

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
GENDER OF CHILD	18
Base : All parents of children aged 8-17	
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Base : Children aged 12-17 who go online	
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Base : Children aged 12-17 who go online	
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Base : Children aged 8-17 who go online (excluding non-users)	
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Base : Children aged 8-17 who go online (excluding non-users)	
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Base : Children aged 8-17 who go online (excluding non-users)	
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Base : Children aged 12-17 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 and ever use sites like Google, Bing or Yahoo to look for things 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 and would tell someone if they saw something online they found worrying or nasty	
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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 8-17 who go online who say that someone has ever talked to them about how to use the internet safely	
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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 and who have had any lessons at school about being online and the possible risks	
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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 : Children aged 12-17 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 : Children aged 12-17 who go online who think the example social media profile IS NOT genuine	

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Base : All children aged 12-17	
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Base : All children aged 12-17	
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Base : All children aged 12-17	
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Base : All children aged 12-17	
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Base : Children aged 12-17 who go online	
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Base : Children aged 12-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	

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Base : All parents of children aged 8-17	
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Base : All parents of children aged 8-17	
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Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
North East	79 4%	32 4%	37 4%	10 2%	41 4%	38 4%	26 4%	53 4%	16 4%	17 4%	20 5%	17 4%	5 2%	5 2%
Yorkshire and Humberside	172 8%	72 8%	70 8%	31 8%	87 8%	86 8%	54 8%	116 9%	38 9%	33 8%	34 8%	36 9%	15 7%	16 8%
North West	235 11%	102 12%	87 11%	45 11%	124 12%	111 11%	85 12%	146 11%	60 14%	43 10%	43 10%	45 11%	21 11%	24 12%
West Midlands	195 9%	69 8%	83 10%	44 11%	114 11%	81 8%	57 8%	136 10%	39 9%	29 7%	46 11%	36 9%	28 14%	16 8%
East Midlands	150 7%	70 8%	49 6%	31 8%	73 7%	77 8%	59 8%	87 7%	34 8%	37 9%	21 5%	27 7%	18 9%	13 7%
East of England	199 10%	71 8%	91 11%	38 10%	97 9%	103 10%	58 8%	139 10%	31 7%	40 10%	49 12%	42 10%	16 8%	22 11%
South West	166 8%	70 8%	77 9%	20 5%	82 8%	84 8%	62 9%	101 8%	34 8%	36 9%	39 9%	38 9%	9 5%	11 6%
South East	293 14%	119 14%	122 15%	52 13%	148 14%	145 14%	88 12%	196 15%	62 14%	57 14%	58 14%	64 16%	27 13%	25 13%
London	276 13%	119 14%	86 10%	72 18% b	138 13%	138 14%	98 14%	176 13%	59 13%	60 14%	45 11%	40 10%	34 17%	38 19% cd
SUMMARY														
England	1766 85%	723 85%	701 85%	342 86%	903 85%	863 85%	588 83%	1151 86%	373 85%	350 85%	356 84%	345 85%	174 86%	168 86%
Scotland	156 7%	66 8%	63 8%	27 7%	83 8%	73 7%	66 9%	85 6%	34 8%	32 8%	34 8%	29 7%	15 7%	12 6%
Wales	94 4%	37 4%	39 5%	18 5%	46 4%	47 5%	28 4%	62 5%	18 4%	19 5%	18 4%	20 5%	10 5%	8 4%

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

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Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Northern Ireland	64	27	26	11	33	31	25	39	14	13	15	12	4	7
	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	2%	3%

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

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
North East	79	79	-	-	-	79	73	6	13	31	11	23	44	35	79
	4%	4%	-%	-%	-%	4%	4%	2%	2%	5%	3%	5%	4%	4%	4%
		bcd				bd									
Yorkshire and Humberside	172	172	-	-	-	172	151	22	42	49	33	49	91	82	172
	8%	10%	-%	-%	-%	8%	8%	9%	7%	8%	8%	10%	8%	9%	8%
		bcd				bcd									
North West	235	235	-	-	-	235	222	13	59	71	37	66	130	103	235
	11%	13%	-%	-%	-%	11%	12%	5%	10%	12%	9%	13%	11%	12%	11%
		bcd				bcd	b								
West Midlands	195	195	-	-	-	195	183	12	51	55	44	44	106	87	195
	9%	11%	-%	-%	-%	9%	10%	5%	9%	9%	11%	9%	9%	10%	9%
		bcd				bcd									
East Midlands	150	150	-	-	-	150	122	28	42	49	24	35	91	59	150
	7%	8%	-%	-%	-%	7%	7%	12%	7%	8%	6%	7%	8%	7%	7%
		bcd				bcd									
East of England	199	199	-	-	-	199	168	32	49	49	61	40	98	101	199
	10%	11%	-%	-%	-%	10%	9%	13%	8%	8%	15%	8%	8%	11%	10%
		bcd				bcd					abdeg				
South West	166	166	-	-	-	166	138	28	34	46	31	51	80	82	166
	8%	9%	-%	-%	-%	8%	7%	12%	6%	8%	8%	10%	7%	9%	8%
		bcd				bcd									
South East	293	293	-	-	-	293	261	32	93	62	59	77	155	136	293
	14%	17%	-%	-%	-%	14%	14%	13%	16%	11%	15%	15%	13%	15%	14%
		bcd				bcd									
London	276	276	-	-	-	276	272	5	109	84	37	44	193	81	276
	13%	16%	-%	-%	-%	13%	15%	2%	19%	14%	9%	9%	16%	9%	13%
		bcd				bcd	b		cdfg	f			cdf		f
SUMMARY															
England	1766	1766	-	-	-	1766	1590	176	494	495	336	430	989	766	1766
	85%	100%	-%	-%	-%	85%	86%	74%	85%	84%	85%	86%	84%	86%	85%
		bcde				bcd	b								

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

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Scotland	156	-	156	-	-	156	134	21	40	51	32	32	91	64	156
	7%	-%	100%	-%	-%	7%	7%	9%	7%	9%	8%	6%	8%	7%	7%
			acde			acd									
Wales	94	-	-	94	-	94	59	35	27	29	14	24	56	37	94
	4%	-%	-%	100%	-%	4%	3%	15%	5%	5%	3%	5%	5%	4%	4%
				abde		abd		a							
Northern Ireland	64	-	-	-	64	64	59	5	21	16	14	13	37	27	64
	3%	-%	-%	-%	100%	3%	3%	2%	4%	3%	3%	3%	3%	3%	3%
					abce	ab									

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

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QD1/ QD2. NATION/ REGION

Base : All parents of 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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
North East	79 4%	26 6%	50 3%	26 5%	29 3%	15 3%	9 3%	37 3%	33 5%
Yorkshire and Humberside	172 8%	33 7%	135 9%	42 8%	87 10%	30 7%	17 6%	93 9%	61 9%
North West	235 11%	57 12%	162 11%	76 14%	93 11%	42 9%	27 10%	125 12%	79 11%
West Midlands	195 9%	56 12%	132 9%	60 11%	85 10%	34 7%	26 9%	105 10%	63 9%
East Midlands	150 7%	22 5%	123 8%	35 6%	65 8%	39 8%	21 8%	80 8%	48 7%
East of England	199 10%	29 6%	159 11%	46 8%	86 10%	48 10%	28 10%	99 9%	71 10%
South West	166 8%	52 11%	106 7%	62 11% bc	56 7%	27 6%	11 4%	88 8%	66 9% a
South East	293 14%	76 16%	204 13%	64 12%	110 13%	82 18%	24 9%	161 15%	103 14%
London	276 13%	45 10%	218 14%	53 10%	121 14%	72 15%	74 27% bc	122 11%	79 11%
SUMMARY									
England	1766 85%	395 85%	1289 85%	463 84%	730 85%	391 83%	238 85%	909 85%	602 84%
Scotland	156 7%	38 8%	111 7%	44 8%	58 7%	44 9%	24 9%	75 7%	56 8%

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

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Base : All parents of 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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Wales	94 4%	21 5%	67 4%	27 5%	36 4%	22 5%	10 4%	44 4%	39 5%
Northern Ireland	64 3%	12 3%	50 3%	18 3%	30 3%	13 3%	8 3%	37 3%	19 3%

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

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Table 2

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Large city	540	211	200	129	289	252	176	354	111	100	115	85	62	67
	26%	25%	24%	33%	27%	25%	25%	26%	25%	24%	27%	21%	31%	35%
				ab										d
Smaller city or large town	490	197	202	91	242	249	168	313	90	107	106	96	45	45
	24%	23%	24%	23%	23%	24%	24%	23%	20%	26%	25%	24%	22%	23%
Medium town	466	195	179	92	230	236	154	303	99	97	77	102	55	37
	22%	23%	22%	23%	22%	23%	22%	23%	22%	23%	18%	25%	27%	19%
Small town	346	158	142	46	174	172	135	206	86	72	70	72	18	28
	17%	19%	17%	12%	16%	17%	19%	15%	20%	17%	16%	18%	9%	15%
		c							e	e		e		
Rural area	237	91	106	40	130	107	75	161	53	39	55	52	23	17
	11%	11%	13%	10%	12%	11%	11%	12%	12%	9%	13%	13%	11%	9%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 2

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Large city	540	465	47	12	16	540	540	-	194	150	87	109	345	196	540
	26%	26%	30%	13%	25%	26%	29%	-%	33%	25%	22%	22%	29%	22%	26%
		c	c		c	c	b		bcdfg				df		
Smaller city or large town	490	426	32	15	18	490	490	-	128	160	91	110	288	201	490
	24%	24%	20%	16%	27%	24%	27%	-%	22%	27%	23%	22%	25%	22%	24%
							b								
Medium town	466	411	27	11	17	466	466	-	115	130	99	118	245	217	466
	22%	23%	18%	12%	26%	22%	25%	-%	20%	22%	25%	24%	21%	24%	22%
		c			c	c	b								
Small town	346	288	29	21	9	346	346	-	83	94	72	94	177	166	346
	17%	16%	18%	22%	13%	17%	19%	-%	14%	16%	18%	19%	15%	19%	17%
							b								
Rural area	237	176	21	35	5	237	-	237	62	56	46	68	118	114	237
	11%	10%	14%	37%	8%	11%	-%	100%	11%	10%	12%	14%	10%	13%	11%
				abde				a							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 2

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

QF. URBANITY

Base : All parents of 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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Large city	540 26%	123 26%	384 25%	135 24%	227 27%	128 27%	120 43% bc	271 25%	145 20%
Smaller city or large town	490 24%	105 23%	362 24%	135 24%	212 25%	96 21%	59 21%	251 24%	178 25%
Medium town	466 22%	96 21%	353 23%	132 24%	190 22%	108 23%	50 18%	251 24%	161 23%
Small town	346 17%	90 19%	242 16%	82 15%	140 16%	77 16%	23 8%	174 16% a	145 20% a
Rural area	237 11%	52 11%	174 12%	69 12%	86 10%	60 13%	28 10%	119 11%	88 12%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
A	156 7%	67 8%	49 6%	40 10%	81 8%	74 7%	58 8%	96 7%	38 9%	29 7%	21 5%	28 7%	22 11%	17 9%
B	427 21%	181 21%	161 19%	84 21%	229 22%	197 19%	135 19%	286 21%	94 21%	88 21%	88 21%	73 18%	47 23%	37 19%
C1	591 28%	235 27%	242 29%	114 29%	289 27%	301 30%	196 28%	389 29%	114 26%	121 29%	118 28%	125 31%	58 28%	56 29%
C2	395 19%	164 19%	165 20%	67 17%	192 18%	203 20%	143 20%	242 18%	82 19%	82 20%	79 19%	86 21%	32 16%	35 18%
D	322 15%	140 16%	126 15%	56 14%	178 17%	144 14%	115 16%	200 15%	77 17%	63 15%	75 18%	51 13%	26 13%	30 15%
E	177 9%	63 7%	76 9%	38 9%	89 8%	88 9%	56 8%	115 9%	32 7%	31 8%	40 9%	36 9%	18 9%	20 10%
Don't know	13 1%	4 *%	9 1%	- -%	6 1%	7 1%	4 1%	9 1%	4 1%	* *%	2 *%	7 2%	- -%	- -%
SUMMARY														
AB	582 28%	248 29%	210 25%	124 31%	311 29%	272 27%	193 27%	382 29%	132 30%	117 28%	109 26%	101 25%	69 34%	54 28%
DE	499 24%	203 24%	202 24%	94 24%	267 25%	232 23%	172 24%	315 24%	109 25%	95 23%	115 27%	88 22%	44 22%	50 26%
ABC1	1173 56%	483 57%	453 55%	237 60%	600 56%	573 56%	388 55%	771 58%	245 56%	237 57%	227 54%	226 56%	127 63%	110 57%
C2DE	894 43%	367 43%	367 44%	160 40%	459 43%	435 43%	315 45%	557 42%	190 43%	177 43%	193 46%	174 43%	76 37%	85 43%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
A	156 7%	137 8%	9 5%	4 5%	6 9%	156 7%	146 8%	10 4%	156 27%	- -%	- -%	- -%	156 13%	- -%	156 7%
									bcdefg				bcdfg		bcdf
B	427 21%	357 20%	31 20%	23 25%	15 24%	427 21%	375 20%	52 22%	427 73%	- -%	- -%	- -%	427 36%	- -%	427 21%
									bcdefg				bcdfg		bcdf
C1	591 28%	495 28%	51 33%	29 31%	16 25%	591 28%	534 29%	56 24%	- -%	591 100%	- -%	- -%	591 50%	- -%	591 28%
										acdefg			acdfg		acdf
C2	395 19%	336 19%	32 20%	14 15%	14 21%	395 19%	349 19%	46 20%	- -%	- -%	395 100%	- -%	- -%	395 44%	395 19%
											abdefg			abdeg	abde
D	322 15%	279 16%	21 14%	13 13%	9 14%	322 15%	275 15%	47 20%	- -%	- -%	- -%	322 65%	- -%	322 36%	322 15%
												abcefg		abceg	abce
E	177 9%	151 9%	11 7%	11 12%	4 7%	177 9%	156 8%	21 9%	- -%	- -%	- -%	177 35%	- -%	177 20%	177 9%
												abcefg		abceg	abce
Don't know	13 1%	11 1%	1 1%	* *%	- -%	13 1%	8 *%	4 2%	- -%	- -%	- -%	- -%	- -%	- -%	13 1%
SUMMARY															
AB	582 28%	494 28%	40 26%	27 29%	21 33%	582 28%	520 28%	62 26%	582 100%	- -%	- -%	- -%	582 50%	- -%	582 28%
									bcdefg				bcdfg		bcdf
DE	499 24%	430 24%	32 21%	24 25%	13 21%	499 24%	431 23%	68 29%	- -%	- -%	- -%	499 100%	- -%	499 56%	499 24%
												abcefg		abceg	abce
ABC1	1173 56%	989 56%	91 58%	56 60%	37 58%	1173 56%	1055 57%	118 50%	582 100%	591 100%	- -%	- -%	1173 100%	- -%	1173 56%
									cdfg	cdfg			cdfg		cdf

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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 8-17

	NATION					AREA		SOCIAL GRADE							
	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Total	a	b	c	d	e	a	b	a	b	c	d	e	f	g	
Significance Level: 99%															
Unweighted total	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
C2DE	894	766	64	37	27	894	780	114	-	-	395	499	-	894	894
	43%	43%	41%	40%	42%	43%	42%	48%	-%	-%	100%	100%	-%	100%	43%
											abeg	abeg		abeg	abe

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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 8-17

	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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
A	156 7%	37 8%	107 7%	24 4%	52 6%	67 14% ab	74 27% bc	61 6% c	20 3%
B	427 21%	65 14%	345 23% a	54 10%	148 17% a	181 39% ab	76 27% c	242 23% c	106 15%
C1	591 28%	112 24%	456 30%	122 22%	259 30% a	153 33% a	55 20%	331 31% a	197 28%
C2	395 19%	92 20%	285 19%	110 20% c	198 23% c	51 11%	45 16%	226 21%	122 17%
D	322 15%	78 17%	233 15%	151 27% bc	132 15% c	12 3%	24 9%	144 14%	152 21% ab
E	177 9%	76 16% b	86 6%	84 15% bc	65 8% c	4 1%	5 2%	57 5%	113 16% ab
Don't know	13 1%	6 1% b	4 *% b	7 1% b	- -% b	- -% b	- -% b	4 *% b	5 1% b
SUMMARY									
AB	582 28%	102 22% a	452 30% a	78 14%	200 23% a	249 53% ab	150 54% bc	303 28% c	126 18%
DE	499 24%	154 33% b	319 21%	236 43% bc	197 23% c	16 3%	29 10%	201 19% a	266 37% ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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 8-17

	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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
ABC1	1173	215	908	200	459	401	205	634	323
	56%	46%	60%	36%	54%	86%	73%	60%	45%
			a		a	ab	bc	c	
C2DE	894	246	604	345	395	67	74	427	388
	43%	53%	40%	62%	46%	14%	27%	40%	54%
		b		bc	c			a	ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Boy, aged 8 to 11	439	439	-	-	439	-	365	75	439	-	-	-	-	-
	21%	51%	-%	-%	41%	-%	52%	6%	100%	-%	-%	-%	-%	-%
		bc			b		b		bcdef					
Boy, aged 12 to 15	423	-	423	-	423	-	-	423	-	-	423	-	-	-
	20%	-%	51%	-%	40%	-%	-%	32%	-%	-%	100%	-%	-%	-%
			ac		b			a			abdef			
Boy, aged 16 to 17	203	-	-	203	203	-	-	184	-	-	-	-	203	-
	10%	-%	-%	51%	19%	-%	-%	14%	-%	-%	-%	-%	100%	-%
				ab	b			a					abcdf	
Girl, aged 8 to 11	414	414	-	-	-	414	343	71	-	414	-	-	-	-
	20%	49%	-%	-%	-%	41%	48%	5%	-%	100%	-%	-%	-%	-%
		bc				a	b			acdef				
Girl, aged 12 to 15	406	-	406	-	-	406	-	406	-	-	-	406	-	-
	20%	-%	49%	-%	-%	40%	-%	30%	-%	-%	-%	100%	-%	-%
			ac			a		a				abcef		
Girl, aged 16 to 17	195	-	-	195	-	195	-	179	-	-	-	-	-	195
	9%	-%	-%	49%	-%	19%	-%	13%	-%	-%	-%	-%	-%	100%
				ab		a		a						abcde

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Boy, aged 8 to 11	439	373	34	18	14	439	387	53	132	114	82	109	245	190	439
	21%	21%	22%	19%	22%	21%	21%	22%	23%	19%	21%	22%	21%	21%	21%
Boy, aged 12 to 15	423	356	34	18	15	423	368	55	109	118	79	115	227	193	423
	20%	20%	22%	19%	23%	20%	20%	23%	19%	20%	20%	23%	19%	22%	20%
Boy, aged 16 to 17	203	174	15	10	4	203	180	23	69	58	32	44	127	76	203
	10%	10%	10%	11%	7%	10%	10%	10%	12%	10%	8%	9%	11%	8%	10%
Girl, aged 8 to 11	414	350	32	19	13	414	376	39	117	121	82	95	237	177	414
	20%	20%	21%	20%	20%	20%	20%	16%	20%	20%	21%	19%	20%	20%	20%
Girl, aged 12 to 15	406	345	29	20	12	406	355	52	101	125	86	88	226	174	406
	20%	20%	19%	22%	18%	20%	19%	22%	17%	21%	22%	18%	19%	19%	20%
Girl, aged 16 to 17	195	168	12	8	7	195	178	17	54	56	35	50	110	85	195
	9%	10%	8%	9%	10%	9%	10%	7%	9%	9%	9%	10%	9%	9%	9%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of 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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Boy, aged 8 to 11	439 21%	93 20%	326 21%	122 22%	170 20%	110 23%	50 18%	240 22%	143 20%
Boy, aged 12 to 15	423 20%	98 21%	306 20%	114 21%	192 23%	83 18%	49 17%	226 21%	143 20%
Boy, aged 16 to 17	203 10%	48 10%	147 10%	37 7%	97 11%	47 10%	38 14%	95 9%	70 10%
Girl, aged 8 to 11	414 20%	83 18%	314 21%	119 22%	153 18%	95 20%	61 22%	196 18%	154 21%
Girl, aged 12 to 15	406 20%	99 21%	285 19%	111 20%	158 19%	95 20%	51 18%	204 19%	147 21%
Girl, aged 16 to 17	195 9%	45 10%	138 9%	50 9%	84 10%	38 8%	30 11%	105 10%	59 8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 5

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Boy	1065	439	423	203	1065	-	365	681	439	-	423	-	203	-
	51%	51%	51%	51%	100%	-%	52%	51%	100%	-%	100%	-%	100%	-%
					b				bdf		bdf		bdf	
Girl	1015	414	406	195	-	1015	343	656	-	414	-	406	-	195
	49%	49%	49%	49%	-%	100%	48%	49%	-%	100%	-%	100%	-%	100%
						a			ace		ace		ace	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 5

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	NATION				ALL UK	AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND		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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Boy	1065	903	83	46	33	1065	935	130	311	289	192	267	600	459	1065
	51%	51%	53%	49%	51%	51%	51%	55%	53%	49%	49%	53%	51%	51%	51%
Girl	1015	863	73	47	31	1015	908	107	272	301	203	232	573	435	1015
	49%	49%	47%	51%	49%	49%	49%	45%	47%	51%	51%	47%	49%	49%	49%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 5

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

GENDER OF CHILD

Base : All parents of 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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Boy	1065	239	779	273	459	240	137	560	356
	51%	51%	51%	49%	54%	51%	49%	53%	50%
Girl	1015	227	737	280	396	228	142	505	360
	49%	49%	49%	51%	46%	49%	51%	47%	50%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 6

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

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Yes	1117	**	748	369	571	546	**	1084	**	**	381	367	190	178
	91%	**	90%	93%	91%	91%	**	91%	**	**	90%	91%	94%	92%
No	39	**	28	11	19	20	**	37	**	**	14	14	6	5
	3%	**	3%	3%	3%	3%	**	3%	**	**	3%	4%	3%	3%
Don't know	70	**	52	18	35	35	**	70	**	**	28	24	7	11
	6%	**	6%	5%	6%	6%	**	6%	**	**	7%	6%	4%	6%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 6

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

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
Yes	1117	947	85	51	34	1117	984	132	304	328	208	269	632	477	1117
	91%	91%	94%	91%	91%	91%	91%	91%	91%	92%	90%	91%	92%	90%	91%
No	39	33	1	3	1	39	33	6	14	15	4	6	29	11	39
	3%	3%	2%	6%	4%	3%	3%	4%	4%	4%	2%	2%	4%	2%	3%
Don't know	70	62	4	2	2	70	63	8	16	14	20	20	30	40	70
	6%	6%	4%	4%	5%	6%	6%	5%	5%	4%	8%	7%	4%	8%	6%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 6

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

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

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Yes	1117 91%	265 91%	801 91%	282 91%	487 92%	238 90%	157 94%	576 91%	375 89%
No	39 3%	8 3%	31 4%	11 3%	14 3%	12 4%	6 3%	21 3%	13 3%
Don't know	70 6%	18 6%	45 5%	19 6%	30 6%	14 5%	4 3%	34 5%	32 8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 7

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

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Yes	850	**	553	297	453	397	**	826	**	**	288	264	165	133
	69%	**	67%	75%	72%	66%	**	69%	**	**	68%	65%	81%	68%
				b									cdf	
No	158	**	117	41	73	85	**	152	**	**	59	59	14	26
	13%	**	14%	10%	12%	14%	**	13%	**	**	14%	14%	7%	14%
Don't know	218	**	158	60	100	118	**	214	**	**	76	83	24	36
	18%	**	19%	15%	16%	20%	**	18%	**	**	18%	20%	12%	18%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 7

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

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
Yes	850	723	65	37	26	850	750	100	255	233	162	196	488	357	850
	69%	69%	73%	65%	70%	69%	69%	68%	76%	65%	70%	66%	71%	68%	69%
									bd						
No	158	133	10	9	6	158	133	24	41	51	26	40	91	67	158
	13%	13%	11%	16%	15%	13%	12%	17%	12%	14%	11%	14%	13%	13%	13%
Don't know	218	187	15	11	6	218	196	22	39	73	44	60	111	104	218
	18%	18%	16%	19%	15%	18%	18%	15%	12%	20%	19%	20%	16%	20%	18%
										a		a		a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 7

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

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

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Yes	850 69%	191 66%	615 70%	209 67%	378 71%	179 68%	137 82% bc	435 69%	271 65%
No	158 13%	52 18%	105 12%	42 13%	70 13%	41 15%	11 6%	85 13%	63 15%
Don't know	218 18%	47 16%	156 18%	61 20%	83 16%	44 17%	19 12%	111 18%	86 21%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
To help with my schoolwork/ homework	978	**	678	300	488	489	**	966	**	**	342	335	146	154
	80%	**	82%	75%	78%	81%	**	81%	**	**	81%	83%	72%	79%
											e			
To build or maintain friendships	801	**	538	263	410	391	**	776	**	**	281	257	129	133
	65%	**	65%	66%	66%	65%	**	65%	**	**	67%	63%	64%	68%
To find useful information about any problems or issues I may have	725	**	485	241	380	345	**	701	**	**	257	228	124	117
	59%	**	59%	60%	61%	57%	**	59%	**	**	61%	56%	61%	60%
To learn a new skill	633	**	433	200	337	295	**	623	**	**	229	204	108	92
	52%	**	52%	50%	54%	49%	**	52%	**	**	54%	50%	53%	47%
To develop creative skills	557	**	395	162	258	299	**	544	**	**	177	218	81	81
	45%	**	48%	41%	41%	50%	**	46%	**	**	42%	54%	40%	42%
					a						ce			
To find out about the news	513	**	333	181	276	237	**	502	**	**	175	157	101	80
	42%	**	40%	45%	44%	39%	**	42%	**	**	41%	39%	50%	41%
To develop skills with reading and numbers	474	**	334	140	258	217	**	467	**	**	183	152	75	65
	39%	**	40%	35%	41%	36%	**	39%	**	**	43%	37%	37%	33%
To understand what other people think and feel about things	458	**	301	157	242	216	**	446	**	**	155	146	87	70
	37%	**	36%	39%	39%	36%	**	37%	**	**	37%	36%	43%	36%
To find out more about or to support causes or organisations	256	**	164	92	135	121	**	251	**	**	91	73	44	47
	21%	**	20%	23%	22%	20%	**	21%	**	**	21%	18%	22%	24%
None of these apply to me	4	**	2	3	3	2	**	4	**	**	2	-	1	2
	*%	**	*%	1%	*%	*%	**	*%	**	**	*%	-%	1%	1%
Don't know	7	**	5	2	5	2	**	6	**	**	3	2	2	-
	1%	**	1%	1%	1%	*%	**	1%	**	**	1%	*%	1%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

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

Base : Children aged 12-17 who go online

		CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%	Total	~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
SUMMARY														
ANY OF THESE BENEFITS	1215	**	822	393	618	597	**	1180	**	**	418	404	199	193
	99%	**	99%	99%	99%	99%	**	99%	**	**	99%	100%	98%	99%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
To help with my schoolwork/ homework	978	836	68	44	30	978	859	119	249	306	186	230	555	416	978
	80%	80%	76%	78%	82%	80%	79%	82%	74%	86%	80%	78%	80%	79%	80%
										a					
To build or maintain friendships	801	673	67	41	21	801	709	93	204	247	159	190	451	349	801
	65%	65%	74%	73%	56%	65%	66%	63%	61%	69%	68%	64%	65%	66%	65%
			d												
To find useful information about any problems or issues I may have	725	618	58	29	20	725	644	82	195	222	138	168	417	305	725
	59%	59%	65%	51%	55%	59%	60%	56%	58%	62%	59%	57%	60%	58%	59%
To learn a new skill	633	532	55	27	18	633	563	69	178	202	113	137	380	249	633
	52%	51%	61%	48%	50%	52%	52%	48%	53%	57%	49%	46%	55%	47%	52%
To develop creative skills	557	483	39	22	13	557	486	71	171	153	97	129	324	225	557
	45%	46%	43%	39%	36%	45%	45%	49%	51%	43%	42%	44%	47%	43%	45%
To find out about the news	513	436	39	24	14	513	462	52	158	158	100	94	316	194	513
	42%	42%	44%	42%	38%	42%	43%	35%	47%	44%	43%	32%	46%	37%	42%
									df	d			df	d	
To develop skills with reading and numbers	474	412	33	20	9	474	429	45	139	149	72	114	288	186	474
	39%	40%	37%	35%	25%	39%	40%	31%	41%	42%	31%	39%	42%	35%	39%
													c		
To understand what other people think and feel about things	458	384	44	18	12	458	414	44	138	144	78	96	283	174	458
	37%	37%	49%	31%	34%	37%	38%	30%	41%	41%	34%	33%	41%	33%	37%
			a												
To find out more about or to support causes or organisations	256	210	26	13	7	256	231	25	86	84	47	38	170	85	256
	21%	20%	29%	24%	19%	21%	21%	17%	26%	24%	20%	13%	25%	16%	21%
									df	d			df		d

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

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

Base : Children aged 12-17 who go online

	NATION					AREA		SOCIAL GRADE							
	Total	ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
None of these apply to me	4	3	-	1	-	4	4	-	2	*	2	-	2	2	4
	*%	*%	-%	3%	-%	*%	*%	-%	1%	*%	1%	-%	*%	*%	*%
				ae											
Don't know	7	6	-	1	-	7	6	1	-	2	1	3	2	5	7
	1%	1%	-%	1%	-%	1%	1%	1%	-%	1%	*%	1%	*%	1%	1%
SUMMARY															
ANY OF THESE BENEFITS	1215	1033	90	54	37	1215	1070	145	332	353	228	292	686	520	1215
	99%	99%	100%	96%	100%	99%	99%	99%	99%	99%	98%	99%	99%	99%	99%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

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

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
To help with my schoolwork/ homework	978 80%	217 74%	721 82%	249 80%	412 77%	219 83%	130 78%	524 83%	318 76%
To build or maintain friendships	801 65%	193 66%	588 67%	189 61%	369 69%	187 71%	91 54%	418 66%	290 69%
To find useful information about any problems or issues I may have	725 59%	170 58%	531 61%	183 59%	317 60%	169 64%	97 58%	361 57%	262 62%
To learn a new skill	633 52%	132 45%	473 54%	148 47%	270 51%	147 56%	102 61%	325 52%	200 48%
To develop creative skills	557 45%	133 46%	400 46%	147 47%	240 45%	108 41%	82 49%	276 44%	192 46%
To find out about the news	513 42%	108 37%	384 44%	125 40%	210 39%	129 49%	81 49%	263 42%	165 39%
To develop skills with reading and numbers	474 39%	115 40%	339 39%	121 39%	193 36%	116 44%	79 47%	232 37%	157 37%
To understand what other people think and feel about things	458 37%	116 40%	330 38%	110 35%	196 37%	104 39%	69 42%	235 37%	152 36%
To find out more about or to support causes or organisations	256 21%	58 20%	186 21%	72 23%	103 19%	60 23%	43 26%	135 21%	76 18%
None of these apply to me	4 *%	1 *%	4 *%	2 1%	2 *%	- -%	- -%	1 *%	3 1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

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

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Don't know	7	3	2	3	2	-	-	2	5
	1%	1%	*%	1%	*%	-%	-%	*%	1%
SUMMARY									
ANY OF THESE BENEFITS	1215	287	870	306	528	263	167	627	411
	99%	99%	99%	98%	99%	100%	100%	100%	98%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 9

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

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

Base : Children aged 8-17 who go online (excluding non-users)

