

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

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Base : All parents of children aged 3-17	
QG. HOUSEHOLD SOCIO-ECONOMIC GROUP	12
Base : All parents of children aged 3-17	
AGE GROUP AND GENDER OF CHILD	20
Base : All parents of children aged 3-17	
GENDER OF CHILD	25
Base : All parents of children aged 3-17	
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Base : Those whose child ever goes online	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 12-17 who go online	

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Base : Children aged 8-17 who go online who have ever used AI technology	
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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : Children aged 12-17 who go online	
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Base : All children aged 8-17	
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Base : Children aged 8-17 opting to answer these questions	
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Base : Children aged 8-17 opting to answer these questions	
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Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them	
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Base : Children aged 8-17 opting to answer these questions	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)	450
Base : All parents of children aged 3-17	

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Base : All parents of children aged 3-17	
C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)	467
Base : All parents of children aged 3-17	
C6. What is your working status? (SINGLE CODE)	471
Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 8-17	
FINANCIAL VULNERABILITY	499
Base : Those where it is possible to calculate the Financial Vulnerability Index	

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Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
North East	129	20	19	28	45	17	20	91	17	68	61
	4%	5%	3%	3%	5%	4%	5%	4%	4%	4%	4%
Yorkshire and Humberside	281	36	65	76	69	35	36	210	35	132	149
	8%	8%	10%	8%	7%	8%	8%	8%	8%	8%	9%
North West	382	47	64	112	98	62	47	273	62	196	186
	11%	11%	9%	12%	11%	14%	11%	11%	14%	11%	11%
West Midlands	315	40	68	78	89	39	40	236	39	177	137
	9%	10%	10%	8%	10%	9%	10%	9%	9%	10%	8%
East Midlands	244	25	68	82	49	19	25	200	19	131	113
	7%	6%	10%	9%	5%	4%	6%	8%	4%	8%	7%
East of England	325	45	57	97	94	31	45	248	31	159	166
	10%	11%	9%	10%	10%	7%	11%	10%	7%	9%	10%
South West	271	28	46	85	71	41	28	202	41	119	151
	8%	7%	7%	9%	8%	9%	7%	8%	9%	7%	9%
South East	474	58	84	127	139	66	58	350	66	251	223
	14%	14%	13%	14%	15%	15%	14%	14%	15%	14%	14%
London	453	58	100	109	129	56	58	339	56	240	213
	13%	14%	15%	12%	14%	13%	14%	13%	13%	14%	13%
Wales	152	18	29	42	42	21	18	112	21	79	73
	5%	4%	4%	4%	5%	5%	4%	4%	5%	5%	4%
Scotland	254	31	49	71	70	34	31	189	34	131	123
	8%	7%	7%	8%	8%	8%	7%	7%	8%	8%	7%
Northern Ireland	105	14	22	29	28	13	14	78	13	52	52
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
North East	129 4%	10 4%	10 5%	12 4%	6 2%	14 3%	14 3%	23 5%	22 5%	9 4%	8 4%	15 5%	48 3%	63 4%
Yorkshire and Humberside	281 8%	16 7%	20 10%	34 10%	32 10%	36 8%	40 9%	31 7%	37 8%	16 7%	19 9%	24 9%	138 9%	111 8%
North West	382 11%	23 11%	24 12%	31 9%	33 10%	53 11%	59 13%	56 12%	42 9%	33 15%	28 13%	25 9%	173 11%	178 12%
West Midlands	315 9%	26 12% f	14 7%	41 12% f	27 8%	47 10%	31 7%	46 10%	43 10%	18 8%	21 10%	20 7%	147 9%	141 10%
East Midlands	244 7%	15 7%	10 5%	36 10% bghij	32 10% ghij	44 9% j	38 8%	26 5%	24 5%	10 5%	8 4%	17 6%	145 9% c	82 6%
East of England	325 10%	19 9%	27 13% i	29 8%	28 9%	48 10%	49 11%	50 11%	44 10%	13 6%	18 9%	21 8%	155 10%	144 10%
South West	271 8%	14 7%	14 7%	23 7%	23 7%	38 8%	46 10% g	25 5%	46 10% g	18 8%	22 11% g	22 8%	123 8%	121 8%
South East	474 14%	32 15%	27 13%	45 13%	40 12%	56 12%	71 15%	83 17% e	56 12%	36 16%	29 14%	36 13%	218 14%	214 15%
London	453 13%	32 15% f	26 13%	44 13%	57 17% f	68 14% f	42 9%	63 13%	66 15% f	33 15% f	23 11%	38 14%	207 13%	206 14%
Wales	152 5%	9 4%	9 4%	15 4%	13 4%	21 4%	21 5%	22 5%	20 4%	12 5%	10 5%	13 5%	71 4%	68 5%

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

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Table 1

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Scotland	254	15	16	26	23	35	36	38	32	17	17	30	118	96
	8%	7%	8%	8%	7%	7%	8%	8%	7%	8%	8%	11% bc	7%	7%
Northern Ireland	105	7	7	10	12	16	13	13	15	7	6	8	55	41
	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
North East	129	129	-	-	-	129	121	8	36	25	26	41	61	66	129
	4%	4%	-%	-%	-%	4%	4%	2%	4%	3%	4%	5%	3%	5%	4%
		bcd				bcd						b		b	
Yorkshire and Humberside	281	281	-	-	-	281	242	39	62	81	54	81	143	134	281
	8%	10%	-%	-%	-%	8%	8%	10%	7%	8%	8%	10%	7%	9%	8%
		bcd				bcd						a		a	
North West	382	382	-	-	-	382	355	28	96	119	62	106	215	167	382
	11%	13%	-%	-%	-%	11%	12%	7%	10%	12%	10%	13%	11%	12%	11%
		bcde				bcd	b								
West Midlands	315	315	-	-	-	315	301	13	68	87	68	91	154	159	315
	9%	11%	-%	-%	-%	9%	10%	3%	7%	9%	11%	11%	8%	11%	9%
		bcd				bcd	b				a	ae		ae	
East Midlands	244	244	-	-	-	244	201	43	60	80	49	52	139	101	244
	7%	8%	-%	-%	-%	7%	7%	11%	6%	8%	8%	6%	7%	7%	7%
		bcd				bcd		a							
East of England	325	325	-	-	-	325	270	55	94	85	69	75	179	144	325
	10%	11%	-%	-%	-%	10%	9%	14%	10%	9%	11%	9%	9%	10%	10%
		bcd				bcd		a							
South West	271	271	-	-	-	271	224	46	59	74	64	72	133	136	271
	8%	9%	-%	-%	-%	8%	7%	12%	6%	8%	10%	9%	7%	9%	8%
		bcd				bcd		a			ae			ae	
South East	474	474	-	-	-	474	407	67	133	141	84	116	274	200	474
	14%	16%	-%	-%	-%	14%	14%	17%	14%	15%	13%	14%	14%	14%	14%
		bcde				bcd									
London	453	453	-	-	-	453	449	5	196	111	70	76	307	146	453
	13%	16%	-%	-%	-%	13%	15%	1%	21%	12%	11%	9%	16%	10%	13%
		bcde				bcd	b		bcdefg				bcdfg		df

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

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

Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Wales	152	-	-	152	-	152	124	28	42	48	27	33	91	60	152
	5%	-%	-%	100%	-%	5%	4%	7%	4%	5%	4%	4%	5%	4%	5%
				abde		abd		a							
Scotland	254	-	254	-	-	254	220	34	69	85	50	50	154	99	254
	8%	-%	100%	-%	-%	8%	7%	9%	7%	9%	8%	6%	8%	7%	8%
			acde			acd									
Northern Ireland	105	-	-	-	105	105	85	20	34	29	21	21	63	42	105
	3%	-%	-%	-%	100%	3%	3%	5%	4%	3%	3%	3%	3%	3%	3%
					abce	abc		a							

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

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

Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
North East	129	36	91	36	51	26	18	59	51
	4%	6%	3%	4%	4%	3%	4%	3%	5%
		b							
Yorkshire and Humberside	281	61	210	76	130	49	42	145	93
	8%	9%	8%	9%	9%	6%	8%	8%	9%
					c				
North West	382	76	289	105	176	66	45	177	155
	11%	12%	11%	13%	12%	9%	9%	10%	14%
				c	c				ab
West Midlands	315	53	242	85	144	48	32	185	96
	9%	8%	9%	10%	10%	6%	6%	10%	9%
				c	c			a	
East Midlands	244	38	191	55	108	50	30	139	72
	7%	6%	7%	7%	8%	6%	6%	8%	7%
East of England	325	77	243	80	122	76	23	185	114
	10%	12%	9%	10%	8%	10%	4%	10%	11%
								a	a
South West	271	50	214	71	119	51	31	139	97
	8%	8%	8%	9%	8%	7%	6%	8%	9%
South East	474	103	353	122	186	129	60	258	153
	14%	16%	14%	15%	13%	17%	12%	15%	14%
						b			
London	453	58	364	98	160	154	148	199	100
	13%	9%	14%	12%	11%	20%	29%	11%	9%
			a			ab	bc		

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

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

Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Wales	152	26	119	33	69	36	26	71	53
	5%	4%	5%	4%	5%	5%	5%	4%	5%
Scotland	254	47	194	48	119	67	37	147	68
	8%	7%	7%	6%	8%	9% a	7%	8%	6%
Northern Ireland	105	15	86	23	50	24	17	62	25
	3%	2%	3%	3%	3%	3%	3%	3%	2%

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

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

Table 2

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

QF. URBANITY

Base : All parents of children aged 3-17

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

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

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

Table 2

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

QF. URBANITY

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Large city	906	60	58	97	90	120	122	127	110	58	66	69	437	392
	27%	28%	29%	28%	28%	25%	26%	27%	24%	26%	31%	26%	27%	27%
Smaller city or large town	820	51	44	99	76	119	101	106	123	57	44	68	382	357
	24%	23%	22%	29%	23%	25%	22%	22%	28%	26%	21%	25%	24%	24%
Medium town	735	50	30	83	76	105	111	108	101	36	36	49	362	312
	22%	23%	15%	24%	23%	22%	24%	23%	23%	16%	17%	18%	23%	21%
		b		bi	b	b	bi	b	b					
Small town	536	34	34	40	53	73	74	81	68	40	38	47	240	237
	16%	16%	17%	12%	16%	15%	16%	17%	15%	18%	18%	17%	15%	16%
Rural area	386	23	37	27	31	58	53	54	45	32	26	37	176	165
	11%	10%	18%	8%	10%	12%	11%	11%	10%	14%	13%	14%	11%	11%
			acdfgh							c				

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

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

Table 2

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

QF. URBANITY

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Large city	906	794	60	26	26	906	906	-	353	254	134	163	607	298	906
	27%	28%	24%	17%	25%	27%	30%	-%	37%	26%	21%	20%	32%	20%	27%
		c	c		c	c	b		bcdefg	cdf			bcdfg		cdf
Smaller city or large town	820	698	66	33	23	820	820	-	190	295	142	191	485	333	820
	24%	24%	26%	22%	22%	24%	27%	-%	20%	31%	22%	24%	25%	23%	24%
							b			acdefg			a		a
Medium town	735	636	45	30	24	735	735	-	191	193	142	203	384	345	735
	22%	22%	18%	20%	23%	22%	25%	-%	20%	20%	22%	25%	20%	24%	22%
							b					abe		e	
Small town	536	440	49	35	12	536	536	-	116	137	124	156	253	280	536
	16%	15%	19%	23%	11%	16%	18%	-%	12%	14%	19%	19%	13%	19%	16%
			d	ade			b				abeg	abeg		abeg	ae
Rural area	386	304	34	28	20	386	-	386	97	88	101	98	184	199	386
	11%	11%	13%	19%	19%	11%	-%	100%	10%	9%	16%	12%	10%	14%	11%
				ae	ae			a			abeg			abeg	

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

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

Table 2

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

QF. URBANITY

Base : All parents of children aged 3-17

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

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

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

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
A	257	32	50	68	64	44	32	182	44	153	104
	8%	8%	7%	7%	7%	10%	8%	7%	10%	9% b	6%
B	690	77	143	196	193	81	77	533	81	373	317
	20%	18%	21%	21%	21%	19%	18%	21%	19%	21%	19%
C1	966	125	202	262	247	131	125	711	131	454	513
	29%	30%	30%	28%	27%	30%	30%	28%	30%	26%	31% a
C2	643	92	116	170	185	81	92	470	81	333	310
	19%	22%	17%	18%	20%	19%	22%	19%	19%	19%	19%
D	503	49	107	151	147	50	49	405	50	258	245
	15%	12%	16%	16% ae	16%	11%	12%	16% ac	11%	15%	15%
E	309	45	47	82	86	48	45	216	48	153	156
	9%	11%	7%	9%	9%	11% b	11%	9%	11%	9%	9%
Don't know	15	2	6	7	-	-	2	13	-	11	3
	*%	*%	1% d	1% d	-%	-%	*%	1%	-%	1%	*%
SUMMARY											
AB	947	109	193	264	258	124	109	714	124	526	421
	28%	26%	29%	28%	28%	29%	26%	28%	29%	30% b	26%
DE	812	94	154	233	233	98	94	620	98	411	401
	24%	22%	23%	25%	25%	23%	22%	25%	23%	24%	24%
ABC1	1914	233	395	525	504	255	233	1425	255	980	934
	57%	56%	59%	56%	55%	59%	56%	56%	59%	56%	57%

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

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

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
C2DE	1455	185	270	403	418	179	185	1091	179	744	710
	43%	44%	40%	43%	45%	41%	44%	43%	41%	43%	43%

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

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

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

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

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

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

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
ABC1	1914	113	120	208	187	251	274	268	236	140	116	152	914	821
	57%	52%	59%	60%	58%	53%	60%	57%	53%	62%	55%	56%	57%	56%
										aeh				
C2DE	1455	102	83	134	136	218	185	206	211	84	95	116	671	642
	43%	47%	41%	39%	42%	46%	40%	43%	47%	38%	45%	43%	42%	44%
									ci					

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

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

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
A	257 8%	223 8%	16 6%	10 7%	9 9%	257 8%	234 8%	23 6%	257 27% bcdefg	- -%	- -%	- -%	257 13% bcdfg	- -%	257 8% bcd
B	690 20%	580 20%	53 21%	32 21%	25 24%	690 20%	617 21%	73 19%	690 73% bcdefg	- -%	- -%	- -%	690 36% bcdfg	- -%	690 20% bcd
C1	966 29%	804 28%	85 34% a	48 32%	29 28%	966 29%	879 29% b	88 23%	- -%	966 100% acdefg	- -%	- -%	966 50% acdfg	- -%	966 29% acdf
C2	643 19%	545 19%	50 20%	27 18%	21 20%	643 19%	542 18%	101 26% a	- -%	- -%	643 100% abdefg	- -%	- -%	643 44% abdeg	643 19% abde
D	503 15%	441 15% c	35 14%	16 10%	11 11%	503 15% c	451 15%	52 13%	- -%	- -%	- -%	503 62% abcefg	- -%	503 35% abceg	503 15% abce
E	309 9%	267 9% b	15 6%	17 11% b	9 9%	309 9%	263 9%	46 12%	- -%	- -%	- -%	309 38% abcefg	- -%	309 21% abceg	309 9% abce
Don't know	15 *%	13 *%	* *%	1 1%	- -%	15 *%	13 *%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	15 *% ef
SUMMARY															
AB	947 28%	802 28%	69 27%	42 28%	34 32%	947 28%	851 28%	97 25%	947 100% bcdefg	- -%	- -%	- -%	947 50% bcdfg	- -%	947 28% bcd
DE	812 24%	708 25% b	50 20%	33 22%	21 20%	812 24%	714 24%	98 25%	- -%	- -%	- -%	812 100% abcefg	- -%	812 56% abceg	812 24% abce

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

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

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
ABC1	1914	1606	154	91	63	1914	1729	184	947	966	-	-	1914	-	1914
	57%	56%	61%	60%	60%	57%	58%	48%	100%	100%	-%	-%	100%	-%	57%
							b		cdfg	cdfg			cdfg		cdf
C2DE	1455	1253	99	60	42	1455	1255	199	-	-	643	812	-	1455	1455
	43%	44%	39%	40%	40%	43%	42%	52%	-%	-%	100%	100%	-%	100%	43%
							a				abeg	abeg		abeg	abe

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

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

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
A	257	44	205	22	67	156	148	83	25
	8%	7%	8%	3%	5%	20%	29%	5%	2%
					a	ab	bc	c	
B	690	103	563	82	269	282	132	413	140
	20%	16%	22%	10%	19%	36%	26%	23%	13%
			a		a	ab	c	c	
C1	966	138	790	191	480	202	100	550	312
	29%	22%	30%	23%	34%	26%	20%	31%	29%
			a		ac			a	a
C2	643	134	477	146	323	113	74	363	199
	19%	21%	18%	18%	23%	15%	15%	21%	18%
					ac			a	
D	503	107	374	222	216	18	34	240	227
	15%	17%	14%	27%	15%	2%	7%	14%	21%
				bc	c			a	ab
E	309	109	178	162	76	6	19	113	168
	9%	17%	7%	20%	5%	1%	4%	6%	16%
		b		bc	c			a	ab
Don't know	15	4	9	6	-	-	2	5	7
	*%	1%	*%	1%	-%	-%	*%	*%	1%
				bc					
SUMMARY									
AB	947	147	768	104	336	437	280	496	164
	28%	23%	30%	13%	23%	56%	55%	28%	15%
			a		a	ab	bc	c	
DE	812	216	552	384	292	24	53	352	395
	24%	34%	21%	46%	20%	3%	10%	20%	37%
		b		bc	c			a	ab

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

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

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
ABC1	1914	285	1559	295	816	639	380	1046	477
	57%	45%	60%	36%	57%	82%	75%	59%	44%
		a	a	a	a	ab	bc	c	
C2DE	1455	350	1029	531	616	137	127	715	594
	43%	55%	40%	64%	43%	18%	25%	40%	55%
		b		bc	c			a	ab

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

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

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Boy, aged 3-4	217 6%	217 52% bcde	- -%	- -%	- -%	- -%	217 52% bc	- -%	- -%	217 13% b	- -%
Boy, aged 5-7	346 10%	- -%	346 52% acde	- -%	- -%	- -%	- -%	346 14% ac	- -%	346 20% b	- -%
Boy, aged 8-11	475 14%	- -%	- -%	475 51% abde	- -%	- -%	- -%	475 19% ac	- -%	475 27% b	- -%
Boy, aged 12-15	475 14%	- -%	- -%	- -%	475 51% abce	- -%	- -%	475 19% ac	- -%	475 27% b	- -%
Boy, aged 16-17	224 7%	- -%	- -%	- -%	- -%	224 52% abcd	- -%	- -%	224 52% ab	224 13% b	- -%
Girl, aged 3-4	203 6%	203 48% bcde	- -%	- -%	- -%	- -%	203 48% bc	- -%	- -%	- -%	203 12% a
Girl, aged 5-7	325 10%	- -%	325 48% acde	- -%	- -%	- -%	- -%	325 13% ac	- -%	- -%	325 20% a
Girl, aged 8-11	461 14%	- -%	- -%	461 49% abde	- -%	- -%	- -%	461 18% ac	- -%	- -%	461 28% a
Girl, aged 12-15	447 13%	- -%	- -%	- -%	447 49% abce	- -%	- -%	447 18% ac	- -%	- -%	447 27% a
Girl, aged 16-17	210 6%	- -%	- -%	- -%	- -%	210 48% abcd	- -%	- -%	210 48% ab	- -%	210 13% a

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

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

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Boy, aged 3-4	217	217	-	-	-	-	-	-	-	-	-	141	74	-
	6%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	52%	5%	-%
		bcdefghij										bc	c	
Boy, aged 5-7	346	-	-	346	-	-	-	-	-	-	-	-	346	-
	10%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	22%	-%
		abdefghij											ac	
Boy, aged 8-11	475	-	-	-	-	475	-	-	-	-	-	-	394	80
	14%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	25%	5%
		abcdefghij											ac	a
Boy, aged 12-15	475	-	-	-	-	-	-	475	-	-	-	-	-	475
	14%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	32%
		abcdefghij												ab
Boy, aged 16-17	224	-	-	-	-	-	-	-	-	224	-	-	-	199
	7%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	14%
		abcdefghij												ab
Girl, aged 3-4	203	-	203	-	-	-	-	-	-	-	-	128	68	-
	6%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	48%	4%	-%
		acdefghij										bc	c	
Girl, aged 5-7	325	-	-	-	325	-	-	-	-	-	-	-	325	-
	10%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	20%	-%
		abcefgghij											ac	
Girl, aged 8-11	461	-	-	-	-	-	461	-	-	-	-	-	391	68
	14%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	24%	5%
		abcdeghij											ac	a

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

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

Table 4

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AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Girl, aged 12-15	447	-	-	-	-	-	-	-	447	-	-	-	-	447
	13%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	31%
									abcdefgij					ab
Girl, aged 16-17	210	-	-	-	-	-	-	-	-	-	210	-	-	194
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	13%
											abcdefghi			ab

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

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

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AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

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

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

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

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AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Boy, aged 3-4	217	36	168	55	101	45	41	114	58
	6%	6%	6%	7%	7%	6%	8%	6%	5%
Boy, aged 5-7	346	60	265	79	150	79	48	204	88
	10%	9%	10%	9%	11%	10%	9%	12%	8%
								c	
Boy, aged 8-11	475	89	365	108	220	114	64	241	168
	14%	14%	14%	13%	15%	15%	13%	14%	16%
Boy, aged 12-15	475	112	342	124	205	90	72	246	149
	14%	18%	13%	15%	14%	12%	14%	14%	14%
		b							
Boy, aged 16-17	224	49	166	48	81	65	38	98	86
	7%	8%	6%	6%	6%	8%	7%	6%	8%
						b			b
Girl, aged 3-4	203	24	165	45	92	47	38	97	67
	6%	4%	6%	5%	6%	6%	7%	5%	6%
			a						
Girl, aged 5-7	325	39	271	71	150	65	50	171	100
	10%	6%	10%	8%	10%	8%	10%	10%	9%
			a						
Girl, aged 8-11	461	77	369	129	173	109	67	243	151
	14%	12%	14%	15%	12%	14%	13%	14%	14%
Girl, aged 12-15	447	99	336	104	186	111	60	239	145
	13%	15%	13%	12%	13%	14%	12%	14%	13%
Girl, aged 16-17	210	53	148	69	73	51	31	114	64
	6%	8%	6%	8%	5%	7%	6%	6%	6%
		b		b					

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

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

Table 5

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

GENDER OF CHILD

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Boy	1736	217	346	475	475	224	217	1295	224	1736	-
	51%	52%	52%	51%	51%	52%	52%	51%	52%	100%	-%
										b	
Girl	1647	203	325	461	447	210	203	1234	210	-	1647
	49%	48%	48%	49%	49%	48%	48%	49%	48%	-%	100%
											a

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

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

Table 5

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

GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Boy	1736	217	-	346	-	475	-	475	-	224	-	141	813	754
	51%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	52%	51%	52%
		bdfhj		bdfhj		bdfhj		bdfhj		bdfhj				
Girl	1647	-	203	-	325	-	461	-	447	-	210	128	784	709
	49%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	48%	49%	48%
			acegi		acegi		acegi		acegi		acegi			

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

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

Table 5

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

GENDER OF CHILD

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Boy	1736	1473	131	79	52	1736	1543	193	526	454	333	411	980	744	1736
	51%	51%	52%	52%	50%	51%	51%	50%	56% beg	47%	52%	51%	51%	51%	51%
Girl	1647	1399	123	73	52	1647	1455	193	421	513	310	401	934	710	1647
	49%	49%	48%	48%	50%	49%	49%	50%	44%	53% a	48%	49%	49% a	49%	49% a

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

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

Table 5

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GENDER OF CHILD

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Boy	1736	347	1306	414	757	392	263	903	550
	51%	54%	50%	50%	53%	51%	52%	51%	51%
Girl	1647	292	1290	417	674	384	246	864	527
	49%	46%	50%	50%	47%	49%	48%	49%	49%

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

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

Table 6

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

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

Base : Those whose child ever goes online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3270	572	713	812	773	400	572	2298	400	1642	1628
Effective Weighted Sample	2457	356	527	650	600	366	356	1761	366	1235	1223
Total	3296	376	636	929	921	434	376	2486	434	1693	1603
Add funny filters to a photo	1342	155	330	377	356	124	155	1063	124	617	725
	41%	41%	52%	41%	39%	29%	41%	43%	29%	36%	45%
		e	acde	e	e		c	c			a
Make a drawing or picture online, or use colouring apps	1266	280	461	282	176	66	280	920	66	568	698
	38%	74%	73%	30%	19%	15%	74%	37%	15%	34%	44%
		cde	cde	de			bc	c			a
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	897	-	283	251	241	122	-	775	122	420	477
	27%	-%	45%	27%	26%	28%	-%	31%	28%	25%	30%
			acde	a	a	a		a	a		a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	693	-	-	278	298	117	-	576	117	329	364
	21%	-%	-%	30%	32%	27%	-%	23%	27%	19%	23%
				ab	ab	ab		a	a		a
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	439	-	-	152	186	101	-	337	101	184	254
	13%	-%	-%	16%	20%	23%	-%	14%	23%	11%	16%
				ab	ab	abc		a	ab		a
(AGED 8-17 ONLY) Make an animation, meme or gif	363	-	-	153	161	49	-	314	49	198	165
	11%	-%	-%	16%	17%	11%	-%	13%	11%	12%	10%
				abe	abe	ab		a	a		

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

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

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

Base : Those whose child ever goes online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3270	572	713	812	773	400	572	2298	400	1642	1628
Effective Weighted Sample	2457	356	527	650	600	366	356	1761	366	1235	1223
Total	3296	376	636	929	921	434	376	2486	434	1693	1603
(AGED 5-17 ONLY) Coding/ programming	336	-	73	122	101	40	-	296	40	207	129
	10%	-%	11%	13%	11%	9%	-%	12%	9%	12%	8%
			a	a	a	a		a	a	b	
(AGED 8-17 ONLY) Make or edit music online	237	-	-	81	112	44	-	192	44	124	112
	7%	-%	-%	9%	12%	10%	-%	8%	10%	7%	7%
				ab	abc	ab		a	a		
(AGED 12-17 ONLY) Review or rate something online	213	-	-	-	129	85	-	129	85	119	94
	6%	-%	-%	-%	14%	19%	-%	5%	19%	7%	6%
					abc	abcd		a	ab		
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	207	-	-	75	84	47	-	159	47	75	132
	6%	-%	-%	8%	9%	11%	-%	6%	11%	4%	8%
				ab	ab	ab		a	ab		a
(AGED 8-17 ONLY) Create an online photo book or calendar	184	-	-	73	76	35	-	149	35	80	104
	6%	-%	-%	8%	8%	8%	-%	6%	8%	5%	7%
				ab	ab	ab		a	a		
(AGED 8-17 ONLY) Make a vlog	113	-	-	42	47	24	-	89	24	58	55
	3%	-%	-%	5%	5%	6%	-%	4%	6%	3%	3%
				ab	ab	ab		a	a		
(AGED 12-17 ONLY) Make a website/ app or game	105	-	-	-	74	31	-	74	31	60	45
	3%	-%	-%	-%	8%	7%	-%	3%	7%	4%	3%
					abc	abc		a	ab		

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

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

Table 6

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

Base : Those whose child ever goes online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3270	572	713	812	773	400	572	2298	400	1642	1628
Effective Weighted Sample	2457	356	527	650	600	366	356	1761	366	1235	1223
Total	3296	376	636	929	921	434	376	2486	434	1693	1603
(AGED 12-17 ONLY) Write blogs or articles	64	-	-	-	44	20	-	44	20	26	38
	2%	-%	-%	-%	5%	5%	-%	2%	5%	2%	2%
					abc	abc		a	ab		
(AGED 12-17 ONLY) Make a podcast	52	-	-	-	32	21	-	32	21	32	21
	2%	-%	-%	-%	3%	5%	-%	1%	5%	2%	1%
					abc	abc		a	ab		
None of these	589	62	55	183	178	110	62	417	110	370	218
	18%	16%	9%	20%	19%	25%	16%	17%	25%	22%	14%
		b		b	b	abcd			ab	b	
Don't know	76	7	4	23	29	14	7	55	14	41	35
	2%	2%	1%	2%	3%	3%	2%	2%	3%	2%	2%
				b	b	b					
SUMMARY											
ANY OF THESE CREATIVE ACTIVITIES	2631	308	577	723	715	309	308	2014	309	1282	1350
	80%	82%	91%	78%	78%	71%	82%	81%	71%	76%	84%
		e	acde	e	e		c	c			a

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

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

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

Base : Those whose child ever goes online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3270	280	292	364	349	405	407	388	385	205	195	392	1576	1249
Effective Weighted Sample	2457	172	184	269	258	326	325	301	299	186	180	235	1184	1016
Total	3296	189	187	333	303	472	457	475	447	224	210	238	1544	1462
Add funny filters to a photo	1342	78	76	178	152	169	208	150	206	41	84	93	705	535
	41%	41%	41%	54%	50%	36%	46%	32%	46%	18%	40%	39%	46%	37%
		gi	gi	abegij	egij	i	egi	i	egi		i		c	
Make a drawing or picture online, or use colouring apps	1266	132	148	227	235	112	170	75	102	22	43	170	814	276
	38%	70%	79%	68%	78%	24%	37%	16%	23%	10%	21%	71%	53%	19%
		efghij	acefghij	efghij	cefg hij	gi	eg hij		gi		i	bc	c	
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	897	-	-	145	138	115	136	108	133	53	69	-	505	386
	27%	-%	-%	44%	46%	24%	30%	23%	30%	23%	33%	-%	33%	26%
				abefghij	abefghij	ab	abg	ab	abg	ab	abegi		ac	a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	693	-	-	-	-	129	148	147	151	52	65	-	233	453
	21%	-%	-%	-%	-%	27%	32%	31%	34%	23%	31%	-%	15%	31%
						abcd	abcdi	abcd	abcdi	abcd	abcd		a	ab
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	439	-	-	-	-	63	88	78	108	43	58	-	130	300
	13%	-%	-%	-%	-%	13%	19%	16%	24%	19%	28%	-%	8%	21%
						abcd	abcde	abcd	abcdeg	abcd	abcdefg		a	ab
(AGED 8-17 ONLY) Make an animation, meme or gif	363	-	-	-	-	77	76	97	64	24	26	-	125	236
	11%	-%	-%	-%	-%	16%	17%	20%	14%	11%	12%	-%	8%	16%
						abcd	abcd	abcd hij	abcd	abcd	abcd		a	ab

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

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

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

Base : Those whose child ever goes online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3270	280	292	364	349	405	407	388	385	205	195	392	1576	1249
Effective Weighted Sample	2457	172	184	269	258	326	325	301	299	186	180	235	1184	1016
Total	3296	189	187	333	303	472	457	475	447	224	210	238	1544	1462
(AGED 5-17 ONLY) Coding/ programming	336	-	-	39	33	80	42	62	39	26	15	-	181	154
	10%	-%	-%	12%	11%	17%	9%	13%	9%	11%	7%	-%	12%	11%
				ab	ab	abdfhj	ab	abj	ab	ab	ab		a	a
(AGED 8-17 ONLY) Make or edit music online	237	-	-	-	-	51	30	52	59	21	23	-	61	172
	7%	-%	-%	-%	-%	11%	6%	11%	13%	9%	11%	-%	4%	12%
						abcd	abcd	abcdf	abcdf	abcd	abcd		a	ab
(AGED 12-17 ONLY) Review or rate something online	213	-	-	-	-	-	-	77	52	42	42	-	-	204
	6%	-%	-%	-%	-%	-%	-%	16%	12%	19%	20%	-%	-%	14%
								abcdef	abcdef	abcdefh	abcdefh			ab
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	207	-	-	-	-	36	38	22	63	17	30	-	59	145
	6%	-%	-%	-%	-%	8%	8%	5%	14%	8%	14%	-%	4%	10%
						abcd	abcdg	abcd	abcdefgi	abcd	abcdefgi		a	ab
(AGED 8-17 ONLY) Create an online photo book or calendar	184	-	-	-	-	37	36	30	46	12	23	-	61	123
	6%	-%	-%	-%	-%	8%	8%	6%	10%	5%	11%	-%	4%	8%
						abcd	abcd	abcd	abcd	abcd	abcd		a	ab
(AGED 8-17 ONLY) Make a vlog	113	-	-	-	-	25	17	22	25	11	13	-	33	77
	3%	-%	-%	-%	-%	5%	4%	5%	6%	5%	6%	-%	2%	5%
						abcd	abcd	abcd	abcd	abcd	abcd		a	ab

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

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

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Base : Those whose child ever goes online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3270	280	292	364	349	405	407	388	385	205	195	392	1576	1249
Effective Weighted Sample	2457	172	184	269	258	326	325	301	299	186	180	235	1184	1016
Total	3296	189	187	333	303	472	457	475	447	224	210	238	1544	1462
(AGED 12-17 ONLY) Make a website/ app or game	105 3%	- -%	- -%	- -%	- -%	- -%	- -%	43 9%	31 7%	17 8%	14 7%	- -%	- -%	104 7%
								abcdef	abcdef	abcdef	abcdef			ab
(AGED 12-17 ONLY) Write blogs or articles	64 2%	- -%	- -%	- -%	- -%	- -%	- -%	20 4%	25 6%	6 3%	14 6%	- -%	- -%	62 4%
								abcdef	abcdef	abcdef	abcdef			ab
(AGED 12-17 ONLY) Make a podcast	52 2%	- -%	- -%	- -%	- -%	- -%	- -%	21 4%	11 2%	11 5%	10 5%	- -%	- -%	49 3%
								abcdef	abcdef	abcdef	abcdef			ab
None of these	589 18%	38 20%	23 12%	31 9%	25 8%	121 26%	63 14%	104 22%	74 17%	77 34%	34 16%	46 19%	215 14%	307 21%
		bcd				bcdfhj	d	bcd	cd	abcdefghj	cd	b		b
Don't know	76 2%	4 2%	3 2%	3 1%	1 *%	9 2%	14 3%	20 4%	9 2%	5 2%	9 4%	6 2%	27 2%	41 3%
							d	cd		d	cd			
SUMMARY														
ANY OF THESE CREATIVE ACTIVITIES	2631 80%	147 78%	161 86%	300 90%	277 91%	343 73%	380 83%	350 74%	364 82%	142 63%	168 80%	186 78%	1302 84%	1114 76%
		i	aegi	aefghij	aefghij	i	egi	i	egi		i		ac	

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

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

Table 6

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

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

Base : Those whose child ever goes online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3270	2081	446	427	316	3270	2967	303	1113	736	734	676	1849	1410	3270
Effective Weighted Sample	2457	1902	342	302	189	2457	2207	252	808	571	596	551	1334	1121	2457
Total	3296	2798	248	148	102	3296	2930	367	926	942	628	786	1868	1414	3296
Add funny filters to a photo	1342	1134	100	64	44	1342	1216	126	357	401	271	307	759	579	1342
	41%	41%	40%	43%	43%	41%	41%	34%	39%	43%	43%	39%	41%	41%	41%
							b								
Make a drawing or picture online, or use colouring apps	1266	1073	91	62	40	1266	1141	125	371	356	232	299	727	531	1266
	38%	38%	37%	42%	39%	38%	39%	34%	40%	38%	37%	38%	39%	38%	38%
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	897	761	66	42	28	897	804	93	271	258	172	191	529	363	897
	27%	27%	27%	28%	27%	27%	27%	25%	29%	27%	27%	24%	28%	26%	27%
							d								
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	693	610	43	27	13	693	613	81	200	209	129	152	410	282	693
	21%	22%	17%	18%	13%	21%	21%	22%	22%	22%	21%	19%	22%	20%	21%
		d				d									
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	439	376	31	20	11	439	407	32	125	126	83	103	251	186	439
	13%	13%	13%	14%	10%	13%	14%	9%	14%	13%	13%	13%	13%	13%	13%
							b								
(AGED 8-17 ONLY) Make an animation, meme or gif	363	311	24	17	11	363	335	28	112	102	66	84	214	149	363
	11%	11%	10%	11%	11%	11%	11%	8%	12%	11%	10%	11%	11%	11%	11%

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

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

Table 6

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

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

Base : Those whose child ever goes online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3270	2081	446	427	316	3270	2967	303	1113	736	734	676	1849	1410	3270
Effective Weighted Sample	2457	1902	342	302	189	2457	2207	252	808	571	596	551	1334	1121	2457
Total	3296	2798	248	148	102	3296	2930	367	926	942	628	786	1868	1414	3296
(AGED 5-17 ONLY) Coding/ programming	336	303	16	11	6	336	298	38	114	90	57	70	204	127	336
	10%	11%	6%	7%	6%	10%	10%	10%	12%	10%	9%	9%	11%	9%	10%
		bd				bd			f						
(AGED 8-17 ONLY) Make or edit music online	237	203	17	9	8	237	216	21	85	35	54	62	121	116	237
	7%	7%	7%	6%	8%	7%	7%	6%	9%	4%	9%	8%	6%	8%	7%
									be		b	b	b	b	b
(AGED 12-17 ONLY) Review or rate something online	213	181	16	11	5	213	204	9	78	49	45	41	128	86	213
	6%	6%	6%	8%	5%	6%	7%	3%	8%	5%	7%	5%	7%	6%	6%
							b		bdf						
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	207	177	14	8	7	207	178	28	75	54	35	44	128	78	207
	6%	6%	6%	5%	7%	6%	6%	8%	8%	6%	5%	6%	7%	6%	6%
									f						
(AGED 8-17 ONLY) Create an online photo book or calendar	184	160	13	5	5	184	172	12	75	41	37	31	116	68	184
	6%	6%	5%	4%	5%	6%	6%	3%	8%	4%	6%	4%	6%	5%	6%
									bdfg				d		
(AGED 8-17 ONLY) Make a vlog	113	96	8	6	4	113	102	11	42	25	28	18	67	46	113
	3%	3%	3%	4%	4%	3%	3%	3%	5%	3%	4%	2%	4%	3%	3%
									d						

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

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

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

Base : Those whose child ever goes online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3270	2081	446	427	316	3270	2967	303	1113	736	734	676	1849	1410	3270
Effective Weighted Sample	2457	1902	342	302	189	2457	2207	252	808	571	596	551	1334	1121	2457
Total	3296	2798	248	148	102	3296	2930	367	926	942	628	786	1868	1414	3296
(AGED 12-17 ONLY) Make a website/ app or game	105 3%	94 3%	7 3%	2 2%	2 2%	105 3%	100 3%	5 1%	48 5% bcdfg	21 2%	18 3%	18 2%	69 4%	36 3%	105 3%
(AGED 12-17 ONLY) Write blogs or articles	64 2%	54 2%	7 3%	3 2%	1 1%	64 2%	61 2%	3 1%	24 3%	15 2%	15 2%	11 1%	38 2%	26 2%	64 2%
(AGED 12-17 ONLY) Make a podcast	52 2%	46 2%	4 1%	2 1%	1 1%	52 2%	50 2%	3 1%	27 3% befg	4 *%	10 2%	12 1%	31 2% b	21 2% b	52 2% b
None of these	589 18%	502 18%	43 18%	25 17%	18 18%	589 18%	498 17%	91 25% a	148 16%	164 17%	115 18%	157 20%	312 17%	272 19%	589 18%
Don't know	76 2%	65 2%	7 3%	2 1%	3 3%	76 2%	64 2%	12 3%	12 1%	17 2%	7 1%	39 5% abcecg	30 2%	47 3% ace	76 2%
SUMMARY															
ANY OF THESE CREATIVE ACTIVITIES	2631 80%	2232 80%	197 80%	121 82%	81 79%	2631 80%	2368 81% b	264 72%	766 83% df	760 81% d	505 80% d	590 75%	1526 82% df	1095 77%	2631 80% d

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

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

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

Base : Those whose child ever goes online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3270	594	2523	762	1409	798	553	1712	979
Effective Weighted Sample	2457	466	1879	587	1050	589	398	1286	755
Total	3296	626	2528	815	1394	761	497	1723	1050
Add funny filters to a photo	1342	277	1018	333	605	298	197	698	440
	41%	44%	40%	41%	43%	39%	40%	41%	42%
Make a drawing or picture online, or use colouring apps	1266	239	974	303	541	308	211	639	409
	38%	38%	39%	37%	39%	40%	43%	37%	39%
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	897	174	699	215	386	229	152	456	284
	27%	28%	28%	26%	28%	30%	31%	26%	27%
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	693	142	534	183	262	202	101	350	237
	21%	23%	21%	23%	19%	27% b	20%	20%	23%
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	439	105	321	118	202	85	66	226	146
	13%	17% b	13%	15%	14%	11%	13%	13%	14%
(AGED 8-17 ONLY) Make an animation, meme or gif	363	86	266	88	176	78	71	167	122
	11%	14% b	11%	11%	13%	10%	14% b	10%	12%

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

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

Table 6

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

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

Base : Those whose child ever goes online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3270	594	2523	762	1409	798	553	1712	979
Effective Weighted Sample	2457	466	1879	587	1050	589	398	1286	755
Total	3296	626	2528	815	1394	761	497	1723	1050
(AGED 5-17 ONLY) Coding/ programming	336	72	246	61	151	89	78	148	108
	10%	11%	10%	8%	11%	12%	16%	9%	10%
					a	a	bc		
(AGED 8-17 ONLY) Make or edit music online	237	66	163	66	91	58	53	105	77
	7%	11%	6%	8%	7%	8%	11%	6%	7%
		b					b		
(AGED 12-17 ONLY) Review or rate something online	213	54	151	59	87	53	43	104	65
	6%	9%	6%	7%	6%	7%	9%	6%	6%
		b							
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	207	47	150	41	90	58	52	91	62
	6%	7%	6%	5%	6%	8%	11%	5%	6%
							bc		
(AGED 8-17 ONLY) Create an online photo book or calendar	184	56	121	47	76	49	46	82	55
	6%	9%	5%	6%	5%	6%	9%	5%	5%
		b					bc		
(AGED 8-17 ONLY) Make a vlog	113	30	74	23	53	29	36	56	19
	3%	5%	3%	3%	4%	4%	7%	3%	2%
		b					bc		

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

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

Table 6

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

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

Base : Those whose child ever goes online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3270	594	2523	762	1409	798	553	1712	979
Effective Weighted Sample	2457	466	1879	587	1050	589	398	1286	755
Total	3296	626	2528	815	1394	761	497	1723	1050
(AGED 12-17 ONLY) Make a website/ app or game	105 3%	27 4%	71 3%	20 2%	43 3%	33 4%	40 8% bc	36 2%	25 2%
(AGED 12-17 ONLY) Write blogs or articles	64 2%	18 3% b	39 2%	18 2%	26 2%	16 2%	25 5% bc	25 1%	14 1%
(AGED 12-17 ONLY) Make a podcast	52 2%	12 2%	37 1%	8 1%	27 2%	16 2%	22 5% bc	18 1%	11 1%
None of these	589 18%	86 14%	486 19% a	144 18%	223 16%	139 18%	60 12%	334 19% a	187 18% a
Don't know	76 2%	15 2%	51 2%	29 4% bc	18 1%	10 1%	15 3%	30 2%	28 3%
SUMMARY									
ANY OF THESE CREATIVE ACTIVITIES	2631 80%	526 84% b	1992 79%	642 79%	1154 83%	612 80%	421 85% bc	1359 79%	836 80%

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

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

Table 7

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
WhatsApp	1936	98	247	488	740	362	98	1475	362	966	970
	57%	23%	37%	52%	80%	83%	23%	58%	83%	56%	59%
			a	ab	abc	abc		a	ab		
Snapchat	1274	52	119	257	547	299	52	924	299	608	666
	38%	12%	18%	28%	59%	69%	12%	37%	69%	35%	40%
			a	ab	abc	abcd		a	ab		a
TikTok (Direct messaging)	947	44	96	241	373	192	44	710	192	456	490
	28%	10%	14%	26%	40%	44%	10%	28%	44%	26%	30%
				ab	abc	abc		a	ab		
FaceTime	883	76	151	238	261	156	76	651	156	404	479
	26%	18%	23%	25%	28%	36%	18%	26%	36%	23%	29%
				a	ab	abcd		a	ab		a
Instagram (Direct)	874	38	87	141	344	264	38	572	264	414	460
	26%	9%	13%	15%	37%	61%	9%	23%	61%	24%	28%
			a	a	abc	abcd		a	ab		a
(Facebook) Messenger	857	46	119	167	329	195	46	616	195	430	426
	25%	11%	18%	18%	36%	45%	11%	24%	45%	25%	26%
			a	a	abc	abcd		a	ab		
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	17	49	128	261	135	17	438	135	264	326
	17%	4%	7%	14%	28%	31%	4%	17%	31%	15%	20%
			a	ab	abc	abc		a	ab		a
Discord	307	6	28	56	134	83	6	218	83	218	89
	9%	1%	4%	6%	15%	19%	1%	9%	19%	13%	5%
			a	a	abc	abc		a	ab	b	
Microsoft Teams	273	8	38	51	104	73	8	192	73	143	130
	8%	2%	6%	5%	11%	17%	2%	8%	17%	8%	8%
			a	a	abc	abcd		a	ab		

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

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

Table 7

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

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

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Zoom	228	9	40	47	76	56	9	162	56	109	119
	7%	2%	6%	5%	8%	13%	2%	6%	13%	6%	7%
			a	a	ac	abcd		a	ab		
Skype	177	10	35	48	55	30	10	137	30	93	84
	5%	2%	5%	5%	6%	7%	2%	5%	7%	5%	5%
			a	a	a	a		a	a		
Telegram	128	5	25	26	40	31	5	92	31	80	48
	4%	1%	4%	3%	4%	7%	1%	4%	7%	5%	3%
			a		a	abc		a	ab	b	
Viber	61	4	14	15	15	14	4	43	14	25	36
	2%	1%	2%	2%	2%	3%	1%	2%	3%	1%	2%
						a			ab		
Kik	51	6	10	9	13	12	6	33	12	27	24
	2%	1%	2%	1%	1%	3%	1%	1%	3%	2%	1%
						c			b		
Signal	50	1	10	12	18	9	1	40	9	25	26
	1%	*%	1%	1%	2%	2%	*%	2%	2%	1%	2%
					a	a		a	a		
Child sends messages or makes video/ voice calls on other apps/ sites	92	10	21	33	17	12	10	70	12	46	46
	3%	2%	3%	3%	2%	3%	2%	3%	3%	3%	3%
Child does not send messages or make video or voice calls on ANY apps/ sites	617	206	234	164	10	3	206	408	3	316	302
	18%	49%	35%	17%	1%	1%	49%	16%	1%	18%	18%
		bcde	cde	de			bc	c			

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

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

Table 7

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

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

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
		a	b	c	d	e	a	b	c	a	b
Significance Level: 95%											
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Don't know	29	1	3	12	10	2	1	25	2	18	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

SUMMARY

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

	2736	213	433	760	903	428	213	2096	428	1402	1334
	81%	51%	65%	81%	98%	99%	51%	83%	99%	81%	81%
			a	ab	abc	abc		a	ab		
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 16)	2.6	1.0	1.6	2.1	3.6	4.4	1.0	2.5	4.4	2.5	2.7
			a	ab	abc	abcd		a	ab		a
Standard deviation	2.36	1.45	2.06	1.93	2.19	2.58	1.45	2.23	2.58	2.31	2.41
Standard error	.04	.06	.08	.07	.08	.13	.06	.05	.13	.06	.06

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

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

Table 7

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
WhatsApp	1936	50	48	132	115	235	253	364	376	185	177	67	654	1180
	57%	23%	24%	38%	35%	49%	55%	77%	84%	83%	84%	25%	41%	81%
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdef	abcdefg		a	ab
Snapchat	1274	31	21	62	57	127	131	242	305	146	153	30	327	889
	38%	14%	10%	18%	17%	27%	28%	51%	68%	65%	73%	11%	20%	61%
				b	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg		a	ab
TikTok (Direct messaging)	947	23	21	55	42	124	117	170	203	84	109	22	313	596
	28%	11%	10%	16%	13%	26%	25%	36%	45%	37%	52%	8%	20%	41%
						abcd	abcd	abcdef	abcdefg	abcdef	abcdefgi		a	ab
FaceTime	883	38	38	77	75	108	131	118	143	64	93	52	363	454
	26%	18%	19%	22%	23%	23%	28%	25%	32%	28%	44%	19%	23%	31%
							ab	a	abcde	ab	abcdefghi			ab
Instagram (Direct)	874	21	16	48	39	70	71	151	193	123	140	18	216	620
	26%	10%	8%	14%	12%	15%	15%	32%	43%	55%	67%	7%	14%	42%
				b		b	b	abcdef	abcdefg	abcdefgh	abcdefghi		a	ab
(Facebook) Messenger	857	25	21	62	57	88	79	164	165	91	104	30	275	527
	25%	11%	10%	18%	18%	19%	17%	35%	37%	41%	49%	11%	17%	36%
				b	b	ab	b	abcdef	abcdef	abcdef	abcdefgh		a	ab
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	7	9	29	20	48	80	120	141	61	75	12	158	407
	17%	3%	5%	8%	6%	10%	17%	25%	32%	27%	35%	4%	10%	28%
				a		ab	abcde	abcdef	abcdef	abcdef	abcdefg		a	ab
Discord	307	3	3	24	4	46	10	90	44	55	28	5	75	222
	9%	1%	2%	7%	1%	10%	2%	19%	10%	24%	13%	2%	5%	15%
				abdf		abdf		abcdefh	abdf	abcdefhj	abcdf		a	ab

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

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Microsoft Teams	273	7	*	24	14	29	22	47	56	35	37	5	74	192
	8%	3%	3%	7%	4%	6%	5%	10%	13%	16%	18%	2%	5%	13%
		b		b	b	b	b	abdf	abcdef	abcdef	abcdefg		a	ab
Zoom	228	4	5	24	16	17	30	37	39	27	30	3	83	137
	7%	2%	2%	7%	5%	4%	6%	8%	9%	12%	14%	1%	5%	9%
				ab			ab	abe	abe	abdef	abcdefg		a	ab
Skype	177	7	3	20	15	18	29	32	23	16	14	5	79	91
	5%	3%	1%	6%	5%	4%	6%	7%	5%	7%	7%	2%	5%	6%
				b	b		b	b	b	b	b		a	a
Telegram	128	3	2	18	7	18	8	23	17	18	13	3	49	75
	4%	1%	1%	5%	2%	4%	2%	5%	4%	8%	6%	1%	3%	5%
				abdf		b		abf	b	abdef	abdf			ab
Viber	61	1	3	7	7	4	11	7	7	6	8	1	28	32
	2%	3%	2%	2%	2%	1%	2%	2%	2%	3%	4%	3%	2%	2%
							a			a	ae			a
Kik	51	5	2	6	5	6	3	4	9	7	5	4	21	25
	2%	2%	1%	2%	1%	1%	1%	1%	2%	3%	2%	1%	1%	2%
										fg				
Signal	50	1	-	4	5	4	8	11	7	4	5	1	20	29
	1%	1%	0%	1%	2%	1%	2%	2%	2%	2%	2%	3%	1%	2%
							b	b		b	b			
Child sends messages or makes video/ voice calls on other apps/ sites	92	3	7	11	9	20	13	7	10	5	7	8	47	35
	3%	1%	4%	3%	3%	4%	3%	1%	2%	2%	3%	3%	3%	2%
						ag								

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

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Child does not send messages or make video or voice calls on ANY apps/ sites	617	103	104	117	117	88	76	6	4	2	2	127	465	21
	18%	47%	51%	34%	36%	19%	16%	1%	1%	1%	1%	47%	29%	1%
		cdefghij	cdefghij	efghij	efghij	ghij	ghij					bc	c	
Don't know	29	*	1	2	2	7	5	6	3	2	-	1	13	14
	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	-%	1%	1%	1%

