -%	* *%	2 *%	- -%	- -%	2 *%	- -%	2 *%
SUMMARY - ANY COMMS TECHNOLOGY	622 31%	538 31%	43 30%	26 28%	15 25%	622 31%	533 30%	89 38%	148 26%	191 34%	110 29%	171 34%	339 30%	281 31%	622 31%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 68**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1742	359	1323	428	739	431	269	910	557
Effective Weighted Sample	1407	303	1059	354	593	342	207	740	456
Total	2015	435	1515	524	840	470	280	1056	670
By text or messaging apps (like WhatsApp)	384 19%	125 29% b	252 17%	114 22%	160 19%	89 19%	55 20%	183 17%	145 22%
Face to face	368 18%	114 26% b	238 16%	112 21%	161 19%	70 15%	70 25% b	154 15%	142 21% b
On social media sites or apps (like TikTok, Instagram, Snapchat)	353 18%	122 28% b	224 15%	109 21%	155 18%	66 14%	50 18%	158 15%	143 21% b
In online games	215 11%	65 15% b	140 9%	78 15% c	90 11%	36 8%	26 9%	102 10%	87 13%
Through phone calls	100 5%	45 10% b	50 3%	25 5%	52 6%	19 4%	26 9% b	42 4%	32 5%
Through other websites or apps	85 4%	29 7%	55 4%	22 4%	38 5%	25 5%	28 10% bc	33 3%	25 4%
Through video calls (like FaceTime or Zoom)	50 2%	17 4%	30 2%	11 2%	21 3%	14 3%	13 5%	18 2%	18 3%
Through some other way	28 1%	6 1%	21 1%	3 1%	11 1%	11 2%	11 4% bc	12 1%	5 1%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 68**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1742	359	1323	428	739	431	269	910	557
Effective Weighted Sample	1407	303	1059	354	593	342	207	740	456
Total	2015	435	1515	524	840	470	280	1056	670
Don't know	2	2	-	-	2	-	-	2	-
	*%	1%	-%	-%	*%	-%	-%	*%	-%
Prefer not to say	2	1	-	1	1	*	1	1	-
	*%	*%	-%	*%	*%	*%	*%	*%	-%
SUMMARY - ANY COMMS TECHNOLOGY	622	194	411	184	263	132	91	289	239
	31%	45%	27%	35%	31%	28%	33%	27%	36%
		b							b

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 69**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
PRE-SCHOOL	269	269	-	-	-	-	269	-	-	141	128
	8%	64%	-%	-%	-%	-%	64%	-%	-%	8%	8%
		bcde					bc				
PRIMARY	1598	142	671	784	-	-	142	1456	-	813	784
	47%	34%	100%	84%	-%	-%	34%	58%	-%	47%	48%
		de	acde	ade			c	ac			
SECONDARY	1463	-	-	149	922	392	-	1071	392	754	709
	43%	-%	-%	16%	100%	90%	-%	42%	90%	43%	43%
				ab	abce	abc		a	ab		
POST-SCHOOL	36	-	-	-	-	36	-	-	36	21	15
	1%	-%	-%	-%	-%	8%	-%	-%	8%	1%	1%
						abcd			ab		
UNKNOWN	17	9	-	2	-	5	9	2	5	7	10
	*%	2%	-%	*%	-%	1%	2%	*%	1%	*%	1%
		bcd				bd	b		b		

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 69**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
PRE-SCHOOL	269	141	128	-	-	-	-	-	-	-	-	269	-	-
	8%	65%	63%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%
		cdefghij	cdefghij									bc		
PRIMARY	1598	74	68	346	325	394	391	-	-	-	-	-	1598	-
	47%	34%	34%	100%	100%	83%	85%	-%	-%	-%	-%	-%	100%	-%
		ghij	ghij	abefghij	abefghij	abghij	abghij						ac	
SECONDARY	1463	-	-	-	-	80	68	475	447	199	194	-	-	1463
	43%	-%	-%	-%	-%	17%	15%	100%	100%	89%	92%	-%	-%	100%
						abcd	abcd	abcdefij	abcdefij	abcdef	abcdef			ab
POST-SCHOOL	36	-	-	-	-	-	-	-	-	21	15	-	-	-
	1%	-%	-%	-%	-%	-%	-%	-%	-%	9%	7%	-%	-%	-%
										abcdefgh	abcdefgh			
UNKNOWN	17	2	7	-	-	1	2	-	-	4	1	-	-	-
	*%	1%	3%	-%	-%	*%	*%	-%	-%	2%	1%	-%	-%	-%
			cdegh											

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 69**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
PRE-SCHOOL	269	218	30	13	8	269	233	37	74	78	56	60	152	116	269
	8%	8%	12% a	8%	8%	8%	8%	9%	8%	8%	9%	7%	8%	8%	8%
PRIMARY	1598	1354	118	71	55	1598	1422	176	449	465	291	380	914	671	1598
	47%	47%	47%	46%	52%	47%	47%	46%	47%	48%	45%	47%	48%	46%	47%
SECONDARY	1463	1258	96	68	41	1463	1298	165	414	407	287	355	821	642	1463
	43%	44%	38%	44%	40%	43%	43%	43%	44%	42%	45%	44%	43%	44%	43%
POST-SCHOOL	36	27	8	1	-	36	29	7	6	11	7	13	17	19	36
	1%	1%	3% ade	1%	-%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
UNKNOWN	17	14	2	*	*	17	16	1	4	6	3	4	10	7	17
	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 69**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
PRE-SCHOOL	269	36	220	59	119	62	55	130	79
	8%	6%	8%	7%	8%	8%	11%	7%	7%
PRIMARY	1598	260	1257	386	702	361	242	847	497
	47%	41%	48%	46%	49%	47%	48%	48%	46%
			a						
SECONDARY	1463	330	1082	372	591	342	206	763	481
	43%	52%	42%	45%	41%	44%	41%	43%	45%
		b							
POST-SCHOOL	36	10	25	10	16	7	4	17	15
	1%	2%	1%	1%	1%	1%	1%	1%	1%
UNKNOWN	17	3	11	5	3	3	2	9	6
	*%	*%	*%	1%	*%	*%	*%	1%	1%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 70**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C11. Is English your child's first or main language? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes	3048	370	578	843	846	411	370	2266	411	1564	1484
	90%	88%	86%	90%	92%	95%	88%	90%	95%	90%	90%
					b	abc			ab		
No	115	21	31	37	18	8	21	86	8	61	54
	3%	5%	5%	4%	2%	2%	5%	3%	2%	3%	3%
Child is bilingual/ trilingual – using English equally with one or more other languages	206	28	58	56	49	15	28	163	15	101	104
	6%	7%	9%	6%	5%	3%	7%	6%	3%	6%	6%
			e								
Prefer not to say	15	1	4	*	9	-	1	14	-	10	5
	*%	*%	1%	*%	1%	-%	*%	1%	-%	1%	*%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 70**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C11. Is English your child's first or main language? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes	3048	190	180	304	274	429	414	428	418	214	197	239	1409	1350
	90%	88%	89%	88%	84%	90%	90%	90%	93%	96%	94%	89%	88%	92%
									d	acd	d			b
No	115	12	9	14	17	15	22	15	3	4	3	12	69	32
	3%	5%	5%	4%	5%	3%	5%	3%	1%	2%	2%	4%	4%	2%
		h	h	h	h		h						c	
Child is bilingual/ trilingual – using English equally with one or more other languages	206	15	13	25	33	30	25	25	24	5	10	18	115	71
	6%	7%	6%	7%	10%	6%	5%	5%	5%	2%	5%	7%	7%	5%
					i									
Prefer not to say	15	-	1	3	1	*	-	6	3	-	-	1	4	9
	*%	-%	*%	1%	*%	*%	-%	1%	1%	-%	-%	*%	*%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 70**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C11. Is English your child's first or main language? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes	3048	2583	236	131	98	3048	2680	368	834	884	587	731	1718	1318	3048
	90%	90%	93%	86%	93%	90%	89%	95%	88%	91%	91%	90%	90%	91%	90%
			c		c			a							
No	115	101	7	6	1	115	107	8	30	30	19	35	60	53	115
	3%	4%	3%	4%	1%	3%	4%	2%	3%	3%	3%	4%	3%	4%	3%
Child is bilingual/ trilingual – using English equally with one or more other languages	206	174	10	16	5	206	196	10	76	50	35	44	126	80	206
	6%	6%	4%	10%	5%	6%	7%	2%	8%	5%	5%	5%	7%	5%	6%
			abe				b								
Prefer not to say	15	14	-	*	1	15	15	-	7	3	2	2	10	4	15
	*%	*%	-%	*%	1%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 70**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C11. Is English your child's first or main language? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes	3048 90%	591 92%	2334 90%	730 88%	1310 91%	718 93% a	434 85%	1605 91% a	988 92% a
No	115 3%	19 3%	88 3%	43 5% bc	39 3%	15 2%	28 6%	57 3%	28 3%
Child is bilingual/ trilingual – using English equally with one or more other languages	206 6%	29 5%	167 6%	56 7%	81 6%	41 5%	44 9%	100 6%	57 5%
Prefer not to say	15 *%	- -%	7 *%	2 *%	1 *%	2 *%	2 *%	4 *%	5 *%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
<b>WHITE</b>											
English/ Welsh/ Scottish/ Northern Irish/ British	2500 74%	287 68%	471 70%	702 75%	702 76%	338 78%	287 68%	1875 74%	338 78%	1296 75%	1205 73%
				a	ab			a			
Irish	29 1%	5 1%	4 1%	8 1%	8 1%	3 1%	5 1%	21 1%	3 1%	17 1%	11 1%
Gypsy, Traveller or Irish Traveller	8 *%	- -%	- -%	3 *%	3 *%	2 *%	- -%	6 *%	2 *%	3 *%	5 *%
Any other White background	110 3%	15 4%	24 4%	35 4%	22 2%	13 3%	15 4%	82 3%	13 3%	52 3%	58 4%
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>											
White and Black Caribbean	64 2%	8 2%	11 2%	13 1%	19 2%	13 3%	8 2%	43 2%	13 3%	25 1%	39 2%
White and Black African	63 2%	9 2%	12 2%	19 2%	20 2%	3 1%	9 2%	51 2%	3 1%	34 2%	29 2%
White and Asian	65 2%	8 2%	11 2%	21 2%	20 2%	6 1%	8 2%	52 2%	6 1%	30 2%	35 2%
Any other mixed/ multiple ethnic background	37 1%	10 2%	9 1%	4 *%	9 1%	5 1%	10 2%	23 1%	5 1%	23 1%	14 1%
		c									