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f
Significance Level: 99%														
Unweighted total	1889	710	775	404	959	930	607	1243	357	353	389	386	213	191
Effective Weighted Sample	1480	546	586	356	747	733	465	982	275	271	292	294	186	171
Total	1887	704	792	391	960	927	576	1276	356	348	405	387	199	192
All is true	200	95	76	29	90	109	80	116	46	49	32	44	12	16
	11%	14%	10%	7%	9%	12%	14%	9%	13%	14%	8%	11%	6%	8%
		c					b		e					
Most is true	450	165	197	88	245	205	143	304	92	73	106	91	47	41
	24%	23%	25%	22%	25%	22%	25%	24%	26%	21%	26%	23%	23%	21%
Some is true	1193	417	507	268	595	598	331	834	201	216	259	248	135	133
	63%	59%	64%	69%	62%	64%	57%	65%	56%	62%	64%	64%	68%	69%
				a			a							a
Don't know	45	26	13	6	30	15	22	22	17	9	8	4	4	2
	2%	4%	2%	2%	3%	2%	4%	2%	5%	3%	2%	1%	2%	1%
									d					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 9

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

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

Base : Children aged 8-17 who go online (excluding non-users)

	Total	NATION				ALL UK	AREA		SOCIAL GRADE						ALL UK
		ENGLAND	SCOTLAND	WALES	IRELAND		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	1889	1279	222	188	200	1889	1701	188	632	438	372	438	1070	810	1889
Effective Weighted Sample	1480	1150	214	129	161	1480	1325	155	497	353	288	362	824	650	1480
Total	1887	1605	143	80	60	1887	1676	211	531	539	355	450	1070	804	1887
All is true	200	173	14	6	6	200	187	12	82	52	33	32	134	65	200
	11%	11%	10%	8%	11%	11%	11%	6%	15% dfg	10%	9%	7%	13% df	8%	11%
Most is true	450	387	29	17	16	450	397	53	144	119	89	92	263	181	450
	24%	24%	21%	21%	27%	24%	24%	25%	27%	22%	25%	20%	25%	23%	24%
Some is true	1193	1006	98	54	35	1193	1050	144	292	360	221	313	652	534	1193
	63%	63%	69%	68%	58%	63%	63%	68%	55%	67% a	62%	70% ae	61%	66% a	63% a
Don't know	45	39	1	2	2	45	42	3	13	7	11	13	20	24	45
	2%	2%	1%	3%	4%	2%	2%	1%	2%	1%	3%	3%	2%	3%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 9

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

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

Base : Children aged 8-17 who go online (excluding non-users)

	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	1889	439	1365	519	788	429	278	962	636
Effective Weighted Sample	1480	346	1066	407	622	328	220	751	499
Total	1887	431	1369	508	796	416	259	964	647
All is true	200 11%	62 14% b	115 8%	66 13%	92 12%	34 8%	60 23% bc	82 8%	54 8%
Most is true	450 24%	89 21%	346 25%	95 19%	210 26% a	107 26%	73 28% c	250 26% c	125 19%
Some is true	1193 63%	269 62%	880 64%	324 64%	479 60%	271 65%	120 46%	608 63% a	455 70% ab
Don't know	45 2%	11 3%	28 2%	23 5% c	15 2%	4 1%	5 2%	25 3%	14 2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online (excluding non-users)

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER						
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f	
Significance Level: 99%															
Unweighted total	1961	799	781	381	1009	952	689	1248	411	388	392	389	206	175	
Effective Weighted Sample	1530	612	591	336	781	749	524	986	315	297	295	297	180	157	
Total	1962	791	803	369	1007	955	654	1287	407	383	409	393	190	179	
All is true	668	293	272	103	325	343	236	427	138	155	135	138	52	50	
	34%	37%	34%	28%	32%	36%	36%	33%	34%	41%	33%	35%	27%	28%	
		c								ef					
Most is true	791	301	333	156	417	374	254	530	169	132	178	155	70	87	
	40%	38%	42%	42%	41%	39%	39%	41%	42%	34%	44%	39%	37%	48%	
													b		
Some is true	452	168	182	102	242	210	141	303	84	83	92	90	65	37	
	23%	21%	23%	28%	24%	22%	22%	24%	21%	22%	23%	23%	34%	21%	
													abcdf		
Don't know	51	29	15	8	23	28	23	28	16	12	4	11	3	5	
	3%	4%	2%	2%	2%	3%	4%	2%	4%	3%	1%	3%	2%	3%	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online (excluding non-users)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	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	1961	1321	230	201	209	1961	1759	202	675	447	378	452	1122	830	1961
Effective Weighted Sample	1530	1188	222	138	172	1530	1364	167	529	362	291	371	861	663	1530
Total	1962	1669	147	85	61	1962	1739	224	565	556	368	462	1120	830	1962
All is true	668 34%	563 34%	51 35%	33 39%	21 34%	668 34%	580 33%	88 39%	195 35%	200 36%	121 33%	148 32%	395 35%	269 32%	668 34%
Most is true	791 40%	670 40%	62 42%	32 38%	27 43%	791 40%	714 41%	77 34%	219 39%	232 42%	163 44%	171 37%	451 40%	334 40%	791 40%
Some is true	452 23%	388 23%	34 23%	19 22%	12 19%	452 23%	398 23%	54 24%	133 24%	119 21%	77 21%	120 26%	252 23%	197 24%	452 23%
Don't know	51 3%	47 3%	1 *%	1 2%	2 4%	51 3%	46 3%	5 2%	18 3%	4 1%	8 2%	22 5%	22 2%	29 4%	51 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online (excluding non-users)

	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	1961	450	1424	536	792	467	289	1006	652
Effective Weighted Sample	1530	353	1108	418	622	355	229	784	507
Total	1962	439	1433	528	800	451	271	1012	662
All is true	668 34%	153 35%	493 34%	169 32%	266 33%	180 40%	99 37%	325 32%	238 36%
Most is true	791 40%	183 42%	573 40%	207 39%	341 43%	168 37%	113 42%	427 42%	246 37%
Some is true	452 23%	90 21%	337 23%	136 26%	178 22%	94 21%	53 20%	243 24%	150 23%
Don't know	51 3%	13 3%	30 2%	16 3%	15 2%	10 2%	5 2%	17 2%	27 4%
									b

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online (excluding non-users)

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f
Significance Level: 99%														
Unweighted total	1692	633	689	370	866	826	549	1110	327	306	340	349	199	171
Effective Weighted Sample	1320	483	520	326	671	649	416	877	249	234	255	265	174	153
Total	1676	611	707	358	856	820	507	1140	313	298	358	349	185	173
All is true	328	144	133	51	165	163	121	204	71	72	67	66	27	25
	20%	23%	19%	14%	19%	20%	24%	18%	23%	24%	19%	19%	14%	14%
		c												
Most is true	773	268	345	159	389	384	221	543	135	133	176	169	77	82
	46%	44%	49%	45%	45%	47%	44%	48%	43%	45%	49%	48%	42%	48%
Some is true	480	148	199	132	248	232	121	346	72	76	100	100	76	56
	29%	24%	28%	37%	29%	28%	24%	30%	23%	26%	28%	29%	41%	33%
			ab										abcd	
Don't know	96	51	30	15	55	41	45	48	34	17	15	14	6	9
	6%	8%	4%	4%	6%	5%	9%	4%	11%	6%	4%	4%	3%	5%
		b					b		cde					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online (excluding non-users)

	Total	NATION				ALL UK	AREA		SOCIAL GRADE						ALL UK
		ENGLAND	SCOTLAND	WALES	IRELAND		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	1692	1137	198	174	183	1692	1529	163	594	390	328	371	984	699	1692
Effective Weighted Sample	1320	1022	191	122	150	1320	1187	134	468	315	255	303	757	558	1320
Total	1676	1423	127	73	54	1676	1496	180	498	484	313	369	982	682	1676
All is true	328	280	27	13	8	328	290	38	113	93	67	48	206	115	328
	20%	20%	22%	18%	14%	20%	19%	21%	23%	19%	21%	13%	21%	17%	20%
									d				d		d
Most is true	773	661	56	31	24	773	698	75	227	232	147	163	459	310	773
	46%	46%	44%	43%	46%	46%	47%	42%	46%	48%	47%	44%	47%	45%	46%
Some is true	480	404	35	24	16	480	421	59	142	138	77	121	280	198	480
	29%	28%	28%	33%	30%	29%	28%	33%	28%	28%	25%	33%	28%	29%	29%
Don't know	96	78	8	4	5	96	87	8	16	21	23	36	37	58	96
	6%	5%	6%	6%	10%	6%	6%	5%	3%	4%	7%	10%	4%	9%	6%
												ae		ae	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online (excluding non-users)

	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	1692	376	1233	462	685	405	268	875	535
Effective Weighted Sample	1320	294	962	362	539	308	210	684	416
Total	1676	362	1230	455	684	385	248	874	537
All is true	328 20%	81 22%	219 18%	88 19%	131 19%	84 22%	63 25% c	173 20%	87 16%
Most is true	773 46%	148 41%	603 49%	189 42%	326 48%	197 51%	111 45%	412 47%	244 45%
Some is true	480 29%	112 31%	346 28%	133 29%	195 29%	92 24%	62 25%	242 28%	172 32%
Don't know	96 6%	22 6%	62 5%	44 10%	32 5%	11 3%	12 5%	47 5%	35 7%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Yes	1159	**	791	368	593	565	**	1128	**	**	409	382	184	183
	95%	**	95%	93%	95%	94%	**	95%	**	**	97%	94%	91%	94%
											e			
No	25	**	13	12	14	11	**	23	**	**	4	9	10	2
	2%	**	2%	3%	2%	2%	**	2%	**	**	1%	2%	5%	1%
													c	
Don't know	43	**	25	18	18	25	**	40	**	**	10	15	8	9
	3%	**	3%	4%	3%	4%	**	3%	**	**	2%	4%	4%	5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	NATION				ALL UK	AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND		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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
Yes	1159	989	82	54	34	1159	1018	141	321	336	215	278	657	494	1159
	95%	95%	91%	96%	92%	95%	94%	97%	96%	94%	93%	94%	95%	94%	95%
No	25	18	4	1	1	25	24	1	5	6	7	6	11	13	25
	2%	2%	4%	2%	4%	2%	2%	*%	2%	2%	3%	2%	2%	3%	2%
Don't know	43	35	4	1	2	43	38	4	8	14	9	11	22	20	43
	3%	3%	5%	2%	5%	3%	4%	3%	2%	4%	4%	4%	3%	4%	3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Yes	1159	276	831	289	510	255	158	603	391
	95%	95%	95%	93%	96%	97%	94%	96%	93%
No	25	6	17	5	11	5	2	13	8
	2%	2%	2%	2%	2%	2%	1%	2%	2%
Don't know	43	9	28	17	11	3	7	15	21
	3%	3%	3%	5%	2%	1%	4%	2%	5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1148	-	768	380	584	564	-	1113	-	-	387	381	197	183
Effective Weighted Sample	909	-	583	336	458	452	-	880	-	-	293	291	172	164
Total	1159	-	791	368	593	565	-	1128	-	-	409	382	184	183
NHS LOGO IN POST	679	**	469	210	344	336	**	659	**	**	237	232	106	104
	59%	**	59%	57%	58%	59%	**	58%	**	**	58%	61%	58%	56%
NHS USERNAME	355	**	243	112	173	182	**	347	**	**	120	123	53	59
	31%	**	31%	30%	29%	32%	**	31%	**	**	29%	32%	29%	32%
NHS PROFILE LOGO	327	**	228	99	163	165	**	320	**	**	117	111	45	54
	28%	**	29%	27%	27%	29%	**	28%	**	**	29%	29%	25%	29%
VERIFIED TICK	315	**	216	99	144	171	**	307	**	**	99	117	45	55
	27%	**	27%	27%	24%	30%	**	27%	**	**	24%	31%	24%	30%
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	272	**	190	82	133	139	**	268	**	**	96	94	37	45
	24%	**	24%	22%	22%	25%	**	24%	**	**	23%	25%	20%	25%
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	260	**	168	92	142	118	**	249	**	**	91	77	51	41
	22%	**	21%	25%	24%	21%	**	22%	**	**	22%	20%	28%	22%
'CONNECT WITH PEOPLE' TEXT	250	**	172	78	139	111	**	241	**	**	91	81	48	30
	22%	**	22%	21%	23%	20%	**	21%	**	**	22%	21%	26%	16%
'BE ACTIVE' TEXT	248	**	166	82	135	113	**	240	**	**	88	77	47	36
	21%	**	21%	22%	23%	20%	**	21%	**	**	22%	20%	25%	19%
'GET GOOD SLEEP' TEXT	224	**	150	74	120	104	**	215	**	**	79	71	42	32
	19%	**	19%	20%	20%	18%	**	19%	**	**	19%	19%	23%	18%
HASHTAG 4 #NHS	193	**	127	66	94	99	**	191	**	**	63	63	30	36
	17%	**	16%	18%	16%	18%	**	17%	**	**	15%	17%	16%	20%
'LEARN NEW SKILLS' TEXT	187	**	126	61	99	88	**	178	**	**	64	62	35	26
	16%	**	16%	16%	17%	15%	**	16%	**	**	16%	16%	19%	14%
HASHTAG 3 #MENTALHEALTH	134	**	83	52	69	66	**	132	**	**	51	32	18	33
	12%	**	10%	14%	12%	12%	**	12%	**	**	12%	8%	10%	18%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 13

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1148	-	768	380	584	564	-	1113	-	-	387	381	197	183
Effective Weighted Sample	909	-	583	336	458	452	-	880	-	-	293	291	172	164
Total	1159	-	791	368	593	565	-	1128	-	-	409	382	184	183
HASHTAG 2 #WELLBEING	117	**	70	47	58	59	**	115	**	**	41	29	17	29
	10%	**	9%	13%	10%	10%	**	10%	**	**	10%	8%	9%	16%
														d
LIKES COUNT	74	**	48	26	34	40	**	72	**	**	24	25	11	15
	6%	**	6%	7%	6%	7%	**	6%	**	**	6%	6%	6%	8%
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	49	**	29	20	26	23	**	46	**	**	14	14	12	8
	4%	**	4%	6%	4%	4%	**	4%	**	**	3%	4%	6%	5%
LIKE BUTTON	8	**	3	5	3	5	**	8	**	**	1	2	2	3
	1%	**	*%	1%	1%	1%	**	1%	**	**	*%	1%	1%	2%
COMMENT BUTTON	4	**	1	3	1	3	**	4	**	**	1	-	-	3
	*%	**	*%	1%	*%	1%	**	*%	**	**	*%	-%	-%	2%
SEND BUTTON	4	**	1	3	1	3	**	4	**	**	1	-	-	3
	*%	**	*%	1%	*%	1%	**	*%	**	**	*%	-%	-%	2%
BOOKMARK BUTTON	3	**	1	2	-	3	**	3	**	**	-	1	-	2
	*%	**	*%	1%	-%	1%	**	*%	**	**	-%	*%	-%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 13

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1148	802	124	115	107	1148	1025	123	391	255	227	269	646	496	1148
Effective Weighted Sample	909	715	119	77	82	909	810	101	307	215	180	225	502	404	909
Total	1159	989	82	54	34	1159	1018	141	321	336	215	278	657	494	1159
NHS LOGO IN POST	679	579	49	31	19	679	586	93	171	204	138	163	375	301	679
	59%	59%	60%	58%	58%	59%	58%	66%	53%	61%	64%	58%	57%	61%	59%
NHS USERNAME	355	306	26	15	8	355	302	53	98	107	64	81	205	145	355
	31%	31%	32%	28%	22%	31%	30%	37%	31%	32%	30%	29%	31%	29%	31%
NHS PROFILE LOGO	327	289	18	13	7	327	285	42	85	102	64	72	187	136	327
	28%	29%	22%	25%	21%	28%	28%	30%	26%	30%	30%	26%	28%	28%	28%
VERIFIED TICK	315	279	16	14	5	315	278	37	85	102	57	66	187	123	315
	27%	28%	20%	27%	15%	27%	27%	26%	27%	30%	26%	24%	29%	25%	27%
		d													
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	272	230	26	10	7	272	234	39	73	74	55	67	147	122	272
	24%	23%	32%	18%	22%	24%	23%	27%	23%	22%	25%	24%	22%	25%	24%
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	260	225	19	11	5	260	226	34	81	72	50	56	153	106	260
	22%	23%	23%	20%	16%	22%	22%	24%	25%	21%	23%	20%	23%	21%	22%
'CONNECT WITH PEOPLE' TEXT	250	218	14	12	6	250	231	19	61	75	49	63	136	112	250
	22%	22%	17%	22%	18%	22%	23%	13%	19%	22%	23%	23%	21%	23%	22%
'BE ACTIVE' TEXT	248	214	16	12	6	248	224	24	55	75	50	67	129	117	248
	21%	22%	20%	23%	17%	21%	22%	17%	17%	22%	23%	24%	20%	24%	21%
'GET GOOD SLEEP' TEXT	224	192	16	12	4	224	205	19	53	63	44	60	116	104	224
	19%	19%	19%	22%	13%	19%	20%	13%	17%	19%	21%	22%	18%	21%	19%
HASHTAG 4 #NHS	193	162	18	10	4	193	167	26	50	54	40	49	104	89	193
	17%	16%	22%	18%	11%	17%	16%	19%	16%	16%	19%	17%	16%	18%	17%
'LEARN NEW SKILLS' TEXT	187	163	11	9	3	187	173	14	44	57	40	44	101	84	187
	16%	16%	14%	17%	10%	16%	17%	10%	14%	17%	19%	16%	15%	17%	16%
HASHTAG 3 #MENTALHEALTH	134	108	17	6	4	134	121	14	34	33	30	35	67	65	134
	12%	11%	21%	10%	11%	12%	12%	10%	11%	10%	14%	13%	10%	13%	12%
			ae												

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1148	802	124	115	107	1148	1025	123	391	255	227	269	646	496	1148
Effective Weighted Sample	909	715	119	77	82	909	810	101	307	215	180	225	502	404	909
Total	1159	989	82	54	34	1159	1018	141	321	336	215	278	657	494	1159
HASHTAG 2 #WELLBEING	117	92	15	7	4	117	104	14	32	22	27	33	54	60	117
	10%	9%	18%	12%	11%	10%	10%	10%	10%	7%	13%	12%	8%	12%	10%
			ae												
LIKES COUNT	74	57	9	7	1	74	57	17	21	15	20	15	36	36	74
	6%	6%	11%	12%	4%	6%	6%	12%	7%	4%	9%	6%	6%	7%	6%
								a							
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	49	40	5	1	2	49	42	7	15	12	11	11	26	23	49
	4%	4%	7%	2%	7%	4%	4%	5%	5%	3%	5%	4%	4%	5%	4%
LIKE BUTTON	8	8	-	-	-	8	7	1	1	4	1	2	4	4	8
	1%	1%	-%	-%	-%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
COMMENT BUTTON	4	4	-	-	-	4	3	1	-	2	1	1	2	3	4
	*%	*%	-%	-%	-%	*%	*%	1%	-%	*%	1%	*%	*%	1%	*%
SEND BUTTON	4	4	-	-	-	4	3	1	-	2	1	1	2	3	4
	*%	*%	-%	-%	-%	*%	*%	1%	-%	*%	1%	*%	*%	1%	*%
BOOKMARK BUTTON	3	2	1	-	-	3	3	-	-	2	1	-	2	1	3
	*%	*%	1%	-%	-%	*%	*%	-%	-%	1%	*%	-%	*%	*%	*%

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

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

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

	Total	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	1148	276	820	296	496	263	167	588	387
Effective Weighted Sample	909	218	650	235	398	200	131	470	304
Total	1159	276	831	289	510	255	158	603	391
NHS LOGO IN POST	679	158	498	165	288	167	73	352	250
	59%	57%	60%	57%	57%	66%	46%	58%	64%
									a
NHS USERNAME	355	89	253	72	152	91	33	199	119
	31%	32%	30%	25%	30%	36%	21%	33%	30%
									a
NHS PROFILE LOGO	327	79	235	64	145	79	28	169	127
	28%	29%	28%	22%	28%	31%	18%	28%	33%
									a
VERIFIED TICK	315	74	231	51	140	96	37	174	101
	27%	27%	28%	18%	27%	38%	24%	29%	26%
					a	ab			
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	272	65	194	63	118	66	29	154	87
	24%	23%	23%	22%	23%	26%	19%	26%	22%
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	260	64	181	73	124	44	32	144	82
	22%	23%	22%	25%	24%	17%	21%	24%	21%
'CONNECT WITH PEOPLE' TEXT	250	77	156	78	110	36	38	127	80
	22%	28%	19%	27%	22%	14%	24%	21%	21%
		b		c					
'BE ACTIVE' TEXT	248	69	173	84	103	38	35	127	84
	21%	25%	21%	29%	20%	15%	22%	21%	22%
				c					
'GET GOOD SLEEP' TEXT	224	76	143	74	99	32	36	104	83
	19%	27%	17%	26%	19%	13%	23%	17%	21%
		b		c					
HASHTAG 4 #NHS	193	49	134	38	88	51	16	115	62
	17%	18%	16%	13%	17%	20%	10%	19%	16%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

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

	Total	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	1148	276	820	296	496	263	167	588	387
Effective Weighted Sample	909	218	650	235	398	200	131	470	304
Total	1159	276	831	289	510	255	158	603	391
'LEARN NEW SKILLS' TEXT	187 16%	51 19%	125 15%	61 21%	80 16%	31 12%	26 16%	97 16%	63 16%
HASHTAG 3 #MENTALHEALTH	134 12%	35 13%	88 11%	29 10%	63 12%	29 11%	13 8%	80 13%	42 11%
HASHTAG 2 #WELLBEING	117 10%	35 13%	75 9%	24 8%	56 11%	25 10%	12 8%	68 11%	37 10%
LIKES COUNT	74 6%	22 8%	50 6%	19 6%	25 5%	19 7%	7 4%	47 8%	19 5%
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	49 4%	14 5%	32 4%	15 5%	22 4%	9 3%	6 4%	34 6%	9 2%
LIKE BUTTON	8 1%	1 *%	7 1%	4 1%	2 *%	2 1%	- -%	7 1%	1 *%
COMMENT BUTTON	4 *%	- -%	4 1%	3 1%	- -%	2 1%	- -%	3 *%	1 *%
SEND BUTTON	4 *%	- -%	4 1%	3 1%	- -%	2 1%	- -%	3 *%	1 *%
BOOKMARK BUTTON	3 *%	- -%	3 *%	- -%	1 *%	2 1%	- -%	2 *%	1 *%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~a	~b	~c	~d	~e	~f
Unweighted total	73	-	42	31	43	30	-	69	-	-	22	20	21	10
Effective Weighted Sample	56	-	29	27	32	25	-	52	-	-	15	16	18	9
Total	67	-	38	30	32	35	-	63	-	-	14	24	19	11
'LEARN NEW SKILLS' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LIKES COUNT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'GET GOOD SLEEP' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS LOGO IN POST	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS USERNAME	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'CONNECT WITH PEOPLE' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'BE ACTIVE' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 3 #MENTALHEALTH	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 4 #NHS	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~a	~b	~c	~d	~e	~f
Unweighted total	73	-	42	31	43	30	-	69	-	-	22	20	21	10
Effective Weighted Sample	56	-	29	27	32	25	-	52	-	-	15	16	18	9
Total	67	-	38	30	32	35	-	63	-	-	14	24	19	11
VERIFIED TICK	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS PROFILE LOGO	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LIKE BUTTON	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 2 #WELLBEING	**	**	**	**	**	**	**	**	**	**	**	**	**	**
COMMENT BUTTON	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	73	45	13	8	7	73	67	6	20	16	17	20	36	37	73
Effective Weighted Sample	56	39	13	8	5	56	51	5	16	13	13	16	27	29	56
Total	67	54	8	3	3	67	63	5	14	20	16	18	34	34	67
'LEARN NEW SKILLS' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LIKES COUNT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'GET GOOD SLEEP' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS LOGO IN POST	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS USERNAME	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'CONNECT WITH PEOPLE' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'BE ACTIVE' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 3 #MENTALHEALTH	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 4 #NHS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	N 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	73	45	13	8	7	73	67	6	20	16	17	20	36	37	73
Effective Weighted Sample	56	39	13	8	5	56	51	5	16	13	13	16	27	29	56
Total	67	54	8	3	3	67	63	5	14	20	16	18	34	34	67
VERIFIED TICK	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS PROFILE LOGO	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LIKE BUTTON	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 2 #WELLBEING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
COMMENT BUTTON	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

	Total	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	73	18	48	22	26	10	11	29	31
Effective Weighted Sample	56	15	37	17	19	8	8	23	24
Total	67	15	46	22	22	8	9	27	29
'LEARN NEW SKILLS' TEXT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
LIKES COUNT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
'GET GOOD SLEEP' TEXT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
NHS LOGO IN POST	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
NHS USERNAME	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
'CONNECT WITH PEOPLE' TEXT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
'BE ACTIVE' TEXT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
HASHTAG 3 #MENTALHEALTH	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

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	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	73	18	48	22	26	10	11	29	31
Effective Weighted Sample	56	15	37	17	19	8	8	23	24
Total	67	15	46	22	22	8	9	27	29
HASHTAG 4 #NHS	**	**	**	**	**	**	**	**	**
VERIFIED TICK	**	**	**	**	**	**	**	**	**
NHS PROFILE LOGO	**	**	**	**	**	**	**	**	**
LIKE BUTTON	**	**	**	**	**	**	**	**	**
HASHTAG 2 #WELLBEING	**	**	**	**	**	**	**	**	**
COMMENT BUTTON	**	**	**	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Ask someone else if they have used the website/ app	609	**	421	187	293	316	**	597	**	**	204	218	89	98
	50%	**	51%	47%	47%	53%	**	50%	**	**	48%	54%	44%	50%
See whether it's a company you have heard of	576	**	370	206	281	295	**	559	**	**	175	195	106	100
	47%	**	45%	52%	45%	49%	**	47%	**	**	41%	48%	52%	51%
Check the general look of the website/ app – for example the layout, colours or how professional it looks	542	**	348	194	266	275	**	529	**	**	166	182	100	94
	44%	**	42%	49%	43%	46%	**	44%	**	**	39%	45%	49%	48%
Look at how up to date the information on the website/ app is	432	**	270	162	239	193	**	419	**	**	150	120	89	73
	35%	**	33%	41%	38%	32%	**	35%	**	**	36%	30%	44%	37%
													d	
Check some types of information across a number of websites/ apps to be sure it's correct	400	**	257	143	208	192	**	384	**	**	136	122	72	70
	33%	**	31%	36%	33%	32%	**	32%	**	**	32%	30%	36%	36%
Use a fact checking website/ app like Full Fact	296	**	191	105	160	136	**	291	**	**	101	89	58	47
	24%	**	23%	26%	26%	23%	**	24%	**	**	24%	22%	29%	24%
Something else	46	**	38	8	21	25	**	46	**	**	17	21	4	5
	4%	**	5%	2%	3%	4%	**	4%	**	**	4%	5%	2%	2%
Don't know	48	**	33	16	23	25	**	48	**	**	14	18	9	7
	4%	**	4%	4%	4%	4%	**	4%	**	**	3%	5%	4%	4%
No – I don't think about this	75	**	54	21	47	28	**	73	**	**	32	22	15	7
	6%	**	6%	5%	7%	5%	**	6%	**	**	8%	5%	7%	3%

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

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Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
SUMMARY														
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	1103	**	742	361	556	547	**	1070	**	**	376	366	180	181
	90%	**	90%	91%	89%	91%	**	90%	**	**	89%	90%	89%	93%

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

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Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
Ask someone else if they have used the website/ app	609	520	39	33	16	609	537	71	146	177	131	153	322	283	609
	50%	50%	44%	58%	44%	50%	50%	49%	44%	50%	56% a	52%	47%	54% a	50%
See whether it's a company you have heard of	576	498	38	27	12	576	503	73	168	170	100	135	337	234	576
	47%	48%	43%	48%	33%	47%	47%	50%	50%	48%	43%	46%	49%	44%	47%
Check the general look of the website/ app – for example the layout, colours or how professional it looks	542	462	38	27	14	542	483	59	150	167	108	116	317	224	542
	44%	44%	43%	47%	39%	44%	45%	40%	45%	47%	47%	39%	46%	43%	44%
Look at how up to date the information on the website/ app is	432	368	36	19	9	432	388	44	130	133	79	89	263	168	432
	35%	35%	40%	33%	25%	35%	36%	30%	39%	37%	34%	30%	38%	32%	35%
Check some types of information across a number of websites/ apps to be sure it's correct	400	339	30	20	11	400	359	41	105	133	62	97	238	159	400
	33%	33%	33%	35%	29%	33%	33%	28%	31%	37%	27%	33%	34%	30%	33%
Use a fact checking website/ app like Full Fact	296	251	26	11	7	296	268	28	90	100	46	57	191	103	296
	24%	24%	29%	19%	20%	24%	25%	19%	27%	28%	20%	19%	28% f	20%	24%
Something else	46	36	5	5	1	46	36	11	10	15	8	13	25	21	46
	4%	3%	5%	9%	1%	4%	3%	7%	3%	4%	4%	4%	4%	4%	4%
Don't know	48	45	2	1	*	48	38	10	8	13	11	14	21	25	48
	4%	4%	2%	2%	1%	4%	4%	7%	3%	4%	5%	5%	3%	5%	4%
No – I don't think about this	75	65	4	3	3	75	68	7	20	26	13	16	46	29	75
	6%	6%	5%	5%	8%	6%	6%	5%	6%	7%	6%	6%	7%	6%	6%

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

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Base : Children aged 12-17 who go online