SUMMARY

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

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

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

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
WhatsApp	1936 57%	1649 57%	140 55%	86 57%	60 58%	1936 57%	1732 58%	204 53%	585 62% bcdfg	542 56%	360 56%	443 55%	1127 59%	804 55%	1936 57%
Snapchat	1274 38%	1066 37%	105 41%	62 41%	42 40%	1274 38%	1148 38%	126 33%	370 39%	348 36%	251 39%	303 37%	718 37%	554 38%	1274 38%
TikTok (Direct messaging)	947 28%	799 28%	72 28%	42 28%	34 32%	947 28%	865 29%	82 21%	310 33% bcdfg	250 26%	177 28%	206 25%	560 29%	383 26%	947 28%
FaceTime	883 26%	758 26%	62 24%	41 27%	23 22%	883 26%	794 26%	90 23%	272 29% cdf	274 28% df	155 24%	181 22%	546 29% cdf	336 23%	883 26% f
Instagram (Direct)	874 26%	735 26%	68 27%	38 25%	33 32%	874 26%	802 27%	72 19%	324 34% bcdefg	221 23%	150 23%	179 22%	545 28% bcdf	329 23%	874 26% f
(Facebook) Messenger	857 25%	708 25%	70 27%	49 32% ae	30 29%	857 25%	772 26%	85 22%	278 29% beg	200 21%	169 26% b	209 26% b	477 25% b	378 26% b	857 25% b
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590 17%	504 18%	45 18%	25 17%	16 15%	590 17%	533 18%	57 15%	172 18%	153 16%	115 18%	148 18%	325 17%	263 18%	590 17%
Discord	307 9%	270 9%	16 6%	12 8%	9 9%	307 9%	282 9%	25 6%	106 11% b	61 6%	58 9%	81 10% b	167 9%	139 10% b	307 9% b
Microsoft Teams	273 8%	228 8% d	23 9% d	18 12% ade	3 3%	273 8% d	250 8%	23 6%	86 9%	82 9%	49 8%	54 7%	168 9%	103 7%	273 8%

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

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Zoom	228 7%	198 7%	15 6%	8 5%	7 6%	228 7%	207 7%	21 5%	97 10% bcdfg	56 6%	36 6%	38 5%	153 8% df	73 5%	228 7% f
Skype	177 5%	147 5%	14 5%	9 6%	7 7%	177 5%	171 6% b	7 2%	68 7% bdfg	42 4%	32 5%	34 4%	110 6%	66 5%	177 5%
Telegram	128 4%	112 4%	6 2%	4 3%	6 6% b	128 4%	121 4%	6 2%	68 7% bcdefg	29 3%	16 3%	15 2%	97 5% bcdf	31 2%	128 4% df
Viber	61 2%	53 2%	3 1%	2 1%	3 3%	61 2%	58 2%	3 1%	21 2%	15 2%	13 2%	12 1%	36 2%	25 2%	61 2%
Kik	51 2%	42 1%	5 2%	2 1%	2 2%	51 2%	47 2%	4 1%	26 3% bcdfg	10 1%	7 1%	8 1%	36 2%	15 1%	51 2%
Signal	50 1%	47 2% b	- -%	* *%	2 2% bc	50 1% b	45 1%	5 1%	22 2% cdf	16 2%	5 1%	7 1%	38 2% f	12 1%	50 1%
Child sends messages or makes video/ voice calls on other apps/ sites	92 3%	81 3%	5 2%	4 3%	2 2%	92 3%	85 3%	7 2%	33 4%	18 2%	14 2%	26 3%	51 3%	41 3%	92 3%
Child does not send messages or make video or voice calls on ANY apps/ sites	617 18%	525 18%	48 19%	25 17%	20 19%	617 18%	519 17%	99 26% a	119 13%	182 19% a	125 19% ae	187 23% aeg	302 16% a	312 21% aeg	617 18% a

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

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Don't know	29	22	3	3	1	29	23	6	7	4	8	11	11	18	29
	1%	1%	1%	2%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%
				a											
SUMMARY															
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2736	2325	204	124	84	2736	2456	281	821	780	510	614	1601	1125	2736
	81%	81%	80%	81%	80%	81%	82%	73%	87%	81%	79%	76%	84%	77%	81%
							b		bcdfg	d			cdg		df
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 16)	2.6	2.6	2.6	2.6	2.7	2.6	2.6	2.1	3.0	2.4	2.5	2.4	2.7	2.4	2.6
							b		bcdg				bdf		
Standard deviation	2.36	2.37	2.29	2.29	2.42	2.36	2.38	2.13	2.51	2.21	2.28	2.35	2.38	2.32	2.36
Standard error	.04	.05	.11	.11	.13	.04	.04	.12	.07	.08	.08	.09	.05	.06	.04

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

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Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
WhatsApp	1936	383	1484	454	820	471	291	994	638
	57%	60%	57%	55%	57%	61% a	57%	56%	59%
Snapchat	1274	291	929	324	510	297	206	625	432
	38%	45% b	36%	39%	36%	38%	40%	35%	40% b
TikTok (Direct messaging)	947	235	673	235	402	229	202	467	270
	28%	37% b	26%	28%	28%	30%	40% bc	26%	25%
FaceTime	883	185	655	189	367	247	126	480	269
	26%	29%	25%	23%	26%	32% ab	25%	27%	25%
Instagram (Direct)	874	197	640	204	368	235	192	424	252
	26%	31% b	25%	25%	26%	30% ab	38% bc	24%	23%
(Facebook) Messenger	857	198	623	232	373	185	148	428	274
	25%	31% b	24%	28%	26%	24%	29% b	24%	25%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	147	421	139	250	147	89	316	178
	17%	23% b	16%	17%	17%	19%	17%	18%	17%
Discord	307	78	217	90	128	66	74	134	94
	9%	12% b	8%	11%	9%	9%	14% bc	8%	9%

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

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

Table 7

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

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

Base : All parents of children aged 3-17

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

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

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

Table 7

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- Tially	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Child does not send messages or make video or voice calls on ANY apps/ sites	617	83	505	176	240	127	62	345	204
	18%	13%	19%	21%	17%	16%	12%	20%	19%
			a	bc				a	a
Don't know	29	6	20	11	12	4	8	14	7
	1%	1%	1%	1%	1%	*%	2%	1%	1%
SUMMARY									
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2736	550	2071	644	1179	645	438	1408	866
	81%	86%	80%	77%	82%	83%	86%	80%	80%
		b			a	a	bc		
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 16)	2.6	3.1	2.5	2.5	2.6	2.8	3.2	2.5	2.5
		b				ab	bc		
Standard deviation	2.36	2.35	2.36	2.28	2.32	2.53	2.82	2.27	2.21
Standard error	.04	.10	.05	.08	.06	.09	.12	.05	.07
Columns Tested: a,b - a,b,c - a,b,c									

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

Table 8

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube/ YouTube Kids	2833	356	578	812	748	339	356	2138	339	1467	1367
	84%	85%	86%	87%	81%	78%	85%	85%	78%	85%	83%
		e	de	de			c	c			
TikTok	1427	65	147	364	582	269	65	1093	269	695	732
	42%	15%	22%	39%	63%	62%	15%	43%	62%	40%	44%
			a	ab	abc	abc		a	ab		a
Instagram	775	40	81	121	319	214	40	521	214	365	410
	23%	10%	12%	13%	35%	49%	10%	21%	49%	21%	25%
					abc	abcd		a	ab		a
Snapchat	711	33	74	147	289	167	33	510	167	333	378
	21%	8%	11%	16%	31%	39%	8%	20%	39%	19%	23%
				ab	abc	abcd		a	ab		a
Facebook (inc. Facebook Gaming)	533	35	58	116	192	131	35	366	131	261	272
	16%	8%	9%	12%	21%	30%	8%	14%	30%	15%	16%
				ab	abc	abcd		a	ab		
Pinterest	192	15	27	30	68	52	15	125	52	71	122
	6%	4%	4%	3%	7%	12%	4%	5%	12%	4%	7%
					abc	abcd			ab		a
Twitch	181	5	16	33	75	52	5	125	52	109	72
	5%	1%	2%	4%	8%	12%	1%	5%	12%	6%	4%
				a	abc	abcd		a	ab	b	
Vimeo	71	4	15	14	21	17	4	50	17	35	36
	2%	1%	2%	1%	2%	4%	1%	2%	4%	2%	2%
						ac			ab		
GoNoodle	62	9	17	14	16	6	9	47	6	38	23
	2%	2%	3%	2%	2%	1%	2%	2%	1%	2%	1%
Dailymotion	54	6	10	5	20	13	6	35	13	31	23
	2%	2%	1%	1%	2%	3%	2%	1%	3%	2%	1%
					c	c			b		

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

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

Table 8

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

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

Base : All parents of children aged 3-17

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

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

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
YouTube/ YouTube Kids	2833	183	173	303	276	405	407	400	348	177	162	227	1377	1186
	84%	84%	85%	88%	85%	85%	88%	84%	78%	79%	77%	84%	86%	81%
			hj	hij	hj	hj	hij	h					c	
TikTok	1427	34	31	74	73	188	176	274	308	125	144	41	462	900
	42%	16%	15%	21%	22%	40%	38%	58%	69%	56%	69%	15%	29%	62%
				b	b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdefgi		a	ab
Instagram	775	23	17	42	38	62	58	144	175	94	121	26	188	545
	23%	11%	9%	12%	12%	13%	13%	30%	39%	42%	57%	10%	12%	37%
								abcdef	abcdefg	abcdefg	abcdefghi			ab
Snapchat	711	18	15	36	38	78	69	137	152	63	105	23	191	487
	21%	8%	7%	11%	12%	16%	15%	29%	34%	28%	50%	8%	12%	33%
						abc	ab	abcdef	abcdef	abcdef	abcdefghi			ab
Facebook (inc. Facebook Gaming)	533	19	16	25	33	64	53	99	93	55	76	21	173	324
	16%	9%	8%	7%	10%	13%	11%	21%	21%	24%	36%	8%	11%	22%
						c		abcdef	abcdef	abcdef	abcdefghi			ab
Pinterest	192	8	7	13	15	7	23	25	42	18	34	11	58	119
	6%	4%	3%	4%	5%	1%	5%	5%	9%	8%	16%	4%	4%	8%
					e		e	e	abcdef	bce	abcdefghi			ab
Twitch	181	2	2	10	6	22	12	43	33	32	20	4	43	132
	5%	1%	1%	3%	2%	5%	3%	9%	7%	14%	9%	2%	3%	9%
						ab		abcdef	abcdf	abcdefh	abcdef			ab
Vimeo	71	4	*	10	5	3	11	12	9	7	10	3	28	39
	2%	2%	*%	3%	2%	1%	2%	3%	2%	3%	5%	1%	2%	3%
				be			be	be	b	be	bde			

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

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
GoNoodle	62 2%	4 2%	4 2%	13 4%	4 1%	8 2%	6 1%	8 2%	8 2%	4 2%	1 1%	7 3%	30 2%	22 1%
Dailymotion	54 2%	6 3%	* *%	7 2%	2 1%	2 *%	3 1%	12 3%	8 2%	3 1%	10 5%	5 2%	16 1%	33 2%
		be		be				be			bdefh			b
GROM social	37 1%	5 2%	3 1%	3 1%	2 1%	8 2%	2 *%	4 1%	8 2%	1 *%	1 1%	6 2%	15 1%	15 1%
Fruitlab	32 1%	* *%	2 1%	6 2%	3 1%	3 1%	1 *%	4 1%	8 2%	3 1%	2 1%	1 1%	14 1%	16 1%
				f										
Triller	27 1%	2 1%	3 1%	4 1%	2 1%	1 *%	1 *%	4 1%	4 1%	2 1%	3 2%	4 2%	10 1%	13 1%
Imgur	27 1%	1 1%	* *%	3 1%	6 2%	2 1%	2 *%	2 *%	6 1%	2 1%	2 1%	1 1%	13 1%	13 1%
Child watches videos on other apps/sites	105 3%	7 3%	9 4%	8 2%	16 5%	9 2%	13 3%	13 3%	13 3%	9 4%	8 4%	12 5%	49 3%	41 3%
Child does not watch videos on ANY apps/sites	121 4%	19 9%	15 7%	14 4%	19 6%	12 2%	12 3%	5 1%	14 3%	2 1%	9 4%	23 9%	65 4%	33 2%
		cefg hi	efgh i	g	eg i						g	bc	c	
Don't know	12 *%	- -%	- -%	2 1%	1 *%	1 *%	2 *%	2 *%	1 *%	3 1%	- -%	- -%	6 *%	6 *%
SUMMARY														
ANY APPS/ SITES USED TO WATCH VIDEOS	3250 96%	198 91%	189 93%	329 95%	306 94%	462 97%	447 97%	467 98%	432 97%	219 98%	201 96%	246 91%	1527 96%	1424 97%
						abd	ab	abcd	a	ab			a	ab

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

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mean number of apps/ sites (out of 15)	2.1	1.5	1.4	1.6	1.6	1.8	1.8	2.5	2.7	2.7	3.3	1.5	1.7	2.7
Standard deviation	1.56	1.28	1.10	1.28	1.36	1.24	1.29	1.54	1.68	1.85	1.93	1.30	1.28	1.70
Standard error	.03	.07	.06	.07	.07	.06	.06	.08	.09	.13	.14	.06	.03	.05

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

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

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

Base : All parents of children aged 3-17

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

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

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

Table 8

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Dailymotion	54 2%	47 2%	4 2%	2 1%	2 2%	54 2%	54 2%	- -%	24 3% df	12 1%	12 2%	6 1%	36 2%	18 1%	54 2%
GROM social	37 1%	31 1%	3 1%	1 1%	2 2%	37 1%	37 1%	- -%	17 2% bc	6 1%	3 1%	10 1%	23 1%	13 1%	37 1%
Fruitlab	32 1%	29 1%	1 *%	1 1%	1 1%	32 1%	30 1%	2 1%	14 2%	5 1%	9 1%	3 *%	19 1%	13 1%	32 1%
Triller	27 1%	24 1%	2 1%	1 *%	1 1%	27 1%	26 1%	1 *%	16 2% bcdfg	4 *%	3 1%	4 *%	20 1%	7 *%	27 1%
Imgur	27 1%	23 1%	2 1%	1 1%	1 1%	27 1%	27 1%	- -%	8 1%	5 *%	8 1%	6 1%	13 1%	14 1%	27 1%
Child watches videos on other apps/sites	105 3%	89 3%	5 2%	6 4%	5 4%	105 3%	91 3%	14 4%	17 2%	27 3%	23 4% a	35 4% ae	43 2%	58 4% ae	105 3% a
Child does not watch videos on ANY apps/ sites	121 4%	98 3%	12 5%	5 3%	6 5%	121 4%	97 3%	24 6% a	31 3%	36 4%	28 4%	25 3%	67 4%	54 4%	121 4%
Don't know	12 *%	11 *%	1 *%	- -%	- -%	12 *%	12 *%	- -%	1 *%	4 *%	- -%	6 1% ac	5 *%	6 *%	12 *%
SUMMARY															
ANY APPS/ SITES USED TO WATCH VIDEOS	3250 96%	2763 96%	241 95%	147 97%	99 95%	3250 96%	2888 96% b	362 94%	915 97%	926 96%	614 96%	781 96%	1842 96%	1395 96%	3250 96%

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

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

Table 8

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 15)	2.1	2.1	2.0	2.1	2.1	2.1	2.1	1.7	2.4	1.9	2.0	2.0	2.2	2.0	2.1
							b		bcd	efg			bcd		b
Standard deviation	1.56	1.57	1.46	1.45	1.77	1.56	1.60	1.14	1.79	1.40	1.47	1.50	1.62	1.48	1.56
Standard error	.03	.03	.07	.07	.10	.03	.03	.06	.05	.05	.05	.06	.04	.04	.03

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

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

Table 8

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- Tially	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube/ YouTube Kids	2833	537	2190	710	1182	658	413	1492	909
	84%	84%	84%	85%	83%	85%	81%	84%	84%
TikTok	1427	325	1055	372	604	327	246	725	450
	42%	51%	41%	45%	42%	42%	48%	41%	42%
		b					bc		
Instagram	775	181	568	149	330	238	180	380	206
	23%	28%	22%	18%	23%	31%	35%	22%	19%
		b			a	ab	bc		
Snapchat	711	168	511	159	291	198	148	353	200
	21%	26%	20%	19%	20%	26%	29%	20%	19%
		b				ab	bc		
Facebook (inc. Facebook Gaming)	533	118	386	126	236	129	118	254	150
	16%	19%	15%	15%	16%	17%	23%	14%	14%
		b					bc		
Pinterest	192	50	133	37	89	48	60	82	48
	6%	8%	5%	4%	6%	6%	12%	5%	4%
		b					bc		
Twitch	181	57	123	41	87	45	52	86	44
	5%	9%	5%	5%	6%	6%	10%	5%	4%
		b					bc		
Vimeo	71	17	51	9	35	22	23	36	8
	2%	3%	2%	1%	2%	3%	5%	2%	1%
						a	bc	c	
GoNoodle	62	16	42	9	31	18	21	26	12
	2%	3%	2%	1%	2%	2%	4%	1%	1%
							bc		

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

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

Table 8

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

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

Base : All parents of children aged 3-17

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

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

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

Table 8

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
SUMMARY									
ANY APPS/ SITES USED TO WATCH VIDEOS	3250	624	2492	800	1373	755	496	1689	1038
	96%	98%	96%	96%	96%	97%	97%	96%	96%
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 15)	2.1	2.4	2.0	2.0	2.1	2.3	2.7	2.0	1.9
		b				ab	bc		
Standard deviation	1.56	1.59	1.56	1.38	1.59	1.76	2.16	1.44	1.32
Standard error	.03	.06	.03	.05	.04	.06	.09	.03	.04
Columns Tested: a,b - a,b,c - a,b,c									

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

Table 9

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes	1098	64	132	312	406	185	64	850	185	545	554
	32%	15%	20%	33%	44%	43%	15%	34%	43%	31%	34%
				ab	abc	abc		a	ab		
No	2260	355	532	614	511	247	355	1657	247	1172	1088
	67%	85%	79%	66%	55%	57%	85%	66%	57%	68%	66%
		bcde	cde	de			bc	c			
Don't know	25	1	7	10	5	2	1	22	2	19	6
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	*%
										b	

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

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

Table 9

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes	1098	35	29	73	59	160	152	189	217	88	97	37	398	648
	32%	16%	14%	21%	18%	34%	33%	40%	49%	39%	46%	14%	25%	44%
						abcd	abcd	abcd	abcdefgi	abcd	abcdef		a	ab
No	2260	181	175	268	264	309	305	281	230	134	113	232	1184	809
	67%	83%	86%	78%	81%	65%	66%	59%	51%	60%	54%	86%	74%	55%
		efghij	cefg hij	efghij	efghij	hj	hj					bc	c	
Don't know	25	1	-	5	2	6	4	5	-	2	-	1	16	7
	1%	*%	-%	1%	1%	1%	1%	1%	-%	1%	-%	*%	1%	*%
				h										

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

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

Table 9

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes	1098	938	82	47	31	1098	999	99	357	277	209	253	633	462	1098
	32%	33%	32%	31%	30%	32%	33%	26%	38%	29%	33%	31%	33%	32%	32%
							b		bcdefg						
No	2260	1912	169	105	73	2260	1975	285	585	686	429	547	1271	976	2260
	67%	67%	67%	69%	70%	67%	66%	74%	62%	71%	67%	67%	66%	67%	67%
							a			ae		a	a	a	a
Don't know	25	22	2	*	*	25	23	2	5	4	4	12	9	16	25
	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%
												be			

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

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

Table 9

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes	1098 32%	267 42% b	781 30%	282 34%	483 34%	259 33%	238 47% bc	518 29%	334 31%
No	2260 67%	367 57%	1803 69% a	546 66%	941 66%	515 66%	271 53%	1236 70% a	734 68% a
Don't know	25 1%	5 1%	12 *%	3 *%	8 1%	2 *%	* *%	12 1%	9 1%

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

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

Table 10

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	b	c	d	e	~a	b	c	a	b
Unweighted total	1035	91	147	272	350	175	91	769	175	503	532
Effective Weighted Sample	812	57	113	218	272	162	57	600	162	396	416
Total	1098	64	132	312	406	185	64	850	185	545	554
TikTok	664	**	53	178	296	120	**	528	120	299	365
	60%	**	40%	57%	73%	65%	**	62%	65%	55%	66%
				b	bc	b					a
YouTube/ YouTube Kids	441	**	77	120	145	66	**	342	66	277	164
	40%	**	58%	38%	36%	36%	**	40%	36%	51%	30%
			cde							b	
Snapchat	399	**	31	98	164	90	**	293	90	172	227
	36%	**	23%	32%	40%	49%	**	34%	49%	32%	41%
					bc	bc			b		a
Instagram	338	**	34	54	136	99	**	225	99	163	175
	31%	**	26%	17%	34%	54%	**	26%	54%	30%	32%
					c	bcd			b		
Facebook (inc. Facebook Gaming)	247	**	28	57	94	53	**	179	53	123	123
	22%	**	21%	18%	23%	29%	**	21%	29%	23%	22%
						c			b		
Twitch	65	**	7	15	25	16	**	47	16	38	27
	6%	**	5%	5%	6%	9%	**	5%	9%	7%	5%
Pinterest	63	**	11	8	28	13	**	47	13	31	32
	6%	**	9%	3%	7%	7%	**	6%	7%	6%	6%
			c		c	c					
Vimeo	42	**	11	5	15	4	**	31	4	23	19
	4%	**	8%	2%	4%	2%	**	4%	2%	4%	3%
			ce								
GROM social	27	**	6	4	11	3	**	21	3	15	11
	2%	**	5%	1%	3%	1%	**	2%	1%	3%	2%
GoNoodle	22	**	7	2	7	4	**	16	4	10	12
	2%	**	6%	1%	2%	2%	**	2%	2%	2%	2%
			cd								

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

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

Table 10

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	b	c	d	e	~a	b	c	a	b
Unweighted total	1035	91	147	272	350	175	91	769	175	503	532
Effective Weighted Sample	812	57	113	218	272	162	57	600	162	396	416
Total	1098	64	132	312	406	185	64	850	185	545	554
Fruitlab	20	**	4	3	8	3	**	15	3	7	13
	2%	**	3%	1%	2%	1%	**	2%	1%	1%	2%
Imgur	19	**	4	3	8	3	**	15	3	10	9
	2%	**	3%	1%	2%	2%	**	2%	2%	2%	2%
Dailymotion	18	**	3	1	8	4	**	11	4	9	8
	2%	**	2%	*%	2%	2%	**	1%	2%	2%	2%
Triller	17	**	4	5	4	3	**	13	3	7	9
	2%	**	3%	1%	1%	1%	**	2%	1%	1%	2%
Child uploads videos to other apps/ sites	10	**	3	2	1	3	**	6	3	7	3
	1%	**	2%	1%	*%	2%	**	1%	2%	1%	1%
Don't know	11	**	-	*	4	3	**	4	3	4	6
	1%	**	-%	*%	1%	2%	**	*%	2%	1%	1%

SUMMARY

ANY APPS/ SITES USED TO UPLOAD VIDEOS
ONLINE

1088	**	132	312	402	181	**	846	181	540	547
99%	**	100%	100%	99%	98%	**	100%	98%	99%	99%
1098	**	132	312	406	185	**	850	185	545	554
2.2	**	2.1	1.8	2.3	2.6	**	2.1	2.6	2.2	2.2
		c		c	bc			b		
1.65	**	1.86	1.17	1.71	1.96	**	1.58	1.96	1.60	1.71
.05	**	.15	.07	.09	.15	**	.06	.15	.07	.07

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

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

Table 10

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~a	b	c
Unweighted total	1035	46	45	80	67	135	137	161	189	81	94	56	395	565
Effective Weighted Sample	812	30	28	63	51	110	109	125	148	74	87	35	305	461
Total	1098	35	29	73	59	160	152	189	217	88	97	37	398	648
TikTok	664	**	**	**	**	81	97	132	165	**	**	**	198	446
	60%	**	**	**	**	50%	64%	70%	76%	**	**	**	50%	69%
							e	e	ef					b
YouTube/ YouTube Kids	441	**	**	**	**	85	35	87	58	**	**	**	186	231
	40%	**	**	**	**	53%	23%	46%	27%	**	**	**	47%	36%
						fh		fh					c	
Snapchat	399	**	**	**	**	46	53	64	100	**	**	**	104	277
	36%	**	**	**	**	28%	35%	34%	46%	**	**	**	26%	43%
									eg					b
Instagram	338	**	**	**	**	31	23	56	80	**	**	**	77	248
	31%	**	**	**	**	19%	15%	30%	37%	**	**	**	19%	38%
								f	ef					b
Facebook (inc. Facebook Gaming)	247	**	**	**	**	34	23	42	53	**	**	**	75	156
	22%	**	**	**	**	21%	15%	22%	24%	**	**	**	19%	24%
Twitch	65	**	**	**	**	11	4	14	11	**	**	**	20	41
	6%	**	**	**	**	7%	3%	7%	5%	**	**	**	5%	6%
Pinterest	63	**	**	**	**	3	5	12	16	**	**	**	18	42
	6%	**	**	**	**	2%	3%	6%	7%	**	**	**	5%	6%
Vimeo	42	**	**	**	**	3	2	5	10	**	**	**	20	19
	4%	**	**	**	**	2%	2%	3%	5%	**	**	**	5%	3%
GROM social	27	**	**	**	**	4	-	6	6	**	**	**	10	14
	2%	**	**	**	**	2%	-%	3%	3%	**	**	**	2%	2%
GoNoodle	22	**	**	**	**	-	2	-	7	**	**	**	10	11
	2%	**	**	**	**	-%	1%	-%	3%	**	**	**	2%	2%

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

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

Table 10

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~a	b	c
Unweighted total	1035	46	45	80	67	135	137	161	189	81	94	56	395	565
Effective Weighted Sample	812	30	28	63	51	110	109	125	148	74	87	35	305	461
Total	1098	35	29	73	59	160	152	189	217	88	97	37	398	648
Fruitlab	20	**	**	**	**	2	1	2	6	**	**	**	7	11
	2%	**	**	**	**	1%	1%	1%	3%	**	**	**	2%	2%
Imgur	19	**	**	**	**	3	-	4	4	**	**	**	7	11
	2%	**	**	**	**	2%	-%	2%	2%	**	**	**	2%	2%
Dailymotion	18	**	**	**	**	-	1	4	3	**	**	**	6	11
	2%	**	**	**	**	-%	1%	2%	2%	**	**	**	2%	2%
Triller	17	**	**	**	**	2	2	*	4	**	**	**	10	7
	2%	**	**	**	**	1%	1%	*%	2%	**	**	**	2%	1%
Child uploads videos to other apps/ sites	10	**	**	**	**	1	1	1	-	**	**	**	5	4
	1%	**	**	**	**	1%	1%	1%	-%	**	**	**	1%	1%
Don't know	11	**	**	**	**	-	*	*	3	**	**	**	3	5
	1%	**	**	**	**	-%	*%	*%	2%	**	**	**	1%	1%
SUMMARY														
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088	**	**	**	**	160	152	188	214	**	**	**	394	642
	99%	**	**	**	**	100%	100%	100%	98%	**	**	**	99%	99%
Base for stats	1098	**	**	**	**	160	152	189	217	**	**	**	398	648
Mean number of apps/ sites (out of 15)	2.2	**	**	**	**	1.9	1.6	2.3	2.4	**	**	**	1.9	2.4
								ef	ef					b
Standard deviation	1.65	**	**	**	**	1.25	1.06	1.61	1.79	**	**	**	1.49	1.74
Standard error	.05	**	**	**	**	.11	.09	.13	.13	**	**	**	.08	.07
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c														

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

Table 10

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	~b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1035	694	136	117	88	1035	961	74	389	205	235	204	594	439	1035
Effective Weighted Sample	812	636	111	87	61	812	747	65	302	163	195	174	451	361	812
Total	1098	938	82	47	31	1098	999	99	357	277	209	253	633	462	1098
TikTok	664	562	54	29	**	664	605	**	210	149	122	179	360	302	664
	60%	60%	65%	62%	**	60%	60%	**	59%	54%	58%	71%	57%	65%	60%
												abceg		be	
YouTube/ YouTube Kids	441	380	28	21	**	441	405	**	162	109	81	89	271	170	441
	40%	40%	34%	45%	**	40%	41%	**	45%	39%	39%	35%	43%	37%	40%
									df						
Snapchat	399	337	34	17	**	399	361	**	120	102	78	96	222	174	399
	36%	36%	41%	36%	**	36%	36%	**	34%	37%	37%	38%	35%	38%	36%
Instagram	338	293	18	16	**	338	313	**	141	70	58	69	211	127	338
	31%	31%	22%	33%	**	31%	31%	**	40%	25%	28%	27%	33%	28%	31%
									bcdg						
Facebook (inc. Facebook Gaming)	247	214	13	12	**	247	234	**	107	49	37	54	156	91	247
	22%	23%	15%	26%	**	22%	23%	**	30%	18%	18%	21%	25%	20%	22%
									bcdg						
Twitch	65	58	3	2	**	65	65	**	29	12	13	11	41	24	65
	6%	6%	4%	5%	**	6%	7%	**	8%	4%	6%	4%	6%	5%	6%
Pinterest	63	57	3	1	**	63	58	**	34	11	5	13	45	18	63
	6%	6%	4%	2%	**	6%	6%	**	9%	4%	2%	5%	7%	4%	6%
									bcfg				c		
Vimeo	42	39	1	*	**	42	41	**	19	4	9	9	23	19	42
	4%	4%	1%	*%	**	4%	4%	**	5%	1%	5%	4%	4%	4%	4%
									b						
GROM social	27	24	2	*	**	27	27	**	11	7	3	6	18	9	27
	2%	3%	2%	1%	**	2%	3%	**	3%	2%	1%	2%	3%	2%	2%
GoNoodle	22	21	*	1	**	22	21	**	8	7	4	3	15	7	22
	2%	2%	1%	2%	**	2%	2%	**	2%	3%	2%	1%	2%	2%	2%

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

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

Table 10

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	~b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1035	694	136	117	88	1035	961	74	389	205	235	204	594	439	1035
Effective Weighted Sample	812	636	111	87	61	812	747	65	302	163	195	174	451	361	812
Total	1098	938	82	47	31	1098	999	99	357	277	209	253	633	462	1098
Fruitlab	20	18	*	1	**	20	19	**	9	5	3	4	14	7	20
	2%	2%	1%	1%	**	2%	2%	**	2%	2%	1%	2%	2%	1%	2%
Imgur	19	18	1	-	**	19	19	**	6	4	5	5	9	10	19
	2%	2%	1%	-%	**	2%	2%	**	2%	1%	2%	2%	1%	2%	2%
Dailymotion	18	16	1	1	**	18	17	**	8	2	1	6	11	7	18
	2%	2%	1%	1%	**	2%	2%	**	2%	1%	1%	2%	2%	2%	2%
Triller	17	15	1	-	**	17	17	**	4	5	3	3	10	7	17
	2%	2%	1%	-%	**	2%	2%	**	1%	2%	2%	1%	2%	1%	2%
Child uploads videos to other apps/ sites	10	9	1	*	**	10	9	**	3	3	1	3	6	4	10
	1%	1%	1%	*%	**	1%	1%	**	1%	1%	1%	1%	1%	1%	1%
Don't know	11	8	2	*	**	11	7	**	*	7	1	3	7	4	11
	1%	1%	3%	1%	**	1%	1%	**	*%	2%	1%	1%	1%	1%	1%
										a					
SUMMARY															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088	930	80	47	**	1088	993	**	356	270	208	250	626	459	1088
	99%	99%	97%	99%	**	99%	99%	**	100%	98%	99%	99%	99%	99%	99%
									b						
Base for stats	1098	938	82	47	**	1098	999	**	357	277	209	253	633	462	1098
Mean number of apps/ sites (out of 15)	2.2	2.2	1.9	2.1	**	2.2	2.2	**	2.4	1.9	2.0	2.2	2.2	2.1	2.2
									bcefg				b		
Standard deviation	1.65	1.70	1.30	1.33	**	1.65	1.68	**	1.76	1.39	1.36	1.93	1.63	1.69	1.65
Standard error	.05	.06	.11	.12	**	.05	.05	**	.09	.10	.09	.13	.07	.08	.05

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

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

Table 10

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	1035	238	744	253	459	259	246	480	301
Effective Weighted Sample	812	195	577	203	356	202	184	383	239
Total	1098	267	781	282	483	259	238	518	334
TikTok	664	173	464	170	286	160	156	305	198
	60%	65%	59%	60%	59%	62%	66%	59%	59%
YouTube/ YouTube Kids	441	110	312	105	202	110	107	202	131
	40%	41%	40%	37%	42%	43%	45%	39%	39%
Snapchat	399	104	277	102	162	104	94	183	118
	36%	39%	36%	36%	34%	40%	40%	35%	35%
Instagram	338	79	244	70	148	105	100	145	91
	31%	30%	31%	25%	31%	41%	42%	28%	27%
						ab	bc		
Facebook (inc. Facebook Gaming)	247	71	166	57	117	60	71	113	61
	22%	26%	21%	20%	24%	23%	30%	22%	18%
							bc		
Twitch	65	19	45	17	29	17	29	26	11
	6%	7%	6%	6%	6%	7%	12%	5%	3%
							bc		
Pinterest	63	23	39	12	29	19	30	22	11
	6%	9%	5%	4%	6%	7%	12%	4%	3%
							bc		
Vimeo	42	11	26	6	22	10	17	16	6
	4%	4%	3%	2%	5%	4%	7%	3%	2%
							bc		
GROM social	27	5	20	5	13	8	16	9	3
	2%	2%	3%	2%	3%	3%	7%	2%	1%
							bc		

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

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

Table 10

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1035	238	744	253	459	259	246	480	301
Effective Weighted Sample	812	195	577	203	356	202	184	383	239
Total	1098	267	781	282	483	259	238	518	334
GoNoodle	22 2%	5 2%	16 2%	5 2%	12 2%	5 2%	14 6% bc	6 1%	2 1%
Fruitlab	20 2%	3 1%	17 2%	3 1%	11 2%	5 2%	13 6% bc	6 1%	1 *%
Imgur	19 2%	4 2%	14 2%	- -%	15 3% a	5 2%	11 5% bc	5 1%	2 *%
Dailymotion	18 2%	4 2%	11 1%	2 1%	11 2%	4 1%	11 5% bc	5 1%	2 1%
Triller	17 2%	4 1%	12 2%	2 1%	9 2%	6 2%	10 4% bc	6 1%	- -%
Child uploads videos to other apps/ sites	10 1%	4 1%	7 1%	1 *%	5 1%	2 1%	3 1%	2 *%	4 1%
Don't know	11 1%	3 1%	8 1%	3 1%	5 1%	2 1%	- -%	7 1%	4 1%
SUMMARY									
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 99%	264 99%	773 99%	279 99%	477 99%	257 99%	238 100%	511 99%	330 99%
Base for stats	1098	267	781	282	483	259	238	518	334
Columns Tested: a,b - a,b,c - a,b,c									

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

Table 10

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1035	238	744	253	459	259	246	480	301
Total	1098	267	781	282	483	259	238	518	334
Mean number of apps/ sites (out of 15)	2.2	2.3	2.1	2.0	2.2	2.4 a	2.9 bc	2.0	1.9
Standard deviation	1.65	1.53	1.71	1.39	1.70	1.90	2.46	1.33	1.22
Standard error	.05	.10	.06	.09	.08	.12	.16	.06	.07

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

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

Table 11

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

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

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
TikTok	664	16	53	178	296	120	16	528	120	299	365
	20%	4%	8%	19%	32%	28%	4%	21%	28%	17%	22%
			a	ab	abc	abc		a	ab		a
YouTube/ YouTube Kids	441	33	77	120	145	66	33	342	66	277	164
	13%	8%	11%	13%	16%	15%	8%	14%	15%	16%	10%
				a	ab	a		a	a	b	
Snapchat	399	16	31	98	164	90	16	293	90	172	227
	12%	4%	5%	11%	18%	21%	4%	12%	21%	10%	14%
				ab	abc	abc		a	ab		a
Instagram	338	14	34	54	136	99	14	225	99	163	175
	10%	3%	5%	6%	15%	23%	3%	9%	23%	9%	11%
					abc	abcd		a	ab		
Facebook (inc. Facebook Gaming)	247	14	28	57	94	53	14	179	53	123	123
	7%	3%	4%	6%	10%	12%	3%	7%	12%	7%	7%
					abc	abc		a	ab		
Twitch	65	2	7	15	25	16	2	47	16	38	27
	2%	1%	1%	2%	3%	4%	1%	2%	4%	2%	2%
					ab	abc			ab		
Pinterest	63	3	11	8	28	13	3	47	13	31	32
	2%	1%	2%	1%	3%	3%	1%	2%	3%	2%	2%
					ac	ac			a		
Vimeo	42	7	11	5	15	4	7	31	4	23	19
	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%
GROM social	27	4	6	4	11	3	4	21	3	15	11
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
GoNoodle	22	2	7	2	7	4	2	16	4	10	12
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
			c			c					

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

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

Table 11

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

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

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Fruitlab	20	2	4	3	8	3	2	15	3	7	13
	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%
Imgur	19	1	4	3	8	3	1	15	3	10	9
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%
Dailymotion	18	3	3	1	8	4	3	11	4	9	8
	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	1%
Triller	17	1	4	5	4	3	1	13	3	7	9
	*%	*%	1%	*%	*%	1%	*%	1%	1%	*%	1%
Child uploads videos to other apps/ sites	10	1	3	2	1	3	1	6	3	7	3
	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%
Don't know	11	3	-	*	4	3	3	4	3	4	6
	*%	1%	-%	*%	*%	1%	1%	*%	1%	*%	*%
		b				bc	b		b		
SUMMARY											
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088	61	132	312	402	181	61	846	181	540	547
	32%	14%	20%	33%	44%	42%	14%	33%	42%	31%	33%
			a	ab	abc	abc		a	ab		
DO NOT UPLOAD VIDEOS ONLINE	2285	356	539	624	516	249	356	1679	249	1191	1094
	68%	85%	80%	67%	56%	57%	85%	66%	57%	69%	66%
		cde	cde	de			bc	c			
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 15)	.7	.3	.4	.6	1.0	1.1	.3	.7	1.1	.7	.7
		a		ab	abc	abc		a	ab		
Standard deviation	1.39	.88	1.19	1.08	1.62	1.82	.88	1.35	1.82	1.36	1.42
Standard error	.02	.03	.04	.04	.06	.09	.03	.03	.09	.03	.03

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

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
TikTok	664 20%	8 4%	8 4%	27 8%	27 8%	81 17%	97 21%	132 28%	165 37%	51 23%	69 33%	10 4%	198 12%	446 31%
						abcd	abcd	abcde	abcdefgi	abcd	abcdefi		a	ab
YouTube/ YouTube Kids	441 13%	17 8%	16 8%	44 13%	33 10%	85 18%	35 8%	87 18%	58 13%	43 19%	22 11%	21 8%	186 12%	231 16%
				f		abdfj		abdfj	f	abdfj				ab
Snapchat	399 12%	8 4%	8 4%	19 5%	12 4%	46 10%	53 11%	64 13%	100 22%	35 16%	55 26%	10 4%	104 6%	277 19%
						abd	abcd	abcd	abcdefg	abcde	abcdefgi			ab
Instagram	338 10%	9 4%	5 2%	23 7%	11 3%	31 6%	23 5%	56 12%	80 18%	44 19%	56 27%	6 2%	77 5%	248 17%
				b		b		abcdef	abcdefg	abcdefg	abcdefgh			ab
Facebook (inc. Facebook Gaming)	247 7%	7 3%	8 4%	15 4%	13 4%	34 7%	23 5%	42 9%	53 12%	26 12%	27 13%	10 4%	75 5%	156 11%
						a		abcd	abcdef	abcdf	abcdef			ab
Twitch	65 2%	2 1%	1 *%	4 1%	3 1%	11 2%	4 1%	14 3%	11 3%	9 4%	7 3%	2 1%	20 1%	41 3%
								b		abcdf	abf			ab
Pinterest	63 2%	2 1%	1 *%	6 2%	5 2%	3 1%	5 1%	12 2%	16 4%	7 3%	6 3%	3 1%	18 1%	42 3%
									bef	be	b			b
Vimeo	42 1%	6 3%	1 *%	7 2%	4 1%	3 1%	2 1%	5 1%	10 2%	3 1%	1 1%	3 1%	20 1%	19 1%
		f												
GROM social	27 1%	1 *%	3 1%	4 1%	2 1%	4 1%	- -%	6 1%	6 1%	1 1%	1 1%	4 1%	10 1%	14 1%
									f					

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

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
GoNoodle	22 1%	2 1%	* *%	5 2%	2 1%	- -%	2 *%	- -%	7 2%	3 1%	1 1%	1 *%	10 1%	11 1%
				eg					eg	eg				
Fruitlab	20 1%	* *%	2 1%	2 1%	2 1%	2 *%	1 *%	2 1%	6 1%	1 1%	1 1%	2 1%	7 *%	11 1%
Imgur	19 1%	1 *%	- -%	- -%	4 1%	3 1%	- -%	4 1%	4 1%	2 1%	1 1%	1 *%	7 *%	11 1%
Dailymotion	18 1%	1 1%	1 1%	2 *%	1 *%	- -%	1 *%	4 1%	3 1%	2 1%	1 1%	* *%	6 *%	11 1%
Triller	17 *%	* *%	1 *%	3 1%	1 *%	2 *%	2 *%	* *%	4 1%	1 1%	1 1%	- -%	10 1%	7 *%
Child uploads videos to other apps/ sites	10 *%	* *%	1 *%	2 1%	1 *%	1 *%	1 *%	1 *%	- -%	3 1%	- -%	1 *%	5 *%	4 *%
										h				
Don't know	11 *%	2 1%	2 1%	- -%	- -%	- -%	* *%	* *%	3 1%	2 1%	1 *%	- -%	3 *%	5 *%
SUMMARY														
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 32%	33 15%	27 13%	73 21%	59 18%	160 34%	152 33%	188 40%	214 48%	85 38%	96 46%	37 14%	394 25%	642 44%
				b		abcd	abcd	abcd	abcdefgi	abcd	abcdef		a	ab
DO NOT UPLOAD VIDEOS ONLINE	2285 68%	182 84%	175 86%	273 79%	266 82%	315 66%	309 67%	286 60%	230 51%	136 61%	113 54%	233 86%	1200 75%	815 56%
		efghij	efghij	efghij	efghij	hj	hj	h		h		bc	c	
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c														

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mean number of apps/ sites (out of 15)	.7	.3	.3	.5	.4	.6	.5	.9	1.2	1.0	1.2	.3	.5	1.0
		ab		ab		abcd	abd	abcdef	abcdefg	abcdef	abcdefg		a	ab
Standard deviation	1.39	.92	.84	1.18	1.19	1.16	.99	1.51	1.73	1.80	1.84	.84	1.11	1.65
Standard error	.02	.05	.05	.06	.06	.06	.05	.08	.09	.13	.13	.04	.03	.05

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

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

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Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
TikTok	664 20%	562 20%	54 21%	29 19%	19 18%	664 20%	605 20%	59 15%	210 22% b	149 15%	122 19%	179 22% b	360 19%	302 21% b	664 20% b
YouTube/ YouTube Kids	441 13%	380 13%	28 11%	21 14%	12 11%	441 13%	405 14% b	35 9%	162 17% bcdfg	109 11%	81 13%	89 11%	271 14%	170 12%	441 13%
Snapchat	399 12%	337 12%	34 13%	17 11%	11 11%	399 12%	361 12%	38 10%	120 13%	102 11%	78 12%	96 12%	222 12%	174 12%	399 12%
Instagram	338 10%	293 10%	18 7%	16 10%	11 11%	338 10%	313 10% b	25 7%	141 15% bcdefg	70 7%	58 9%	69 9%	211 11% b	127 9%	338 10% b
Facebook (inc. Facebook Gaming)	247 7%	214 7%	13 5%	12 8%	8 8%	247 7%	234 8% b	13 3%	107 11% bcdefg	49 5%	37 6%	54 7%	156 8% b	91 6%	247 7%
Twitch	65 2%	58 2%	3 1%	2 1%	1 1%	65 2%	65 2% b	- -%	29 3% bdf	12 1%	13 2%	11 1%	41 2%	24 2%	65 2%
Pinterest	63 2%	57 2%	3 1%	1 1%	2 1%	63 2%	58 2%	5 1%	34 4% bcdfg	11 1%	5 1%	13 2%	45 2% cf	18 1%	63 2%
Vimeo	42 1%	39 1% c	1 *%	* *%	2 2% c	42 1%	41 1%	1 *%	19 2% b	4 *%	9 1%	9 1%	23 1%	19 1%	42 1%
GROM social	27 1%	24 1%	2 1%	* *%	1 1%	27 1%	27 1%	- -%	11 1%	7 1%	3 *%	6 1%	18 1%	9 1%	27 1%
GoNoodle	22 1%	21 1%	* *%	1 1%	* *%	22 1%	21 1%	1 *%	8 1%	7 1%	4 1%	3 *%	15 1%	7 *%	22 1%

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

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

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

Base : All parents of children aged 3-17

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

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Standard error	.02	.03	.05	.06	.08	.02	.03	.06	.05	.04	.04	.06	.03	.04	.02
Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g															

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
TikTok	664	173	464	170	286	160	156	305	198
	20%	27%	18%	20%	20%	21%	31%	17%	18%
		b					bc		
YouTube/ YouTube Kids	441	110	312	105	202	110	107	202	131
	13%	17%	12%	13%	14%	14%	21%	11%	12%
		b					bc		
Snapchat	399	104	277	102	162	104	94	183	118
	12%	16%	11%	12%	11%	13%	19%	10%	11%
		b					bc		
Instagram	338	79	244	70	148	105	100	145	91
	10%	12%	9%	8%	10%	14%	20%	8%	8%
		b				ab	bc		
Facebook (inc. Facebook Gaming)	247	71	166	57	117	60	71	113	61
	7%	11%	6%	7%	8%	8%	14%	6%	6%
		b					bc		
Twitch	65	19	45	17	29	17	29	26	11
	2%	3%	2%	2%	2%	2%	6%	1%	1%
							bc		
Pinterest	63	23	39	12	29	19	30	22	11
	2%	4%	2%	1%	2%	2%	6%	1%	1%
		b					bc		
Vimeo	42	11	26	6	22	10	17	16	6
	1%	2%	1%	1%	2%	1%	3%	1%	1%
							bc		
GROM social	27	5	20	5	13	8	16	9	3
	1%	1%	1%	1%	1%	1%	3%	*%	*%
							bc		

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

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

Table 11

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
GoNoodle	22 1%	5 1%	16 1%	5 1%	12 1%	5 1%	14 3% bc	6 *%	2 *%
Fruitlab	20 1%	3 1%	17 1%	3 *%	11 1%	5 1%	13 3% bc	6 *%	1 *%
Imgur	19 1%	4 1%	14 1%	- -%	15 1% a	5 1%	11 2% bc	5 *%	2 *%
Dailymotion	18 1%	4 1%	11 *%	2 *%	11 1%	4 *%	11 2% bc	5 *%	2 *%
Triller	17 *%	4 1%	12 *%	2 *%	9 1%	6 1%	10 2% bc	6 *%	- -%
Child uploads videos to other apps/ sites	10 *%	4 1%	7 *%	1 *%	5 *%	2 *%	3 1%	2 *%	4 *%
Don't know	11 *%	3 1%	8 *%	3 *%	5 *%	2 *%	- -%	7 *%	4 *%
SUMMARY									
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1088 32%	264 41% b	773 30%	279 34%	477 33%	257 33%	238 47% bc	511 29%	330 31%

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

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

Table 11

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
DO NOT UPLOAD VIDEOS ONLINE	2285	372	1815	550	949	517	271	1248	743
	68%	58%	70%	66%	66%	67%	53%	71%	69%
		a	a				a	a	a
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 15)	.7	1.0	.6	.7	.7	.8	1.3	.6	.6
		b					bc		
Standard deviation	1.39	1.51	1.36	1.24	1.44	1.57	2.21	1.17	1.12
Standard error	.02	.06	.03	.04	.04	.05	.09	.03	.04
Columns Tested: a,b - a,b,c - a,b,c									

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

Table 12

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3235	587	713	793	755	387	587	2261	387	1629	1606
Effective Weighted Sample	2423	366	525	634	586	354	366	1729	354	1221	1203
Total	3250	387	635	909	899	420	387	2443	420	1674	1575
Funny videos/ jokes/ pranks/ challenges	2134	157	371	658	639	308	157	1669	308	1121	1013
	66%	41%	58%	72%	71%	73%	41%	68%	73%	67%	64%
			a	ab	ab	ab		a	a		
Cartoons/ animations/ mini-movies or songs	1743	323	455	492	336	137	323	1283	137	891	852
	54%	84%	72%	54%	37%	33%	84%	53%	33%	53%	54%
		bcd	cde	de			bc	c			
Music videos	1531	114	229	400	513	275	114	1142	275	685	846
	47%	30%	36%	44%	57%	66%	30%	47%	66%	41%	54%
			a	ab	abc	abcd		a	ab		a
Game tutorials/ walk-throughs/ watching other people play games	1430	81	267	460	421	201	81	1148	201	889	541
	44%	21%	42%	51%	47%	48%	21%	47%	48%	53%	34%
			a	ab	a	a		a	a	b	
Videos that help them to learn new things or help with their schoolwork or homework	1359	140	268	382	394	174	140	1045	174	670	689
	42%	36%	42%	42%	44%	41%	36%	43%	41%	40%	44%
					a			a			
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1249	48	209	371	427	194	48	1007	194	580	669
	38%	12%	33%	41%	47%	46%	12%	41%	46%	35%	42%
			a	ab	abc	ab		a	a		a

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

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

Table 12

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

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

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

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3235	587	713	793	755	387	587	2261	387	1629	1606
Effective Weighted Sample	2423	366	525	634	586	354	366	1729	354	1221	1203
Total	3250	387	635	909	899	420	387	2443	420	1674	1575
'How-to' videos or tutorials about hobbies/ things they are interested in	1235 38%	81 21%	218 34% a	381 42% ab	353 39% a	203 48% abd	81 21%	951 39% a	203 48% ab	536 32%	699 44% a
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1066 33%	121 31% e	249 39% ade	343 38% ade	254 28%	99 24%	121 31% c	846 35% c	99 24%	491 29%	575 36% a
Film trailers, clips of programmes, 'best-bits' or programme highlights	1052 32%	54 14%	156 24% a	263 29% a	370 41% abc	210 50% abcd	54 14%	789 32% a	210 50% ab	526 31%	527 33%
Whole programmes or films	987 30%	99 26%	169 27%	232 25%	308 34% abc	180 43% abcd	99 26%	708 29%	180 43% ab	498 30%	488 31%
Sports/ football clips or interviews	763 23%	32 8%	97 15% a	207 23% ab	296 33% abc	131 31% abc	32 8%	600 25% a	131 31% ab	599 36% b	165 10%
Other types of video	25 1%	3 1%	1 *%	8 1%	9 1%	2 *%	3 1%	19 1%	2 *%	14 1%	11 1%
Don't know	26 1%	4 1%	8 1%	5 1%	5 1%	4 1%	4 1%	18 1%	4 1%	10 1%	15 1%
Base for stats	3250	387	635	909	899	420	387	2443	420	1674	1575