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
<b>ASIAN AND BRITISH ASIAN</b>											
Indian	82 2%	8 2%	25 4%	25 3%	17 2%	7 2%	8 2%	68 3%	7 2%	40 2%	43 3%
Pakistani	109 3%	18 4%	22 3%	26 3%	30 3%	12 3%	18 4%	78 3%	12 3%	57 3%	51 3%
Bangladeshi	32 1%	13 3%	3 *	5 1%	10 1%	1 *%	13 3%	18 1%	1 *%	17 1%	15 1%
		bce					bc				
Chinese	26 1%	8 2%	5 1%	11 1%	1 *%	2 *%	8 2%	17 1%	2 *%	12 1%	14 1%
		d									
Any other Asian background	25 1%	5 1%	6 1%	9 1%	4 *%	1 *%	5 1%	19 1%	1 *%	16 1%	8 1%
<b>BLACK AND BLACK BRITISH</b>											
Caribbean	14 *%	2 1%	4 1%	* *%	5 1%	3 1%	2 1%	9 *%	3 1%	6 *%	8 *%
African	157 5%	22 5%	48 7%	40 4%	29 3%	17 4%	22 5%	117 5%	17 4%	69 4%	88 5%
			d								
Any other Black/ African/ Caribbean background	7 *%	* *%	2 *%	* *%	4 *%	1 *%	* *%	6 *%	1 *%	2 *%	5 *%
<b>OTHER ETHNIC GROUPS</b>											
Arab	17 *%	- -%	4 1%	5 1%	5 1%	2 1%	- -%	15 1%	2 1%	14 1%	3 *%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Any other ethnic background	10 *%	2 *%	- -%	3 *%	2 *%	2 1%	2 *%	6 *%	2 1%	4 *%	6 *%
Prefer not to say	28 1%	2 *%	9 1%	5 1%	11 1%	2 *%	2 *%	25 1%	2 *%	18 1%	10 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
<b>WHITE</b>														
English/ Welsh/ Scottish/ Northern Irish/ British	2500	145	142	246	224	363	339	368	334	173	165	185	1156	1117
	74%	67%	70%	71%	69%	77%	74%	77%	75%	77%	79%	69%	72%	76%
Irish	29	3	2	2	2	3	5	6	2	3	-	4	11	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	8	-	-	-	-	2	1	-	3	1	1	-	2	6
	*%	-%	-%	-%	-%	*%	*%	-%	1%	*%	*%	-%	*%	*%
Any other White background	110	8	7	9	15	14	22	14	9	7	6	6	62	42
	3%	4%	3%	3%	5%	3%	5%	3%	2%	3%	3%	2%	4%	3%
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>														
White and Black Caribbean	64	6	2	5	6	3	10	5	13	5	9	3	28	32
	2%	3%	1%	2%	2%	1%	2%	1%	3%	2%	4% e	1%	2%	2%
White and Black African	63	2	7	8	4	14	6	9	11	1	2	6	33	24
	2%	1%	3%	2%	1%	3%	1%	2%	2%	*%	1%	2%	2%	2%
White and Asian	65	3	5	6	5	13	8	6	14	3	3	6	32	26
	2%	1%	2%	2%	2%	3%	2%	1%	3%	2%	1%	2%	2%	2%
Any other mixed/ multiple ethnic background	37	7	3	5	5	1	3	6	3	4	1	7	14	15
	1%	3%	2%	1%	1%	*%	1%	1%	1%	2%	1%	3%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
<b>ASIAN AND BRITISH ASIAN</b>														
Indian	82 2%	4 2%	4 2%	13 4%	12 4%	8 2%	17 4%	9 2%	8 2%	5 2%	2 1%	5 2%	50 3%	28 2%
Pakistani	109 3%	10 5%	8 4%	12 3%	11 3%	15 3%	11 2%	15 3%	15 3%	6 3%	7 3%	12 4%	53 3%	44 3%
Bangladeshi	32 1%	7 3%	6 3%	2 1%	1 *	1 *	4 1%	7 2%	2 1%	- -%	1 *	7 2%	11 1%	12 1%
Chinese	26 1%	1 1%	6 3%	* *% ch	4 1%	8 2%	3 1%	1 *% ch	- -%	2 1%	- -%	4 1%	17 1%	3 *% ch
Any other Asian background	25 1%	4 2%	* *% ch	5 1%	1 *% ch	4 1%	4 1%	2 *% ch	2 1%	1 *% ch	- -% ch	4 1%	16 1%	5 *% ch
<b>BLACK AND BLACK BRITISH</b>														
Caribbean	14 *% ch	2 1%	- -% ch	1 *% ch	3 1%	- -% ch	* *% ch	- -% ch	5 1%	3 1%	- -% ch	1 *% ch	6 *% ch	8 1%
African	157 5%	10 5%	12 6%	22 6%	26 8%	17 4%	22 5%	13 3%	16 4%	6 3%	11 5%	18 7%	84 5%	54 4%
Any other Black/ African/ Caribbean background	7 *% ch	* *% ch	- -% ch	- -% ch	2 1%	* *% ch	- -% ch	2 *% ch	2 1%	- -% ch	1 *% ch	* *% ch	2 *% ch	5 *% ch
<b>OTHER ETHNIC GROUPS</b>														
Arab	17 *% ch	- -% ch	- -% ch	3 1%	1 *% ch	3 1%	2 *% ch	5 1%	* *% ch	2 1%	- -% ch	- -% ch	8 *% ch	9 1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Any other ethnic background	10	2	-	-	-	-	3	-	2	2	-	2	1	7
	*%	1%	-%	-%	-%	-%	1%	-%	1%	1%	-%	1%	*%	*%
Prefer not to say	28	2	-	6	3	5	-	6	5	-	2	2	14	12
	1%	1%	-%	2%	1%	1%	-%	1%	1%	-%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						ALL UK
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
<b>WHITE</b>															
English/ Welsh/ Scottish/ Northern Irish/ British	2500 74%	2087 73%	211 83%	122 80%	81 77%	2500 74%	2146 72%	354 92%	686 72%	686 71%	511 80%	607 75%	1371 72%	1118 77%	2500 74%
			ae	a				a			abeg			be	
Irish	29 1%	18 1%	1 *	1 1%	8 8%	29 1%	28 1%	1 *	11 1%	9 1%	4 1%	3 *	21 1%	8 1%	29 1%
					abce										
Gypsy, Traveller or Irish Traveller	8 *%	7 *%	1 *%	- -%	- -%	8 *%	6 *%	2 *%	3 *%	- -%	1 *%	4 *%	3 *%	5 *%	8 *%
Any other White background	110 3%	98 3%	7 3%	4 3%	1 1%	110 3%	104 3%	5 1%	28 3%	25 3%	28 4%	30 4%	52 3%	57 4%	110 3%
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>															
White and Black Caribbean	64 2%	58 2%	4 2%	1 1%	* *%	64 2%	56 2%	8 2%	17 2%	17 2%	12 2%	18 2%	33 2%	30 2%	64 2%
White and Black African	63 2%	53 2%	4 1%	5 3%	2 2%	63 2%	63 2%	* *%	22 2%	24 3%	5 1%	12 1%	47 2%	16 1%	63 2%
White and Asian	65 2%	58 2%	3 1%	2 1%	2 2%	65 2%	59 2%	6 2%	26 3%	15 2%	11 2%	14 2%	41 2%	25 2%	65 2%
Any other mixed/ multiple ethnic background	37 1%	34 1%	* *%	2 1%	1 1%	37 1%	34 1%	4 1%	8 1%	11 1%	3 *%	13 2%	19 1%	16 1%	37 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
<b>ASIAN AND BRITISH ASIAN</b>															
Indian	82 2%	76 3%	3 1%	3 2%	1 1%	82 2%	82 3%	- -%	27 3%	31 3%	8 1%	17 2%	58 3%	25 2%	82 2%
Pakistani	109 3%	103 4%	4 2%	* *%	1 1%	109 3%	107 4%	2 *%	25 3%	32 3%	14 2%	36 4%	58 3%	50 3%	109 3%
Bangladeshi	32 1%	28 1%	2 1%	1 1%	1 1%	32 1%	32 1%	- -%	6 1%	10 1%	11 2%	5 1%	16 1%	16 1%	32 1%
Chinese	26 1%	26 1%	- -%	* *%	- -%	26 1%	26 1%	- -%	9 1%	14 1%	- -%	3 *%	23 1%	3 *%	26 1%
Any other Asian background	25 1%	22 1%	1 1%	* *%	1 1%	25 1%	25 1%	- -%	7 1%	11 1%	2 *%	5 1%	18 1%	7 *%	25 1%
<b>BLACK AND BLACK BRITISH</b>															
Caribbean	14 *%	12 *%	1 *%	1 *%	1 1%	14 *%	14 *%	* *%	4 *%	2 *%	4 1%	4 1%	6 *%	8 1%	14 *%
African	157 5%	136 5%	9 4%	9 6%	3 3%	157 5%	156 5%	1 *%	47 5%	57 6%	23 4%	30 4%	104 5%	53 4%	157 5%