	NATION					AREA			SOCIAL GRADE						
	Total	ENGLAND a	SCOTLAND b	WALES c	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
SUMMARY															
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	1103	933	84	53	33	1103	974	129	306	318	208	265	624	473	1103
	90%	89%	93%	94%	91%	90%	90%	88%	92%	89%	90%	90%	90%	90%	90%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (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	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Ask someone else if they have used the website/ app	609 50%	158 54%	425 48%	174 56%	257 48%	123 47%	69 41%	313 50%	221 53%
See whether it's a company you have heard of	576 47%	147 51%	403 46%	119 38%	270 51%	132 50%	85 51%	307 49%	180 43%
					a	a			
Check the general look of the website/ app – for example the layout, colours or how professional it looks	542 44%	106 37%	418 48%	117 38%	238 45%	137 52%	80 48%	273 43%	184 44%
			a			a			
Look at how up to date the information on the website/ app is	432 35%	98 34%	315 36%	121 39%	168 32%	106 40%	81 48%	203 32%	147 35%
							bc		
Check some types of information across a number of websites/ apps to be sure it's correct	400 33%	93 32%	291 33%	91 29%	177 33%	89 34%	60 36%	201 32%	136 32%
Use a fact checking website/ app like Full Fact	296 24%	67 23%	214 24%	73 23%	131 25%	67 25%	59 36%	151 24%	83 20%
							bc		
Something else	46 4%	11 4%	34 4%	8 3%	27 5%	8 3%	4 2%	26 4%	17 4%
Don't know	48 4%	15 5%	29 3%	20 6%	16 3%	6 2%	5 3%	24 4%	20 5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (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	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
No – I don't think about this	75 6%	20 7%	51 6%	12 4%	33 6%	17 6%	10 6%	43 7%	22 5%
SUMMARY									
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	1103 90%	256 88%	797 91%	280 90%	483 91%	241 92%	153 91%	564 89%	378 90%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	1964	777	806	381	1008	957	639	1291	402	375	410	396	195	186
	95%	91%	97%	96%	95%	95%	91%	97%	92%	91%	97%	98%	96%	96%
			a	a				a			ab	ab		
No	92	62	17	14	47	45	54	37	30	32	10	6	7	7
	4%	7%	2%	3%	4%	4%	8%	3%	7%	8%	2%	2%	3%	3%
		b					b		cd	cd				
Don't know	21	13	6	3	10	11	13	8	7	6	2	3	1	2
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
Yes	1964	1669	147	87	62	1964	1748	216	557	553	383	462	1109	845	1964
	95%	95%	94%	93%	96%	95%	95%	91%	96%	94%	97%	93%	95%	95%	95%
No	92	78	6	6	2	92	77	14	21	34	5	30	54	36	92
	4%	4%	4%	7%	3%	4%	4%	6%	4%	6%	1%	6%	5%	4%	4%
										c		c	c		c
Don't know	21	17	3	1	*	21	15	6	5	4	6	5	10	11	21
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	1964	445	1427	520	813	443	263	1019	666
	95%	96%	94%	94%	95%	95%	94%	96%	93%
No	92	17	72	28	33	21	14	36	40
	4%	4%	5%	5%	4%	4%	5%	3%	6%
Don't know	21	3	16	4	7	5	2	9	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1969	788	785	396	1011	958	675	1256	408	380	393	392	210	186
Effective Weighted Sample	1540	606	594	349	785	755	516	993	313	293	296	299	183	167
Total	1964	777	806	381	1008	957	639	1291	402	375	410	396	195	186
I think that if they have been listed in the search results these websites can be trusted	477	215	178	84	238	239	181	292	111	104	82	96	45	39
	24%	28%	22%	22%	24%	25%	28%	23%	28%	28%	20%	24%	23%	21%
I think that some of these websites can be trusted and some can't	1272	428	572	272	662	610	345	900	225	203	298	274	139	133
	65%	55%	71%	71%	66%	64%	54%	70%	56%	54%	73%	69%	71%	71%
			a	a				a			ab	ab	ab	ab
I don't really think about whether the website can be trusted	156	101	36	19	80	76	86	67	53	48	18	18	9	10
	8%	13%	4%	5%	8%	8%	13%	5%	13%	13%	4%	5%	5%	6%
		bc					b		cde	cde				
Don't know	59	33	20	6	28	31	27	32	14	19	12	8	2	4
	3%	4%	2%	2%	3%	3%	4%	3%	4%	5%	3%	2%	1%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	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	1969	1326	228	206	209	1969	1771	198	665	444	394	459	1109	853	1969
Effective Weighted Sample	1540	1194	220	144	169	1540	1377	164	520	361	306	377	853	683	1540
Total	1964	1669	147	87	62	1964	1748	216	557	553	383	462	1109	845	1964
I think that if they have been listed in the search results these websites can be trusted	477	398	41	17	21	477	434	43	187	113	91	83	300	173	477
	24%	24%	28%	19%	35%	24%	25%	20%	34%	20%	24%	18%	27%	21%	24%
				ace					bcdefg				df		d
I think that some of these websites can be trusted and some can't	1272	1077	98	59	37	1272	1122	150	322	373	248	324	695	573	1272
	65%	65%	67%	68%	61%	65%	64%	69%	58%	67%	65%	70%	63%	68%	65%
									a			a		a	a
I don't really think about whether the website can be trusted	156	139	6	9	1	156	139	17	36	49	35	34	85	69	156
	8%	8%	4%	10%	2%	8%	8%	8%	6%	9%	9%	7%	8%	8%	8%
		d		d		d									
Don't know	59	54	2	2	2	59	54	5	12	18	9	21	30	29	59
	3%	3%	1%	2%	3%	3%	3%	3%	2%	3%	2%	4%	3%	3%	3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1969	450	1431	536	803	460	283	1015	658
Effective Weighted Sample	1540	355	1115	420	631	351	224	792	515
Total	1964	445	1427	520	813	443	263	1019	666
I think that if they have been listed in the search results these websites can be trusted	477 24%	109 24%	340 24%	134 26%	196 24%	115 26%	112 43%	227 22%	132 20%
I think that some of these websites can be trusted and some can't	1272 65%	274 62%	949 66%	319 61%	547 67%	274 62%	129 49%	690 68%	444 67%
I don't really think about whether the website can be trusted	156 8%	46 10%	104 7%	43 8%	56 7%	43 10%	17 6%	76 7%	62 9%
Don't know	59 3%	16 4%	34 2%	24 5%	14 2%	12 3%	5 2%	26 3%	29 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 99%														
Unweighted total	1969	788	785	396	1011	958	675	1256	408	380	393	392	210	186
Effective Weighted Sample	1540	606	594	349	785	755	516	993	313	293	296	299	183	167
Total	1964	777	806	381	1008	957	639	1291	402	375	410	396	195	186
These are adverts/ they have paid to be here	1063	314	517	232	544	519	247	799	163	151	258	260	124	108
	54%	40%	64%	61%	54%	54%	39%	62%	40%	40%	63%	66%	63%	58%
			a	a				a			ab	ab	ab	ab
These are the most popular results	734	310	290	133	382	351	264	450	158	152	150	139	74	60
	37%	40%	36%	35%	38%	37%	41%	35%	39%	41%	37%	35%	38%	32%
These are the best results	537	252	191	94	298	239	216	315	141	111	108	82	48	46
	27%	32%	24%	25%	30%	25%	34%	24%	35%	30%	26%	21%	24%	25%
		b					b		d					
Anything else	23	7	10	6	10	12	5	18	5	2	5	6	1	5
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	*	3%
Don't know	110	65	29	15	55	55	51	58	32	33	18	12	6	9
	6%	8%	4%	4%	5%	6%	8%	4%	8%	9%	4%	3%	3%	5%
		bc					b		d	d				
SUMMARY														
ONLY GAVE THE CORRECT RESPONSE	780	224	379	177	392	388	172	595	115	109	186	193	91	86
	40%	29%	47%	46%	39%	41%	27%	46%	29%	29%	45%	49%	47%	46%
			a	a				a			ab	ab	ab	ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1969	1326	228	206	209	1969	1771	198	665	444	394	459	1109	853	1969
Effective Weighted Sample	1540	1194	220	144	169	1540	1377	164	520	361	306	377	853	683	1540
Total	1964	1669	147	87	62	1964	1748	216	557	553	383	462	1109	845	1964
These are adverts/ they have paid to be here	1063	899	84	51	29	1063	935	128	308	316	193	242	625	435	1063
	54%	54%	57%	59%	47%	54%	53%	59%	55%	57%	50%	52%	56%	52%	54%
These are the most popular results	734	636	48	31	18	734	663	70	197	192	155	184	389	339	734
	37%	38%	33%	35%	30%	37%	38%	33%	35%	35%	40%	40%	35%	40%	37%
These are the best results	537	458	38	20	21	537	490	46	181	139	92	119	320	211	537
	27%	27%	26%	23%	33%	27%	28%	22%	32%	25%	24%	26%	29%	25%	27%
Anything else	23	22	-	*	-	23	23	-	7	8	3	3	15	6	23
	1%	1%	-%	*%	-%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
Don't know	110	95	7	3	4	110	102	7	30	32	21	26	62	47	110
	6%	6%	5%	4%	7%	6%	6%	3%	5%	6%	5%	6%	6%	6%	6%
SUMMARY															
ONLY GAVE THE CORRECT RESPONSE	780	649	67	40	24	780	669	111	214	239	146	179	453	325	780
	40%	39%	45%	46%	38%	40%	38%	51%	39%	43%	38%	39%	41%	38%	40%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1969	450	1431	536	803	460	283	1015	658
Effective Weighted Sample	1540	355	1115	420	631	351	224	792	515
Total	1964	445	1427	520	813	443	263	1019	666
These are adverts/ they have paid to be here	1063 54%	246 55%	775 54%	241 46%	465 57% a	259 58% a	134 51%	541 53%	378 57%
These are the most popular results	734 37%	150 34%	546 38%	204 39%	295 36%	161 36%	106 40%	386 38%	234 35%
These are the best results	537 27%	124 28%	383 27%	164 31%	228 28%	108 24%	107 41% bc	271 27%	156 23%
Anything else	23 1%	4 1%	17 1%	7 1%	9 1%	3 1%	3 1%	12 1%	6 1%
Don't know	110 6%	29 7%	73 5%	36 7% b	27 3%	32 7% b	12 5%	57 6%	38 6%
SUMMARY									
ONLY GAVE THE CORRECT RESPONSE	780 40%	186 42%	566 40%	166 32%	345 42% a	195 44% a	81 31%	401 39%	292 44% a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
I would always tell someone	1144	560	403	181	549	594	474	658	272	288	192	211	85	96
	55%	66%	49%	45%	52%	59%	67%	49%	62%	70%	45%	52%	42%	49%
		bc			a		b		cef	cdef				
I would sometimes tell someone	761	252	337	172	413	348	202	541	148	104	173	164	91	80
	37%	30%	41%	43%	39%	34%	29%	40%	34%	25%	41%	40%	45%	41%
			a	a			a				b	b	b	b
I would not tell someone	82	18	41	23	51	31	14	65	8	10	29	13	15	8
	4%	2%	5%	6%	5%	3%	2%	5%	2%	2%	7%	3%	7%	4%
			a	a			a				ab		ab	
Don't know	85	20	45	19	47	37	14	69	11	9	27	19	9	10
	4%	2%	5%	5%	4%	4%	2%	5%	3%	2%	6%	5%	5%	5%
			a				a							
Prefer not to say	6	1	2	4	4	2	1	4	-	1	2	-	3	1
	*%	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	-%	1%	*%
SUMMARY														
WOULD TELL SOMEONE	1904	812	740	352	962	942	676	1199	420	392	366	374	176	176
	92%	95%	89%	89%	90%	93%	96%	90%	96%	95%	86%	92%	87%	90%
		bc					b		ce	ce				

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
I would always tell someone	1144	974	78	56	36	1144	996	148	304	321	217	297	625	514	1144
	55%	55%	50%	60%	55%	55%	54%	62%	52%	54%	55%	60%	53%	58%	55%
I would sometimes tell someone	761	638	66	33	23	761	686	75	229	216	144	165	445	309	761
	37%	36%	43%	36%	35%	37%	37%	32%	39%	37%	36%	33%	38%	35%	37%
I would not tell someone	82	71	5	2	3	82	76	6	30	22	20	10	52	30	82
	4%	4%	4%	2%	5%	4%	4%	3%	5%	4%	5%	2%	4%	3%	4%
Don't know	85	76	4	2	2	85	77	8	18	30	12	24	48	36	85
	4%	4%	3%	2%	3%	4%	4%	3%	3%	5%	3%	5%	4%	4%	4%
Prefer not to say	6	5	1	*	*	6	6	-	1	2	2	1	3	3	6
	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%	*%
SUMMARY															
WOULD TELL SOMEONE	1904	1612	145	89	58	1904	1682	222	533	536	361	462	1070	823	1904
	92%	91%	93%	95%	91%	92%	91%	94%	92%	91%	91%	93%	91%	92%	92%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
I would always tell someone	1144 55%	258 55%	839 55%	335 61% bc	445 52%	241 51%	160 57%	560 53%	414 58%
I would sometimes tell someone	761 37%	169 36%	552 36%	170 31%	346 41% a	175 37%	86 31%	426 40%	242 34%
I would not tell someone	82 4%	22 5%	59 4%	15 3%	34 4%	31 7% a	14 5%	41 4%	27 4%
Don't know	85 4%	16 3%	60 4%	32 6%	23 3%	21 4%	17 6%	34 3%	31 4%
Prefer not to say	6 *%	1 *%	5 *%	1 *%	4 *%	1 *%	1 *%	3 *%	3 *%
SUMMARY									
WOULD TELL SOMEONE	1904 92%	427 92%	1391 92%	504 91%	791 93%	416 89%	246 88%	986 93%	656 92%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1900	814	726	360	959	941	705	1163	416	398	356	370	187	173
Effective Weighted Sample	1485	626	549	317	744	741	537	920	321	305	266	283	162	155
Total	1904	812	740	352	962	942	676	1199	420	392	366	374	176	176
A parent	1629	720	623	286	816	813	597	1008	366	355	312	310	138	148
	86%	89%	84%	81%	85%	86%	88%	84%	87%	91%	85%	83%	78%	84%
		c								de				
My friend	611	189	274	147	280	331	156	445	87	102	128	147	64	83
	32%	23%	37%	42%	29%	35%	23%	37%	21%	26%	35%	39%	37%	47%
			a	a			a				a	ab	a	ab
My brother/ sister	525	232	194	99	274	251	205	309	125	107	104	90	46	53
	28%	29%	26%	28%	29%	27%	30%	26%	30%	27%	28%	24%	26%	30%
A teacher	481	226	174	81	232	249	200	280	112	114	80	93	40	41
	25%	28%	24%	23%	24%	26%	30%	23%	27%	29%	22%	25%	23%	24%
Another member of my family	229	106	86	36	124	105	90	137	60	46	46	40	19	18
	12%	13%	12%	10%	13%	11%	13%	11%	14%	12%	13%	11%	11%	10%
The websites/ apps where I saw it	141	24	71	47	62	79	20	116	7	16	29	42	25	22
	7%	3%	10%	13%	6%	8%	3%	10%	2%	4%	8%	11%	14%	12%
			a	a			a				a	ab	ab	ab
The police	138	54	51	33	60	79	45	92	25	29	18	33	17	16
	7%	7%	7%	9%	6%	8%	7%	8%	6%	7%	5%	9%	10%	9%
Would tell someone else	5	3	2	1	3	2	3	3	2	1	2	-	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%	*%
Unsure who I would tell	21	5	9	6	12	9	4	15	4	2	6	3	3	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	2%	1%	1%	2%
Don't know	8	4	4	-	5	2	4	4	4	-	2	2	-	-
	*%	*%	1%	-%	1%	*%	1%	*%	1%	-%	*%	1%	-%	-%
Prefer not to say	*	-	*	-	*	-	-	*	-	-	*	-	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1900	814	726	360	959	941	705	1163	416	398	356	370	187	173
Effective Weighted Sample	1485	626	549	317	744	741	537	920	321	305	266	283	162	155
Total	1904	812	740	352	962	942	676	1199	420	392	366	374	176	176
SUMMARY														
ANY FAMILY MEMBER	1767	775	677	315	889	878	643	1099	399	376	337	341	153	162
	93%	95%	92%	89%	92%	93%	95%	92%	95%	96%	92%	91%	87%	92%
		bc							e	e				
ONLY A FAMILY MEMBER	865	425	303	136	465	400	342	508	229	197	165	138	71	65
	45%	52%	41%	39%	48%	42%	51%	42%	54%	50%	45%	37%	40%	37%
		bc					b		def	df				
ANYONE OUTSIDE OF FAMILY	1011	378	423	210	480	531	327	671	185	193	192	231	103	107
	53%	47%	57%	60%	50%	56%	48%	56%	44%	49%	53%	62%	58%	61%
			a	a				a				ab	a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1900	1269	224	212	195	1900	1698	202	636	434	370	452	1070	822	1900
Effective Weighted Sample	1485	1145	216	147	156	1485	1317	167	498	349	286	373	820	659	1485
Total	1904	1612	145	89	58	1904	1682	222	533	536	361	462	1070	823	1904
A parent	1629	1370	127	80	52	1629	1427	202	416	467	325	410	883	735	1629
	86%	85%	88%	89%	89%	86%	85%	91%	78%	87%	90%	89%	83%	89%	86%
									a	ae	ae	ae	ae	ae	a
My friend	611	523	45	27	16	611	532	79	186	185	123	115	371	238	611
	32%	32%	31%	30%	28%	32%	32%	36%	35%	34%	34%	25%	35%	29%	32%
									d	d	d	d	d	d	d
My brother/ sister	525	445	44	20	16	525	467	58	161	132	105	121	293	225	525
	28%	28%	30%	22%	28%	28%	28%	26%	30%	25%	29%	26%	27%	27%	28%
A teacher	481	420	31	19	12	481	429	52	127	138	95	117	265	212	481
	25%	26%	21%	21%	20%	25%	26%	23%	24%	26%	26%	25%	25%	26%	25%
Another member of my family	229	197	18	9	5	229	205	24	55	55	55	60	110	115	229
	12%	12%	13%	10%	8%	12%	12%	11%	10%	10%	15%	13%	10%	14%	12%
The websites/ apps where I saw it	141	121	11	8	2	141	122	20	42	41	29	30	82	59	141
	7%	7%	8%	8%	3%	7%	7%	9%	8%	8%	8%	7%	8%	7%	7%
The police	138	119	8	7	4	138	123	15	43	29	28	39	71	67	138
	7%	7%	6%	8%	6%	7%	7%	7%	8%	5%	8%	8%	7%	8%	7%
Would tell someone else	5	5	-	*	-	5	4	1	2	2	1	-	4	1	5
	%	%	-%	%	-%	%	%	%	%	%	%	-%	%	%	%
Unsure who I would tell	21	18	2	*	*	21	17	3	7	8	2	3	16	5	21
	1%	1%	1%	1%	%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Don't know	8	7	1	*	-	8	8	-	-	3	1	4	3	5	8
	%	%	%	%	-%	%	%	-%	-%	%	%	1%	%	1%	%
Prefer not to say	*	-	-	-	*	*	*	-	-	-	*	-	-	*	*
	%	-%	-%	-%	%	%	%	-%	-%	-%	%	-%	-%	%	%
SUMMARY															
ANY FAMILY MEMBER	1767	1489	138	85	56	1767	1558	209	486	492	346	431	978	777	1767
	93%	92%	95%	95%	96%	93%	93%	94%	91%	92%	96%	93%	91%	94%	93%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1900	1269	224	212	195	1900	1698	202	636	434	370	452	1070	822	1900
Effective Weighted Sample	1485	1145	216	147	156	1485	1317	167	498	349	286	373	820	659	1485
Total	1904	1612	145	89	58	1904	1682	222	533	536	361	462	1070	823	1904
ONLY A FAMILY MEMBER	865	717	70	45	32	865	768	97	240	230	154	234	470	388	865
	45%	44%	49%	50%	56%	45%	46%	43%	45%	43%	43%	51%	44%	47%	45%
					a										
ANYONE OUTSIDE OF FAMILY	1011	870	72	44	25	1011	889	122	286	295	203	221	581	425	1011
	53%	54%	50%	49%	43%	53%	53%	55%	54%	55%	56%	48%	54%	52%	53%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 99%									
Unweighted total	1900	431	1386	514	779	433	268	976	643
Effective Weighted Sample	1485	341	1077	403	610	330	212	760	504
Total	1904	427	1391	504	791	416	246	986	656
A parent	1629	351	1217	441	659	361	192	842	584
	86%	82%	87%	87%	83%	87%	78%	85%	89%
								a	a
My friend	611	120	464	123	279	147	94	317	193
	32%	28%	33%	24%	35%	35%	38%	32%	29%
					a	a			
My brother/ sister	525	127	370	165	202	109	90	250	177
	28%	30%	27%	33%	26%	26%	37%	25%	27%
							bc		
A teacher	481	105	360	116	201	118	67	242	169
	25%	24%	26%	23%	25%	28%	27%	25%	26%
Another member of my family	229	60	159	61	92	52	40	114	73
	12%	14%	11%	12%	12%	13%	16%	12%	11%
The websites/ apps where I saw it	141	36	99	37	59	30	28	65	48
	7%	8%	7%	7%	7%	7%	11%	7%	7%
The police	138	44	87	43	51	29	28	64	45
	7%	10%	6%	9%	6%	7%	11%	7%	7%
Would tell someone else	5	1	3	1	2	1	1	3	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Unsure who I would tell	21	6	12	4	6	7	4	11	4
	1%	1%	1%	1%	1%	2%	2%	1%	1%
Don't know	8	5	3	4	2	-	-	4	4
	*%	1%	*%	1%	*%	-%	-%	*%	1%
Prefer not to say	*	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1900	431	1386	514	779	433	268	976	643
Effective Weighted Sample	1485	341	1077	403	610	330	212	760	504
Total	1904	427	1391	504	791	416	246	986	656
SUMMARY									
ANY FAMILY MEMBER	1767	394	1296	477	735	382	224	915	615
	93%	92%	93%	95%	93%	92%	91%	93%	94%
ONLY A FAMILY MEMBER	865	202	623	262	338	178	99	458	303
	45%	47%	45%	52%	43%	43%	40%	46%	46%
				b					
ANYONE OUTSIDE OF FAMILY	1011	214	753	234	445	231	143	513	345
	53%	50%	54%	46%	56%	55%	58%	52%	53%
				a					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
A parent	1629	720	623	286	816	813	597	1008	366	355	312	310	138	148
	78%	85%	75%	72%	77%	80%	85%	75%	83%	86%	74%	76%	68%	76%
		bc					b		ce	cdef				
My friend	611	189	274	147	280	331	156	445	87	102	128	147	64	83
	29%	22%	33%	37%	26%	33%	22%	33%	20%	25%	30%	36%	32%	43%
			a	a		a		a			a	ab	a	abc
My brother/ sister	525	232	194	99	274	251	205	309	125	107	104	90	46	53
	25%	27%	23%	25%	26%	25%	29%	23%	28%	26%	25%	22%	22%	27%
							b							
A teacher	481	226	174	81	232	249	200	280	112	114	80	93	40	41
	23%	27%	21%	20%	22%	25%	28%	21%	25%	28%	19%	23%	20%	21%
							b							
Another member of my family	229	106	86	36	124	105	90	137	60	46	46	40	19	18
	11%	12%	10%	9%	12%	10%	13%	10%	14%	11%	11%	10%	9%	9%
The websites/ apps where I saw it	141	24	71	47	62	79	20	116	7	16	29	42	25	22
	7%	3%	9%	12%	6%	8%	3%	9%	2%	4%	7%	10%	12%	11%
			a	a				a			a	ab	ab	ab
The police	138	54	51	33	60	79	45	92	25	29	18	33	17	16
	7%	6%	6%	8%	6%	8%	6%	7%	6%	7%	4%	8%	8%	8%
Would tell someone else	5	3	2	1	3	2	3	3	2	1	2	-	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Unsure who I would tell	21	5	9	6	12	9	4	15	4	2	6	3	3	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	1%	1%	1%	2%
Don't know	8	4	4	-	5	2	4	4	4	-	2	2	-	-
	*%	*%	*%	-%	*%	*%	1%	*%	1%	-%	*%	1%	-%	-%
Prefer not to say	*	-	*	-	*	-	-	*	-	-	*	-	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER						
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f	
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193	
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173	
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195	
SUMMARY															
ANY FAMILY MEMBER	1767	775	677	315	889	878	643	1099	399	376	337	341	153	162	
	85%	91%	82%	79%	83%	87%	91%	82%	91%	91%	80%	84%	75%	83%	
		bc					b		cdef	cdef					
ONLY A FAMILY MEMBER	865	425	303	136	465	400	342	508	229	197	165	138	71	65	
	42%	50%	37%	34%	44%	40%	48%	38%	52%	48%	39%	34%	35%	33%	
		bc					b		cdef	def					
ANYONE OUTSIDE OF FAMILY	1011	378	423	210	480	531	327	671	185	193	192	231	103	107	
	49%	44%	51%	53%	45%	52%	46%	50%	42%	47%	46%	57%	50%	55%	
						a						ac		a	
WOULD NOT TELL SOMEONE	173	39	88	46	103	70	29	138	19	20	57	31	27	19	
	8%	5%	11%	11%	10%	7%	4%	10%	4%	5%	14%	8%	13%	10%	
			a	a				a			ab		ab		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
A parent	1629	1370	127	80	52	1629	1427	202	416	467	325	410	883	735	1629
	78%	78%	82%	85%	81%	78%	77%	86%	71%	79%	82%	82%	75%	82%	78%
									a	a	ae	ae	ae	ae	a
My friend	611	523	45	27	16	611	532	79	186	185	123	115	371	238	611
	29%	30%	29%	29%	25%	29%	29%	33%	32%	31%	31%	23%	32%	27%	29%
									d				d		
My brother/ sister	525	445	44	20	16	525	467	58	161	132	105	121	293	225	525
	25%	25%	28%	21%	25%	25%	25%	25%	28%	22%	27%	24%	25%	25%	25%
A teacher	481	420	31	19	12	481	429	52	127	138	95	117	265	212	481
	23%	24%	20%	20%	18%	23%	23%	22%	22%	23%	24%	23%	23%	24%	23%
Another member of my family	229	197	18	9	5	229	205	24	55	55	55	60	110	115	229
	11%	11%	12%	9%	8%	11%	11%	10%	9%	9%	14%	12%	9%	13%	11%
The websites/ apps where I saw it	141	121	11	8	2	141	122	20	42	41	29	30	82	59	141
	7%	7%	7%	8%	3%	7%	7%	8%	7%	7%	7%	6%	7%	7%	7%
The police	138	119	8	7	4	138	123	15	43	29	28	39	71	67	138
	7%	7%	5%	8%	5%	7%	7%	6%	7%	5%	7%	8%	6%	7%	7%
Would tell someone else	5	5	-	*	-	5	4	1	2	2	1	-	4	1	5
	%	%	-%	%	-%	%	%	%	%	%	%	-%	%	%	%
Unsure who I would tell	21	18	2	*	*	21	17	3	7	8	2	3	16	5	21
	1%	1%	1%	1%	%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	8	7	1	*	-	8	8	-	-	3	1	4	3	5	8
	%	%	%	%	-%	%	%	-%	-%	%	%	1%	%	1%	%
Prefer not to say	*	-	-	-	*	*	*	-	-	-	*	-	-	*	*
	%	-%	-%	-%	%	%	%	-%	-%	-%	%	-%	-%	%	%
SUMMARY															
ANY FAMILY MEMBER	1767	1489	138	85	56	1767	1558	209	486	492	346	431	978	777	1767
	85%	84%	88%	91%	87%	85%	85%	89%	83%	83%	88%	87%	83%	87%	85%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
ONLY A FAMILY MEMBER	865	717	70	45	32	865	768	97	240	230	154	234	470	388	865
	42%	41%	45%	48%	51%	42%	42%	41%	41%	39%	39%	47%	40%	44%	42%
ANYONE OUTSIDE OF FAMILY	1011	870	72	44	25	1011	889	122	286	295	203	221	581	425	1011
	49%	49%	46%	47%	39%	49%	48%	52%	49%	50%	52%	44%	50%	48%	49%
WOULD NOT TELL SOMEONE	173	152	11	4	6	173	159	14	49	54	34	35	104	69	173
	8%	9%	7%	5%	9%	8%	9%	6%	8%	9%	9%	7%	9%	8%	8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	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	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
A parent	1629	351	1217	441	659	361	192	842	584
	78%	75%	80%	80%	77%	77%	69%	79%	82%
								a	a
My friend	611	120	464	123	279	147	94	317	193
	29%	26%	31%	22%	33%	31%	34%	30%	27%
					a	a			
My brother/ sister	525	127	370	165	202	109	90	250	177
	25%	27%	24%	30%	24%	23%	32%	24%	25%
							b		
A teacher	481	105	360	116	201	118	67	242	169
	23%	22%	24%	21%	24%	25%	24%	23%	24%
Another member of my family	229	60	159	61	92	52	40	114	73
	11%	13%	10%	11%	11%	11%	15%	11%	10%
The websites/ apps where I saw it	141	36	99	37	59	30	28	65	48
	7%	8%	7%	7%	7%	6%	10%	6%	7%
The police	138	44	87	43	51	29	28	64	45
	7%	9%	6%	8%	6%	6%	10%	6%	6%
Would tell someone else	5	1	3	1	2	1	1	3	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Unsure who I would tell	21	6	12	4	6	7	4	11	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	8	5	3	4	2	-	-	4	4
	*%	1%	*%	1%	*%	-%	-%	*%	1%
Prefer not to say	*	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	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	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
SUMMARY									
ANY FAMILY MEMBER	1767	394	1296	477	735	382	224	915	615
	85%	85%	86%	86%	86%	82%	80%	86%	86%
ONLY A FAMILY MEMBER	865	202	623	262	338	178	99	458	303
	42%	43%	41%	47%	40%	38%	35%	43%	42%
				c					
ANYONE OUTSIDE OF FAMILY	1011	214	753	234	445	231	143	513	345
	49%	46%	50%	42%	52%	49%	52%	48%	48%
				a					
WOULD NOT TELL SOMEONE	173	38	124	48	61	53	32	78	60
	8%	8%	8%	9%	7%	11%	12%	7%	8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 22

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	660	239	283	138	335	325	200	456	121	118	146	137	68	70
	32%	28%	34%	35%	31%	32%	28%	34%	28%	29%	35%	34%	34%	36%
No	1256	552	473	232	642	614	458	769	285	267	236	236	121	111
	60%	65%	57%	58%	60%	61%	65%	58%	65%	65%	56%	58%	60%	57%
		b					b							
Don't know	144	58	61	26	76	68	46	96	31	27	32	29	13	12
	7%	7%	7%	6%	7%	7%	7%	7%	7%	7%	8%	7%	7%	6%
Prefer not to say	17	3	12	3	12	5	1	16	3	-	8	3	1	2
	1%	*%	1%	1%	1%	1%	*%	1%	1%	-%	2%	1%	*%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 22

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
Yes	660	556	50	30	24	660	602	58	232	182	124	121	414	246	660
	32%	32%	32%	32%	37%	32%	33%	25%	40%	31%	32%	24%	35%	28%	32%
									bdfg				df		d
No	1256	1070	93	57	36	1256	1095	161	307	362	242	332	669	574	1256
	60%	61%	60%	61%	56%	60%	59%	68%	53%	61%	61%	67%	57%	64%	60%
									a	a	a	ae	ae	ae	a
Don't know	144	123	10	7	4	144	127	17	36	41	25	43	77	67	144
	7%	7%	6%	7%	6%	7%	7%	7%	6%	7%	6%	9%	7%	8%	7%
Prefer not to say	17	14	2	*	*	17	17	1	8	5	3	1	13	4	17
	1%	1%	2%	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 22