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

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

Table 12

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

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

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3235	587	713	793	755	387	587	2261	387	1629	1606
Total	3250	387	635	909	899	420	387	2443	420	1674	1575
Mean number of types of video watched (out of 12)	4.5	3.2	4.2	4.6	4.8	5.0	3.2	4.6	5.0	4.5	4.5
			a	ab	ab	abc		a	ab		
Standard deviation	2.30	1.84	2.25	2.25	2.35	2.33	1.84	2.30	2.33	2.30	2.30
Standard error	.04	.08	.08	.08	.09	.12	.08	.05	.12	.06	.06

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

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

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

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

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

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

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

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3235	292	295	360	353	396	397	380	375	201	186	407	1559	1217
Effective Weighted Sample	2423	180	187	266	259	318	316	295	291	183	172	245	1168	989
Total	3250	198	189	329	306	462	447	467	432	219	201	246	1527	1424
'How-to' videos or tutorials about hobbies/ things they are interested in	1235 38%	40 20%	40 21%	100 30% ab	118 39% abcg	161 35% ab	220 49% abcdeg	140 30% ab	212 49% abcdeg	94 43% abcg	108 54% abcdegi	45 18%	579 38% a	595 42% a
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1066 33%	61 31% i	60 32% i	126 38% gij	123 40% eghij	146 32% i	196 44% abeghij	116 25%	138 32% i	41 19%	58 29% i	76 31%	586 38% ac	398 28%
Film trailers, clips of programmes, 'best-bits' or programme highlights	1052 32%	26 13%	28 15%	81 25% ab	74 24% ab	135 29% ab	128 29% ab	173 37% abcdef	197 46% abcdefg	111 51% abcdefg	99 49% abcdefg	36 15%	389 25% a	612 43% ab
Whole programmes or films	987 30%	53 27%	46 24%	86 26%	83 27%	115 25%	116 26%	157 34% bef	151 35% bcdef	88 40% abcdef	92 46% abcdefgh	63 26%	403 26%	507 36% ab
Sports/ football clips or interviews	763 23%	24 12% b	8 4%	74 23% abdfhj	23 7%	169 36% abcdfhj	38 9%	227 49% abcdefhj	69 16% bdf	104 48% abcdefhj	27 13% bd	23 9%	261 17% a	465 33% ab
Other types of video	25 1%	2 1%	1 1%	- -%	1 *%	6 1%	3 1%	4 1%	5 1%	2 1%	- -%	2 1%	11 1%	12 1%
Don't know	26 1%	1 *%	3 1%	3 1%	5 2%	2 1%	2 1%	3 1%	2 *%	1 1%	3 1%	4 1%	11 1%	10 1%
Base for stats	3250	198	189	329	306	462	447	467	432	219	201	246	1527	1424

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

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

Table 12

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3235	292	295	360	353	396	397	380	375	201	186	407	1559	1217
Total	3250	198	189	329	306	462	447	467	432	219	201	246	1527	1424
Mean number of types of video watched (out of 12)	4.5	3.3	3.2	4.4	4.1	4.6	4.6	4.7	4.9	5.0	5.1	3.2	4.4	4.9
				ab	ab	abd	abd	abd	abcdf	abcd	abcdefg		a	ab
Standard deviation	2.30	1.72	1.96	2.17	2.32	2.34	2.16	2.42	2.27	2.26	2.41	1.90	2.23	2.35
Standard error	.04	.10	.11	.11	.12	.12	.11	.12	.12	.16	.18	.09	.06	.07
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c														

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3235	2057	436	433	309	3235	2938	297	1102	730	719	674	1832	1393	3235
Effective Weighted Sample	2423	1880	333	304	184	2423	2179	247	799	562	583	547	1317	1104	2423
Total	3250	2763	241	147	99	3250	2888	362	915	926	614	781	1842	1395	3250
Funny videos/ jokes/ pranks/ challenges	2134 66%	1813 66%	164 68%	94 64%	63 63%	2134 66%	1901 66%	233 64%	582 64%	607 66%	416 68%	518 66%	1189 65%	934 67%	2134 66%
Cartoons/ animations/ mini-movies or songs	1743 54%	1482 54%	125 52%	84 57%	52 53%	1743 54%	1564 54%	179 50%	498 54%	504 54%	325 53%	410 52%	1003 54%	735 53%	1743 54%
Music videos	1531 47%	1293 47%	120 50%	73 49%	45 46%	1531 47%	1371 47%	160 44%	423 46%	438 47%	271 44%	396 51% c	861 47%	667 48%	1531 47%
Game tutorials/ walk-throughs/ watching other people play games	1430 44%	1230 45%	94 39%	67 46%	38 39%	1430 44%	1262 44%	168 46%	395 43%	405 44%	292 47%	328 42%	800 43%	620 44%	1430 44%
Videos that help them to learn new things or help with their schoolwork or homework	1359 42%	1158 42%	101 42%	59 40%	40 41%	1359 42%	1221 42%	138 38%	412 45% f	378 41%	250 41%	311 40%	791 43%	561 40%	1359 42%
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1249 38%	1059 38%	90 37%	59 40%	40 41%	1249 38%	1100 38%	149 41%	311 34%	360 39%	250 41% a	325 42% ae	670 36%	575 41% ae	1249 38% a

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

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

Table 12

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3235	2057	436	433	309	3235	2938	297	1102	730	719	674	1832	1393	3235
Effective Weighted Sample	2423	1880	333	304	184	2423	2179	247	799	562	583	547	1317	1104	2423
Total	3250	2763	241	147	99	3250	2888	362	915	926	614	781	1842	1395	3250
'How-to' videos or tutorials about hobbies/ things they are interested in	1235 38%	1056 38%	91 38%	55 37%	33 33%	1235 38%	1085 38%	149 41%	365 40%	354 38%	230 37%	280 36%	718 39%	511 37%	1235 38%
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1066 33%	926 34% c	72 30%	40 27%	28 28%	1066 33% c	939 33%	127 35%	289 32%	314 34%	211 34%	247 32%	603 33%	458 33%	1066 33%
Film trailers, clips of programmes, 'best-bits' or programme highlights	1052 32%	896 32%	76 32%	49 34%	31 32%	1052 32%	940 33%	113 31%	329 36% df	289 31%	191 31%	240 31%	617 34%	431 31%	1052 32%
Whole programmes or films	987 30%	843 30%	70 29%	46 32%	28 28%	987 30%	881 31%	105 29%	283 31%	284 31%	191 31%	228 29%	567 31%	418 30%	987 30%
Sports/ football clips or interviews	763 23%	650 24%	59 25%	29 19%	26 26%	763 23%	687 24%	76 21%	260 28% bcdfg	207 22%	143 23%	154 20%	466 25% df	297 21%	763 23%
Other types of video	25 1%	21 1%	2 1%	* *%	1 1%	25 1%	21 1%	3 1%	7 1%	4 *%	4 1%	9 1%	11 1%	14 1%	25 1%
Don't know	26 1%	25 1%	- -%	- -%	1 1%	26 1%	21 1%	5 1%	4 *%	7 1%	2 *%	13 2% ace	11 1%	15 1%	26 1%
Base for stats	3250	2763	241	147	99	3250	2888	362	915	926	614	781	1842	1395	3250
Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g															

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

Table 12

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3235	2057	436	433	309	3235	2938	297	1102	730	719	674	1832	1393	3235
Total	3250	2763	241	147	99	3250	2888	362	915	926	614	781	1842	1395	3250
Mean number of types of video watched (out of 12)	4.5	4.5	4.4	4.5	4.3	4.5	4.5	4.4	4.5	4.5	4.5	4.4	4.5	4.5	4.5
Standard deviation	2.30	2.32	2.12	2.32	2.19	2.30	2.32	2.19	2.37	2.22	2.40	2.24	2.30	2.31	2.30
Standard error	.04	.05	.10	.11	.12	.04	.04	.13	.07	.08	.09	.09	.05	.06	.04

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

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

Table 12

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3235	593	2497	753	1394	790	557	1683	970
Effective Weighted Sample	2423	466	1852	577	1035	584	397	1262	747
Total	3250	624	2492	800	1373	755	496	1689	1038
Funny videos/ jokes/ pranks/ challenges	2134	409	1660	533	882	512	292	1129	699
	66%	66%	67%	67%	64%	68%	59%	67%	67%
								a	a
Cartoons/ animations/ mini-movies or songs	1743	306	1375	435	738	396	278	898	556
	54%	49%	55%	54%	54%	52%	56%	53%	54%
			a						
Music videos	1531	321	1170	381	658	358	208	793	522
	47%	52%	47%	48%	48%	47%	42%	47%	50%
									a
Game tutorials/ walk-throughs/ watching other people play games	1430	307	1080	376	593	332	206	760	457
	44%	49%	43%	47%	43%	44%	42%	45%	44%
		b							
Videos that help them to learn new things or help with their schoolwork or homework	1359	248	1076	328	557	345	207	714	426
	42%	40%	43%	41%	41%	46%	42%	42%	41%
						b			
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1249	277	931	320	528	288	168	639	432
	38%	44%	37%	40%	38%	38%	34%	38%	42%
		b							a

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

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

Table 12

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3235	593	2497	753	1394	790	557	1683	970
Effective Weighted Sample	2423	466	1852	577	1035	584	397	1262	747
Total	3250	624	2492	800	1373	755	496	1689	1038
'How-to' videos or tutorials about hobbies/ things they are interested in	1235 38%	246 39%	961 39%	283 35%	519 38%	311 41% a	209 42% b	612 36%	403 39%
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1066 33%	213 34%	825 33%	254 32%	450 33%	266 35%	148 30%	557 33%	353 34%
Film trailers, clips of programmes, 'best-bits' or programme highlights	1052 32%	207 33%	811 33%	255 32%	422 31%	271 36% b	164 33%	535 32%	346 33%
Whole programmes or films	987 30%	222 36% b	737 30%	240 30%	417 30%	229 30%	152 31%	488 29%	340 33%
Sports/ football clips or interviews	763 23%	143 23%	595 24%	160 20%	326 24%	205 27% a	149 30% bc	383 23%	225 22%
Other types of video	25 1%	8 1%	16 1%	11 1%	6 *%	5 1%	3 1%	14 1%	8 1%
Don't know	26 1%	5 1%	15 1%	7 1%	10 1%	2 *%	3 1%	4 *%	15 1% b

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

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

Table 12

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	3235	593	2497	753	1394	790	557	1683	970
Total	3250	624	2492	800	1373	755	496	1689	1038
Base for stats	3250	624	2492	800	1373	755	496	1689	1038
Mean number of types of video watched (out of 12)	4.5	4.7	4.5	4.5	4.4	4.7 b	4.4	4.5	4.6
Standard deviation	2.30	2.31	2.29	2.28	2.27	2.33	2.50	2.18	2.37
Standard error	.04	.10	.05	.08	.06	.08	.11	.05	.08

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

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

Table 13

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2833	356	578	812	748	339	356	2138	339	1467	1367
	84%	85%	86%	87%	81%	78%	85%	85%	78%	85%	83%
		e	de	de			c	c			
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	441	33	77	120	145	66	33	342	66	277	164
	13%	8%	11%	13%	16%	15%	8%	14%	15%	16%	10%
				a	ab	a		a	a	b	
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2872	360	583	822	763	344	360	2168	344	1494	1378
	85%	86%	87%	88%	83%	79%	86%	86%	79%	86%	84%
		e	de	de			c	c			
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	511	60	88	113	159	90	60	360	90	242	269
	15%	14%	13%	12%	17%	21%	14%	14%	21%	14%	16%
					bc	abc			ab		

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

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

Table 13

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2833	183	173	303	276	405	407	400	348	177	162	227	1377	1186
	84%	84%	85%	88%	85%	85%	88%	84%	78%	79%	77%	84%	86%	81%
			hj	hij	hj	hj	hij	h					c	
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	441	17	16	44	33	85	35	87	58	43	22	21	186	231
	13%	8%	8%	13%	10%	18%	8%	18%	13%	19%	11%	8%	12%	16%
				f		abdfj		abdfj	f	abdfj				ab
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2872	186	174	305	279	415	407	408	355	180	164	228	1391	1210
	85%	86%	86%	88%	86%	88%	88%	86%	79%	81%	78%	85%	87%	83%
		j	j	hij	hj	hij	hij	hj					c	
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	511	31	29	41	47	59	54	67	93	43	47	41	206	253
	15%	14%	14%	12%	14%	12%	12%	14%	21%	19%	22%	15%	13%	17%
									cdefg	cef	abcdefg			b

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

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

Table 13

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2833	2412	216	125	81	2833	2520	313	797	816	516	696	1613	1212	2833
	84%	84%	85%	82%	77%	84%	84%	81%	84%	84%	80%	86%	84%	83%	84%
		d	d			d						c	c		c
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	441	380	28	21	12	441	405	35	162	109	81	89	271	170	441
	13%	13%	11%	14%	11%	13%	14%	9%	17%	11%	13%	11%	14%	12%	13%
							b		bcdfg						
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2872	2448	217	126	82	2872	2554	318	812	819	527	705	1632	1232	2872
	85%	85%	85%	83%	78%	85%	85%	82%	86%	85%	82%	87%	85%	85%	85%
		d	d			d						c			
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	511	424	37	26	23	511	443	68	135	147	116	107	282	223	511
	15%	15%	15%	17%	22%	15%	15%	18%	14%	15%	18%	13%	15%	15%	15%
					abe						d				

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

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

Table 13

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2833	537	2190	710	1182	658	413	1492	909
	84%	84%	84%	85%	83%	85%	81%	84%	84%
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	441	110	312	105	202	110	107	202	131
	13%	17%	12%	13%	14%	14%	21%	11%	12%
		b					bc		
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2872	548	2214	720	1201	667	427	1507	919
	85%	86%	85%	87%	84%	86%	84%	85%	85%
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	511	92	382	112	231	108	81	260	158
	15%	14%	15%	13%	16%	14%	16%	15%	15%

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

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

Table 14

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

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

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

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	~d	~e	a	b	~c	a	b
Unweighted total	1911	547	653	711	-	-	547	1364	-	960	951
Effective Weighted Sample	1375	342	481	573	-	-	342	1047	-	691	685
Total	1766	360	583	822	-	-	360	1406	-	906	860
Uses YouTube Kids app/ site	967	257	370	340	**	**	257	710	**	485	482
	55%	71%	63%	41%	**	**	71%	51%	**	54%	56%
		bc	c				b				
Uses 'main' YouTube app/ site	1136	160	334	642	**	**	160	976	**	588	547
	64%	44%	57%	78%	**	**	44%	69%	**	65%	64%
			a	ab				a			
Don't know	5	2	-	3	**	**	2	3	**	3	2
	*%	1%	-%	*%	**	**	1%	*%	**	*%	*%
SUMMARY											
ONLY USES YOUTUBE KIDS APP/ SITE	625	198	249	177	**	**	198	427	**	315	311
	35%	55%	43%	22%	**	**	55%	30%	**	35%	36%
		bc	c				b				
ONLY USES MAIN YOUTUBE APP/ SITE	793	101	213	479	**	**	101	693	**	418	376
	45%	28%	37%	58%	**	**	28%	49%	**	46%	44%
			a	ab				a			
USES BOTH	342	59	121	163	**	**	59	283	**	171	172
	19%	16%	21%	20%	**	**	16%	20%	**	19%	20%

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

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

Table 14

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

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

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

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	a	b	c
Unweighted total	1911	275	272	331	322	354	357	-	-	-	-	380	1417	101
Effective Weighted Sample	1375	170	172	245	236	284	289	-	-	-	-	228	1066	87
Total	1766	186	174	305	279	415	407	-	-	-	-	228	1391	135
Uses YouTube Kids app/ site	967	131	126	185	185	169	171	**	**	**	**	163	766	30
	55%	71%	72%	61%	66%	41%	42%	**	**	**	**	71%	55%	22%
		cef	cef	ef	ef							bc	c	
Uses 'main' YouTube app/ site	1136	76	84	183	151	330	313	**	**	**	**	97	908	124
	64%	41%	48%	60%	54%	79%	77%	**	**	**	**	42%	65%	92%
				ab	a	abcd	abcd						a	ab
Don't know	5	2	-	-	-	1	2	**	**	**	**	2	3	-
	*%	1%	-%	-%	-%	*%	*%	**	**	**	**	1%	*%	-%
SUMMARY														
ONLY USES YOUTUBE KIDS APP/ SITE	625	108	90	122	128	85	92	**	**	**	**	129	480	11
	35%	58%	52%	40%	46%	20%	23%	**	**	**	**	57%	35%	8%
		cdef	cef	ef	ef							bc	c	
ONLY USES MAIN YOUTUBE APP/ SITE	793	53	48	120	94	246	234	**	**	**	**	63	622	105
	45%	28%	28%	39%	34%	59%	57%	**	**	**	**	28%	45%	78%
				ab		abcd	abcd						a	ab
USES BOTH	342	23	36	64	57	84	79	**	**	**	**	33	286	19
	19%	12%	21%	21%	20%	20%	19%	**	**	**	**	15%	21%	14%
			a	a	a	a							a	

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

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

Table 14

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1911	1146	281	283	201	1911	1743	168	644	444	411	405	1088	816	1911
Effective Weighted Sample	1375	1058	225	228	136	1375	1239	136	447	325	321	320	749	626	1375
Total	1766	1508	129	77	52	1766	1578	187	497	512	316	433	1008	749	1766
Uses YouTube Kids app/ site	967	828	66	45	27	967	870	97	296	284	174	208	580	383	967
	55%	55%	52%	59%	52%	55%	55%	52%	60% df	56%	55%	48%	58% df	51%	55% d
Uses 'main' YouTube app/ site	1136	974	81	46	34	1136	1014	122	294	338	203	294	632	497	1136
	64%	65%	63%	59%	66%	64%	64%	65%	59%	66%	64%	68% a	63%	66% a	64%
Don't know	5	3	2	-	-	5	5	-	3	1	-	1	4	1	5
	*%	*%	1% ae	-%	-%	*%	*%	-%	1%	*%	-%	*%	*%	*%	*%
SUMMARY															
ONLY USES YOUTUBE KIDS APP/ SITE	625	530	45	31	18	625	560	65	199	173	114	138	372	251	625
	35%	35%	35%	41%	34%	35%	35%	35%	40% df	34%	36%	32%	37%	34%	35%
ONLY USES MAIN YOUTUBE APP/ SITE	793	676	61	32	25	793	703	90	197	227	142	223	424	365	793
	45%	45%	47%	41%	48%	45%	45%	48%	40%	44%	45%	52% aeg	42%	49% ae	45%
USES BOTH	342	298	21	14	9	342	310	32	97	111	61	71	208	132	342
	19%	20%	16%	18%	18%	19%	20%	17%	20%	22%	19%	16%	21%	18%	19%

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

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

Table 14

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

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

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

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

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

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

Table 15

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube (Live)	1402	124	265	383	432	197	124	1080	197	789	613
	41%	30%	40%	41%	47%	45%	30%	43%	45%	45%	37%
			a	a	abc	a		a	a	b	
TikTok (Live)	955	36	85	238	412	184	36	735	184	437	518
	28%	8%	13%	25%	45%	42%	8%	29%	42%	25%	31%
			a	ab	abc	abc		a	ab		a
Instagram (Live)	579	22	62	112	226	157	22	400	157	264	316
	17%	5%	9%	12%	25%	36%	5%	16%	36%	15%	19%
			a	a	abc	abcd		a	ab		a
Snapchat (Live)	456	13	45	93	189	116	13	327	116	216	240
	13%	3%	7%	10%	21%	27%	3%	13%	27%	12%	15%
			a	ab	abc	abcd		a	ab		
Facebook (Live)	445	28	48	94	168	108	28	309	108	231	214
	13%	7%	7%	10%	18%	25%	7%	12%	25%	13%	13%
					abc	abcd		a	ab		
Twitch	190	9	19	34	84	44	9	137	44	121	69
	6%	2%	3%	4%	9%	10%	2%	5%	10%	7%	4%
					abc	abc		a	ab	b	
Telegram (Live)	70	7	15	9	25	14	7	49	14	45	25
	2%	2%	2%	1%	3%	3%	2%	2%	3%	3%	2%
					c	c					
Yubo	34	3	8	5	12	6	3	25	6	15	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
YouNow	33	4	9	7	11	3	4	26	3	16	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Child watches live streamed videos on other apps/ sites	37	6	11	6	5	8	6	23	8	18	18
	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%

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

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

Table 15

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

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

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Child does not watch live streamed videos on ANY apps/ sites	1210	249	323	372	187	79	249	882	79	603	607
	36%	59%	48%	40%	20%	18%	59%	35%	18%	35%	37%
		bcd	cde	de			bc	c			
Don't know	55	8	15	18	10	4	8	42	4	34	21
	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%

SUMMARY

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

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

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

Table 15

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

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

Base : All parents of children aged 3-17

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

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

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

Table 15

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
YouNow	33	2	2	5	4	3	3	4	7	2	1	3	17	13
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Child watches live streamed videos on other apps/ sites	37	3	3	5	7	2	4	3	2	5	3	4	20	12
	1%	2%	2%	1%	2%	*%	1%	1%	*%	2%	1%	2%	1%	1%
Child does not watch live streamed videos on ANY apps/ sites	1210	119	130	161	162	175	197	93	93	55	25	160	737	291
	36%	55%	64%	47%	50%	37%	43%	20%	21%	24%	12%	59%	46%	20%
		efghij	cdefghij	efghij	efghij	ghij	ghij	j	j	j		bc	c	
Don't know	55	4	4	13	2	9	9	5	5	3	1	7	32	15
	2%	2%	2%	4%	1%	2%	2%	1%	1%	2%	1%	3%	2%	1%
				dgj										
SUMMARY														
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2118	94	70	172	161	291	255	376	349	166	184	103	829	1157
	63%	43%	34%	50%	50%	61%	55%	79%	78%	74%	88%	38%	52%	79%
				b	b	abcd	ab	abcdef	abcdef	abcdef	abcdefghi		a	ab
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mean number of apps/ sites (out of 10)	1.2	.7	.5	.9	.8	1.1	1.0	1.7	1.7	1.6	2.2	.6	.9	1.7
		b		b	b	abcd	ab	abcdef	abcdef	abcdef	abcdefghi		a	ab
Standard deviation	1.39	1.04	.84	1.19	1.23	1.25	1.17	1.45	1.46	1.56	1.67	.91	1.19	1.50
Standard error	.02	.06	.05	.06	.06	.06	.06	.07	.07	.11	.12	.04	.03	.04

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

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

Table 15

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
YouTube (Live)	1402	1194	101	62	45	1402	1269	133	446	382	248	320	829	568	1402
	41%	42%	40%	41%	43%	41%	42%	35%	47%	40%	39%	39%	43%	39%	41%
							b		bcdfg				f		
TikTok (Live)	955	809	72	44	30	955	874	81	266	255	182	252	521	434	955
	28%	28%	28%	29%	29%	28%	29%	21%	28%	26%	28%	31%	27%	30%	28%
							b								
Instagram (Live)	579	494	38	27	20	579	530	49	221	155	96	105	376	202	579
	17%	17%	15%	18%	19%	17%	18%	13%	23%	16%	15%	13%	20%	14%	17%
							b		bcdefg				cdf		df
Snapchat (Live)	456	389	34	18	14	456	411	45	156	123	79	98	279	177	456
	13%	14%	14%	12%	14%	13%	14%	12%	16%	13%	12%	12%	15%	12%	13%
									cdfg						
Facebook (Live)	445	371	32	24	18	445	411	34	173	97	82	94	270	175	445
	13%	13%	13%	16%	17%	13%	14%	9%	18%	10%	13%	12%	14%	12%	13%
							b		bcdefg				b		b
Twitch	190	165	13	7	5	190	179	11	71	39	40	37	110	77	190
	6%	6%	5%	5%	5%	6%	6%	3%	8%	4%	6%	5%	6%	5%	6%
							b		bdfg						
Telegram (Live)	70	62	2	2	4	70	68	2	40	12	7	11	52	18	70
	2%	2%	1%	1%	3%	2%	2%	1%	4%	1%	1%	1%	3%	1%	2%
					b				bcdfg				cf		
Yubo	34	26	4	1	3	34	32	2	18	4	4	8	22	12	34
	1%	1%	2%	1%	2%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%
					a				bcfg						
YouNow	33	25	4	1	2	33	32	1	13	9	4	7	22	11	33
	1%	1%	2%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%

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

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

Table 15

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Child watches live streamed videos on other apps/ sites	37 1%	28 1%	5 2%	2 1%	2 2%	37 1%	33 1%	4 1%	6 1%	12 1%	10 2%	9 1%	18 1%	19 1%	37 1%
Child does not watch live streamed videos on ANY apps/ sites	1210 36%	1032 36%	83 33%	57 37%	38 37%	1210 36%	1035 35%	175 45% a	294 31%	361 37% a	238 37% a	308 38% a	655 34%	545 37% a	1210 36% a
Don't know	55 2%	44 2%	8 3%	2 1%	1 1%	55 2%	49 2%	6 2%	13 1%	20 2%	10 2%	13 2%	32 2%	23 2%	55 2%
SUMMARY															
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2118 63%	1796 63%	163 64%	94 62%	66 63%	2118 63%	1914 64% b	204 53%	640 68% bcdfg	586 61%	395 61%	491 61%	1226 64%	887 61%	2118 63%
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 10)	1.2	1.2	1.2	1.2	1.4	1.2	1.3 b	.9	1.5 bcdefg	1.1	1.2	1.2	1.3 bcd	1.2	1.2 b
Standard deviation	1.39	1.39	1.31	1.38	1.55	1.39	1.41	1.15	1.55	1.28	1.30	1.36	1.43	1.34	1.39
Standard error	.02	.03	.06	.06	.09	.02	.03	.06	.05	.05	.05	.05	.03	.03	.02

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

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

Table 15

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube (Live)	1402 41%	301 47% b	1044 40%	362 44%	616 43%	297 38%	252 50% bc	731 41%	405 38%
TikTok (Live)	955 28%	229 36% b	689 27%	260 31%	407 28%	217 28%	177 35% bc	487 28%	284 26%
Instagram (Live)	579 17%	119 19%	432 17%	139 17%	244 17%	155 20%	124 24% bc	286 16%	164 15%
Snapchat (Live)	456 13%	97 15%	336 13%	113 14%	188 13%	117 15%	83 16% b	213 12%	156 14%
Facebook (Live)	445 13%	100 16%	322 12%	108 13%	209 15%	99 13%	104 20% bc	204 12%	130 12%
Twitch	190 6%	62 10% b	120 5%	50 6%	86 6%	45 6%	62 12% bc	79 4%	49 5%
Telegram (Live)	70 2%	19 3%	47 2%	17 2%	26 2%	23 3%	32 6% bc	31 2% c	6 1%
Yubo	34 1%	8 1%	26 1%	6 1%	16 1%	10 1%	16 3% bc	12 1%	6 1%
YouNow	33 1%	4 1%	28 1%	4 *%	21 1%	8 1%	11 2% bc	15 1%	7 1%

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

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

Table 15

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Child watches live streamed videos on other apps/ sites	37 1%	8 1%	29 1%	9 1%	14 1%	9 1%	4 1%	16 1%	15 1%
Child does not watch live streamed videos on ANY apps/ sites	1210 36%	188 29%	979 38% a	260 31%	496 35%	306 39% a	132 26%	638 36% a	431 40% a
Don't know	55 2%	4 1%	43 2%	16 2%	22 2%	7 1%	5 1%	28 2%	20 2%
SUMMARY									
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2118 63%	447 70% b	1573 61%	556 67% c	914 64%	462 60%	371 73% bc	1100 62%	626 58%
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 10)	1.2	1.5 b	1.2	1.3	1.3	1.3	1.7 bc	1.2	1.1
Standard deviation	1.39	1.49	1.37	1.30	1.42	1.50	1.74	1.29	1.33
Standard error	.02	.06	.03	.05	.04	.05	.07	.03	.04
Columns Tested: a,b - a,b,c - a,b,c									

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

Table 16

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

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

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes	513	29	69	141	182	92	29	392	92	274	239
	15%	7%	10%	15%	20%	21%	7%	15%	21%	16%	15%
				ab	abc	abc		a	ab		
No	2842	389	597	784	731	341	389	2112	341	1446	1396
	84%	92%	89%	84%	79%	79%	92%	84%	79%	83%	85%
		cde	cde	de			bc	c			
Don't know	28	3	5	10	9	1	3	25	1	16	12
	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%

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

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

Table 16

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes	513	15	14	41	28	77	64	96	87	45	47	14	193	296
	15%	7%	7%	12%	9%	16%	14%	20%	19%	20%	22%	5%	12%	20%
						abd	abd	abcdf	abcd	abcd	abcdf		a	ab
No	2842	200	188	301	297	394	391	373	357	178	163	254	1388	1157
	84%	92%	93%	87%	91%	83%	85%	79%	80%	79%	78%	94%	87%	79%
		efghij	cefg hij	ghij	efghij		gj					bc	c	
Don't know	28	2	1	4	1	4	7	6	4	1	-	2	17	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%

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

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

Table 16

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes	513	441	36	21	15	513	470	43	205	116	92	99	321	192	513
	15%	15%	14%	14%	14%	15%	16%	11%	22%	12%	14%	12%	17%	13%	15%
									bcd	efg			bdf		
No	2842	2406	215	131	90	2842	2500	342	738	840	546	703	1578	1249	2842
	84%	84%	85%	86%	85%	84%	83%	89%	78%	87%	85%	87%	82%	86%	84%
								a		ae	a	ae	a	ae	a
Don't know	28	26	2	*	*	28	27	1	4	10	5	9	14	14	28
	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

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

Table 16

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes	513	145	338	129	230	129	140	235	134
	15%	23% b	13%	16%	16%	17%	28% bc	13%	12%
No	2842	492	2239	697	1185	645	364	1520	933
	84%	77%	86% a	84%	83%	83%	72%	86% a	87% a
Don't know	28	3	19	6	17	2	4	11	10
	1%	*%	1%	1%	1% c	*%	1%	1%	1%

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

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

Table 17

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
TikTok	1421 42%	50 12%	123 18%	358 38%	606 66%	285 66%	50 12%	1087 43%	285 66%	699 40%	722 44%
			a	ab	abc	abc		a	ab		
Snapchat	1231 36%	28 7%	77 12%	277 30%	541 59%	308 71%	28 7%	896 35%	308 71%	575 33%	656 40%
			a	ab	abc	abcd		a	ab		a
Instagram	1060 31%	38 9%	82 12%	160 17%	473 51%	308 71%	38 9%	714 28%	308 71%	487 28%	573 35%
				ab	abc	abcd		a	ab		a
Facebook	894 26%	43 10%	76 11%	186 20%	357 39%	232 54%	43 10%	619 24%	232 54%	462 27%	433 26%
				ab	abc	abcd		a	ab		
Pinterest	308 9%	6 1%	21 3%	56 6%	142 15%	84 19%	6 1%	219 9%	84 19%	104 6%	205 12%
				ab	abc	abc		a	ab		a
X/ Twitter	203 6%	2 *%	10 2%	27 3%	90 10%	74 17%	2 *%	127 5%	74 17%	114 7%	89 5%
				a	abc	abcd		a	ab		
BeReal	150 4%	1 *%	8 1%	14 1%	70 8%	56 13%	1 *%	92 4%	56 13%	41 2%	109 7%
					abc	abcd		a	ab		a
Reddit	139 4%	5 1%	21 3%	12 1%	63 7%	38 9%	5 1%	96 4%	38 9%	85 5%	55 3%
			c		abc	abc		a	ab	b	
Wink	69 2%	6 1%	15 2%	20 2%	18 2%	11 3%	6 1%	52 2%	11 3%	41 2%	28 2%
Tumblr	69 2%	1 *%	9 1%	16 2%	22 2%	20 5%	1 *%	47 2%	20 5%	34 2%	35 2%
				a	a	abc		a	ab		

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

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

Table 17

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
HiPal	45	2	8	16	13	7	2	36	7	27	18
	1%	*%	1%	2%	1%	2%	*%	1%	2%	2%	1%
YuBo	44	2	4	11	17	9	2	32	9	25	19
	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%
				b		ab			a		
Amino	32	4	7	6	8	7	4	22	7	19	14
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
Whisper	29	*	8	2	12	6	*	22	6	18	11
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%
			ac		ac	ac			a		
Momio	26	1	8	2	10	6	1	20	6	12	14
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%
			c			ac			a		
Child uses other social media apps/ sites	85	11	22	28	16	8	11	66	8	52	34
	3%	3%	3%	3%	2%	2%	3%	3%	2%	3%	2%
Child does not use ANY social media apps/ sites	1130	301	400	337	72	20	301	809	20	587	543
	33%	72%	60%	36%	8%	5%	72%	32%	5%	34%	33%
		bcde	cde	de			bc	c			
Don't know	31	6	13	11	2	-	6	25	-	17	15
	1%	1%	2%	1%	*%	-%	1%	1%	-%	1%	1%
		de	de	de			c				
SUMMARY											
ANY SOCIAL MEDIA APPS/ SITES USED	2222	114	258	588	848	414	114	1694	414	1132	1090
	66%	27%	38%	63%	92%	95%	27%	67%	95%	65%	66%
			a	ab	abc	abcd		a	ab		

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

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

Table 17

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

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

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 16)	1.7	.5	.7	1.3	2.7	3.4	.5	1.6	3.4	1.6	1.8
			a	ab	abc	abcd		a	ab		a
Standard deviation	1.84	.97	1.25	1.44	1.77	2.00	.97	1.72	2.00	1.74	1.94
Standard error	.03	.04	.05	.05	.06	.10	.04	.04	.10	.04	.05

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

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

Table 17

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
TikTok	1421 42%	31 14%	19 9%	61 18% b	62 19% b	177 37% abcd	181 39% abcd	293 62% abcdef	313 70% abcdefg	137 61% abcdef	147 70% abcdef	21 8%	433 27% a	943 64% ab
Snapchat	1231 36%	17 8%	11 6%	41 12% b	37 11% b	131 28% abcd	145 32% abcd	238 50% abcdef	304 68% abcdefg	149 67% abcdefg	159 76% abcdefg	15 6%	289 18% a	897 61% ab
Instagram	1060 31%	25 11%	13 6%	44 13% b	37 12% b	74 16% b	86 19% abd	197 42% abcdef	275 61% abcdefg	147 66% abcdefg	162 77% abcdefghi	21 8%	215 13% a	802 55% ab
Facebook	894 26%	25 11%	19 9%	48 14% d	28 9%	97 21% abcd	88 19% abd	179 38% abcdef	177 40% abcdef	112 50% abcdefgh	121 57% abcdefgh	26 10%	258 16% a	581 40% ab
Pinterest	308 9%	3 2%	2 1%	12 3%	9 3%	26 6% ab	30 6% abd	42 9% abcd	100 22% abcdefgi	21 9% abcd	63 30% abcdefgi	5 2%	65 4%	236 16% ab
X/ Twitter	203 6%	1 1%	* *%	4 1%	7 2% b	17 4% ab	10 2% b	49 10% abcdef	41 9% abcdef	42 19% abcdefgh	32 15% abcdefh	1 1%	33 2%	159 11% ab
BeReal	150 4%	1 1%	- -%	3 1%	5 1%	9 2% b	5 1%	16 3% abc	54 12% abcdefgi	12 6% abcdef	44 21% abcdefghi	* *%	19 1%	130 9% ab
Reddit	139 4%	3 2%	2 1%	16 5% bdef	5 2%	5 1%	7 2%	37 8% abdef	26 6% abdef	24 11% abcdef	15 7% abdef	2 1%	34 2%	102 7% ab
Wink	69 2%	3 1%	3 1%	10 3%	5 1%	15 3%	6 1%	6 1%	11 2%	7 3%	4 2%	5 2%	33 2%	27 2%

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

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

Table 17

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Tumblr	69 2%	1 *%	- -%	4 1%	5 1%	11 2% b	5 1%	10 2% b	12 3% ab	8 3% ab	13 6% abcdefg	1 *%	25 2%	43 3% ab
HiPal	45 1%	* *%	2 1%	7 2%	1 *%	12 2% ad	4 1%	5 1%	7 2%	3 1%	4 2%	2 1%	21 1%	20 1%
YuBo	44 1%	1 1%	1 1%	2 1%	2 *%	7 1%	4 1%	11 2%	6 1%	4 2%	6 3% d	1 *%	15 1%	27 2%
Amino	32 1%	2 1%	2 1%	4 1%	3 1%	4 1%	2 *%	5 1%	4 1%	3 1%	3 2%	3 1%	15 1%	15 1%
Whisper	29 1%	* *%	* *%	5 2% f	3 1%	2 *%	* *%	7 1% f	6 1%	4 2% abf	2 1%	* *%	10 1%	16 1%
Momio	26 1%	* *%	* *%	5 2% f	2 1%	2 *%	* *%	1 *%	8 2% f	3 1%	3 1% f	1 *%	10 1%	15 1%
Child uses other social media apps/ sites	85 3%	8 4% hj	3 1%	12 3% hj	10 3% j	11 2% j	17 4% hj	12 3% j	4 1%	8 4% hj	- -%	8 3%	49 3% c	26 2%
Child does not use ANY social media apps/ sites	1130 33%	143 66% efghij	158 78% acdefghij	198 57% efghij	202 62% efghij	180 38% ghij	157 34% ghij	53 11% hij	19 4%	12 5%	8 4%	197 73% bc	799 50% c	124 8%
Don't know	31 1%	4 2%	2 1%	7 2% g	6 2% g	5 1%	5 1%	* *%	1 *%	- -%	- -%	5 2% c	25 2% c	2 *%

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

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

Table 17

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
SUMMARY														
ANY SOCIAL MEDIA APPS/ SITES USED	2222	70	44	140	118	289	299	421	427	212	202	68	774	1338
	66%	32%	21%	41%	36%	61%	65%	89%	95%	95%	96%	25%	48%	91%
		b		b	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg		a	ab
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mean number of apps/ sites (out of 16)	1.7	.6	.4	.8	.7	1.3	1.3	2.3	3.0	3.1	3.7	.4	1.0	2.8
		b		ab	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi		a	ab
Standard deviation	1.84	1.06	.85	1.31	1.19	1.48	1.40	1.64	1.83	1.94	2.00	.92	1.36	1.87
Standard error	.03	.06	.05	.07	.06	.07	.07	.08	.09	.14	.14	.04	.03	.05
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c														

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
TikTok	1421 42%	1193 42%	110 43%	71 47%	48 45%	1421 42%	1271 42%	150 39%	412 44%	377 39%	288 45% b	343 42%	789 41%	630 43%	1421 42%
Snapchat	1231 36%	1035 36%	101 40%	58 38%	37 35%	1231 36%	1103 37%	128 33%	353 37%	360 37%	244 38%	272 33%	713 37%	515 35%	1231 36%
Instagram	1060 31%	883 31%	82 32%	54 36%	41 39% ae	1060 31%	964 32% b	97 25%	364 38% bcdefg	282 29%	194 30%	218 27%	647 34% bdf	412 28%	1060 31% d
Facebook	894 26%	745 26%	66 26%	49 32% ae	35 33% ae	894 26%	818 27% b	77 20%	310 33% bcdefg	203 21%	178 28% b	203 25%	512 27% b	381 26% b	894 26% b
Pinterest	308 9%	270 9%	20 8%	11 7%	8 8%	308 9%	279 9%	29 8%	126 13% bcdefg	69 7%	42 7%	68 8%	195 10% bcf	110 8%	308 9% c
X/ Twitter	203 6%	174 6%	18 7% c	6 4%	5 5%	203 6%	195 7% b	8 2%	75 8% bdf	49 5%	38 6%	41 5%	124 6%	79 5%	203 6%
BeReal	150 4%	124 4%	14 5%	7 4%	6 6%	150 4%	130 4%	20 5%	50 5% d	41 4%	33 5%	25 3%	91 5%	59 4%	150 4%
Reddit	139 4%	121 4%	9 4%	5 3%	4 4%	139 4%	131 4%	8 2%	68 7% bcdefg	30 3%	21 3%	19 2%	98 5% df	39 3%	139 4% df
Wink	69 2%	60 2%	4 2%	3 2%	2 2%	69 2%	67 2% b	2 *% b	39 4% bcdfg	15 2%	3 1%	12 1%	53 3% cf	15 1%	69 2% cf
Tumblr	69 2%	58 2%	7 3%	1 1%	3 2%	69 2%	68 2% b	1 *% b	36 4% bcdfg	14 1%	10 1%	10 1%	50 3% f	19 1%	69 2%

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

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

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

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
HiPal	45 1%	38 1%	5 2%	2 1%	1 1%	45 1%	43 1%	2 1%	13 1%	7 1%	13 2% b	11 1%	20 1%	24 2%	45 1%
YuBo	44 1%	38 1%	3 1%	1 1%	2 2%	44 1%	40 1%	4 1%	24 3% befg	2 *%	8 1% b	11 1% b	26 1% b	18 1% b	44 1% b
Amino	32 1%	28 1%	2 1%	2 1%	1 1%	32 1%	31 1%	1 *%	16 2% b	5 1%	5 1%	7 1%	21 1%	12 1%	32 1%
Whisper	29 1%	25 1%	3 1%	1 1%	* *%	29 1%	26 1%	3 1%	12 1%	4 *%	3 *%	10 1%	16 1%	13 1%	29 1%
Momio	26 1%	22 1%	2 1%	1 1%	* *%	26 1%	26 1%	* *%	6 1%	9 1%	5 1%	7 1%	15 1%	11 1%	26 1%
Child uses other social media apps/ sites	85 3%	76 3%	4 2%	3 2%	3 3%	85 3%	80 3%	5 1%	16 2%	31 3%	13 2%	25 3%	47 2%	38 3%	85 3%
Child does not use ANY social media apps/ sites	1130 33%	959 33%	93 37% d	49 32%	30 28%	1130 33%	972 32%	159 41% a	263 28%	341 35% a	219 34% a	299 37% ae	604 32%	518 36% ae	1130 33% a
Don't know	31 1%	26 1%	1 1%	* *%	3 3% abce	31 1%	27 1%	4 1%	4 *%	8 1%	7 1%	12 2% a	12 1%	19 1% a	31 1%
SUMMARY															
ANY SOCIAL MEDIA APPS/ SITES USED	2222 66%	1888 66%	159 63%	103 68%	72 69%	2222 66%	1999 67% b	223 58%	681 72% bcdefg	617 64%	417 65%	501 62%	1298 68% df	918 63%	2222 66%

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

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

Table 17

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 16)	1.7	1.7	1.8	1.8	1.9	1.7	1.8	1.4	2.0	1.6	1.7	1.6	1.8	1.6	1.7
							b		bcddefg				bdf		b
Standard deviation	1.84	1.84	1.91	1.74	1.92	1.84	1.86	1.62	1.99	1.65	1.76	1.91	1.84	1.84	1.84
Standard error	.03	.04	.09	.08	.11	.03	.03	.09	.06	.06	.06	.07	.04	.05	.03

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

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
TikTok	1421 42%	331 52% b	1032 40%	361 43%	598 42%	343 44%	251 49% bc	721 41%	441 41%
Snapchat	1231 36%	271 42% b	906 35%	314 38%	490 34%	304 39% b	187 37%	613 35%	421 39% b
Instagram	1060 31%	217 34%	799 31%	252 30%	428 30%	296 38% ab	190 37% bc	541 31%	324 30%
Facebook	894 26%	194 30% b	653 25%	223 27%	391 27%	217 28%	165 32% bc	448 25%	272 25%
Pinterest	308 9%	72 11%	227 9%	68 8%	129 9%	80 10%	85 17% bc	139 8%	79 7%
X/ Twitter	203 6%	44 7%	152 6%	43 5%	91 6%	55 7%	62 12% bc	89 5%	50 5%
BeReal	150 4%	32 5%	118 5%	31 4%	50 4%	56 7% ab	35 7% bc	76 4%	36 3%
Reddit	139 4%	32 5%	101 4%	25 3%	69 5%	35 4%	46 9% bc	67 4%	25 2%
Wink	69 2%	10 2%	56 2%	11 1%	36 3%	19 2%	21 4% bc	28 2%	20 2%

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

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Tumblr	69 2%	17 3%	51 2%	8 1%	29 2%	24 3% a	23 5% bc	33 2%	12 1%
HiPal	45 1%	8 1%	37 1%	8 1%	23 2%	15 2%	18 4% bc	16 1%	11 1%
YuBo	44 1%	9 1%	31 1%	8 1%	23 2%	11 1%	16 3% bc	21 1%	6 1%
Amino	32 1%	6 1%	26 1%	3 *%	19 1%	8 1%	13 3% bc	12 1%	7 1%
Whisper	29 1%	4 1%	22 1%	5 1%	15 1%	5 1%	13 3% bc	11 1%	5 *%
Momio	26 1%	4 1%	20 1%	9 1%	10 1%	7 1%	12 2% bc	11 1%	3 *%
Child uses other social media apps/ sites	85 3%	20 3%	62 2%	23 3%	37 3%	13 2%	17 3%	44 2%	21 2%
Child does not use ANY social media apps/ sites	1130 33%	157 25%	923 36% a	262 31%	465 32%	251 32%	125 25%	623 35% a	370 34% a

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

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

Table 17

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Don't know	31	3	27	11	14	2	4	20	8
	1%	1%	1%	1%	1%	*%	1%	1%	1%
				c					
SUMMARY									
ANY SOCIAL MEDIA APPS/ SITES USED	2222	479	1646	558	953	523	380	1124	699
	66%	75%	63%	67%	67%	67%	75%	64%	65%
		b					bc		
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 16)	1.7	2.0	1.7	1.7	1.7	1.9	2.3	1.6	1.6
		b				ab	bc		
Standard deviation	1.84	1.83	1.85	1.70	1.82	2.04	2.35	1.73	1.69
Standard error	.03	.07	.04	.06	.05	.07	.10	.04	.05

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

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

Table 18

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	a	b	~c	a	b
Unweighted total	478	178	300	-	-	-	178	300	-	265	213
Effective Weighted Sample	321	107	216	-	-	-	107	216	-	180	142
Total	372	114	258	-	-	-	114	258	-	211	161
My child uses these social media apps/ sites independently	107	24	82	**	**	**	24	82	**	59	47
	29%	21%	32%	**	**	**	21%	32%	**	28%	29%
I use these social media apps/ sites on behalf of my child	103	39	64	**	**	**	39	64	**	54	49
	28%	34%	25%	**	**	**	34%	25%	**	26%	30%
We use these social media apps/ sites together	158	50	108	**	**	**	50	108	**	94	64
	43%	44%	42%	**	**	**	44%	42%	**	45%	40%
Don't know	4	*	4	**	**	**	*	4	**	3	1
	1%	*%	2%	**	**	**	*%	2%	**	2%	1%

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

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

Table 18

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	c	d	~e	~f	~g	~h	~i	~j	a	b	~c
Unweighted total	478	103	75	162	138	-	-	-	-	-	-	117	355	-
Effective Weighted Sample	321	62	46	118	97	-	-	-	-	-	-	69	251	-
Total	372	70	44	140	118	-	-	-	-	-	-	68	301	-
My child uses these social media apps/ sites independently	107	9	**	50	32	**	**	**	**	**	**	13	94	**
	29%	13%	**	36%	27%	**	**	**	**	**	**	19%	31%	**
				a	a								a	
I use these social media apps/ sites on behalf of my child	103	22	**	32	32	**	**	**	**	**	**	25	77	**
	28%	31%	**	23%	27%	**	**	**	**	**	**	37%	25%	**
We use these social media apps/ sites together	158	39	**	56	53	**	**	**	**	**	**	30	127	**
	43%	55%	**	40%	45%	**	**	**	**	**	**	44%	42%	**
		c												
Don't know	4	*	**	3	1	**	**	**	**	**	**	*	4	**
	1%	*%	**	2%	1%	**	**	**	**	**	**	*%	1%	**

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

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

Table 18

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

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

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

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

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

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

Table 18

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING ~c
Significance Level: 95%									
Unweighted total	478	106	337	103	238	111	126	248	99
Effective Weighted Sample	321	73	227	70	159	74	82	167	68
Total	372	80	269	82	186	83	88	197	82
My child uses these social media apps/ sites independently	107	22	79	24	49	31	37	50	**
	29%	27%	29%	29%	26%	37%	42% b	26%	**
I use these social media apps/ sites on behalf of my child	103	24	71	22	55	23	20	59	**
	28%	30%	27%	27%	30%	28%	23%	30%	**
We use these social media apps/ sites together	158	33	117	36	82	28	31	87	**
	43%	42%	43%	44%	44%	34%	35%	44%	**
Don't know	4	1	2	*	1	1	-	*	**
	1%	1%	1%	*%	*%	1%	-%	*%	**

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

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

Table 19

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

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

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

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

Table 19

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

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

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

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

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SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

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

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

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

Table 19

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2736	550	2071	644	1179	645	438	1408	866
	81%	86%	80%	77%	82%	83%	86%	80%	80%
		b			a	a	bc		
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3262	625	2499	804	1380	756	498	1695	1043
	96%	98%	96%	97%	96%	97%	98%	96%	97%
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2126	449	1579	558	919	463	373	1102	629
	63%	70%	61%	67%	64%	60%	73%	62%	58%
		b		c			bc		
USE SOCIAL MEDIA APPS/ SITES	2222	479	1646	558	953	523	380	1124	699
	66%	75%	63%	67%	67%	67%	75%	64%	65%
		b					bc		
ANY OF THESE	3319	633	2544	817	1406	764	501	1728	1063
	98%	99%	98%	98%	98%	99%	98%	98%	99%
NONE OF THESE	64	6	52	14	26	12	8	39	15
	2%	1%	2%	2%	2%	1%	2%	2%	1%
ALL OF THESE	1734	389	1269	444	761	394	316	885	515
	51%	61%	49%	53%	53%	51%	62%	50%	48%
		b					bc		

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

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

Table 20

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
Yes	1841	83	205	538	684	331	83	1427	331	924	917
	78%	73%	80%	79%	78%	77%	73%	78%	77%	76%	80%
											a
No	498	30	47	139	188	93	30	375	93	280	219
	21%	27%	18%	20%	21%	22%	27%	21%	22%	23%	19%
Don't know	23	*	6	7	6	3	*	19	3	17	6
	1%	*%	2%	1%	1%	1%	*%	1%	1%	1%	1%

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

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

Table 20

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Yes	1841	49	**	109	97	264	274	344	340	158	172	52	672	1085
	78%	70%	**	78%	82%	78%	80%	76%	80%	73%	83%	77%	79%	78%
											ai			
No	498	21	**	27	20	72	68	103	85	57	36	15	170	300
	21%	30%	**	19%	17%	21%	20%	23%	20%	26%	17%	23%	20%	21%
		j								j				
Don't know	23	*	**	4	1	4	3	5	2	3	-	-	13	8
	1%	*%	**	3%	1%	1%	1%	1%	*%	1%	-%	-%	2%	1%
				hj										

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

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

Table 20

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
Yes	1841	1560	135	88	57	1841	1654	187	572	503	357	404	1076	762	1841
	78%	78%	80%	83%	77%	78%	78%	76%	80%	77%	82%	74%	78%	78%	78%
									d		d				
No	498	432	33	17	17	498	442	56	142	146	78	129	288	207	498
	21%	21%	20%	16%	23%	21%	21%	23%	20%	22%	18%	24%	21%	21%	21%
												c			
Don't know	23	20	1	1	*	23	19	4	3	4	2	11	7	12	23
	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	2%	1%	1%	1%
												ace			

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

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

Table 20

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Yes	1841	390	1360	467	791	433	332	901	593
	78%	78%	77%	80%	78%	79%	85% b	75%	79%
No	498	104	381	116	211	115	56	296	143
	21%	21%	22%	20%	21%	21%	14%	25% ac	19%
Don't know	23	5	16	4	8	2	4	6	12
	1%	1%	1%	1%	1%	*%	1%	1%	2% b