Any other Black/ African/ Caribbean background	7 *%	7 *%	* *%	* *%	* *%	7 *%	7 *%	- -%	2 *%	4 *%	1 *%	1 *%	5 *%	2 *%	7 *%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
<b>OTHER ETHNIC GROUPS</b>															
Arab	17 *%	15 1%	1 1%	* *%	* *%	17 *%	16 1%	1 *%	9 1%	5 1%	1 *%	1 *%	15 1%	2 *%	17 *%
Any other ethnic background	10 *%	8 *%	1 *%	1 1%	- -%	10 *%	10 *%	- -%	1 *%	1 *%	2 *%	5 1%	3 *%	7 *%	10 *%
Prefer not to say	28 1%	27 1%	- -%	- -%	2 1%	28 1%	26 1%	2 1%	9 1%	12 1%	2 *%	3 *%	21 1%	5 *%	28 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
<b>WHITE</b>									
English/ Welsh/ Scottish/ Northern Irish/ British	2500	525	1886	585	1099	594	323	1313	855
	74%	82%	73%	70%	77%	77%	63%	74%	79%
		b			a			a	ab
Irish	29	6	20	5	10	8	4	17	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	8	2	4	1	2	-	-	4	2
	*%	*%	*%	*%	*%	-%	-%	*%	*%
Any other White background	110	10	98	30	41	26	25	47	35
	3%	2%	4%	4%	3%	3%	5%	3%	3%
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>									
White and Black Caribbean	64	15	45	20	23	9	13	27	22
	2%	2%	2%	2%	2%	1%	2%	2%	2%
White and Black African	63	9	53	13	22	20	24	27	12
	2%	1%	2%	2%	2%	3%	5%	2%	1%
							bc		
White and Asian	65	15	50	7	31	21	15	34	15
	2%	2%	2%	1%	2%	3%	3%	2%	1%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Any other mixed/ multiple ethnic background	37 1%	8 1%	26 1%	6 1%	18 1%	7 1%	7 1%	15 1%	11 1%
<b>ASIAN AND BRITISH ASIAN</b>									
Indian	82 2%	9 1%	65 3%	24 3%	36 2%	11 1%	14 3%	47 3%	22 2%
Pakistani	109 3%	13 2%	86 3%	51 6% bc	35 2%	9 1%	12 2%	61 3%	33 3%
Bangladeshi	32 1%	2 *%	24 1%	16 2%	10 1%	4 1%	8 2%	18 1%	6 1%
Chinese	26 1%	3 *%	22 1%	5 1%	8 1%	13 2%	8 2%	14 1%	4 *%
Any other Asian background	25 1%	- -%	24 1%	10 1%	9 1%	5 1%	5 1%	9 1%	10 1%
<b>BLACK AND BLACK BRITISH</b>									
Caribbean	14 *%	3 *%	10 *%	1 *%	7 1%	3 *%	1 *%	8 *%	5 *%
African	157 5%	11 2%	136 5% a	42 5%	61 4%	39 5%	33 7% c	98 6% c	26 2%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 71**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Any other Black/ African/ Caribbean background	7 *%	- -%	7 *%	4 1%	1 *%	2 *%	3 1%	4 *%	1 *%
<b>OTHER ETHNIC GROUPS</b>									
Arab	17 *%	3 *%	13 1%	5 1%	7 *%	3 *%	5 1%	12 1%	* *%
Any other ethnic background	10 *%	2 *%	7 *%	4 *%	4 *%	- -%	- -%	3 *%	6 1%
Prefer not to say	28 1%	2 *%	18 1%	5 1%	6 *%	3 *%	8 2%	11 1%	3 *%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Hearing? Poor hearing, partial hearing, or are deaf	49 1%	6 1%	10 1%	15 2%	12 1%	6 1%	6 1%	36 1%	6 1%	27 2%	22 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	118 3%	12 3%	20 3%	33 4%	41 4%	13 3%	12 3%	94 4%	13 3%	58 3%	60 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	44 1%	7 2%	8 1%	17 2%	6 1%	5 1%	7 2%	31 1%	5 1%	25 1%	19 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	41 1%	5 1%	7 1%	11 1%	12 1%	7 2%	5 1%	30 1%	7 2%	32 2% b	9 1%
Breathing? Breathlessness or chest pains	53 2%	6 1%	13 2%	13 1%	12 1%	9 2%	6 1%	38 2%	9 2%	25 1%	27 2%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	156 5%	13 3%	28 4%	37 4%	48 5%	30 7%	13 3%	113 4%	30 7%	81 5%	75 5%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	41 1%	12 3% cd	12 2%	7 1%	6 1%	4 1%	12 3% b	25 1%	4 1%	28 2%	13 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	274 8%	32 8%	40 6%	69 7%	89 10%	44 10%	32 8%	198 8%	44 10%	171 10% b	103 6%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	190 6%	3 1%	13 2%	41 4% a	87 9% abc	46 11% abc	3 1%	141 6% a	46 11% ab	78 4%	112 7%
Other illnesses/ conditions which impact or limit their daily activities	35 1%	7 2%	4 1%	8 1%	13 1%	4 1%	7 2%	24 1%	4 1%	16 1%	19 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Nothing – no impairments or conditions that impact or limit their daily activities	2596 77%	333 79%	536 80%	734 78%	679 74%	314 72%	333 79%	1949 77%	314 72%	1306 75%	1290 78%
Don't know	58 2%	12 3%	15 2%	16 2%	12 1%	4 1%	12 3%	43 2%	4 1%	33 2%	26 2%
Prefer not to say	90 3%	15 4%	21 3%	19 2%	20 2%	14 3%	15 4%	60 2%	14 3%	50 3%	40 2%
<b>SUMMARY</b>											
ANY IMPACTING OR LIMITING CONDITIONS	639 19%	60 14%	99 15%	166 18%	211 23%	102 24%	60 14%	477 19%	102 24%	347 20%	292 18%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	224 7%	26 6%	33 5%	52 6%	76 8%	37 9%	26 6%	161 6%	37 9%	121 7%	103 6%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Hearing? Poor hearing, partial hearing, or are deaf	49 1%	3 1%	3 2%	3 1%	6 2%	11 2%	4 1%	7 1%	5 1%	3 1%	4 2%	3 1%	27 2%	19 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	118 3%	2 1%	9 5%	15 4%	5 2%	17 4%	16 3%	18 4%	23 5%	6 3%	7 3%	7 3%	55 3%	56 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	44 1%	4 2%	4 2%	2 1%	6 2%	13 3%	5 1%	4 1%	2 *	3 1%	3 1%	4 1%	28 2%	13 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	41 1%	4 2%	1 1%	7 2%	1 *	9 2%	2 1%	9 2%	3 1%	4 2%	3 1%	5 2%	18 1%	18 1%
Breathing? Breathlessness or chest pains	53 2%	4 2%	2 1%	6 2%	6 2%	7 1%	7 1%	4 1%	8 2%	4 2%	5 2%	2 1%	27 2%	22 2%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	156 5%	9 4%	5 2%	15 4%	13 4%	17 4%	20 4%	28 6%	20 4%	13 6%	17 8% b	11 4%	59 4%	81 6%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	41 1%	9 4% eh	3 1%	8 2%	4 1%	3 1%	4 1%	5 1%	* **%	2 1%	2 1%	6 2%	25 2%	10 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	274 8%	21 10%	12 6%	27 8%	14 4%	46 10% d	23 5%	52 11% df	36 8%	25 11% df	19 9%	18 7%	115 7%	138 9%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	190 6%	2 1%	1 1%	4 1%	9 3%	18 4%	23 5% bc	41 9% abcd	46 10% abcde	12 6% abc	34 16% abcdef	2 1%	41 3%	142 10% ab