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	660 32%	187 40% b	443 29%	164 30%	299 35%	158 34%	122 44% bc	326 31%	209 29%
No	1256 60%	238 51%	971 64% a	346 63%	500 59%	272 58%	143 52%	651 61% a	455 63% a
Don't know	144 7%	33 7%	92 6%	41 7%	50 6%	31 7%	13 5%	78 7%	46 6%
Prefer not to say	17 1%	7 1%	9 1%	* *%	4 *%	7 1%	* *%	9 1%	6 1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	~e	~f
Unweighted total	684	259	281	144	352	332	226	453	138	121	139	142	75	69
Effective Weighted Sample	532	195	212	128	272	260	170	358	105	90	105	108	65	63
Total	660	239	283	138	335	325	200	456	121	118	146	137	68	70
Yes	533	210	221	102	266	268	176	356	108	102	105	116	**	**
	81%	88%	78%	74%	79%	82%	88%	78%	89%	87%	72%	84%	**	**
		bc					b		c					
No	117	27	57	33	66	51	22	92	13	15	39	18	**	**
	18%	11%	20%	24%	20%	16%	11%	20%	10%	12%	27%	13%	**	**
				a			a				a			
Don't know	9	1	5	3	3	6	1	7	*	1	2	3	**	**
	1%	1%	2%	2%	1%	2%	1%	1%	*%	1%	1%	2%	**	**
Prefer not to say	1	*	*	-	*	1	*	*	-	*	*	*	**	**
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	684	455	79	71	79	684	627	57	274	156	134	120	430	254	684
Effective Weighted Sample	532	408	76	47	63	532	485	47	222	121	104	96	332	200	532
Total	660	556	50	30	24	660	602	58	232	182	124	121	414	246	660
Yes	533	444	**	**	**	533	482	**	187	149	97	99	337	197	533
	81%	80%	**	**	**	81%	80%	**	81%	82%	78%	82%	81%	80%	81%
No	117	104	**	**	**	117	112	**	43	30	25	18	74	43	117
	18%	19%	**	**	**	18%	19%	**	19%	17%	20%	15%	18%	18%	18%
Don't know	9	9	**	**	**	9	7	**	1	2	2	4	4	5	9
	1%	2%	**	**	**	1%	1%	**	1%	1%	1%	3%	1%	2%	1%
Prefer not to say	1	-	**	**	**	1	1	**	*	*	*	-	1	*	1
	*%	-%	**	**	**	*%	*%	**	*%	*%	*%	-%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	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	684	200	454	174	298	173	138	336	207
Effective Weighted Sample	532	156	352	135	236	131	111	261	160
Total	660	187	443	164	299	158	122	326	209
Yes	533 81%	155 83%	354 80%	134 82%	249 83%	121 76%	104 85%	261 80%	165 79%
No	117 18%	31 17%	83 19%	26 16%	46 15%	38 24%	15 12%	62 19%	40 19%
Don't know	9 1%	1 1%	6 1%	4 2%	4 1%	- -%	2 2%	3 1%	4 2%
Prefer not to say	1 *% *%	* *% *%	* *% *%	* *% *%	- -% -%	* *% *%	* *% *%	- -% -%	* *% *%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	1870	781	737	352	951	919	651	1191	401	380	373	364	176	176
	90%	92%	89%	89%	89%	91%	92%	89%	91%	92%	88%	90%	87%	90%
No	167	52	75	40	90	76	38	123	27	25	41	34	22	17
	8%	6%	9%	10%	8%	8%	5%	9%	6%	6%	10%	8%	11%	9%
								a						
Don't know	40	18	16	6	23	17	17	22	11	7	8	8	4	2
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
Yes	1870	1586	140	87	58	1870	1653	217	520	531	362	447	1051	809	1870
	90%	90%	90%	93%	90%	90%	90%	92%	89%	90%	92%	90%	90%	91%	90%
No	167	145	11	5	5	167	149	17	53	45	25	42	99	66	167
	8%	8%	7%	5%	8%	8%	8%	7%	9%	8%	6%	8%	8%	7%	8%
Don't know	40	32	5	2	1	40	38	2	9	14	8	9	23	17	40
	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	1870	423	1371	497	769	428	244	968	641
	90%	91%	90%	90%	90%	91%	88%	91%	89%
No	167	38	118	40	72	36	28	80	58
	8%	8%	8%	7%	8%	8%	10%	8%	8%
Don't know	40	4	26	15	12	4	5	15	17
	2%	1%	2%	3%	1%	1%	2%	1%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1867	787	719	361	946	921	682	1153	402	385	357	362	187	174
Effective Weighted Sample	1461	606	544	318	737	724	521	914	310	296	269	275	163	155
Total	1870	781	737	352	951	919	651	1191	401	380	373	364	176	176
A parent	1626	692	642	292	822	804	573	1029	351	341	325	318	147	145
	87%	89%	87%	83%	86%	87%	88%	86%	87%	90%	87%	87%	83%	83%
A teacher at school	1390	561	563	266	702	689	462	911	291	270	279	283	131	135
	74%	72%	76%	76%	74%	75%	71%	76%	72%	71%	75%	78%	74%	77%
The police coming in to school to talk to us	278	97	121	60	135	143	84	191	53	44	54	67	28	31
	15%	12%	16%	17%	14%	16%	13%	16%	13%	12%	14%	18%	16%	18%
Another member of my family	236	101	97	39	125	112	84	151	59	42	51	46	15	23
	13%	13%	13%	11%	13%	12%	13%	13%	15%	11%	14%	13%	9%	13%
Friends	121	34	52	34	60	61	31	87	18	16	23	29	19	16
	6%	4%	7%	10%	6%	7%	5%	7%	4%	4%	6%	8%	11%	9%
				a									ab	
Websites or apps	117	25	59	32	61	56	19	94	16	9	30	29	15	17
	6%	3%	8%	9%	6%	6%	3%	8%	4%	2%	8%	8%	8%	10%
			a	a				a			b	b	b	ab
Television/ radio programmes	90	26	35	29	35	55	22	68	11	14	14	20	9	20
	5%	3%	5%	8%	4%	6%	3%	6%	3%	4%	4%	6%	5%	12%
				a										abc
Other	13	8	5	-	8	5	8	5	5	2	3	3	-	-
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%
Don't know	3	1	2	-	3	-	1	2	1	-	2	-	-	-
	0.2%	0.1%	0.3%	-%	0.3%	-%	0.1%	0.2%	0.1%	-%	0.5%	-%	-%	-%
SUMMARY														
ANY FAMILY MEMBER	1658	708	653	297	840	819	587	1047	362	346	329	324	149	148
	89%	91%	89%	84%	88%	89%	90%	88%	90%	91%	88%	89%	84%	84%
		c												
ONLY A FAMILY MEMBER	403	187	140	76	207	196	159	236	93	95	75	65	39	37
	22%	24%	19%	22%	22%	21%	24%	20%	23%	25%	20%	18%	22%	21%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1867	787	719	361	946	921	682	1153	402	385	357	362	187	174
Effective Weighted Sample	1461	606	544	318	737	724	521	914	310	296	269	275	163	155
Total	1870	781	737	352	951	919	651	1191	401	380	373	364	176	176
ANYONE OUTSIDE OF FAMILY	1464	593	595	276	741	723	491	953	308	285	296	299	138	138
	78%	76%	81%	78%	78%	79%	75%	80%	77%	75%	79%	82%	78%	79%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1867	1253	216	204	194	1867	1668	199	617	432	374	437	1049	811	1867
Effective Weighted Sample	1461	1130	209	141	158	1461	1295	166	485	348	288	360	808	649	1461
Total	1870	1586	140	87	58	1870	1653	217	520	531	362	447	1051	809	1870
A parent	1626	1366	129	79	52	1626	1441	186	442	470	315	388	913	704	1626
	87%	86%	92%	91%	91%	87%	87%	85%	85%	89%	87%	87%	87%	87%	87%
A teacher at school	1390	1184	101	66	40	1390	1221	169	331	413	290	349	744	639	1390
	74%	75%	72%	75%	70%	74%	74%	78%	64%	78%	80%	78%	71%	79%	74%
									a	ae	ae	a	ae	a	
The police coming in to school to talk to us	278	222	24	23	8	278	233	45	82	73	58	64	155	122	278
	15%	14%	18%	27%	13%	15%	14%	21%	16%	14%	16%	14%	15%	15%	15%
				ade											
Another member of my family	236	212	15	6	2	236	207	30	72	52	60	52	125	112	236
	13%	13%	11%	7%	4%	13%	13%	14%	14%	10%	16%	12%	12%	14%	13%
		d				d									
Friends	121	108	9	3	1	121	107	14	43	33	23	22	77	44	121
	6%	7%	6%	3%	2%	6%	6%	6%	8%	6%	6%	5%	7%	5%	6%
Websites or apps	117	101	8	3	5	117	112	5	37	42	16	23	78	39	117
	6%	6%	5%	4%	8%	6%	7%	2%	7%	8%	4%	5%	7%	5%	6%
Television/ radio programmes	90	74	9	5	1	90	84	6	38	28	11	13	66	24	90
	5%	5%	6%	6%	2%	5%	5%	3%	7%	5%	3%	3%	6%	3%	5%
									df				f		
Other	13	11	1	1	*	13	10	3	2	5	3	2	7	6	13
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	3	3	-	-	*	3	1	2	-	-	1	2	-	3	3
	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%

SUMMARY

ANY FAMILY MEMBER	1658	1395	129	81	53	1658	1470	189	458	474	325	391	932	716	1658
	89%	88%	93%	93%	92%	89%	89%	87%	88%	89%	90%	88%	89%	89%	89%
ONLY A FAMILY MEMBER	403	337	31	19	16	403	364	39	165	89	64	81	254	145	403
	22%	21%	22%	22%	27%	22%	22%	18%	32%	17%	18%	18%	24%	18%	22%
									bcdefg				bf		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1867	1253	216	204	194	1867	1668	199	617	432	374	437	1049	811	1867
Effective Weighted Sample	1461	1130	209	141	158	1461	1295	166	485	348	288	360	808	649	1461
Total	1870	1586	140	87	58	1870	1653	217	520	531	362	447	1051	809	1870
ANYONE OUTSIDE OF FAMILY	1464	1246	108	68	41	1464	1288	176	355	442	296	364	798	660	1464
	78%	79%	78%	78%	72%	78%	78%	81%	68%	83%	82%	81%	76%	82%	78%
										ae	a	a	a	ae	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1867	424	1368	506	757	442	262	960	632
Effective Weighted Sample	1461	336	1064	399	593	337	209	750	493
Total	1870	423	1371	497	769	428	244	968	641
A parent	1626 87%	380 90%	1177 86%	446 90%	666 87%	374 87%	219 89%	823 85%	568 89%
A teacher at school	1390 74%	312 74%	1033 75%	347 70%	576 75%	326 76%	151 62%	730 75%	498 78%
The police coming in to school to talk to us	278 15%	76 18%	191 14%	78 16%	113 15%	61 14%	37 15%	145 15%	92 14%
Another member of my family	236 13%	67 16%	159 12%	69 14%	100 13%	48 11%	48 19%	119 12%	68 11%
Friends	121 6%	31 7%	85 6%	27 5%	56 7%	27 6%	30 12%	63 6%	28 4%
Websites or apps	117 6%	32 8%	77 6%	20 4%	48 6%	33 8%	25 10%	61 6%	28 4%
Television/ radio programmes	90 5%	22 5%	65 5%	11 2%	32 4%	37 9%	25 10%	44 4%	22 3%
Other	13 1%	5 1%	8 1%	3 1%	5 1%	3 1%	2 1%	4 *%	7 1%
Don't know	3 *%	- -%	3 *%	- -%	2 *%	- -%	- -%	3 *%	- -%
SUMMARY									
ANY FAMILY MEMBER	1658 89%	389 92%	1199 87%	452 91%	684 89%	379 88%	226 92%	844 87%	573 89%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1867	424	1368	506	757	442	262	960	632
Effective Weighted Sample	1461	336	1064	399	593	337	209	750	493
Total	1870	423	1371	497	769	428	244	968	641
ONLY A FAMILY MEMBER	403	88	287	127	156	89	78	197	123
	22%	21%	21%	26%	20%	21%	32%	20%	19%
							bc		
ANYONE OUTSIDE OF FAMILY	1464	335	1081	370	611	340	166	769	518
	78%	79%	79%	74%	79%	79%	68%	79%	81%
								a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
A parent	1626	692	642	292	822	804	573	1029	351	341	325	318	147	145
	78%	81%	78%	73%	77%	79%	81%	77%	80%	83%	77%	78%	72%	75%
		c								e				
A teacher at school	1390	561	563	266	702	689	462	911	291	270	279	283	131	135
	67%	66%	68%	67%	66%	68%	65%	68%	66%	66%	66%	70%	65%	69%
The police coming in to school to talk to us	278	97	121	60	135	143	84	191	53	44	54	67	28	31
	13%	11%	15%	15%	13%	14%	12%	14%	12%	11%	13%	17%	14%	16%
Another member of my family	236	101	97	39	125	112	84	151	59	42	51	46	15	23
	11%	12%	12%	10%	12%	11%	12%	11%	13%	10%	12%	11%	8%	12%
Friends	121	34	52	34	60	61	31	87	18	16	23	29	19	16
	6%	4%	6%	9%	6%	6%	4%	7%	4%	4%	6%	7%	9%	8%
				a										
Websites or apps	117	25	59	32	61	56	19	94	16	9	30	29	15	17
	6%	3%	7%	8%	6%	6%	3%	7%	4%	2%	7%	7%	7%	9%
			a	a				a			b	b	b	ab
Television/ radio programmes	90	26	35	29	35	55	22	68	11	14	14	20	9	20
	4%	3%	4%	7%	3%	5%	3%	5%	3%	3%	3%	5%	4%	10%
				a										abc
Other	13	8	5	-	8	5	8	5	5	2	3	3	-	-
	1%	1%	1%	-%	1%	*%	1%	*%	1%	1%	1%	1%	-%	-%
Don't know	3	1	2	-	3	-	1	2	1	-	2	-	-	-
	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	1%	-%	-%	-%
SUMMARY														
ANY FAMILY MEMBER	1658	708	653	297	840	819	587	1047	362	346	329	324	149	148
	80%	83%	79%	75%	79%	81%	83%	78%	82%	84%	78%	80%	73%	76%
		c								e				
ONLY A FAMILY MEMBER	403	187	140	76	207	196	159	236	93	95	75	65	39	37
	19%	22%	17%	19%	19%	19%	23%	18%	21%	23%	18%	16%	19%	19%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
ANYONE OUTSIDE OF FAMILY	1464	593	595	276	741	723	491	953	308	285	296	299	138	138
	70%	70%	72%	69%	70%	71%	70%	71%	70%	69%	70%	74%	68%	71%
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	207	70	91	46	114	93	54	145	38	32	49	42	27	19
	10%	8%	11%	11%	11%	9%	8%	11%	9%	8%	12%	10%	13%	10%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
A parent	1626 78%	1366 77%	129 83%	79 84%	52 82%	1626 78%	1441 78%	186 79%	442 76%	470 80%	315 80%	388 78%	913 78%	704 79%	1626 78%
A teacher at school	1390 67%	1184 67%	101 65%	66 70%	40 63%	1390 67%	1221 66%	169 72%	331 57%	413 70%	290 74%	349 70%	744 63%	639 72%	1390 67%
The police coming in to school to talk to us	278 13%	222 13%	24 16%	23 25%	8 12%	278 13%	233 13%	45 19%	82 14%	73 12%	58 15%	64 13%	155 13%	122 14%	278 13%
Another member of my family	236 11%	212 12%	15 10%	6 7%	2 4%	236 11%	207 11%	30 13%	72 12%	52 9%	60 15%	52 10%	125 11%	112 13%	236 11%
Friends	121 6%	108 6%	9 6%	3 3%	1 2%	121 6%	107 6%	14 6%	43 7%	33 6%	23 6%	22 4%	77 7%	44 5%	121 6%
Websites or apps	117 6%	101 6%	8 5%	3 4%	5 8%	117 6%	112 6%	5 2%	37 6%	42 7%	16 4%	23 5%	78 7%	39 4%	117 6%
Television/ radio programmes	90 4%	74 4%	9 6%	5 6%	1 2%	90 4%	84 5%	6 2%	38 6%	28 5%	11 3%	13 3%	66 6%	24 3%	90 4%
Other	13 1%	11 1%	1 1%	1 1%	* *%	13 1%	10 1%	3 1%	2 *%	5 1%	3 1%	2 *%	7 1%	6 1%	13 1%
Don't know	3 *%	3 *%	- -%	- -%	* *%	3 *%	1 *%	2 1%	- -%	- -%	1 *%	2 *%	- -%	3 *%	3 *%

SUMMARY

ANY FAMILY MEMBER	1658 80%	1395 79%	129 83%	81 87%	53 83%	1658 80%	1470 80%	189 80%	458 79%	474 80%	325 82%	391 79%	932 79%	716 80%	1658 80%
ONLY A FAMILY MEMBER	403 19%	337 19%	31 20%	19 20%	16 25%	403 19%	364 20%	39 16%	165 28%	89 15%	64 16%	81 16%	254 22%	145 16%	403 19%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
ANYONE OUTSIDE OF FAMILY	1464	1246	108	68	41	1464	1288	176	355	442	296	364	798	660	1464
	70%	71%	70%	73%	65%	70%	70%	75%	61%	75%	75%	73%	68%	74%	70%
									a	a	a	a	a	ae	a
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	207	177	16	7	7	207	188	19	62	59	32	51	122	83	207
	10%	10%	10%	7%	10%	10%	10%	8%	11%	10%	8%	10%	10%	9%	10%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	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	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
A parent	1626 78%	380 82%	1177 78%	446 81%	666 78%	374 80%	219 79%	823 77%	568 79%
A teacher at school	1390 67%	312 67%	1033 68%	347 63%	576 68%	326 69%	151 54%	730 69%	498 70%
								a	a
The police coming in to school to talk to us	278 13%	76 16%	191 13%	78 14%	113 13%	61 13%	37 13%	145 14%	92 13%
Another member of my family	236 11%	67 14%	159 10%	69 12%	100 12%	48 10%	48 17%	119 11%	68 9%
							c		
Friends	121 6%	31 7%	85 6%	27 5%	56 7%	27 6%	30 11%	63 6%	28 4%
							c		
Websites or apps	117 6%	32 7%	77 5%	20 4%	48 6%	33 7%	25 9%	61 6%	28 4%
							c		
Television/ radio programmes	90 4%	22 5%	65 4%	11 2%	32 4%	37 8%	25 9%	44 4%	22 3%
						ab	bc		
Other	13 1%	5 1%	8 1%	3 1%	5 1%	3 1%	2 1%	4 *%	7 1%
Don't know	3 *%	- -%	3 *%	- -%	2 *%	- -%	- -%	3 *%	- -%
SUMMARY									
ANY FAMILY MEMBER	1658 80%	389 84%	1199 79%	452 82%	684 80%	379 81%	226 81%	844 79%	573 80%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 8-17 who go online

	Total	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	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
ONLY A FAMILY MEMBER	403 19%	88 19%	287 19%	127 23%	156 18%	89 19%	78 28% bc	197 18%	123 17%
ANYONE OUTSIDE OF FAMILY	1464 70%	335 72%	1081 71%	370 67%	611 72%	340 72%	166 60%	769 72% a	518 72% a
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	207 10%	42 9%	144 10%	55 10%	84 10%	40 9%	34 12%	95 9%	75 11%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC35. Have you had any lessons at school about being online and the possible risks? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes, we have regular lessons	618	240	279	99	307	312	193	418	115	125	139	140	53	46
	30%	28%	34%	25%	29%	31%	27%	31%	26%	30%	33%	35%	26%	24%
			c											
Yes, we've had more than one lesson	1018	408	397	213	536	482	341	657	224	184	204	193	108	106
	49%	48%	48%	54%	50%	48%	48%	49%	51%	45%	48%	48%	53%	54%
Yes, we've had one lesson	301	141	104	55	147	154	117	180	64	77	54	50	29	27
	14%	17%	13%	14%	14%	15%	17%	13%	15%	19%	13%	12%	14%	14%
No	99	38	36	25	53	46	32	64	22	16	19	17	12	13
	5%	5%	4%	6%	5%	5%	5%	5%	5%	4%	4%	4%	6%	7%
Don't know	41	24	12	5	23	18	22	17	15	9	7	5	2	3
	2%	3%	1%	1%	2%	2%	3%	1%	3%	2%	2%	1%	1%	2%
SUMMARY														
ANY LESSONS	1937	789	781	368	989	948	652	1255	402	386	397	383	189	178
	93%	93%	94%	92%	93%	94%	92%	94%	92%	94%	94%	95%	93%	92%
MORE THAN ONE LESSON	1637	647	677	312	843	794	534	1075	338	309	344	333	161	152
	79%	76%	82%	79%	79%	78%	76%	80%	77%	75%	81%	82%	79%	78%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC35. Have you had any lessons at school about being online and the possible risks? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
Yes, we have regular lessons	618 30%	531 30%	40 26%	25 27%	21 33%	618 30%	532 29%	86 37%	184 32%	159 27%	115 29%	158 32%	343 29%	273 31%	618 30%
Yes, we've had more than one lesson	1018 49%	868 49%	81 52%	44 48%	25 39%	1018 49%	913 50%	105 44%	284 49%	290 49%	212 54%	226 45%	574 49%	438 49%	1018 49%
Yes, we've had one lesson	301 14%	253 14%	20 13%	18 19%	10 15%	301 14%	266 14%	35 15%	81 14%	101 17%	42 11%	74 15%	181 15%	116 13%	301 14%
No	99 5%	77 4%	11 7%	5 5%	6 10%	99 5%	90 5%	9 4%	27 5%	31 5%	16 4%	26 5%	58 5%	41 5%	99 5%
Don't know	41 2%	35 2%	4 2%	1 1%	2 3%	41 2%	40 2%	1 *	6 1%	11 2%	10 2%	14 3%	17 1%	24 3%	41 2%
SUMMARY															
ANY LESSONS	1937 93%	1653 94%	141 90%	88 94%	56 87%	1937 93%	1711 93%	227 96%	549 94%	550 93%	369 94%	457 92%	1098 94%	826 93%	1937 93%
MORE THAN ONE LESSON	1637 79%	1399 79%	121 78%	70 75%	46 72%	1637 79%	1445 78%	191 81%	468 80%	449 76%	327 83%	383 77%	917 78%	711 80%	1637 79%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC35. Have you had any lessons at school about being online and the possible risks? (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	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes, we have regular lessons	618 30%	152 33%	439 29%	189 34%	243 29%	126 27%	99 36%	320 30%	197 28%
Yes, we've had more than one lesson	1018 49%	219 47%	759 50%	224 41%	441 52% a	253 54% a	129 46%	549 52%	331 46%
Yes, we've had one lesson	301 14%	64 14%	220 15%	101 18% b	105 12%	63 14%	33 12%	135 13%	128 18% b
No	99 5%	19 4%	77 5%	20 4%	52 6%	22 5%	13 5%	40 4%	46 6%
Don't know	41 2%	11 2%	19 1%	17 3%	11 1%	3 1%	4 1%	20 2%	15 2%
SUMMARY									
ANY LESSONS	1937 93%	434 93%	1419 94%	515 93%	790 93%	443 95%	261 94%	1004 94%	655 92%
MORE THAN ONE LESSON	1637 79%	370 80%	1198 79%	413 75%	685 80%	380 81%	228 82%	870 82% c	528 74%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1917	785	753	379	971	946	675	1209	395	390	374	379	202	177
Effective Weighted Sample	1505	606	574	334	759	746	517	960	306	300	284	290	176	158
Total	1937	789	781	368	989	948	652	1255	402	386	397	383	189	178
Very useful	756 39%	341 43%	281 36%	133 36%	364 37%	392 41%	291 45%	460 37%	150 37%	191 50%	147 37%	134 35%	67 35%	67 37%
Fairly useful	1008 52%	391 50%	424 54%	193 53%	523 53%	485 51%	317 49%	669 53%	214 53%	177 46%	211 53%	213 55%	98 52%	95 53%
Not very useful	136 7%	42 5%	62 8%	33 9%	80 8%	56 6%	30 5%	103 8%	28 7%	14 4%	33 8%	28 7%	19 10%	14 8%
Not at all useful	19 1%	2 *%	12 1%	5 1%	10 1%	10 1%	2 *%	17 1%	2 1%	- -%	4 1%	8 2%	3 2%	2 1%
Don't know	19 1%	13 2%	3 *%	3 1%	13 1%	6 1%	11 2%	8 1%	9 2%	4 1%	2 1%	1 *%	3 1%	1 *%
SUMMARY														
TOTAL USEFUL	1763 91%	732 93%	705 90%	327 89%	887 90%	877 92%	608 93%	1128 90%	364 90%	368 95%	358 90%	347 90%	165 87%	162 91%
TOTAL NOT USEFUL	155 8%	44 6%	73 9%	38 10%	89 9%	66 7%	32 5%	119 9%	30 7%	14 4%	37 9%	36 9%	22 12%	16 9%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1917	1306	218	205	188	1917	1713	204	649	438	379	442	1087	821	1917
Effective Weighted Sample	1505	1175	210	142	151	1505	1336	170	513	355	295	365	839	660	1505
Total	1937	1653	141	88	56	1937	1711	227	549	550	369	457	1098	826	1937
Very useful	756 39%	639 39%	59 42%	37 42%	21 37%	756 39%	661 39%	94 42%	213 39%	213 39%	152 41%	170 37%	427 39%	323 39%	756 39%
Fairly useful	1008 52%	863 52%	72 51%	43 49%	29 52%	1008 52%	897 52%	111 49%	292 53%	267 49%	191 52%	252 55%	558 51%	443 54%	1008 52%
Not very useful	136 7%	118 7%	7 5%	6 7%	5 10%	136 7%	120 7%	16 7%	30 5%	54 10%	22 6%	30 7%	84 8%	52 6%	136 7%
Not at all useful	19 1%	16 1%	1 1%	1 1%	1 1%	19 1%	17 1%	2 1%	10 2%	7 1%	- -%	3 1%	16 1%	3 *%	19 1%
Don't know	19 1%	16 1%	2 1%	1 1%	- -%	19 1%	16 1%	3 1%	4 1%	9 2%	3 1%	3 1%	13 1%	6 1%	19 1%
SUMMARY															
TOTAL USEFUL	1763 91%	1502 91%	131 93%	80 92%	50 89%	1763 91%	1558 91%	205 90%	505 92%	480 87%	344 93%	422 92%	985 90%	766 93% b	1763 91%
TOTAL NOT USEFUL	155 8%	134 8%	8 6%	7 8%	6 11%	155 8%	136 8%	19 8%	39 7%	61 11%	22 6%	33 7%	100 9%	55 7%	155 8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

	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	1917	434	1402	515	777	456	279	992	634
Effective Weighted Sample	1505	345	1094	406	610	351	224	774	499
Total	1937	434	1419	515	790	443	261	1004	655
Very useful	756 39%	160 37%	554 39%	196 38%	326 41%	162 37%	151 58%	370 37%	230 35%
Fairly useful	1008 52%	223 51%	752 53%	276 54%	387 49%	243 55%	91 35%	557 55%	349 53%
Not very useful	136 7%	36 8%	94 7%	34 7%	64 8%	26 6%	13 5%	61 6%	60 9%
Not at all useful	19 1%	7 1%	10 1%	3 1%	8 1%	7 2%	3 1%	11 1%	5 1%
Don't know	19 1%	8 2%	9 1%	6 1%	4 1%	5 1%	3 1%	5 *%	11 2%
SUMMARY									
TOTAL USEFUL	1763 91%	383 88%	1306 92%	472 92%	713 90%	405 91%	242 93%	927 92%	579 88%
TOTAL NOT USEFUL	155 8%	43 10%	104 7%	37 7%	73 9%	33 7%	16 6%	72 7%	65 10%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 29

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

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Very useful	756 36%	341 40%	281 34%	133 34%	364 34%	392 39%	291 41%	460 34%	150 34%	191 46%	147 35%	134 33%	67 33%	67 34%
							b			acdef				
Fairly useful	1008 49%	391 46%	424 51%	193 49%	523 49%	485 48%	317 45%	669 50%	214 49%	177 43%	211 50%	213 52%	98 48%	95 49%
Not very useful	136 7%	42 5%	62 7%	33 8%	80 7%	56 6%	30 4%	103 8%	28 6%	14 3%	33 8%	28 7%	19 9%	14 7%
							a						b	
Not at all useful	19 1%	2 *%	12 1%	5 1%	10 1%	10 1%	2 *%	17 1%	2 1%	- -%	4 1%	8 2%	3 2%	2 1%
Don't know	19 1%	13 2%	3 *%	3 1%	13 1%	6 1%	11 2%	8 1%	9 2%	4 1%	2 *%	1 *%	3 1%	1 *%
SUMMARY														
TOTAL USEFUL	1763 85%	732 86%	705 85%	327 82%	887 83%	877 87%	608 86%	1128 84%	364 83%	368 89%	358 85%	347 85%	165 81%	162 83%
										e				
TOTAL NOT USEFUL	155 7%	44 5%	73 9%	38 9%	89 8%	66 7%	32 5%	119 9%	30 7%	14 3%	37 9%	36 9%	22 11%	16 8%
				a			a				b	b	b	
NOT HAD ANY LESSONS ABOUT THIS	140 7%	62 7%	48 6%	30 8%	76 7%	64 6%	54 8%	81 6%	37 8%	26 6%	25 6%	22 5%	14 7%	16 8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 29

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

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
Very useful	756 36%	639 36%	59 38%	37 40%	21 33%	756 36%	661 36%	94 40%	213 37%	213 36%	152 39%	170 34%	427 36%	323 36%	756 36%
Fairly useful	1008 49%	863 49%	72 46%	43 46%	29 45%	1008 49%	897 49%	111 47%	292 50%	267 45%	191 49%	252 51%	558 48%	443 50%	1008 49%
Not very useful	136 7%	118 7%	7 4%	6 6%	5 8%	136 7%	120 6%	16 7%	30 5%	54 9%	22 6%	30 6%	84 7%	52 6%	136 7%
Not at all useful	19 1%	16 1%	1 1%	1 1%	1 1%	19 1%	17 1%	2 1%	10 2%	7 1%	- -%	3 1%	16 1%	3 *%	19 1%
Don't know	19 1%	16 1%	2 1%	1 1%	- -%	19 1%	16 1%	3 1%	4 1%	9 1%	3 1%	3 1%	13 1%	6 1%	19 1%
SUMMARY															
TOTAL USEFUL	1763 85%	1502 85%	131 84%	80 86%	50 78%	1763 85%	1558 85%	205 87%	505 87%	480 81%	344 87%	422 85%	985 84%	766 86%	1763 85%
TOTAL NOT USEFUL	155 7%	134 8%	8 5%	7 7%	6 10%	155 7%	136 7%	19 8%	39 7%	61 10%	22 6%	33 7%	100 9%	55 6%	155 7%
NOT HAD ANY LESSONS ABOUT THIS	140 7%	111 6%	15 10%	6 6%	8 13%	140 7%	130 7%	10 4%	34 6%	41 7%	25 6%	40 8%	75 6%	65 7%	140 7%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 29

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QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (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	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Very useful	756 36%	160 34%	554 37%	196 35%	326 38%	162 35%	151 54%	370 35%	230 32%
Fairly useful	1008 49%	223 48%	752 50%	276 50%	387 45%	243 52%	91 33%	557 52%	349 49%
Not very useful	136 7%	36 8%	94 6%	34 6%	64 8%	26 6%	13 5%	61 6%	60 8%
Not at all useful	19 1%	7 1%	10 1%	3 1%	8 1%	7 1%	3 1%	11 1%	5 1%
Don't know	19 1%	8 2%	9 1%	6 1%	4 1%	5 1%	3 1%	5 *%	11 2%
SUMMARY									
TOTAL USEFUL	1763 85%	383 82%	1306 86%	472 85%	713 84%	405 86%	242 87%	927 87%	579 81%
TOTAL NOT USEFUL	155 7%	43 9%	104 7%	37 7%	73 9%	33 7%	16 6%	72 7%	65 9%
NOT HAD ANY LESSONS ABOUT THIS	140 7%	31 7%	96 6%	38 7%	63 7%	25 5%	17 6%	59 6%	61 8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
She is being paid with money or being given gifts by the company or brand to share this	946 77%	** **	638 77%	308 77%	499 80%	447 74%	** **	917 77%	** **	** **	334 79%	304 75%	165 81%	143 73%
She thinks this product or brand is cool/ good to use	326 27%	** **	229 28%	96 24%	146 23%	179 30%	** **	318 27%	** **	** **	107 25%	122 30%	39 19%	57 29%
She wants to share this information with her followers	298 24%	** **	197 24%	101 25%	124 20%	174 29%	** **	289 24%	** **	** **	81 19%	115 28%	43 21%	58 30%
Something else	1 *%	** **	1 *%	- -%	1 *%	- -%	** **	1 *%	** **	** **	1 *%	- -%	- -%	- -%
Don't know	37 3%	** **	27 3%	9 2%	20 3%	17 3%	** **	36 3%	** **	** **	15 4%	13 3%	5 2%	5 2%
SUMMARY														
ONLY BEING PAID RESPONSE	697 57%	** **	466 56%	231 58%	389 62%	308 51%	** **	674 57%	** **	** **	256 61%	210 52%	133 66%	98 50%
ONLY RESPONSE OTHER THAN BEING PAID	243 20%	** **	163 20%	81 20%	107 17%	137 23%	** **	237 20%	** **	** **	74 17%	89 22%	33 16%	47 24%
BEING PAID AND ANY OTHER RESPONSE	249 20%	** **	172 21%	76 19%	110 18%	139 23%	** **	243 20%	** **	** **	78 18%	94 23%	32 16%	45 23%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
She is being paid with money or being given gifts by the company or brand to share this	946 77%	805 77%	70 78%	46 81%	25 68%	946 77%	824 76%	122 84%	250 75%	282 79%	175 76%	236 80%	532 77%	411 78%	946 77%
She thinks this product or brand is cool/ good to use	326 27%	275 26%	26 29%	11 19%	14 37%	326 27%	288 27%	37 26%	95 29%	87 24%	63 27%	77 26%	182 26%	140 27%	326 27%
She wants to share this information with her followers	298 24%	246 24%	26 29%	18 31%	8 21%	298 24%	264 24%	34 23%	82 25%	67 19%	72 31%	77 26%	149 22%	149 28%	298 24%
Something else	1 *%	- -%	1 1%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%
Don't know	37 3%	31 3%	3 4%	1 2%	2 4%	37 3%	31 3%	6 4%	9 3%	15 4%	3 1%	8 3%	23 3%	12 2%	37 3%
SUMMARY															
ONLY BEING PAID RESPONSE	697 57%	600 58%	49 54%	31 55%	18 49%	697 57%	613 57%	85 58%	182 55%	222 62%	123 53%	168 57%	404 59%	291 55%	697 57%
ONLY RESPONSE OTHER THAN BEING PAID	243 20%	207 20%	16 18%	10 17%	10 28%	243 20%	225 21%	18 12%	76 23%	59 17%	53 23%	51 17%	135 20%	104 20%	243 20%
BEING PAID AND ANY OTHER RESPONSE	249 20%	205 20%	22 24%	15 26%	7 19%	249 20%	211 20%	37 26%	68 20%	60 17%	52 23%	68 23%	128 19%	121 23%	249 20%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC37. INFLUENCER SCENARIO - MADELYN CLINE INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Madelyn Cline on social media. Here is a recent post from Madelyn Cline that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Madelyn Cline might share a post about the product shown? (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	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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
She is being paid with money or being given gifts by the company or brand to share this	946 77%	214 74%	699 80%	230 74%	423 80%	209 79%	114 68%	493 78%	333 79%
She thinks this product or brand is cool/ good to use	326 27%	89 31%	227 26%	76 24%	149 28%	72 27%	47 28%	160 25%	115 27%
She wants to share this information with her followers	298 24%	78 27%	201 23%	81 26%	118 22%	64 24%	50 30%	142 23%	106 25%
Something else	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%
Don't know	37 3%	8 3%	20 2%	11 4%	8 2%	8 3%	6 3%	17 3%	13 3%
SUMMARY									
ONLY BEING PAID RESPONSE	697 57%	148 51%	522 60%	170 55%	310 58%	156 59%	81 49%	377 60%	233 56%
ONLY RESPONSE OTHER THAN BEING PAID	243 20%	68 23%	157 18%	70 23%	100 19%	46 17%	48 29%	120 19%	74 18%
BEING PAID AND ANY OTHER RESPONSE	249 20%	66 23%	177 20%	60 19%	113 21%	53 20%	32 19%	115 18%	99 24%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 31