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

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

Table 21

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
Strongly disagree	147 6%	7 6%	19 8% e	61 9% de	44 5%	16 4%	7 6%	124 7% c	16 4%	75 6%	71 6%
Slightly disagree	341 14%	15 13%	40 15%	113 17%	122 14%	52 12%	15 13%	275 15%	52 12%	154 13%	187 16% a
Neither agree nor disagree	680 29%	30 26%	57 22%	223 33% b	250 28%	119 28%	30 26%	531 29%	119 28%	357 29%	323 28%
Slightly agree	784 33%	39 34%	82 32%	174 25% c	328 37% c	162 38% c	39 34%	583 32%	162 38% b	417 34%	367 32%
Strongly agree	374 16%	22 20%	58 23% cd	101 15%	123 14%	70 16%	22 20%	282 15%	70 16%	195 16%	179 16%
Don't know	35 1%	- -%	1 1%	12 2%	12 1%	9 2%	- -%	26 1%	9 2%	22 2%	14 1%
SUMMARY CODES											
TOTAL DISAGREE	488 21%	22 20%	59 23% e	174 25% de	166 19%	67 16%	22 20%	399 22% c	67 16%	230 19%	259 23%
TOTAL AGREE	1158 49%	61 54% c	140 54% c	275 40% c	450 51% c	231 54% c	61 54%	865 48% b	231 54% b	612 50%	546 48%
TOTAL NEITHER/ DON'T KNOW	715 30%	30 26%	59 23%	235 34% b	262 30% b	128 30%	30 26%	557 31%	128 30%	379 31%	336 29%

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

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

Table 21

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Strongly disagree	147 6%	6 8%	** **	14 10% gij	6 5%	29 8%	32 9% gij	19 4%	24 6%	8 4%	8 4%	3 5%	70 8% c	69 5%
Slightly disagree	341 14%	9 13%	** **	19 13%	21 18% i	49 14% i	64 19% i	62 14% i	60 14% i	15 7%	36 17% i	8 11%	140 16%	190 14%
Neither agree nor disagree	680 29%	17 25%	** **	27 19%	31 26%	114 33% c	109 32% c	132 29% c	118 28%	67 31% c	52 25%	20 29%	242 28%	405 29%
Slightly agree	784 33%	22 32%	** **	51 36% e	31 26%	80 24%	94 27%	172 38% def	156 36% ef	91 42% def	70 34% e	24 36%	233 27%	510 37% b
Strongly agree	374 16%	16 22% f	** **	29 21% fg	29 25% fghi	61 18%	40 12%	58 13%	65 15%	31 14%	38 18% f	13 19%	159 19% c	199 14%
Don't know	35 1%	- -%	** **	1 1%	- -%	7 2%	5 1%	8 2%	5 1%	5 2%	4 2%	- -%	11 1%	21 2%
SUMMARY CODES														
TOTAL DISAGREE	488 21%	15 21% i	** **	32 23% i	27 23% i	78 23% i	96 28% ghi	81 18% i	84 20% i	24 11%	44 21% i	11 17%	210 25% c	259 19%
TOTAL AGREE	1158 49%	38 54% f	** **	80 57% ef	60 51% f	141 42%	134 39%	230 51% ef	220 52% ef	123 56% ef	109 52% ef	37 54%	392 46%	709 51% b
TOTAL NEITHER/ DON'T KNOW	715 30%	17 25%	** **	28 20%	31 26%	121 36% c	114 33% c	140 31% c	122 29%	72 33% c	56 27%	20 29%	253 30%	426 31%

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

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

Table 21

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
Strongly disagree	147 6%	127 6%	10 6%	7 6%	2 3%	147 6%	136 6%	11 5%	44 6%	35 5%	27 6%	41 8%	79 6%	68 7%	147 6%
Slightly disagree	341 14%	294 15%	23 13%	14 13%	10 13%	341 14%	302 14%	40 16%	94 13%	110 17%	61 14%	74 14%	205 15%	135 14%	341 14%
Neither agree nor disagree	680 29%	580 29%	42 25%	35 33%	23 31%	680 29%	596 28%	84 34%	161 22%	173 26%	140 32%	202 37%	334 24%	342 35%	680 29%
											ae	abeg		abeg	ae
Slightly agree	784 33%	657 33%	66 39%	38 36%	23 31%	784 33%	709 34%	75 30%	243 34%	242 37% df	143 33%	153 28%	486 35% df	295 30%	784 33%
Strongly agree	374 16%	322 16% c	25 15%	11 10%	16 22% c	374 16% c	343 16%	31 13%	165 23% bcdefg	90 14%	60 14%	58 11%	255 19% bcd	118 12%	374 16% df
Don't know	35 1%	31 2%	3 2%	1 1%	1 1%	35 1%	30 1%	5 2%	10 1%	3 *%	7 2%	16 3% be	13 1%	22 2% be	35 1%
SUMMARY CODES															
TOTAL DISAGREE	488 21%	422 21%	33 20%	21 20%	12 17%	488 21%	437 21%	51 21%	138 19%	145 22%	87 20%	115 21%	284 21%	203 21%	488 21%
TOTAL AGREE	1158 49%	979 49%	91 54%	49 46%	39 52%	1158 49%	1052 50%	106 43%	408 57% cdfg	332 51% df	203 46% d	211 39%	740 54% cdfg	414 42%	1158 49% df
TOTAL NEITHER/ DON'T KNOW	715 30%	611 30%	45 26%	36 34%	23 31%	715 30%	626 30%	89 36%	171 24%	176 27%	146 33% abe	218 40% abeg	347 25%	364 37% abeg	715 30% ae

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

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

Table 21

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Strongly disagree	147 6%	31 6%	112 6%	37 6%	54 5%	32 6%	30 8%	67 6%	48 6%
Slightly disagree	341 14%	97 19% b	236 13%	84 14%	149 15%	79 14%	39 10%	187 16% a	115 15% a
Neither agree nor disagree	680 29%	149 30%	487 28%	195 33% bc	262 26%	136 25%	82 21%	327 27% a	259 35% ab
Slightly agree	784 33%	145 29%	616 35% a	186 32%	368 36%	187 34%	115 29%	443 37% ac	226 30%
Strongly agree	374 16%	73 15%	280 16%	82 14%	163 16%	108 20% a	123 31% bc	165 14%	83 11%
Don't know	35 1%	5 1%	27 2%	4 1%	13 1%	9 2%	3 1%	15 1%	16 2%
SUMMARY CODES									
TOTAL DISAGREE	488 21%	128 26% b	348 20%	121 21%	202 20%	111 20%	69 18%	254 21%	163 22%
TOTAL AGREE	1158 49%	218 44%	897 51% a	267 46%	531 53% a	295 54% a	238 61% bc	608 50% c	309 41%

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

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

Table 21

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
TOTAL NEITHER/ DON'T KNOW	715	154	514	199	275	144	85	342	275
	30%	31%	29%	34%	27%	26%	22%	28%	37%
				bc				a	ab

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

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

Table 22

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

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

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes – there is a minimum age requirement	2841	356	555	797	772	361	356	2124	361	1429	1412
	84%	85%	83%	85%	84%	83%	85%	84%	83%	82%	86%
										a	
No – there is not a minimum age requirement	240	30	55	64	62	30	30	181	30	142	98
	7%	7%	8%	7%	7%	7%	7%	7%	7%	8%	6%
										b	
Don't know	301	34	62	75	88	42	34	225	42	164	137
	9%	8%	9%	8%	10%	10%	8%	9%	10%	9%	8%

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

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

Table 22

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes – there is a minimum age requirement	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
	84%	81%	89%	81%	84%	87%	83%	80%	88%	80%	87%	84%	84%	84%
			acgi			gi			acgi					
No – there is not a minimum age requirement	240	22	8	35	20	29	35	37	25	19	11	19	123	94
	7%	10%	4%	10%	6%	6%	8%	8%	6%	9%	5%	7%	8%	6%
		b		bh						b				
Don't know	301	20	15	30	32	32	42	57	31	25	17	25	130	140
	9%	9%	7%	9%	10%	7%	9%	12%	7%	11%	8%	9%	8%	10%
								eh						

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

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

Table 22

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes – there is a minimum age requirement	2841	2411	216	129	86	2841	2507	334	800	811	552	668	1611	1220	2841
	84%	84%	85%	84%	82%	84%	84%	87%	84%	84%	86%	82%	84%	84%	84%
No – there is not a minimum age requirement	240	205	17	9	9	240	218	23	78	76	34	51	155	85	240
	7%	7%	7%	6%	9%	7%	7%	6%	8% cf	8%	5%	6%	8% cf	6%	7%
Don't know	301	256	21	14	10	301	273	29	69	79	57	93	148	150	301
	9%	9%	8%	9%	10%	9%	9%	7%	7%	8%	9%	11% ae	8%	10% ae	9%

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

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

Table 22

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes – there is a minimum age requirement	2841	565	2167	703	1206	664	434	1514	871
	84%	88%	83%	85%	84%	86%	85%	86%	81%
		b					c		
No – there is not a minimum age requirement	240	40	185	54	104	60	48	124	65
	7%	6%	7%	6%	7%	8%	9%	7%	6%
							c		
Don't know	301	34	243	75	122	52	27	128	140
	9%	5%	9%	9%	8%	7%	5%	7%	13%
			a						ab

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

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

Table 23

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2842	540	625	690	654	333	540	1969	333	1395	1447
Effective Weighted Sample	2132	336	460	557	509	305	336	1513	305	1047	1086
Total	2841	356	555	797	772	361	356	2124	361	1429	1412
Age under 10	70	12	20	23	12	2	12	56	2	42	28
	2%	3%	4%	3%	2%	1%	3%	3%	1%	3%	2%
		e	de	e			c	c			
Aged 10	63	6	10	33	14	-	6	58	-	34	30
	2%	2%	2%	4%	2%	-%	2%	3%	-%	2%	2%
		e	e	abde	e		c	c			
Aged 11	33	3	5	13	12	-	3	29	-	13	20
	1%	1%	1%	2%	2%	-%	1%	1%	-%	1%	1%
				e	e			c			
Aged 12	247	24	46	74	82	21	24	203	21	126	121
	9%	7%	8%	9%	11%	6%	7%	10%	6%	9%	9%
					e			c			
Aged 13	1092	125	176	293	341	157	125	810	157	501	590
	38%	35%	32%	37%	44%	43%	35%	38%	43%	35%	42%
					abc	ab			a		a
Aged 14	287	37	47	66	100	38	37	212	38	141	146
	10%	10%	8%	8%	13%	11%	10%	10%	11%	10%	10%
					bc						
Aged 15	106	15	21	29	24	17	15	74	17	56	50
	4%	4%	4%	4%	3%	5%	4%	3%	5%	4%	4%
Aged 16	508	73	119	132	89	95	73	339	95	269	239
	18%	21%	21%	17%	12%	26%	21%	16%	26%	19%	17%
		d	cd	d		cd	b		b		
Aged 17	6	*	2	*	2	2	*	3	2	2	4
	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Aged 18 or over	141	23	40	44	27	7	23	111	7	83	58
	5%	6%	7%	6%	3%	2%	6%	5%	2%	6%	4%
		de	de	e			c	c			

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

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

Table 23

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2842	540	625	690	654	333	540	1969	333	1395	1447
Effective Weighted Sample	2132	336	460	557	509	305	336	1513	305	1047	1086
Total	2841	356	555	797	772	361	356	2124	361	1429	1412
Don't know	289	38	69	89	70	22	38	228	22	163	126
	10%	11%	12%	11%	9%	6%	11%	11%	6%	11%	9%
		e	e	e			c	c			
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	2841	356	555	797	772	361	356	2124	361	1429	1412
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	125	176	293	341	157	125	810	157	501	590
	38%	35%	32%	37%	44%	43%	35%	38%	43%	35%	42%
					abc	ab			a		a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	45	81	144	120	23	45	345	23	215	199
	15%	13%	15%	18%	16%	6%	13%	16%	6%	15%	14%
		e	e	ae	e		c	c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	148	228	271	241	160	148	741	160	551	497
	37%	41%	41%	34%	31%	44%	41%	35%	44%	39%	35%
		cd	cd			cd	b		b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	231	379	504	431	205	231	1314	205	928	822
	62%	65%	68%	63%	56%	57%	65%	62%	57%	65%	58%
		de	de	d			c			b	

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

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

Table 23

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2842	263	277	307	318	348	342	313	341	164	169	377	1371	1052
Effective Weighted Sample	2132	161	176	228	232	281	276	245	264	149	155	225	1034	858
Total	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
Age under 10	70	8	5	12	8	13	11	9	3	1	1	7	47	16
	2%	4%	3%	4%	3%	3%	3%	2%	1%	1%	*%	3%	3%	1%
		hj		hj									c	
Aged 10	63	3	3	4	6	18	15	9	5	-	-	3	41	19
	2%	1%	2%	1%	2%	4%	4%	2%	1%	-%	-%	1%	3%	2%
						hij	ij						c	
Aged 11	33	2	1	2	2	3	10	5	6	-	-	2	15	16
	1%	1%	1%	1%	1%	1%	3%	1%	2%	-%	-%	1%	1%	1%
Aged 12	247	12	11	23	23	42	32	39	42	9	12	15	117	113
	9%	7%	6%	8%	8%	10%	8%	10%	11%	5%	6%	7%	9%	9%
Aged 13	1092	64	61	85	90	142	150	134	207	75	81	73	466	535
	38%	36%	34%	30%	33%	34%	39%	35%	53%	42%	45%	32%	35%	44%
							c		abcdefgi	c	bcde			ab
Aged 14	287	12	24	21	26	34	32	54	46	20	18	25	111	145
	10%	7%	13%	7%	9%	8%	8%	14%	12%	11%	10%	11%	8%	12%
			c					acef						b
Aged 15	106	9	6	13	8	12	17	15	10	8	9	14	42	47
	4%	5%	3%	5%	3%	3%	4%	4%	3%	4%	5%	6%	3%	4%
												b		
Aged 16	508	34	39	59	60	68	64	54	35	54	42	48	256	192
	18%	20%	22%	21%	22%	16%	17%	14%	9%	30%	23%	21%	19%	16%
		h	h	h	gh	h	h			acefgh	gh	c		
Aged 17	6	-	*	-	2	-	*	2	-	-	2	-	2	4
	*%	-%	*%	-%	1%	-%	*%	*%	-%	-%	1%	-%	*%	*%
Aged 18 or over	141	13	10	24	17	30	15	13	14	4	3	16	82	42
	5%	7%	5%	8%	6%	7%	4%	3%	4%	2%	2%	7%	6%	3%
		ij		fghij		gij						c	c	

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

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

Table 23

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2842	263	277	307	318	348	342	313	341	164	169	377	1371	1052
Effective Weighted Sample	2132	161	176	228	232	281	276	245	264	149	155	225	1034	858
Total	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
Don't know	289	19	20	37	32	51	39	48	22	9	14	21	167	100
	10%	11%	11%	13%	12%	12%	10%	12%	6%	5%	8%	9%	12%	8%
				hi	hi	hi		hi					c	
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	64	61	85	90	142	150	134	207	75	81	73	466	535
	38%	36%	34%	30%	33%	34%	39%	35%	53%	42%	45%	32%	35%	44%
							c	abcdefgi		c	bcde			ab
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	25	21	42	40	76	68	62	58	10	12	28	220	165
	15%	14%	11%	15%	15%	18%	18%	16%	15%	6%	7%	12%	16%	13%
		ij		ij	ij	bij	ij	ij	ij					
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	68	79	117	112	144	127	136	105	85	75	104	493	430
	37%	39%	44%	42%	41%	35%	33%	36%	27%	47%	41%	46%	37%	35%
		h	fh	fh	h	h		h		efgh	h	bc		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	112	119	196	183	271	234	246	185	104	101	153	879	694
	62%	64%	66%	70%	67%	66%	61%	65%	47%	58%	55%	68%	65%	56%
		h	hj	fhij	hj	hj	h	h		h		c	c	

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

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

Table 23

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

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

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

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

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

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

Table 23

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2842	1801	398	376	267	2842	2565	277	966	637	647	584	1603	1231	2842
Effective Weighted Sample	2132	1649	309	261	155	2132	1904	230	702	496	524	469	1160	971	2132
Total	2841	2411	216	129	86	2841	2507	334	800	811	552	668	1611	1220	2841
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	2841	2411	216	129	86	2841	2507	334	800	811	552	668	1611	1220	2841
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	920	86	53	32	1092	948	144	273	311	213	288	584	502	1092
	38%	38%	40%	42%	38%	38%	38%	43%	34%	38%	39%	43%	36%	41%	38%
												ae		ae	a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	340	38	20	14	413	378	35	162	105	81	65	267	146	413
	15%	14%	18%	16%	17%	15%	15%	10%	20%	13%	15%	10%	17%	12%	15%
									bdefg		d		df		d
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	908	72	37	30	1048	916	131	286	320	205	232	606	437	1048
	37%	38%	33%	29%	35%	37%	37%	39%	36%	39%	37%	35%	38%	36%	37%
		c				c									
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	1491	130	75	54	1750	1559	191	527	500	338	380	1027	718	1750
	62%	62%	60%	58%	62%	62%	62%	57%	66%	62%	61%	57%	64%	59%	62%
									dfg				df		

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

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

Table 23

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2842	536	2187	665	1217	700	486	1512	823
Effective Weighted Sample	2132	419	1627	509	913	516	349	1136	634
Total	2841	565	2167	703	1206	664	434	1514	871
Age under 10	70 2%	23 4% b	44 2%	16 2%	34 3%	16 2%	23 5% bc	29 2%	15 2%
Aged 10	63 2%	11 2%	50 2%	16 2%	22 2%	22 3%	19 4% b	23 2%	21 2%
Aged 11	33 1%	1 *%	31 1% a	6 1%	16 1%	7 1%	6 1%	18 1%	8 1%
Aged 12	247 9%	30 5%	208 10% a	55 8%	102 8%	67 10%	47 11% c	147 10% c	51 6%
Aged 13	1092 38%	264 47% b	792 37%	278 39%	472 39%	248 37%	136 31%	593 39% a	354 41% a
Aged 14	287 10%	46 8%	234 11%	59 8%	121 10%	85 13% a	35 8%	154 10%	96 11%
Aged 15	106 4%	23 4%	80 4%	28 4%	42 3%	26 4%	21 5%	54 4%	29 3%
Aged 16	508 18%	99 18%	395 18%	124 18%	214 18%	118 18%	64 15%	286 19%	155 18%
Aged 17	6 *%	- -%	6 *%	* *%	3 *%	2 *%	1 *%	3 *%	1 *%
Aged 18 or over	141 5%	29 5%	110 5%	45 6% c	64 5%	24 4%	25 6%	77 5%	40 5%

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

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

Table 23

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	2842	536	2187	665	1217	700	486	1512	823
Effective Weighted Sample	2132	419	1627	509	913	516	349	1136	634
Total	2841	565	2167	703	1206	664	434	1514	871
Don't know	289	40	218	76	116	51	55	131	100
	10%	7%	10%	11%	10%	8%	13% b	9%	11%
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	2841	565	2167	703	1206	664	434	1514	871
	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	264	792	278	472	248	136	593	354
	38%	47% b	37%	39%	39%	37%	31%	39% a	41% a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	64	333	93	174	111	96	217	96
	15%	11%	15% a	13%	14%	17%	22% bc	14% c	11%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	197	824	257	444	255	147	573	322
	37%	35%	38%	37%	37%	38%	34%	38%	37%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	301	1375	426	734	417	298	921	518
	62%	53%	63% a	61%	61%	63%	69% bc	61%	59%

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

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

Table 24

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Age under 10	70	12	20	23	12	2	12	56	2	42	28
	2%	3%	3%	2%	1%	*%	3%	2%	*%	2%	2%
		e	de	e			c	c			
Aged 10	63	6	10	33	14	-	6	58	-	34	30
	2%	1%	1%	4%	2%	-%	1%	2%	-%	2%	2%
		e	e	abde	e		c	c			
Aged 11	33	3	5	13	12	-	3	29	-	13	20
	1%	1%	1%	1%	1%	-%	1%	1%	-%	1%	1%
				e	e			c			
Aged 12	247	24	46	74	82	21	24	203	21	126	121
	7%	6%	7%	8%	9%	5%	6%	8%	5%	7%	7%
					e			c			
Aged 13	1092	125	176	293	341	157	125	810	157	501	590
	32%	30%	26%	31%	37%	36%	30%	32%	36%	29%	36%
					abc	b					a
Aged 14	287	37	47	66	100	38	37	212	38	141	146
	8%	9%	7%	7%	11%	9%	9%	8%	9%	8%	9%
					bc						
Aged 15	106	15	21	29	24	17	15	74	17	56	50
	3%	4%	3%	3%	3%	4%	4%	3%	4%	3%	3%
Aged 16	508	73	119	132	89	95	73	339	95	269	239
	15%	17%	18%	14%	10%	22%	17%	13%	22%	15%	15%
		d	d	d		cd	b		b		
Aged 17	6	*	2	*	2	2	*	3	2	2	4
	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%
Aged 18 or over	141	23	40	44	27	7	23	111	7	83	58
	4%	5%	6%	5%	3%	2%	5%	4%	2%	5%	4%
		de	de	e			c	c			

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

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

Table 24

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Don't know	289	38	69	89	70	22	38	228	22	163	126
	9%	9%	10%	10%	8%	5%	9%	9%	5%	9%	8%
		e	e	e			c	c			
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	2841	356	555	797	772	361	356	2124	361	1429	1412
	84%	85%	83%	85%	84%	83%	85%	84%	83%	82%	86%
										a	
AWARE AND GIVES THE CORRECT AGE (13)	1092	125	176	293	341	157	125	810	157	501	590
	32%	30%	26%	31%	37%	36%	30%	32%	36%	29%	36%
					abc	b					a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	45	81	144	120	23	45	345	23	215	199
	12%	11%	12%	15%	13%	5%	11%	14%	5%	12%	12%
		e	e	ae	e		c	c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	148	228	271	241	160	148	741	160	551	497
	31%	35%	34%	29%	26%	37%	35%	29%	37%	32%	30%
		cd	d			cd	b		b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	231	379	504	431	205	231	1314	205	928	822
	52%	55%	56%	54%	47%	47%	55%	52%	47%	53%	50%
		de	de	de			c				
SAY THERE IS NO MINIMUM AGE REQUIREMENT	240	30	55	64	62	30	30	181	30	142	98
	7%	7%	8%	7%	7%	7%	7%	7%	7%	8%	6%
										b	

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

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

Table 24

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

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

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	301	34	62	75	88	42	34	225	42	164	137
	9%	8%	9%	8%	10%	10%	8%	9%	10%	9%	8%

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

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

Table 24

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Age under 10	70 2%	8 4% hj	5 2%	12 3% hij	8 3%	13 3%	11 2%	9 2%	3 1%	1 1%	1 *%	7 2%	47 3% c	16 1%
Aged 10	63 2%	3 1%	3 2%	4 1%	6 2%	18 4% chij	15 3% ij	9 2%	5 1%	- -%	- -%	3 1%	41 3% c	19 1%
Aged 11	33 1%	2 1%	1 1%	2 1%	2 1%	3 1%	10 2%	5 1%	6 1%	- -%	- -%	2 1%	15 1%	16 1%
Aged 12	247 7%	12 6%	11 6%	23 7%	23 7%	42 9% i	32 7%	39 8%	42 9% i	9 4%	12 5%	15 6%	117 7%	113 8%
Aged 13	1092 32%	64 29%	61 30%	85 25%	90 28%	142 30%	150 33% c	134 28%	207 46% abcdefgi	75 34% c	81 39% cdeg	73 27%	466 29%	535 37% ab
Aged 14	287 8%	12 6%	24 12% ac	21 6%	26 8%	34 7%	32 7%	54 11% ac	46 10%	20 9%	18 9%	25 9%	111 7%	145 10% b
Aged 15	106 3%	9 4%	6 3%	13 4%	8 2%	12 3%	17 4%	15 3%	10 2%	8 3%	9 4%	14 5% b	42 3%	47 3%
Aged 16	508 15%	34 16% h	39 19% gh	59 17% h	60 18% gh	68 14% h	64 14% h	54 11%	35 8%	54 24% aefgh	42 20% gh	48 18% c	256 16%	192 13%
Aged 17	6 *%	- -%	* *%	- -%	2 *%	- -%	* *%	2 *%	- -%	- -%	2 1%	- -%	2 *%	4 *%
Aged 18 or over	141 4%	13 6% ij	10 5%	24 7% fghij	17 5%	30 6% gij	15 3%	13 3%	14 3%	4 2%	3 2%	16 6% c	82 5% c	42 3%

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

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

Table 24

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Don't know	289	19	20	37	32	51	39	48	22	9	14	21	167	100
	9%	9%	10%	11%	10%	11%	8%	10%	5%	4%	7%	8%	10%	7%
			hi	hi	hi	hi		hi					c	
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	2841	176	181	281	274	413	384	380	392	179	182	226	1345	1229
	84%	81%	89%	81%	84%	87%	83%	80%	88%	80%	87%	84%	84%	84%
			acgi			gi			acgi					
AWARE AND GIVES THE CORRECT AGE (13)	1092	64	61	85	90	142	150	134	207	75	81	73	466	535
	32%	29%	30%	25%	28%	30%	33%	28%	46%	34%	39%	27%	29%	37%
							c		abcdefgi	c	cdeg			ab
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	25	21	42	40	76	68	62	58	10	12	28	220	165
	12%	11%	10%	12%	12%	16%	15%	13%	13%	5%	6%	10%	14%	11%
		i	i	ij	ij	ij	ij	ij	ij					
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	68	79	117	112	144	127	136	105	85	75	104	493	430
	31%	32%	39%	34%	34%	30%	27%	29%	23%	38%	36%	39%	31%	29%
		h	efgh	h	h	h				fgh	h	bc		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	112	119	196	183	271	234	246	185	104	101	153	879	694
	52%	52%	59%	57%	56%	57%	51%	52%	41%	46%	48%	57%	55%	47%
		h	hij	hi	hi	hi	h	h				c	c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	240	22	8	35	20	29	35	37	25	19	11	19	123	94
	7%	10%	4%	10%	6%	6%	8%	8%	6%	9%	5%	7%	8%	6%
		b		bh						b				

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

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	301	20	15	30	32	32	42	57	31	25	17	25	130	140
	9%	9%	7%	9%	10%	7%	9%	12% eh	7%	11%	8%	9%	8%	10%

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

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

Base : All parents of children aged 3-17

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

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

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	2841 84%	2411 84%	216 85%	129 84%	86 82%	2841 84%	2507 84%	334 87%	800 84%	811 84%	552 86%	668 82%	1611 84%	1220 84%	2841 84%
AWARE AND GIVES THE CORRECT AGE (13)	1092 32%	920 32%	86 34%	53 35%	32 31%	1092 32%	948 32%	144 37%	273 29%	311 32%	213 33%	288 35% ae	584 31%	502 34% ae	1092 32%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413 12%	340 12%	38 15%	20 13%	14 14%	413 12%	378 13%	35 9%	162 17% bdefg	105 11%	81 13% d	65 8%	267 14% df	146 10%	413 12% d
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048 31%	908 32% c	72 28%	37 25%	30 29%	1048 31% c	916 31%	131 34%	286 30%	320 33%	205 32%	232 29%	606 32%	437 30%	1048 31%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750 52%	1491 52%	130 51%	75 49%	54 51%	1750 52%	1559 52%	191 50%	527 56% df	500 52%	338 53% d	380 47%	1027 54% df	718 49%	1750 52% d
SAY THERE IS NO MINIMUM AGE REQUIREMENT	240 7%	205 7%	17 7%	9 6%	9 9%	240 7%	218 7%	23 6%	78 8% cf	76 8%	34 5%	51 6%	155 8% cf	85 6%	240 7%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	301 9%	256 9%	21 8%	14 9%	10 10%	301 9%	273 9%	29 7%	69 7%	79 8%	57 9%	93 11% ae	148 8%	150 10% ae	301 9%

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

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Age under 10	70	23	44	16	34	16	23	29	15
	2%	4%	2%	2%	2%	2%	5%	2%	1%
		b					bc		
Aged 10	63	11	50	16	22	22	19	23	21
	2%	2%	2%	2%	2%	3%	4%	1%	2%
							b		
Aged 11	33	1	31	6	16	7	6	18	8
	1%	*%	1%	1%	1%	1%	1%	1%	1%
			a						
Aged 12	247	30	208	55	102	67	47	147	51
	7%	5%	8%	7%	7%	9%	9%	8%	5%
			a				c	c	
Aged 13	1092	264	792	278	472	248	136	593	354
	32%	41%	31%	33%	33%	32%	27%	34%	33%
		b					a	a	
Aged 14	287	46	234	59	121	85	35	154	96
	8%	7%	9%	7%	8%	11%	7%	9%	9%
						a			
Aged 15	106	23	80	28	42	26	21	54	29
	3%	4%	3%	3%	3%	3%	4%	3%	3%
Aged 16	508	99	395	124	214	118	64	286	155
	15%	15%	15%	15%	15%	15%	13%	16%	14%
Aged 17	6	-	6	*	3	2	1	3	1
	*%	-%	*%	*%	*%	*%	*%	*%	*%
Aged 18 or over	141	29	110	45	64	24	25	77	40
	4%	4%	4%	5%	4%	3%	5%	4%	4%
				c					

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

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Don't know	289	40	218	76	116	51	55	131	100
	9%	6%	8%	9%	8%	7%	11% b	7%	9%
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	2841	565	2167	703	1206	664	434	1514	871
	84%	88% b	83%	85%	84%	86%	85%	86% c	81%
AWARE AND GIVES THE CORRECT AGE (13)	1092	264	792	278	472	248	136	593	354
	32%	41% b	31%	33%	33%	32%	27%	34% a	33% a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	413	64	333	93	174	111	96	217	96
	12%	10%	13%	11%	12%	14%	19% bc	12% c	9%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1048	197	824	257	444	255	147	573	322
	31%	31%	32%	31%	31%	33%	29%	32%	30%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1750	301	1375	426	734	417	298	921	518
	52%	47%	53% a	51%	51%	54%	59% bc	52%	48%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	240	40	185	54	104	60	48	124	65
	7%	6%	7%	6%	7%	8%	9% c	7%	6%

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

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

Table 24

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	301	34	243	75	122	52	27	128	140
	9%	5%	9%	9%	8%	7%	5%	7%	13%
			a						ab

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

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

Table 25

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
Age under 10	62	11	14	23	12	2	11	49	2	37	25
	3%	10%	5%	3%	1%	*%	10%	3%	*%	3%	2%
		cde	de	de			bc	c			
Aged 10	56	3	6	33	14	-	3	53	-	31	25
	2%	2%	2%	5%	2%	-%	2%	3%	-%	3%	2%
		e	e	de	e		c	c			
Aged 11	25	2	2	11	9	-	2	23	-	11	14
	1%	2%	1%	2%	1%	-%	2%	1%	-%	1%	1%
		e		e			c	c			
Aged 12	179	9	17	53	81	20	9	151	20	86	93
	8%	7%	7%	8%	9%	5%	7%	8%	5%	7%	8%
					e			c			
Aged 13	763	27	62	190	327	157	27	579	157	342	421
	32%	24%	24%	28%	37%	37%	24%	32%	37%	28%	37%
					abc	abc			a		a
Aged 14	201	9	15	43	95	38	9	154	38	107	94
	9%	8%	6%	6%	11%	9%	8%	8%	9%	9%	8%
					bc						
Aged 15	81	3	9	28	24	17	3	61	17	39	42
	3%	3%	3%	4%	3%	4%	3%	3%	4%	3%	4%
Aged 16	305	14	28	85	87	92	14	199	92	167	138
	13%	12%	11%	12%	10%	22%	12%	11%	22%	14%	12%
						abcd			ab		
Aged 17	4	*	*	*	2	2	*	2	2	2	3
	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%
Aged 18 or over	81	8	13	33	20	7	8	66	7	47	34
	3%	7%	5%	5%	2%	2%	7%	4%	2%	4%	3%
		de	de	de			c				

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

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

Table 25

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
Don't know	192	11	32	70	58	22	11	160	22	114	78
	8%	9%	12%	10%	7%	5%	9%	9%	5%	9%	7%
			de	de				c			
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	1950	96	199	568	731	356	96	1497	356	983	966
	83%	84%	77%	83%	83%	83%	84%	82%	83%	81%	85%
				b						a	
AWARE AND GIVES THE CORRECT AGE (13)	763	27	62	190	327	157	27	579	157	342	421
	32%	24%	24%	28%	37%	37%	24%	32%	37%	28%	37%
				abc	abc				a		a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	24	39	121	117	22	24	276	22	166	157
	14%	21%	15%	18%	13%	5%	21%	15%	5%	14%	14%
		de	e	e	e		c	c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	34	66	188	228	156	34	482	156	362	311
	28%	29%	26%	27%	26%	37%	29%	26%	37%	30%	27%
						bcd			b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	69	136	379	403	200	69	918	200	641	545
	50%	60%	53%	55%	46%	47%	60%	50%	47%	53%	48%
		de		de			c			b	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	196	13	36	57	60	29	13	154	29	115	80
	8%	11%	14%	8%	7%	7%	11%	8%	7%	9%	7%
			cde								

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

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

Table 25

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4 a	5-7 b	8-11 c	12-15 d	16-17 e	3-4 a	5-15 b	16-17 c	MALE a	FEMALE b
Significance Level: 95%											
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	216	5	24	59	87	41	5	170	41	122	94
	9%	5%	9%	9%	10%	10%	5%	9%	10%	10%	8%

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

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

Table 25

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Age under 10	62	7	**	8	6	13	11	9	3	1	1	6	41	16
	3%	10%	**	6%	5%	4%	3%	2%	1%	1%	*%	8%	5%	1%
		fghij		ghij	hij	hij	h					c	c	
Aged 10	56	1	**	3	3	18	15	9	5	-	-	*	36	19
	2%	2%	**	2%	2%	5%	4%	2%	1%	-%	-%	*%	4%	1%
					i	ghij	hij						c	
Aged 11	25	2	**	2	*	2	10	5	4	-	-	1	11	13
	1%	3%	**	1%	*%	1%	3%	1%	1%	-%	-%	1%	1%	1%
							ij							
Aged 12	179	7	**	6	11	26	26	39	42	8	12	5	63	110
	8%	10%	**	4%	9%	8%	8%	9%	10%	4%	6%	8%	7%	8%
								i	i					
Aged 13	763	15	**	28	34	92	98	132	196	75	81	18	215	515
	32%	22%	**	20%	29%	27%	28%	29%	46%	34%	39%	26%	25%	37%
									acdefgi	c	acefg			b
Aged 14	201	5	**	10	5	22	21	50	45	20	18	7	51	138
	9%	7%	**	7%	4%	7%	6%	11%	11%	9%	9%	10%	6%	10%
								f						b
Aged 15	81	2	**	4	5	11	17	15	10	8	9	3	28	47
	3%	3%	**	3%	4%	3%	5%	3%	2%	4%	4%	4%	3%	3%
Aged 16	305	6	**	14	14	44	41	52	34	51	41	8	103	184
	13%	8%	**	10%	12%	13%	12%	12%	8%	23%	20%	12%	12%	13%
										acdefgh	acfgh			
Aged 17	4	-	**	-	*	-	*	2	-	-	2	-	1	4
	*%	-%	**	-%	*%	-%	*%	*%	-%	-%	1%	-%	*%	*%
Aged 18 or over	81	7	**	4	9	22	11	11	10	4	3	5	42	32
	3%	10%	**	3%	7%	6%	3%	2%	2%	2%	2%	8%	5%	2%
		fghij			ghij	ghij						c	c	

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

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

Table 25

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Don't know	192	7	**	21	11	40	29	37	21	9	13	6	98	87
	8%	10%	**	15%	9%	12%	9%	8%	5%	4%	6%	9%	11%	6%
				ghij		hi							c	
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	1950	58	**	101	98	290	279	359	372	176	181	59	690	1166
	83%	83%	**	72%	83%	85%	81%	80%	87%	80%	87%	87%	81%	84%
						c	c		cg		c			
AWARE AND GIVES THE CORRECT AGE (13)	763	15	**	28	34	92	98	132	196	75	81	18	215	515
	32%	22%	**	20%	29%	27%	28%	29%	46%	34%	39%	26%	25%	37%
									acdefgi	c	acefg			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	17	**	19	20	59	62	62	55	10	12	12	150	159
	14%	24%	**	14%	17%	17%	18%	14%	13%	4%	6%	18%	18%	11%
		ghij		ij	ij	ij	ij	ij	ij				c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	19	**	33	33	99	89	129	100	82	74	24	226	405
	28%	27%	**	23%	28%	29%	26%	29%	23%	38%	36%	35%	26%	29%
										cfg	cfh			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	43	**	73	64	198	181	227	176	101	99	41	475	651
	50%	62%	**	52%	54%	58%	53%	50%	41%	46%	48%	61%	56%	47%
		hi			h	hij	h	h				c	c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	196	8	**	26	10	27	30	35	25	19	11	7	93	91
	8%	12%	**	18%	8%	8%	9%	8%	6%	9%	5%	10%	11%	7%
				defghij									c	

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

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

Table 25

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	216	3	**	14	10	23	35	57	30	24	17	2	73	136
	9%	5%	**	10%	9%	7%	10%	13% eh	7%	11%	8%	2%	9%	10% a

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

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

Table 25

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
Age under 10	62 3%	51 3%	5 3%	4 4%	2 3%	62 3%	60 3%	3 1%	34 5% bdfg	9 1%	10 2%	9 2%	43 3%	19 2%	62 3%
Aged 10	56 2%	51 3%	3 2%	1 1%	1 1%	56 2%	55 3%	1 *%	26 4% df	17 3%	7 2%	7 1%	43 3% f	14 1%	56 2%
Aged 11	25 1%	22 1%	1 1%	1 1%	1 1%	25 1%	23 1%	2 1%	9 1%	9 1%	5 1%	2 *%	18 1%	7 1%	25 1%
Aged 12	179 8%	146 7%	16 9%	10 9%	8 10%	179 8%	167 8%	13 5%	63 9% d	54 8%	36 8%	27 5%	117 9% d	63 6%	179 8%
Aged 13	763 32%	654 33%	56 33%	35 33%	18 25%	763 32%	675 32%	88 36%	217 30%	198 30%	125 29%	216 40% abceg	416 30%	341 35% c	763 32%
Aged 14	201 9%	177 9% c	17 10% c	4 4%	3 4%	201 9% c	176 8%	25 10%	58 8%	68 10%	34 8%	39 7%	127 9%	73 7%	201 9%
Aged 15	81 3%	68 3%	5 3%	7 6% ade	1 2%	81 3%	65 3%	16 7% a	20 3%	15 2%	17 4%	29 5% abe	36 3%	46 5% e	81 3%
Aged 16	305 13%	257 13%	20 12%	13 13%	15 21% abe	305 13%	260 12%	45 18% a	80 11%	93 14% d	82 19% adefg	48 9%	173 13%	131 13% d	305 13% d
Aged 17	4 *%	3 *%	- -%	1 1%	* *%	4 *%	4 *%	- -%	2 *%	1 *%	* *%	1 *%	3 *%	2 *%	4 *%
Aged 18 or over	81 3%	73 4%	4 2%	2 2%	1 2%	81 3%	78 4%	3 1%	34 5%	19 3%	11 3%	17 3%	53 4%	28 3%	81 3%

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

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

Table 25

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
Don't know	192	161	11	12	7	192	179	13	54	50	37	51	103	88	192
	8%	8%	7%	11%	10%	8%	8%	5%	8%	8%	9%	9%	8%	9%	8%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	1950	1663	138	90	58	1950	1742	208	599	532	365	446	1131	810	1950
	83%	83%	82%	85%	78%	83%	82%	85%	83%	81%	83%	82%	83%	83%	83%
AWARE AND GIVES THE CORRECT AGE (13)	763	654	56	35	18	763	675	88	217	198	125	216	416	341	763
	32%	33%	33%	33%	25%	32%	32%	36%	30%	30%	29%	40%	30%	35%	32%
												abceg		c	
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	270	25	16	11	323	304	18	132	89	58	45	220	102	323
	14%	13%	15%	15%	15%	14%	14%	7%	18%	14%	13%	8%	16%	10%	14%
							b		bcdfg	d	d		df		df
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	578	46	27	21	672	583	89	196	196	144	134	392	278	672
	28%	29%	27%	25%	29%	28%	28%	36%	27%	30%	33%	25%	29%	28%	28%
								a			ad				
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	1010	82	55	40	1187	1066	120	381	334	239	230	715	469	1187
	50%	50%	49%	52%	53%	50%	50%	49%	53%	51%	55%	42%	52%	48%	50%
									d	d	df		d		d
SAY THERE IS NO MINIMUM AGE REQUIREMENT	196	166	14	7	8	196	178	17	71	64	29	32	135	61	196
	8%	8%	8%	7%	10%	8%	8%	7%	10%	10%	7%	6%	10%	6%	8%
									df	f			df		

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

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

Table 25

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	216	182	17	9	8	216	195	21	48	57	43	66	105	109	216
	9%	9%	10%	8%	11%	9%	9%	8%	7%	9%	10%	12%	8%	11%	9%
												ae		ae	

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

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

Table 25

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Age under 10	62 3%	23 5% b	39 2%	16 3%	28 3%	16 3%	21 5% bc	25 2%	15 2%
Aged 10	56 2%	9 2%	45 3%	14 2%	20 2%	21 4%	18 5% b	21 2%	17 2%
Aged 11	25 1%	1 *%	23 1%	6 1%	11 1%	6 1%	5 1%	14 1%	7 1%
Aged 12	179 8%	23 5%	148 8% a	39 7%	71 7%	50 9%	39 10% c	107 9% c	31 4%
Aged 13	763 32%	209 42% b	530 30%	197 34%	333 33%	170 31%	105 27%	415 35% a	235 32%
Aged 14	201 9%	35 7%	159 9%	43 7%	86 8%	61 11%	27 7%	104 9%	69 9%
Aged 15	81 3%	19 4%	60 3%	21 4%	32 3%	19 3%	16 4%	38 3%	25 3%
Aged 16	305 13%	68 14%	232 13%	76 13%	131 13%	71 13%	42 11%	166 14%	97 13%
Aged 17	4 *%	- -%	4 *%	* *%	2 *%	2 *%	1 *%	2 *%	1 *%
Aged 18 or over	81 3%	19 4%	59 3%	28 5%	38 4%	13 2%	19 5%	37 3%	25 3%

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

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

Table 25

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Don't know	192	29	139	53	74	38	37	88	64
	8%	6%	8%	9%	7%	7%	9%	7%	9%
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	1950	436	1439	494	826	467	330	1017	585
	83%	87%	82%	84%	82%	85%	84%	85%	78%
		b					c	c	
AWARE AND GIVES THE CORRECT AGE (13)	763	209	530	197	333	170	105	415	235
	32%	42%	30%	34%	33%	31%	27%	35%	32%
		b					a		
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	56	255	76	131	93	83	167	69
	14%	11%	14%	13%	13%	17%	21%	14%	9%
							bc	c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	142	515	169	289	166	105	347	217
	28%	28%	29%	29%	29%	30%	27%	29%	29%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	227	909	297	493	297	225	602	350
	50%	45%	52%	51%	49%	54%	58%	50%	47%
			a				bc		
SAY THERE IS NO MINIMUM AGE REQUIREMENT	196	34	150	40	91	50	43	99	53
	8%	7%	9%	7%	9%	9%	11%	8%	7%

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

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

Table 25

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	216	30	169	53	92	34	18	88	109
	9%	6%	10%	9%	9%	6%	5%	7%	15%
			a						ab

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

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

Table 26

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	1824	147	234	493	622	328	147	1349	328	902	922
Effective Weighted Sample	1418	89	167	396	485	300	89	1041	300	701	718
Total	1950	96	199	568	731	356	96	1497	356	983	966
Age under 10	62	11	14	23	12	2	11	49	2	37	25
	3%	12%	7%	4%	2%	1%	12%	3%	1%	4%	3%
		cde	de	de			bc	c			
Aged 10	56	3	6	33	14	-	3	53	-	31	25
	3%	3%	3%	6%	2%	-%	3%	4%	-%	3%	3%
		e	e	de	e		c	c			
Aged 11	25	2	2	11	9	-	2	23	-	11	14
	1%	2%	1%	2%	1%	-%	2%	2%	-%	1%	1%
		e		e			c	c			
Aged 12	179	9	17	53	81	20	9	151	20	86	93
	9%	9%	9%	9%	11%	6%	9%	10%	6%	9%	10%
					e			c			
Aged 13	763	27	62	190	327	157	27	579	157	342	421
	39%	29%	31%	33%	45%	44%	29%	39%	44%	35%	44%
					abc	abc		a			a
Aged 14	201	9	15	43	95	38	9	154	38	107	94
	10%	9%	8%	8%	13%	11%	9%	10%	11%	11%	10%
					c						
Aged 15	81	3	9	28	24	17	3	61	17	39	42
	4%	3%	5%	5%	3%	5%	3%	4%	5%	4%	4%
Aged 16	305	14	28	85	87	92	14	199	92	167	138
	16%	14%	14%	15%	12%	26%	14%	13%	26%	17%	14%
						abcd		ab			
Aged 17	4	*	*	*	2	2	*	2	2	2	3
	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Aged 18 or over	81	8	13	33	20	7	8	66	7	47	34
	4%	8%	7%	6%	3%	2%	8%	4%	2%	5%	3%
		de	de	de			c				

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

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

Table 26

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	1824	147	234	493	622	328	147	1349	328	902	922
Effective Weighted Sample	1418	89	167	396	485	300	89	1041	300	701	718
Total	1950	96	199	568	731	356	96	1497	356	983	966
Don't know	192	11	32	70	58	22	11	160	22	114	78
	10%	11%	16%	12%	8%	6%	11%	11%	6%	12%	8%
			de	de				c		b	
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	1950	96	199	568	731	356	96	1497	356	983	966
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	763	27	62	190	327	157	27	579	157	342	421
	39%	29%	31%	33%	45%	44%	29%	39%	44%	35%	44%
					abc	abc			a		a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	24	39	121	117	22	24	276	22	166	157
	17%	25%	20%	21%	16%	6%	25%	18%	6%	17%	16%
		de	e	de	e		c	c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	34	66	188	228	156	34	482	156	362	311
	34%	35%	33%	33%	31%	44%	35%	32%	44%	37%	32%
						bcd			b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	69	136	379	403	200	69	918	200	641	545
	61%	71%	69%	67%	55%	56%	71%	61%	56%	65%	56%
		de	de	de			c			b	

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

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

Table 26

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	~a	b	c
Unweighted total	1824	83	64	118	116	243	250	297	325	161	167	97	688	1004
Effective Weighted Sample	1418	51	38	86	80	194	202	233	252	146	154	59	516	820
Total	1950	58	38	101	98	290	279	359	372	176	181	59	690	1166
Age under 10	62	**	**	8	6	13	11	9	3	1	1	**	41	16
	3%	**	**	8%	6%	4%	4%	2%	1%	1%	*%	**	6%	1%
				ghij	hij	hij	hj						c	
Aged 10	56	**	**	3	3	18	15	9	5	-	-	**	36	19
	3%	**	**	3%	3%	6%	6%	3%	1%	-%	-%	**	5%	2%
				j	j	hij	hij						c	
Aged 11	25	**	**	2	*	2	10	5	4	-	-	**	11	13
	1%	**	**	2%	*%	1%	3%	2%	1%	-%	-%	**	2%	1%
							eij							
Aged 12	179	**	**	6	11	26	26	39	42	8	12	**	63	110
	9%	**	**	6%	11%	9%	10%	11%	11%	5%	6%	**	9%	9%
								i	i					
Aged 13	763	**	**	28	34	92	98	132	196	75	81	**	215	515
	39%	**	**	28%	35%	32%	35%	37%	53%	43%	45%	**	31%	44%
									cdefg	ce	ce		b	
Aged 14	201	**	**	10	5	22	21	50	45	20	18	**	51	138
	10%	**	**	10%	5%	8%	7%	14%	12%	11%	10%	**	7%	12%
								def					b	
Aged 15	81	**	**	4	5	11	17	15	10	8	9	**	28	47
	4%	**	**	4%	5%	4%	6%	4%	3%	4%	5%	**	4%	4%
Aged 16	305	**	**	14	14	44	41	52	34	51	41	**	103	184
	16%	**	**	14%	14%	15%	15%	15%	9%	29%	23%	**	15%	16%
										cdefgh	fgh			
Aged 17	4	**	**	-	*	-	*	2	-	-	2	**	1	4
	*%	**	**	-%	*%	-%	*%	*%	-%	-%	1%	**	*%	*%
Aged 18 or over	81	**	**	4	9	22	11	11	10	4	3	**	42	32
	4%	**	**	4%	9%	8%	4%	3%	3%	2%	2%	**	6%	3%
					ghij	ghij							c	

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

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	~a	b	c
Unweighted total	1824	83	64	118	116	243	250	297	325	161	167	97	688	1004
Effective Weighted Sample	1418	51	38	86	80	194	202	233	252	146	154	59	516	820
Total	1950	58	38	101	98	290	279	359	372	176	181	59	690	1166
Don't know	192	**	**	21	11	40	29	37	21	9	13	**	98	87
	10%	**	**	21%	11%	14%	11%	10%	6%	5%	7%	**	14%	7%
				fghij		hij							c	
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	1950	**	**	101	98	290	279	359	372	176	181	**	690	1166
	100%	**	**	100%	100%	100%	100%	100%	100%	100%	100%	**	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	763	**	**	28	34	92	98	132	196	75	81	**	215	515
	39%	**	**	28%	35%	32%	35%	37%	53%	43%	45%	**	31%	44%
									cdefg	ce	ce			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	**	**	19	20	59	62	62	55	10	12	**	150	159
	17%	**	**	19%	20%	20%	22%	17%	15%	5%	7%	**	22%	14%
				ij	ij	ij	hij	ij	ij				c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	**	**	33	33	99	89	129	100	82	74	**	226	405
	34%	**	**	32%	34%	34%	32%	36%	27%	47%	41%	**	33%	35%
								h		cefg	h			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	**	**	73	64	198	181	227	176	101	99	**	475	651
	61%	**	**	72%	65%	68%	65%	63%	47%	57%	55%	**	69%	56%
				hij	h	hij	h	h					c	

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

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

Table 26

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1824	1214	221	224	165	1824	1668	156	673	384	402	360	1057	762	1824
Effective Weighted Sample	1418	1113	177	160	97	1418	1287	134	510	312	333	303	794	622	1418
Total	1950	1663	138	90	58	1950	1742	208	599	532	365	446	1131	810	1950
Age under 10	62 3%	51 3%	5 4%	4 4%	2 3%	62 3%	60 3%	3 1%	34 6% bdfg	9 2%	10 3%	9 2%	43 4%	19 2%	62 3%
Aged 10	56 3%	51 3%	3 2%	1 1%	1 2%	56 3%	55 3%	1 1%	26 4% df	17 3%	7 2%	7 1%	43 4% f	14 2%	56 3%
Aged 11	25 1%	22 1%	1 1%	1 1%	1 1%	25 1%	23 1%	2 1%	9 2%	9 2%	5 1%	2 *%	18 2%	7 1%	25 1%
Aged 12	179 9%	146 9%	16 11%	10 11%	8 13%	179 9%	167 10%	13 6%	63 10% d	54 10%	36 10%	27 6%	117 10% d	63 8%	179 9%
Aged 13	763 39%	654 39%	56 40%	35 39%	18 32%	763 39%	675 39%	88 42%	217 36%	198 37%	125 34%	216 48% abceg	416 37%	341 42% ace	763 39%
Aged 14	201 10%	177 11% c	17 12% c	4 4%	3 5%	201 10% c	176 10%	25 12%	58 10%	68 13%	34 9%	39 9%	127 11%	73 9%	201 10%
Aged 15	81 4%	68 4%	5 4%	7 8% ae	1 2%	81 4%	65 4%	16 8% a	20 3%	15 3%	17 5%	29 6% abe	36 3%	46 6% e	81 4%
Aged 16	305 16%	257 15%	20 14%	13 15%	15 26% abce	305 16%	260 15%	45 22% a	80 13%	93 17% d	82 23% adefg	48 11%	173 15%	131 16% d	305 16% d
Aged 17	4 *%	3 *%	- -%	1 1%	* 1%	4 *%	4 *%	- -%	2 *%	1 *%	* *%	1 *%	3 *%	2 *%	4 *%
Aged 18 or over	81 4%	73 4%	4 3%	2 2%	1 2%	81 4%	78 4%	3 2%	34 6%	19 4%	11 3%	17 4%	53 5%	28 3%	81 4%