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Other illnesses/ conditions which impact or limit their daily activities	35 1%	1 1%	5 3%	- -%	4 1%	3 1%	4 1%	9 2%	4 1%	3 1%	2 1%	6 2%	10 1%	18 1%
												b		
Nothing – no impairments or conditions that impact or limit their daily activities	2596 77%	168 77%	165 81%	265 77%	271 83%	365 77%	369 80%	342 72%	336 75%	166 74%	148 70%	220 82%	1257 79%	1082 74%
					gj							c	c	
Don't know	58 2%	6 3%	5 3%	7 2%	8 2%	10 2%	6 1%	6 1%	6 1%	3 1%	1 *%	2 1%	38 2%	17 1%
Prefer not to say	90 3%	7 3%	9 4%	14 4%	7 2%	10 2%	9 2%	14 3%	7 2%	6 3%	8 4%	11 4%	42 3%	33 2%
<b>SUMMARY</b>														
ANY IMPACTING OR LIMITING CONDITIONS	639 19%	36 17%	24 12%	60 17%	39 12%	89 19%	77 17%	112 24%	99 22%	49 22%	53 25%	36 13%	260 16%	330 23%
								bd	bd	bd	bd			ab
MULTIPLE IMPACTING OR LIMITING CONDITIONS	224 7%	15 7%	11 5%	17 5%	16 5%	29 6%	22 5%	43 9%	33 7%	17 7%	21 10%	14 5%	90 6%	117 8%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Hearing? Poor hearing, partial hearing, or are deaf	49 1%	40 1%	5 2%	3 2%	2 1%	49 1%	44 1%	5 1%	15 2%	10 1%	14 2%	10 1%	24 1%	24 2%	49 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	118 3%	105 4%	8 3%	3 2%	2 2%	118 3%	102 3%	16 4%	30 3%	33 3%	24 4%	32 4%	63 3%	56 4%	118 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	44 1%	38 1%	4 2%	1 *%	1 1%	44 1%	33 1%	11 3%	15 2%	9 1%	6 1%	13 2%	25 1%	19 1%	44 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	41 1%	37 1%	2 1%	1 1%	1 1%	41 1%	33 1%	8 2%	14 1%	13 1%	7 1%	8 1%	26 1%	15 1%	41 1%
Breathing? Breathlessness or chest pains	53 2%	49 2%	2 1%	1 1%	* *%	53 2%	46 2%	7 2%	14 2%	12 1%	9 1%	17 2%	27 1%	26 2%	53 2%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	156 5%	139 5%	8 3%	5 3%	4 4%	156 5%	133 4%	23 6%	26 3%	34 4%	34 5%	58 7% abe	60 3%	92 6% ae	156 5%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	41 1%	35 1%	3 1%	2 1%	1 1%	41 1%	35 1%	5 1%	9 1%	15 2%	5 1%	12 1%	24 1%	17 1%	41 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	274 8%	239 8%	19 7%	10 6%	7 7%	274 8%	231 8%	43 11%	39 4%	56 6%	63 10% ae	116 14% abeg	95 5%	179 12% abeg	274 8% ae
Their mental health? Anxiety, depression, or trauma-related conditions, for example	190 6%	163 6%	13 5%	11 7%	3 2%	190 6%	163 5%	28 7%	32 3%	36 4%	46 7% abe	76 9% abeg	68 4%	122 8% abeg	190 6% ae
Other illnesses/ conditions which impact or limit their daily activities	35 1%	29 1%	3 1%	1 1%	2 2%	35 1%	29 1%	6 2%	7 1%	7 1%	4 1%	17 2% e	14 1%	21 1%	35 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Nothing – no impairments or conditions that impact or limit their daily activities	2596 77%	2197 77%	194 76%	119 78%	86 82%	2596 77%	2315 77%	281 73%	768 81% cdfg	790 82% cdfg	477 74%	552 68%	1559 81% cdfg	1029 71%	2596 77% df
Don't know	58 2%	51 2%	3 1%	3 2%	2 2%	58 2%	53 2%	5 1%	13 1%	10 1%	14 2%	22 3%	23 1%	35 2%	58 2%
Prefer not to say	90 3%	72 3%	10 4%	4 3%	3 3%	90 3%	81 3%	8 2%	19 2%	29 3%	19 3%	22 3%	47 2%	41 3%	90 3%
<b>SUMMARY</b>															
ANY IMPACTING OR LIMITING CONDITIONS	639 19%	552 19%	47 19%	26 17%	15 14%	639 19%	548 18%	91 24%	147 16%	138 14%	134 21% abe	216 27% abeg	285 15%	350 24% abeg	639 19% be
MULTIPLE IMPACTING OR LIMITING CONDITIONS	224 7%	200 7%	13 5%	7 5%	4 4%	224 7%	190 6%	34 9%	40 4%	50 5%	47 7%	88 11% abeg	89 5%	135 9% abeg	224 7%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Hearing? Poor hearing, partial hearing, or are deaf	49 1%	49 8% b	- -%	17 2%	21 1%	4 1%	7 1%	24 1%	18 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	118 3%	118 19% b	- -%	39 5%	49 3%	17 2%	19 4%	61 3%	36 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	44 1%	44 7% b	- -%	17 2%	19 1%	4 1%	12 2%	22 1%	11 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	41 1%	41 6% b	- -%	12 1%	21 1%	8 1%	10 2%	15 1%	15 1%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Breathing? Breathlessness or chest pains	53 2%	53 8% b	- -%	20 2%	22 2%	10 1%	6 1%	30 2%	16 1%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	156 5%	156 24% b	- -%	44 5%	72 5%	26 3%	11 2%	78 4%	65 6% a
Difficulty with speech? e.g. due to a stroke, stutter or stammer	41 1%	41 6% b	- -%	2 *%	20 1%	13 2% a	6 1%	21 1%	13 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	274 8%	274 43% b	- -%	97 12% c	115 8% c	33 4%	17 3%	140 8% a	115 11% a