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

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
I'm comfortable about sharing personal information on apps/ sites, so I always do	122	**	89	33	73	49	**	120	**	**	52	37	21	12
	10%	**	11%	8%	12%	8%	**	10%	**	**	12%	9%	10%	6%
I always share personal information, even though I'm not always comfortable about it	153	**	104	49	74	79	**	153	**	**	48	56	26	23
	12%	**	13%	12%	12%	13%	**	13%	**	**	11%	14%	13%	12%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	669	**	433	235	344	325	**	644	**	**	227	206	117	119
	55%	**	52%	59%	55%	54%	**	54%	**	**	54%	51%	57%	61%
I'm never comfortable about sharing personal information online	251	**	177	74	123	129	**	243	**	**	84	93	38	35
	20%	**	21%	19%	20%	21%	**	20%	**	**	20%	23%	19%	18%
Don't know	31	**	25	6	12	19	**	31	**	**	11	14	1	5
	3%	**	3%	2%	2%	3%	**	3%	**	**	3%	3%	1%	3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 31

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

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
I'm comfortable about sharing personal information on apps/ sites, so I always do	122 10%	102 10%	8 9%	8 13%	4 12%	122 10%	106 10%	16 11%	47 14%	31 9%	18 8%	26 9%	78 11%	44 8%	122 10%
I always share personal information, even though I'm not always comfortable about it	153 12%	128 12%	10 11%	9 16%	6 18%	153 12%	140 13%	13 9%	60 18% df	41 12%	29 12%	19 7%	101 15% df	48 9%	153 12% d
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	669 55%	572 55%	53 59%	27 48%	16 45%	669 55%	583 54%	86 59%	152 45%	196 55%	142 61% ae	176 59% a	347 50%	318 60% ae	669 55% a
I'm never comfortable about sharing personal information online	251 20%	217 21%	15 16%	11 20%	8 21%	251 20%	223 21%	28 19%	68 20%	76 21%	41 18%	65 22%	144 21%	106 20%	251 20%
Don't know	31 3%	24 2%	4 4%	2 3%	2 5%	31 3%	28 3%	3 2%	7 2%	12 3%	2 1%	10 3%	20 3%	12 2%	31 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 31

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

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

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
I'm comfortable about sharing personal information on apps/ sites, so I always do	122 10%	27 9%	87 10%	34 11%	57 11%	24 9%	38 22% bc	55 9%	27 6%
I always share personal information, even though I'm not always comfortable about it	153 12%	42 14%	98 11%	43 14%	67 13%	32 12%	29 17%	83 13%	39 9%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	669 55%	160 55%	486 55%	175 56%	305 57%	136 52%	61 36%	359 57% a	246 59% a
I'm never comfortable about sharing personal information online	251 20%	53 18%	189 22%	53 17%	92 17%	61 23%	33 20%	124 20%	93 22%
Don't know	31 3%	9 3%	16 2%	7 2%	10 2%	11 4%	7 4%	9 1%	14 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 32

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

QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	841	267	399	174	432	409	224	597	141	127	200	199	92	83
	40%	31%	48%	44%	41%	40%	32%	45%	32%	31%	47%	49%	45%	42%
			a	a				a			ab	ab	ab	b
No	1127	549	383	195	571	556	450	664	278	270	197	185	95	100
	54%	64%	46%	49%	54%	55%	64%	50%	63%	66%	47%	46%	47%	51%
		bc					b		cdef	cdef				
Don't know	55	24	22	9	33	22	24	29	16	8	13	9	4	5
	3%	3%	3%	2%	3%	2%	3%	2%	4%	2%	3%	2%	2%	3%
Prefer not to say	55	11	25	19	29	26	7	46	4	7	12	12	12	7
	3%	1%	3%	5%	3%	3%	1%	3%	1%	2%	3%	3%	6%	4%
				a				a					ab	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 32

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

QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
Yes	841 40%	708 40%	65 41%	41 44%	27 43%	841 40%	740 40%	101 43%	253 43%	250 42%	150 38%	187 38%	503 43%	337 38%	841 40%
No	1127 54%	966 55%	80 51%	46 49%	35 54%	1127 54%	1006 55%	121 51%	313 54%	299 51%	225 57%	282 57%	611 52%	507 57%	1127 54%
Don't know	55 3%	45 3%	3 2%	5 5%	1 2%	55 3%	46 2%	9 4%	7 1%	19 3%	11 3%	14 3%	26 2%	25 3%	55 3%
Prefer not to say	55 3%	45 3%	8 5%	2 2%	1 1%	55 3%	49 3%	6 2%	9 2%	23 4%	8 2%	15 3%	32 3%	23 3%	55 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 32

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

QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (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	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	841 40%	217 47% b	590 39%	222 40%	374 44%	191 41%	122 44%	422 40%	292 41%
No	1127 54%	227 49%	849 56%	296 54%	438 51%	263 56%	143 51%	588 55%	385 54%
Don't know	55 3%	11 2%	36 2%	26 5% bc	14 2%	5 1%	7 2%	25 2%	21 3%
Prefer not to say	55 3%	10 2%	40 3%	8 1%	28 3%	10 2%	7 2%	29 3%	19 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Yes	200	**	136	64	104	96	**	194	**	**	68	68	36	28
	16%	**	16%	16%	17%	16%	**	16%	**	**	16%	17%	18%	14%
No	847	**	573	275	440	407	**	827	**	**	299	274	141	133
	69%	**	69%	69%	70%	68%	**	69%	**	**	71%	68%	70%	69%
Don't know	179	**	120	59	82	97	**	170	**	**	56	64	26	33
	15%	**	14%	15%	13%	16%	**	14%	**	**	13%	16%	13%	17%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
Yes	200	170	17	7	6	200	185	14	71	54	30	40	126	70	200
	16%	16%	19%	12%	15%	16%	17%	10%	21%	15%	13%	14%	18%	13%	16%
									f						
No	847	716	61	44	26	847	726	122	226	245	163	208	472	371	847
	69%	69%	67%	79%	71%	69%	67%	84%	68%	69%	70%	70%	68%	70%	69%
								a							
Don't know	179	156	12	5	5	179	169	10	36	57	39	47	93	86	179
	15%	15%	14%	10%	14%	15%	16%	7%	11%	16%	17%	16%	13%	16%	15%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Yes	200 16%	59 20%	124 14%	59 19%	79 15%	46 17%	49 30% bc	101 16%	45 11%
No	847 69%	193 66%	621 71%	201 65%	379 71%	181 69%	100 60%	436 69%	307 73% a
Don't know	179 15%	39 13%	131 15%	52 17%	73 14%	36 14%	17 10%	92 15%	67 16%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	~c	a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	202	-	131	71	104	98	-	197	-	-	64	67	40	31
Effective Weighted Sample	158	-	100	60	80	79	-	154	-	-	48	53	34	27
Total	200	-	136	64	104	96	-	194	-	-	68	68	36	28
PROFILE PICTURE	60	**	41	**	32	**	**	58	**	**	**	**	**	**
	30%	**	30%	**	31%	**	**	30%	**	**	**	**	**	**
POSTED PHOTO 2	50	**	35	**	31	**	**	49	**	**	**	**	**	**
	25%	**	26%	**	29%	**	**	25%	**	**	**	**	**	**
DESCRIPTION UNDER BIOGRAPHY	41	**	28	**	18	**	**	39	**	**	**	**	**	**
	21%	**	21%	**	17%	**	**	20%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	39	**	25	**	21	**	**	37	**	**	**	**	**	**
	19%	**	18%	**	20%	**	**	19%	**	**	**	**	**	**
NUMBER FOLLOWING	36	**	23	**	18	**	**	34	**	**	**	**	**	**
	18%	**	17%	**	18%	**	**	17%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	30	**	20	**	15	**	**	28	**	**	**	**	**	**
	15%	**	14%	**	15%	**	**	15%	**	**	**	**	**	**
POSTED PHOTO 1	28	**	17	**	19	**	**	27	**	**	**	**	**	**
	14%	**	13%	**	18%	**	**	14%	**	**	**	**	**	**
NUMBER OF POSTS	21	**	14	**	13	**	**	20	**	**	**	**	**	**
	10%	**	11%	**	12%	**	**	10%	**	**	**	**	**	**
PROFILE USERNAME	20	**	12	**	9	**	**	17	**	**	**	**	**	**
	10%	**	9%	**	9%	**	**	9%	**	**	**	**	**	**
NAME IN BIOGRAPHY	20	**	12	**	9	**	**	18	**	**	**	**	**	**
	10%	**	9%	**	9%	**	**	9%	**	**	**	**	**	**
POSTED PHOTO 3	19	**	14	**	8	**	**	17	**	**	**	**	**	**
	9%	**	10%	**	8%	**	**	9%	**	**	**	**	**	**
LINK IN DESCRIPTION	18	**	10	**	10	**	**	16	**	**	**	**	**	**
	9%	**	7%	**	10%	**	**	8%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	10	**	8	**	5	**	**	9	**	**	**	**	**	**
	5%	**	6%	**	5%	**	**	5%	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	~c	a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	202	-	131	71	104	98	-	197	-	-	64	67	40	31
Effective Weighted Sample	158	-	100	60	80	79	-	154	-	-	48	53	34	27
Total	200	-	136	64	104	96	-	194	-	-	68	68	36	28
CLICK TO MESSAGE BUTTON	6	**	3	**	5	**	**	5	**	**	**	**	**	**
	3%	**	3%	**	5%	**	**	3%	**	**	**	**	**	**
CLICK TO VIEW GRID BUTTON	2	**	*	**	-	**	**	2	**	**	**	**	**	**
	1%	**	*%	**	-%	**	**	1%	**	**	**	**	**	**
Mean number of features chosen	2.0	**	1.9	**	2.1	**	**	1.9	**	**	**	**	**	**
Standard deviation	1.66	**	1.36	**	1.87	**	**	1.45	**	**	**	**	**	**
Standard error	.12	**	.12	**	.18	**	**	.10	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	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	202	142	26	15	19	202	184	18	90	39	30	40	129	70	202
Effective Weighted Sample	158	124	25	13	15	158	145	14	71	33	24	33	99	57	158
Total	200	170	17	7	6	200	185	14	71	54	30	40	126	70	200
PROFILE PICTURE	60	48	**	**	**	60	56	**	**	**	**	**	37	**	60
	30%	28%	**	**	**	30%	30%	**	**	**	**	**	30%	**	30%
POSTED PHOTO 2	50	44	**	**	**	50	46	**	**	**	**	**	31	**	50
	25%	26%	**	**	**	25%	25%	**	**	**	**	**	24%	**	25%
DESCRIPTION UNDER BIOGRAPHY	41	38	**	**	**	41	40	**	**	**	**	**	27	**	41
	21%	22%	**	**	**	21%	21%	**	**	**	**	**	22%	**	21%
DETAIL IN BIOGRAPHY	39	34	**	**	**	39	36	**	**	**	**	**	22	**	39
	19%	20%	**	**	**	19%	19%	**	**	**	**	**	18%	**	19%
NUMBER FOLLOWING	36	32	**	**	**	36	32	**	**	**	**	**	25	**	36
	18%	19%	**	**	**	18%	17%	**	**	**	**	**	20%	**	18%
NUMBER OF FOLLOWERS	30	26	**	**	**	30	25	**	**	**	**	**	16	**	30
	15%	15%	**	**	**	15%	13%	**	**	**	**	**	13%	**	15%
POSTED PHOTO 1	28	24	**	**	**	28	28	**	**	**	**	**	16	**	28
	14%	14%	**	**	**	14%	15%	**	**	**	**	**	13%	**	14%
NUMBER OF POSTS	21	17	**	**	**	21	17	**	**	**	**	**	14	**	21
	10%	10%	**	**	**	10%	9%	**	**	**	**	**	11%	**	10%
PROFILE USERNAME	20	16	**	**	**	20	18	**	**	**	**	**	8	**	20
	10%	10%	**	**	**	10%	10%	**	**	**	**	**	6%	**	10%
NAME IN BIOGRAPHY	20	16	**	**	**	20	20	**	**	**	**	**	10	**	20
	10%	9%	**	**	**	10%	11%	**	**	**	**	**	8%	**	10%
POSTED PHOTO 3	19	16	**	**	**	19	18	**	**	**	**	**	9	**	19
	9%	10%	**	**	**	9%	10%	**	**	**	**	**	7%	**	9%
LINK IN DESCRIPTION	18	16	**	**	**	18	15	**	**	**	**	**	9	**	18
	9%	10%	**	**	**	9%	8%	**	**	**	**	**	7%	**	9%
CLICK TO FOLLOW BUTTON	10	9	**	**	**	10	10	**	**	**	**	**	6	**	10
	5%	5%	**	**	**	5%	6%	**	**	**	**	**	5%	**	5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	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	202	142	26	15	19	202	184	18	90	39	30	40	129	70	202
Effective Weighted Sample	158	124	25	13	15	158	145	14	71	33	24	33	99	57	158
Total	200	170	17	7	6	200	185	14	71	54	30	40	126	70	200
CLICK TO MESSAGE BUTTON	6	5	**	**	**	6	6	**	**	**	**	**	5	**	6
	3%	3%	**	**	**	3%	3%	**	**	**	**	**	4%	**	3%
CLICK TO VIEW GRID BUTTON	2	1	**	**	**	2	2	**	**	**	**	**	*	**	2
	1%	1%	**	**	**	1%	1%	**	**	**	**	**	*%	**	1%
Mean number of features chosen	2.0	2.0	**	**	**	2.0	2.0	**	**	**	**	**	1.9	**	2.0
Standard deviation	1.66	1.61	**	**	**	1.66	1.65	**	**	**	**	**	1.75	**	1.66
Standard error	.12	.14	**	**	**	.12	.12	**	**	**	**	**	.15	**	.12

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	202	64	121	60	78	48	52	102	45
Effective Weighted Sample	158	49	96	49	62	35	41	80	35
Total	200	59	124	59	79	46	49	101	45
PROFILE PICTURE	60 30%	** **	37 30%	** **	** **	** **	** **	30 29%	** **
POSTED PHOTO 2	50 25%	** **	29 23%	** **	** **	** **	** **	25 24%	** **
DESCRIPTION UNDER BIOGRAPHY	41 21%	** **	29 23%	** **	** **	** **	** **	23 23%	** **
DETAIL IN BIOGRAPHY	39 19%	** **	26 21%	** **	** **	** **	** **	21 20%	** **
NUMBER FOLLOWING	36 18%	** **	26 21%	** **	** **	** **	** **	18 18%	** **
NUMBER OF FOLLOWERS	30 15%	** **	23 19%	** **	** **	** **	** **	17 17%	** **
POSTED PHOTO 1	28 14%	** **	17 13%	** **	** **	** **	** **	12 12%	** **
NUMBER OF POSTS	21 10%	** **	16 13%	** **	** **	** **	** **	10 10%	** **
PROFILE USERNAME	20 10%	** **	14 12%	** **	** **	** **	** **	13 12%	** **
NAME IN BIOGRAPHY	20 10%	** **	14 11%	** **	** **	** **	** **	16 15%	** **
POSTED PHOTO 3	19 9%	** **	4 3%	** **	** **	** **	** **	6 6%	** **
LINK IN DESCRIPTION	18 9%	** **	14 11%	** **	** **	** **	** **	9 8%	** **
CLICK TO FOLLOW BUTTON	10 5%	** **	6 4%	** **	** **	** **	** **	6 6%	** **

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	202	64	121	60	78	48	52	102	45
Effective Weighted Sample	158	49	96	49	62	35	41	80	35
Total	200	59	124	59	79	46	49	101	45
CLICK TO MESSAGE BUTTON	6 3%	** **	5 4%	** **	** **	** **	** **	4 3%	** **
CLICK TO VIEW GRID BUTTON	2 1%	** **	* *%	** **	** **	** **	** **	- -%	** **
Mean number of features chosen	2.0	**	2.1	**	**	**	**	2.1	**
Standard deviation	1.66	**	1.79	**	**	**	**	1.70	**
Standard error	.12	**	.16	**	**	**	**	.17	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 99%														
Unweighted total	845	-	567	278	437	408	-	821	-	-	287	280	150	128
Effective Weighted Sample	669	-	427	247	344	325	-	648	-	-	217	210	131	116
Total	847	-	573	275	440	407	-	827	-	-	299	274	141	133
DESCRIPTION UNDER BIOGRAPHY	650	**	449	201	332	318	**	639	**	**	228	221	104	97
	77%	**	78%	73%	75%	78%	**	77%	**	**	76%	81%	73%	73%
LINK IN DESCRIPTION	403	**	269	134	212	191	**	390	**	**	142	127	70	64
	48%	**	47%	49%	48%	47%	**	47%	**	**	48%	46%	49%	48%
NUMBER OF FOLLOWERS	298	**	211	87	152	146	**	292	**	**	107	104	45	42
	35%	**	37%	32%	35%	36%	**	35%	**	**	36%	38%	32%	32%
NUMBER FOLLOWING	244	**	169	75	128	116	**	242	**	**	88	81	40	35
	29%	**	29%	27%	29%	28%	**	29%	**	**	29%	29%	28%	26%
PROFILE USERNAME	237	**	157	80	114	123	**	234	**	**	81	76	33	47
	28%	**	27%	29%	26%	30%	**	28%	**	**	27%	28%	23%	35%
POSTED PHOTO 2	110	**	74	36	61	49	**	107	**	**	38	36	22	13
	13%	**	13%	13%	14%	12%	**	13%	**	**	13%	13%	16%	10%
DETAIL IN BIOGRAPHY	108	**	75	33	53	55	**	106	**	**	35	40	18	15
	13%	**	13%	12%	12%	14%	**	13%	**	**	12%	15%	13%	11%
POSTED PHOTO 3	104	**	62	42	54	49	**	102	**	**	33	29	21	21
	12%	**	11%	15%	12%	12%	**	12%	**	**	11%	11%	15%	15%
POSTED PHOTO 1	103	**	63	40	53	50	**	101	**	**	32	31	21	18
	12%	**	11%	14%	12%	12%	**	12%	**	**	11%	11%	15%	14%
PROFILE PICTURE	89	**	61	28	41	47	**	86	**	**	24	36	17	11
	10%	**	11%	10%	9%	12%	**	10%	**	**	8%	13%	12%	8%
NUMBER OF POSTS	53	**	37	16	28	25	**	51	**	**	20	17	9	8
	6%	**	6%	6%	6%	6%	**	6%	**	**	7%	6%	6%	6%
NAME IN BIOGRAPHY	21	**	13	8	8	13	**	21	**	**	6	7	2	6
	2%	**	2%	3%	2%	3%	**	3%	**	**	2%	2%	1%	5%
CLICK TO FOLLOW BUTTON	8	**	5	3	5	3	**	8	**	**	3	2	2	1
	1%	**	1%	1%	1%	1%	**	1%	**	**	1%	1%	2%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	845	-	567	278	437	408	-	821	-	-	287	280	150	128
Effective Weighted Sample	669	-	427	247	344	325	-	648	-	-	217	210	131	116
Total	847	-	573	275	440	407	-	827	-	-	299	274	141	133
CLICK TO MESSAGE BUTTON	3	**	3	-	2	2	**	3	**	**	2	2	-	-
	%	**	1%	-%	%	%	**	*%	**	**	1%	1%	-%	-%
TAGS	3	**	1	1	1	1	**	3	**	**	1	-	-	1
	%	**	%	%	%	%	**	*%	**	**	*%	-%	-%	1%
CLICK TO VIEW GRID BUTTON	2	**	2	-	2	-	**	2	**	**	2	-	-	-
	%	**	%	-%	%	-%	**	*%	**	**	1%	-%	-%	-%
Mean number of features chosen	2.9	**	2.9	2.9	2.8	2.9	**	2.9	**	**	2.8	3.0	2.9	2.9
Standard deviation	1.90	**	1.91	1.89	1.86	1.94	**	1.90	**	**	1.78	2.03	2.03	1.74
Standard error	.07	**	.08	.11	.09	.10	**	.07	**	**	.11	.12	.17	.15

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	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	845	580	92	95	78	845	743	102	273	190	175	204	463	379	845
Effective Weighted Sample	669	519	88	61	57	669	586	85	214	160	138	168	361	306	669
Total	847	716	61	44	26	847	726	122	226	245	163	208	472	371	847
DESCRIPTION UNDER BIOGRAPHY	650	551	**	**	**	650	561	89	169	191	129	157	360	286	650
	77%	77%	**	**	**	77%	77%	73%	75%	78%	79%	75%	76%	77%	77%
LINK IN DESCRIPTION	403	344	**	**	**	403	355	48	112	136	70	80	248	150	403
	48%	48%	**	**	**	48%	49%	40%	49%	56%	43%	39%	53%	40%	48%
										df			df		
NUMBER OF FOLLOWERS	298	255	**	**	**	298	252	46	83	97	51	62	180	113	298
	35%	36%	**	**	**	35%	35%	37%	37%	39%	31%	30%	38%	30%	35%
NUMBER FOLLOWING	244	213	**	**	**	244	210	34	60	86	43	52	146	95	244
	29%	30%	**	**	**	29%	29%	28%	27%	35%	26%	25%	31%	25%	29%
PROFILE USERNAME	237	198	**	**	**	237	204	33	74	76	33	52	150	84	237
	28%	28%	**	**	**	28%	28%	27%	33%	31%	20%	25%	32%	23%	28%
									c				cf		
POSTED PHOTO 2	110	97	**	**	**	110	95	14	31	25	22	29	56	51	110
	13%	14%	**	**	**	13%	13%	12%	14%	10%	14%	14%	12%	14%	13%
DETAIL IN BIOGRAPHY	108	93	**	**	**	108	90	18	27	28	19	32	55	51	108
	13%	13%	**	**	**	13%	12%	15%	12%	11%	12%	15%	12%	14%	13%
POSTED PHOTO 3	104	87	**	**	**	104	90	13	26	37	16	22	63	38	104
	12%	12%	**	**	**	12%	12%	11%	12%	15%	10%	11%	13%	10%	12%
POSTED PHOTO 1	103	88	**	**	**	103	87	16	26	33	14	27	59	41	103
	12%	12%	**	**	**	12%	12%	13%	11%	13%	9%	13%	12%	11%	12%
PROFILE PICTURE	89	71	**	**	**	89	72	16	25	23	14	24	48	38	89
	10%	10%	**	**	**	10%	10%	14%	11%	9%	9%	12%	10%	10%	10%
NUMBER OF POSTS	53	48	**	**	**	53	41	12	13	23	8	9	35	17	53
	6%	7%	**	**	**	6%	6%	10%	6%	9%	5%	4%	7%	5%	6%
NAME IN BIOGRAPHY	21	17	**	**	**	21	17	4	5	8	6	3	13	8	21
	2%	2%	**	**	**	2%	2%	3%	2%	3%	3%	1%	3%	2%	2%
CLICK TO FOLLOW BUTTON	8	8	**	**	**	8	8	-	3	3	2	-	7	2	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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	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	845	580	92	95	78	845	743	102	273	190	175	204	463	379	845
Effective Weighted Sample	669	519	88	61	57	669	586	85	214	160	138	168	361	306	669
Total	847	716	61	44	26	847	726	122	226	245	163	208	472	371	847
CLICK TO MESSAGE BUTTON	3	3	**	**	**	3	3	-	-	2	2	-	2	2	3
	%	%	**	**	**	%	%	-%	-%	1%	1%	-%	%	%	%
TAGS	3	3	**	**	**	3	1	1	-	-	1	1	-	3	3
	%	%	**	**	**	%	%	1%	-%	-%	1%	1%	-%	1%	%
CLICK TO VIEW GRID BUTTON	2	2	**	**	**	2	2	-	-	2	-	-	2	-	2
	%	%	**	**	**	%	%	-%	-%	1%	-%	-%	%	-%	%
Mean number of features chosen	2.9	2.9	**	**	**	2.9	2.9	2.8	2.9	3.1	2.6	2.6	3.0	2.6	2.9
										f			f		
Standard deviation	1.90	1.90	**	**	**	1.90	1.89	1.97	1.83	2.04	1.70	1.80	1.95	1.75	1.90
Standard error	.07	.08	**	**	**	.07	.07	.19	.11	.15	.13	.13	.09	.09	.07

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 35

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	845	188	622	210	371	189	109	424	310
Effective Weighted Sample	669	151	491	164	297	147	84	341	242
Total	847	193	621	201	379	181	100	436	307
DESCRIPTION UNDER BIOGRAPHY	650 77%	152 79%	479 77%	160 79%	294 78%	138 76%	77 76%	333 76%	238 77%
LINK IN DESCRIPTION	403 48%	89 46%	300 48%	72 36%	200 53% a	93 51% a	46 45%	207 48%	149 48%
NUMBER OF FOLLOWERS	298 35%	72 38%	218 35%	78 39%	118 31%	80 44% b	34 34%	144 33%	119 39%
NUMBER FOLLOWING	244 29%	59 30%	177 29%	50 25%	115 30%	57 32%	23 23%	129 30%	90 29%
PROFILE USERNAME	237 28%	54 28%	174 28%	40 20%	96 25%	68 38% ab	31 31%	118 27%	84 27%
POSTED PHOTO 2	110 13%	35 18% b	64 10%	32 16%	43 11%	20 11%	7 7%	64 15%	38 12%
DETAIL IN BIOGRAPHY	108 13%	25 13%	80 13%	30 15%	48 13%	21 12%	13 13%	53 12%	42 14%
POSTED PHOTO 3	104 12%	33 17%	62 10%	26 13%	46 12%	23 13%	12 11%	55 13%	37 12%
POSTED PHOTO 1	103 12%	36 19% b	59 10%	29 14%	43 11%	22 12%	13 13%	52 12%	38 12%
PROFILE PICTURE	89 10%	32 16% b	53 9%	25 12%	34 9%	22 12%	9 9%	49 11%	29 9%
NUMBER OF POSTS	53 6%	17 9%	33 5%	17 8%	16 4%	15 8%	3 3%	34 8%	16 5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	845	188	622	210	371	189	109	424	310
Effective Weighted Sample	669	151	491	164	297	147	84	341	242
Total	847	193	621	201	379	181	100	436	307
NAME IN BIOGRAPHY	21 2%	8 4%	13 2%	4 2%	8 2%	9 5%	3 3%	13 3%	5 2%
CLICK TO FOLLOW BUTTON	8 1%	2 1%	5 1%	- -%	5 1%	3 2%	2 2%	- -%	6 2% b
CLICK TO MESSAGE BUTTON	3 *%	- -%	2 *%	- -%	3 1%	- -%	- -%	- -%	3 1%
TAGS	3 *%	- -%	3 *%	3 1%	- -%	- -%	- -%	1 *%	1 *%
CLICK TO VIEW GRID BUTTON	2 *%	- -%	2 *%	- -%	2 *%	- -%	- -%	- -%	2 1%
Mean number of features chosen	2.9	3.2 b	2.8	2.8	2.8	3.2	2.7	2.9	2.9
Standard deviation	1.90	2.34	1.71	2.01	1.72	2.08	1.73	1.80	2.09
Standard error	.07	.17	.07	.14	.09	.15	.17	.09	.12