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

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

Table 26

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1824	1214	221	224	165	1824	1668	156	673	384	402	360	1057	762	1824
Effective Weighted Sample	1418	1113	177	160	97	1418	1287	134	510	312	333	303	794	622	1418
Total	1950	1663	138	90	58	1950	1742	208	599	532	365	446	1131	810	1950
Don't know	192	161	11	12	7	192	179	13	54	50	37	51	103	88	192
	10%	10%	8%	13%	12%	10%	10%	6%	9%	9%	10%	11%	9%	11%	10%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	1950	1663	138	90	58	1950	1742	208	599	532	365	446	1131	810	1950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	763	654	56	35	18	763	675	88	217	198	125	216	416	341	763
	39%	39%	40%	39%	32%	39%	39%	42%	36%	37%	34%	48%	37%	42%	39%
												abceg		ace	
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	270	25	16	11	323	304	18	132	89	58	45	220	102	323
	17%	16%	18%	18%	19%	17%	17%	9%	22%	17%	16%	10%	19%	13%	17%
							b		cdfg	d	d		df		df
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	578	46	27	21	672	583	89	196	196	144	134	392	278	672
	34%	35%	33%	30%	37%	34%	33%	43%	33%	37%	40%	30%	35%	34%	34%
							a				ad				
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	1010	82	55	40	1187	1066	120	381	334	239	230	715	469	1187
	61%	61%	60%	61%	68%	61%	61%	58%	64%	63%	66%	52%	63%	58%	61%
									df	d	df		df		d

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

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

Table 26

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1824	399	1345	436	782	458	346	947	516
Effective Weighted Sample	1418	318	1043	346	608	351	256	739	413
Total	1950	436	1439	494	826	467	330	1017	585
Age under 10	62	23	39	16	28	16	21	25	15
	3%	5%	3%	3%	3%	3%	6%	2%	3%
		b					bc		
Aged 10	56	9	45	14	20	21	18	21	17
	3%	2%	3%	3%	2%	5%	6%	2%	3%
							b		
Aged 11	25	1	23	6	11	6	5	14	7
	1%	*%	2%	1%	1%	1%	1%	1%	1%
			a						
Aged 12	179	23	148	39	71	50	39	107	31
	9%	5%	10%	8%	9%	11%	12%	11%	5%
			a				c	c	
Aged 13	763	209	530	197	333	170	105	415	235
	39%	48%	37%	40%	40%	36%	32%	41%	40%
		b						a	a
Aged 14	201	35	159	43	86	61	27	104	69
	10%	8%	11%	9%	10%	13%	8%	10%	12%
Aged 15	81	19	60	21	32	19	16	38	25
	4%	4%	4%	4%	4%	4%	5%	4%	4%
Aged 16	305	68	232	76	131	71	42	166	97
	16%	16%	16%	15%	16%	15%	13%	16%	16%
Aged 17	4	-	4	*	2	2	1	2	1
	*%	-%	*%	*%	*%	*%	*%	*%	*%
Aged 18 or over	81	19	59	28	38	13	19	37	25
	4%	4%	4%	6%	5%	3%	6%	4%	4%

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

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

Table 26

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	1824	399	1345	436	782	458	346	947	516
Effective Weighted Sample	1418	318	1043	346	608	351	256	739	413
Total	1950	436	1439	494	826	467	330	1017	585
Don't know	192	29	139	53	74	38	37	88	64
	10%	7%	10%	11%	9%	8%	11%	9%	11%
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	1950	436	1439	494	826	467	330	1017	585
	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	763	209	530	197	333	170	105	415	235
	39%	48%	37%	40%	40%	36%	32%	41%	40%
		b						a	a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	56	255	76	131	93	83	167	69
	17%	13%	18%	15%	16%	20%	25%	16%	12%
			a				bc	c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	672	142	515	169	289	166	105	347	217
	34%	33%	36%	34%	35%	36%	32%	34%	37%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1187	227	909	297	493	297	225	602	350
	61%	52%	63%	60%	60%	64%	68%	59%	60%
			a				bc		

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

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

Table 27

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Strongly disagree	985 29%	180 43%	254 38%	238 25%	181 20%	133 31%	180 43%	673 27%	133 31%	472 27%	513 31%
		cde	cde	d		d	bc				a
Slightly disagree	643 19%	84 20%	123 18%	177 19%	177 19%	83 19%	84 20%	476 19%	83 19%	333 19%	310 19%
Neither agree nor disagree	502 15%	47 11%	83 12%	157 17%	157 17%	58 13%	47 11%	397 16%	58 13%	265 15%	237 14%
				ab	ab			a			
Slightly agree	854 25%	69 16%	127 19%	265 28%	294 32%	99 23%	69 16%	686 27%	99 23%	442 25%	412 25%
				ab	abe	a		a	a		
Strongly agree	360 11%	35 8%	74 11%	95 10%	102 11%	54 12%	35 8%	270 11%	54 12%	199 11%	161 10%
Don't know	39 1%	5 1%	11 2%	5 *%	11 1%	7 2%	5 1%	27 1%	7 2%	24 1%	15 1%
			c								
SUMMARY CODES											
TOTAL DISAGREE	1628 48%	264 63%	377 56%	414 44%	358 39%	216 50%	264 63%	1149 45%	216 50%	806 46%	823 50%
		bcde	cd	d		d	bc				
TOTAL AGREE	1214 36%	104 25%	200 30%	359 38%	397 43%	153 35%	104 25%	956 38%	153 35%	641 37%	573 35%
				ab	abe	a		a	a		
TOTAL NEITHER/ DON'T KNOW	541 16%	52 12%	94 14%	162 17%	168 18%	65 15%	52 12%	424 17%	65 15%	289 17%	252 15%
				a	a			a			

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

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

Table 27

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Strongly disagree	985 29%	82 38% efghi	97 48% acefghij	118 34% efgh	135 42% efghi	117 25% g	121 26% g	93 20% g	88 20% h	62 28% gh	70 33% egh	120 45% bc	519 33% c	325 22%
Slightly disagree	643 19%	36 16%	48 24%	68 20%	55 17%	84 18%	92 20%	102 21%	75 17%	43 19%	40 19%	50 19%	310 19%	272 19%
Neither agree nor disagree	502 15%	30 14%	17 8%	42 12%	40 12%	76 16% bj	81 18% bj	76 16% bj	81 18% bcj	41 18% bj	17 8%	31 12%	226 14%	238 16%
Slightly agree	854 25%	46 21% b	23 11%	66 19% b	61 19% b	142 30% abcd	122 27% bcd	137 29% bcd	157 35% abcdfij	50 22% b	49 24% b	44 16%	359 22% a	441 30% ab
Strongly agree	360 11%	18 8%	17 8%	42 12%	31 10%	53 11%	42 9%	60 13%	43 10%	26 12%	28 13%	20 7%	169 11%	168 11% a
Don't know	39 1%	4 2%	1 *%	9 2% f	3 1%	3 1%	2 *%	7 1%	4 1%	2 1%	5 2% f	4 1%	15 1%	19 1%
SUMMARY CODES														
TOTAL DISAGREE	1628 48%	118 54% efgh	146 72% acdefghij	187 54% efgh	190 58% efghi	201 42%	214 46% h	195 41%	163 36%	106 47% h	110 53% efgh	170 63% bc	829 52% c	597 41%
TOTAL AGREE	1214 36%	65 30% b	40 19%	108 31% b	92 28% b	195 41% abcd	164 36% b	197 42% abcd	200 45% abcdfi	76 34% b	78 37% b	64 24%	527 33% a	609 42% ab

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

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

Table 27

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

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

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
TOTAL NEITHER/ DON'T KNOW	541	34	18	51	43	79	83	83	85	42	22	35	241	257
	16%	16%	9%	15%	13%	17%	18%	17%	19%	19%	11%	13%	15%	18%
		b				b	bj	bj	bj	bj				

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

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

Table 27

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

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

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Strongly disagree	985 29%	833 29%	82 32%	44 29%	26 25%	985 29%	866 29%	119 31%	265 28%	301 31%	177 28%	239 29%	566 30%	417 29%	985 29%
Slightly disagree	643 19%	546 19%	47 19%	30 20%	20 19%	643 19%	559 19%	84 22%	188 20%	177 18%	142 22%	134 17%	365 19%	276 19%	643 19%
Neither agree nor disagree	502 15%	432 15%	30 12%	22 15%	17 16%	502 15%	449 15%	53 14%	125 13%	112 12%	97 15%	164 20%	237 12%	261 18%	502 15%
												abceg		abeg	be
Slightly agree	854 25%	723 25%	65 26%	40 26%	26 25%	854 25%	755 25%	99 26%	227 24%	266 28%	149 23%	210 26%	493 26%	359 25%	854 25%
Strongly agree	360 11%	307 11%	25 10%	14 9%	14 13%	360 11%	329 11%	30 8%	138 15%	94 10%	67 10%	57 7%	232 12%	125 9%	360 11%
									bcdg		d		df		d
Don't know	39 1%	32 1%	4 2%	2 1%	1 1%	39 1%	39 1%	- -%	4 *%	17 2%	9 1%	8 1%	21 1%	17 1%	39 1%
										a	a				
SUMMARY CODES															
TOTAL DISAGREE	1628 48%	1379 48%	129 51%	74 48%	46 44%	1628 48%	1425 48%	203 53%	453 48%	478 49%	320 50%	374 46%	930 49%	693 48%	1628 48%
TOTAL AGREE	1214 36%	1029 36%	90 35%	54 36%	40 39%	1214 36%	1084 36%	130 34%	365 39%	359 37%	217 34%	267 33%	725 38%	484 33%	1214 36%
									df				df		
TOTAL NEITHER/ DON'T KNOW	541 16%	464 16%	35 14%	24 16%	18 17%	541 16%	488 16%	53 14%	129 14%	129 13%	107 17%	171 21%	258 14%	278 19%	541 16%
												abceg		abeg	e

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

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

Table 27

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

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

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Strongly disagree	985 29%	165 26%	780 30%	229 27%	394 27%	235 30%	132 26%	518 29%	323 30%
Slightly disagree	643 19%	131 20%	490 19%	141 17%	271 19%	161 21%	87 17%	344 19%	208 19%
Neither agree nor disagree	502 15%	106 17%	362 14%	140 17%	206 14%	84 11%	69 14%	251 14%	175 16%
				c	c				
Slightly agree	854 25%	153 24%	672 26%	226 27%	394 28%	180 23%	118 23%	457 26%	277 26%
Strongly agree	360 11%	81 13%	262 10%	85 10%	151 11%	109 14%	100 20%	175 10%	82 8%
						ab	bc		
Don't know	39 1%	4 1%	30 1%	11 1%	17 1%	5 1%	2 *%	22 1%	13 1%
SUMMARY CODES									
TOTAL DISAGREE	1628 48%	296 46%	1270 49%	370 44%	664 46%	397 51%	219 43%	862 49%	530 49%
						a		a	a
TOTAL AGREE	1214 36%	234 37%	934 36%	311 37%	545 38%	289 37%	218 43%	632 36%	358 33%
							bc		
TOTAL NEITHER/ DON'T KNOW	541 16%	109 17%	392 15%	151 18%	222 16%	89 12%	71 14%	273 15%	188 17%
				c	c				

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

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

Table 28

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

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

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2299	452	535	565	491	256	452	1591	256	1200	1099
Effective Weighted Sample	1716	278	402	453	378	232	278	1224	232	899	819
Total	2291	295	495	643	581	277	295	1719	277	1234	1057
Strongly disagree	642	128	176	165	97	76	128	438	76	322	320
	28%	43%	36%	26%	17%	27%	43%	25%	27%	26%	30%
		bcde	cde	d		d	bc				
Slightly disagree	427	54	94	115	109	55	54	318	55	224	203
	19%	18%	19%	18%	19%	20%	18%	18%	20%	18%	19%
Neither agree nor disagree	366	38	65	114	108	40	38	288	40	201	165
	16%	13%	13%	18%	19%	14%	13%	17%	14%	16%	16%
				ab							
Slightly agree	564	47	93	178	182	64	47	454	64	312	252
	25%	16%	19%	28%	31%	23%	16%	26%	23%	25%	24%
				ab	abe	a		a	a		
Strongly agree	262	25	57	66	76	37	25	200	37	157	106
	11%	8%	12%	10%	13%	13%	8%	12%	13%	13%	10%
Don't know	30	3	9	5	8	5	3	22	5	19	11
	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%
SUMMARY CODES											
TOTAL DISAGREE	1069	182	270	280	206	131	182	755	131	546	523
	47%	62%	54%	44%	35%	47%	62%	44%	47%	44%	49%
		cde	cd	d		d	bc				a
TOTAL AGREE	826	72	151	244	258	101	72	654	101	469	358
	36%	24%	30%	38%	45%	36%	24%	38%	36%	38%	34%
				ab	abe	a		a	a		
TOTAL NEITHER/ DON'T KNOW	396	41	74	119	117	45	41	310	45	220	176
	17%	14%	15%	18%	20%	16%	14%	18%	16%	18%	17%
				a							

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

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

Table 28

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

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2299	223	229	280	255	286	279	276	215	135	121	318	1146	798
Effective Weighted Sample	1716	138	140	209	193	231	222	214	165	121	111	191	865	645
Total	2291	153	142	260	235	332	311	340	241	148	129	197	1132	928
Strongly disagree	642 28%	55 36%	72 51%	84 32%	92 39%	86 26%	78 25%	58 17%	39 16%	38 25%	38 30%	90 46%	356 31%	184 20%
		efgh	acdefghij	gh	efghi	gh	gh			h	gh	bc	c	
Slightly disagree	427 19%	25 17%	29 21%	54 21%	40 17%	51 15%	64 21%	67 20%	42 17%	27 18%	28 22%	33 17%	211 19%	173 19%
Neither agree nor disagree	366 16%	25 16%	14 10%	37 14%	28 12%	52 16%	62 20%	57 17%	51 21%	29 20%	11 8%	25 13%	173 15%	162 17%
							bdj	j	bdj	bj				
Slightly agree	564 25%	33 21%	14 10%	47 18%	47 20%	100 30%	78 25%	99 29%	84 35%	34 23%	30 23%	32 16%	255 23%	272 29%
		b		b	b	bcd	b	bcd	abcdfij	b	b			ab
Strongly agree	262 11%	13 9%	12 8%	33 12%	25 11%	40 12%	26 8%	52 15%	24 10%	19 13%	19 15%	14 7%	125 11%	123 13%
								bf						a
Don't know	30 1%	2 1%	1 1%	6 2%	3 1%	3 1%	2 1%	7 2%	1 1%	2 1%	3 3%	2 1%	12 1%	15 2%
SUMMARY CODES														
TOTAL DISAGREE	1069 47%	81 53%	102 72%	138 53%	132 56%	137 41%	143 46%	125 37%	80 33%	65 44%	66 51%	123 63%	567 50%	356 38%
		efgh	acdefghij	efgh	efghi		h				gh	bc	c	
TOTAL AGREE	826 36%	46 30%	26 18%	79 30%	72 30%	140 42%	104 34%	151 44%	107 45%	52 35%	49 38%	46 23%	380 34%	395 43%
		b		b	b	abcd	b	abcdf	abcdf	b	b		a	ab

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

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

Table 28

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

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2299	223	229	280	255	286	279	276	215	135	121	318	1146	798
Effective Weighted Sample	1716	138	140	209	193	231	222	214	165	121	111	191	865	645
Total	2291	153	142	260	235	332	311	340	241	148	129	197	1132	928
TOTAL NEITHER/ DON'T KNOW	396	27	15	44	31	55	64	64	53	31	14	27	185	177
	17%	17%	10%	17%	13%	17%	20%	19%	22%	21%	11%	14%	16%	19%
							bdj	b	bdj	bj				

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

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

Table 28

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

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2299	1460	304	303	232	2299	2095	204	814	507	509	461	1321	970	2299
Effective Weighted Sample	1716	1335	234	208	137	1716	1551	167	583	395	410	375	947	769	1716
Total	2291	1952	168	99	73	2291	2049	242	674	656	429	524	1329	953	2291
Strongly disagree	642 28%	543 28%	54 32% d	29 29%	16 22%	642 28%	566 28%	76 31%	174 26%	202 31%	109 25%	155 30%	375 28%	264 28%	642 28%
Slightly disagree	427 19%	368 19%	30 18%	16 16%	14 19%	427 19%	377 18%	50 21%	139 21%	112 17%	91 21%	85 16%	251 19%	177 19%	427 19%
Neither agree nor disagree	366 16%	321 16%	19 11%	16 16%	10 14%	366 16%	324 16%	42 17%	101 15%	88 13%	74 17%	100 19% be	190 14%	175 18% be	366 16%
Slightly agree	564 25%	473 24%	42 25%	28 28%	21 29%	564 25%	507 25%	58 24%	153 23%	176 27%	94 22%	140 27%	329 25%	233 24%	564 25%
Strongly agree	262 11%	224 11%	20 12%	8 9%	11 15%	262 11%	246 12% b	16 7%	103 15% bdfg	68 10%	54 12% d	36 7%	171 13% df	89 9%	262 11% d
Don't know	30 1%	23 1%	4 2%	2 2%	1 1%	30 1%	30 1%	- -%	4 1%	10 2%	7 2%	8 1%	14 1%	15 2%	30 1%
SUMMARY CODES															
TOTAL DISAGREE	1069 47%	911 47%	83 50%	45 45%	30 41%	1069 47%	943 46%	126 52%	312 46%	313 48%	201 47%	240 46%	626 47%	441 46%	1069 47%
TOTAL AGREE	826 36%	697 36%	62 37%	36 37%	32 44%	826 36%	752 37%	74 31%	256 38%	244 37%	147 34%	176 34%	500 38%	323 34%	826 36%
TOTAL NEITHER/ DON'T KNOW	396 17%	344 18%	23 14%	18 18%	11 15%	396 17%	354 17%	42 17%	105 16%	99 15%	82 19%	108 21% abe	204 15%	190 20% abe	396 17%

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

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

Table 28

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

Base : All parents who are unaware of a minimum age requirement or that are aware of one but mention an incorrect age

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2299	373	1801	528	980	564	424	1181	675
Effective Weighted Sample	1716	289	1336	403	727	409	300	879	522
Total	2291	375	1803	554	960	528	373	1173	724
Strongly disagree	642 28%	92 24%	525 29%	145 26%	256 27%	150 28%	89 24%	339 29%	207 29%
Slightly disagree	427 19%	75 20%	335 19%	91 16%	167 17%	118 22% ab	68 18%	223 19%	134 18%
Neither agree nor disagree	366 16%	68 18%	269 15%	97 17% c	150 16%	60 11%	55 15%	171 15%	135 19% b
Slightly agree	564 25%	81 22%	459 25%	152 27%	260 27%	117 22%	80 21%	294 25%	188 26%
Strongly agree	262 11%	58 15% b	193 11%	61 11%	116 12%	79 15%	80 21% bc	130 11% c	51 7%
Don't know	30 1%	2 1%	23 1%	9 2%	11 1%	4 1%	2 1%	16 1%	10 1%
SUMMARY CODES									
TOTAL DISAGREE	1069 47%	167 44%	860 48%	236 43%	423 44%	268 51% ab	156 42%	562 48%	340 47%
TOTAL AGREE	826 36%	139 37%	652 36%	212 38%	376 39%	196 37%	159 43% bc	424 36%	238 33%
TOTAL NEITHER/ DON'T KNOW	396 17%	70 19%	292 16%	106 19% c	162 17% c	64 12%	57 15%	188 16%	145 20%

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

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

Table 29

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

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

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

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	2213	178	300	602	740	393	178	1642	393	1128	1085
Effective Weighted Sample	1712	107	216	478	575	360	107	1260	360	869	843
Total	2362	114	258	684	878	427	114	1821	427	1220	1141
Strongly disagree	450	24	36	102	159	130	24	297	130	211	239
	19%	21%	14%	15%	18%	30%	21%	16%	30%	17%	21%
						bcd			b		
Slightly disagree	419	18	32	122	165	81	18	320	81	216	203
	18%	16%	13%	18%	19%	19%	16%	18%	19%	18%	18%
					b	b					
Neither agree nor disagree	410	21	51	130	152	57	21	333	57	216	194
	17%	18%	20%	19%	17%	13%	18%	18%	13%	18%	17%
			e	e				c			
Slightly agree	742	31	80	239	292	99	31	611	99	385	356
	31%	27%	31%	35%	33%	23%	27%	34%	23%	32%	31%
			e	e	e			c			
Strongly agree	315	19	55	86	102	53	19	243	53	179	136
	13%	17%	21%	13%	12%	12%	17%	13%	12%	15%	12%
			cde								
Don't know	25	1	4	5	8	7	1	17	7	13	12
	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
SUMMARY CODES											
TOTAL DISAGREE	869	42	68	224	324	211	42	616	211	427	442
	37%	37%	26%	33%	37%	49%	37%	34%	49%	35%	39%
					b	abcd			ab		
TOTAL AGREE	1057	50	135	325	394	152	50	854	152	565	492
	45%	44%	52%	48%	45%	36%	44%	47%	36%	46%	43%
			e	e	e			c			
TOTAL NEITHER/ DON'T KNOW	435	22	55	135	160	64	22	350	64	229	207
	18%	19%	21%	20%	18%	15%	19%	19%	15%	19%	18%

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

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

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

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

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	2213	103	75	162	138	292	310	371	369	200	193	117	854	1197
Effective Weighted Sample	1712	62	46	118	97	232	246	288	287	182	178	69	640	974
Total	2362	70	44	140	118	340	344	451	427	218	209	68	855	1393
Strongly disagree	450 19%	15 21%	** **	14 10%	22 19%	41 12%	61 18%	82 18%	77 18%	60 27%	70 33%	15 23%	130 15%	289 21%
		c						c	c	cefg	cdefgh			b
Slightly disagree	419 18%	10 14%	** **	18 13%	14 12%	53 15%	70 20%	94 21%	71 17%	41 19%	40 19%	12 18%	144 17%	254 18%
Neither agree nor disagree	410 17%	10 14%	** **	28 20%	23 19%	63 18%	68 20%	75 17%	77 18%	41 19%	16 8%	11 16%	163 19%	230 17%
				j	j	j	j	j	j	j				
Slightly agree	742 31%	24 34%	** **	44 31%	36 30%	131 38%	109 32%	137 30%	155 36%	50 23%	49 24%	19 28%	275 32%	437 31%
						ij	i		ij					
Strongly agree	315 13%	11 15%	** **	33 24%	22 18%	51 15%	35 10%	60 13%	43 10%	25 11%	28 13%	10 15%	136 16%	167 12%
				efghij	fh								c	
Don't know	25 1%	1 1%	** **	3 2%	2 1%	3 1%	2 1%	4 1%	4 1%	2 1%	5 2%	* **	7 1%	16 1%
SUMMARY CODES														
TOTAL DISAGREE	869 37%	25 35%	** **	32 23%	36 31%	94 27%	131 38%	176 39%	148 35%	101 46%	110 53%	27 41%	274 32%	543 39%
							ce	ce	c	cdeh	acdefgh			b
TOTAL AGREE	1057 45%	34 49%	** **	77 55%	57 49%	181 53%	144 42%	196 44%	198 46%	75 34%	78 37%	29 43%	411 48%	604 43%
		i		fgij	i	fgij		i	i					
TOTAL NEITHER/ DON'T KNOW	435 18%	11 15%	** **	31 22%	24 21%	65 19%	70 20%	79 18%	81 19%	42 19%	21 10%	11 16%	170 20%	247 18%
				j	j	j	j	j	j	j				

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1464	267	271	211	2213	2028	185	815	473	484	435	1288	919	2213
Effective Weighted Sample	1712	1339	211	195	130	1712	1555	159	611	382	400	369	959	751	1712
Total	2362	2012	169	106	74	2362	2115	246	718	653	437	544	1371	981	2362
Strongly disagree	450 19%	385 19%	31 18%	21 20%	13 17%	450 19%	403 19%	47 19%	149 21% c	130 20%	66 15%	105 19%	279 20% c	171 17%	450 19%
Slightly disagree	419 18%	354 18%	32 19%	19 18%	14 19%	419 18%	369 17%	50 20%	123 17%	112 17%	94 22%	87 16%	235 17%	182 19%	419 18%
Neither agree nor disagree	410 17%	355 18%	26 15%	16 15%	13 18%	410 17%	369 17%	42 17%	106 15%	85 13%	82 19% be	134 25% abceg	191 14% abeg	216 22% abeg	410 17% be
Slightly agree	742 31%	629 31%	55 32%	35 33%	23 31%	742 31%	659 31%	82 33%	209 29%	232 36% a	131 30%	168 31%	441 32%	299 31%	742 31%
Strongly agree	315 13%	270 13%	21 12%	13 13%	11 14%	315 13%	290 14%	25 10%	128 18% bcdfg	84 13% d	56 13% d	45 8%	212 15% df	101 10%	315 13% df
Don't know	25 1%	18 1%	4 2%	2 2%	1 1%	25 1%	25 1%	- -%	2 *% a	10 2% a	8 2% a	4 1%	13 1%	11 1%	25 1%
SUMMARY CODES															
TOTAL DISAGREE	869 37%	739 37%	64 38%	40 38%	27 36%	869 37%	772 37%	97 39%	272 38%	242 37%	160 37%	193 35%	514 38%	353 36%	869 37%
TOTAL AGREE	1057 45%	899 45%	76 45%	48 45%	33 45%	1057 45%	949 45%	107 44%	337 47% df	316 48% df	187 43%	213 39%	654 48% df	400 41%	1057 45%
TOTAL NEITHER/ DON'T KNOW	435 18%	373 19%	30 18%	18 17%	14 19%	435 18%	394 19%	42 17%	108 15%	95 15%	89 20% abe	138 25% abeg	203 15%	227 23% abeg	435 18% e

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

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

Table 29

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	2213	460	1643	517	968	541	419	1125	652
Effective Weighted Sample	1712	366	1266	411	740	413	306	874	521
Total	2362	500	1758	587	1009	551	391	1204	747
Strongly disagree	450	95	337	106	169	116	82	220	142
	19%	19%	19%	18%	17%	21%	21%	18%	19%
Slightly disagree	419	92	313	96	176	102	58	220	140
	18%	18%	18%	16%	17%	18%	15%	18%	19%
Neither agree nor disagree	410	97	286	112	176	70	57	202	146
	17%	20%	16%	19%	17%	13%	15%	17%	20%
				c	c				
Slightly agree	742	139	576	195	343	161	102	394	243
	31%	28%	33%	33%	34%	29%	26%	33%	33%
								a	a
Strongly agree	315	73	228	68	136	100	91	156	66
	13%	15%	13%	12%	14%	18%	23%	13%	9%
						ab	bc	c	
Don't know	25	3	19	10	9	3	2	12	9
	1%	1%	1%	2%	1%	*%	1%	1%	1%
SUMMARY CODES									
TOTAL DISAGREE	869	187	650	202	344	217	140	440	282
	37%	37%	37%	34%	34%	39%	36%	37%	38%
TOTAL AGREE	1057	212	804	263	479	262	192	549	309
	45%	43%	46%	45%	47%	47%	49%	46%	41%
							c		
TOTAL NEITHER/ DON'T KNOW	435	100	305	122	186	72	59	214	156
	18%	20%	17%	21%	18%	13%	15%	18%	21%
				c	c				a

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

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

Table 30

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube/ YouTube Kids	2986	368	619	841	796	362	368	2256	362	1560	1426
	88%	88%	92%	90%	86%	83%	88%	89%	83%	90%	87%
			ade	de				c		b	
WhatsApp	1936	98	247	488	740	362	98	1475	362	966	970
	57%	23%	37%	52%	80%	83%	23%	58%	83%	56%	59%
			a	ab	abc	abc		a	ab		
TikTok	1816	95	202	466	712	341	95	1380	341	899	917
	54%	23%	30%	50%	77%	79%	23%	55%	79%	52%	56%
			a	ab	abc	abc		a	ab		
Snapchat	1543	72	151	342	637	341	72	1129	341	736	807
	46%	17%	23%	37%	69%	79%	17%	45%	79%	42%	49%
			a	ab	abc	abcd		a	ab		a
Instagram (inc. Instagram Direct)	1341	71	148	233	543	346	71	923	346	642	699
	40%	17%	22%	25%	59%	80%	17%	37%	80%	37%	42%
				a	abc	abcd		a	ab		a
Facebook (inc. Messenger)	1223	83	160	266	448	267	83	873	267	632	592
	36%	20%	24%	28%	49%	62%	20%	35%	62%	36%	36%
				a	abc	abcd		a	ab		
FaceTime	883	76	151	238	261	156	76	651	156	404	479
	26%	18%	23%	25%	28%	36%	18%	26%	36%	23%	29%
				a	ab	abcd		a	ab		a
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	17	49	128	261	135	17	438	135	264	326
	17%	4%	7%	14%	28%	31%	4%	17%	31%	15%	20%
			a	ab	abc	abc		a	ab		a
Pinterest	389	17	46	68	161	97	17	275	97	141	248
	12%	4%	7%	7%	17%	22%	4%	11%	22%	8%	15%
				a	abc	abc		a	ab		a

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

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

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OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Discord	307	6	28	56	134	83	6	218	83	218	89
	9%	1%	4%	6%	15%	19%	1%	9%	19%	13%	5%
			a	a	abc	abc		a	ab	b	
Twitch	280	12	32	50	118	68	12	200	68	175	104
	8%	3%	5%	5%	13%	16%	3%	8%	16%	10%	6%
				a	abc	abc		a	ab	b	
Microsoft Teams	273	8	38	51	104	73	8	192	73	143	130
	8%	2%	6%	5%	11%	17%	2%	8%	17%	8%	8%
			a	a	abc	abcd		a	ab		
Zoom	228	9	40	47	76	56	9	162	56	109	119
	7%	2%	6%	5%	8%	13%	2%	6%	13%	6%	7%
			a	a	ac	abcd		a	ab		
X/ Twitter	203	2	10	27	90	74	2	127	74	114	89
	6%	1%	2%	3%	10%	17%	1%	5%	17%	7%	5%
				a	abc	abcd		a	ab		
Skype	177	10	35	48	55	30	10	137	30	93	84
	5%	2%	5%	5%	6%	7%	2%	5%	7%	5%	5%
			a	a	a	a		a	a		
BeReal	150	1	8	14	70	56	1	92	56	41	109
	4%	1%	1%	1%	8%	13%	1%	4%	13%	2%	7%
					abc	abcd		a	ab		a
Reddit	139	5	21	12	63	38	5	96	38	85	55
	4%	1%	3%	1%	7%	9%	1%	4%	9%	5%	3%
			c		abc	abc		a	ab	b	
Telegram	128	5	25	26	40	31	5	92	31	80	48
	4%	1%	4%	3%	4%	7%	1%	4%	7%	5%	3%
			a		a	abc		a	ab	b	
Vimeo	93	9	20	18	28	18	9	66	18	49	45
	3%	2%	3%	2%	3%	4%	2%	3%	4%	3%	3%
						c					

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

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

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OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
GoNoodle	71	10	21	16	18	7	10	55	7	43	28
	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%
Wink	69	6	15	20	18	11	6	52	11	41	28
	2%	1%	2%	2%	2%	3%	1%	2%	3%	2%	2%
Tumblr	69	1	9	16	22	20	1	47	20	34	35
	2%	*%	1%	2%	2%	5%	*%	2%	5%	2%	2%
				a	a	abc		a	ab		
YuBo	65	6	11	14	23	10	6	49	10	36	29
	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	2%
Dailymotion	64	8	10	6	24	16	8	41	16	37	27
	2%	2%	1%	1%	3%	4%	2%	2%	4%	2%	2%
					c	bc			b		
Viber	61	4	14	15	15	14	4	43	14	25	36
	2%	1%	2%	2%	2%	3%	1%	2%	3%	1%	2%
						a			ab		
Kik	51	6	10	9	13	12	6	33	12	27	24
	2%	1%	2%	1%	1%	3%	1%	1%	3%	2%	1%
						c			b		
GROM social	51	8	10	11	18	4	8	39	4	31	20
	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%
Signal	50	1	10	12	18	9	1	40	9	25	26
	1%	*%	1%	1%	2%	2%	*%	2%	2%	1%	2%
					a	a		a	a		
HiPal	45	2	8	16	13	7	2	36	7	27	18
	1%	*%	1%	2%	1%	2%	*%	1%	2%	2%	1%
Fruitlab	44	4	12	7	15	5	4	34	5	22	21
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Triller	39	6	10	7	9	6	6	26	6	20	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Imgur	37	1	10	6	14	5	1	30	5	17	20
	1%	*%	2%	1%	2%	1%	*%	1%	1%	1%	1%
YouNow	33	4	9	7	11	3	4	26	3	16	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Amino	32	4	7	6	8	7	4	22	7	19	14
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
Whisper	29	*	8	2	12	6	*	22	6	18	11
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%
			ac		ac	ac			a		
Momio	26	1	8	2	10	6	1	20	6	12	14
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%
			c			ac			a		
NONE OF THESE	79	26	26	22	4	1	26	52	1	37	42
	2%	6%	4%	2%	*%	*%	6%	2%	*%	2%	3%
		cde	de	de			bc	c			

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
YouTube/ YouTube Kids	2986	190	178	323	296	431	410	426	370	190	171	233	1448	1263
	88%	88%	88%	93%	91%	91%	89%	90%	83%	85%	82%	86%	91%	86%
				abhij	hj	hij	hj	hj					ac	
WhatsApp	1936	50	48	132	115	235	253	364	376	185	177	67	654	1180
	57%	23%	24%	38%	35%	49%	55%	77%	84%	83%	84%	25%	41%	81%
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdef	abcdefg		a	ab
TikTok	1816	53	42	107	96	232	234	345	367	163	178	56	618	1109
	54%	24%	21%	31%	29%	49%	51%	73%	82%	73%	85%	21%	39%	76%
				b	b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdefgi		a	ab
Snapchat	1543	40	32	80	72	164	178	288	349	165	176	44	429	1037
	46%	19%	16%	23%	22%	34%	39%	61%	78%	74%	84%	16%	27%	71%
				b		abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgi		a	ab
Instagram (inc. Instagram Direct)	1341	44	28	84	63	106	127	243	300	165	181	44	352	919
	40%	20%	14%	24%	19%	22%	27%	51%	67%	74%	86%	16%	22%	63%
				b		b	bd	abcdef	abcdefg	abcdefg	abcdefghi		a	ab
Facebook (inc. Messenger)	1223	44	39	88	72	139	126	224	224	137	130	58	405	728
	36%	20%	19%	25%	22%	29%	27%	47%	50%	61%	62%	21%	25%	50%
						abd	b	abcdef	abcdef	abcdefgh	abcdefgh			ab
FaceTime	883	38	38	77	75	108	131	118	143	64	93	52	363	454
	26%	18%	19%	22%	23%	23%	28%	25%	32%	28%	44%	19%	23%	31%
							ab	a	abcde	ab	abcdefghi			ab
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	7	9	29	20	48	80	120	141	61	75	12	158	407
	17%	3%	5%	8%	6%	10%	17%	25%	32%	27%	35%	4%	10%	28%
				a		ab	abcde	abcdef	abcdef	abcdef	abcdefg		a	ab

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Pinterest	389	9	7	25	20	27	41	53	108	27	71	13	104	267
	12%	4%	4%	7%	6%	6%	9%	11%	24%	12%	34%	5%	7%	18%
							ab	abde	abcdefgi	abde	abcdefghi			ab
Discord	307	3	3	24	4	46	10	90	44	55	28	5	75	222
	9%	1%	2%	7%	1%	10%	2%	19%	10%	24%	13%	2%	5%	15%
				abdf		abdf		abcdefh	abdf	abcdefhj	abcdf		a	ab
Twitch	280	7	4	22	10	34	16	71	47	41	27	7	78	191
	8%	3%	2%	6%	3%	7%	4%	15%	10%	18%	13%	3%	5%	13%
				b		bdf		abcdef	abdf	abcdefh	abcdef			ab
Microsoft Teams	273	7	*	24	14	29	22	47	56	35	37	5	74	192
	8%	3%	*%	7%	4%	6%	5%	10%	13%	16%	18%	2%	5%	13%
		b		b	b	b	b	abdf	abcdef	abcdef	abcdefg		a	ab
Zoom	228	4	5	24	16	17	30	37	39	27	30	3	83	137
	7%	2%	2%	7%	5%	4%	6%	8%	9%	12%	14%	1%	5%	9%
				ab			ab	abe	abe	abdef	abcdefg		a	ab
X/ Twitter	203	1	*	4	7	17	10	49	41	42	32	1	33	159
	6%	1%	*%	1%	2%	4%	2%	10%	9%	19%	15%	1%	2%	11%
					b	ab	b	abcdef	abcdef	abcdefgh	abcdefh			ab
Skype	177	7	3	20	15	18	29	32	23	16	14	5	79	91
	5%	3%	1%	6%	5%	4%	6%	7%	5%	7%	7%	2%	5%	6%
				b	b		b	b	b	b	b		a	a
BeReal	150	1	-	3	5	9	5	16	54	12	44	*	19	130
	4%	1%	-%	1%	1%	2%	1%	3%	12%	6%	21%	*%	1%	9%
						b		abc	abcdefgi	abcdef	abcdefghi			ab
Reddit	139	3	2	16	5	5	7	37	26	24	15	2	34	102
	4%	2%	1%	5%	2%	1%	2%	8%	6%	11%	7%	1%	2%	7%
				bdef				abdef	abdef	abcdef	abdef			ab

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Telegram	128 4%	3 1%	2 1%	18 5% abdf	7 2%	18 4% b	8 2%	23 5% abf	17 4% b	18 8% abdef	13 6% abdf	3 1%	49 3%	75 5% ab
Vimeo	93 3%	8 4% be	1 *%	12 3% b	9 3%	5 1%	12 3%	15 3% b	13 3% b	8 3% b	10 5% be	5 2%	41 3%	46 3%
GoNoodle	71 2%	5 2%	4 2%	16 5% dfj	5 2%	8 2%	7 2%	8 2%	10 2%	5 2%	1 1%	8 3%	36 2%	24 2%
Wink	69 2%	3 1%	3 1%	10 3%	5 1%	15 3%	6 1%	6 1%	11 2%	7 3%	4 2%	5 2%	33 2%	27 2%
Tumblr	69 2%	1 *%	- -%	4 1%	5 1%	11 2% b	5 1%	10 2% b	12 3% ab	8 3% ab	13 6% abcdefg	1 *%	25 2%	43 3% ab
YuBo	65 2%	1 1%	4 2%	6 2%	5 1%	10 2%	5 1%	15 3%	8 2%	4 2%	6 3%	4 2%	25 2%	34 2%
Dailymotion	64 2%	6 3% e	2 1%	8 2% e	2 1%	2 *%	4 1%	15 3% def	9 2%	5 2% e	10 5% bdef	5 2%	18 1%	40 3% b
Viber	61 2%	1 *%	3 2%	7 2%	7 2%	4 1%	11 2% a	7 2%	7 2%	6 3% a	8 4% ae	1 *%	28 2%	32 2% a
Kik	51 2%	5 2%	2 1%	6 2%	5 1%	6 1%	3 1%	4 1%	9 2%	7 3% fg	5 2%	4 1%	21 1%	25 2%
GROM social	51 2%	5 2%	4 2%	7 2%	3 1%	9 2%	2 *%	8 2%	11 2% f	2 1%	1 1%	7 3%	22 1%	22 1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 30

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Signal	50 1%	1 1%	- -%	4 1%	5 2%	4 1%	8 2% b	11 2% b	7 2%	4 2% b	5 2% b	1 *%	20 1%	29 2%
HiPal	45 1%	* *%	2 1%	7 2%	1 *%	12 2% ad	4 1%	5 1%	7 2%	3 1%	4 2%	2 1%	21 1%	20 1%
Fruitlab	44 1%	* *%	4 2%	8 2% a	4 1%	5 1%	3 1%	6 1%	9 2%	3 1%	2 1%	4 1%	20 1%	20 1%
Triller	39 1%	2 1%	4 2%	7 2%	3 1%	3 1%	3 1%	4 1%	5 1%	3 1%	3 2%	4 2%	18 1%	16 1%
Imgur	37 1%	1 1%	* *%	3 1%	8 2% bf	4 1%	2 *%	6 1%	8 2%	3 1%	2 1%	1 1%	16 1%	19 1%
YouNow	33 1%	2 1%	2 1%	5 1%	4 1%	3 1%	3 1%	4 1%	7 2%	2 1%	1 1%	3 1%	17 1%	13 1%
Amino	32 1%	2 1%	2 1%	4 1%	3 1%	4 1%	2 *%	5 1%	4 1%	3 1%	3 2%	3 1%	15 1%	15 1%
Whisper	29 1%	* *%	* *%	5 2% f	3 1%	2 *%	* *%	7 1% f	6 1%	4 2% abf	2 1%	* *%	10 1%	16 1%
Momio	26 1%	* *%	* *%	5 2% f	2 1%	2 *%	* *%	1 *%	8 2% f	3 1%	3 1% f	1 *%	10 1%	15 1%
NONE OF THESE	79 2%	12 6% fghij	14 7% cefg hij	10 3% ghi	17 5% fghij	13 3% ghi	9 2%	2 1%	2 *%	- -%	1 *%	16 6% c	57 4% c	5 *%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 30

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OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
YouTube/ YouTube Kids	2986	2542	222	134	88	2986	2656	330	855	841	554	724	1696	1278	2986
	88%	89%	88%	88%	84%	88%	89%	86%	90%	87%	86%	89%	89%	88%	88%
		d							c						
WhatsApp	1936	1649	140	86	60	1936	1732	204	585	542	360	443	1127	804	1936
	57%	57%	55%	57%	58%	57%	58%	53%	62%	56%	56%	55%	59%	55%	57%
									bcd						
TikTok	1816	1540	134	85	57	1816	1633	183	530	485	359	435	1016	793	1816
	54%	54%	53%	56%	55%	54%	54%	48%	56%	50%	56%	54%	53%	55%	54%
							b		b						
Snapchat	1543	1301	121	71	50	1543	1397	146	461	424	305	351	885	656	1543
	46%	45%	48%	47%	48%	46%	47%	38%	49%	44%	47%	43%	46%	45%	46%
							b		d						
Instagram (inc. Instagram Direct)	1341	1130	98	66	48	1341	1227	114	472	352	239	274	824	514	1341
	40%	39%	39%	43%	46%	40%	41%	30%	50%	36%	37%	34%	43%	35%	40%
							b		bcd				bcd		d
Facebook (inc. Messenger)	1223	1022	95	61	45	1223	1109	114	416	285	242	279	701	521	1223
	36%	36%	37%	40%	43%	36%	37%	30%	44%	29%	38%	34%	37%	36%	36%
					a		b		bcd		b		b	b	b
FaceTime	883	758	62	41	23	883	794	90	272	274	155	181	546	336	883
	26%	26%	24%	27%	22%	26%	26%	23%	29%	28%	24%	22%	29%	23%	26%
									c	d			c		f
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	504	45	25	16	590	533	57	172	153	115	148	325	263	590
	17%	18%	18%	17%	15%	17%	18%	15%	18%	16%	18%	18%	17%	18%	17%
Pinterest	389	339	25	14	11	389	356	33	154	95	55	83	249	137	389
	12%	12%	10%	9%	11%	12%	12%	9%	16%	10%	8%	10%	13%	9%	12%
									bcd				b		c

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 30

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OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Discord	307	270	16	12	9	307	282	25	106	61	58	81	167	139	307
	9%	9%	6%	8%	9%	9%	9%	6%	11% b	6%	9%	10% b	9%	10% b	9% b
Twitch	280	240	19	11	9	280	262	18	109	62	55	51	171	106	280
	8%	8%	7%	7%	9%	8%	9% b	5%	12% bdfg	6%	9%	6%	9%	7%	8%
Microsoft Teams	273	228	23	18	3	273	250	23	86	82	49	54	168	103	273
	8%	8% d	9% d	12% ade	3% d	8% d	8%	6%	9%	9%	8%	7%	9%	7%	8%
Zoom	228	198	15	8	7	228	207	21	97	56	36	38	153	73	228
	7%	7%	6%	5%	6%	7%	7%	5%	10% bcdfg	6%	6%	5%	8% df	5%	7% f
X/ Twitter	203	174	18	6	5	203	195	8	75	49	38	41	124	79	203
	6%	6%	7% c	4%	5%	6%	7% b	2%	8% bdf	5%	6%	5%	6%	5%	6%
Skype	177	147	14	9	7	177	171	7	68	42	32	34	110	66	177
	5%	5%	5%	6%	7%	5%	6% b	2%	7% bdfg	4%	5%	4%	6%	5%	5%
BeReal	150	124	14	7	6	150	130	20	50	41	33	25	91	59	150
	4%	4%	5%	4%	6%	4%	4%	5%	5% d	4%	5%	3%	5%	4%	4%
Reddit	139	121	9	5	4	139	131	8	68	30	21	19	98	39	139
	4%	4%	4%	3%	4%	4%	4%	2%	7% bcdefg	3%	3%	2%	5% df	3%	4% df
Telegram	128	112	6	4	6	128	121	6	68	29	16	15	97	31	128
	4%	4%	2%	3%	6% b	4%	4%	2%	7% bcdefg	3%	3%	2%	5% bcd	2%	4% df
Vimeo	93	81	6	3	3	93	90	3	44	15	21	13	59	34	93
	3%	3%	2%	2%	3%	3%	3% b	1%	5% bdfg	2%	3%	2%	3% b	2%	3%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
GoNoodle	71 2%	60 2%	6 2%	3 2%	2 2%	71 2%	66 2%	5 1%	29 3% f	16 2%	12 2%	12 1%	45 2%	24 2%	71 2%
Wink	69 2%	60 2%	4 2%	3 2%	2 2%	69 2%	67 2% b	2 *% b	39 4% bcdfg	15 2%	3 1%	12 1%	53 3% cf	15 1%	69 2% cf
Tumblr	69 2%	58 2%	7 3%	1 1%	3 2%	69 2%	68 2% b	1 *% b	36 4% bcdfg	14 1%	10 1%	10 1%	50 3% f	19 1%	69 2%
YuBo	65 2%	52 2%	7 3%	2 1%	4 4%	65 2%	59 2%	6 2%	36 4% bcdefg	5 1%	11 2%	12 2%	41 2% b	23 2%	65 2% b
Dailymotion	64 2%	54 2%	5 2%	2 2%	2 2%	64 2%	63 2% b	1 *% b	29 3% dfg	15 2%	12 2%	8 1%	44 2%	20 1%	64 2%
Viber	61 2%	53 2%	3 1%	2 1%	3 3%	61 2%	58 2%	3 1%	21 2%	15 2%	13 2%	12 1%	36 2%	25 2%	61 2%
Kik	51 2%	42 1%	5 2%	2 1%	2 2%	51 2%	47 2%	4 1%	26 3% bcdfg	10 1%	7 1%	8 1%	36 2%	15 1%	51 2%
GROM social	51 2%	43 2%	4 1%	2 1%	2 2%	51 2%	51 2% b	- -% b	25 3% bcfg	10 1%	6 1%	10 1%	35 2%	16 1%	51 2%
Signal	50 1%	47 2% b	- -% b	* *% b	2 2% bc	50 1% b	45 1%	5 1%	22 2% cdf	16 2%	5 1%	7 1%	38 2% f	12 1%	50 1%
HiPal	45 1%	38 1%	5 2%	2 1%	1 1%	45 1%	43 1%	2 1%	13 1%	7 1%	13 2% b	11 1%	20 1%	24 2%	45 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Fruitlab	44 1%	40 1%	1 1%	1 1%	2 2%	44 1%	40 1%	3 1%	21 2% bdf	8 1%	11 2% d	4 *%	29 1%	15 1%	44 1%
Triller	39 1%	35 1%	2 1%	1 *%	1 1%	39 1%	38 1%	1 *%	20 2% dfg	9 1%	6 1%	4 *%	29 1%	10 1%	39 1%
Imgur	37 1%	32 1%	3 1%	1 1%	1 1%	37 1%	37 1%	- -%	11 1%	8 1%	10 2%	8 1%	19 1%	18 1%	37 1%
YouNow	33 1%	25 1%	4 2%	1 1%	2 2%	33 1%	32 1%	1 *%	13 1%	9 1%	4 1%	7 1%	22 1%	11 1%	33 1%
Amino	32 1%	28 1%	2 1%	2 1%	1 1%	32 1%	31 1%	1 *%	16 2% b	5 1%	5 1%	7 1%	21 1%	12 1%	32 1%
Whisper	29 1%	25 1%	3 1%	1 1%	* *%	29 1%	26 1%	3 1%	12 1%	4 *%	3 *%	10 1%	16 1%	13 1%	29 1%
Momio	26 1%	22 1%	2 1%	1 1%	* *%	26 1%	26 1%	* *%	6 1%	9 1%	5 1%	7 1%	15 1%	11 1%	26 1%
NONE OF THESE	79 2%	64 2%	9 3%	3 2%	4 3%	79 2%	62 2%	17 5% a	15 2%	22 2%	23 4% ae	19 2%	37 2%	42 3%	79 2%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube/ YouTube Kids	2986	570	2299	749	1253	687	447	1569	946
	88%	89%	89%	90%	88%	89%	88%	89%	88%
WhatsApp	1936	383	1484	454	820	471	291	994	638
	57%	60%	57%	55%	57%	61%	57%	56%	59%
						a			
TikTok	1816	407	1330	461	778	416	317	917	570
	54%	64%	51%	55%	54%	54%	62%	52%	53%
		b					bc		
Snapchat	1543	345	1126	388	633	365	248	770	511
	46%	54%	43%	47%	44%	47%	49%	44%	47%
		b							
Instagram (inc. Instagram Direct)	1341	274	1002	307	585	349	257	673	401
	40%	43%	39%	37%	41%	45%	51%	38%	37%
						a	bc		
Facebook (inc. Messenger)	1223	274	886	304	541	281	223	615	375
	36%	43%	34%	37%	38%	36%	44%	35%	35%
		b					bc		
FaceTime	883	185	655	189	367	247	126	480	269
	26%	29%	25%	23%	26%	32%	25%	27%	25%
						ab			
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	590	147	421	139	250	147	89	316	178
	17%	23%	16%	17%	17%	19%	17%	18%	17%
		b							