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Their mental health? Anxiety, depression, or trauma-related conditions, for example	190 6%	190 30% b	- -%	62 7% c	77 5%	31 4%	21 4%	75 4%	95 9% ab
Other illnesses/ conditions which impact or limit their daily activities	35 1%	35 5% b	- -%	8 1%	20 1%	3 *%	3 *%	21 1%	10 1%
Nothing – no impairments or conditions that impact or limit their daily activities	2596 77%	- -%	2596 100% a	587 71%	1105 77% a	659 85% ab	415 82% c	1383 78% c	784 73%
Don't know	58 2%	- -%	- -%	23 3%	25 2%	7 1%	8 2%	28 2%	21 2%
Prefer not to say	90 3%	- -%	- -%	16 2%	26 2%	8 1%	12 2%	42 2%	25 2%
<b>SUMMARY</b>									
ANY IMPACTING OR LIMITING CONDITIONS	639 19%	639 100% b	- -%	206 25% bc	276 19% c	103 13%	74 14%	313 18%	247 23% ab

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 72**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
MULTIPLE IMPACTING OR LIMITING CONDITIONS	224	224	-	74	101	29	24	109	89
	7%	35%	-%	9%	7%	4%	5%	6%	8%
		b		c	c				

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
16 to 24	119 4%	53 13%	38 6%	28 3%	- -%	- -%	53 13%	66 3%	- -%	71 4%	48 3%
		bcde	de	de			bc	c			
25 to 34	904 27%	225 53%	283 42%	249 27%	111 12%	36 8%	225 53%	643 25%	36 8%	461 27%	443 27%
		bcde	cde	de			bc	c			
35 to 44	1516 45%	124 29%	281 42%	477 51%	471 51%	162 37%	124 29%	1230 49%	162 37%	766 44%	750 46%
			a	abe	abe			ac			
45 to 54	698 21%	13 3%	56 8%	162 17%	279 30%	188 43%	13 3%	497 20%	188 43%	363 21%	335 20%
			a	ab	abc	abcd		a	ab		
55 to 64	117 3%	2 *%	7 1%	14 2%	49 5%	44 10%	2 *%	71 3%	44 10%	58 3%	59 4%
					abc	abcd		a	ab		
65 to 74	4 *%	- -%	- -%	2 *%	- -%	2 1%	- -%	2 *%	2 1%	1 *%	3 *%
Refused	26 1%	4 1%	6 1%	3 *%	12 1%	2 *%	4 1%	20 1%	2 *%	16 1%	11 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
16 to 24	119	30	23	24	14	17	11	-	-	-	-	36	78	5
	4%	14%	11%	7%	4%	4%	2%	-%	-%	-%	-%	13%	5%	1%
		defghij	defghij	fghij	ghij	gh	gh					bc	c	
25 to 34	904	118	107	146	137	136	113	46	65	15	21	136	597	161
	27%	54%	52%	42%	42%	29%	25%	10%	14%	7%	10%	51%	37%	11%
		cdefghij	efghij	efghij	efghij	ghij	ghij		i			bc	c	
35 to 44	1516	58	66	140	141	238	239	250	222	80	82	82	711	705
	45%	27%	32%	40%	43%	50%	52%	53%	50%	36%	39%	30%	44%	48%
				a	a	abi	abcij	abcij	abi				a	a
45 to 54	698	7	6	32	24	72	90	145	133	107	81	10	183	482
	21%	3%	3%	9%	7%	15%	20%	31%	30%	48%	39%	4%	11%	33%
				ab		abd	abcd	abcdef	abcdef	abcdefgh	abcdef		a	ab
55 to 64	117	*	1	2	6	9	5	28	22	19	25	2	21	92
	3%	1%	1%	2%	2%	2%	1%	6%	5%	9%	12%	1%	1%	6%
								abcf	abcf	abcdef	abcdefh			ab
65 to 74	4	-	-	-	-	-	2	-	-	1	1	-	2	2
	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%
Refused	26	4	*	2	4	2	*	5	6	2	-	3	7	15
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
16 to 24	119 4%	103 4%	8 3%	5 3%	4 4%	119 4%	109 4%	10 3%	30 3%	44 5%	26 4%	19 2%	74 4%	45 3%	119 4%
25 to 34	904 27%	755 26%	71 28%	47 31%	31 29%	904 27%	816 27%	88 23%	222 23%	243 25%	182 28%	251 31%	464 24%	433 30%	904 27%
35 to 44	1516 45%	1307 45%	101 40%	61 40%	46 44%	1516 45%	1351 45%	165 43%	447 47%	447 46%	272 42%	344 42%	894 47%	616 42%	1516 45%
45 to 54	698 21%	586 20%	63 25%	31 20%	18 17%	698 21%	603 20%	94 24%	210 22%	192 20%	138 21%	156 19%	402 21%	293 20%	698 21%
55 to 64	117 3%	96 3%	10 4%	5 4%	5 5%	117 3%	94 3%	23 6%	34 4%	32 3%	20 3%	31 4%	66 3%	51 3%	117 3%
65 to 74	4 *%	3 *%	- -%	1 1%	- -%	4 *%	1 *%	3 1%	- -%	- -%	1 *%	3 *%	- -%	4 *%	4 *%
Refused	26 1%	22 1%	1 *%	1 1%	1 1%	26 1%	24 1%	2 1%	4 *%	9 1%	4 1%	9 1%	14 1%	13 1%	26 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 73**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
16 to 24	119 4%	30 5%	79 3%	28 3%	59 4%	21 3%	46 9% bc	52 3%	17 2%
25 to 34	904 27%	160 25%	687 26%	247 30% c	399 28%	174 22%	166 33% bc	461 26%	266 25%
35 to 44	1516 45%	283 44%	1178 45%	366 44%	639 45%	356 46%	181 36%	834 47% a	490 45% a
45 to 54	698 21%	155 24%	524 20%	161 19%	288 20%	184 24%	87 17%	345 20%	260 24% a
55 to 64	117 3%	7 1%	106 4% a	25 3%	46 3%	32 4%	19 4%	63 4%	34 3%
65 to 74	4 *%	2 *%	2 *%	3 *%	- -%	1 *%	1 *%	- -%	3 *%
Refused	26 1%	2 *%	20 1%	2 *%	* *%	8 1% b	8 1%	12 1%	7 1%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 74**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Man	1037 31%	114 27%	216 32%	271 29%	309 34%	126 29%	114 27%	797 32%	126 29%	582 34% b	455 28%
Woman	2339 69%	306 73%	451 67%	664 71%	609 66%	308 71%	306 73%	1725 68%	308 71%	1150 66%	1189 72% a
Non-binary	5 *%	- -%	2 *%	- -%	3 *%	- -%	- -%	5 *%	- -%	2 *%	3 *%
Prefer not to say	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	2 *%	- -%	2 *%	* *%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 74**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Man	1037	60	54	131	85	135	136	183	126	72	54	70	490	457
	31%	28%	27%	38%	26%	28%	30%	39%	28%	32%	26%	26%	31%	31%
				bdj				bdehj						
Woman	2339	157	149	212	239	340	325	289	320	152	157	200	1104	1003
	69%	72%	73%	61%	73%	72%	70%	61%	72%	68%	74%	74%	69%	69%
		g	cg		cg	cg		g		cg				
Non-binary	5	-	-	-	2	-	-	2	1	-	-	-	2	3
	*%	-%	-%	-%	1%	-%	-%	*%	*%	-%	-%	-%	*%	*%
Prefer not to say	2	-	-	2	*	-	-	-	-	-	-	-	2	-
	*%	-%	-%	1%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 74**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Man	1037	860	91	45	40	1037	955	81	412	286	185	152	698	338	1037
	31%	30%	36%	30%	38%	31%	32%	21%	43%	30%	29%	19%	36%	23%	31%
							b		bcdefg	df	df		bcdfg		df
Woman	2339	2006	162	107	64	2339	2038	301	531	679	456	659	1210	1115	2339
	69%	70%	64%	70%	61%	69%	68%	78%	56%	70%	71%	81%	63%	77%	69%
							a		ae	ae	abceg		a	abceg	ae
Non-binary	5	5	-	-	*	5	2	3	4	-	1	-	4	1	5
	*%	*%	-%	-%	*%	*%	*%	1%	*%	-%	*%	-%	*%	*%	*%
							a								
Prefer not to say	2	2	-	*	-	2	2	-	*	2	*	-	2	*	2
	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 74**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Man	1037	161	822	195	469	303	235	545	257
	31%	25%	32%	23%	33%	39%	46%	31%	24%
		a	a	a	a	ab	bc	c	
Woman	2339	475	1770	635	962	469	273	1218	819
	69%	74%	68%	76%	67%	60%	54%	69%	76%
				bc	c			a	ab
Non-binary	5	2	3	-	*	4	1	4	-
	*%	*%	*%	-%	*%	1%	*%	*%	-%
Prefer not to say	2	2	*	2	-	-	*	*	2
	*%	*%	*%	*%	-%	-%	*%	*%	*%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 75**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
In full time employment	1867	206	395	506	503	257	206	1404	257	968	899
	55%	49%	59%	54%	55%	59%	49%	56%	59%	56%	55%
			a			a			a		
In part time employment	826	122	164	239	215	86	122	618	86	404	423
	24%	29%	25%	25%	23%	20%	29%	24%	20%	23%	26%
			e				c				
Unemployed	169	20	28	50	53	19	20	130	19	84	86
	5%	5%	4%	5%	6%	4%	5%	5%	4%	5%	5%
A student	62	7	12	16	19	7	7	47	7	32	30
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Full-time responsibility for home/ family	379	56	66	102	107	48	56	275	48	209	170
	11%	13%	10%	11%	12%	11%	13%	11%	11%	12%	10%
Retired	14	-	-	4	3	7	-	7	7	2	12
	*%	-%	-%	*%	*%	2%	-%	*%	2%	*%	1%
						ab			ab		
Other	32	3	2	9	8	10	3	19	10	24	9
	1%	1%	*%	1%	1%	2%	1%	1%	2%	1%	1%
						b					
Prefer not to say	33	6	3	11	13	-	6	27	-	13	20
	1%	1%	1%	1%	1%	-%	1%	1%	-%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 75**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
In full time employment	1867	103	103	207	188	258	248	263	240	137	120	135	884	817
	55%	48%	50%	60%	58%	54%	54%	55%	54%	61%	57%	50%	55%	56%
			a							a				
In part time employment	826	62	60	77	88	118	120	104	112	43	43	70	407	340
	24%	28%	30%	22%	27%	25%	26%	22%	25%	19%	20%	26%	25%	23%
Unemployed	169	12	9	17	11	20	30	32	21	3	16	15	76	72
	5%	5%	4%	5%	3%	4%	6%	7%	5%	1%	7%	5%	5%	5%
								i			i			
A student	62	2	5	7	6	9	7	10	9	4	3	7	27	28
	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%
Full-time responsibility for home/ family	379	33	24	36	30	60	42	57	51	25	24	34	174	166
	11%	15%	12%	10%	9%	13%	9%	12%	11%	11%	11%	12%	11%	11%
Retired	14	-	-	-	-	-	4	-	3	2	4	-	4	9
	*%	-%	-%	-%	-%	-%	1%	-%	1%	1%	2%	-%	*%	1%
											cdeg			
Other	32	2	1	2	*	6	3	5	3	9	1	3	10	19
	1%	1%	1%	1%	*%	1%	1%	1%	1%	4%	*%	1%	1%	1%
										cdf				
Prefer not to say	33	4	2	1	3	4	7	4	8	-	-	6	15	13
	1%	2%	1%	*%	1%	1%	1%	1%	2%	-%	-%	2%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 75**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
In full time employment	1867	1551	155	95	67	1867	1714	153	713	619	346	186	1332	533	1867
	55%	54%	61%	62%	64%	55%	57%	40%	75%	64%	54%	23%	70%	37%	55%
				a	a		b		bcdefg	cdfg	df		cdfg	d	df
In part time employment	826	716	59	30	22	826	700	126	154	236	194	237	390	431	826
	24%	25%	23%	20%	21%	24%	23%	33%	16%	24%	30%	29%	20%	30%	24%
							a			a	aeg	ae		aeg	ae
Unemployed	169	150	10	6	3	169	150	19	11	15	10	131	25	141	169
	5%	5%	4%	4%	2%	5%	5%	5%	1%	2%	2%	16%	1%	10%	5%
												abcefg		abcefg	abce
A student	62	50	9	2	2	62	56	6	12	34	10	6	47	15	62
	2%	2%	3%	1%	2%	2%	2%	2%	1%	4%	1%	1%	2%	1%	2%
										adfg					
Full-time responsibility for home/ family	379	335	20	14	10	379	313	67	49	55	73	200	104	273	379
	11%	12%	8%	9%	9%	11%	10%	17%	5%	6%	11%	25%	5%	19%	11%
							a				abe	abcefg		abcefg	abe
Retired	14	11	1	2	-	14	8	6	2	1	1	10	3	11	14
	*%	*%	*%	1%	-%	*%	*%	2%	*%	*%	*%	1%	*%	1%	*%
							a					e			
Other	32	27	-	3	1	32	30	2	-	4	4	24	4	28	32
	1%	1%	-%	2%	1%	1%	1%	1%	-%	*%	1%	3%	*%	2%	1%
				b								abcefg		ae	ae
Prefer not to say	33	31	-	1	1	33	28	6	8	2	4	18	10	22	33
	1%	1%	-%	*%	1%	1%	1%	1%	1%	*%	1%	2%	1%	2%	1%
												be		e	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 75**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
In full time employment	1867 55%	286 45%	1504 58% a	282 34%	852 60% a	604 78% ab	368 72% bc	993 56% c	501 47%
In part time employment	826 24%	168 26%	627 24%	260 31% bc	360 25% c	121 16%	76 15%	459 26% a	285 26% a
Unemployed	169 5%	44 7%	117 4%	78 9% bc	57 4% c	* *% *	12 2%	63 4%	92 9% ab
A student	62 2%	17 3%	40 2%	23 3%	19 1%	11 1%	13 3%	27 2%	20 2%
Full-time responsibility for home/ family	379 11%	99 16% b	270 10%	167 20% bc	122 9% c	35 4%	28 6%	199 11% a	149 14% a
Retired	14 *%	4 1%	10 *%	8 1%	2 *%	3 *%	5 1%	5 *%	4 *%
Other	32 1%	16 2% b	15 1%	12 1% c	15 1%	- -%	1 *%	18 1%	11 1%
Prefer not to say	33 1%	6 1%	14 1%	2 *%	4 *%	2 *%	6 1% b	2 *%	14 1% b