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	~c	~a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	174	-	112	62	86	88	-	164	-	-	58	54	28	34
Effective Weighted Sample	138	-	85	55	65	73	-	130	-	-	41	44	25	30
Total	179	-	120	59	82	97	-	170	-	-	56	64	26	33
DESCRIPTION UNDER BIOGRAPHY	93	**	63	**	**	**	**	86	**	**	**	**	**	**
	52%	**	53%	**	**	**	**	51%	**	**	**	**	**	**
LINK IN DESCRIPTION	50	**	36	**	**	**	**	49	**	**	**	**	**	**
	28%	**	30%	**	**	**	**	29%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	32	**	22	**	**	**	**	30	**	**	**	**	**	**
	18%	**	18%	**	**	**	**	17%	**	**	**	**	**	**
PROFILE USERNAME	31	**	22	**	**	**	**	31	**	**	**	**	**	**
	17%	**	18%	**	**	**	**	18%	**	**	**	**	**	**
NUMBER FOLLOWING	24	**	14	**	**	**	**	22	**	**	**	**	**	**
	14%	**	12%	**	**	**	**	13%	**	**	**	**	**	**
POSTED PHOTO 1	17	**	11	**	**	**	**	15	**	**	**	**	**	**
	9%	**	9%	**	**	**	**	9%	**	**	**	**	**	**
POSTED PHOTO 3	16	**	11	**	**	**	**	14	**	**	**	**	**	**
	9%	**	9%	**	**	**	**	8%	**	**	**	**	**	**
POSTED PHOTO 2	15	**	9	**	**	**	**	13	**	**	**	**	**	**
	9%	**	8%	**	**	**	**	8%	**	**	**	**	**	**
PROFILE PICTURE	13	**	10	**	**	**	**	13	**	**	**	**	**	**
	7%	**	8%	**	**	**	**	8%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	12	**	7	**	**	**	**	12	**	**	**	**	**	**
	6%	**	6%	**	**	**	**	7%	**	**	**	**	**	**
NUMBER OF POSTS	8	**	5	**	**	**	**	8	**	**	**	**	**	**
	4%	**	4%	**	**	**	**	5%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	7	**	2	**	**	**	**	7	**	**	**	**	**	**
	4%	**	2%	**	**	**	**	4%	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	2	**	2	**	**	**	**	2	**	**	**	**	**	**
	1%	**	2%	**	**	**	**	1%	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	~c	~a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	174	-	112	62	86	88	-	164	-	-	58	54	28	34
Effective Weighted Sample	138	-	85	55	65	73	-	130	-	-	41	44	25	30
Total	179	-	120	59	82	97	-	170	-	-	56	64	26	33
NAME IN BIOGRAPHY	2	**	*	**	**	**	**	2	**	**	**	**	**	**
	1%	**	*%	**	**	**	**	1%	**	**	**	**	**	**
Mean number of features chosen	1.8	**	1.8	**	**	**	**	1.8	**	**	**	**	**	**
Standard deviation	1.17	**	1.22	**	**	**	**	1.17	**	**	**	**	**	**
Standard error	.09	**	.12	**	**	**	**	.09	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	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	174	125	19	13	17	174	165	9	48	42	39	45	90	84	174
Effective Weighted Sample	138	111	18	11	15	138	130	8	38	35	31	39	68	70	138
Total	179	156	12	5	5	179	169	10	36	57	39	47	93	86	179
DESCRIPTION UNDER BIOGRAPHY	93	77	**	**	**	93	89	**	**	**	**	**	**	**	93
	52%	49%	**	**	**	52%	52%	**	**	**	**	**	**	**	52%
LINK IN DESCRIPTION	50	43	**	**	**	50	43	**	**	**	**	**	**	**	50
	28%	28%	**	**	**	28%	26%	**	**	**	**	**	**	**	28%
NUMBER OF FOLLOWERS	32	28	**	**	**	32	32	**	**	**	**	**	**	**	32
	18%	18%	**	**	**	18%	19%	**	**	**	**	**	**	**	18%
PROFILE USERNAME	31	28	**	**	**	31	28	**	**	**	**	**	**	**	31
	17%	18%	**	**	**	17%	16%	**	**	**	**	**	**	**	17%
NUMBER FOLLOWING	24	21	**	**	**	24	22	**	**	**	**	**	**	**	24
	14%	14%	**	**	**	14%	13%	**	**	**	**	**	**	**	14%
POSTED PHOTO 1	17	14	**	**	**	17	15	**	**	**	**	**	**	**	17
	9%	9%	**	**	**	9%	9%	**	**	**	**	**	**	**	9%
POSTED PHOTO 3	16	13	**	**	**	16	16	**	**	**	**	**	**	**	16
	9%	9%	**	**	**	9%	9%	**	**	**	**	**	**	**	9%
POSTED PHOTO 2	15	12	**	**	**	15	15	**	**	**	**	**	**	**	15
	9%	8%	**	**	**	9%	9%	**	**	**	**	**	**	**	9%
PROFILE PICTURE	13	11	**	**	**	13	13	**	**	**	**	**	**	**	13
	7%	7%	**	**	**	7%	8%	**	**	**	**	**	**	**	7%
DETAIL IN BIOGRAPHY	12	9	**	**	**	12	12	**	**	**	**	**	**	**	12
	6%	6%	**	**	**	6%	7%	**	**	**	**	**	**	**	6%
NUMBER OF POSTS	8	6	**	**	**	8	7	**	**	**	**	**	**	**	8
	4%	4%	**	**	**	4%	4%	**	**	**	**	**	**	**	4%
CLICK TO FOLLOW BUTTON	7	6	**	**	**	7	7	**	**	**	**	**	**	**	7
	4%	4%	**	**	**	4%	4%	**	**	**	**	**	**	**	4%
CLICK TO MESSAGE BUTTON	2	2	**	**	**	2	2	**	**	**	**	**	**	**	2
	1%	1%	**	**	**	1%	1%	**	**	**	**	**	**	**	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	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	174	125	19	13	17	174	165	9	48	42	39	45	90	84	174
Effective Weighted Sample	138	111	18	11	15	138	130	8	38	35	31	39	68	70	138
Total	179	156	12	5	5	179	169	10	36	57	39	47	93	86	179
NAME IN BIOGRAPHY	2	1	**	**	**	2	2	**	**	**	**	**	**	**	2
	1%	1%	**	**	**	1%	1%	**	**	**	**	**	**	**	1%
Mean number of features chosen	1.8	1.8	**	**	**	1.8	1.8	**	**	**	**	**	**	**	1.8
Standard deviation	1.17	1.13	**	**	**	1.17	1.18	**	**	**	**	**	**	**	1.17
Standard error	.09	.10	**	**	**	.09	.09	**	**	**	**	**	**	**	.09

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	174	42	125	48	73	36	17	91	63
Effective Weighted Sample	138	33	100	39	59	27	13	72	50
Total	179	39	131	52	73	36	17	92	67
DESCRIPTION UNDER BIOGRAPHY	93	**	63	**	**	**	**	**	**
	52%	**	48%	**	**	**	**	**	**
LINK IN DESCRIPTION	50	**	36	**	**	**	**	**	**
	28%	**	28%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	32	**	20	**	**	**	**	**	**
	18%	**	15%	**	**	**	**	**	**
PROFILE USERNAME	31	**	22	**	**	**	**	**	**
	17%	**	17%	**	**	**	**	**	**
NUMBER FOLLOWING	24	**	17	**	**	**	**	**	**
	14%	**	13%	**	**	**	**	**	**
POSTED PHOTO 1	17	**	8	**	**	**	**	**	**
	9%	**	6%	**	**	**	**	**	**
POSTED PHOTO 3	16	**	5	**	**	**	**	**	**
	9%	**	4%	**	**	**	**	**	**
POSTED PHOTO 2	15	**	7	**	**	**	**	**	**
	9%	**	6%	**	**	**	**	**	**
PROFILE PICTURE	13	**	10	**	**	**	**	**	**
	7%	**	7%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	12	**	8	**	**	**	**	**	**
	6%	**	6%	**	**	**	**	**	**
NUMBER OF POSTS	8	**	5	**	**	**	**	**	**
	4%	**	4%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	7	**	5	**	**	**	**	**	**
	4%	**	4%	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	2	**	2	**	**	**	**	**	**
	1%	**	2%	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	174	42	125	48	73	36	17	91	63
Effective Weighted Sample	138	33	100	39	59	27	13	72	50
Total	179	39	131	52	73	36	17	92	67
NAME IN BIOGRAPHY	2	**	2	**	**	**	**	**	**
	1%	**	1%	**	**	**	**	**	**
Mean number of features chosen	1.8	**	1.6	**	**	**	**	**	**
Standard deviation	1.17	**	.98	**	**	**	**	**	**
Standard error	.09	**	.09	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1222	-	811	411	627	595	-	1183	-	-	409	402	218	193
Effective Weighted Sample	966	-	612	362	489	477	-	932	-	-	306	307	190	173
Total	1226	-	829	398	626	601	-	1191	-	-	423	406	203	195
People pay to use the service	808	**	545	263	416	392	**	784	**	**	285	261	131	131
	66%	**	66%	66%	66%	65%	**	66%	**	**	67%	64%	65%	67%
The government gives money to the service	401	**	278	123	206	195	**	390	**	**	142	137	64	59
	33%	**	34%	31%	33%	33%	**	33%	**	**	33%	34%	32%	30%
Companies pay the service to show their advertising	333	**	214	119	161	172	**	326	**	**	104	111	58	61
	27%	**	26%	30%	26%	29%	**	27%	**	**	25%	27%	28%	31%
Don't know	80	**	58	22	35	45	**	77	**	**	27	31	7	14
	6%	**	7%	5%	6%	7%	**	6%	**	**	6%	8%	4%	7%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	503	**	341	162	265	238	**	488	**	**	180	161	85	77
	41%	**	41%	41%	42%	40%	**	41%	**	**	43%	40%	42%	40%
ONLY EXPANDED CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE OR THE GOVERNMENT GIVES MONEY TO THE SERVICE)	814	**	557	258	430	384	**	789	**	**	292	265	138	120
	66%	**	67%	65%	69%	64%	**	66%	**	**	69%	65%	68%	61%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All children aged 12-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1222	847	137	123	115	1222	1093	129	411	271	244	290	682	534	1222
Effective Weighted Sample	966	754	132	83	87	966	861	105	322	228	193	241	528	434	966
Total	1226	1043	90	57	37	1226	1081	146	334	356	232	296	690	528	1226
People pay to use the service	808	688	60	39	21	808	702	106	201	256	155	192	457	347	808
	66%	66%	66%	69%	57%	66%	65%	72%	60%	72%	67%	65%	66%	66%	66%
										a					
The government gives money to the service	401	339	34	15	13	401	359	42	120	111	67	97	231	164	401
	33%	33%	38%	26%	35%	33%	33%	29%	36%	31%	29%	33%	34%	31%	33%
Companies pay the service to show their advertising	333	285	21	18	10	333	299	34	100	80	70	83	180	153	333
	27%	27%	23%	32%	26%	27%	28%	23%	30%	23%	30%	28%	26%	29%	27%
Don't know	80	66	8	2	4	80	69	11	19	20	13	27	39	40	80
	6%	6%	9%	4%	11%	6%	6%	7%	6%	6%	6%	9%	6%	8%	6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	503	433	34	24	13	503	438	65	125	168	98	110	293	208	503
	41%	42%	38%	43%	34%	41%	41%	45%	37%	47%	42%	37%	42%	39%	41%
ONLY EXPANDED CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE OR THE GOVERNMENT GIVES MONEY TO THE SERVICE)	814	693	62	36	23	814	713	101	216	255	149	186	471	334	814
	66%	66%	68%	64%	63%	66%	66%	69%	65%	72%	64%	63%	68%	63%	66%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1222	294	868	319	522	273	179	617	418
Effective Weighted Sample	966	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	168	630	419
People pay to use the service	808 66%	188 65%	591 67%	196 63%	355 67%	191 72%	99 59%	421 67%	281 67%
The government gives money to the service	401 33%	100 34%	290 33%	109 35%	164 31%	86 33%	71 43%	219 35%	112 27%
Companies pay the service to show their advertising	333 27%	78 27%	226 26%	86 28%	140 26%	64 24%	63 37%	159 25%	108 26%
Don't know	80 6%	19 7%	53 6%	22 7%	34 6%	13 5%	15 9%	27 4%	37 9%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	503 41%	116 40%	373 43%	118 38%	230 43%	121 46%	42 25%	268 43%	187 45%
ONLY EXPANDED CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE OR THE GOVERNMENT GIVES MONEY TO THE SERVICE)	814 66%	193 66%	597 68%	203 65%	357 67%	186 71%	90 54%	444 70%	275 66%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC5B. Where do you think ITV or Channel 4 or Five mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1222	-	811	411	627	595	-	1183	-	-	409	402	218	193
Effective Weighted Sample	966	-	612	362	489	477	-	932	-	-	306	307	190	173
Total	1226	-	829	398	626	601	-	1191	-	-	423	406	203	195
Companies pay the service to show their advertising	898	**	596	301	454	444	**	873	**	**	305	292	149	152
	73%	**	72%	76%	73%	74%	**	73%	**	**	72%	72%	74%	78%
People pay to use the service	407	**	273	133	210	197	**	399	**	**	145	128	65	69
	33%	**	33%	34%	34%	33%	**	34%	**	**	34%	31%	32%	35%
The government gives money to the service	183	**	130	53	97	86	**	182	**	**	73	58	24	29
	15%	**	16%	13%	15%	14%	**	15%	**	**	17%	14%	12%	15%
Don't know	80	**	56	24	37	44	**	73	**	**	26	31	11	13
	7%	**	7%	6%	6%	7%	**	6%	**	**	6%	8%	5%	7%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	621	**	410	211	313	308	**	600	**	**	199	211	114	97
	51%	**	49%	53%	50%	51%	**	50%	**	**	47%	52%	56%	50%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC5B. Where do you think ITV or Channel 4 or Five mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1222	847	137	123	115	1222	1093	129	411	271	244	290	682	534	1222
Effective Weighted Sample	966	754	132	83	87	966	861	105	322	228	193	241	528	434	966
Total	1226	1043	90	57	37	1226	1081	146	334	356	232	296	690	528	1226
Companies pay the service to show their advertising	898	760	64	47	27	898	784	114	238	267	165	221	504	385	898
	73%	73%	71%	83%	73%	73%	73%	78%	71%	75%	71%	75%	73%	73%	73%
People pay to use the service	407	347	30	17	12	407	368	38	109	119	77	98	228	175	407
	33%	33%	34%	30%	33%	33%	34%	26%	33%	33%	33%	33%	33%	33%	33%
The government gives money to the service	183	162	13	5	3	183	169	14	62	35	37	48	97	85	183
	15%	16%	15%	8%	9%	15%	16%	10%	19%	10%	16%	16%	14%	16%	15%
Don't know	80	67	9	2	3	80	71	9	19	26	16	19	45	35	80
	7%	6%	10%	4%	8%	7%	7%	7%	6%	7%	7%	7%	6%	7%	7%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	621	524	44	34	19	621	533	88	167	192	111	146	360	257	621
	51%	50%	49%	60%	50%	51%	49%	60%	50%	54%	48%	49%	52%	49%	51%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC5B. Where do you think ITV or Channel 4 or Five mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	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	1222	294	868	319	522	273	179	617	418
Effective Weighted Sample	966	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	168	630	419
Companies pay the service to show their advertising	898 73%	208 71%	653 74%	214 68%	397 75%	203 77%	103 62%	478 76% a	310 74% a
People pay to use the service	407 33%	95 33%	291 33%	110 35%	167 31%	84 32%	70 42% c	215 34%	117 28%
The government gives money to the service	183 15%	38 13%	134 15%	56 18%	81 15%	32 12%	40 24% c	95 15%	49 12%
Don't know	80 7%	23 8%	48 5%	23 7%	29 5%	14 5%	12 7%	25 4%	42 10% b
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	621 51%	145 50%	452 52%	141 45%	281 53%	147 56%	66 39%	321 51%	230 55% a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1222	-	811	411	627	595	-	1183	-	-	409	402	218	193
Effective Weighted Sample	966	-	612	362	489	477	-	932	-	-	306	307	190	173
Total	1226	-	829	398	626	601	-	1191	-	-	423	406	203	195
People pay to use the service	1024	**	700	325	525	500	**	999	**	**	359	341	166	159
	84%	**	84%	82%	84%	83%	**	84%	**	**	85%	84%	82%	82%
Companies pay the service to show their advertising	465	**	301	164	242	223	**	450	**	**	158	143	84	80
	38%	**	36%	41%	39%	37%	**	38%	**	**	37%	35%	42%	41%
The government gives money to the service	71	**	51	21	36	35	**	71	**	**	27	23	9	12
	6%	**	6%	5%	6%	6%	**	6%	**	**	6%	6%	4%	6%
Don't know	32	**	19	13	8	24	**	28	**	**	6	13	2	12
	3%	**	2%	3%	1%	4%	**	2%	**	**	1%	3%	1%	6%
						a								ce
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	681	**	474	207	353	328	**	664	**	**	242	232	111	96
	56%	**	57%	52%	56%	55%	**	56%	**	**	57%	57%	55%	49%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All children aged 12-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1222	847	137	123	115	1222	1093	129	411	271	244	290	682	534	1222
Effective Weighted Sample	966	754	132	83	87	966	861	105	322	228	193	241	528	434	966
Total	1226	1043	90	57	37	1226	1081	146	334	356	232	296	690	528	1226
People pay to use the service	1024	869	77	48	31	1024	893	132	267	311	194	244	579	439	1024
	84%	83%	85%	85%	82%	84%	83%	90%	80%	87%	84%	83%	84%	83%	84%
Companies pay the service to show their advertising	465	401	31	22	10	465	413	51	121	149	84	108	270	192	465
	38%	38%	35%	39%	28%	38%	38%	35%	36%	42%	36%	37%	39%	36%	38%
The government gives money to the service	71	61	7	2	2	71	68	3	30	11	14	16	42	30	71
	6%	6%	7%	3%	5%	6%	6%	2%	9%	3%	6%	5%	6%	6%	6%
									b						
Don't know	32	26	4	1	1	32	30	2	10	9	7	7	18	14	32
	3%	3%	4%	1%	3%	3%	3%	2%	3%	2%	3%	2%	3%	3%	3%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	681	574	51	32	24	681	591	90	180	191	131	172	372	303	681
	56%	55%	56%	57%	64%	56%	55%	62%	54%	54%	56%	58%	54%	57%	56%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	1222	294	868	319	522	273	179	617	418
Effective Weighted Sample	966	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	168	630	419
People pay to use the service	1024 84%	246 85%	736 84%	248 79%	447 84%	239 91%	135 81%	531 84%	353 84%
Companies pay the service to show their advertising	465 38%	100 34%	346 39%	117 38%	207 39%	94 36%	67 40%	234 37%	158 38%
The government gives money to the service	71 6%	17 6%	50 6%	16 5%	35 7%	12 5%	20 12%	39 6%	11 3%
Don't know	32 3%	8 3%	20 2%	11 4%	4 1%	7 2%	6 3%	14 2%	12 3%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	681 56%	171 59%	478 55%	173 56%	293 55%	155 59%	84 50%	354 56%	241 57%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC5F. Where do you think YouTube or TikTok mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1222	-	811	411	627	595	-	1183	-	-	409	402	218	193
Effective Weighted Sample	966	-	612	362	489	477	-	932	-	-	306	307	190	173
Total	1226	-	829	398	626	601	-	1191	-	-	423	406	203	195
Companies pay the service to show their advertising	928	**	621	307	468	460	**	905	**	**	317	304	151	156
	76%	**	75%	77%	75%	77%	**	76%	**	**	75%	75%	74%	80%
People pay to use the service	581	**	398	183	310	272	**	562	**	**	212	186	98	86
	47%	**	48%	46%	50%	45%	**	47%	**	**	50%	46%	48%	44%
The government gives money to the service	92	**	73	19	45	48	**	92	**	**	36	38	9	10
	8%	**	9%	5%	7%	8%	**	8%	**	**	8%	9%	4%	5%
Don't know	58	**	33	25	23	34	**	56	**	**	13	19	10	15
	5%	**	4%	6%	4%	6%	**	5%	**	**	3%	5%	5%	8%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	522	**	347	175	262	259	**	508	**	**	174	173	88	87
	43%	**	42%	44%	42%	43%	**	43%	**	**	41%	43%	44%	45%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC5F. Where do you think YouTube or TikTok mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1222	847	137	123	115	1222	1093	129	411	271	244	290	682	534	1222
Effective Weighted Sample	966	754	132	83	87	966	861	105	322	228	193	241	528	434	966
Total	1226	1043	90	57	37	1226	1081	146	334	356	232	296	690	528	1226
Companies pay the service to show their advertising	928	793	65	42	27	928	810	118	250	284	168	220	534	388	928
	76%	76%	73%	75%	73%	76%	75%	81%	75%	80%	72%	74%	77%	73%	76%
People pay to use the service	581	496	43	26	16	581	520	61	156	167	102	154	323	256	581
	47%	48%	48%	47%	44%	47%	48%	42%	47%	47%	44%	52%	47%	49%	47%
The government gives money to the service	92	82	7	1	2	92	86	6	30	24	18	21	54	38	92
	8%	8%	8%	2%	4%	8%	8%	4%	9%	7%	8%	7%	8%	7%	8%
Don't know	58	47	5	3	3	58	47	11	13	15	13	16	29	29	58
	5%	4%	5%	5%	8%	5%	4%	7%	4%	4%	5%	6%	4%	6%	5%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	522	442	37	26	17	522	452	70	142	158	104	112	300	216	522
	43%	42%	41%	46%	44%	43%	42%	48%	42%	44%	45%	38%	43%	41%	43%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC5F. Where do you think YouTube or TikTok mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	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	1222	294	868	319	522	273	179	617	418
Effective Weighted Sample	966	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	168	630	419
Companies pay the service to show their advertising	928 76%	221 76%	672 77%	207 66%	410 77% a	221 84% a	117 70%	484 77%	321 77%
People pay to use the service	581 47%	145 50%	418 48%	162 52%	265 50%	106 40%	79 47%	296 47%	204 49%
The government gives money to the service	92 8%	25 9%	58 7%	28 9%	34 6%	20 8%	27 16% bc	52 8% c	12 3%
Don't know	58 5%	17 6%	35 4%	18 6%	20 4%	16 6%	13 8% b	19 3%	25 6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	522 43%	109 38%	387 44%	111 35%	224 42%	130 49% a	59 35%	277 44%	180 43%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Block people on social media if you don't want to hear from them	999	**	676	323	493	506	**	972	**	**	334	341	158	165
	82%	**	82%	81%	79%	84%	**	82%	**	**	79%	84%	78%	85%
Block people when you play online games	817	**	566	252	482	336	**	795	**	**	333	233	149	103
	67%	**	68%	63%	77%	56%	**	67%	**	**	79%	57%	73%	53%
					b						df		df	
Change the settings so fewer people can view your social media profile	641	**	397	244	304	337	**	620	**	**	186	211	118	126
	52%	**	48%	61%	49%	56%	**	52%	**	**	44%	52%	58%	65%
				b									c	cd
Delete the 'history' records of which websites you have visited	566	**	354	212	284	283	**	545	**	**	172	182	111	101
	46%	**	43%	53%	45%	47%	**	46%	**	**	41%	45%	55%	52%
				b									c	
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	551	**	348	203	274	277	**	536	**	**	165	184	109	93
	45%	**	42%	51%	44%	46%	**	45%	**	**	39%	45%	54%	48%
				b									c	
Use a reporting or flagging function on an app or site to report inappropriate content	443	**	302	142	238	206	**	432	**	**	160	141	77	64
	36%	**	36%	36%	38%	34%	**	36%	**	**	38%	35%	38%	33%
Get around controls that are there to stop you visiting certain sites or apps	263	**	166	97	147	116	**	253	**	**	84	82	63	34
	21%	**	20%	24%	24%	19%	**	21%	**	**	20%	20%	31%	17%
													cdf	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Use a proxy server to access particular sites or apps	129	**	78	51	74	55	**	127	**	**	39	39	36	15
	11%	**	9%	13%	12%	9%	**	11%	**	**	9%	10%	18%	8%
													cf	
Don't know how to do any of these	32	**	24	7	13	19	**	30	**	**	10	15	3	4
	3%	**	3%	2%	2%	3%	**	3%	**	**	2%	4%	2%	2%
Don't know	23	**	13	10	8	15	**	22	**	**	5	8	3	7
	2%	**	2%	3%	1%	2%	**	2%	**	**	1%	2%	2%	3%
Prefer not to say	4	**	2	2	2	2	**	3	**	**	1	1	1	2
	*%	**	*%	1%	*%	*%	**	*%	**	**	*%	*%	*%	1%
SUMMARY														
KNOW HOW TO DO ANY OF THESE	1167	**	789	378	603	565	**	1135	**	**	407	382	196	183
	95%	**	95%	95%	96%	94%	**	95%	**	**	96%	94%	96%	94%
KNOW ANY OF THE SAFETY MEASURES	1139	**	776	363	586	553	**	1109	**	**	402	375	184	179
	93%	**	94%	91%	94%	92%	**	93%	**	**	95%	92%	91%	92%
KNOW ANY OF THE 'RISKY' MEASURES	785	**	499	286	392	393	**	760	**	**	242	257	150	136
	64%	**	60%	72%	63%	65%	**	64%	**	**	57%	63%	74%	70%
				b									c	c

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
Block people on social media if you don't want to hear from them	999	849	75	47	28	999	883	116	249	300	196	250	549	445	999
	82%	81%	83%	83%	76%	82%	82%	80%	75%	84%	84%	84%	80%	84%	82%
									a	a	a	a	a	a	a
Block people when you play online games	817	699	56	40	22	817	718	100	203	238	160	211	441	371	817
	67%	67%	63%	71%	60%	67%	66%	68%	61%	67%	69%	71%	64%	70%	67%
												a	a	a	
Change the settings so fewer people can view your social media profile	641	550	44	30	17	641	561	80	174	193	111	159	366	270	641
	52%	53%	49%	53%	46%	52%	52%	55%	52%	54%	48%	54%	53%	51%	52%
Delete the 'history' records of which websites you have visited	566	489	37	26	14	566	502	64	149	180	109	123	330	232	566
	46%	47%	41%	46%	37%	46%	47%	44%	45%	51%	47%	42%	48%	44%	46%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	551	474	40	25	12	551	491	60	146	174	101	123	321	224	551
	45%	45%	45%	44%	31%	45%	45%	41%	44%	49%	43%	42%	46%	42%	45%
Use a reporting or flagging function on an app or site to report inappropriate content	443	381	32	24	7	443	396	47	108	149	77	107	257	183	443
	36%	36%	35%	42%	19%	36%	37%	33%	32%	42%	33%	36%	37%	35%	36%
		d		d		d									
Get around controls that are there to stop you visiting certain sites or apps	263	230	14	14	4	263	232	31	64	86	52	58	150	110	263
	21%	22%	16%	25%	12%	21%	21%	21%	19%	24%	23%	19%	22%	21%	21%
Use a proxy server to access particular sites or apps	129	115	3	8	3	129	116	13	47	39	19	24	86	43	129
	11%	11%	3%	14%	9%	11%	11%	9%	14%	11%	8%	8%	12%	8%	11%
		b		b		b									

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
Don't know how to do any of these	32 3%	25 2%	4 4%	* 1%	2 6%	32 3%	30 3%	2 1%	8 2%	9 3%	7 3%	8 3%	17 2%	15 3%	32 3%
Don't know	23 2%	19 2%	2 2%	1 3%	1 2%	23 2%	20 2%	3 2%	4 1%	8 2%	2 1%	9 3%	12 2%	11 2%	23 2%
Prefer not to say	4 *%	3 *%	* 1%	* *%	* 1%	4 *%	4 *%	- -%	3 1%	- -%	1 *%	* *%	3 *%	1 *%	4 *%
SUMMARY															
KNOW HOW TO DO ANY OF THESE	1167 95%	996 96%	84 93%	54 96%	34 91%	1167 95%	1027 95%	141 97%	320 96%	339 95%	222 96%	279 94%	659 95%	500 95%	1167 95%
KNOW ANY OF THE SAFETY MEASURES	1139 93%	970 93%	82 91%	54 95%	33 89%	1139 93%	1001 93%	137 94%	307 92%	328 92%	216 93%	279 94%	636 92%	495 94%	1139 93%
KNOW ANY OF THE 'RISKY' MEASURES	785 64%	678 65%	52 57%	36 64%	19 52%	785 64%	702 65%	83 57%	210 63%	251 70%	149 65%	168 57%	461 67%	318 60%	785 64%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go 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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Block people on social media if you don't want to hear from them	999 82%	239 82%	729 83%	256 82%	436 82%	220 84%	118 70%	516 82% a	357 85% a
Block people when you play online games	817 67%	205 70%	577 66%	209 67%	364 69%	174 66%	99 59%	417 66%	295 70%
Change the settings so fewer people can view your social media profile	641 52%	157 54%	458 52%	167 53%	272 51%	145 55%	95 57%	312 50%	231 55%
Delete the 'history' records of which websites you have visited	566 46%	128 44%	425 48%	131 42%	247 47%	136 52%	71 43%	296 47%	195 46%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	551 45%	135 47%	397 45%	151 49%	226 43%	110 42%	73 43%	281 45%	192 46%
Use a reporting or flagging function on an app or site to report inappropriate content	443 36%	118 41%	309 35%	108 35%	199 37%	95 36%	55 33%	226 36%	160 38%
Get around controls that are there to stop you visiting certain sites or apps	263 21%	59 20%	195 22%	62 20%	118 22%	56 21%	39 23%	123 20%	99 24%
Use a proxy server to access particular sites or apps	129 11%	38 13%	83 10%	29 9%	60 11%	27 10%	27 16%	57 9%	43 10%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : Children aged 12-17 who go 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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Don't know how to do any of these	32 3%	7 2%	22 2%	6 2%	10 2%	7 3%	9 5%	12 2%	11 3%
Don't know	23 2%	3 1%	14 2%	11 4% b	2 *%	6 2%	3 2%	11 2%	9 2%
Prefer not to say	4 *%	2 1%	2 *%	3 1%	- -%	- -%	- -%	2 *%	2 *%
SUMMARY									
KNOW HOW TO DO ANY OF THESE	1167 95%	278 96%	840 96%	291 94%	519 98% a	251 95%	156 93%	605 96%	398 95%
KNOW ANY OF THE SAFETY MEASURES	1139 93%	272 94%	820 94%	290 93%	501 94%	247 94%	149 89%	589 93%	393 94%
KNOW ANY OF THE 'RISKY' MEASURES	785 64%	186 64%	571 65%	191 61%	346 65%	172 65%	104 62%	405 64%	271 65%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 42

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

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Block people on social media if you don't want to hear from them	799	**	526	273	379	420	**	775	**	**	250	276	129	144
	65%	**	64%	69%	61%	70%	**	65%	**	**	59%	68%	64%	74%
					a								c	
Block people when you play online games	594	**	428	166	363	231	**	579	**	**	258	170	105	61
	48%	**	52%	42%	58%	38%	**	49%	**	**	61%	42%	52%	31%
			c		b						df		f	
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	269	**	170	100	126	143	**	262	**	**	72	98	54	45
	22%	**	20%	25%	20%	24%	**	22%	**	**	17%	24%	27%	23%
Change the settings so fewer people can view your social media profile	376	**	223	153	160	217	**	362	**	**	91	132	69	84
	31%	**	27%	39%	26%	36%	**	30%	**	**	21%	33%	34%	43%
				b		a						c	c	c
Delete the 'history' records of which websites you have visited	284	**	169	115	139	145	**	276	**	**	80	89	59	56
	23%	**	20%	29%	22%	24%	**	23%	**	**	19%	22%	29%	29%
				b									c	
Get around controls that are there to stop you visiting certain sites or apps	83	**	49	34	45	38	**	80	**	**	23	26	23	12
	7%	**	6%	9%	7%	6%	**	7%	**	**	5%	6%	11%	6%
Use a proxy server to access particular sites or apps	46	**	28	18	29	17	**	46	**	**	14	13	15	4
	4%	**	3%	5%	5%	3%	**	4%	**	**	3%	3%	7%	2%
Use a reporting or flagging function on an app or site to report inappropriate content	208	**	142	66	102	106	**	204	**	**	72	70	30	36
	17%	**	17%	17%	16%	18%	**	17%	**	**	17%	17%	15%	19%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Don't know how to do any of these	32	**	24	7	13	19	**	30	**	**	10	15	3	4
	3%	**	3%	2%	2%	3%	**	3%	**	**	2%	4%	2%	2%
Don't know	58	**	33	25	23	35	**	57	**	**	14	20	9	15
	5%	**	4%	6%	4%	6%	**	5%	**	**	3%	5%	5%	8%
Prefer not to say	15	**	9	5	10	5	**	14	**	**	7	3	3	2
	1%	**	1%	1%	2%	1%	**	1%	**	**	2%	1%	1%	1%
None of these	62	**	44	17	39	22	**	62	**	**	28	17	12	5
	5%	**	5%	4%	6%	4%	**	5%	**	**	7%	4%	6%	3%
SUMMARY														
HAVE DONE ANY OF THESE	1060	**	717	344	540	520	**	1029	**	**	365	352	175	168
	86%	**	87%	86%	86%	87%	**	86%	**	**	86%	87%	86%	86%
HAVE DONE ANY OF THE SAFETY MEASURES	1012	**	688	324	515	497	**	983	**	**	352	336	163	161
	83%	**	83%	81%	82%	83%	**	83%	**	**	83%	83%	80%	83%
HAVE DONE ANY OF THE 'RISKY' MEASURES	458	**	287	171	227	231	**	445	**	**	138	149	89	82
	37%	**	35%	43%	36%	38%	**	37%	**	**	33%	37%	44%	42%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
Block people on social media if you don't want to hear from them	799	680	59	39	21	799	708	91	196	247	167	187	443	353	799
	65%	65%	66%	69%	57%	65%	66%	63%	59%	69%	72%	63%	64%	67%	65%
										a					
Block people when you play online games	594	506	41	31	15	594	519	74	149	168	121	153	317	274	594
	48%	49%	46%	55%	40%	48%	48%	51%	44%	47%	52%	52%	46%	52%	48%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	269	235	19	11	4	269	236	33	84	84	44	55	168	99	269
	22%	23%	22%	19%	11%	22%	22%	23%	25%	24%	19%	19%	24%	19%	22%
Change the settings so fewer people can view your social media profile	376	323	25	19	9	376	333	44	106	112	66	91	218	156	376
	31%	31%	28%	34%	24%	31%	31%	30%	32%	31%	28%	31%	32%	30%	31%
Delete the 'history' records of which websites you have visited	284	251	16	10	7	284	249	35	78	95	58	53	173	111	284
	23%	24%	18%	18%	19%	23%	23%	24%	23%	27%	25%	18%	25%	21%	23%
Get around controls that are there to stop you visiting certain sites or apps	83	74	4	3	2	83	75	9	24	20	21	18	45	38	83
	7%	7%	5%	6%	6%	7%	7%	6%	7%	6%	9%	6%	6%	7%	7%
Use a proxy server to access particular sites or apps	46	43	1	1	1	46	44	2	21	15	4	7	35	11	46
	4%	4%	1%	1%	4%	4%	4%	2%	6%	4%	2%	2%	5%	2%	4%
									f						
Use a reporting or flagging function on an app or site to report inappropriate content	208	181	14	11	2	208	185	24	56	69	32	49	125	81	208
	17%	17%	16%	20%	7%	17%	17%	16%	17%	19%	14%	17%	18%	15%	17%