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Pinterest	389	91	282	80	171	100	104	178	98
	12%	14%	11%	10%	12%	13%	20%	10%	9%
		b					bc		
Discord	307	78	217	90	128	66	74	134	94
	9%	12%	8%	11%	9%	9%	14%	8%	9%
		b					bc		
Twitch	280	85	185	69	125	71	84	127	67
	8%	13%	7%	8%	9%	9%	17%	7%	6%
		b					bc		
Microsoft Teams	273	76	189	72	115	61	56	121	91
	8%	12%	7%	9%	8%	8%	11%	7%	8%
		b					b		
Zoom	228	56	172	48	95	67	56	107	62
	7%	9%	7%	6%	7%	9%	11%	6%	6%
							bc		
X/ Twitter	203	44	152	43	91	55	62	89	50
	6%	7%	6%	5%	6%	7%	12%	5%	5%
							bc		
Skype	177	36	135	29	90	46	52	79	43
	5%	6%	5%	3%	6%	6%	10%	4%	4%
					a	a	bc		
BeReal	150	32	118	31	50	56	35	76	36
	4%	5%	5%	4%	4%	7%	7%	4%	3%
						ab	bc		
Reddit	139	32	101	25	69	35	46	67	25
	4%	5%	4%	3%	5%	4%	9%	4%	2%
							bc		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 30

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OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Telegram	128	30	96	26	51	45	52	54	21
	4%	5%	4%	3%	4%	6%	10%	3%	2%
						ab	bc		
Vimeo	93	25	60	12	49	27	29	46	13
	3%	4%	2%	1%	3%	3%	6%	3%	1%
		b			a	a	bc	c	
GoNoodle	71	18	49	14	36	18	26	30	12
	2%	3%	2%	2%	2%	2%	5%	2%	1%
							bc		
Wink	69	10	56	11	36	19	21	28	20
	2%	2%	2%	1%	3%	2%	4%	2%	2%
							bc		
Tumblr	69	17	51	8	29	24	23	33	12
	2%	3%	2%	1%	2%	3%	5%	2%	1%
						a	bc		
YuBo	65	16	45	11	32	19	26	28	10
	2%	3%	2%	1%	2%	2%	5%	2%	1%
							bc		
Dailymotion	64	11	47	15	26	20	27	27	11
	2%	2%	2%	2%	2%	3%	5%	2%	1%
							bc		
Viber	61	8	53	16	26	14	20	29	12
	2%	1%	2%	2%	2%	2%	4%	2%	1%
							bc		
Kik	51	7	39	7	27	16	16	25	10
	2%	1%	2%	1%	2%	2%	3%	1%	1%
							bc		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 30

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
GROM social	51 2%	11 2%	35 1%	10 1%	22 2%	17 2%	26 5% bc	15 1%	7 1%
Signal	50 1%	11 2%	37 1%	6 1%	26 2%	15 2%	16 3% bc	25 1%	8 1%
HiPal	45 1%	8 1%	37 1%	8 1%	23 2%	15 2%	18 4% bc	16 1%	11 1%
Fruitlab	44 1%	9 1%	35 1%	5 1%	23 2%	15 2% a	25 5% bc	14 1%	5 *%
Triller	39 1%	8 1%	31 1%	6 1%	16 1%	17 2% a	20 4% bc	17 1% c	2 *%
Imgur	37 1%	6 1%	26 1%	4 *%	24 2% a	10 1%	18 4% bc	13 1%	4 *%
YouNow	33 1%	4 1%	28 1%	4 *%	21 1%	8 1%	11 2% bc	15 1%	7 1%
Amino	32 1%	6 1%	26 1%	3 *%	19 1%	8 1%	13 3% bc	12 1%	7 1%
Whisper	29 1%	4 1%	22 1%	5 1%	15 1%	5 1%	13 3% bc	11 1%	5 *%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 30

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Momio	26	4	20	9	10	7	12	11	3
	1%	1%	1%	1%	1%	1%	2% bc	1%	*%
NONE OF THESE	79	7	66	16	32	15	8	49	20
	2%	1%	3% a	2%	2%	2%	2%	3%	2%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube/ YouTube Kids	2986	368	619	841	796	362	368	2256	362	1560	1426
	88%	88%	92%	90%	86%	83%	88%	89%	83%	90%	87%
			ade	de				c		b	
WhatsApp	1936	98	247	488	740	362	98	1475	362	966	970
	57%	23%	37%	52%	80%	83%	23%	58%	83%	56%	59%
			a	ab	abc	abc		a	ab		
TikTok	1816	95	202	466	712	341	95	1380	341	899	917
	54%	23%	30%	50%	77%	79%	23%	55%	79%	52%	56%
			a	ab	abc	abc		a	ab		
Snapchat	1543	72	151	342	637	341	72	1129	341	736	807
	46%	17%	23%	37%	69%	79%	17%	45%	79%	42%	49%
			a	ab	abc	abcd		a	ab		a
Instagram (inc. Instagram Direct)	1341	71	148	233	543	346	71	923	346	642	699
	40%	17%	22%	25%	59%	80%	17%	37%	80%	37%	42%
				a	abc	abcd		a	ab		a
Facebook (inc. Messenger)	1223	83	160	266	448	267	83	873	267	632	592
	36%	20%	24%	28%	49%	62%	20%	35%	62%	36%	36%
				a	abc	abcd		a	ab		
Pinterest	389	17	46	68	161	97	17	275	97	141	248
	12%	4%	7%	7%	17%	22%	4%	11%	22%	8%	15%
				a	abc	abc		a	ab		a
Discord	307	6	28	56	134	83	6	218	83	218	89
	9%	1%	4%	6%	15%	19%	1%	9%	19%	13%	5%
			a	a	abc	abc		a	ab	b	
Twitch	280	12	32	50	118	68	12	200	68	175	104
	8%	3%	5%	5%	13%	16%	3%	8%	16%	10%	6%
				a	abc	abc		a	ab	b	

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
X/ Twitter	203	2	10	27	90	74	2	127	74	114	89
	6%	*%	2%	3%	10%	17%	*%	5%	17%	7%	5%
				a	abc	abcd		a	ab		
BeReal	150	1	8	14	70	56	1	92	56	41	109
	4%	*%	1%	1%	8%	13%	*%	4%	13%	2%	7%
					abc	abcd		a	ab		a
Reddit	139	5	21	12	63	38	5	96	38	85	55
	4%	1%	3%	1%	7%	9%	1%	4%	9%	5%	3%
			c		abc	abc		a	ab	b	
Vimeo	93	9	20	18	28	18	9	66	18	49	45
	3%	2%	3%	2%	3%	4%	2%	3%	4%	3%	3%
						c					
Wink	69	6	15	20	18	11	6	52	11	41	28
	2%	1%	2%	2%	2%	3%	1%	2%	3%	2%	2%
Tumblr	69	1	9	16	22	20	1	47	20	34	35
	2%	*%	1%	2%	2%	5%	*%	2%	5%	2%	2%
				a	a	abc		a	ab		
YuBo	65	6	11	14	23	10	6	49	10	36	29
	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	2%
Dailymotion	64	8	10	6	24	16	8	41	16	37	27
	2%	2%	1%	1%	3%	4%	2%	2%	4%	2%	2%
					c	bc			b		
Kik	51	6	10	9	13	12	6	33	12	27	24
	2%	1%	2%	1%	1%	3%	1%	1%	3%	2%	1%
						c			b		
Signal	50	1	10	12	18	9	1	40	9	25	26
	1%	*%	1%	1%	2%	2%	*%	2%	2%	1%	2%
					a	a		a	a		

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Fruitlab	44	4	12	7	15	5	4	34	5	22	21
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Triller	39	6	10	7	9	6	6	26	6	20	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Imgur	37	1	10	6	14	5	1	30	5	17	20
	1%	*%	2%	1%	2%	1%	*%	1%	1%	1%	1%
YouNow	33	4	9	7	11	3	4	26	3	16	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Whisper	29	*	8	2	12	6	*	22	6	18	11
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%
			ac		ac	ac			a		
NONE OF THESE	86	31	27	23	4	1	31	55	1	40	47
	3%	7%	4%	2%	*%	*%	7%	2%	*%	2%	3%
		bcde	de	de			bc	c			
ANY META APPS OR SITES	2377	150	332	601	872	422	150	1805	422	1217	1161
	70%	36%	49%	64%	95%	97%	36%	71%	97%	70%	70%
			a	ab	abc	abcd		a	ab		
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 24)	3.8	2.1	2.7	3.2	5.1	5.9	2.1	3.8	5.9	3.8	3.9
			a	ab	abc	abcd		a	ab		
Standard deviation	2.69	1.89	2.37	2.19	2.51	2.70	1.89	2.58	2.70	2.66	2.73
Standard error	.05	.07	.09	.08	.09	.14	.07	.05	.14	.06	.07

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
YouTube/ YouTube Kids	2986	190	178	323	296	431	410	426	370	190	171	233	1448	1263
	88%	88%	88%	93%	91%	91%	89%	90%	83%	85%	82%	86%	91%	86%
				abhij	hj	hij	hj	hj					ac	
WhatsApp	1936	50	48	132	115	235	253	364	376	185	177	67	654	1180
	57%	23%	24%	38%	35%	49%	55%	77%	84%	83%	84%	25%	41%	81%
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdef	abcdefg		a	ab
TikTok	1816	53	42	107	96	232	234	345	367	163	178	56	618	1109
	54%	24%	21%	31%	29%	49%	51%	73%	82%	73%	85%	21%	39%	76%
				b	b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdefgi		a	ab
Snapchat	1543	40	32	80	72	164	178	288	349	165	176	44	429	1037
	46%	19%	16%	23%	22%	34%	39%	61%	78%	74%	84%	16%	27%	71%
				b		abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgi		a	ab
Instagram (inc. Instagram Direct)	1341	44	28	84	63	106	127	243	300	165	181	44	352	919
	40%	20%	14%	24%	19%	22%	27%	51%	67%	74%	86%	16%	22%	63%
				b		b	bd	abcdef	abcdefg	abcdefg	abcdefghi		a	ab
Facebook (inc. Messenger)	1223	44	39	88	72	139	126	224	224	137	130	58	405	728
	36%	20%	19%	25%	22%	29%	27%	47%	50%	61%	62%	21%	25%	50%
						abd	b	abcdef	abcdef	abcdefgh	abcdefgh			ab
Pinterest	389	9	7	25	20	27	41	53	108	27	71	13	104	267
	12%	4%	4%	7%	6%	6%	9%	11%	24%	12%	34%	5%	7%	18%
							ab	abde	abcdefgi	abde	abcdefghi			ab
Discord	307	3	3	24	4	46	10	90	44	55	28	5	75	222
	9%	1%	2%	7%	1%	10%	2%	19%	10%	24%	13%	2%	5%	15%
				abdf		abdf		abcdefh	abdf	abcdefhj	abcdf		a	ab

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR												
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 95%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Twitch	280 8%	7 3%	4 2%	22 6% b	10 3%	34 7% bdf	16 4%	71 15% abcdef	47 10% abdf	41 18% abcdefh	27 13% abcdef	7 3%	78 5%	191 13% ab										
X/ Twitter	203 6%	1 1%	* *%	4 1%	7 2% b	17 4% ab	10 2% b	49 10% abcdef	41 9% abcdef	42 19% abcdefgh	32 15% abcdefh	1 1%	33 2%	159 11% ab										
BeReal	150 4%	1 1%	- -%	3 1%	5 1%	9 2% b	5 1%	16 3% abc	54 12% abcdefgi	12 6% abcdef	44 21% abcdefghi	* *%	19 1%	130 9% ab										
Reddit	139 4%	3 2%	2 1%	16 5% bdef	5 2%	5 1%	7 2%	37 8% abdef	26 6% abdef	24 11% abcdef	15 7% abdef	2 1%	34 2%	102 7% ab										
Vimeo	93 3%	8 4% be	1 *%	12 3% b	9 3%	5 1%	12 3%	15 3% b	13 3% b	8 3% b	10 5% be	5 2%	41 3%	46 3%										
Wink	69 2%	3 1%	3 1%	10 3%	5 1%	15 3%	6 1%	6 1%	11 2%	7 3%	4 2%	5 2%	33 2%	27 2%										
Tumblr	69 2%	1 *%	- -%	4 1%	5 1%	11 2% b	5 1%	10 2% b	12 3% ab	8 3% ab	13 6% abcdefg	1 *%	25 2%	43 3% ab										
YuBo	65 2%	1 1%	4 2%	6 2%	5 1%	10 2%	5 1%	15 3%	8 2%	4 2%	6 3%	4 2%	25 2%	34 2%										
Dailymotion	64 2%	6 3% e	2 1%	8 2% e	2 1%	2 *%	4 1%	15 3% def	9 2%	5 2% e	10 5% bdef	5 2%	18 1%	40 3% b										
Kik	51 2%	5 2%	2 1%	6 2%	5 1%	6 1%	3 1%	4 1%	9 2%	7 3% fg	5 2%	4 1%	21 1%	25 2%										

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR												
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 95%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Signal	50	1	-	4	5	4	8	11	7	4	5	1	20	29										
	1%	1%	-%	1%	2%	1%	2%	2%	2%	2%	2%	*%	1%	2%										
							b	b		b	b													
Fruitlab	44	*	4	8	4	5	3	6	9	3	2	4	20	20										
	1%	*%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%										
				a																				
Triller	39	2	4	7	3	3	3	4	5	3	3	4	18	16										
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%										
Imgur	37	1	*	3	8	4	2	6	8	3	2	1	16	19										
	1%	1%	*%	1%	2%	1%	*%	1%	2%	1%	1%	1%	1%	1%										
				bf																				
YouNow	33	2	2	5	4	3	3	4	7	2	1	3	17	13										
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%										
Whisper	29	*	*	5	3	2	*	7	6	4	2	*	10	16										
	1%	*%	*%	2%	1%	*%	*%	1%	1%	2%	1%	*%	1%	1%										
				f				f		abf														
NONE OF THESE	86	14	17	10	17	13	11	2	2	-	1	21	59	5										
	3%	6%	8%	3%	5%	3%	2%	1%	*%	-%	*%	8%	4%	*%										
		efghij	cefg hij	ghij	ghij	ghi	hi					bc	c											
ANY META APPS OR SITES	2377	80	70	178	154	299	303	443	430	218	204	99	850	1385										
	70%	37%	34%	51%	47%	63%	66%	93%	96%	98%	97%	37%	53%	95%										
				ab	ab	abcd	abcd	abcdef	abcdef	abcdefg	abcdef		a	ab										
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
Mean number of apps/ sites (out of 24)	3.8	2.2	2.0	2.8	2.5	3.2	3.2	4.9	5.4	5.6	6.2	2.1	2.8	5.2										
				ab	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh		a	ab										
Standard deviation	2.69	2.08	1.65	2.51	2.20	2.27	2.10	2.41	2.58	2.70	2.68	1.90	2.29	2.56										
Standard error	.05	.12	.09	.13	.11	.11	.10	.12	.13	.19	.19	.09	.06	.07										

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
YouTube/ YouTube Kids	2986	2542	222	134	88	2986	2656	330	855	841	554	724	1696	1278	2986
	88%	89%	88%	88%	84%	88%	89%	86%	90%	87%	86%	89%	89%	88%	88%
		d							c						
WhatsApp	1936	1649	140	86	60	1936	1732	204	585	542	360	443	1127	804	1936
	57%	57%	55%	57%	58%	57%	58%	53%	62%	56%	56%	55%	59%	55%	57%
									bcd						
TikTok	1816	1540	134	85	57	1816	1633	183	530	485	359	435	1016	793	1816
	54%	54%	53%	56%	55%	54%	54%	48%	56%	50%	56%	54%	53%	55%	54%
							b		b						
Snapchat	1543	1301	121	71	50	1543	1397	146	461	424	305	351	885	656	1543
	46%	45%	48%	47%	48%	46%	47%	38%	49%	44%	47%	43%	46%	45%	46%
							b		d						
Instagram (inc. Instagram Direct)	1341	1130	98	66	48	1341	1227	114	472	352	239	274	824	514	1341
	40%	39%	39%	43%	46%	40%	41%	30%	50%	36%	37%	34%	43%	35%	40%
							b		bcd				bcd		d
Facebook (inc. Messenger)	1223	1022	95	61	45	1223	1109	114	416	285	242	279	701	521	1223
	36%	36%	37%	40%	43%	36%	37%	30%	44%	29%	38%	34%	37%	36%	36%
					a		b		bcd		b		b	b	b
Pinterest	389	339	25	14	11	389	356	33	154	95	55	83	249	137	389
	12%	12%	10%	9%	11%	12%	12%	9%	16%	10%	8%	10%	13%	9%	12%
									bcd				b		c
Discord	307	270	16	12	9	307	282	25	106	61	58	81	167	139	307
	9%	9%	6%	8%	9%	9%	9%	6%	11%	6%	9%	10%	9%	10%	9%
									b			b		b	b
Twitch	280	240	19	11	9	280	262	18	109	62	55	51	171	106	280
	8%	8%	7%	7%	9%	8%	9%	5%	12%	6%	9%	6%	9%	7%	8%
							b		b						

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
X/ Twitter	203	174	18	6	5	203	195	8	75	49	38	41	124	79	203
	6%	6%	7%	4%	5%	6%	7%	2%	8%	5%	6%	5%	6%	5%	6%
			c				b		bdf						
BeReal	150	124	14	7	6	150	130	20	50	41	33	25	91	59	150
	4%	4%	5%	4%	6%	4%	4%	5%	5%	4%	5%	3%	5%	4%	4%
									d						
Reddit	139	121	9	5	4	139	131	8	68	30	21	19	98	39	139
	4%	4%	4%	3%	4%	4%	4%	2%	7%	3%	3%	2%	5%	3%	4%
									bcddefg				df		df
Vimeo	93	81	6	3	3	93	90	3	44	15	21	13	59	34	93
	3%	3%	2%	2%	3%	3%	3%	1%	5%	2%	3%	2%	3%	2%	3%
							b		bdfg				b		
Wink	69	60	4	3	2	69	67	2	39	15	3	12	53	15	69
	2%	2%	2%	2%	2%	2%	2%	*%	4%	2%	1%	1%	3%	1%	2%
							b		bcdfg				cf		cf
Tumblr	69	58	7	1	3	69	68	1	36	14	10	10	50	19	69
	2%	2%	3%	1%	2%	2%	2%	*%	4%	1%	1%	1%	3%	1%	2%
							b		bcdfg				f		
YuBo	65	52	7	2	4	65	59	6	36	5	11	12	41	23	65
	2%	2%	3%	1%	4%	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%
									bcddefg				b		b
Dailymotion	64	54	5	2	2	64	63	1	29	15	12	8	44	20	64
	2%	2%	2%	2%	2%	2%	2%	*%	3%	2%	2%	1%	2%	1%	2%
							b		dfg						
Kik	51	42	5	2	2	51	47	4	26	10	7	8	36	15	51
	2%	1%	2%	1%	2%	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%
									bcdfg						

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Signal	50	47	-	*	2	50	45	5	22	16	5	7	38	12	50
	1%	2%	-%	*%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%
		b			bc	b			cdf				f		
Fruitlab	44	40	1	1	2	44	40	3	21	8	11	4	29	15	44
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	*%	1%	1%	1%
									bdf		d				
Triller	39	35	2	1	1	39	38	1	20	9	6	4	29	10	39
	1%	1%	1%	*%	1%	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%
									dfg						
Imgur	37	32	3	1	1	37	37	-	11	8	10	8	19	18	37
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	2%	1%	1%	1%	1%
YouNow	33	25	4	1	2	33	32	1	13	9	4	7	22	11	33
	1%	1%	2%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
Whisper	29	25	3	1	*	29	26	3	12	4	3	10	16	13	29
	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%
NONE OF THESE	86	69	11	3	4	86	68	19	17	26	23	21	43	44	86
	3%	2%	4%	2%	3%	3%	2%	5%	2%	3%	4%	3%	2%	3%	3%
								a			a				
ANY META APPS OR SITES	2377	2019	174	107	78	2377	2134	243	742	643	440	545	1386	985	2377
	70%	70%	68%	70%	74%	70%	71%	63%	78%	67%	68%	67%	72%	68%	70%
							b		bcdefg				bdf		
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 24)	3.8	3.8	3.8	3.8	4.0	3.8	3.9	3.2	4.4	3.5	3.8	3.6	4.0	3.7	3.8
							b		bcdefg		b		bdf		bdf
Standard deviation	2.69	2.71	2.70	2.32	2.82	2.69	2.74	2.19	2.98	2.38	2.62	2.67	2.73	2.65	2.69
Standard error	.05	.06	.13	.11	.16	.05	.05	.12	.09	.09	.10	.10	.06	.07	.05

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube/ YouTube Kids	2986	570	2299	749	1253	687	447	1569	946
	88%	89%	89%	90%	88%	89%	88%	89%	88%
WhatsApp	1936	383	1484	454	820	471	291	994	638
	57%	60%	57%	55%	57%	61% a	57%	56%	59%
TikTok	1816	407	1330	461	778	416	317	917	570
	54%	64% b	51%	55%	54%	54%	62% bc	52%	53%
Snapchat	1543	345	1126	388	633	365	248	770	511
	46%	54% b	43%	47%	44%	47%	49%	44%	47%
Instagram (inc. Instagram Direct)	1341	274	1002	307	585	349	257	673	401
	40%	43%	39%	37%	41%	45% a	51% bc	38%	37%
Facebook (inc. Messenger)	1223	274	886	304	541	281	223	615	375
	36%	43% b	34%	37%	38%	36%	44% bc	35%	35%
Pinterest	389	91	282	80	171	100	104	178	98
	12%	14% b	11%	10%	12%	13%	20% bc	10%	9%
Discord	307	78	217	90	128	66	74	134	94
	9%	12% b	8%	11%	9%	9%	14% bc	8%	9%
Twitch	280	85	185	69	125	71	84	127	67
	8%	13% b	7%	8%	9%	9%	17% bc	7%	6%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALITY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
X/ Twitter	203 6%	44 7%	152 6%	43 5%	91 6%	55 7%	62 12% bc	89 5%	50 5%
BeReal	150 4%	32 5%	118 5%	31 4%	50 4%	56 7% ab	35 7% bc	76 4%	36 3%
Reddit	139 4%	32 5%	101 4%	25 3%	69 5%	35 4%	46 9% bc	67 4%	25 2%
Vimeo	93 3%	25 4% b	60 2%	12 1%	49 3% a	27 3% a	29 6% bc	46 3% c	13 1%
Wink	69 2%	10 2%	56 2%	11 1%	36 3%	19 2%	21 4% bc	28 2%	20 2%
Tumblr	69 2%	17 3%	51 2%	8 1%	29 2%	24 3% a	23 5% bc	33 2%	12 1%
YuBo	65 2%	16 3%	45 2%	11 1%	32 2%	19 2%	26 5% bc	28 2%	10 1%
Dailymotion	64 2%	11 2%	47 2%	15 2%	26 2%	20 3%	27 5% bc	27 2%	11 1%
Kik	51 2%	7 1%	39 2%	7 1%	27 2%	16 2%	16 3% bc	25 1%	10 1%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Signal	50 1%	11 2%	37 1%	6 1%	26 2%	15 2%	16 3% bc	25 1%	8 1%
Fruitlab	44 1%	9 1%	35 1%	5 1%	23 2%	15 2% a	25 5% bc	14 1%	5 *%
Triller	39 1%	8 1%	31 1%	6 1%	16 1%	17 2% a	20 4% bc	17 1% c	2 *%
Imgur	37 1%	6 1%	26 1%	4 *%	24 2% a	10 1%	18 4% bc	13 1%	4 *%
YouNow	33 1%	4 1%	28 1%	4 *%	21 1%	8 1%	11 2% bc	15 1%	7 1%
Whisper	29 1%	4 1%	22 1%	5 1%	15 1%	5 1%	13 3% bc	11 1%	5 *%
NONE OF THESE	86 3%	8 1%	71 3%	17 2%	35 2%	16 2%	9 2%	52 3%	22 2%
ANY META APPS OR SITES	2377 70%	486 76% b	1792 69%	569 68%	1016 71%	565 73%	391 77% bc	1211 69%	758 70%
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 24)	3.8	4.3 b	3.7	3.7	3.9	4.1 a	4.8 bc	3.7	3.6
Standard deviation	2.69	2.63	2.70	2.40	2.74	2.98	3.66	2.54	2.28
Columns Tested: a,b - a,b,c - a,b,c									

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Total	3383	639	2596	832	1432	776	509	1767	1077
Standard error	.05	.11	.05	.09	.07	.10	.15	.06	.07

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 32

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
YouTube/ YouTube Kids	1266 37%	162 39%	324 48% acde	310 33%	321 35%	148 34%	162 39%	956 38%	148 34%	714 41% b	552 34%
TikTok	1174 35%	28 7%	80 12% a	272 29% ab	539 58% abc	255 59% abc	28 7%	890 35% a	255 59% ab	560 32%	614 37% a
WhatsApp	1166 34%	21 5%	73 11% a	276 30% ab	534 58% abc	262 60% abc	21 5%	883 35% a	262 60% ab	585 34%	581 35%
Snapchat	1079 32%	16 4%	58 9% a	202 22% ab	523 57% abc	280 65% abcd	16 4%	783 31% a	280 65% ab	494 28%	586 36% a
Instagram	926 27%	29 7%	62 9%	124 13% ab	415 45% abc	297 68% abcd	29 7%	601 24% a	297 68% ab	423 24%	503 31% a
Facebook	776 23%	26 6%	55 8%	134 14% ab	333 36% abc	226 52% abcd	26 6%	523 21% a	226 52% ab	397 23%	379 23%
Pinterest	181 5%	1 *%	8 1%	31 3% ab	88 10% abc	53 12% abc	1 *%	127 5% a	53 12% ab	55 3%	126 8% a
Discord	164 5%	1 *%	9 1%	21 2% a	78 8% abc	54 12% abcd	1 *%	108 4% a	54 12% ab	119 7% b	44 3%
X/ Twitter	120 4%	* *%	2 *%	9 1% a	59 6% abc	49 11% abcd	* *%	71 3% a	49 11% ab	69 4%	51 3%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Twitch	120 4%	5 1%	11 2%	17 2%	49 5%	37 8%	5 1%	78 3%	37 8%	85 5%	35 2%
					abc	abc		a	ab	b	
BeReal	113 3%	1 *%	4 1%	8 1%	56 6%	43 10%	1 *%	69 3%	43 10%	27 2%	86 5%
					abc	abcd		a	ab		a
Reddit	65 2%	* *%	6 1%	3 *%	29 3%	26 6%	* *%	38 2%	26 6%	42 2%	22 1%
					abc	abcd		a	ab	b	
Wink	34 1%	3 1%	5 1%	9 1%	9 1%	8 2%	3 1%	24 1%	8 2%	18 1%	16 1%
Tumblr	26 1%	- -%	5 1%	3 *%	10 1%	8 2%	- -%	18 1%	8 2%	9 1%	17 1%
					a	ac			ab		
Vimeo	24 1%	1 *%	5 1%	3 *%	10 1%	5 1%	1 *%	18 1%	5 1%	10 1%	14 1%
YuBo	23 1%	3 1%	2 *%	5 1%	8 1%	5 1%	3 1%	15 1%	5 1%	10 1%	13 1%
Fruitlab	18 1%	* *%	4 1%	4 *%	5 1%	5 1%	* *%	12 *%	5 1%	9 *%	9 1%
						a			a		
Signal	17 *%	* *%	* *%	3 *%	8 1%	5 1%	* *%	12 *%	5 1%	6 *%	10 1%
					b	ab			a		
Kik	17 *%	3 1%	3 *%	* *%	3 *%	8 2%	3 1%	6 *%	8 2%	8 *%	9 1%
						bcd			b		

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Dailymotion	14	-	2	1	5	6	-	8	6	6	9
	%	-%	%	%	1%	1%	-%	%	1%	%	1%
						abc			ab		
Imgur	12	*	1	3	4	3	*	8	3	5	7
	%	%	%	%	%	1%	%	%	1%	%	%
Whisper	10	-	2	-	6	3	-	7	3	2	7
	%	-%	%	-%	1%	1%	-%	%	1%	%	%
					c	c					
Triller	9	2	3	-	2	3	2	5	3	4	6
	%	%	%	-%	%	1%	%	%	1%	%	%
						c					
YouNow	8	1	2	2	2	1	1	5	1	4	4
	%	%	%	%	%	%	%	%	%	%	%
Child does not have a profile on ANY of these	669	182	218	230	27	12	182	475	12	324	345
	20%	43%	33%	25%	3%	3%	43%	19%	3%	19%	21%
		bcde	cde	de			bc	c			
Don't know	38	3	10	16	4	5	3	30	5	17	20
	1%	1%	2%	2%	%	1%	1%	1%	1%	1%	1%
				d							
SUMMARY											
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	86	31	27	23	4	1	31	55	1	40	47
	3%	7%	4%	2%	%	%	7%	2%	%	2%	3%
		bcde	de	de			bc	c			

Columns Tested: a,b,c,d,e - a,b,c - a,b

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
CHILD HAS A PROFILE ON ANY OF THESE	2590	204	415	667	887	417	204	1969	417	1354	1236
	77%	49%	62%	71%	96%	96%	49%	78%	96%	78%	75%
			a	ab	abc	abc		a	ab		
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1502	204	415	667	215	-	204	1297	-	797	705
	44%	49%	62%	71%	23%	-%	49%	51%	-%	46%	43%
		de	ade	abde	e		c	c			
Base for stats	3383	420	671	936	922	434	420	2529	434	1736	1647
Mean number of apps/ sites (out of 24)	2.2	.7	1.1	1.5	3.4	4.1	.7	2.1	4.1	2.1	2.2
			a	ab	abc	abcd		a	ab		
Standard deviation	2.24	1.04	1.41	1.55	2.25	2.73	1.04	2.06	2.73	2.12	2.36
Standard error	.04	.04	.05	.05	.08	.14	.04	.04	.14	.05	.06

Columns Tested: a,b,c,d,e - a,b,c - a,b

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR												
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		MALE 12-15		FEMALE 12-15		MALE 16-17		FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	a	b	c										
Significance Level: 95%																								
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250										
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016										
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463										
YouTube/ YouTube Kids	1266	87	76	176	148	185	125	183	138	84	65	95	656	501										
	37%	40%	37%	51%	46%	39%	27%	39%	31%	37%	31%	35%	41%	34%										
		fh	f	abefghij	fhj	fh		f		f			c											
TikTok	1174	15	13	41	39	136	135	249	290	118	137	15	314	822										
	35%	7%	6%	12%	12%	29%	29%	52%	65%	53%	65%	5%	20%	56%										
				b	b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdefgi		a	ab										
WhatsApp	1166	11	11	43	30	139	137	260	274	133	129	13	280	854										
	34%	5%	5%	12%	9%	29%	30%	55%	61%	59%	61%	5%	18%	58%										
				ab		abcd	abcd	abcdef	abcdef	abcdef	abcdef		a	ab										
Snapchat	1079	11	5	33	25	86	116	228	294	135	145	7	212	836										
	32%	5%	2%	10%	8%	18%	25%	48%	66%	60%	69%	3%	13%	57%										
				b	b	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefg		a	ab										
Instagram	926	21	8	32	31	66	58	164	251	142	155	18	163	728										
	27%	9%	4%	9%	9%	14%	13%	35%	56%	63%	74%	7%	10%	50%										
		b		b	b	b	b	abcdef	abcdefg	abcdefg	abcdefghi			ab										
Facebook	776	19	7	30	25	73	62	162	172	113	113	19	180	551										
	23%	9%	4%	9%	8%	15%	13%	34%	38%	51%	54%	7%	11%	38%										
		b		b		abcd	bd	abcdef	abcdef	abcdefgh	abcdefgh		a	ab										
Pinterest	181	1	*	3	5	16	15	19	69	16	37	1	32	146										
	5%	1%	0%	1%	2%	3%	3%	4%	15%	7%	18%	0%	2%	10%										
						abc	abc	abc	abcdefgi	abcdef	abcdefgi			ab										
Discord	164	-	1	9	-	17	4	54	24	39	15	1	25	137										
	5%	0%	1%	3%	0%	4%	1%	11%	5%	17%	7%	0%	2%	9%										
				ad		abdf		abcdefh	abdf	abcdefhj	abcdf			ab										
X/ Twitter	120	*	-	1	1	7	3	31	28	30	19	*	11	105										
	4%	0%	0%	0%	0%	1%	1%	7%	6%	13%	9%	0%	1%	7%										
								abcdef	abcdef	abcdefgh	abcdef			ab										

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR				
		MALE 3-4		FEMALE 3-4		MALE 5-7		FEMALE 5-7		MALE 8-11		FEMALE 8-11		PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j					
Significance Level: 95%																
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250		
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016		
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463		
Twitch	120 4%	4 2%	1 *%	9 3% d	2 1%	14 3% bdf	3 1%	30 6% abcdef	19 4% bdf	27 12% abcdefghj	10 5% bdf	4 1%	26 2%	89 6% ab		
BeReal	113 3%	1 1%	- -%	1 *%	3 1%	4 1%	4 1%	9 2% b	48 11% abcdefg	12 6% abcdefg	30 14% abcdefgi	- -%	10 1%	103 7% ab		
Reddit	65 2%	* *%	* *%	6 2% d	* *%	2 *%	1 *%	16 3% abdef	13 3% abdef	19 8% abcdefghj	7 4% abdef	* *%	9 1%	55 4% ab		
Wink	34 1%	2 1%	* *%	3 1%	2 1%	7 1%	2 1%	2 *%	8 2%	4 2%	4 2%	2 1%	14 1%	15 1%		
Tumblr	26 1%	- -%	- -%	1 *%	3 1%	2 *%	1 *%	3 1%	7 2%	3 1%	5 3% abcef	- -%	8 *%	18 1% b		
Vimeo	24 1%	1 *%	- -%	4 1%	1 *%	- -%	3 1%	4 1%	6 1% e	1 *%	4 2% be	1 *%	8 *%	14 1%		
YuBo	23 1%	* *%	3 1%	2 *%	* *%	3 1%	3 1%	4 1%	4 1%	2 1%	3 1% d	2 1%	8 1%	13 1%		
Fruitlab	18 1%	- -%	* *%	3 1%	* *%	1 *%	2 *%	1 *%	4 1%	3 1%	2 1%	- -%	7 *%	9 1%		
Signal	17 *%	* *%	- -%	* *%	- -%	- -%	3 1%	4 1%	5 1%	2 1%	2 1% e	- -%	3 *%	13 1% b		

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	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
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Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Kik	17	2	*	*	3	*	-	-	3	5	3	3	3	9
	*%	1%	*%	*%	1%	*%	-%	-%	1%	2%	1%	1%	*%	1%
								bcefg			efg			
Dailymotion	14	-	-	1	*	-	1	2	3	2	4	-	2	11
	*%	-%	-%	*%	*%	-%	*%	*%	1%	1%	2%	-%	*%	1%
										abdef				b
Imgur	12	*	-	1	*	2	2	1	3	1	2	*	4	7
	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	1%
Whisper	10	-	-	-	2	-	-	1	4	1	1	-	2	8
	*%	-%	-%	-%	1%	-%	-%	*%	1%	*%	1%	-%	*%	1%
Triller	9	-	2	3	*	-	-	-	2	1	1	2	3	5
	*%	-%	1%	1%	*%	-%	-%	-%	*%	*%	1%	1%	*%	*%
YouNow	8	1	-	1	1	2	-	-	2	-	1	*	5	3
	*%	1%	-%	*%	*%	*%	-%	-%	*%	-%	1%	*%	*%	*%
Child does not have a profile on ANY of these	669	92	90	99	119	112	118	14	13	8	4	124	485	50
	20%	42%	44%	29%	37%	24%	26%	3%	3%	3%	2%	46%	30%	3%
		cefg hij	cefg hij	ghij	cefg hij	ghij	ghij					bc	c	
Don't know	38	*	3	6	4	4	11	2	2	4	1	1	27	9
	1%	*%	1%	2%	1%	1%	2%	*%	*%	2%	*%	1%	2%	1%
							agh						c	
SUMMARY														
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	86	14	17	10	17	13	11	2	2	-	1	21	59	5
	3%	6%	8%	3%	5%	3%	2%	1%	*%	-%	*%	8%	4%	*%
		efghij	cefg hij	ghij	ghij	ghi	hi					bc	c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
CHILD HAS A PROFILE ON ANY OF THESE	2590	111	94	230	185	346	321	456	431	212	205	123	1027	1399
	77%	51%	46%	67%	57%	73%	70%	96%	96%	95%	98%	46%	64%	96%
				abd	b	abd	abd	abcdef	abcdef	abcdef	abcdef		a	ab
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1502	111	94	230	185	346	321	111	105	-	-	123	1027	348
	44%	51%	46%	67%	57%	73%	70%	23%	23%	-%	-%	46%	64%	24%
		ghij	ghij	abdg hij	bghij	abdg hij	abdg hij	ij	ij			c	ac	
Base for stats	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Mean number of apps/ sites (out of 24)	2.2	.8	.6	1.2	1.0	1.6	1.5	3.0	3.7	4.0	4.3	.7	1.2	3.5
		b		ab	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh		a	ab
Standard deviation	2.24	1.18	.87	1.47	1.35	1.64	1.45	1.98	2.45	2.71	2.75	1.03	1.47	2.42
Standard error	.04	.07	.05	.08	.07	.08	.07	.10	.12	.19	.20	.05	.04	.07
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c														

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 32

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
YouTube/ YouTube Kids	1266 37%	1064 37%	104 41%	59 39%	39 37%	1266 37%	1161 39%	105 27%	363 38%	357 37%	244 38%	296 37%	720 38%	541 37%	1266 37%
TikTok	1174 35%	999 35%	87 34%	54 35%	35 33%	1174 35%	1065 36%	109 28%	352 37%	302 31%	228 35%	292 36%	654 34%	520 36%	1174 35%
WhatsApp	1166 34%	992 35%	92 36%	48 32%	34 32%	1166 34%	1035 35%	131 34%	342 36%	314 32%	217 34%	290 36%	656 34%	507 35%	1166 34%
Snapchat	1079 32%	902 31%	91 36%	53 35%	34 32%	1079 32%	967 32%	113 29%	306 32%	300 31%	212 33%	261 32%	606 32%	474 33%	1079 32%
Instagram	926 27%	783 27%	63 25%	47 31%	34 32%	926 27%	843 28%	83 22%	311 33%	261 27%	171 27%	181 22%	572 30%	352 24%	926 27%
Facebook	776 23%	643 22%	57 22%	42 28%	34 33%	776 23%	707 24%	69 18%	264 28%	171 18%	163 25%	178 22%	434 23%	341 23%	776 23%
Pinterest	181 5%	157 5%	13 5%	6 4%	5 5%	181 5%	164 5%	17 4%	66 7%	42 4%	28 4%	43 5%	108 6%	71 5%	181 5%
Discord	164 5%	142 5%	7 3%	9 6%	6 6%	164 5%	149 5%	14 4%	48 5%	40 4%	30 5%	45 6%	88 5%	75 5%	164 5%
X/ Twitter	120 4%	107 4%	8 3%	3 2%	3 3%	120 4%	116 4%	4 1%	42 4%	24 3%	25 4%	28 3%	67 3%	53 4%	120 4%
Twitch	120 4%	103 4%	8 3%	5 3%	4 4%	120 4%	116 4%	4 1%	40 4%	26 3%	29 5%	22 3%	66 3%	52 4%	120 4%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 32

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
BeReal	113 3%	93 3%	12 5%	5 3%	3 3%	113 3%	97 3%	16 4%	35 4%	32 3%	26 4%	21 3%	66 3%	47 3%	113 3%
Reddit	65 2%	57 2%	4 2%	1 1%	2 1%	65 2%	61 2%	4 1%	34 4% bcdfg	12 1%	6 1%	11 1%	46 2% cf	17 1%	65 2%
Wink	34 1%	27 1%	3 1%	2 1%	1 1%	34 1%	34 1%	- -%	20 2%	3 *%	3 *%	9 1%	22 1%	11 1%	34 1%
Tumblr	26 1%	24 1%	* *%	* *%	* *%	26 1%	26 1%	- -%	16 2%	6 1%	1 *%	3 *%	21 1%	4 *%	26 1%
Vimeo	24 1%	22 1%	1 *%	* *%	* *%	24 1%	24 1%	- -%	12 1% b	1 *%	5 1%	6 1%	13 1%	11 1%	24 1%
YuBo	23 1%	19 1%	2 1%	1 1%	1 1%	23 1%	22 1%	1 *%	9 1%	3 *%	6 1%	5 1%	12 1%	11 1%	23 1%
Fruitlab	18 1%	16 1%	* *%	* *%	1 1%	18 1%	15 1%	2 1%	9 1% b	1 *%	4 1%	3 *%	10 1%	7 1%	18 1%
Signal	17 *%	16 1%	- -%	- -%	1 1%	17 *%	15 *%	2 1%	6 1%	5 *%	3 *%	3 *%	11 1%	6 *%	17 *%
Kik	17 *%	14 *%	2 1%	* *%	* *%	17 *%	17 1%	- -%	8 1%	3 *%	1 *%	4 1%	11 1%	5 *%	17 *%
Dailymotion	14 *%	12 *%	* *%	1 1%	* *%	14 *%	14 *%	- -%	9 1% b	1 *%	2 *%	3 *%	9 *%	5 *%	14 *%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 32

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Imgur	12 *%	10 *%	1 1%	- -%	1 1%	12 *%	12 *%	- -%	4 *%	- -%	2 *%	6 1% b	4 *%	8 1%	12 *%
Whisper	10 *%	9 *%	- -%	- -%	* *%	10 *%	10 *%	- -%	1 *%	4 *%	- -%	5 1%	5 *%	5 *%	10 *%
Triller	9 *%	8 *%	1 *%	- -%	* *%	9 *%	9 *%	- -%	2 *%	4 *%	1 *%	3 *%	5 *%	4 *%	9 *%
YouNow	8 *%	7 *%	* *%	* *%	* *%	8 *%	8 *%	- -%	3 *%	* *%	* *%	5 1%	3 *%	5 *%	8 *%
Child does not have a profile on ANY of these	669 20%	589 21% bd	38 15%	27 17%	15 14%	669 20% b	573 19%	96 25% a	166 18%	207 21%	125 19%	165 20%	374 20%	290 20%	669 20%
Don't know	38 1%	27 1%	4 2%	5 3% ae	2 2%	38 1%	29 1%	8 2%	5 *%	14 1%	3 *%	13 2% ac	19 1%	16 1%	38 1%
SUMMARY															
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	86 3%	69 2%	11 4%	3 2%	4 3%	86 3%	68 2%	19 5% a	17 2%	26 3%	23 4% a	21 3%	43 2%	44 3%	86 3%
CHILD HAS A PROFILE ON ANY OF THESE	2590 77%	2187 76%	200 79%	118 77%	84 81%	2590 77%	2327 78% b	263 68%	759 80% bdfg	719 74%	492 77%	613 75%	1478 77%	1105 76%	2590 77%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 32

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QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1502	1264	119	68	51	1502	1361	141	426	427	288	354	852	642	1502
	44%	44%	47%	45%	49%	44%	45%	37%	45%	44%	45%	44%	45%	44%	44%
Base for stats	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mean number of apps/ sites (out of 24)	2.2	2.2	2.2	2.2	2.3	2.2	2.2	1.7	2.4	2.0	2.2	2.1	2.2	2.2	2.2
							b		bcd	b	b	b	b	b	b
Standard deviation	2.24	2.26	2.10	2.09	2.32	2.24	2.28	1.83	2.35	1.94	2.14	2.48	2.16	2.33	2.24
Standard error	.04	.05	.10	.10	.13	.04	.04	.10	.07	.07	.08	.09	.05	.06	.04

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
YouTube/ YouTube Kids	1266	279	934	317	554	268	268	619	373
	37%	44%	36%	38%	39%	34%	53%	35%	35%
		b					bc		
TikTok	1174	275	847	296	483	298	222	583	361
	35%	43%	33%	36%	34%	38%	44%	33%	34%
		b					bc		
WhatsApp	1166	267	857	304	485	271	186	603	367
	34%	42%	33%	37%	34%	35%	37%	34%	34%
		b							
Snapchat	1079	239	796	269	428	269	171	545	356
	32%	37%	31%	32%	30%	35%	34%	31%	33%
		b				b			
Instagram	926	199	699	208	385	260	167	466	288
	27%	31%	27%	25%	27%	34%	33%	26%	27%
						ab	bc		
Facebook	776	169	572	199	337	186	144	378	246
	23%	27%	22%	24%	24%	24%	28%	21%	23%
		b					bc		
Pinterest	181	53	122	39	72	48	59	79	40
	5%	8%	5%	5%	5%	6%	12%	4%	4%
		b					bc		
Discord	164	53	109	58	64	31	39	70	54
	5%	8%	4%	7%	4%	4%	8%	4%	5%
		b		bc			b		
X/ Twitter	120	24	90	28	49	36	40	45	33
	4%	4%	3%	3%	3%	5%	8%	3%	3%
							bc		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 32

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALITY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Twitch	120	37	78	28	52	30	37	52	30
	4%	6%	3%	3%	4%	4%	7%	3%	3%
		b					bc		
BeReal	113	25	88	26	37	42	29	55	30
	3%	4%	3%	3%	3%	5%	6%	3%	3%
						b	bc		
Reddit	65	13	49	12	30	18	23	28	13
	2%	2%	2%	1%	2%	2%	5%	2%	1%
							bc		
Wink	34	8	26	9	14	11	14	10	10
	1%	1%	1%	1%	1%	1%	3%	1%	1%
							bc		
Tumblr	26	8	17	4	11	8	10	12	3
	1%	1%	1%	1%	1%	1%	2%	1%	1%
							bc		
Vimeo	24	6	16	2	9	9	10	9	3
	1%	1%	1%	1%	1%	1%	2%	1%	1%
							bc		
YuBo	23	6	17	6	10	7	11	9	3
	1%	1%	1%	1%	1%	1%	2%	1%	1%
							bc		
Fruitlab	18	5	13	-	10	7	11	6	-
	1%	1%	1%	1%	1%	1%	2%	1%	1%
					a	a	bc		
Signal	17	4	13	1	6	10	8	7	1
	1%	1%	1%	1%	1%	1%	2%	1%	1%
						ab	bc		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 32

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Kik	17 *%	2 *%	13 1%	2 *%	5 *%	9 1% b	9 2% bc	5 *%	3 *%
Dailymotion	14 *%	2 *%	11 *%	1 *%	6 *%	7 1%	9 2% bc	4 *%	1 *%
Imgur	12 *%	1 *%	9 *%	- -%	7 1%	4 1%	6 1% bc	4 *%	2 *%
Whisper	10 *%	* *%	8 *%	4 *%	3 *%	3 *%	7 1% bc	3 *%	- -%
Triller	9 *%	1 *%	9 *%	- -%	4 *%	5 1% a	7 1% bc	2 *%	- -%
YouNow	8 *%	* *%	8 *%	- -%	6 *%	2 *%	6 1% bc	* *%	2 *%
Child does not have a profile on ANY of these	669 20%	82 13%	561 22% a	153 18%	260 18%	176 23% b	60 12% a	369 21% a	233 22% a
Don't know	38 1%	4 1%	28 1%	12 1%	12 1%	7 1%	3 1%	17 1%	14 1%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 32

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
SUMMARY									
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	86 3%	8 1%	71 3%	17 2%	35 2%	16 2%	9 2%	52 3%	22 2%
CHILD HAS A PROFILE ON ANY OF THESE	2590 77%	544 85% b	1936 75%	650 78%	1125 79% c	577 74%	437 86% bc	1328 75%	808 75%
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1502 44%	284 44%	1149 44%	373 45%	688 48% c	310 40%	263 52% bc	759 43%	470 44%
Base for stats	3383	639	2596	832	1432	776	509	1767	1077
Mean number of apps/ sites (out of 24)	2.2	2.6 b	2.1	2.2	2.1	2.4 b	2.9 bc	2.0	2.1
Standard deviation	2.24	2.26	2.24	2.03	2.19	2.56	3.14	2.01	2.00
Standard error	.04	.09	.04	.07	.06	.09	.13	.05	.06
Columns Tested: a,b - a,b,c - a,b,c									

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 33

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3124	530	702	793	723	376	530	2218	376	1604	1520
Effective Weighted Sample	2354	330	519	635	564	344	330	1704	344	1212	1144
Total	3161	352	629	907	867	407	352	2402	407	1662	1499
Creative and building games (e.g. Roblox, Minecraft)	1422	112	324	466	387	133	112	1177	133	738	683
	45%	32%	51%	51%	45%	33%	32%	49%	33%	44%	46%
			ade	ade	ae			ac			
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1114	20	113	359	425	197	20	897	197	706	407
	35%	6%	18%	40%	49%	48%	6%	37%	48%	42%	27%
			a	ab	abc	abc		a	ab	b	
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1044	118	239	298	267	123	118	803	123	402	642
	33%	34%	38%	33%	31%	30%	34%	33%	30%	24%	43%
			de								a
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	988	73	231	261	293	130	73	785	130	601	388
	31%	21%	37%	29%	34%	32%	21%	33%	32%	36%	26%
			ac	a	a	a		a	a	b	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	893	45	155	283	287	122	45	725	122	404	488
	28%	13%	25%	31%	33%	30%	13%	30%	30%	24%	33%
			a	ab	ab	a		a	a		a
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	836	29	108	243	317	139	29	668	139	645	191
	26%	8%	17%	27%	37%	34%	8%	28%	34%	39%	13%
			a	ab	abc	abc		a	ab	b	

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 33

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3124	530	702	793	723	376	530	2218	376	1604	1520
Effective Weighted Sample	2354	330	519	635	564	344	330	1704	344	1212	1144
Total	3161	352	629	907	867	407	352	2402	407	1662	1499
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	820	33	97	215	307	167	33	619	167	598	222
	26%	9%	15%	24%	35%	41%	9%	26%	41%	36%	15%
			a	ab	abc	abc		a	ab	b	
Playing against one other person (e.g. Words with Friends, Online chess)	671	18	73	203	241	136	18	518	136	398	274
	21%	5%	12%	22%	28%	33%	5%	22%	33%	24%	18%
			a	ab	abc	abc		a	ab	b	
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	554	38	101	199	143	73	38	443	73	196	358
	18%	11%	16%	22%	16%	18%	11%	18%	18%	12%	24%
			a	abd	a	a		a	a		a
Interactive stories (e.g. Episode, Chapters)	445	57	89	131	113	56	57	333	56	170	276
	14%	16%	14%	14%	13%	14%	16%	14%	14%	10%	18%
											a
Makeovers (e.g. Glamm'd, Homescapes)	399	36	102	131	82	48	36	315	48	57	342
	13%	10%	16%	14%	9%	12%	10%	13%	12%	3%	23%
			ad	d							a
Simulation experience (e.g. flying a plane)	393	26	69	139	101	58	26	309	58	256	137
	12%	8%	11%	15%	12%	14%	8%	13%	14%	15%	9%
				ab	a	a		a	a	b	
Other type of games	84	45	20	7	8	3	45	35	3	48	36
	3%	13%	3%	1%	1%	1%	13%	1%	1%	3%	2%
		bcde	cde				bc				

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 33

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3124	530	702	793	723	376	530	2218	376	1604	1520
Effective Weighted Sample	2354	330	519	635	564	344	330	1704	344	1212	1144
Total	3161	352	629	907	867	407	352	2402	407	1662	1499
Don't know	50	27	14	6	1	2	27	21	2	17	33
	2%	8%	2%	1%	*%	*%	8%	1%	*%	1%	2%
		bcde	cde				bc				a
Base for stats	3161	352	629	907	867	407	352	2402	407	1662	1499
Mean number of types (out of 13)	3.1	1.9	2.7	3.2	3.4	3.4	1.9	3.2	3.4	3.1	3.0
			a	ab	ab	ab		a	ab	b	
Standard deviation	2.00	1.32	1.72	1.97	2.13	2.21	1.32	1.99	2.21	1.97	2.04
Standard error	.04	.06	.07	.07	.08	.11	.06	.04	.11	.05	.05