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 76**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Income Support	147 4%	20 5%	21 3%	35 4%	43 5%	28 6%	20 5%	100 4%	28 6%	76 4%	71 4%
Income-based Jobseeker's Allowance	33 1%	6 1%	6 1%	6 1%	11 1%	4 1%	6 1%	23 1%	4 1%	16 1%	17 1%
Pensions Credit (Guaranteed Credit)	46 1%	8 2%	12 2%	7 1%	14 1%	5 1%	8 2%	33 1%	5 1%	27 2%	19 1%
Pensions Credit (no Guaranteed Credit)	24 1%	1 *%	7 1%	7 1%	6 1%	4 1%	1 *%	19 1%	4 1%	16 1%	8 *%
Employment and Support Allowance (ESA)	105 3%	12 3%	26 4%	14 1%	31 3%	22 5%	12 3%	71 3%	22 5%	55 3%	50 3%
Universal Credit (and household has other earnings)	580 17%	85 20%	124 18%	154 16%	154 17%	63 15%	85 20%	432 17%	63 15%	290 17%	290 18%
Universal Credit (and household has no other earnings)	225 7%	33 8%	36 5%	77 8%	53 6%	25 6%	33 8%	166 7%	25 6%	112 6%	113 7%
Personal Independence Payment (PIP)	176 5%	16 4%	27 4%	41 4%	48 5%	44 10%	16 4%	116 5%	44 10%	89 5%	87 5%
Carer's allowance	164 5%	17 4%	27 4%	38 4%	51 6%	30 7%	17 4%	117 5%	30 7%	92 5%	72 4%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 76**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Disability Living Allowance (DLA)	168	18	21	51	56	22	18	128	22	97	71
	5%	4%	3%	5%	6%	5%	4%	5%	5%	6%	4%
Other	35	2	6	12	6	8	2	24	8	21	14
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
None of these - Do not receive any of these benefits	1992	242	412	563	530	245	242	1505	245	1010	982
	59%	58%	61%	60%	57%	56%	58%	60%	56%	58%	60%
Don't know	54	5	9	18	17	3	5	45	3	27	27
	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%
Prefer not to say	151	18	25	34	53	20	18	113	20	76	75
	4%	4%	4%	4%	6%	5%	4%	4%	5%	4%	5%
<b>SUMMARY</b>											
ANY BENEFITS	1186	154	224	320	321	166	154	866	166	621	564
	35%	37%	33%	34%	35%	38%	37%	34%	38%	36%	34%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 76**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR												
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 99%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Income Support	147 4%	13 6%	6 3%	11 3%	10 3%	17 4%	18 4%	23 5%	20 4%	12 5%	16 8%	13 5%	61 4%	73 5%										
Income-based Jobseeker's Allowance	33 1%	4 2%	3 1%	3 1%	4 1%	5 1%	1 *	3 1%	8 2%	2 1%	2 1%	5 2%	12 1%	15 1%										
Pensions Credit (Guaranteed Credit)	46 1%	4 2%	4 2%	8 2%	3 1%	3 1%	5 1%	10 2%	4 1%	2 1%	3 1%	5 2%	23 1%	19 1%										
Pensions Credit (no Guaranteed Credit)	24 1%	* *%	1 *%	3 1%	4 1%	6 1%	1 *%	5 1%	* *%	2 1%	2 1%	* *%	13 1%	11 1%										
Employment and Support Allowance (ESA)	105 3%	5 2%	6 3%	19 5%	8 2%	7 1%	7 2%	11 2%	19 4%	13 6%	9 4%	6 2%	43 3%	54 4%										
Universal Credit (and household has other earnings)	580 17%	44 20%	41 20%	55 16%	69 21%	82 17%	72 16%	78 17%	75 17%	30 14%	33 16%	50 19%	285 18%	243 17%										
Universal Credit (and household has no other earnings)	225 7%	15 7%	18 9%	17 5%	19 6%	38 8%	39 8%	28 6%	24 5%	13 6%	12 6%	22 8%	116 7%	83 6%										
Personal Independence Payment (PIP)	176 5%	7 3%	9 4%	14 4%	13 4%	22 5%	19 4%	22 5%	26 6%	24 11%	20 10%	5 2%	69 4%	98 7%										
Carer's allowance	164 5%	11 5%	7 3%	17 5%	10 3%	26 5%	13 3%	25 5%	26 6%	13 6%	17 8%	6 2%	72 4%	85 6%										

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 76**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Disability Living Allowance (DLA)	168	10	8	13	8	32	19	32	23	9	13	8	74	83
	5%	5%	4%	4%	2%	7%	4%	7%	5%	4%	6%	3%	5%	6%
Other	35	2	1	3	4	8	4	4	2	4	4	2	14	18
	1%	1%	*%	1%	1%	2%	1%	1%	*%	2%	2%	1%	1%	1%
None of these - Do not receive any of these benefits	1992	122	120	214	198	277	286	268	262	130	115	161	962	834
	59%	56%	59%	62%	61%	58%	62%	56%	59%	58%	55%	60%	60%	57%
Don't know	54	2	3	7	3	5	13	13	4	-	3	4	26	24
	2%	1%	2%	2%	1%	1%	3%	3%	1%	-%	2%	2%	2%	2%
Prefer not to say	151	8	11	12	13	20	15	25	28	12	8	13	55	79
	4%	3%	5%	4%	4%	4%	3%	5%	6%	5%	4%	5%	3%	5%
<b>SUMMARY</b>														
ANY BENEFITS	1186	85	69	113	111	173	147	168	153	82	84	91	555	527
	35%	39%	34%	33%	34%	36%	32%	35%	34%	37%	40%	34%	35%	36%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 76**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Income Support	147 4%	131 5%	7 3%	5 3%	4 4%	147 4%	134 4%	13 3%	58 6% b	22 2%	23 4%	42 5% b	80 4%	65 4%	147 4%
Income-based Jobseeker's Allowance	33 1%	28 1%	2 1%	1 1%	2 2%	33 1%	32 1%	2 *% *	15 2%	7 1%	4 1%	7 1%	22 1%	12 1%	33 1%
Pensions Credit (Guaranteed Credit)	46 1%	41 1%	4 2%	1 *% *	1 1%	46 1%	45 1%	2 *% *	25 3% cf	9 1%	5 1%	8 1%	34 2%	13 1%	46 1%
Pensions Credit (no Guaranteed Credit)	24 1%	20 1%	2 1%	1 1%	1 1%	24 1%	24 1%	* *% *	17 2% dfg	5 1%	2 *% *	- -% *	22 1% f	2 *% *	24 1%
Employment and Support Allowance (ESA)	105 3%	85 3%	6 2%	8 6%	5 5%	105 3%	93 3%	11 3%	34 4%	18 2%	14 2%	39 5% b	52 3%	52 4%	105 3%
Universal Credit (and household has other earnings)	580 17% bcd	523 18% bcd	29 11%	18 12%	11 11%	580 17% b	508 17%	73 19%	86 9%	136 14% a	128 20% abe	227 28% abceg	222 12%	355 24% abeg	580 17% ae
Universal Credit (and household has no other earnings)	225 7%	189 7%	22 9%	9 6%	5 5%	225 7%	199 7%	26 7%	26 3%	32 3%	27 4%	138 17% abcefg	58 3%	165 11% abceg	225 7% abe
Personal Independence Payment (PIP)	176 5%	144 5%	14 5%	12 8%	6 6%	176 5%	151 5%	25 6%	28 3%	29 3%	24 4%	94 12% abceg	57 3%	118 8% abceg	176 5% ae

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 76**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Carer's allowance	164 5%	140 5%	9 4%	7 5%	7 7%	164 5%	133 4%	30 8%	28 3%	21 2%	30 5%	85 10%	49 3%	114 8%	164 5%
												abceg		abceg	be
Disability Living Allowance (DLA)	168 5%	142 5%	16 6%	6 4%	5 4%	168 5%	139 5%	29 8%	26 3%	34 4%	39 6%	68 8%	60 3%	107 7%	168 5%
											ae	abeg		abeg	ae
Other	35 1%	30 1%	2 1%	2 1%	2 2%	35 1%	34 1%	1 *%	3 *%	10 1%	8 1%	14 2%	13 1%	22 1%	35 1%
												a		a	
None of these - Do not receive any of these benefits	1992 59%	1665 58%	164 65%	94 62%	69 66%	1992 59%	1764 59%	228 59%	673 71%	668 69%	378 59%	269 33%	1341 70%	648 45%	1992 59%
									cdfg	cdfg	df		cdfg	d	df
Don't know	54 2%	47 2%	3 1%	2 1%	2 2%	54 2%	50 2%	4 1%	11 1%	20 2%	10 2%	10 1%	31 2%	20 1%	54 2%
Prefer not to say	151 4%	127 4%	11 4%	9 6%	5 4%	151 4%	142 5%	10 3%	30 3%	37 4%	29 5%	55 7%	67 4%	83 6%	151 4%
												ae		ae	
<b>SUMMARY</b>															
ANY BENEFITS	1186 35%	1033 36%	76 30%	47 31%	30 28%	1186 35%	1042 35%	144 37%	232 25%	242 25%	226 35%	478 59%	475 25%	704 48%	1186 35%
											abe	abcefg		abceg	abe

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 76**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Income Support	147 4%	68 11% b	74 3%	55 7% b	52 4%	31 4%	56 11% bc	47 3%	44 4%
Income-based Jobseeker's Allowance	33 1%	16 3% b	15 1%	16 2% c	14 1%	2 *%	10 2%	14 1%	10 1%
Pensions Credit (Guaranteed Credit)	46 1%	17 3% b	29 1%	11 1%	13 1%	22 3% b	26 5% bc	17 1%	3 *%
Pensions Credit (no Guaranteed Credit)	24 1%	15 2% b	7 *%	9 1%	7 1%	7 1%	10 2% c	13 1%	1 *%
Employment and Support Allowance (ESA)	105 3%	33 5% b	67 3%	34 4%	45 3%	18 2%	39 8% bc	32 2%	33 3%
Universal Credit (and household has other earnings)	580 17%	175 27% b	383 15%	254 31% bc	245 17% c	28 4%	57 11%	248 14%	275 26% ab
Universal Credit (and household has no other earnings)	225 7%	81 13% b	132 5%	113 14% bc	76 5% c	18 2%	26 5%	86 5%	111 10% ab