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

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

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1221	847	137	123	114	1221	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	754	132	83	86	965	861	105	322	228	193	241	528	433	965
Total	1226	1043	90	57	37	1226	1080	146	334	356	232	296	690	527	1226
Don't know how to do any of these	32 3%	25 2%	4 4%	* 1%	2 6%	32 3%	30 3%	2 1%	8 2%	9 3%	7 3%	8 3%	17 2%	15 3%	32 3%
Don't know	58 5%	49 5%	5 5%	3 5%	1 4%	58 5%	52 5%	7 5%	18 5%	20 6%	5 2%	16 5%	37 5%	21 4%	58 5%
Prefer not to say	15 1%	13 1%	1 1%	1 1%	* 1%	15 1%	15 1%	- -%	6 2%	3 1%	2 1%	3 1%	9 1%	5 1%	15 1%
None of these	62 5%	53 5%	3 4%	3 5%	3 8%	62 5%	56 5%	6 4%	19 6%	11 3%	13 6%	14 5%	31 4%	27 5%	62 5%
SUMMARY															
HAVE DONE ANY OF THESE	1060 86%	903 87%	77 86%	50 89%	30 81%	1060 86%	929 86%	131 90%	283 85%	313 88%	204 88%	255 86%	596 86%	459 87%	1060 86%
HAVE DONE ANY OF THE SAFETY MEASURES	1012 83%	860 82%	75 83%	50 87%	28 75%	1012 83%	886 82%	126 86%	268 80%	298 84%	194 84%	247 83%	566 82%	441 84%	1012 83%
HAVE DONE ANY OF THE 'RISKY' MEASURES	458 37%	402 39%	28 31%	19 33%	10 26%	458 37%	402 37%	55 38%	132 39%	146 41%	83 36%	94 32%	278 40%	177 34%	458 37%

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

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Base : Children aged 12-17 who go 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	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Block people on social media if you don't want to hear from them	799 65%	196 68%	580 66%	205 66%	337 63%	184 70%	90 54%	422 67%	282 67%
Block people when you play online games	594 48%	153 53%	419 48%	155 50%	262 49%	126 48%	75 45%	286 45%	228 54%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	269 22%	67 23%	193 22%	68 22%	117 22%	57 22%	35 21%	145 23%	88 21%
Change the settings so fewer people can view your social media profile	376 31%	90 31%	271 31%	89 29%	167 31%	85 32%	56 33%	167 27%	150 36%
Delete the 'history' records of which websites you have visited	284 23%	58 20%	221 25%	49 16%	122 23%	87 33%	45 27%	137 22%	100 24%
Get around controls that are there to stop you visiting certain sites or apps	83 7%	26 9%	56 6%	12 4%	45 8%	20 7%	13 8%	36 6%	34 8%
Use a proxy server to access particular sites or apps	46 4%	19 6%	23 3%	7 2%	19 4%	17 7%	11 7%	17 3%	16 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 42

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

QC58. Which of these have you ever done? (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	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Use a reporting or flagging function on an app or site to report inappropriate content	208 17%	63 22%	136 15%	44 14%	90 17%	49 19%	32 19%	105 17%	70 17%
Don't know how to do any of these	32 3%	7 2%	22 2%	6 2%	10 2%	7 3%	9 5%	12 2%	11 3%
Don't know	58 5%	13 4%	35 4%	21 7%	19 4%	12 4%	12 7%	28 5%	17 4%
Prefer not to say	15 1%	3 1%	11 1%	4 1%	4 1%	3 1%	2 1%	7 1%	5 1%
None of these	62 5%	9 3%	50 6%	15 5%	27 5%	10 4%	11 6%	28 5%	21 5%
SUMMARY									
HAVE DONE ANY OF THESE	1060 86%	258 89%	759 87%	266 86%	471 89%	232 88%	133 79%	555 88%	366 87%
HAVE DONE ANY OF THE SAFETY MEASURES	1012 83%	250 86%	723 83%	259 83%	441 83%	223 85%	127 76%	524 83%	353 84%
HAVE DONE ANY OF THE 'RISKY' MEASURES	458 37%	110 38%	333 38%	99 32%	204 38%	112 43%	59 35%	236 37%	162 39%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.

Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	1219	375	559	286	630	590	290	910	188	186	290	269	152	134
	59%	44%	67%	72%	59%	58%	41%	68%	43%	45%	69%	66%	75%	69%
		a	a	a			a				ab	ab	ab	ab
No	587	342	177	68	282	305	299	275	165	177	82	94	34	34
	28%	40%	21%	17%	26%	30%	42%	21%	38%	43%	20%	23%	17%	17%
		bc					b		cdef	cdef				
Don't know	271	134	92	44	153	118	117	151	86	49	50	42	17	27
	13%	16%	11%	11%	14%	12%	17%	11%	20%	12%	12%	10%	8%	14%
							b		bcde					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.

Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2077	1395	242	224	216	2077	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	1255	234	156	175	1621	1445	176	543	385	316	400	899	716	1621
Total	2077	1764	156	94	64	2077	1841	236	582	591	394	497	1173	892	2077
Yes	1219	1032	93	59	36	1219	1083	137	370	358	212	275	728	486	1219
	59%	58%	60%	63%	56%	59%	59%	58%	64%	61%	54%	55%	62%	55%	59%
									cdf				cf		
No	587	500	42	25	20	587	521	66	151	174	117	141	324	257	587
	28%	28%	27%	26%	32%	28%	28%	28%	26%	29%	30%	28%	28%	29%	28%
Don't know	271	232	21	10	8	271	238	33	61	59	66	82	121	148	271
	13%	13%	14%	10%	12%	13%	13%	14%	11%	10%	17%	16%	10%	17%	13%
											abe	abe		abe	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.

Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (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	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	1219 59%	279 60%	888 59%	300 54%	538 63%	282 60%	199 71%	636 60%	376 52%
					a		bc	c	
No	587 28%	128 27%	436 29%	170 31%	216 25%	138 30%	64 23%	290 27%	227 32%
Don't know	271 13%	58 13%	191 13%	83 15%	98 12%	48 10%	16 6%	138 13%	113 16%
								a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC42. Which one of these answers best describes what you think about these online tools or algorithms? 'I'm happy for apps to use information they have collected about me to decide what to show me' (SINGLE CODE)

Base : Children aged 8-17 who go online who know of recommender tools or algorithms

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1224	380	547	297	625	599	313	889	188	192	275	272	162	135
Effective Weighted Sample	965	293	418	260	492	473	238	709	147	146	210	208	140	121
Total	1219	375	559	286	630	590	290	910	188	186	290	269	152	134
Agree	559	206	243	110	308	251	167	387	114	92	131	112	63	47
	46%	55%	43%	38%	49%	43%	58%	43%	61%	49%	45%	42%	41%	35%
		bc					b		cdef					
Neither agree nor disagree	411	94	204	113	197	214	63	338	43	51	101	103	53	60
	34%	25%	36%	39%	31%	36%	22%	37%	23%	27%	35%	38%	35%	45%
			a	a			a				a			ab
Disagree	202	52	95	55	95	107	38	160	18	34	46	48	30	24
	17%	14%	17%	19%	15%	18%	13%	18%	9%	18%	16%	18%	20%	18%
Don't know	48	22	18	8	31	18	21	25	13	9	12	6	6	2
	4%	6%	3%	3%	5%	3%	7%	3%	7%	5%	4%	2%	4%	2%
							b							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC42. Which one of these answers best describes what you think about these online tools or algorithms? 'I'm happy for apps to use information they have collected about me to decide what to show me' (SINGLE CODE)

Base : Children aged 8-17 who go online who know of recommender tools or algorithms

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1224	835	145	126	118	1224	1105	119	442	277	234	267	719	501	1224
Effective Weighted Sample	965	747	140	85	92	965	867	99	353	231	182	220	562	401	965
Total	1219	1032	93	59	36	1219	1083	137	370	358	212	275	728	486	1219
Agree	559	474	48	20	17	559	515	44	190	177	92	96	367	188	559
	46%	46%	52%	33%	47%	46%	48%	32%	51%	50%	44%	35%	50%	39%	46%
			c				b		df	df			df		d
Neither agree nor disagree	411	348	24	27	11	411	349	62	121	105	68	116	226	184	411
	34%	34%	26%	46%	31%	34%	32%	45%	33%	29%	32%	42%	31%	38%	34%
				b								be			
Disagree	202	169	18	9	7	202	178	24	54	54	42	50	108	93	202
	17%	16%	19%	15%	19%	17%	16%	17%	15%	15%	20%	18%	15%	19%	17%
Don't know	48	41	3	3	1	48	41	8	6	21	9	12	27	21	48
	4%	4%	3%	6%	4%	4%	4%	5%	2%	6%	4%	4%	4%	4%	4%
									a						

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

QC42. Which one of these answers best describes what you think about these online tools or algorithms? 'I'm happy for apps to use information they have collected about me to decide what to show me' (SINGLE CODE)

Base : Children aged 8-17 who go online who know of recommender tools or algorithms

	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	1224	287	886	307	535	293	217	631	370
Effective Weighted Sample	965	228	696	243	428	222	172	500	289
Total	1219	279	888	300	538	282	199	636	376
Agree	559 46%	136 49%	394 44%	153 51%	239 44%	135 48%	123 62% bc	293 46%	139 37%
Neither agree nor disagree	411 34%	85 31%	312 35%	105 35%	178 33%	86 31%	47 24%	224 35% a	137 36% a
Disagree	202 17%	46 16%	147 17%	32 11%	95 18%	51 18%	25 13%	89 14%	85 22% b
Don't know	48 4%	12 4%	35 4%	9 3%	28 5%	10 3%	3 2%	29 5%	16 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 45

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
PRIMARY	708	708	-	-	365	343	708	-	365	343	-	-	-	-
	34%	83%	-%	-%	34%	34%	100%	-%	83%	83%	-%	-%	-%	-%
		bc					b		cdef	cdef				
SECONDARY	1337	146	829	363	681	656	-	1337	75	71	423	406	184	179
	64%	17%	100%	91%	64%	65%	-%	100%	17%	17%	100%	100%	90%	92%
			ac	a				a			abef	abef	ab	ab
POST-SCHOOL	35	-	-	35	19	16	-	-	-	-	-	-	19	16
	2%	-%	-%	9%	2%	2%	-%	-%	-%	-%	-%	-%	10%	8%
				ab									abcd	abcd

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 45

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
PRIMARY	708	588	66	28	25	708	633	75	193	196	143	172	388	315	708
	34%	33%	42%	30%	40%	34%	34%	31%	33%	33%	36%	34%	33%	35%	34%
			a												
SECONDARY	1337	1151	85	62	39	1337	1176	161	382	389	242	315	771	557	1337
	64%	65%	54%	67%	60%	64%	64%	68%	66%	66%	61%	63%	66%	62%	64%
		b				b									
POST-SCHOOL	35	27	5	3	-	35	33	2	8	5	9	13	13	22	35
	2%	2%	3%	3%	-%	2%	2%	1%	1%	1%	2%	3%	1%	2%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 45

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

SUMMARY OF SCHOOL YEARS

Base : All parents of 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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
PRIMARY	708 34%	151 32%	521 34%	195 35%	278 32%	160 34%	100 36%	358 34%	240 34%
SECONDARY	1337 64%	305 65%	972 64%	349 63%	560 66%	303 65%	178 64%	691 65%	459 64%
POST-SCHOOL	35 2%	11 2%	23 2%	9 2%	17 2%	6 1%	2 1%	16 1%	18 2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 46

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

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Yes	1925	781	772	372	989	935	649	1242	413	368	386	386	190	182
	93%	91%	93%	94%	93%	92%	92%	93%	94%	89%	91%	95%	94%	93%
												b		
No	47	22	19	6	25	22	18	30	6	16	14	5	5	1
	2%	3%	2%	2%	2%	2%	3%	2%	1%	4%	3%	1%	2%	1%
Child is bilingual/ trilingual – using English equally with one or more other languages	104	51	35	18	47	57	41	62	20	31	20	15	7	11
	5%	6%	4%	4%	4%	6%	6%	5%	5%	7%	5%	4%	4%	5%
Prefer not to say	4	-	2	2	3	1	-	4	-	-	2	-	1	1
	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	1%	-%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 46

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

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Yes	1925	1634	146	84	61	1925	1695	229	534	539	371	469	1073	840	1925
	93%	92%	94%	90%	94%	93%	92%	97%	92%	91%	94%	94%	91%	94%	93%
No	47	42	3	1	1	47	46	1	16	14	8	8	30	16	47
	2%	2%	2%	1%	2%	2%	3%	1%	3%	2%	2%	2%	3%	2%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	104	88	5	8	2	104	97	7	32	35	15	22	66	37	104
	5%	5%	3%	9%	3%	5%	5%	3%	5%	6%	4%	4%	6%	4%	5%
Prefer not to say	4	2	1	-	*	4	4	-	1	2	*	-	4	*	4
	*%	*%	1%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 46

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

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Yes	1925 93%	431 92%	1404 93%	499 90%	806 94%	434 93%	259 93%	980 92%	669 93%
No	47 2%	12 3%	30 2%	14 2%	16 2%	12 2%	7 3%	27 2%	14 2%
Child is bilingual/ trilingual – using English equally with one or more other languages	104 5%	23 5%	80 5%	40 7%	33 4%	23 5%	13 5%	58 5%	33 5%
Prefer not to say	4 *%	* *%	2 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 99%														
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	1637	663	656	318	850	786	548	1056	345	318	337	319	169	149
	79%	78%	79%	80%	80%	77%	77%	79%	78%	77%	80%	79%	83%	76%
Irish	14	5	3	5	9	5	5	9	2	3	3	1	4	1
	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%	*%	2%	1%
Gypsy, Traveller or Irish Traveller	6	2	3	1	3	2	2	3	-	2	3	-	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	-%	-%	*%
Any other white background	56	23	23	10	34	22	18	37	12	10	17	6	5	5
	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	4%	2%	3%	2%
MIXED OR MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	41	12	20	9	17	24	10	30	5	7	7	13	5	4
	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	3%	2%	2%
White and Black African	33	21	9	4	18	15	15	18	11	10	5	4	2	2
	2%	2%	1%	1%	2%	1%	2%	1%	3%	2%	1%	1%	1%	1%
White and Asian	46	18	22	6	17	28	15	31	12	6	4	17	1	5
	2%	2%	3%	1%	2%	3%	2%	2%	3%	1%	1%	4%	*%	3%
Any other mixed/ multiple ethnic background	27	10	11	6	14	13	7	20	6	5	5	5	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
ASIAN AND BRITISH ASIAN														
Indian	31	16	7	7	11	20	16	15	4	12	6	1	1	6
	1%	2%	1%	2%	1%	2%	2%	1%	1%	3%	1%	*%	*%	3%
										d				d
Pakistani	42	20	13	8	20	22	17	25	8	12	9	4	3	5
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 99%														
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Bangladeshi	16 1%	5 1%	6 1%	5 1%	9 1%	7 1%	4 1%	12 1%	4 1%	1 *%	2 *%	4 1%	3 2%	2 1%
Chinese	8 *%	7 1%	1 *%	- -%	4 *%	4 *%	7 1%	1 *%	4 1%	3 1%	* *%	1 *%	- -%	- -%
Any other Asian background	13 1%	4 1%	5 1%	3 1%	4 *%	9 1%	3 *%	10 1%	1 *%	3 1%	1 *%	4 1%	1 1%	2 1%
BLACK AND BLACK BRITISH														
Caribbean	14 1%	4 *%	8 1%	2 1%	10 1%	4 *%	4 1%	10 1%	2 *%	2 *%	6 2%	2 *%	2 1%	1 *%
African	74 4%	34 4%	31 4%	9 2%	35 3%	39 4%	29 4%	45 3%	18 4%	16 4%	13 3%	17 4%	4 2%	5 3%
Any other Black/ African/ Caribbean background	5 *%	2 *%	3 *%	- -%	1 *%	4 *%	2 *%	3 *%	1 *%	1 *%	* *%	3 1%	- -%	- -%
OTHER ETHNIC GROUPS														
Arab	6 *%	3 *%	3 *%	- -%	3 *%	3 *%	3 *%	3 *%	3 1%	- -%	* *%	3 1%	- -%	- -%
Any other ethnic background	3 *%	2 *%	1 *%	- -%	- -%	3 *%	2 *%	1 *%	- -%	2 1%	- -%	1 *%	- -%	- -%
Prefer not to say	11 1%	2 *%	4 *%	5 1%	4 *%	7 1%	2 *%	8 1%	2 *%	1 *%	3 1%	1 *%	- -%	5 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	1637	1375	129	83	49	1637	1425	211	429	458	331	412	887	743	1637
	79%	78%	83%	89%	76%	79%	77%	89%	74%	78%	84%	82%	76%	83%	79%
				ade				a			ae	ae		ae	
Irish	14	5	1	*	7	14	12	2	8	5	1	-	13	1	14
	1%	*%	1%	*%	11%	1%	1%	1%	1%	1%	*%	-%	1%	*%	1%
					abce										
Gypsy, Traveller or Irish Traveller	6	6	-	-	-	6	6	-	-	-	1	2	-	4	6
	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%
Any other white background	56	49	5	1	1	56	53	3	22	16	8	11	37	19	56
	3%	3%	3%	1%	2%	3%	3%	1%	4%	3%	2%	2%	3%	2%	3%
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	41	37	2	1	*	41	36	5	12	13	2	13	25	16	41
	2%	2%	1%	1%	*%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
White and Black African	33	29	2	1	2	33	30	3	12	7	7	7	19	14	33
	2%	2%	1%	1%	3%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%
White and Asian	46	42	3	*	1	46	41	5	11	19	4	10	30	13	46
	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	1%	2%	3%	2%	2%
Any other mixed/ multiple ethnic background	27	26	-	1	-	27	25	1	14	5	3	4	19	8	27
	1%	1%	-%	1%	-%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
ASIAN AND BRITISH ASIAN															
Indian	31	28	1	1	-	31	31	-	13	9	4	5	22	9	31
	1%	2%	1%	1%	-%	1%	2%	-%	2%	1%	1%	1%	2%	1%	1%
Pakistani	42	38	3	-	1	42	42	-	6	15	7	13	21	20	42
	2%	2%	2%	-%	1%	2%	2%	-%	1%	3%	2%	3%	2%	2%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Bangladeshi	16 1%	15 1%	- -%	* *%	* *%	16 1%	15 1%	1 1%	6 1%	3 1%	4 1%	3 1%	10 1%	6 1%	16 1%
Chinese	8 *%	7 *%	1 *%	- -%	* *%	8 *%	8 *%	- -%	2 *%	5 1%	1 *%	- -%	7 1%	1 *%	8 *%
Any other Asian background	13 1%	11 1%	1 1%	- -%	* 1%	13 1%	13 1%	- -%	5 1%	4 1%	* *%	3 1%	9 1%	3 *%	13 1%
BLACK AND BLACK BRITISH															
Caribbean	14 1%	13 1%	- -%	1 1%	1 1%	14 1%	13 1%	2 1%	6 1%	1 *%	2 1%	4 1%	6 1%	6 1%	14 1%
African	74 4%	64 4%	7 4%	3 3%	1 2%	74 4%	73 4%	2 1%	27 5%	23 4%	17 4%	8 2%	49 4%	25 3%	74 4%
Any other Black/ African/ Caribbean background	5 *%	3 *%	1 *%	2 2%	- -%	5 *%	4 *%	1 1%	3 *%	2 *%	- -%	- -%	5 *%	- -%	5 *%
OTHER ETHNIC GROUPS															
Arab	6 *%	5 *%	- -%	* *%	1 1%	6 *%	4 *%	1 1%	3 *%	- -%	* *%	3 1%	3 *%	3 *%	6 *%
Any other ethnic background	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	1 *%	- -%	2 1%	- -%	1 *%	2 *%	3 *%
Prefer not to say	11 1%	10 1%	1 *%	- -%	* *%	11 1%	11 1%	- -%	2 *%	7 1%	* *%	1 *%	9 1%	1 *%	11 1%
Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g															

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
WHITE									
English/ Welsh/ Scottish/ Northern Irish/ British	1637	396	1173	418	700	364	202	839	583
	79%	85%	77%	76%	82%	78%	72%	79%	81%
		b							a
Irish	14	2	10	3	7	4	3	10	1
	1%	*%	1%	*%	1%	1%	1%	1%	*%
Gypsy, Traveller or Irish Traveller	6	2	4	3	1	-	-	-	6
	*%	*%	*%	1%	*%	-%	-%	-%	1%
									b
Any other white background	56	11	41	8	23	18	9	29	18
	3%	2%	3%	1%	3%	4%	3%	3%	3%
MIXED OR MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	41	9	29	16	14	8	5	15	19
	2%	2%	2%	3%	2%	2%	2%	1%	3%
White and Black African	33	3	30	7	15	9	5	15	14
	2%	1%	2%	1%	2%	2%	2%	1%	2%
White and Asian	46	9	33	10	16	14	4	25	17
	2%	2%	2%	2%	2%	3%	1%	2%	2%
Any other mixed/ multiple ethnic background	27	3	22	6	13	6	5	12	8
	1%	1%	1%	1%	1%	1%	2%	1%	1%
ASIAN AND BRITISH ASIAN									
Indian	31	2	27	9	11	10	6	21	3
	1%	*%	2%	2%	1%	2%	2%	2%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Pakistani	42 2%	7 1%	31 2%	21 4% bc	11 1%	4 1%	5 2%	22 2%	14 2%
Bangladeshi	16 1%	3 1%	13 1%	8 2%	2 *%	1 *%	3 1%	7 1%	6 1%
Chinese	8 *%	2 *%	6 *%	3 1%	1 *%	* *%	- -%	5 *%	3 *%
Any other Asian background	13 1%	4 1%	7 *%	6 1%	2 *%	4 1%	4 1%	5 *%	4 1%
BLACK AND BLACK BRITISH									
Caribbean	14 1%	* *%	12 1%	3 1%	7 1%	2 *%	4 1%	6 1%	4 1%
African	74 4%	9 2%	62 4%	21 4%	28 3%	18 4%	22 8% c	41 4%	12 2%
Any other Black/ African/ Caribbean background	5 *%	2 1%	3 *%	2 *%	* *%	3 1%	2 1%	3 *%	- -%
OTHER ETHNIC GROUPS									
Arab	6 *%	2 *%	4 *%	3 1%	1 *%	1 *%	- -%	4 *%	2 *%
Any other ethnic background	3 *%	- -%	3 *%	2 *%	- -%	- -%	1 *%	3 *%	- -%
Prefer not to say	11 1%	- -%	7 *%	2 *%	2 *%	- -%	1 *%	6 1%	3 *%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 99%														
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Hearing? Poor hearing, partial hearing, or are deaf	45 2%	25 3%	11 1%	9 2%	27 2%	19 2%	23 3%	22 2%	15 3% d	10 2%	10 2%	1 *%	2 1%	7 4% d
Eyesight? Poor vision, colour blindness, partial sight, or are blind	70 3%	37 4%	24 3%	10 2%	41 4%	30 3%	31 4%	37 3%	19 4%	18 4%	14 3%	9 2%	7 4%	2 1%
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	38 2%	14 2%	16 2%	8 2%	29 3% b	9 1%	13 2%	25 2%	9 2%	5 1%	12 3%	4 1%	7 4%	1 *%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	27 1%	14 2%	10 1%	3 1%	17 2%	10 1%	14 2%	13 1%	9 2%	5 1%	6 1%	4 1%	2 1%	1 *%
Breathing? Breathlessness or chest pains	32 2%	15 2%	15 2%	3 1%	23 2%	9 1%	11 2%	21 2%	7 2%	7 2%	13 3%	2 1%	3 1%	- -%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	110 5%	37 4%	46 6%	27 7%	54 5%	57 6%	34 5%	73 5%	21 5%	16 4%	19 5%	27 7%	14 7%	14 7%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	26 1%	18 2%	6 1%	3 1%	18 2%	8 1%	17 2% b	9 1%	12 3%	6 1%	4 1%	2 *%	3 1%	1 *%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	201	72	90	39	113	88	60	135	39	33	46	44	28	12
	10%	8%	11%	10%	11%	9%	9%	10%	9%	8%	11%	11%	14%	6%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	172	45	77	49	70	102	41	123	19	26	33	44	19	31
	8%	5%	9%	12%	7%	10%	6%	9%	4%	6%	8%	11%	9%	16%
			a	a								a		abc
Other illnesses/ conditions which impact or limit their daily activities	29	12	8	9	14	16	10	19	7	5	3	5	4	5
	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	3%
Nothing – no impairments or conditions that impact or limit their daily activities	1516	639	591	285	779	737	521	972	326	314	306	285	147	138
	73%	75%	71%	72%	73%	73%	74%	73%	74%	76%	72%	70%	72%	71%
Don't know	47	26	17	4	23	23	25	22	15	10	7	10	1	3
	2%	3%	2%	1%	2%	2%	4%	2%	3%	3%	2%	2%	1%	2%
Prefer not to say	51	13	23	15	23	28	11	39	5	8	11	12	7	8
	2%	1%	3%	4%	2%	3%	2%	3%	1%	2%	3%	3%	3%	4%
SUMMARY														
ANY IMPACTING OR LIMITING CONDITIONS	467	176	197	93	239	227	151	305	93	83	98	99	48	45
	22%	21%	24%	23%	22%	22%	21%	23%	21%	20%	23%	24%	24%	23%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	186	67	76	43	103	83	61	118	37	30	42	34	25	19
	9%	8%	9%	11%	10%	8%	9%	9%	8%	7%	10%	8%	12%	10%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Hearing? Poor hearing, partial hearing, or are deaf	45 2%	37 2%	4 3%	2 2%	2 3%	45 2%	42 2%	3 1%	18 3%	9 2%	7 2%	10 2%	27 2%	17 2%	45 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	70 3%	59 3%	6 4%	3 3%	2 3%	70 3%	66 4%	5 2%	18 3%	15 3%	15 4%	22 5%	33 3%	38 4%	70 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	38 2%	29 2%	4 2%	4 4%	2 4%	38 2%	34 2%	4 2%	16 3%	5 1%	8 2%	8 2%	21 2%	17 2%	38 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	27 1%	21 1%	3 2%	* *% ae	2 4%	27 1%	25 1%	2 1%	12 2%	5 1%	5 1%	5 1%	17 1%	10 1%	27 1%
Breathing? Breathlessness or chest pains	32 2%	29 2%	1 *% e	1 1%	1 2%	32 2%	29 2%	3 1%	6 1%	3 1%	10 3%	12 2%	9 1%	23 3% e	32 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	110 5%	93 5%	10 6%	6 6%	1 2%	110 5%	97 5%	13 5%	18 3%	24 4%	26 7%	40 8% ae	42 4%	67 7% ae	110 5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Difficulty with speech? e.g. due to a stroke, stutter or stammer	26 1%	23 1%	2 1%	1 1%	* 1%	26 1%	25 1%	2 1%	8 1%	1 *%	7 2%	6 1%	10 1%	13 1%	26 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	201 10%	172 10%	15 10%	10 11%	4 6%	201 10%	177 10%	24 10%	28 5%	43 7%	40 a	89 abceg	70 6%	129 abeg	201 ae
Their mental health? Anxiety, depression, or trauma-related conditions, for example	172 8%	145 8%	15 10%	8 9%	3 5%	172 8%	147 8%	25 11%	27 5%	50 8%	29 7%	62 12%	77 7%	91 10%	172 8%
												aeg		ae	a
Other illnesses/ conditions which impact or limit their daily activities	29 1%	23 1%	5 3%	1 1%	1 1%	29 1%	23 1%	6 3%	9 2%	5 1%	3 1%	11 2%	15 1%	15 2%	29 1%
Nothing – no impairments or conditions that impact or limit their daily activities	1516 73%	1289 73%	111 71%	67 71%	50 77%	1516 73%	1341 73%	174 74%	452 78% df	456 77% df	285 72%	319 64%	908 77% df	604 68%	1516 73% df
Don't know	47 2%	41 2%	4 3%	2 2%	1 1%	47 2%	44 2%	3 1%	10 2%	11 2%	9 2%	17 3%	21 2%	26 3%	47 2%
Prefer not to say	51 2%	42 2%	3 2%	4 4%	2 3%	51 2%	44 2%	7 3%	18 3%	11 2%	9 2%	10 2%	30 3%	19 2%	51 2%
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	467 22%	395 22%	38 24%	21 23%	12 19%	467 22%	414 22%	52 22%	102 18%	112 19%	92 23%	154 31%	215 18%	246 27%	467 22%
												abeg		abeg	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
MULTIPLE IMPACTING OR LIMITING CONDITIONS	186	157	16	9	4	186	166	20	36	35	43	70	70	112	186
	9%	9%	10%	10%	6%	9%	9%	9%	6%	6%	11%	14%	6%	13%	9%
											e	abeg		abeg	e