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 33

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QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3124	267	263	363	339	400	393	375	348	199	177	354	1546	1178
Effective Weighted Sample	2354	167	164	270	249	322	314	292	273	181	163	212	1164	961
Total	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Creative and building games (e.g. Roblox, Minecraft)	1422	64	48	177	147	243	223	191	197	63	69	73	753	574
	45%	35%	28%	53%	50%	52%	51%	42%	48%	29%	36%	34%	50%	41%
				abgij	abgij	abgij	abgij	bi	abij				ac	
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1114	12	7	76	37	231	128	270	155	117	80	11	413	675
	35%	7%	4%	23%	13%	49%	29%	59%	38%	54%	42%	5%	27%	49%
				abd	ab	abcdfh	abd	abcdefhj	abcdf	abcdfhj	abcdf		a	ab
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1044	64	54	115	123	100	198	88	179	35	88	67	555	404
	33%	35%	32%	34%	42%	21%	45%	19%	44%	16%	46%	32%	37%	29%
		egi	egi	egi	egi		abcegi		bcegi		abcegi		c	
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	988	46	27	157	74	152	109	167	126	79	51	40	483	448
	31%	25%	16%	47%	25%	33%	25%	36%	31%	36%	27%	19%	32%	32%
				abdefghij	b	bf	b	abdfj	b	abdf	b		a	a
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	893	19	26	68	87	123	160	144	144	50	72	23	416	445
	28%	10%	16%	20%	29%	26%	36%	31%	35%	23%	38%	11%	27%	32%
				a	abc	ab	abcei	abc	abcei	a	abcei		a	ab

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 33

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QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3124	267	263	363	339	400	393	375	348	199	177	354	1546	1178
Effective Weighted Sample	2354	167	164	270	249	322	314	292	273	181	163	212	1164	961
Total	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	836	20	9	88	20	187	56	239	78	110	29	20	311	492
	26%	11%	5%	26%	7%	40%	13%	52%	19%	51%	15%	9%	20%	36%
		b		abdfhj		abcdfhj	bd	abcdfhj	abdf	abcdfhj	bd		a	ab
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	820	19	14	72	25	174	41	207	100	126	40	21	292	488
	26%	11%	8%	21%	9%	37%	9%	45%	25%	58%	21%	10%	19%	35%
				abdf		abcdfhj		abcdfhj	abdf	abcdfghj	abdf		a	ab
Playing against one other person (e.g. Words with Friends, Online chess)	671	8	10	46	27	117	86	146	95	81	55	9	251	395
	21%	4%	6%	14%	9%	25%	20%	32%	23%	37%	29%	4%	17%	29%
				ab		abcd	abd	abcdfh	abcd	abcdfh	abcdf		a	ab
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	554	16	23	40	61	71	128	43	99	26	46	25	277	244
	18%	9%	14%	12%	21%	15%	29%	9%	24%	12%	24%	12%	18%	18%
					acgi	ag	abcdegi		abcegi		abcegi		a	a
Interactive stories (e.g. Episode, Chapters)	445	19	38	37	52	50	80	43	70	20	36	34	220	186
	14%	10%	23%	11%	18%	11%	18%	9%	17%	9%	19%	16%	14%	13%
			acegi		acegi		acegi		acegi		acegi			
Makeovers (e.g. Glamm'd, Homescapes)	399	5	31	17	86	21	110	10	71	4	44	17	236	142
	13%	3%	18%	5%	29%	4%	25%	2%	18%	2%	23%	8%	16%	10%
			acegi		abceghi		aceghi		acegi		acegi		ac	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3124	267	263	363	339	400	393	375	348	199	177	354	1546	1178
Effective Weighted Sample	2354	167	164	270	249	322	314	292	273	181	163	212	1164	961
Total	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Simulation experience (e.g. flying a plane)	393	21	5	42	27	104	35	54	48	36	23	15	199	174
	12%	12%	3%	13%	9%	22%	8%	12%	12%	17%	12%	7%	13%	13%
		b		b	b	abdcfghj	b	b	b	bdf	b		a	a
Other type of games	84	22	23	12	8	5	2	6	2	3	1	30	43	12
	3%	12%	14%	4%	3%	1%	1%	1%	1%	1%	1%	14%	3%	1%
		cdefghij	cdefghij	efhj	f							bc	c	
Don't know	50	12	15	3	10	2	5	-	1	-	2	16	31	3
	2%	7%	9%	1%	3%	1%	1%	0%	1%	0%	1%	8%	2%	1%
		cefg hij	cdefghij		eghi							bc	c	
Base for stats	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Mean number of types (out of 13)	3.1	1.8	1.9	2.8	2.6	3.4	3.1	3.5	3.3	3.5	3.3	1.8	2.9	3.4
				ab	ab	abdcf	abd	abdcf	abcd	abdcf	abcd		a	ab
Standard deviation	2.00	1.29	1.35	1.66	1.79	2.00	1.92	2.11	2.16	1.95	2.47	1.28	1.88	2.13
Standard error	.04	.08	.08	.09	.10	.10	.10	.11	.12	.14	.19	.07	.05	.06

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 33

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QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3124	1998	423	409	294	3124	2835	289	1055	699	708	651	1754	1359	3124
Effective Weighted Sample	2354	1828	326	289	174	2354	2116	240	767	544	576	533	1268	1084	2354
Total	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161
Creative and building games (e.g. Roblox, Minecraft)	1422	1218	101	63	39	1422	1258	163	358	412	288	354	770	642	1422
	45%	45%	43%	44%	41%	45%	45%	47%	41%	46%	47%	46%	43%	47%	45%
											a	a		a	a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1114	943	87	54	29	1114	1002	112	312	286	214	292	597	506	1114
	35%	35%	37%	38%	30%	35%	36%	32%	35%	32%	35%	38%	34%	37%	35%
												b		b	
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1044	897	73	45	29	1044	944	99	283	308	197	249	591	446	1044
	33%	33%	31%	31%	31%	33%	34%	28%	32%	34%	32%	33%	33%	33%	33%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	988	827	78	52	31	988	870	118	290	267	175	247	558	422	988
	31%	31%	33%	36%	33%	31%	31%	34%	33%	30%	29%	33%	31%	31%	31%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	893	768	61	41	23	893	783	109	260	271	154	208	531	362	893
	28%	29%	26%	29%	24%	28%	28%	31%	30%	30%	25%	27%	30%	26%	28%
													c		
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	836	703	66	35	32	836	767	69	290	217	159	168	507	326	836
	26%	26%	28%	24%	34%	26%	27%	20%	33%	24%	26%	22%	29%	24%	26%
					ace		b		bcdefg				df		d

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3124	1998	423	409	294	3124	2835	289	1055	699	708	651	1754	1359	3124
Effective Weighted Sample	2354	1828	326	289	174	2354	2116	240	767	544	576	533	1268	1084	2354
Total	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	820 26%	700 26%	59 25%	36 25%	25 26%	820 26%	743 26%	77 22%	263 30% bcfg	209 23%	142 23%	202 27%	472 27%	343 25%	820 26%
Playing against one other person (e.g. Words with Friends, Online chess)	671 21%	577 21%	46 20%	31 21%	18 19%	671 21%	618 22% b	53 15%	206 23% b	167 19%	132 22%	165 22%	373 21%	297 22%	671 21%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	554 18%	483 18%	37 16%	20 14%	13 14%	554 18%	508 18%	46 13%	173 20% d	149 17%	109 18%	115 15%	323 18%	224 16%	554 18%
Interactive stories (e.g. Episode, Chapters)	445 14%	380 14%	30 13%	20 14%	15 16%	445 14%	403 14%	43 12%	154 18% bdfg	118 13%	84 14%	86 11%	272 15% df	170 12%	445 14%
Makeovers (e.g. Glamm'd, Homescapes)	399 13%	342 13%	31 13%	18 13%	8 9%	399 13%	367 13%	32 9%	112 13%	117 13%	76 12%	92 12%	230 13%	168 12%	399 13%
Simulation experience (e.g. flying a plane)	393 12%	333 12%	33 14%	15 11%	12 13%	393 12%	358 13%	35 10%	132 15% bcf	100 11%	68 11%	94 12%	232 13%	161 12%	393 12%
Other type of games	84 3%	73 3%	4 2%	4 2%	3 3%	84 3%	69 2%	15 4%	22 3%	26 3%	18 3%	18 2%	48 3%	36 3%	84 3%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3124	1998	423	409	294	3124	2835	289	1055	699	708	651	1754	1359	3124
Effective Weighted Sample	2354	1828	326	289	174	2354	2116	240	767	544	576	533	1268	1084	2354
Total	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161
Don't know	50	42	4	2	2	50	41	9	7	11	14	18	18	32	50
	2%	2%	2%	1%	2%	2%	1%	3%	1%	1%	2%	2%	1%	2%	2%
											ae	ae		ae	
Base for stats	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161
Mean number of types (out of 13)	3.1	3.1	3.0	3.0	2.9	3.1	3.1	2.8	3.2	3.0	3.0	3.0	3.1	3.0	3.1
							b		bcdfg						
Standard deviation	2.00	2.01	1.96	1.91	2.14	2.00	2.03	1.75	2.13	1.92	1.86	2.04	2.03	1.96	2.00
Standard error	.04	.04	.10	.09	.12	.04	.04	.10	.07	.07	.07	.08	.05	.05	.04

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 33

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3124	591	2390	736	1354	753	534	1630	936
Effective Weighted Sample	2354	462	1788	568	1013	558	383	1234	722
Total	3161	620	2408	788	1347	719	477	1654	1004
Creative and building games (e.g. Roblox, Minecraft)	1422	306	1080	354	609	307	198	735	480
	45%	49%	45%	45%	45%	43%	41%	44%	48%
									a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1114	252	828	309	453	249	174	552	382
	35%	41%	34%	39%	34%	35%	36%	33%	38%
		b		b					b
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1044	194	816	261	423	248	170	565	304
	33%	31%	34%	33%	31%	35%	36%	34%	30%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	988	184	769	235	427	220	156	515	310
	31%	30%	32%	30%	32%	31%	33%	31%	31%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	893	200	662	227	365	207	132	461	288
	28%	32%	28%	29%	27%	29%	28%	28%	29%
		b							
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	836	140	666	166	376	219	164	408	260
	26%	23%	28%	21%	28%	30%	34%	25%	26%
			a		a	a	bc		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 33

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	3124	591	2390	736	1354	753	534	1630	936
Effective Weighted Sample	2354	462	1788	568	1013	558	383	1234	722
Total	3161	620	2408	788	1347	719	477	1654	1004
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	820 26%	159 26%	627 26%	206 26%	340 25%	203 28%	137 29%	420 25%	255 25%
Playing against one other person (e.g. Words with Friends, Online chess)	671 21%	144 23%	498 21%	182 23%	265 20%	156 22%	127 27% bc	337 20%	204 20%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	554 18%	113 18%	418 17%	115 15%	244 18%	140 20% a	119 25% bc	282 17%	150 15%
Interactive stories (e.g. Episode, Chapters)	445 14%	85 14%	341 14%	110 14%	185 14%	105 15%	103 22% bc	217 13%	119 12%
Makeovers (e.g. Glamm'd, Homescapes)	399 13%	76 12%	303 13%	103 13%	158 12%	90 13%	61 13%	215 13%	118 12%
Simulation experience (e.g. flying a plane)	393 12%	75 12%	297 12%	84 11%	191 14% a	79 11%	77 16% bc	197 12%	113 11%
Other type of games	84 3%	16 3%	68 3%	19 2%	43 3%	17 2%	9 2%	47 3%	27 3%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 33

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	3124	591	2390	736	1354	753	534	1630	936
Effective Weighted Sample	2354	462	1788	568	1013	558	383	1234	722
Total	3161	620	2408	788	1347	719	477	1654	1004
Don't know	50	8	33	18	17	7	3	26	19
	2%	1%	1%	2%	1%	1%	1%	2%	2%
Base for stats	3161	620	2408	788	1347	719	477	1654	1004
Mean number of types (out of 13)	3.1	3.1	3.1	3.0	3.0	3.1	3.4 bc	3.0	3.0
Standard deviation	2.00	1.95	2.02	1.94	1.94	2.02	2.38	1.86	1.98
Standard error	.04	.08	.04	.07	.05	.07	.10	.05	.06

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 34

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3124	530	702	793	723	376	530	2218	376	1604	1520
Effective Weighted Sample	2354	330	519	635	564	344	330	1704	344	1212	1144
Total	3161	352	629	907	867	407	352	2402	407	1662	1499
Yes	2047	98	278	603	724	344	98	1604	344	1173	874
	65%	28%	44%	66%	83%	85%	28%	67%	85%	71%	58%
			a	ab	abc	abc		a	ab	b	
No	1067	250	345	273	139	60	250	757	60	476	591
	34%	71%	55%	30%	16%	15%	71%	32%	15%	29%	39%
		bcde	cde	de			bc	c			a
Don't know	47	3	6	31	4	3	3	41	3	13	34
	1%	1%	1%	3%	*%	1%	1%	2%	1%	1%	2%
				abde							a

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 34

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3124	267	263	363	339	400	393	375	348	199	177	354	1546	1178
Effective Weighted Sample	2354	167	164	270	249	322	314	292	273	181	163	212	1164	961
Total	3161	184	168	334	295	467	439	459	407	217	190	212	1519	1384
Yes	2047	51	47	150	128	348	254	424	300	199	145	57	806	1149
	65%	28%	28%	45%	43%	75%	58%	92%	74%	92%	76%	27%	53%	83%
				ab	ab	abcdf	abcd	abcdeffhj	abcdf	abcdeffhj	abcdf		a	ab
No	1067	131	119	182	163	114	159	32	107	16	44	154	677	226
	34%	71%	71%	55%	55%	24%	36%	7%	26%	8%	23%	72%	45%	16%
		cdefghij	cdefghij	efghij	efghij	gi	eghij		gi		gi	bc	c	
Don't know	47	1	2	2	4	5	26	4	*	1	2	1	36	10
	1%	1%	1%	1%	1%	1%	6%	1%	1%	1%	1%	1%	2%	1%
							abcdeghij						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 34

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3124	1998	423	409	294	3124	2835	289	1055	699	708	651	1754	1359	3124
Effective Weighted Sample	2354	1828	326	289	174	2354	2116	240	767	544	576	533	1268	1084	2354
Total	3161	2688	235	143	95	3161	2811	350	879	897	609	761	1776	1370	3161
Yes	2047	1743	150	90	63	2047	1851	196	588	573	399	480	1160	878	2047
	65%	65%	64%	63%	66%	65%	66%	56%	67%	64%	66%	63%	65%	64%	65%
No	1067	905	82	50	30	1067	922	145	281	312	201	267	593	468	1067
	34%	34%	35%	35%	32%	34%	33%	42%	32%	35%	33%	35%	33%	34%	34%
							a								
Don't know	47	40	2	2	3	47	39	8	11	13	9	15	24	23	47
	1%	1%	1%	2%	3%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 34

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3124	591	2390	736	1354	753	534	1630	936
Effective Weighted Sample	2354	462	1788	568	1013	558	383	1234	722
Total	3161	620	2408	788	1347	719	477	1654	1004
Yes	2047	451	1524	524	907	435	353	1047	637
	65%	73%	63%	66%	67%	61%	74%	63%	63%
		b		c	c		bc		
No	1067	157	850	251	426	270	120	588	344
	34%	25%	35%	32%	32%	38%	25%	36%	34%
			a			ab		a	a
Don't know	47	12	33	14	14	14	4	19	23
	1%	2%	1%	2%	1%	2%	1%	1%	2%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 35

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes	2047	98	278	603	724	344	98	1604	344	1173	874
	60%	23%	41%	64%	78%	79%	23%	63%	79%	68%	53%
			a	ab	abc	abc		a	ab	b	
No	1067	250	345	273	139	60	250	757	60	476	591
	32%	59%	51%	29%	15%	14%	59%	30%	14%	27%	36%
		bcde	cde	de			bc	c			a
Don't know	47	3	6	31	4	3	3	41	3	13	34
	1%	1%	1%	3%	*%	1%	1%	2%	1%	1%	2%
				abde							a
CHILD DOES NOT PLAY GAMES	222	69	42	29	55	27	69	126	27	74	148
	7%	16%	6%	3%	6%	6%	16%	5%	6%	4%	9%
		bcde	c		c	c	bc				a

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 35

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes	2047	51	47	150	128	348	254	424	300	199	145	57	806	1149
	60%	24%	23%	43%	39%	73%	55%	89%	67%	89%	69%	21%	50%	79%
				ab	ab	abcdf	abcd	abcdeffhj	abcdf	abcdeffhj	abcdf		a	ab
No	1067	131	119	182	163	114	159	32	107	16	44	154	677	226
	32%	60%	58%	53%	50%	24%	34%	7%	24%	7%	21%	57%	42%	15%
		defghij	efghij	efghij	efghij	gi	eghij		gi		gi	bc	c	
Don't know	47	1	2	2	4	5	26	4	*	1	2	1	36	10
	1%	1%	1%	1%	1%	1%	6%	1%	%	%	1%	%	2%	1%
							abcdeghij						c	
CHILD DOES NOT PLAY GAMES	222	33	36	11	31	7	22	15	40	7	20	57	78	79
	7%	15%	18%	3%	9%	2%	5%	3%	9%	3%	9%	21%	5%	5%
		ceghi	cdefghij		cefgi		e		cefgi		cefgi	bc		

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 35

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes	2047	1743	150	90	63	2047	1851	196	588	573	399	480	1160	878	2047
	60%	61%	59%	59%	60%	60%	62%	51%	62%	59%	62%	59%	61%	60%	60%
No	1067	905	82	50	30	1067	922	145	281	312	201	267	593	468	1067
	32%	31%	32%	33%	29%	32%	31%	38%	30%	32%	31%	33%	31%	32%	32%
							a								
Don't know	47	40	2	2	3	47	39	8	11	13	9	15	24	23	47
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
CHILD DOES NOT PLAY GAMES	222	185	19	9	9	222	186	36	68	69	34	51	137	85	222
	7%	6%	7%	6%	9%	7%	6%	9%	7%	7%	5%	6%	7%	6%	7%
							a								

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 35

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes	2047 60%	451 71% b	1524 59%	524 63% c	907 63% c	435 56%	353 69% bc	1047 59%	637 59%
No	1067 32%	157 25%	850 33% a	251 30%	426 30%	270 35% b	120 24%	588 33% a	344 32% a
Don't know	47 1%	12 2%	33 1%	14 2%	14 1%	14 2%	4 1%	19 1%	23 2%
CHILD DOES NOT PLAY GAMES	222 7%	19 3%	188 7% a	43 5%	85 6%	57 7%	31 6%	113 6%	73 7%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 36

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	1914	148	309	537	604	316	148	1450	316	1062	852
Effective Weighted Sample	1487	91	225	428	472	290	91	1117	290	828	660
Total	2047	98	278	603	724	344	98	1604	344	1173	874
Playing on their own - against the games console/ computer or other device	1366	60	184	401	488	233	60	1073	233	840	526
	67%	61%	66%	67%	67%	68%	61%	67%	68%	72% b	60%
Playing with or against someone they know/ that they have met in person	1424	43	147	441	535	257	43	1123	257	826	597
	70%	44%	53%	73% ab	74% ab	75% ab	44%	70% a	75% a	70%	68%
Playing with or against someone they do not know/ they have not met in person	599	6	55	183	230	124	6	468	124	381	218
	29%	6%	20% a	30% ab	32% ab	36% ab	6%	29% a	36% ab	32% b	25%
Don't know	22	4	4	6	4	5	4	14	5	10	12
	1%	4% d	1%	1%	1%	1%	4% b	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 36

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	~a	b	c
Unweighted total	1914	75	73	162	147	301	236	343	261	181	135	90	809	981
Effective Weighted Sample	1487	46	46	119	106	241	187	268	204	165	125	55	609	801
Total	2047	51	47	150	128	348	254	424	300	199	145	57	806	1149
Playing on their own - against the games console/ computer or other device	1366	**	**	101	83	258	143	311	177	141	92	**	531	772
	67%	**	**	68%	65%	74%	56%	73%	59%	71%	64%	**	66%	67%
				f		fhj		fh		fh				
Playing with or against someone they know/ that they have met in person	1424	**	**	77	70	258	183	321	214	148	109	**	525	852
	70%	**	**	51%	55%	74%	72%	76%	72%	74%	75%	**	65%	74%
						cd	cd	cd	cd	cd	cd			b
Playing with or against someone they do not know/ they have not met in person	599	**	**	38	16	122	61	141	90	78	46	**	204	382
	29%	**	**	26%	13%	35%	24%	33%	30%	39%	32%	**	25%	33%
				d		df	d	df	d	cdf	d			b
Don't know	22	**	**	3	1	1	5	-	4	2	2	**	12	10
	1%	**	**	2%	1%	*%	2%	-%	1%	1%	2%	**	1%	1%
				g			g				g			

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 36

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1914	1269	240	231	174	1914	1763	151	683	415	435	376	1098	811	1914
Effective Weighted Sample	1487	1163	194	168	101	1487	1359	129	510	337	364	321	816	669	1487
Total	2047	1743	150	90	63	2047	1851	196	588	573	399	480	1160	878	2047
Playing on their own - against the games console/ computer or other device	1366 67%	1159 66%	107 71%	59 66%	41 65%	1366 67%	1239 67%	128 65%	411 70%	372 65%	265 67%	317 66%	782 67%	582 66%	1366 67%
Playing with or against someone they know/ that they have met in person	1424 70%	1210 69%	102 68%	66 73%	47 75%	1424 70%	1283 69%	140 72%	390 66%	399 70%	295 74% ae	336 70%	788 68%	630 72% a	1424 70%
Playing with or against someone they do not know/ they have not met in person	599 29%	512 29%	46 31%	25 27%	16 26%	599 29%	530 29%	69 35%	165 28%	147 26%	114 29%	169 35% abeg	312 27%	283 32% be	599 29%
Don't know	22 1%	20 1%	1 1%	1 1%	* *%	22 1%	20 1%	2 1%	4 1%	7 1%	5 1%	6 1%	11 1%	11 1%	22 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 36

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	1914	411	1431	469	851	439	372	969	565
Effective Weighted Sample	1487	329	1105	371	656	336	275	761	447
Total	2047	451	1524	524	907	435	353	1047	637
Playing on their own - against the games console/ computer or other device	1366	302	1011	349	594	291	243	701	415
	67%	67%	66%	67%	66%	67%	69%	67%	65%
Playing with or against someone they know/ that they have met in person	1424	310	1070	384	616	308	221	749	447
	70%	69%	70%	73%	68%	71%	63%	72% a	70% a
Playing with or against someone they do not know/ they have not met in person	599	128	452	153	258	135	112	286	195
	29%	28%	30%	29%	28%	31%	32%	27%	31%
Don't know	22	3	18	8	8	2	5	7	10
	1%	1%	1%	2%	1%	*%	1%	1%	1%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 37

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Playing on their own - against the games console/ computer or other device	1366	60	184	401	488	233	60	1073	233	840	526
	40%	14%	27%	43%	53%	54%	14%	42%	54%	48%	32%
			a	ab	abc	abc		a	ab	b	
Playing with or against someone they know/ that they have met in person	1424	43	147	441	535	257	43	1123	257	826	597
	42%	10%	22%	47%	58%	59%	10%	44%	59%	48%	36%
			a	ab	abc	abc		a	ab	b	
Playing with or against someone they do not know/ they have not met in person	599	6	55	183	230	124	6	468	124	381	218
	18%	1%	8%	20%	25%	29%	1%	19%	29%	22%	13%
			a	ab	abc	abc		a	ab	b	
Don't know	22	4	4	6	4	5	4	14	5	10	12
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 37

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Playing on their own - against the games console/ computer or other device	1366	29	31	101	83	258	143	311	177	141	92	38	531	772
	40%	13%	15%	29%	25%	54%	31%	66%	40%	63%	44%	14%	33%	53%
				ab	ab	abcdfhj	ab	abcdefhj	abcdf	abcdfhj	abcdf		a	ab
Playing with or against someone they know/ that they have met in person	1424	22	21	77	70	258	183	321	214	148	109	25	525	852
	42%	10%	10%	22%	21%	54%	40%	68%	48%	66%	52%	9%	33%	58%
				ab	ab	abcdf	abcd	abcdefhj	abcdf	abcdefhj	abcdf		a	ab
Playing with or against someone they do not know/ they have not met in person	599	1	5	38	16	122	61	141	90	78	46	3	204	382
	18%	*%	3%	11%	5%	26%	13%	30%	20%	35%	22%	1%	13%	26%
				abd	a	abcdf	abd	abcdfh	abcdf	abcdefhj	abcdf		a	ab
Don't know	22	3	*	3	1	1	5	-	4	2	2	*	12	10
	1%	2%	*%	1%	*%	*%	1%	-%	1%	1%	1%	*%	1%	1%
		g												

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 37

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Playing on their own - against the games console/ computer or other device	1366 40%	1159 40%	107 42%	59 39%	41 39%	1366 40%	1239 41% b	128 33%	411 43%	372 38%	265 41%	317 39%	782 41%	582 40%	1366 40%
Playing with or against someone they know/ that they have met in person	1424 42%	1210 42%	102 40%	66 43%	47 45%	1424 42%	1283 43% b	140 36%	390 41%	399 41%	295 46%	336 41%	788 41%	630 43%	1424 42%
Playing with or against someone they do not know/ they have not met in person	599 18%	512 18%	46 18%	25 16%	16 15%	599 18%	530 18%	69 18%	165 17%	147 15%	114 18%	169 21% be	312 16%	283 19% be	599 18%
Don't know	22 1%	20 1%	1 1%	1 *%	* *%	22 1%	20 1%	2 *%	4 *%	7 1%	5 1%	6 1%	11 1%	11 1%	22 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 37

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Playing on their own - against the games console/ computer or other device	1366 40%	302 47% b	1011 39%	349 42%	594 42%	291 38%	243 48% bc	701 40%	415 39%
Playing with or against someone they know/ that they have met in person	1424 42%	310 48% b	1070 41%	384 46% c	616 43%	308 40%	221 43%	749 42%	447 42%
Playing with or against someone they do not know/ they have not met in person	599 18%	128 20%	452 17%	153 18%	258 18%	135 17%	112 22% b	286 16%	195 18%
Don't know	22 1%	3 *%	18 1%	8 1%	8 1%	2 *%	5 1%	7 *%	10 1%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 38

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1457	-	-	537	604	316	-	1141	316	825	632
Effective Weighted Sample	1178	-	-	428	472	290	-	898	290	667	512
Total	1671	-	-	603	724	344	-	1326	344	972	699
Yes	1268	**	**	425	569	273	**	994	273	800	468
	76%	**	**	70%	79%	79%	**	75%	79%	82%	67%
				c	c					b	
No	388	**	**	173	150	65	**	323	65	162	225
	23%	**	**	29%	21%	19%	**	24%	19%	17%	32%
				de						a	
Don't know	15	**	**	5	4	6	**	9	6	10	6
	1%	**	**	1%	1%	2%	**	1%	2%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 38

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1457	-	-	-	-	301	236	343	261	181	135	-	446	981
Effective Weighted Sample	1178	-	-	-	-	241	187	268	204	165	125	-	352	801
Total	1671	-	-	-	-	348	254	424	300	199	145	-	489	1149
Yes	1268	**	**	**	**	260	164	362	208	178	96	**	336	909
	76%	**	**	**	**	75%	65%	85%	69%	89%	66%	**	69%	79%
						f		effhj		effhj				b
No	388	**	**	**	**	86	87	58	92	19	46	**	150	228
	23%	**	**	**	**	25%	34%	14%	31%	9%	32%	**	31%	20%
						gi	egi		gi		gi		c	
Don't know	15	**	**	**	**	3	3	4	*	3	3	**	3	11
	1%	**	**	**	**	1%	1%	1%	1%	2%	2%	**	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 38

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1457	1008	173	159	117	1457	1330	127	505	292	342	315	797	657	1457
Effective Weighted Sample	1178	924	147	126	73	1178	1067	113	396	247	296	274	620	559	1178
Total	1671	1420	124	75	51	1671	1492	178	475	437	337	417	912	753	1671
Yes	1268	1076	94	57	40	1268	1133	134	379	320	259	304	699	564	1268
	76%	76%	76%	76%	79%	76%	76%	75%	80%	73%	77%	73%	77%	75%	76%
									d						
No	388	332	29	17	10	388	348	40	93	113	76	106	206	182	388
	23%	23%	23%	23%	20%	23%	23%	22%	20%	26%	23%	25%	23%	24%	23%
Don't know	15	13	1	1	1	15	12	4	4	4	2	6	7	8	15
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 38

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1457	324	1080	369	631	335	255	743	451
Effective Weighted Sample	1178	271	866	303	510	265	198	605	371
Total	1671	385	1229	440	726	354	265	854	542
Yes	1268	296	928	337	538	276	210	647	407
	76%	77%	76%	76%	74%	78%	79%	76%	75%
No	388	84	294	100	185	77	55	194	135
	23%	22%	24%	23%	25%	22%	21%	23%	25%
Don't know	15	6	6	4	3	1	1	13	-
	1%	2%	1%	1%	*%	*%	*%	1%	-%
								c	

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 39

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Yes	1268	**	**	425	569	273	**	994	273	800	468
	55%	**	**	45%	62%	63%	**	54%	63%	68%	42%
					c	c			b	b	
No	388	**	**	173	150	65	**	323	65	162	225
	17%	**	**	18%	16%	15%	**	17%	15%	14%	20%
											a
Don't know	15	**	**	5	4	6	**	9	6	10	6
	1%	**	**	1%	*%	1%	**	1%	1%	1%	1%
CHILD DOES NOT PLAY GAMES ONLINE	621	**	**	333	198	90	**	531	90	201	420
	27%	**	**	36%	22%	21%	**	29%	21%	17%	38%
				de				c			a

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 39

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
Yes	1268	**	**	**	**	260	164	362	208	178	96	**	336	909
	55%	**	**	**	**	55%	36%	76%	46%	79%	46%	**	43%	62%
						fhj		efhj	f	efhj	f			b
No	388	**	**	**	**	86	87	58	92	19	46	**	150	228
	17%	**	**	**	**	18%	19%	12%	21%	8%	22%	**	19%	16%
						gi	gi		gi		gi			
Don't know	15	**	**	**	**	3	3	4	*	3	3	**	3	11
	1%	**	**	**	**	1%	1%	1%	*%	1%	1%	**	*%	1%
										h	h			
CHILD DOES NOT PLAY GAMES ONLINE	621	**	**	**	**	126	207	51	148	24	65	**	295	314
	27%	**	**	**	**	27%	45%	11%	33%	11%	31%	**	38%	21%
						gi	eghij		gi		gi		c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 39

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : All children aged 8-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
Yes	1268	1076	94	57	40	1268	1133	134	379	320	259	304	699	564	1268
	55%	55%	54%	54%	58%	55%	56%	50%	59%	50%	60%	54%	54%	56%	55%
									b		b			b	
No	388	332	29	17	10	388	348	40	93	113	76	106	206	182	388
	17%	17%	16%	16%	15%	17%	17%	15%	14%	18%	17%	19%	16%	18%	17%
Don't know	15	13	1	1	1	15	12	4	4	4	2	6	7	8	15
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
CHILD DOES NOT PLAY GAMES ONLINE	621	523	50	30	18	621	531	90	170	203	99	148	373	246	621
	27%	27%	29%	28%	26%	27%	26%	34%	26%	32%	23%	26%	29%	25%	27%
							a			cf			cf		

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 39

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : All children aged 8-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
Yes	1268	296	928	337	538	276	210	647	407
	55%	62%	54%	58%	57%	51%	63%	55%	53%
		b			c		bc		
No	388	84	294	100	185	77	55	194	135
	17%	17%	17%	17%	20%	14%	17%	16%	18%
					c				
Don't know	15	6	6	4	3	1	1	13	-
	1%	1%	*%	1%	*%	*%	*%	1%	-%
							c		
CHILD DOES NOT PLAY GAMES ONLINE	621	94	498	142	212	185	67	326	222
	27%	20%	29%	24%	23%	34%	20%	28%	29%
			a			ab		a	a

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1104	-	-	376	476	252	-	852	252	675	429
Effective Weighted Sample	894	-	-	300	372	231	-	671	231	548	347
Total	1268	-	-	425	569	273	-	994	273	800	468
People I am friends with/ people that I know outside of the game	1075	**	**	348	486	241	**	834	241	677	398
	85%	**	**	82%	85%	88%	**	84%	88%	85%	85%
						c					
People that I only know through playing the game	523	**	**	165	235	123	**	400	123	342	181
	41%	**	**	39%	41%	45%	**	40%	45%	43%	39%
Don't know	8	**	**	6	2	-	**	8	-	5	3
	1%	**	**	1%	*0%	-%	**	1%	-%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	~j	~a	b	c
Unweighted total	1104	-	-	-	-	222	154	292	184	161	91	-	306	777
Effective Weighted Sample	894	-	-	-	-	179	122	229	144	146	85	-	241	636
Total	1268	-	-	-	-	260	164	362	208	178	96	-	336	909
People I am friends with/ people that I know outside of the game	1075	**	**	**	**	212	136	308	179	157	**	**	270	786
	85%	**	**	**	**	81%	83%	85%	86%	88%	**	**	80%	86% b
People that I only know through playing the game	523	**	**	**	**	109	55	140	94	92	**	**	135	377
	41%	**	**	**	**	42%	34%	39%	45%	52% fg	**	**	40%	41%
Don't know	8	**	**	**	**	3	3	2	-	-	**	**	6	2
	1%	**	**	**	**	1%	2%	1%	-%	-%	**	**	2% c	*%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	~b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1104	768	128	118	90	1104	1009	95	401	214	261	225	615	486	1104
Effective Weighted Sample	894	703	106	90	54	894	811	85	315	181	227	197	478	415	894
Total	1268	1076	94	57	40	1268	1133	134	379	320	259	304	699	564	1268
People I am friends with/ people that I know outside of the game	1075	916	76	51	**	1075	964	**	308	287	225	253	595	477	1075
	85%	85%	81%	90%	**	85%	85%	**	81%	90% a	87%	83%	85%	85%	85%
People that I only know through playing the game	523	431	43	30	**	523	461	**	178	115	92	136	293	228	523
	41%	40%	46%	53% ae	**	41%	41%	**	47% bc	36%	36%	45%	42%	40%	41%
Don't know	8	8	-	-	**	8	6	**	-	2	2	4	2	6	8
	1%	1%	-%	-%	**	1%	1%	**	-%	1%	1%	1% a	*%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1104	251	813	279	471	261	204	560	336
Effective Weighted Sample	894	211	652	230	382	206	155	457	279
Total	1268	296	928	337	538	276	210	647	407
People I am friends with/ people that I know outside of the game	1075	247	798	291	447	243	170	548	354
	85%	84%	86%	86%	83%	88%	81%	85%	87%
People that I only know through playing the game	523	128	377	142	221	118	116	244	162
	41%	43%	41%	42%	41%	43%	55% bc	38%	40%
Don't know	8	2	4	2	2	-	1	3	4
	1%	1%	*%	1%	*%	-%	1%	1%	1%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 41

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1457	-	-	537	604	316	-	1141	316	825	632
Effective Weighted Sample	1178	-	-	428	472	290	-	898	290	667	512
Total	1671	-	-	603	724	344	-	1326	344	972	699
People I am friends with/ people that I know outside of the game	1075	**	**	348	486	241	**	834	241	677	398
	64%	**	**	58%	67%	70%	**	63%	70%	70%	57%
					c	c			b	b	
People that I only know through playing the game	523	**	**	165	235	123	**	400	123	342	181
	31%	**	**	27%	32%	36%	**	30%	36%	35%	26%
						c				b	
Don't know	8	**	**	6	2	-	**	8	-	5	3
	*%	**	**	1%	*%	-%	**	1%	-%	1%	*%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	403	**	**	178	154	71	**	332	71	172	231
	24%	**	**	30%	21%	21%	**	25%	21%	18%	33%
				de						a	

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 41

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1457	-	-	-	-	301	236	343	261	181	135	-	446	981
Effective Weighted Sample	1178	-	-	-	-	241	187	268	204	165	125	-	352	801
Total	1671	-	-	-	-	348	254	424	300	199	145	-	489	1149
People I am friends with/ people that I know outside of the game	1075	**	**	**	**	212	136	308	179	157	84	**	270	786
	64%	**	**	**	**	61%	53%	73%	60%	79%	58%	**	55%	68%
								efhj		efhj				b
People that I only know through playing the game	523	**	**	**	**	109	55	140	94	92	31	**	135	377
	31%	**	**	**	**	31%	22%	33%	31%	46%	22%	**	28%	33%
						fj		fj	f	efghj				
Don't know	8	**	**	**	**	3	3	2	-	-	-	**	6	2
	*%	**	**	**	**	1%	1%	1%	-%	-%	-%	**	1%	*%
													c	
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	403	**	**	**	**	88	90	62	92	22	49	**	153	240
	24%	**	**	**	**	25%	35%	15%	31%	11%	34%	**	31%	21%
						gi	egi		gi		gi		c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 41

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1457	1008	173	159	117	1457	1330	127	505	292	342	315	797	657	1457
Effective Weighted Sample	1178	924	147	126	73	1178	1067	113	396	247	296	274	620	559	1178
Total	1671	1420	124	75	51	1671	1492	178	475	437	337	417	912	753	1671
People I am friends with/ people that I know outside of the game	1075 64%	916 64%	76 62%	51 68%	32 63%	1075 64%	964 65%	111 62%	308 65%	287 66%	225 67%	253 61%	595 65%	477 63%	1075 64%
People that I only know through playing the game	523 31%	431 30%	43 35%	30 40% ae	18 36%	523 31%	461 31%	62 35%	178 37% bcfg	115 26%	92 27%	136 33%	293 32%	228 30%	523 31%
Don't know	8 *%	8 1%	- -%	- -%	- -%	8 *%	6 *%	2 1%	- -%	2 *%	2 1%	4 1% a	2 *%	6 1%	8 *%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	403 24%	344 24%	30 24%	18 24%	11 21%	403 24%	359 24%	44 25%	97 20%	117 27%	78 23%	112 27% a	213 23%	190 25%	403 24%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 41

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	1457	324	1080	369	631	335	255	743	451
Effective Weighted Sample	1178	271	866	303	510	265	198	605	371
Total	1671	385	1229	440	726	354	265	854	542
People I am friends with/ people that I know outside of the game	1075	247	798	291	447	243	170	548	354
	64%	64%	65%	66%	62%	69%	64%	64%	65%
People that I only know through playing the game	523	128	377	142	221	118	116	244	162
	31%	33%	31%	32%	30%	33%	44%	29%	30%
							bc		
Don't know	8	2	4	2	2	-	1	3	4
	*%	1%	*%	1%	*%	-%	*%	*%	1%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	403	89	301	104	188	78	55	207	135
	24%	23%	24%	24%	26%	22%	21%	24%	25%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 42

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1104	-	-	376	476	252	-	852	252	675	429
Effective Weighted Sample	894	-	-	300	372	231	-	671	231	548	347
Total	1268	-	-	425	569	273	-	994	273	800	468
I use in game chat or messaging	319	**	**	108	139	72	**	247	72	183	136
	25%	**	**	26%	24%	26%	**	25%	26%	23%	29%
										a	
WhatsApp	512	**	**	158	240	114	**	398	114	307	205
	40%	**	**	37%	42%	42%	**	40%	42%	38%	44%
Xbox chat/ app	397	**	**	111	192	94	**	303	94	276	122
	31%	**	**	26%	34%	34%	**	31%	34%	34%	26%
					c	c				b	
PlayStation chat/ app	306	**	**	98	142	66	**	240	66	217	89
	24%	**	**	23%	25%	24%	**	24%	24%	27%	19%
										b	
Discord	251	**	**	60	123	68	**	183	68	172	79
	20%	**	**	14%	22%	25%	**	18%	25%	22%	17%
					c	c			b		
Twitch	130	**	**	34	56	40	**	89	40	83	47
	10%	**	**	8%	10%	15%	**	9%	15%	10%	10%
						c			b		
Steam Chat	106	**	**	24	59	24	**	82	24	82	24
	8%	**	**	6%	10%	9%	**	8%	9%	10%	5%
					c					b	
Skype	82	**	**	17	50	15	**	67	15	48	34
	6%	**	**	4%	9%	5%	**	7%	5%	6%	7%
					c						
VR chat	60	**	**	14	31	16	**	44	16	40	20
	5%	**	**	3%	5%	6%	**	4%	6%	5%	4%
Ventrilo	48	**	**	17	18	13	**	35	13	32	16
	4%	**	**	4%	3%	5%	**	4%	5%	4%	4%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 42

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1104	-	-	376	476	252	-	852	252	675	429
Effective Weighted Sample	894	-	-	300	372	231	-	671	231	548	347
Total	1268	-	-	425	569	273	-	994	273	800	468
Rec room	36	**	**	13	21	3	**	33	3	23	13
	3%	**	**	3%	4%	1%	**	3%	1%	3%	3%
TeamSpeak	31	**	**	9	13	10	**	22	10	18	13
	2%	**	**	2%	2%	4%	**	2%	4%	2%	3%
Element	29	**	**	13	10	5	**	23	5	13	15
	2%	**	**	3%	2%	2%	**	2%	2%	2%	3%
Mumble	19	**	**	6	7	5	**	13	5	12	7
	1%	**	**	1%	1%	2%	**	1%	2%	1%	1%
Tox	11	**	**	3	6	3	**	8	3	5	6
	1%	**	**	1%	1%	1%	**	1%	1%	1%	1%
I do this on other apps/ sites	49	**	**	27	15	8	**	42	8	23	26
	4%	**	**	6%	3%	3%	**	4%	3%	3%	6%
				d							a
Don't know	63	**	**	41	14	8	**	55	8	39	24
	5%	**	**	10%	3%	3%	**	6%	3%	5%	5%
				de							

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 42

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	~j	~a	b	c
Unweighted total	1104	-	-	-	-	222	154	292	184	161	91	-	306	777
Effective Weighted Sample	894	-	-	-	-	179	122	229	144	146	85	-	241	636
Total	1268	-	-	-	-	260	164	362	208	178	96	-	336	909
I use in game chat or messaging	319	**	**	**	**	63	46	81	58	40	**	**	84	230
	25%	**	**	**	**	24%	28%	22%	28%	22%	**	**	25%	25%
WhatsApp	512	**	**	**	**	88	70	147	93	71	**	**	121	380
	40%	**	**	**	**	34%	42%	41%	45%	40%	**	**	36%	42%
Xbox chat/ app	397	**	**	**	**	77	34	130	62	69	**	**	88	303
	31%	**	**	**	**	29%	21%	36%	30%	39%	**	**	26%	33%
								f		f				b
PlayStation chat/ app	306	**	**	**	**	73	25	100	42	45	**	**	66	232
	24%	**	**	**	**	28%	15%	28%	20%	25%	**	**	20%	26%
						f		f						
Discord	251	**	**	**	**	44	16	80	43	49	**	**	43	203
	20%	**	**	**	**	17%	10%	22%	21%	27%	**	**	13%	22%
								f	f	ef				b
Twitch	130	**	**	**	**	19	15	36	20	28	**	**	25	103
	10%	**	**	**	**	7%	9%	10%	10%	16%	**	**	7%	11%
										e				
Steam Chat	106	**	**	**	**	19	5	46	12	17	**	**	19	85
	8%	**	**	**	**	7%	3%	13%	6%	9%	**	**	6%	9%
								fh		f				
Skype	82	**	**	**	**	7	10	34	16	8	**	**	14	65
	6%	**	**	**	**	3%	6%	9%	8%	4%	**	**	4%	7%
								e	e					
VR chat	60	**	**	**	**	9	4	19	12	12	**	**	11	48
	5%	**	**	**	**	4%	3%	5%	6%	7%	**	**	3%	5%
Ventrilo	48	**	**	**	**	12	5	13	5	7	**	**	17	31
	4%	**	**	**	**	5%	3%	4%	2%	4%	**	**	5%	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 42

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	~j	~a	b	c
Unweighted total	1104	-	-	-	-	222	154	292	184	161	91	-	306	777
Effective Weighted Sample	894	-	-	-	-	179	122	229	144	146	85	-	241	636
Total	1268	-	-	-	-	260	164	362	208	178	96	-	336	909
Rec room	36	**	**	**	**	13	-	10	11	1	**	**	8	29
	3%	**	**	**	**	5%	-%	3%	5%	*%	**	**	2%	3%
						fi			fi					
TeamSpeak	31	**	**	**	**	6	3	6	7	6	**	**	8	22
	2%	**	**	**	**	2%	2%	2%	3%	4%	**	**	2%	2%
Element	29	**	**	**	**	7	6	4	6	2	**	**	12	17
	2%	**	**	**	**	3%	4%	1%	3%	1%	**	**	3%	2%
Mumble	19	**	**	**	**	4	2	5	2	2	**	**	6	13
	1%	**	**	**	**	2%	1%	2%	1%	1%	**	**	2%	1%
Tox	11	**	**	**	**	1	2	3	2	1	**	**	3	8
	1%	**	**	**	**	*%	1%	1%	1%	1%	**	**	1%	1%
I do this on other apps/ sites	49	**	**	**	**	12	15	7	8	3	**	**	24	24
	4%	**	**	**	**	5%	9%	2%	4%	2%	**	**	7%	3%
							gi						c	
Don't know	63	**	**	**	**	26	14	9	5	4	**	**	35	28
	5%	**	**	**	**	10%	9%	3%	2%	2%	**	**	10%	3%
						ghi	ghi						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 42

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QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	~b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1104	768	128	118	90	1104	1009	95	401	214	261	225	615	486	1104
Effective Weighted Sample	894	703	106	90	54	894	811	85	315	181	227	197	478	415	894
Total	1268	1076	94	57	40	1268	1133	134	379	320	259	304	699	564	1268
I use in game chat or messaging	319	279	22	12	**	319	283	**	70	89	72	86	159	158	319
	25%	26%	24%	21%	**	25%	25%	**	18%	28%	28%	28%	23%	28%	25%
										a	a	a		a	a
WhatsApp	512	441	32	20	**	512	462	**	163	129	86	134	293	219	512
	40%	41%	34%	36%	**	40%	41%	**	43%	40%	33%	44%	42%	39%	40%
									c			c	c		c
Xbox chat/ app	397	323	31	29	**	397	356	**	123	90	92	89	213	181	397
	31%	30%	33%	50%	**	31%	31%	**	33%	28%	35%	29%	31%	32%	31%
				abe											
PlayStation chat/ app	306	267	18	12	**	306	284	**	96	70	56	84	166	140	306
	24%	25%	19%	22%	**	24%	25%	**	25%	22%	22%	28%	24%	25%	24%
Discord	251	210	16	15	**	251	225	**	83	52	44	71	135	115	251
	20%	20%	17%	26%	**	20%	20%	**	22%	16%	17%	23%	19%	20%	20%
Twitch	130	112	10	4	**	130	122	**	60	28	17	24	88	42	130
	10%	10%	11%	8%	**	10%	11%	**	16%	9%	7%	8%	13%	7%	10%
									bcd				cf		
Steam Chat	106	92	5	6	**	106	97	**	43	20	22	21	63	43	106
	8%	9%	5%	11%	**	8%	9%	**	11%	6%	9%	7%	9%	8%	8%
Skype	82	68	9	4	**	82	75	**	38	15	14	15	54	28	82
	6%	6%	9%	7%	**	6%	7%	**	10%	5%	5%	5%	8%	5%	6%
									bcd						
VR chat	60	53	2	3	**	60	56	**	18	13	15	13	31	29	60
	5%	5%	2%	5%	**	5%	5%	**	5%	4%	6%	4%	4%	5%	5%
Ventrilo	48	41	4	1	**	48	44	**	23	9	10	5	33	16	48
	4%	4%	5%	2%	**	4%	4%	**	6%	3%	4%	2%	5%	3%	4%
									df						

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 42

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	~b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1104	768	128	118	90	1104	1009	95	401	214	261	225	615	486	1104
Effective Weighted Sample	894	703	106	90	54	894	811	85	315	181	227	197	478	415	894
Total	1268	1076	94	57	40	1268	1133	134	379	320	259	304	699	564	1268
Rec room	36	33	1	1	**	36	35	**	9	8	7	13	17	20	36
	3%	3%	1%	2%	**	3%	3%	**	2%	3%	3%	4%	2%	3%	3%
TeamSpeak	31	25	3	2	**	31	29	**	12	6	4	10	18	14	31
	2%	2%	3%	4%	**	2%	3%	**	3%	2%	2%	3%	3%	2%	2%
Element	29	26	-	1	**	29	25	**	13	6	4	5	19	9	29
	2%	2%	-%	2%	**	2%	2%	**	3%	2%	2%	2%	3%	2%	2%
Mumble	19	17	*	1	**	19	19	**	10	3	*	5	13	5	19
	1%	2%	*%	1%	**	1%	2%	**	3%	1%	*%	2%	2%	1%	1%
									c						
Tox	11	8	1	1	**	11	11	**	6	1	1	4	6	5	11
	1%	1%	1%	1%	**	1%	1%	**	1%	*%	*%	1%	1%	1%	1%
I do this on other apps/ sites	49	43	4	1	**	49	43	**	13	22	9	6	35	15	49
	4%	4%	4%	2%	**	4%	4%	**	3%	7%	4%	2%	5%	3%	4%
										df					
Don't know	63	58	3	2	**	63	55	**	15	14	11	23	29	35	63
	5%	5%	3%	3%	**	5%	5%	**	4%	4%	4%	8%	4%	6%	5%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 42

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QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	1104	251	813	279	471	261	204	560	336
Effective Weighted Sample	894	211	652	230	382	206	155	457	279
Total	1268	296	928	337	538	276	210	647	407
I use in game chat or messaging	319	82	233	91	127	71	38	176	104
	25%	28%	25%	27%	24%	26%	18%	27%	26%
								a	
WhatsApp	512	130	366	143	222	124	99	257	156
	40%	44%	39%	42%	41%	45%	47%	40%	38%
Xbox chat/ app	397	104	279	110	171	86	65	204	126
	31%	35%	30%	33%	32%	31%	31%	32%	31%
PlayStation chat/ app	306	57	243	94	126	64	46	150	109
	24%	19%	26%	28%	23%	23%	22%	23%	27%
			a						
Discord	251	64	179	71	107	57	71	111	69
	20%	22%	19%	21%	20%	21%	34%	17%	17%
							bc		
Twitch	130	34	91	27	56	37	47	61	21
	10%	11%	10%	8%	10%	13%	22%	9%	5%
							bc	c	
Steam Chat	106	28	75	27	50	26	36	44	26
	8%	9%	8%	8%	9%	10%	17%	7%	6%
							bc		
Skype	82	25	55	13	46	22	36	29	17
	6%	9%	6%	4%	9%	8%	17%	4%	4%
					a		bc		
VR chat	60	13	46	21	28	10	17	28	15
	5%	4%	5%	6%	5%	4%	8%	4%	4%
							c		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 42

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45. Which, if any, of these do you use to chat or message other people when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1104	251	813	279	471	261	204	560	336
Effective Weighted Sample	894	211	652	230	382	206	155	457	279
Total	1268	296	928	337	538	276	210	647	407
Ventrilo	48 4%	12 4%	33 4%	6 2%	29 5% a	12 4%	14 7%	22 3%	12 3%
Rec room	36 3%	8 3%	27 3%	5 2%	18 3%	9 3%	12 6% bc	16 3%	7 2%
TeamSpeak	31 2%	9 3%	22 2%	5 1%	14 3%	7 3%	14 7% bc	12 2%	6 1%
Element	29 2%	9 3%	17 2%	4 1%	14 3%	11 4%	19 9% bc	7 1%	3 1%
Mumble	19 1%	3 1%	14 2%	3 1%	10 2%	6 2%	13 6% bc	2 *%	3 1%
Tox	11 1%	1 *%	10 1%	- -%	5 1%	5 2% a	5 2%	4 1%	2 *%
I do this on other apps/ sites	49 4%	9 3%	37 4%	10 3%	21 4%	10 4%	14 7% c	25 4%	10 2%
Don't know	63 5%	14 5%	46 5%	15 5%	24 4%	10 4%	5 2%	29 4%	29 7% a