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 76**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Personal Independence Payment (PIP)	176	75	99	64	80	16	12	77	88
	5%	12%	4%	8%	6%	2%	2%	4%	8%
		b		c	c				ab
Carer's allowance	164	78	81	71	61	19	23	83	58
	5%	12%	3%	9%	4%	2%	5%	5%	5%
		b		bc					
Disability Living Allowance (DLA)	168	116	52	63	72	23	11	100	56
	5%	18%	2%	8%	5%	3%	2%	6%	5%
		b		c				a	
Other	35	7	27	15	11	7	2	13	20
	1%	1%	1%	2%	1%	1%	*%	1%	2%
None of these - Do not receive any of these benefits	1992	184	1761	286	897	643	315	1168	501
	59%	29%	68%	34%	63%	83%	62%	66%	47%
		a		a	a	ab	c	c	
Don't know	54	11	28	21	16	7	7	29	15
	2%	2%	1%	3%	1%	1%	1%	2%	1%
Prefer not to say	151	27	85	29	32	14	26	59	52
	4%	4%	3%	3%	2%	2%	5%	3%	5%
<b>SUMMARY</b>									
ANY BENEFITS	1186	416	722	495	487	112	161	511	509
	35%	65%	28%	60%	34%	14%	32%	29%	47%
		b		bc	c				ab

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 77**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Up to £199 per week / Up to £10,399 per year	221 7%	26 6%	48 7%	69 7%	48 5%	30 7%	26 6%	165 7%	30 7%	121 7%	99 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	293 9%	42 10%	55 8%	76 8%	81 9%	40 9%	42 10%	212 8%	40 9%	153 9%	140 9%
From £300 to £499 per week / From £15,600 to £25,999 per year	571 17%	74 18%	95 14%	139 15%	189 21% bc	74 17%	74 18%	423 17%	74 17%	278 16%	293 18%
From £500 to £699 per week / From £26,000 to £36,399 per year	584 17%	80 19%	124 19%	168 18%	155 17%	57 13%	80 19%	447 18%	57 13%	308 18%	276 17%
From £700 to £999 per week / From £36,400 to £51,999 per year	640 19%	76 18%	135 20%	193 21%	155 17%	81 19%	76 18%	483 19%	81 19%	338 19%	302 18%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	442 13%	58 14%	76 11%	121 13%	125 14%	62 14%	58 14%	322 13%	62 14%	220 13%	222 13%
£1,500 and above per week / £78,000 and above per year	289 9%	31 7%	61 9%	88 9%	68 7%	41 10%	31 7%	216 9%	41 10%	146 8%	143 9%
Don't know	143 4%	11 3%	36 5%	34 4%	37 4%	26 6%	11 3%	106 4%	26 6%	71 4%	72 4%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 77**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Prefer not to say	201	24	41	49	65	22	24	155	22	101	100
	6%	6%	6%	5%	7%	5%	6%	6%	5%	6%	6%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 77**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR								
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c						
Significance Level: 99%																				
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250						
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016						
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463						
Up to £199 per week / Up to £10,399 per year	221 7%	15 7%	11 5%	30 9%	19 6%	34 7%	35 7%	30 6%	18 4%	13 6%	17 8%	16 6%	114 7%	86 6%						
From £200 to £299 per week / From £10,400 to £15,599 per year	293 9%	24 11%	17 9%	24 7%	31 10%	37 8%	39 8%	51 11%	30 7%	17 8%	23 11%	23 9%	141 9%	122 8%						
From £300 to £499 per week / From £15,600 to £25,999 per year	571 17%	41 19%	32 16%	52 15%	43 13%	64 13%	75 16%	90 19%	100 22% de	30 13%	44 21%	42 15%	237 15%	282 19% b						
From £500 to £699 per week / From £26,000 to £36,399 per year	584 17%	37 17%	42 21%	60 17%	64 20%	93 20%	75 16%	86 18%	68 15%	31 14%	27 13%	52 19%	296 19%	227 16%						
From £700 to £999 per week / From £36,400 to £51,999 per year	640 19%	41 19%	35 17%	65 19%	69 21%	108 23%	85 18%	79 17%	76 17%	45 20%	36 17%	48 18%	323 20%	267 18%						
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	442 13%	28 13%	30 15%	45 13%	31 10%	65 14%	56 12%	53 11%	72 16%	30 13%	32 15%	38 14%	190 12%	206 14%						
£1,500 and above per week / £78,000 and above per year	289 9%	14 7%	17 8%	32 9%	29 9%	41 9%	47 10%	31 7%	37 8%	28 12%	14 6%	22 8%	150 9%	114 8%						
Don't know	143 4%	4 2%	8 4%	19 5%	17 5%	12 3%	22 5%	19 4%	18 4%	18 8%	8 4%	10 4%	63 4%	67 5%						

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 77**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	CHILD'S AGE AND GENDER										SCHOOL YEAR			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Prefer not to say	201	12	12	19	22	21	28	37	29	13	9	19	85	91
	6%	5%	6%	6%	7%	4%	6%	8%	6%	6%	4%	7%	5%	6%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 77**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Up to £199 per week / Up to £10,399 per year	221	186	18	11	5	221	191	29	13	50	36	121	63	157	221
	7%	6%	7%	8%	5%	7%	6%	8%	1%	5%	6%	15%	3%	11%	7%
										a	a	abceg	a	abceg	ae
From £200 to £299 per week / From £10,400 to £15,999 per year	293	252	19	15	8	293	273	21	43	49	51	147	92	198	293
	9%	9%	7%	10%	8%	9%	9%	5%	5%	5%	8%	18%	5%	14%	9%
											ae	abceg		abceg	abe
From £300 to £499 per week / From £15,600 to £25,999 per year	571	484	41	24	23	571	515	56	69	165	106	230	234	336	571
	17%	17%	16%	16%	22%	17%	17%	14%	7%	17%	16%	28%	12%	23%	17%
										ae	ae	abceg	a	abceg	ae
From £500 to £699 per week / From £26,000 to £36,399 per year	584	495	48	28	13	584	514	70	130	194	133	126	324	259	584
	17%	17%	19%	18%	13%	17%	17%	18%	14%	20%	21%	16%	17%	18%	17%
										a	a				
From £700 to £999 per week / From £36,400 to £51,999 per year	640	545	45	26	23	640	573	67	200	236	150	54	436	204	640
	19%	19%	18%	17%	22%	19%	19%	17%	21%	24%	23%	7%	23%	14%	19%
									df	dfg	df		dfg	d	df
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	442	360	41	24	16	442	387	55	199	140	85	18	339	103	442
	13%	13%	16%	16%	16%	13%	13%	14%	21%	14%	13%	2%	18%	7%	13%
									bcdfg	df	df		dfg	d	df

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 77**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
£1,500 and above per week / £78,000 and above per year	289 9%	251 9%	21 8%	9 6%	7 7%	289 9%	241 8%	48 12%	223 24% bcdefg	39 4% df	23 4% d	4 *% ae	262 14% bcdfg	26 2% f	289 9% bcdf
Don't know	143 4%	126 4%	5 2%	9 6%	4 4%	143 4%	133 4%	10 3%	29 3%	34 4%	28 4%	48 6% ae	63 3% ae	76 5% f	143 4% g
Prefer not to say	201 6%	175 6%	15 6%	6 4%	5 5%	201 6%	170 6%	31 8%	41 4%	60 6%	32 5%	63 8% a	101 5% e	96 7% f	201 6% g

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 77**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Up to £199 per week / Up to £10,399 per year	221 7%	71 11%	139 5%	221 27%	- -%	- -%	25 5%	80 5%	115 11%
		b		bc					ab
From £200 to £299 per week / From £10,400 to £15,599 per year	293 9%	81 13%	192 7%	172 21%	121 8%	- -%	36 7%	128 7%	127 12%
		b		bc	c				ab
From £300 to £499 per week / From £15,600 to £25,999 per year	571 17%	151 24%	397 15%	294 35%	277 19%	- -%	33 6%	256 15%	282 26%
		b		bc	c			a	ab
From £500 to £699 per week / From £26,000 to £36,399 per year	584 17%	94 15%	471 18%	112 13%	472 33%	- -%	63 12%	327 19%	192 18%
				c	ac			a	
From £700 to £999 per week / From £36,400 to £51,999 per year	640 19%	94 15%	528 20%	32 4%	563 39%	45 6%	91 18%	407 23%	140 13%
			a		ac			c	
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	442 13%	65 10%	368 14%	- -%	- -%	442 57%	104 20%	252 14%	85 8%
						ab	bc	c	

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 77**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
£1,500 and above per week / £78,000 and above per year	289 9%	28 4%	256 10%	- -%	- -%	289 37%	127 25%	140 8%	21 2%
			a			ab	bc	c	
Don't know	143 4%	24 4%	109 4%	- -%	- -%	- -%	14 3%	64 4%	61 6%
Prefer not to say	201 6%	30 5%	136 5%	- -%	- -%	- -%	15 3%	113 6%	55 5%
							a		