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Hearing? Poor hearing, partial hearing, or are deaf	45 2%	45 10% b	- -%	17 3%	20 2%	5 1%	13 5% c	24 2%	9 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	70 3%	70 15% b	- -%	36 7% bc	18 2%	12 2%	17 6% b	28 3%	26 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	38 2%	38 8% b	- -%	8 1%	20 2%	10 2%	12 4% c	19 2%	7 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	27 1%	27 6% b	- -%	11 2%	15 2%	1 *%	7 2%	15 1%	5 1%
Breathing? Breathlessness or chest pains	32 2%	32 7% b	- -%	12 2%	11 1%	5 1%	7 3%	13 1%	12 2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	110 5%	110 24% b	- -%	39 7%	46 5%	19 4%	13 5%	51 5%	44 6%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	26 1%	26 6% b	- -%	13 2%	10 1%	4 1%	7 3%	10 1%	9 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	201 10%	201 43% b	- -%	80 14% bc	73 9%	27 6%	13 5%	97 9%	91 13% a
Their mental health? Anxiety, depression, or trauma-related conditions, for example	172 8%	172 37% b	- -%	67 12% c	67 8%	20 4%	11 4%	70 7%	90 13% ab
Other illnesses/ conditions which impact or limit their daily activities	29 1%	29 6% b	- -%	12 2%	8 1%	6 1%	4 1%	10 1%	16 2%
Nothing – no impairments or conditions that impact or limit their daily activities	1516 73%	- -%	1516 100% a	349 63%	653 76% a	376 80% a	202 72%	821 77% c	486 68%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Don't know	47 2%	- -%	- -%	21 4%	14 2%	5 1%	14 5% b	13 1%	17 2%
Prefer not to say	51 2%	- -%	- -%	6 1%	17 2%	10 2%	3 1%	25 2%	16 2%
SUMMARY									
ANY IMPACTING OR LIMITING CONDITIONS	467 22%	467 100% b	- -%	176 32% bc	170 20%	78 17%	61 22%	206 19%	198 28% b
MULTIPLE IMPACTING OR LIMITING CONDITIONS	186 9%	186 40% b	- -%	77 14% bc	76 9%	22 5%	24 9%	84 8%	76 11%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
25 to 34	393	229	133	31	194	200	202	190	123	107	57	76	15	17
	19%	27%	16%	8%	18%	20%	29%	14%	28%	26%	13%	19%	7%	9%
		bc	c				b		cdef	cef		ef		
35 to 44	1091	479	430	182	571	520	389	689	241	238	233	197	98	85
	52%	56%	52%	46%	54%	51%	55%	52%	55%	58%	55%	48%	48%	44%
		c								f				
45 to 54	458	112	206	140	241	217	89	352	59	53	109	97	72	67
	22%	13%	25%	35%	23%	21%	13%	26%	13%	13%	26%	24%	36%	35%
			a	ab				a			ab	ab	abd	ab
55 to 64	84	11	42	31	34	50	8	73	5	6	15	26	14	17
	4%	1%	5%	8%	3%	5%	1%	5%	1%	2%	4%	7%	7%	9%
			a	a				a				ab	ab	ab
65 to 74	6	1	1	4	2	4	-	6	-	1	1	-	1	3
	*%	*%	*%	1%	*%	*%	-%	*%	-%	*%	*%	-%	1%	1%
Prefer not to say	47	20	17	10	23	24	20	26	12	9	8	9	3	6
	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
25 to 34	393	335	27	18	13	393	357	37	88	100	79	122	188	201	393
	19%	19%	18%	19%	20%	19%	19%	15%	15%	17%	20%	24% ae	16%	22% ae	19%
35 to 44	1091	934	72	50	36	1091	977	114	321	317	212	236	637	448	1091
	52%	53%	46%	53%	55%	52%	53%	48%	55%	54%	54%	47%	54%	50%	52%
45 to 54	458	384	42	19	12	458	392	66	127	137	84	107	265	191	458
	22%	22%	27%	20%	19%	22%	21%	28%	22%	23%	21%	21%	23%	21%	22%
55 to 64	84	69	9	3	3	84	69	15	23	25	14	21	48	35	84
	4%	4%	6%	4%	4%	4%	4%	6%	4%	4%	4%	4%	4%	4%	4%
65 to 74	6	5	-	2	-	6	5	1	5	-	1	1	5	2	6
	*%	*%	-%	2% ae	-%	*%	*%	1%	1%	-%	*%	*%	*%	*%	*%
Prefer not to say	47	39	6	1	1	47	43	4	18	11	5	13	29	18	47
	2%	2%	4%	1%	2%	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (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	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 99%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
25 to 34	393 19%	104 22%	272 18%	134 24%	156 18%	65 14%	69 25%	195 18%	127 18%
				c					
35 to 44	1091 52%	254 54%	789 52%	292 53%	436 51%	262 56%	139 50%	580 54%	361 50%
45 to 54	458 22%	84 18%	363 24%	101 18%	203 24%	117 25%	51 18%	224 21%	182 25%
55 to 64	84 4%	14 3%	62 4%	13 2%	44 5%	19 4%	13 5%	40 4%	28 4%
65 to 74	6 *%	- -%	5 *%	- -%	5 1%	1 *%	1 1%	2 *%	2 *%
Prefer not to say	47 2%	11 2%	25 2%	13 2%	10 1%	4 1%	6 2%	24 2%	15 2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Man	493	189	190	115	318	175	154	329	112	77	128	62	78	37
	24%	22%	23%	29%	30%	17%	22%	25%	26%	18%	30%	15%	38%	19%
					b				d		bdf		abdf	
Woman	1582	664	635	283	745	837	553	1003	327	337	293	342	125	158
	76%	78%	77%	71%	70%	82%	78%	75%	74%	81%	69%	84%	62%	81%
					a				e	ce		ace		ce
Non-binary	2	1	1	-	-	2	1	1	-	1	-	1	-	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	-%
Prefer not to say	4	-	4	-	2	2	-	4	-	-	2	2	-	-
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	*%	*%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Man	493	390	54	24	25	493	452	41	202	119	97	74	321	172	493
	24%	22%	35%	25%	39%	24%	25%	17%	35%	20%	25%	15%	27%	19%	24%
			ae		ace				bcdefg		d		bdf		d
Woman	1582	1372	101	70	39	1582	1386	196	379	470	298	423	849	721	1582
	76%	78%	65%	75%	60%	76%	75%	83%	65%	80%	75%	85%	72%	81%	76%
		bd		d		bd				ae	a	aceg	a	ae	a
Non-binary	2	2	-	-	-	2	2	-	2	-	-	-	2	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
Prefer not to say	4	3	-	-	*	4	4	-	-	2	*	2	2	2	4
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Man	493 24%	94 20%	376 25%	90 16%	235 28% a	140 30% a	106 38% bc	263 25% c	122 17%
Woman	1582 76%	373 80%	1136 75%	461 83% bc	619 72%	328 70%	172 62%	802 75% a	594 83% ab
Non-binary	2 *%	- -%	2 *%	- -%	- -%	2 *%	2 1%	- -%	- -%
Prefer not to say	4 *%	- -%	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
In full time employment	1163	456	477	230	629	533	367	779	235	221	272	205	122	108
	56%	53%	58%	58%	59%	53%	52%	58%	53%	53%	64%	50%	60%	55%
					b						abd			
In part time employment	513	250	180	83	233	280	209	295	129	121	70	110	34	49
	25%	29%	22%	21%	22%	28%	30%	22%	29%	29%	17%	27%	17%	25%
		bc			a		b		ce	ce		ce		
Unemployed	83	39	31	14	36	47	33	50	16	22	14	16	5	8
	4%	5%	4%	3%	3%	5%	5%	4%	4%	5%	3%	4%	3%	4%
A student	34	7	9	18	18	16	7	26	3	4	3	6	12	6
	2%	1%	1%	5%	2%	2%	1%	2%	1%	1%	1%	2%	6%	3%
				ab									abcd	
Full time responsibility for home/ family	234	88	105	41	126	109	78	150	48	40	53	52	25	16
	11%	10%	13%	10%	12%	11%	11%	11%	11%	10%	12%	13%	12%	8%
Retired	9	-	5	5	6	4	-	9	-	-	3	1	2	2
	*%	-%	1%	1%	1%	*%	-%	1%	-%	-%	1%	*%	1%	1%
				a										
Other	28	9	14	5	10	18	9	18	6	3	3	11	1	4
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	3%	*%	2%
Don't know	3	1	2	-	-	3	1	2	-	1	-	2	-	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	-%
Prefer not to say	14	5	6	3	8	6	5	9	3	2	4	3	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
In full time employment	1163	975	91	55	42	1163	1055	108	435	412	192	121	847	313	1163
	56%	55%	58%	58%	66%	56%	57%	45%	75%	70%	49%	24%	72%	35%	56%
					a		b		cd	fg	d		cd	d	df
In part time employment	513	441	39	20	13	513	445	68	94	130	130	158	223	288	513
	25%	25%	25%	21%	21%	25%	24%	29%	16%	22%	33%	32%	19%	32%	25%
											ab	ab		ab	ae
Unemployed	83	74	4	2	3	83	77	6	5	4	6	65	10	71	83
	4%	4%	3%	3%	4%	4%	4%	2%	1%	1%	2%	13%	1%	8%	4%
												ab	bc	ce	fg
A student	34	27	5	1	1	34	31	3	9	10	8	7	19	15	34
	2%	2%	3%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%
Full time responsibility for home/ family	234	206	13	10	4	234	193	41	28	28	50	124	56	174	234
	11%	12%	9%	11%	6%	11%	10%	17%	5%	5%	13%	25%	5%	19%	11%
							a				ab	bc		bc	ae
Retired	9	6	1	2	-	9	4	5	4	3	-	2	7	2	9
	*%	*%	*%	3%	-%	*%	*%	2%	1%	1%	-%	*%	1%	*%	*%
				ae			a								
Other	28	23	1	2	1	28	23	5	3	-	6	19	3	25	28
	1%	1%	1%	3%	1%	1%	1%	2%	*%	-%	2%	4%	*%	3%	1%
											ab			ab	e
Don't know	3	3	-	-	-	3	3	-	1	-	-	-	1	-	3
	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
Prefer not to say	14	12	1	1	1	14	13	1	4	3	3	3	7	6	14
	1%	1%	*%	1%	1%	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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
In full time employment	1163	211	904	191	517	370	202	646	309
	56%	45%	60%	35%	61%	79%	72%	61%	43%
			a		a	ab	bc	c	
In part time employment	513	119	369	186	213	66	38	259	211
	25%	26%	24%	34%	25%	14%	14%	24%	29%
				bc	c			a	a
Unemployed	83	28	51	40	18	4	5	20	55
	4%	6%	3%	7%	2%	1%	2%	2%	8%
				bc					ab
A student	34	11	21	16	7	6	7	12	15
	2%	2%	1%	3%	1%	1%	3%	1%	2%
Full time responsibility for home/ family	234	81	145	102	81	19	20	111	101
	11%	17%	10%	19%	9%	4%	7%	10%	14%
		b		bc	c				a
Retired	9	1	8	4	4	1	4	3	3
	*%	*%	1%	1%	*%	*%	1%	*%	*%
Other	28	13	12	8	13	-	1	10	17
	1%	3%	1%	1%	2%	-%	*%	1%	2%
		b							
Don't know	3	1	-	1	-	-	1	-	-
	*%	*%	-%	*%	-%	-%	*%	-%	-%
Prefer not to say	14	1	5	4	1	1	1	4	6
	1%	*%	*%	1%	*%	*%	*%	*%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Income Support	73 4%	23 3%	35 4%	16 4%	45 4%	29 3%	21 3%	51 4%	14 3%	9 2%	21 5%	14 3%	10 5%	6 3%
Income-based Jobseeker's Allowance	41 2%	13 2%	16 2%	12 3%	22 2%	19 2%	13 2%	27 2%	9 2%	4 1%	9 2%	7 2%	4 2%	7 4%
Pensions Credit (Guaranteed Credit)	20 1%	5 1%	10 1%	4 1%	9 1%	11 1%	5 1%	15 1%	2 *	3 1%	5 1%	5 1%	1 1%	3 2%
Pensions Credit (no Guaranteed Credit)	21 1%	12 1%	8 1%	1 *	15 1%	6 1%	12 2%	9 1%	9 2%	3 1%	5 1%	2 1%	1 *	1 *
Employment and Support Allowance (ESA)	90 4%	34 4%	41 5%	14 4%	41 4%	48 5%	31 4%	57 4%	20 5%	14 3%	16 4%	25 6%	5 3%	9 5%
Universal Credit (and household has other earnings)	360 17%	166 19%	142 17%	52 13%	164 15%	196 19%	147 21%	212 16%	79 18%	87 21%	61 14%	81 20%	23 11%	29 15%
Universal Credit (and household has no other earnings)	136 7%	58 7%	60 7%	18 5%	71 7%	65 6%	50 7%	81 6%	29 7%	28 7%	29 7%	31 8%	12 6%	6 3%
Personal Independence Payment (PIP)	157 8%	42 5%	71 9%	44 11%	82 8%	75 7%	36 5%	116 9%	22 5%	20 5%	36 9%	35 9%	24 12%	20 10%
Carer's allowance	121 6%	41 5%	55 7%	25 6%	70 7%	51 5%	33 5%	84 6%	23 5%	18 4%	34 8%	20 5%	12 6%	13 7%
Disability Living Allowance (DLA)	120 6%	56 7%	50 6%	14 3%	64 6%	56 5%	49 7%	69 5%	32 7%	24 6%	26 6%	24 6%	6 3%	7 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Other	31	17	10	4	15	16	15	16	9	9	3	7	4	-
	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	-%
None of these - Do not receive any of these benefits	1166	470	460	237	604	562	379	767	248	222	233	227	123	113
	56%	55%	55%	60%	57%	55%	54%	57%	56%	53%	55%	56%	61%	58%
Don't know	33	17	7	9	19	14	14	18	10	6	4	3	4	4
	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%
Prefer not to say	96	41	36	19	43	53	33	61	14	27	19	16	9	10
	5%	5%	4%	5%	4%	5%	5%	5%	3%	6%	5%	4%	5%	5%
SUMMARY														
ANY BENEFITS	785	326	326	133	399	387	282	490	167	160	166	160	66	67
	38%	38%	39%	33%	37%	38%	40%	37%	38%	39%	39%	39%	32%	34%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Income Support	73 4%	59 3%	8 5%	5 5%	2 3%	73 4%	68 4%	5 2%	28 5% b	10 2%	11 3%	22 4%	38 3%	33 4%	73 4%
Income-based Jobseeker's Allowance	41 2%	37 2%	3 2%	1 1%	* 1%	41 2%	38 2%	3 1%	14 2%	8 1%	5 1%	15 3%	21 2%	20 2%	41 2%
Pensions Credit (Guaranteed Credit)	20 1%	17 1%	1 1%	1 1%	1 1%	20 1%	20 1%	- -%	12 2%	3 1%	2 *%	2 *%	15 1%	4 *%	20 1%
Pensions Credit (no Guaranteed Credit)	21 1%	18 1%	1 1%	1 1%	* 1%	21 1%	20 1%	1 *%	9 2%	1 *%	9 2% bd	1 *%	10 1%	11 1%	21 1%
Employment and Support Allowance (ESA)	90 4%	75 4%	7 5%	6 6%	2 2%	90 4%	85 5%	5 2%	23 4%	16 3%	14 3%	36 7% be	39 3%	50 6%	90 4%
Universal Credit (and household has other earnings)	360 17%	308 17%	25 16%	16 17%	10 15%	360 17%	315 17%	45 19%	47 8%	86 15% a	74 19% ae	149 30% abceg	133 11% abeg	223 25% abeg	360 17% ae
Universal Credit (and household has no other earnings)	136 7%	115 6%	10 6%	9 9%	3 5%	136 7%	119 6%	17 7%	18 3%	21 4%	23 6%	74 15% abceg	40 3% abceg	96 11% abceg	136 7% ae
Personal Independence Payment (PIP)	157 8%	134 8%	12 7%	9 9%	3 5%	157 8%	140 8%	17 7%	24 4%	33 6%	25 6%	76 15% abceg	57 5% abeg	101 11% abeg	157 8% ae
Carer's allowance	121 6%	104 6%	7 5%	7 7%	3 5%	121 6%	105 6%	15 7%	20 3%	11 2%	32 8% abe	57 11% abeg	31 3% abeg	90 10% abeg	121 6% be

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Disability Living Allowance (DLA)	120	99	11	7	2	120	98	22	19	17	35	50	36	84	120
	6%	6%	7%	8%	3%	6%	5%	9%	3%	3%	9%	10%	3%	9%	6%
											abe	abeg		abeg	e
Other	31	27	1	3	-	31	27	4	2	10	8	11	11	20	31
	2%	2%	1%	3%	-%	2%	1%	2%	*%	2%	2%	2%	1%	2%	2%
												a		a	
None of these - Do not receive any of these benefits	1166	985	91	47	43	1166	1032	134	410	392	219	146	802	365	1166
	56%	56%	59%	50%	67%	56%	56%	57%	70%	66%	55%	29%	68%	41%	56%
					ace				cdgf	cdgf	df		cdgf	d	df
Don't know	33	30	1	1	1	33	32	1	11	7	6	9	18	15	33
	2%	2%	1%	1%	1%	2%	2%	*%	2%	1%	1%	2%	2%	2%	2%
Prefer not to say	96	82	6	6	2	96	83	12	26	21	14	28	47	42	96
	5%	5%	4%	7%	3%	5%	5%	5%	4%	4%	4%	6%	4%	5%	5%
SUMMARY															
ANY BENEFITS	785	670	57	40	18	785	696	90	136	170	157	316	306	473	785
	38%	38%	37%	43%	28%	38%	38%	38%	23%	29%	40%	63%	26%	53%	38%
				d							abe	abcefg		abceg	abe

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Income Support	73 4%	41 9% b	30 2%	29 5%	31 4%	11 2%	27 10% bc	28 3%	18 3%
Income-based Jobseeker's Allowance	41 2%	14 3%	24 2%	18 3%	19 2%	4 1%	15 5% b	11 1%	15 2%
Pensions Credit (Guaranteed Credit)	20 1%	10 2% b	8 1%	7 1%	9 1%	2 *%	7 3% c	10 1%	3 *%
Pensions Credit (no Guaranteed Credit)	21 1%	9 2%	10 1%	3 1%	11 1%	7 1%	13 5% bc	7 1%	1 *%
Employment and Support Allowance (ESA)	90 4%	38 8% b	47 3%	39 7% c	42 5% c	7 1%	16 6%	46 4%	26 4%
Universal Credit (and household has other earnings)	360 17%	128 27% b	216 14%	164 30% bc	154 18% c	19 4%	40 14%	145 14%	175 24% ab
Universal Credit (and household has no other earnings)	136 7%	49 10% b	78 5%	73 13% bc	51 6% c	3 1%	12 4%	43 4%	81 11% ab
Personal Independence Payment (PIP)	157 8%	75 16% b	81 5%	62 11% c	65 8%	22 5%	23 8%	65 6%	70 10%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Carer's allowance	121 6%	67 14% b	52 3%	56 10% bc	49 6%	12 3%	15 5%	56 5%	49 7%
Disability Living Allowance (DLA)	120 6%	72 15% b	46 3%	55 10% bc	47 6%	13 3%	10 4%	51 5%	59 8% b
Other	31 2%	8 2%	22 1%	10 2%	14 2%	7 1%	2 1%	11 1%	18 3%
None of these - Do not receive any of these benefits	1166 56%	140 30%	998 66% a	180 33%	491 57% a	386 82% ab	161 58% c	688 65% c	313 44%
Don't know	33 2%	4 1%	21 1%	10 2%	14 2%	2 *%	7 2%	13 1%	11 2%
Prefer not to say	96 5%	15 3%	53 4%	19 3%	26 3%	6 1%	8 3%	51 5%	25 4%
SUMMARY									
ANY BENEFITS	785 38%	307 66% b	443 29%	344 62% bc	324 38% c	75 16%	104 37%	313 29%	367 51% ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Up to £199 per week / Up to £10,399 per year	125 6%	53 6%	51 6%	21 5%	65 6%	60 6%	45 6%	78 6%	31 7%	22 5%	25 6%	26 6%	9 4%	12 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	220 11%	91 11%	83 10%	46 12%	119 11%	101 10%	69 10%	148 11%	47 11%	44 11%	52 12%	31 8%	20 10%	26 13%
From £300 to £499 per week / From £15,600 to £25,999 per year	320 15%	107 12%	153 18% a	60 15%	149 14%	171 17%	91 13%	223 17%	48 11%	59 14%	78 18% a	75 19% a	23 11%	37 19%
From £500 to £699 per week / From £26,000 to £36,399 per year	405 19%	181 21%	157 19%	68 17%	213 20%	192 19%	156 22%	246 18%	90 20%	91 22%	85 20%	72 18%	39 19%	29 15%
From £700 to £999 per week / From £36,400 to £51,999 per year	365 18%	141 16%	143 17%	81 20%	200 19%	165 16%	120 17%	234 18%	80 18%	61 15%	73 17%	71 17%	47 23%	34 17%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	275 13%	121 14%	107 13%	47 12%	138 13%	137 14%	96 14%	174 13%	70 16%	51 12%	43 10%	64 16%	25 12%	22 11%
£1,500 and above per week / £78,000 and above per year	166 8%	75 9%	59 7%	31 8%	88 8%	78 8%	56 8%	109 8%	36 8%	39 9%	34 8%	26 6%	18 9%	13 7%
Don't know	85 4%	36 4%	26 3%	22 6%	37 3%	48 5%	33 5%	50 4%	13 3%	23 6%	12 3%	15 4%	12 6%	10 5%
Prefer not to say	119 6%	49 6%	49 6%	22 6%	56 5%	63 6%	43 6%	75 6%	25 6%	24 6%	22 5%	27 7%	10 5%	12 6%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION				ALL UK	AREA		SOCIAL GRADE						ALL UK
		ENGLAND	SCOTLAND	WALES	IRELAND		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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Up to £199 per week / Up to £10,399 per year	125 6%	99 6%	15 10%	7 7%	3 5%	125 6%	103 6%	21 9%	14 2%	32 5%	16 4%	61 12%	45 4%	77 9%	125 6%
												abceg		ace	a
From £200 to £299 per week / From £10,400 to £15,599 per year	220 11%	186 11%	19 13%	9 10%	5 8%	220 11%	201 11%	19 8%	25 4%	38 6%	33 8%	121 24%	63 5%	154 17%	220 11%
												abcefg		abceg	ae
From £300 to £499 per week / From £15,600 to £25,999 per year	320 15%	272 15%	19 12%	17 18%	12 19%	320 15%	281 15%	38 16%	56 10%	67 11%	75 19%	120 24%	123 10%	195 22%	320 15%
											abe	abeg		abeg	ae
From £500 to £699 per week / From £26,000 to £36,399 per year	405 19%	350 20%	30 19%	14 15%	12 18%	405 19%	361 20%	44 19%	93 16%	132 22%	91 23%	89 18%	225 19%	180 20%	405 19%
From £700 to £999 per week / From £36,400 to £51,999 per year	365 18%	311 18%	20 13%	18 19%	16 25% b	365 18%	331 18%	34 14%	97 17% d	134 23% df	93 24% df	40 8%	231 20% d	134 15% d	365 18% d
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	275 13%	225 13%	27 17%	16 17%	7 11%	275 13%	242 13%	33 14%	123 21% cdfg	93 16% df	45 11% d	14 3%	216 18% cdfg	59 7% d	275 13% df
£1,500 and above per week / £78,000 and above per year	166 8%	141 8%	16 10%	4 4%	6 9%	166 8%	141 8%	25 10%	119 21% bcdefg	39 7% cdf	6 2%	2 *%	158 13% bcdfg	8 1%	166 8% cdf
Don't know	85 4%	74 4%	3 2%	6 6%	2 3%	85 4%	74 4%	10 4%	23 4%	24 4%	18 5%	20 4%	47 4%	38 4%	85 4%
Prefer not to say	119 6%	109 6%	7 4%	2 2%	2 3%	119 6%	107 6%	12 5%	32 5%	33 6%	18 5%	31 6%	65 6%	49 5%	119 6%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Up to £199 per week / Up to £10,399 per year	125 6%	52 11% b	67 4%	125 23% bc	- -%	- -%	19 7%	38 4%	66 9%
From £200 to £299 per week / From £10,400 to £15,599 per year	220 11%	78 17% b	129 9%	138 25% bc	82 10% c	- -%	18 6%	83 8%	120 17% ab
From £300 to £499 per week / From £15,600 to £25,999 per year	320 15%	77 17%	224 15%	154 28% bc	165 19% c	- -%	17 6%	146 14% a	156 22% ab
From £500 to £699 per week / From £26,000 to £36,399 per year	405 19%	81 17%	314 21%	112 20% c	293 34% ac	- -%	40 14%	229 21%	136 19%
From £700 to £999 per week / From £36,400 to £51,999 per year	365 18%	65 14%	289 19%	23 4%	314 37% ac	28 6%	55 20%	210 20% c	100 14%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	275 13%	54 12%	207 14%	- -%	- -%	275 59% ab	46 16% c	170 16% c	58 8%
£1,500 and above per week / £78,000 and above per year	166 8%	17 4%	147 10% a	- -%	- -%	166 35% ab	69 25% bc	81 8% c	15 2%
Don't know	85 4%	17 4%	57 4%	- -%	- -%	- -%	11 4%	46 4%	26 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Prefer not to say	119	26	82	-	-	-	6	63	40
	6%	5%	5%	-%	-%	-%	2%	6%	6%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Doing well	279	112	100	68	137	142	100	178	50	61	49	51	38	30
	13%	13%	12%	17%	13%	14%	14%	13%	11%	15%	12%	13%	19%	15%
Getting by	1065	435	430	200	560	505	358	691	240	196	226	204	95	105
	51%	51%	52%	50%	53%	50%	51%	52%	55%	47%	53%	50%	47%	54%
Struggling	716	297	291	129	356	360	240	459	143	154	143	147	70	59
	34%	35%	35%	32%	33%	35%	34%	34%	33%	37%	34%	36%	35%	30%
Don't know	3	2	-	1	2	1	2	1	2	-	-	-	-	1
	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	1%
Prefer not to say	16	8	8	-	9	7	8	8	4	3	5	3	-	-
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
Doing well	279	238	24	10	8	279	251	28	150	55	45	29	205	74	279
	13%	13%	15%	11%	12%	13%	14%	12%	26%	9%	11%	6%	17%	8%	13%
									bcdefg		d		bdfg		df
Getting by	1065	909	75	44	37	1065	946	119	303	331	226	201	634	427	1065
	51%	51%	48%	47%	58%	51%	51%	50%	52%	56%	57%	40%	54%	48%	51%
									d	df	df		d		d
Struggling	716	602	56	39	19	716	629	88	126	197	122	266	323	388	716
	34%	34%	36%	42%	29%	34%	34%	37%	22%	33%	31%	53%	28%	43%	34%
									a	a	abcefg		abcefg		ae
Don't know	3	3	-	-	-	3	3	-	-	3	-	-	3	-	3
	*%	*%	-%	-%	-%	*%	*%	-%	-%	1%	-%	-%	*%	-%	*%
Prefer not to say	16	14	1	-	*	16	14	2	4	4	2	3	8	5	16
	1%	1%	1%	-%	*%	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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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 8-17

	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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Doing well	279 13%	61 13%	202 13%	43 8%	100 12%	119 25%	279 100%	- -%	- -%
						ab	bc		
Getting by	1065 51%	206 44%	821 54%	232 42%	458 54%	265 57%	- -%	1065 100%	- -%
			a		a	a		ac	
Struggling	716 34%	198 42%	486 32%	275 50%	294 34%	81 17%	- -%	- -%	716 100%
		b		bc	c				ab
Don't know	3 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%
Prefer not to say	16 1%	* *%	8 *%	2 *%	1 *%	2 1%	- -%	- -%	- -%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
A lot	176	72	71	32	99	77	61	112	42	31	41	31	16	16
	8%	8%	9%	8%	9%	8%	9%	8%	9%	7%	10%	8%	8%	8%
A moderate amount	310	143	112	55	159	151	124	182	71	72	57	55	30	24
	15%	17%	14%	14%	15%	15%	18%	14%	16%	17%	14%	14%	15%	13%
A little	662	377	220	64	352	311	329	327	199	178	118	103	35	29
	32%	44%	27%	16%	33%	31%	46%	24%	45%	43%	28%	25%	17%	15%
		bc	c				b		cdef	cdef	ef			
None at all	932	261	425	247	456	476	194	716	127	133	207	218	122	125
	45%	31%	51%	62%	43%	47%	27%	54%	29%	32%	49%	54%	60%	64%
			a	ab				a			ab	ab	ab	abc

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	2080	1397	242	224	217	2080	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	1257	234	156	176	1623	1447	177	543	385	317	401	899	718	1623
Total	2080	1766	156	94	64	2080	1843	237	582	591	395	499	1173	894	2080
A lot	176	150	10	9	7	176	160	16	71	33	33	40	103	72	176
	8%	8%	7%	10%	10%	8%	9%	7%	12%	6%	8%	8%	9%	8%	8%
									b						
A moderate amount	310	270	22	8	10	310	277	33	100	86	50	73	185	123	310
	15%	15%	14%	9%	16%	15%	15%	14%	17%	14%	13%	15%	16%	14%	15%
A little	662	564	51	29	18	662	590	72	154	172	147	182	326	329	662
	32%	32%	33%	31%	28%	32%	32%	30%	26%	29%	37%	36%	28%	37%	32%
											ae	ae		ae	
None at all	932	783	72	47	30	932	816	116	258	300	166	205	558	370	932
	45%	44%	46%	51%	46%	45%	44%	49%	44%	51%	42%	41%	48%	41%	45%
										df					

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

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

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

Base : All parents of children aged 8-17

	Total	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	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
A lot	176 8%	57 12% b	104 7%	51 9%	63 7%	43 9%	63 22% bc	66 6%	46 6%
A moderate amount	310 15%	90 19% b	196 13%	98 18%	117 14%	66 14%	53 19% c	180 17% c	77 11%
A little	662 32%	156 33%	473 31%	192 35%	276 32%	127 27%	54 19%	358 34% a	241 34% a
None at all	932 45%	164 35%	742 49% a	210 38%	398 47% a	233 50% a	109 39%	462 43%	352 49%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

FINANCIAL VULNERABILITY

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1895	781	746	368	976	919	671	1189	403	378	379	367	194	174
Effective Weighted Sample	1473	596	561	325	756	717	507	937	310	286	283	278	169	156
Total	1876	769	753	353	972	904	632	1212	401	367	389	364	181	172
Most Financially Vulnerable	553	241	225	87	273	280	195	349	122	119	114	111	37	50
	29%	31%	30%	25%	28%	31%	31%	29%	30%	32%	29%	30%	20%	29%
										e				
Potentially Financially Vulnerable	854	323	351	181	459	396	278	560	170	153	192	158	97	84
	46%	42%	47%	51%	47%	44%	44%	46%	42%	42%	49%	43%	53%	49%
				a										
Least Financially Vulnerable	469	205	178	86	240	228	160	303	110	95	83	95	47	38
	25%	27%	24%	24%	25%	25%	25%	25%	27%	26%	21%	26%	26%	22%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

FINANCIAL VULNERABILITY

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	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	1895	1256	227	205	207	1895	1700	195	636	437	375	441	1073	816	1895
Effective Weighted Sample	1473	1130	219	146	169	1473	1311	162	496	350	289	361	819	650	1473
Total	1876	1584	146	85	60	1876	1661	215	527	534	359	448	1061	807	1876
Most Financially Vulnerable	553	463	44	27	18	553	484	69	78	122	110	236	200	345	553
	29%	29%	30%	32%	30%	29%	29%	32%	15%	23%	31%	53%	19%	43%	29%
										a	ae	abcefg		abceg	ae
Potentially Financially Vulnerable	854	730	58	36	30	854	769	86	200	259	198	197	459	395	854
	46%	46%	40%	43%	49%	46%	46%	40%	38%	49%	55%	44%	43%	49%	46%
										a	adeg			a	a
Least Financially Vulnerable	469	391	44	22	13	469	409	60	249	153	51	16	401	67	469
	25%	25%	30%	26%	21%	25%	25%	28%	47%	29%	14%	4%	38%	8%	25%
									bcdefg	cdf	df		bcdfg	d	cdf

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH 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.

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	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1895	439	1385	564	847	484	284	965	641
Effective Weighted Sample	1473	343	1073	439	665	370	224	748	499
Total	1876	424	1377	553	854	469	262	956	651
Most Financially Vulnerable	553	176	349	553	-	-	43	232	275
	29%	41%	25%	100%	-%	-%	17%	24%	42%
		b		bc					ab
Potentially Financially Vulnerable	854	170	653	-	854	-	100	458	294
	46%	40%	47%	-%	100%	-%	38%	48%	45%
					ac			a	
Least Financially Vulnerable	469	78	376	-	-	469	119	265	81
	25%	18%	27%	-%	-%	100%	45%	28%	13%
			a			ab	bc	c	

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