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 78**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Doing well	509 15%	79 19%	98 15%	131 14%	132 14%	68 16%	79 19%	362 14%	68 16%	263 15%	246 15%
Getting by	1767 52%	211 50%	376 56%	483 52%	485 53%	213 49%	211 50%	1344 53%	213 49%	903 52%	864 52%
Struggling	1077 32%	125 30%	188 28%	318 34%	295 32%	150 35%	125 30%	802 32%	150 35%	550 32%	527 32%
Don't know	7 *%	* *%	5 1%	* *%	2 *%	- -%	* *%	7 *%	- -%	5 *%	2 *%
Prefer not to say	23 1%	5 1%	4 1%	2 *%	9 1%	3 1%	5 1%	15 1%	3 1%	15 1%	8 *%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 78**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Doing well	509 15%	41 19%	38 18%	48 14%	50 15%	64 14%	67 15%	72 15%	60 13%	38 17%	31 15%	55 20%	242 15%	206 14%
Getting by	1767 52%	114 52%	97 48%	204 59%	171 53%	241 51%	243 53%	246 52%	239 53%	98 44%	114 54%	130 48%	847 53%	763 52%
Struggling	1077 32%	58 27%	67 33%	88 26%	100 31%	168 35%	151 33%	149 31%	145 32%	86 39%	64 30%	79 29%	497 31%	481 33%
Don't know	7 *% *%	* *% -%	- -%	3 1%	2 1%	- -%	* *% *%	2 *% *%	- -%	- -%	- -%	* *% *%	5 *% *%	2 *% *%
Prefer not to say	23 1%	4 2%	1 1%	2 1%	2 *%	2 *%	* *% *%	5 1%	3 1%	2 1%	1 1%	5 2%	6 *% *%	11 1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 78**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Doing well	509 15%	428 15%	37 15%	26 17%	17 16%	509 15%	471 16%	38 10%	280 30% bcdefg	100 10%	74 12% d	53 7%	380 20% bcdfg	127 9%	509 15% bdf
Getting by	1767 52%	1487 52%	147 58% c	71 47%	62 59% c	1767 52%	1565 52%	201 52%	496 52% d	550 57% df	363 57% df	352 43%	1046 55% df	715 49%	1767 52% d
Struggling	1077 32%	931 32%	68 27%	53 35%	25 24%	1077 32%	933 31%	144 37%	164 17%	312 32% ae	199 31% ae	395 49% abcefg	477 25% a	594 41% abceg	1077 32% ae
Don't know	7 *% *% *% *% *%	7 *% *% *% *% *%	* *% *% *% *%	- -% -% -% -%	* *% *% *% *%	7 *% *% *% *%	7 *% *% *% *%	- -% -% -% -%	1 *% *% *% *%	3 *% *% *% *%	1 *% *% *% *%	2 *% *% *% *%	4 *% *% *% *%	3 *% *% *% *%	7 *% *% *% *%
Prefer not to say	23 1%	20 1%	* *% *% *% *%	2 1%	1 1%	23 1%	20 1%	3 1%	6 1%	1 *% *% *% *%	5 1% 1% 1% 1%	10 1% 1% 1% 1%	7 *% *% *% *%	15 1% 1% 1% 1%	23 1% 1% 1% 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 78**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Doing well	509 15%	74 12%	415 16%	79 9%	165 11%	236 30% ab	509 100% bc	- -%	- -%
Getting by	1767 52%	313 49%	1383 53%	364 44%	806 56% a	420 54% a	- -%	1767 100% ac	- -%
Struggling	1077 32%	247 39% b	784 30%	388 47% bc	455 32% c	119 15%	- -%	- -%	1077 100% ab
Don't know	7 *%	1 *%	4 *%	- -%	4 *%	- -%	- -%	- -%	- -%
Prefer not to say	23 1%	4 1%	8 *%	- -%	2 *%	1 *%	- -%	- -%	- -%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 79**

All interviewing conducted using an online panel. Any break column with 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. How much help did your child receive in completing the questions today? (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 99%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
A lot	188	**	**	73	75	40	**	147	40	112	75
	8%	**	**	8%	8%	9%	**	8%	9%	10%	7%
A moderate amount	360	**	**	197	119	44	**	316	44	206	154
	16%	**	**	21%	13%	10%	**	17%	10%	18%	14%
				de				c			
A little	708	**	**	407	236	64	**	643	64	365	342
	31%	**	**	44%	26%	15%	**	35%	15%	31%	31%
				de	e			c			
None at all	1036	**	**	259	493	285	**	751	285	489	547
	45%	**	**	28%	53%	66%	**	40%	66%	42%	49%
					c	cd		b			a

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 79**

All interviewing conducted using an online panel. Any break column with 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. How much help did your child receive in completing the questions today? (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Significance Level: 99%														
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
A lot	188	**	**	**	**	46	27	46	29	20	20	**	65	122
	8%	**	**	**	**	10%	6%	10%	6%	9%	10%	**	8%	8%
A moderate amount	360	**	**	**	**	102	94	81	38	23	22	**	171	185
	16%	**	**	**	**	22%	20%	17%	8%	10%	10%	**	22%	13%
						hij	hij	h					c	
A little	708	**	**	**	**	205	202	125	111	35	29	**	366	332
	31%	**	**	**	**	43%	44%	26%	25%	16%	14%	**	47%	23%
						ghij	ghij	ij	j				c	
None at all	1036	**	**	**	**	121	138	222	270	146	139	**	182	824
	45%	**	**	**	**	25%	30%	47%	60%	65%	66%	**	23%	56%
								ef	efg	efg	efg			b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 79**

All interviewing conducted using an online panel. Any break column with 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. How much help did your child receive in completing the questions today? (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
A lot	188 8%	163 8%	10 6%	7 6%	8 11%	188 8%	172 8%	16 6%	76 12% cf	47 7%	26 6%	39 7%	123 10%	65 6%	188 8%
A moderate amount	360 16%	304 16%	32 18%	15 14%	9 13%	360 16%	322 16%	38 14%	109 17%	105 16%	62 14%	82 14%	214 17%	144 14%	360 16%
A little	708 31%	604 31%	55 32%	32 30%	16 24%	708 31%	616 30%	92 34%	193 30%	180 28%	135 31%	195 35%	374 29%	331 33%	708 31%
None at all	1036 45%	871 45%	77 44%	52 49%	36 53%	1036 45%	913 45%	123 46%	267 41%	307 48%	212 49%	248 44%	574 45%	460 46%	1036 45%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 79**

All interviewing conducted using an online panel. Any break column with 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. How much help did your child receive in completing the questions today? (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
A lot	188 8%	50 10%	130 8%	63 11%	68 7%	47 9%	82 25% bc	60 5%	45 6%
A moderate amount	360 16%	89 19%	246 14%	95 16%	167 18%	71 13%	46 14%	214 18%	100 13%
A little	708 31%	154 32%	541 31%	189 32%	259 28%	174 32%	80 24%	366 31%	260 34% a
None at all	1036 45%	187 39%	810 47% a	235 40%	444 47%	247 46%	124 37%	540 46%	358 47%

Columns Tested: a,b - a,b,c - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 80**

All interviewing conducted using an online panel. Any break column with 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	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 99%											
Unweighted total	3061	589	673	747	695	357	589	2115	357	1542	1519
Effective Weighted Sample	2282	363	496	597	539	326	363	1617	326	1151	1133
Total	3039	385	594	853	820	386	385	2267	386	1564	1475
Most Financially Vulnerable	832 27%	100 26%	149 25%	237 28%	228 28%	117 30%	100 26%	615 27%	117 30%	414 27%	417 28%
Potentially Financially Vulnerable	1432 47%	194 50%	301 51%	393 46%	391 48%	153 40%	194 50%	1085 48%	153 40%	757 48%	674 46%
		e	e				c	c			
Least Financially Vulnerable	776 26%	92 24%	144 24%	223 26%	201 24%	116 30%	92 24%	568 25%	116 30%	392 25%	384 26%

Columns Tested: a,b,c,d,e - a,b,c - a,b

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 80**

All interviewing conducted using an online panel. Any break column with 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	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c
Significance Level: 99%														
Unweighted total	3061	295	294	342	331	379	368	347	348	179	178	405	1490	1122
Effective Weighted Sample	2282	181	183	253	243	304	293	269	270	162	164	238	1117	911
Total	3039	201	184	308	286	442	411	419	401	194	193	240	1450	1305
Most Financially Vulnerable	832 27%	55 27%	45 24%	79 26%	71 25%	108 25%	129 31%	124 30%	104 26%	48 25%	69 36%	59 24%	386 27%	372 29%
Potentially Financially Vulnerable	1432 47%	101 50%	92 50%	150 49%	150 52%	220 50%	173 42%	205 49%	186 46%	81 42%	73 38%	119 50%	702 48%	591 45%
Least Financially Vulnerable	776 26%	45 22%	47 26%	79 26%	65 23%	114 26%	109 27%	90 21%	111 28%	65 34%	51 26%	62 26%	361 25%	342 26%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

**Table 80**

All interviewing conducted using an online panel. Any break column with 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					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3061	1923	428	410	300	3061	2772	289	1062	696	688	610	1758	1298	3061
Effective Weighted Sample	2282	1758	329	287	178	2282	2044	240	769	533	555	493	1260	1025	2282
Total	3039	2572	234	137	96	3039	2694	345	877	873	583	700	1750	1283	3039
Most Financially Vulnerable	832	728	48	33	23	832	742	89	104	191	146	384	295	531	832
	27%	28%	20%	24%	24%	27%	28%	26%	12%	22%	25%	55%	17%	41%	27%
		b				b				a	ae	abcefg	a	abceg	abe
Potentially Financially Vulnerable	1432	1194	119	69	50	1432	1283	148	336	480	323	292	816	616	1432
	47%	46%	51%	50%	52%	47%	48%	43%	38%	55%	55%	42%	47%	48%	47%
										adefg	adefg		a	a	a
Least Financially Vulnerable	776	649	67	36	24	776	669	107	437	202	113	24	639	137	776
	26%	25%	29%	26%	25%	26%	25%	31%	50%	23%	19%	3%	36%	11%	26%
									bcdefg	df	df		bcdfg	d	cdf

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.**

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**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	3061	560	2383	786	1456	819	540	1606	905
Effective Weighted Sample	2282	437	1761	602	1080	603	386	1198	694
Total	3039	585	2351	832	1432	776	479	1590	962
Most Financially Vulnerable	832	206	587	832	-	-	79	364	388
	27%	35%	25%	100%	-%	-%	16%	23%	40%
		b		bc				a	ab
Potentially Financially Vulnerable	1432	276	1105	-	1432	-	165	806	455
	47%	47%	47%	-%	100%	-%	34%	51%	47%
					ac			a	a
Least Financially Vulnerable	776	103	659	-	-	776	236	420	119
	26%	18%	28%	-%	-%	100%	49%	26%	12%
			a			ab	bc	c	

Columns Tested: a,b - a,b,c - a,b,c