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 43

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Yes – there is a minimum age requirement	1779	**	**	655	761	363	**	1416	363	905	874
	78%	**	**	70%	83%	84%	**	76%	84%	77%	78%
				c	c			b			
No – there is not a minimum age requirement	106	**	**	52	42	13	**	94	13	59	48
	5%	**	**	6%	5%	3%	**	5%	3%	5%	4%
Don't know	406	**	**	229	119	58	**	348	58	209	197
	18%	**	**	24%	13%	13%	**	19%	13%	18%	18%
				de				c			

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 43

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
Yes – there is a minimum age requirement	1779	**	**	**	**	343	313	373	387	189	174	**	542	1202
	78%	**	**	**	**	72%	68%	79%	87%	84%	83%	**	69%	82%
								f	efg	ef	ef			b
No – there is not a minimum age requirement	106	**	**	**	**	22	30	32	10	5	7	**	47	59
	5%	**	**	**	**	5%	7%	7%	2%	2%	4%	**	6%	4%
							hi	hi						
Don't know	406	**	**	**	**	110	118	69	50	30	28	**	196	202
	18%	**	**	**	**	23%	26%	15%	11%	13%	14%	**	25%	14%
						ghij	ghij						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 43

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
Yes – there is a minimum age requirement	1779	1517	135	80	47	1779	1566	213	510	469	343	454	979	797	1779
	78%	78%	78%	77%	67%	78%	77%	79%	79%	73%	79%	81%	76%	80%	78%
		d				d			b			b		b	
No – there is not a minimum age requirement	106	84	11	6	6	106	103	3	35	37	18	15	72	33	106
	5%	4%	6%	5%	8%	5%	5%	1%	5%	6%	4%	3%	6%	3%	5%
							b		d	d			df		
Don't know	406	342	28	19	17	406	354	52	101	133	74	95	234	170	406
	18%	18%	16%	18%	24%	18%	17%	19%	16%	21%	17%	17%	18%	17%	18%
										a					

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
Yes – there is a minimum age requirement	1779	401	1312	478	717	416	267	925	577
	78%	84%	76%	82%	77%	77%	81%	78%	76%
		b		b					
No – there is not a minimum age requirement	106	14	82	21	51	17	16	57	31
	5%	3%	5%	4%	5%	3%	5%	5%	4%
Don't know	406	64	333	84	169	106	49	198	155
	18%	13%	19%	14%	18%	20%	15%	17%	20%
			a						

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Age under 10	30	**	**	14	13	3	**	27	3	21	9
	1%	**	**	1%	1%	1%	**	1%	1%	2%	1%
Aged 10	65	**	**	43	21	2	**	64	2	28	38
	3%	**	**	5%	2%	*%	**	3%	*%	2%	3%
				de	e			c			
Aged 11	44	**	**	26	14	4	**	40	4	18	26
	2%	**	**	3%	1%	1%	**	2%	1%	2%	2%
				e							
Aged 12	190	**	**	68	100	22	**	168	22	94	96
	8%	**	**	7%	11%	5%	**	9%	5%	8%	9%
					ce			c			
Aged 13	758	**	**	209	372	177	**	581	177	364	394
	33%	**	**	22%	40%	41%	**	31%	41%	31%	35%
					c	c			b		
Aged 14	123	**	**	23	65	34	**	88	34	57	66
	5%	**	**	2%	7%	8%	**	5%	8%	5%	6%
					c	c			b		
Aged 15	81	**	**	31	32	18	**	63	18	46	35
	4%	**	**	3%	3%	4%	**	3%	4%	4%	3%
Aged 16	226	**	**	110	55	60	**	166	60	112	114
	10%	**	**	12%	6%	14%	**	9%	14%	10%	10%
				d		d			b		
Aged 17	3	**	**	*	-	3	**	*	3	3	-
	*%	**	**	*%	-%	1%	**	*%	1%	*%	-%
						d			b		
Aged 18 or over	57	**	**	37	11	9	**	48	9	30	27
	3%	**	**	4%	1%	2%	**	3%	2%	3%	2%
				d							

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Don't know	202	**	**	94	78	30	**	172	30	132	70
	9%	**	**	10%	8%	7%	**	9%	7%	11%	6%
										b	
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	1779	**	**	655	761	363	**	1416	363	905	874
	78%	**	**	70%	83%	84%	**	76%	84%	77%	78%
					c	c			b		
AWARE AND GIVES THE CORRECT AGE (13)	758	**	**	209	372	177	**	581	177	364	394
	33%	**	**	22%	40%	41%	**	31%	41%	31%	35%
					c	c			b		
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	330	**	**	151	148	31	**	299	31	160	169
	14%	**	**	16%	16%	7%	**	16%	7%	14%	15%
				e	e			c			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	490	**	**	201	164	125	**	365	125	248	242
	21%	**	**	22%	18%	29%	**	20%	29%	21%	22%
						cd			b		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1021	**	**	446	389	186	**	835	186	540	481
	45%	**	**	48%	42%	43%	**	45%	43%	46%	43%
				d							
SAY THERE IS NO MINIMUM AGE REQUIREMENT	106	**	**	52	42	13	**	94	13	59	48
	5%	**	**	6%	5%	3%	**	5%	3%	5%	4%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	406	**	**	229	119	58	**	348	58	209	197
	18%	**	**	24%	13%	13%	**	19%	13%	18%	18%
				de				c			

Columns Tested: a,b,c,d,e - a,b,c - a,b

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QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
Age under 10	30	**	**	**	**	8	6	10	3	3	-	**	13	18
	1%	**	**	**	**	2%	1%	2%	1%	1%	-%	**	2%	1%
Aged 10	65	**	**	**	**	18	25	8	13	2	-	**	41	24
	3%	**	**	**	**	4%	5%	2%	3%	1%	-%	**	5%	2%
						ij	gij		j				c	
Aged 11	44	**	**	**	**	9	17	5	9	4	-	**	22	21
	2%	**	**	**	**	2%	4%	1%	2%	2%	-%	**	3%	1%
							gj							
Aged 12	190	**	**	**	**	37	31	46	54	11	11	**	52	137
	8%	**	**	**	**	8%	7%	10%	12%	5%	5%	**	7%	9%
									fij					
Aged 13	758	**	**	**	**	108	101	172	199	84	94	**	161	581
	33%	**	**	**	**	23%	22%	36%	45%	37%	45%	**	20%	40%
								ef	efg	ef	ef		b	
Aged 14	123	**	**	**	**	7	16	32	33	18	16	**	17	105
	5%	**	**	**	**	1%	3%	7%	7%	8%	8%	**	2%	7%
								e	ef	ef	ef		b	
Aged 15	81	**	**	**	**	20	11	18	14	8	10	**	26	51
	4%	**	**	**	**	4%	2%	4%	3%	4%	5%	**	3%	4%
Aged 16	226	**	**	**	**	49	61	27	28	35	25	**	90	128
	10%	**	**	**	**	10%	13%	6%	6%	16%	12%	**	11%	9%
						g	gh			gh	gh			
Aged 17	3	**	**	**	**	*	-	-	-	3	-	**	*	3
	*%	**	**	**	**	*%	-%	-%	-%	1%	-%	**	*%	*%
										fgh				
Aged 18 or over	57	**	**	**	**	22	15	7	4	1	8	**	32	24
	3%	**	**	**	**	5%	3%	2%	1%	1%	4%	**	4%	2%
						ghi	hi				hi		c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
Don't know	202	**	**	**	**	64	30	48	30	21	10	**	87	111
	9%	**	**	**	**	13%	7%	10%	7%	9%	5%	**	11%	8%
						fhj		j					c	
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	1779	**	**	**	**	343	313	373	387	189	174	**	542	1202
	78%	**	**	**	**	72%	68%	79%	87%	84%	83%	**	69%	82%
								f	efg	ef	ef			b
AWARE AND GIVES THE CORRECT AGE (13)	758	**	**	**	**	108	101	172	199	84	94	**	161	581
	33%	**	**	**	**	23%	22%	36%	45%	37%	45%	**	20%	40%
								ef	efg	ef	ef			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	330	**	**	**	**	72	79	69	79	20	11	**	128	200
	14%	**	**	**	**	15%	17%	14%	18%	9%	5%	**	16%	14%
						ij	ij	j	ij					
AWARE BUT GIVES AN AGE OF 14 OR OLDER	490	**	**	**	**	98	103	85	79	65	60	**	166	310
	21%	**	**	**	**	21%	22%	18%	18%	29%	28%	**	21%	21%
										egh	egh			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1021	**	**	**	**	234	212	201	188	105	80	**	381	621
	45%	**	**	**	**	49%	46%	42%	42%	47%	38%	**	49%	42%
						j							c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	106	**	**	**	**	22	30	32	10	5	7	**	47	59
	5%	**	**	**	**	5%	7%	7%	2%	2%	4%	**	6%	4%
							hi	hi						

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	406	**	**	**	**	110	118	69	50	30	28	**	196	202
	18%	**	**	**	**	23%	26%	15%	11%	13%	14%	**	25%	14%
						ghij	ghij						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
Age under 10	30 1%	24 1%	2 1%	3 3%	1 1%	30 1%	30 1%	* *% bdfg	20 3%	3 *%	6 1%	2 *%	23 2% d	8 1%	30 1%
Aged 10	65 3%	56 3%	4 3%	4 3%	1 2%	65 3%	59 3%	7 2%	21 3%	15 2%	21 5% d	9 2%	36 3%	30 3%	65 3%
Aged 11	44 2%	36 2%	2 1%	2 2%	4 5% abe	44 2%	38 2%	6 2%	13 2%	14 2%	7 2%	10 2%	27 2%	17 2%	44 2%
Aged 12	190 8%	164 8%	12 7%	10 9%	5 7%	190 8%	167 8%	24 9%	47 7%	62 10%	41 9%	41 7%	109 8%	81 8%	190 8%
Aged 13	758 33%	635 33%	65 37% d	41 39% d	17 24%	758 33%	667 33%	92 34%	233 36% bc	176 27%	125 29%	222 39% bceg	409 32%	347 35% bc	758 33% b
Aged 14	123 5%	103 5%	10 6%	6 6%	4 5%	123 5%	113 6%	9 4%	39 6%	41 6%	22 5%	20 4%	80 6%	42 4%	123 5%
Aged 15	81 4%	71 4%	6 3%	2 2%	2 3%	81 4%	63 3%	17 7% a	20 3%	15 2%	22 5% be	24 4%	35 3%	46 5% e	81 4%
Aged 16	226 10%	201 10% c	13 7%	4 4%	8 12% c	226 10% c	193 10%	33 12%	55 8%	64 10%	51 12%	56 10%	119 9%	107 11%	226 10%
Aged 17	3 *%	3 *%	- -%	* *%	- -%	3 *%	3 *%	- -%	* *%	3 *%	- -%	- -%	3 *%	- -%	3 *%
Aged 18 or over	57 3%	48 2%	5 3%	3 3%	1 1%	57 3%	55 3%	2 1%	16 3%	20 3%	10 2%	11 2%	36 3%	21 2%	57 3%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
Don't know	202	175	16	7	5	202	180	22	47	56	38	60	103	99	202
	9%	9%	9%	6%	7%	9%	9%	8%	7%	9%	9%	11%	8%	10%	9%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	1779	1517	135	80	47	1779	1566	213	510	469	343	454	979	797	1779
	78%	78%	78%	77%	67%	78%	77%	79%	79%	73%	79%	81%	76%	80%	78%
		d				d			b			b		b	
AWARE AND GIVES THE CORRECT AGE (13)	758	635	65	41	17	758	667	92	233	176	125	222	409	347	758
	33%	33%	37%	39%	24%	33%	33%	34%	36%	27%	29%	39%	32%	35%	33%
			d	d					bc			bceg		bc	b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	330	280	21	18	11	330	293	37	100	94	74	61	194	135	330
	14%	14%	12%	17%	15%	14%	14%	14%	16%	15%	17%	11%	15%	14%	14%
									d		d		d		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	490	426	34	15	15	490	427	62	130	143	105	111	273	216	490
	21%	22%	19%	14%	21%	21%	21%	23%	20%	22%	24%	20%	21%	22%	21%
		c				c									
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1021	882	70	39	30	1021	900	121	277	293	218	232	570	450	1021
	45%	45%	40%	38%	43%	45%	44%	45%	43%	46%	50%	41%	44%	45%	45%
											ad				
SAY THERE IS NO MINIMUM AGE REQUIREMENT	106	84	11	6	6	106	103	3	35	37	18	15	72	33	106
	5%	4%	6%	5%	8%	5%	5%	1%	5%	6%	4%	3%	6%	3%	5%
							b		d	d			df		

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	406	342	28	19	17	406	354	52	101	133	74	95	234	170	406
	18%	18%	16%	18%	24%	18%	17%	19%	16%	21% a	17%	17%	18%	17%	18%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
Age under 10	30	16	14	3	19	7	14	13	3
	1%	3%	1%	1%	2%	1%	4%	1%	*%
		b			a		bc		
Aged 10	65	13	52	17	29	18	11	35	19
	3%	3%	3%	3%	3%	3%	3%	3%	2%
Aged 11	44	12	31	11	19	12	5	31	8
	2%	2%	2%	2%	2%	2%	1%	3%	1%
								c	
Aged 12	190	39	144	43	83	46	38	101	51
	8%	8%	8%	7%	9%	9%	11%	9%	7%
							c		
Aged 13	758	187	545	202	300	177	105	396	249
	33%	39%	32%	35%	32%	33%	32%	34%	33%
		b							
Aged 14	123	18	100	24	55	38	18	73	32
	5%	4%	6%	4%	6%	7%	5%	6%	4%
Aged 15	81	18	62	27	29	17	7	50	24
	4%	4%	4%	5%	3%	3%	2%	4%	3%
Aged 16	226	58	161	74	83	55	26	108	92
	10%	12%	9%	13%	9%	10%	8%	9%	12%
				b					
Aged 17	3	1	2	3	*	-	2	1	-
	*%	*%	*%	*%	*%	-%	*%	*%	-%
Aged 18 or over	57	9	48	19	22	12	16	27	15
	3%	2%	3%	3%	2%	2%	5%	2%	2%
							bc		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
Don't know	202	30	153	57	78	35	26	90	84
	9%	6%	9%	10%	8%	6%	8%	8%	11%
									b
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	1779	401	1312	478	717	416	267	925	577
	78%	84%	76%	82%	77%	77%	81%	78%	76%
		b		b					
AWARE AND GIVES THE CORRECT AGE (13)	758	187	545	202	300	177	105	396	249
	33%	39%	32%	35%	32%	33%	32%	34%	33%
		b							
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	330	79	241	73	151	83	67	180	82
	14%	17%	14%	13%	16%	15%	20%	15%	11%
							c	c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	490	104	373	145	188	122	68	259	162
	21%	22%	22%	25%	20%	23%	21%	22%	21%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1021	214	768	276	418	239	162	529	328
	45%	45%	44%	47%	45%	44%	49%	45%	43%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	106	14	82	21	51	17	16	57	31
	5%	3%	5%	4%	5%	3%	5%	5%	4%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	406	64	333	84	169	106	49	198	155
	18%	13%	19%	14%	18%	20%	15%	17%	20%
			a						

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 45

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1625	-	-	525	719	381	-	1244	381	794	831
Effective Weighted Sample	1309	-	-	415	557	349	-	971	349	641	669
Total	1849	-	-	588	848	414	-	1436	414	921	928
I share, comment or post things	522	**	**	112	264	147	**	375	147	253	269
	28%	**	**	19%	31%	36%	**	26%	36%	27%	29%
					c	c			b		
I 'like' things and follow accounts, but don't really share, comment or post things	813	**	**	239	391	183	**	630	183	389	424
	44%	**	**	41%	46%	44%	**	44%	44%	42%	46%
I only really read or watch things	493	**	**	221	191	81	**	412	81	266	227
	27%	**	**	38%	23%	20%	**	29%	20%	29%	24%
				de				c			
Don't know	21	**	**	16	3	2	**	19	2	13	8
	1%	**	**	3%	*%	*%	**	1%	*%	1%	1%
				de							

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 45

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1625	-	-	-	-	250	275	350	369	194	187	-	432	1156
Effective Weighted Sample	1309	-	-	-	-	199	216	271	286	177	172	-	338	939
Total	1849	-	-	-	-	289	299	421	427	212	202	-	473	1338
I share, comment or post things	522	**	**	**	**	59	53	126	138	68	79	**	90	419
	28%	**	**	**	**	20%	18%	30%	32%	32%	39%	**	19%	31%
								ef	ef	ef	efg			b
I 'like' things and follow accounts, but don't really share, comment or post things	813	**	**	**	**	116	123	180	211	93	90	**	183	611
	44%	**	**	**	**	40%	41%	43%	49%	44%	45%	**	39%	46%
								e	e					b
I only really read or watch things	493	**	**	**	**	104	117	113	78	49	32	**	183	303
	27%	**	**	**	**	36%	39%	27%	18%	23%	16%	**	39%	23%
						ghij	ghij	hj					c	
Don't know	21	**	**	**	**	10	6	2	*	1	1	**	16	5
	1%	**	**	**	**	3%	2%	1%	*%	*%	1%	**	3%	*%
						gh	h						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 45

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1625	1120	186	180	139	1625	1479	146	578	342	370	334	920	704	1625
Effective Weighted Sample	1309	1024	160	140	91	1309	1183	128	453	289	318	289	718	594	1309
Total	1849	1570	135	86	58	1849	1649	201	552	508	356	433	1059	788	1849
I share, comment or post things	522	437	45	21	19	522	464	59	179	126	89	129	305	217	522
	28%	28%	33%	25%	33%	28%	28%	29%	32%	25%	25%	30%	29%	28%	28%
									bc						
I 'like' things and follow accounts, but don't really share, comment or post things	813	704	58	34	17	813	743	70	243	232	163	175	475	338	813
	44%	45%	43%	40%	30%	44%	45%	35%	44%	46%	46%	40%	45%	43%	44%
		d	d			d	b								
I only really read or watch things	493	413	31	27	22	493	423	71	126	145	102	121	270	223	493
	27%	26%	23%	32%	38%	27%	26%	35%	23%	28%	29%	28%	26%	28%	27%
					abe			a						a	
Don't know	21	16	1	3	-	21	19	1	4	5	1	9	9	10	21
	1%	1%	1%	4%	-%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%
				ae											

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 45

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	1625	337	1218	392	688	406	281	820	513
Effective Weighted Sample	1309	283	972	326	550	320	218	660	423
Total	1849	399	1377	476	766	440	292	927	617
I share, comment or post things	522	115	391	136	213	136	111	236	172
	28%	29%	28%	29%	28%	31%	38% bc	25%	28%
I 'like' things and follow accounts, but don't really share, comment or post things	813	192	576	215	339	174	103	441	261
	44%	48%	42%	45%	44%	40%	35%	48% a	42%
I only really read or watch things	493	92	391	118	205	129	77	242	172
	27%	23%	28%	25%	27%	29%	26%	26%	28%
Don't know	21	*	18	7	9	1	1	8	12
	1%	*%	1%	1%	1%	*%	*%	1%	2%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 46

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	472	-	-	106	225	141	-	331	141	224	248
Effective Weighted Sample	381	-	-	83	173	131	-	255	131	180	200
Total	522	-	-	112	264	147	-	375	147	253	269
Share things	393	**	**	69	205	119	**	274	119	179	214
	75%	**	**	62%	78%	81%	**	73%	81%	71%	79%
				c	c	c					
Comment on things	438	**	**	81	224	132	**	305	132	214	224
	84%	**	**	73%	85%	90%	**	81%	90%	85%	83%
				c	c	c			b		
Post things	402	**	**	78	200	124	**	278	124	186	217
	77%	**	**	70%	76%	85%	**	74%	85%	73%	81%
						c			b		
Don't know	5	**	**	3	3	-	**	5	-	2	4
	1%	**	**	2%	1%	-%	**	1%	-%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 46

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~a	~b	c
Unweighted total	472	-	-	-	-	56	50	103	122	65	76	-	88	370
Effective Weighted Sample	381	-	-	-	-	44	39	79	94	61	70	-	68	301
Total	522	-	-	-	-	59	53	126	138	68	79	-	90	419
Share things	393	**	**	**	**	**	**	90	115	**	**	**	**	331
	75%	**	**	**	**	**	**	72%	83%	**	**	**	**	79%
Comment on things	438	**	**	**	**	**	**	111	113	**	**	**	**	363
	84%	**	**	**	**	**	**	88%	82%	**	**	**	**	87%
Post things	402	**	**	**	**	**	**	88	112	**	**	**	**	328
	77%	**	**	**	**	**	**	70%	82%	**	**	**	**	78%
Don't know	5	**	**	**	**	**	**	-	3	**	**	**	**	3
	1%	**	**	**	**	**	**	-%	2%	**	**	**	**	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 46

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	~b	~c	~d	e	a	~b	a	~b	c	~d	e	f	g
Significance Level: 95%															
Unweighted total	472	320	63	46	43	472	427	45	186	88	102	96	274	198	472
Effective Weighted Sample	381	291	55	37	30	381	341	40	146	74	88	86	214	167	381
Total	522	437	45	21	19	522	464	59	179	126	89	129	305	217	522
Share things	393	336	**	**	**	393	349	**	128	**	70	**	230	163	393
	75%	77%	**	**	**	75%	75%	**	72%	**	79%	**	75%	75%	75%
Comment on things	438	368	**	**	**	438	387	**	149	**	73	**	261	176	438
	84%	84%	**	**	**	84%	84%	**	83%	**	82%	**	86%	81%	84%
Post things	402	335	**	**	**	402	358	**	139	**	65	**	235	167	402
	77%	77%	**	**	**	77%	77%	**	77%	**	73%	**	77%	77%	77%
Don't know	5	3	**	**	**	5	5	**	2	**	2	**	3	2	5
	1%	1%	**	**	**	1%	1%	**	1%	**	3%	**	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 46

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		~a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	472	99	358	119	197	127	105	215	149
Effective Weighted Sample	381	81	287	99	156	101	82	174	123
Total	522	115	391	136	213	136	111	236	172
Share things	393	**	294	97	159	108	87	180	123
	75%	**	75%	72%	74%	80%	78%	76%	72%
Comment on things	438	**	333	110	175	120	92	197	146
	84%	**	85%	81%	82%	89%	83%	84%	85%
Post things	402	**	307	106	156	114	83	188	129
	77%	**	78%	78%	73%	84%	75%	80%	75%
						b			
Don't know	5	**	4	1	2	2	1	4	1
	1%	**	1%	1%	1%	1%	*%	2%	*%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 47

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2091	**	**	760	903	428	**	1662	428	1061	1029
	91%	**	**	81%	98%	99%	**	89%	99%	90%	92%
					c	c			b		
USES ANY SOCIAL MEDIA APPS/ SITES	1849	**	**	588	848	414	**	1436	414	921	928
	81%	**	**	63%	92%	95%	**	77%	95%	79%	83%
					c	cd			b		a
EITHER OF THESE	2133	**	**	789	911	432	**	1701	432	1084	1049
	93%	**	**	84%	99%	100%	**	92%	100%	92%	94%
					c	c			b		
NEITHER OF THESE	158	**	**	146	11	1	**	157	1	89	69
	7%	**	**	16%	1%	*%	**	8%	*%	8%	6%
				de				c			

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 47

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2091	**	**	**	**	379	380	462	441	220	208	**	620	1428
	91%	**	**	**	**	80%	82%	97%	98%	98%	99%	**	79%	98%
								ef	ef	ef	ef			b
USES ANY SOCIAL MEDIA APPS/ SITES	1849	**	**	**	**	289	299	421	427	212	202	**	473	1338
	81%	**	**	**	**	61%	65%	89%	95%	95%	96%	**	60%	91%
								ef	efg	efg	efg			b
EITHER OF THESE	2133	**	**	**	**	394	395	466	445	223	209	**	647	1443
	93%	**	**	**	**	83%	86%	98%	99%	100%	100%	**	82%	99%
								ef	ef	ef	ef			b
NEITHER OF THESE	158	**	**	**	**	80	66	8	2	1	1	**	138	20
	7%	**	**	**	**	17%	14%	2%	1%	*%	*%	**	18%	1%
						ghij	ghij						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 47

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2091	1773	158	96	64	2091	1851	239	605	591	394	493	1197	887	2091
	91%	91%	91%	91%	92%	91%	91%	89%	94% df	93% df	91%	87%	93% df	89%	91% d
USES ANY SOCIAL MEDIA APPS/ SITES	1849	1570	135	86	58	1849	1649	201	552	508	356	433	1059	788	1849
	81%	81%	78%	82%	84%	81%	81% b	75%	85% bdfg	79%	82%	77%	82% d	79%	81%
EITHER OF THESE	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
	93%	93%	93%	94%	93%	93%	93%	92%	96% cdfg	94% df	92%	89%	95% df	91%	93% df
NEITHER OF THESE	158	135	13	6	5	158	137	22	28	36	34	61	64	94	158
	7%	7%	7%	6%	7%	7%	7%	8%	4%	6%	8% a	11% abeg	5% abeg	9% abeg	7% a

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 47

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2091	444	1566	512	869	498	313	1058	705
	91%	93%	91%	88%	93%	92%	94%	90%	92%
					a	a	b		
USES ANY SOCIAL MEDIA APPS/ SITES	1849	399	1377	476	766	440	292	927	617
	81%	83%	80%	82%	82%	82%	88%	79%	81%
							bc		
EITHER OF THESE	2133	453	1598	528	885	508	320	1077	720
	93%	94%	93%	91%	94%	94%	97%	91%	94%
					a		b		b
NEITHER OF THESE	158	27	128	54	52	32	11	103	43
	7%	6%	7%	9%	6%	6%	3%	9%	6%
				b			ac		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 48

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	462	**	**	190	195	77	**	385	77	232	230
	22%	**	**	24%	21%	18%	**	23%	18%	21%	22%
				e				c			
Most of the time	974	**	**	332	432	210	**	764	210	502	472
	46%	**	**	42%	47%	49%	**	45%	49%	46%	45%
						c					
Sometimes	604	**	**	208	258	138	**	466	138	305	300
	28%	**	**	26%	28%	32%	**	27%	32%	28%	29%
Never	33	**	**	15	13	5	**	28	5	16	17
	2%	**	**	2%	1%	1%	**	2%	1%	2%	2%
Don't know	59	**	**	44	13	2	**	57	2	28	31
	3%	**	**	6%	1%	*%	**	3%	*%	3%	3%
				de				c			
SUMMARY											
ALL OR MOST OF THE TIME	1436	**	**	522	627	287	**	1149	287	734	702
	67%	**	**	66%	69%	66%	**	68%	66%	68%	67%
EVER	2040	**	**	730	885	425	**	1615	425	1039	1002
	96%	**	**	92%	97%	98%	**	95%	98%	96%	95%
					c	c			b		

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 48

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	462	**	**	**	**	94	96	99	96	39	37	**	162	295
	22%	**	**	**	**	24%	24%	21%	22%	18%	18%	**	25% c	20%
Most of the time	974	**	**	**	**	173	159	217	215	112	99	**	265	687
	46%	**	**	**	**	44%	40%	47%	48%	50% f	47%	**	41%	48% b
Sometimes	604	**	**	**	**	102	106	135	123	68	70	**	167	423
	28%	**	**	**	**	26%	27%	29%	28%	31%	33%	**	26%	29%
Never	33	**	**	**	**	7	8	6	7	4	1	**	15	18
	2%	**	**	**	**	2%	2%	1%	2%	2%	1%	**	2%	1%
Don't know	59	**	**	**	**	19	25	10	4	-	2	**	37	21
	3%	**	**	**	**	5% hij	6% ghij	2%	1%	-% f	1% ef	**	6% c	1% b
SUMMARY														
ALL OR MOST OF THE TIME	1436	**	**	**	**	267	255	316	311	151	136	**	427	981
	67%	**	**	**	**	68%	65%	68%	70%	68%	65%	**	66%	68%
EVER	2040	**	**	**	**	368	362	451	434	219	206	**	594	1404
	96%	**	**	**	**	93%	92%	97% f	98% ef	98% ef	98% ef	**	92%	97% b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 48

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	462	394	33	20	15	462	422	40	168	118	75	98	287	173	462
	22%	22%	20%	20%	23%	22%	22%	16%	27%	20%	19%	19%	23%	19%	22%
									bcdfg				f		
Most of the time	974	824	70	47	33	974	857	117	261	273	212	226	534	438	974
	46%	46%	43%	48%	51%	46%	45%	48%	42%	45%	53%	45%	44%	48%	46%
											abdeg		a		
Sometimes	604	512	51	26	15	604	531	73	164	184	100	154	348	254	604
	28%	28%	32%	27%	23%	28%	28%	30%	27%	31%	25%	31%	29%	28%	28%
Never	33	29	3	1	-	33	29	4	8	8	6	12	16	17	33
	2%	2%	2%	1%	-%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%
Don't know	59	48	5	4	2	59	47	13	16	20	9	14	36	23	59
	3%	3%	3%	4%	3%	3%	2%	5%	3%	3%	2%	3%	3%	3%	3%
SUMMARY															
ALL OR MOST OF THE TIME	1436	1219	103	67	48	1436	1279	157	430	391	287	324	821	611	1436
	67%	67%	64%	68%	74%	67%	68%	64%	70%	65%	71%	64%	67%	67%	67%
											d				
EVER	2040	1731	154	93	63	2040	1810	230	594	575	387	478	1169	865	2040
	96%	96%	95%	94%	97%	96%	96%	93%	96%	95%	96%	95%	96%	96%	96%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 48

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	462	90	345	95	190	131	133	207	117
	22%	20%	22%	18%	22%	26% a	42% bc	19%	16%
Most of the time	974	208	741	259	420	216	115	517	337
	46%	46%	46%	49%	47%	43%	36%	48% a	47% a
Sometimes	604	129	448	153	246	136	62	309	229
	28%	29%	28%	29%	28%	27%	19%	29% a	32% a
Never	33	13	20	9	13	5	5	11	17
	2%	3% b	1%	2%	1%	1%	1%	1%	2%
Don't know	59	12	45	13	15	20	6	32	21
	3%	3%	3%	2%	2%	4% b	2%	3%	3%
SUMMARY									
ALL OR MOST OF THE TIME	1436	299	1086	354	610	347	248	725	454
	67%	66%	68%	67%	69%	68%	77% bc	67%	63%
EVER	2040	428	1534	507	857	483	310	1034	682
	96%	95%	96%	96%	97%	95%	97%	96%	95%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 49

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	609	**	**	189	284	136	**	473	136	293	317
	29%	**	**	24%	31%	31%	**	28%	31%	27%	30%
					c	c					
Most of the time	831	**	**	282	373	176	**	654	176	424	407
	39%	**	**	36%	41%	41%	**	38%	41%	39%	39%
Sometimes	562	**	**	228	231	103	**	459	103	299	263
	26%	**	**	29%	25%	24%	**	27%	24%	28%	25%
Never	64	**	**	37	12	15	**	49	15	30	34
	3%	**	**	5%	1%	3%	**	3%	3%	3%	3%
				d		d					
Don't know	67	**	**	53	12	2	**	65	2	38	29
	3%	**	**	7%	1%	*%	**	4%	*%	4%	3%
				de				c			
SUMMARY											
ALL OR MOST OF THE TIME	1440	**	**	471	657	312	**	1128	312	716	724
	68%	**	**	60%	72%	72%	**	66%	72%	66%	69%
					c	c			b		
EVER	2002	**	**	699	887	416	**	1586	416	1015	987
	94%	**	**	89%	97%	96%	**	93%	96%	94%	94%
					c	c			b		

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 49

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	609	**	**	**	**	96	93	139	145	57	79	**	162	434
	29%	**	**	**	**	24%	24%	30%	33%	26%	38%	**	25%	30%
									ef		efi			b
Most of the time	831	**	**	**	**	151	131	177	196	96	81	**	211	603
	39%	**	**	**	**	38%	33%	38%	44%	43%	38%	**	33%	42%
									f	f				b
Sometimes	562	**	**	**	**	102	126	137	94	60	43	**	191	360
	26%	**	**	**	**	26%	32%	29%	21%	27%	21%	**	30%	25%
							hj	hj						
Never	64	**	**	**	**	15	22	6	6	9	6	**	33	30
	3%	**	**	**	**	4%	6%	1%	1%	4%	3%	**	5%	2%
							gh						c	
Don't know	67	**	**	**	**	30	23	7	5	1	1	**	49	17
	3%	**	**	**	**	8%	6%	2%	1%	*%	*%	**	8%	1%
						ghij	ghij						c	
SUMMARY														
ALL OR MOST OF THE TIME	1440	**	**	**	**	247	224	316	341	153	159	**	373	1037
	68%	**	**	**	**	63%	57%	68%	77%	69%	76%	**	58%	72%
								f	efg	f	ef			b
EVER	2002	**	**	**	**	349	350	453	434	213	202	**	564	1397
	94%	**	**	**	**	89%	89%	97%	98%	96%	97%	**	87%	97%
								ef	ef	ef	ef			b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 49

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	609	514	43	33	19	609	551	58	183	153	136	136	336	272	609
	29%	28%	27%	33%	30%	29%	29%	24%	30%	25%	34% be	27%	28%	30%	29%
Most of the time	831	704	66	32	29	831	733	98	260	242	147	180	502	327	831
	39%	39%	41%	33%	44%	39%	39%	40%	42% f	40%	37%	36%	41% f	36%	39%
Sometimes	562	477	44	27	14	562	491	71	141	167	96	155	309	251	562
	26%	26%	27%	27%	22%	26%	26%	29%	23%	28%	24%	31% ac	25%	28%	26%
Never	64	53	6	4	1	64	58	7	14	22	10	19	35	29	64
	3%	3%	3%	4%	2%	3%	3%	3%	2%	4%	2%	4%	3%	3%	3%
Don't know	67	59	4	2	2	67	54	13	20	19	14	13	39	27	67
	3%	3%	2%	2%	2%	3%	3%	5%	3%	3%	3%	3%	3%	3%	3%
SUMMARY															
ALL OR MOST OF THE TIME	1440	1219	109	65	48	1440	1284	156	442	396	283	316	838	599	1440
	68%	67%	67%	66%	74%	68%	68%	63%	72% df	66%	70% d	63%	69%	66%	68%
EVER	2002	1696	152	92	62	2002	1775	227	584	563	379	471	1147	849	2002
	94%	94%	94%	93%	96%	94%	94%	92%	95%	93%	94%	93%	94%	94%	94%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 49

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	609 29%	130 29%	453 28%	167 32%	236 27%	152 30%	133 41% bc	278 26%	190 26%
Most of the time	831 39%	163 36%	646 40%	193 37%	352 40%	210 41%	111 35%	445 41%	272 38%
Sometimes	562 26%	126 28%	409 26%	139 26%	252 28% c	109 22%	59 18%	289 27% a	210 29% a
Never	64 3%	17 4%	42 3%	16 3%	22 3%	16 3%	7 2%	33 3%	23 3%
Don't know	67 3%	16 3%	48 3%	13 3%	23 3%	20 4%	11 3%	32 3%	24 3%
SUMMARY									
ALL OR MOST OF THE TIME	1440 68%	294 65%	1099 69%	360 68%	588 66%	362 71%	244 76% bc	723 67%	462 64%
EVER	2002 94%	420 93%	1508 94%	499 94%	840 95%	472 93%	303 95%	1013 94%	673 93%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 50

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	477	**	**	180	183	113	**	364	113	245	231
	22%	**	**	23%	20%	26%	**	21%	26%	23%	22%
						d					
Most of the time	1069	**	**	343	482	244	**	825	244	536	533
	50%	**	**	43%	53%	57%	**	48%	57%	49%	51%
					c	c			b		
Sometimes	468	**	**	193	208	67	**	401	67	244	224
	22%	**	**	24%	23%	15%	**	24%	15%	22%	21%
				e	e			c			
Never	48	**	**	24	21	4	**	45	4	26	22
	2%	**	**	3%	2%	1%	**	3%	1%	2%	2%
				e				c			
Don't know	71	**	**	50	17	4	**	67	4	33	39
	3%	**	**	6%	2%	1%	**	4%	1%	3%	4%
				de				c			
SUMMARY											
ALL OR MOST OF THE TIME	1546	**	**	523	665	358	**	1188	358	781	765
	72%	**	**	66%	73%	83%	**	70%	83%	72%	73%
					c	cd			b		
EVER	2013	**	**	716	873	425	**	1589	425	1025	989
	94%	**	**	91%	96%	98%	**	93%	98%	95%	94%
					c	cd			b		

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 50

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	477	**	**	**	**	93	87	89	95	64	49	**	157	312
	22%	**	**	**	**	24%	22%	19%	21%	29%	24%	**	24%	22%
										g				
Most of the time	1069	**	**	**	**	171	172	243	239	122	122	**	270	777
	50%	**	**	**	**	43%	44%	52%	54%	55%	58%	**	42%	54%
								ef	ef	ef	ef			b
Sometimes	468	**	**	**	**	95	98	116	92	33	34	**	156	302
	22%	**	**	**	**	24%	25%	25%	21%	15%	16%	**	24%	21%
						ij	ij	ij						
Never	48	**	**	**	**	14	9	11	10	1	3	**	21	26
	2%	**	**	**	**	4%	2%	2%	2%	*%	1%	**	3%	2%
						i								
Don't know	71	**	**	**	**	22	28	8	9	3	2	**	43	27
	3%	**	**	**	**	6%	7%	2%	2%	1%	1%	**	7%	2%
						ghij	ghij						c	
SUMMARY														
ALL OR MOST OF THE TIME	1546	**	**	**	**	264	259	331	334	186	171	**	426	1088
	72%	**	**	**	**	67%	66%	71%	75%	84%	82%	**	66%	75%
									ef	efgh	efg			b
EVER	2013	**	**	**	**	358	358	447	426	220	205	**	582	1390
	94%	**	**	**	**	91%	91%	96%	96%	98%	98%	**	90%	96%
								ef	ef	ef	ef			b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 50

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	477	401	31	28	17	477	430	47	147	102	105	120	249	225	477
	22%	22%	19%	28%	26%	22%	23%	19%	24%	17%	26%	24%	20%	25%	22%
									b		be	b		be	b
Most of the time	1069	906	80	50	33	1069	934	135	300	325	197	242	625	439	1069
	50%	50%	49%	51%	51%	50%	50%	55%	49%	54%	49%	48%	51%	49%	50%
Sometimes	468	399	42	15	12	468	424	44	130	141	77	120	271	197	468
	22%	22%	26%	15%	18%	22%	22%	18%	21%	23%	19%	24%	22%	22%	22%
		c	c			c									
Never	48	40	5	2	1	48	43	5	14	17	7	10	31	18	48
	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%
Don't know	71	61	5	4	2	71	56	16	26	20	15	11	46	26	71
	3%	3%	3%	4%	3%	3%	3%	6%	4%	3%	4%	2%	4%	3%	3%
							a								
SUMMARY															
ALL OR MOST OF THE TIME	1546	1307	111	78	49	1546	1364	182	448	427	302	362	874	665	1546
	72%	72%	69%	79%	77%	72%	72%	74%	73%	71%	75%	72%	72%	73%	72%
				b											
EVER	2013	1707	152	93	61	2013	1787	226	578	567	379	482	1145	862	2013
	94%	94%	94%	94%	95%	94%	95%	92%	94%	94%	94%	96%	94%	95%	94%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 50

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	477 22%	86 19%	367 23%	109 21%	195 22%	124 24%	115 36% bc	209 19%	146 20%
Most of the time	1069 50%	228 50%	806 50%	248 47%	453 51%	267 53%	127 40%	576 53% a	359 50% a
Sometimes	468 22%	114 25%	331 21%	146 28% c	198 22% c	83 16%	60 19%	233 22%	174 24%
Never	48 2%	8 2%	39 2%	15 3%	20 2%	8 2%	8 3%	22 2%	18 2%
Don't know	71 3%	17 4%	55 3%	11 2%	19 2%	26 5% ab	10 3%	37 3%	23 3%
SUMMARY									
ALL OR MOST OF THE TIME	1546 72%	314 69%	1173 73%	357 68%	648 73%	391 77% a	242 76%	785 73%	505 70%
EVER	2013 94%	428 95%	1505 94%	503 95%	845 96%	474 93%	302 94%	1019 95%	679 94%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 51

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	216	**	**	78	100	38	**	178	38	95	121
	10%	**	**	10%	11%	9%	**	10%	9%	9%	12%
Most of the time	322	**	**	115	145	61	**	260	61	178	144
	15%	**	**	15%	16%	14%	**	15%	14%	16%	14%
Sometimes	1326	**	**	463	567	296	**	1030	296	650	676
	62%	**	**	59%	62%	69%	**	61%	69%	60%	64%
						cd			b		
Never	139	**	**	56	63	20	**	119	20	89	49
	7%	**	**	7%	7%	5%	**	7%	5%	8%	5%
										b	
Don't know	130	**	**	77	36	16	**	113	16	71	59
	6%	**	**	10%	4%	4%	**	7%	4%	7%	6%
				de				c			
SUMMARY											
ALL OR MOST OF THE TIME	538	**	**	193	245	100	**	438	100	273	265
	25%	**	**	24%	27%	23%	**	26%	23%	25%	25%
EVER	1865	**	**	656	813	396	**	1468	396	923	941
	87%	**	**	83%	89%	92%	**	86%	92%	85%	90%
					c	c			b		a

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 51

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	216	**	**	**	**	33	45	47	53	15	24	**	63	150
	10%	**	**	**	**	8%	11%	10%	12%	7%	11%	**	10%	10%
Most of the time	322	**	**	**	**	63	53	84	61	32	30	**	97	221
	15%	**	**	**	**	16%	13%	18%	14%	14%	14%	**	15%	15%
Sometimes	1326	**	**	**	**	229	234	268	299	153	143	**	374	918
	62%	**	**	**	**	58%	59%	57%	67%	69%	68%	**	58%	64%
								efg		efg	eg			b
Never	139	**	**	**	**	32	25	43	20	15	5	**	49	89
	7%	**	**	**	**	8%	6%	9%	4%	7%	2%	**	8%	6%
						j		hj		j				
Don't know	130	**	**	**	**	38	39	24	12	8	8	**	63	65
	6%	**	**	**	**	10%	10%	5%	3%	4%	4%	**	10%	4%
						ghij	ghij						c	
SUMMARY														
ALL OR MOST OF THE TIME	538	**	**	**	**	96	98	131	114	46	53	**	160	371
	25%	**	**	**	**	24%	25%	28%	26%	21%	25%	**	25%	26%
EVER	1865	**	**	**	**	324	332	399	413	200	196	**	534	1289
	87%	**	**	**	**	82%	84%	86%	93%	90%	94%	**	83%	89%
								efg		e	efg			b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 51

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	216	185	14	11	7	216	198	18	71	60	39	46	131	85	216
	10%	10%	9%	11%	10%	10%	11%	7%	12%	10%	10%	9%	11%	9%	10%
Most of the time	322	273	24	19	6	322	295	27	99	100	57	66	199	123	322
	15%	15%	15%	19%	9%	15%	16%	11%	16%	17%	14%	13%	16%	14%	15%
Sometimes	1326	1119	107	58	42	1326	1162	165	359	378	266	316	738	582	1326
	62%	62%	66%	59%	65%	62%	62%	67%	58%	63%	66%	63%	60%	64%	62%
Never	139	120	7	5	7	139	121	17	49	36	16	37	85	53	139
	7%	7%	4%	5%	11%	7%	6%	7%	8%	6%	4%	7%	7%	6%	7%
Don't know	130	112	10	5	3	130	110	19	38	30	24	38	68	62	130
	6%	6%	6%	5%	4%	6%	6%	8%	6%	5%	6%	8%	6%	7%	6%
SUMMARY															
ALL OR MOST OF THE TIME	538	458	38	30	13	538	493	45	170	160	96	112	330	208	538
	25%	25%	24%	30%	19%	25%	26%	18%	28%	26%	24%	22%	27%	23%	25%
EVER	1865	1577	145	88	55	1865	1655	210	530	538	362	428	1068	790	1865
	87%	87%	90%	89%	85%	87%	88%	85%	86%	89%	90%	85%	87%	87%	87%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 51

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	216	67	137	54	94	49	57	98	58
	10%	15%	9%	10%	11%	10%	18%	9%	8%
		b					bc		
Most of the time	322	72	227	80	130	83	58	163	97
	15%	16%	14%	15%	15%	16%	18%	15%	14%
Sometimes	1326	273	1017	318	560	321	159	688	471
	62%	60%	64%	60%	63%	63%	50%	64%	65%
								a	a
Never	139	22	112	45	54	28	32	65	42
	7%	5%	7%	9%	6%	6%	10%	6%	6%
							bc		
Don't know	130	19	106	32	46	26	14	63	52
	6%	4%	7%	6%	5%	5%	4%	6%	7%
SUMMARY									
ALL OR MOST OF THE TIME	538	139	364	134	225	132	115	260	155
	25%	31%	23%	25%	25%	26%	36%	24%	22%
		b					bc		
EVER	1865	411	1381	451	785	453	274	948	627
	87%	91%	86%	85%	89%	89%	86%	88%	87%
		b							

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 52

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1858	-	-	696	764	398	-	1460	398	923	935
Effective Weighted Sample	1497	-	-	554	593	364	-	1145	364	745	753
Total	2133	-	-	789	911	432	-	1701	432	1084	1049
All the time	326	**	**	102	156	68	**	258	68	145	181
	15%	**	**	13%	17%	16%	**	15%	16%	13%	17%
											a
Most of the time	524	**	**	168	243	113	**	411	113	262	263
	25%	**	**	21%	27%	26%	**	24%	26%	24%	25%
					c						
Sometimes	829	**	**	306	347	176	**	653	176	429	399
	39%	**	**	39%	38%	41%	**	38%	41%	40%	38%
Never	265	**	**	101	116	47	**	218	47	148	116
	12%	**	**	13%	13%	11%	**	13%	11%	14%	11%
Don't know	189	**	**	111	49	28	**	160	28	99	90
	9%	**	**	14%	5%	7%	**	9%	7%	9%	9%
				de							
SUMMARY											
ALL OR MOST OF THE TIME	851	**	**	271	399	181	**	670	181	407	444
	40%	**	**	34%	44%	42%	**	39%	42%	38%	42%
					c	c					
EVER	1680	**	**	576	746	357	**	1323	357	836	843
	79%	**	**	73%	82%	83%	**	78%	83%	77%	80%
					c	c					

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 52

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1858	-	-	-	-	338	358	381	383	204	194	-	584	1234
Effective Weighted Sample	1497	-	-	-	-	271	283	296	298	186	179	-	460	1004
Total	2133	-	-	-	-	394	395	466	445	223	209	-	647	1443
All the time	326	**	**	**	**	42	60	73	83	29	39	**	90	232
	15%	**	**	**	**	11%	15%	16%	19%	13%	18%	**	14%	16%
									e		e			
Most of the time	524	**	**	**	**	80	88	128	115	53	60	**	134	382
	25%	**	**	**	**	20%	22%	27%	26%	24%	29%	**	21%	27%
								e			e			b
Sometimes	829	**	**	**	**	162	144	169	178	99	77	**	240	566
	39%	**	**	**	**	41%	36%	36%	40%	44%	37%	**	37%	39%
Never	265	**	**	**	**	51	50	70	47	27	20	**	84	174
	12%	**	**	**	**	13%	13%	15%	10%	12%	9%	**	13%	12%
Don't know	189	**	**	**	**	59	53	27	22	14	14	**	99	88
	9%	**	**	**	**	15%	13%	6%	5%	6%	7%	**	15%	6%
						ghij	ghij						c	
SUMMARY														
ALL OR MOST OF THE TIME	851	**	**	**	**	122	148	201	198	83	98	**	224	615
	40%	**	**	**	**	31%	38%	43%	44%	37%	47%	**	35%	43%
								e	e		ef			b
EVER	1680	**	**	**	**	284	292	370	376	181	176	**	464	1181
	79%	**	**	**	**	72%	74%	79%	84%	81%	84%	**	72%	82%
								e	ef	e	ef			b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 52

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1858	1278	221	208	151	1858	1681	177	644	409	415	386	1053	801	1858
Effective Weighted Sample	1497	1169	188	164	98	1497	1343	156	506	343	358	335	821	678	1497
Total	2133	1808	162	99	65	2133	1887	246	617	604	402	503	1221	905	2133
All the time	326	273	26	18	9	326	299	28	115	86	60	66	201	125	326
	15%	15%	16%	18%	15%	15%	16%	11%	19% df	14%	15%	13%	16%	14%	15%
Most of the time	524	453	38	20	13	524	475	50	145	175	103	100	321	203	524
	25%	25%	23%	20%	21%	25%	25%	20%	24%	29% df	26%	20%	26% d	22%	25%
Sometimes	829	691	68	40	29	829	721	108	232	229	150	211	462	361	829
	39%	38%	42%	41%	45%	39%	38%	44%	38%	38%	37%	42%	38%	40%	39%
Never	265	227	13	15	9	265	228	37	77	64	52	71	141	124	265
	12%	13%	8%	16% b	14%	12%	12%	15%	12%	11%	13%	14%	12%	14%	12%
Don't know	189	164	17	5	4	189	165	24	48	49	37	56	96	93	189
	9%	9%	10%	5%	6%	9%	9%	10%	8%	8%	9%	11%	8%	10%	9%
SUMMARY															
ALL OR MOST OF THE TIME	851	726	64	38	23	851	773	77	261	261	163	166	522	329	851
	40%	40%	39%	39%	35%	40%	41% b	31%	42% df	43% df	41% d	33%	43% df	36%	40% d
EVER	1680	1417	132	78	52	1680	1494	185	493	491	313	376	984	689	1680
	79%	78%	81%	79%	81%	79%	79%	75%	80%	81% d	78%	75%	81% df	76%	79%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 52

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1858	381	1400	436	785	466	310	939	596
Effective Weighted Sample	1497	319	1118	362	627	368	240	761	489
Total	2133	453	1598	528	885	508	320	1077	720
All the time	326	80	232	84	146	77	68	157	95
	15%	18%	14%	16%	16%	15%	21% bc	15%	13%
Most of the time	524	105	400	123	232	122	75	283	161
	25%	23%	25%	23%	26%	24%	24%	26%	22%
Sometimes	829	176	620	200	336	207	104	421	302
	39%	39%	39%	38%	38%	41%	32%	39%	42% a
Never	265	52	205	65	104	62	49	117	97
	12%	11%	13%	12%	12%	12%	15%	11%	14%
Don't know	189	39	142	57	67	39	24	99	65
	9%	9%	9%	11%	8%	8%	8%	9%	9%
SUMMARY									
ALL OR MOST OF THE TIME	851	185	631	206	378	199	144	440	256
	40%	41%	40%	39%	43%	39%	45% c	41%	36%
EVER	1680	362	1251	406	715	406	247	861	558
	79%	80%	78%	77%	81%	80%	77%	80%	77%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 53

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1162	-	-	-	764	398	-	764	398	585	577
Effective Weighted Sample	944	-	-	-	593	364	-	593	364	474	470
Total	1344	-	-	-	911	432	-	911	432	689	655
Send supportive messages to friends if they are having a hard time	701	**	**	**	449	251	**	449	251	306	394
	52%	**	**	**	49%	58%	**	49%	58%	44%	60%
					d				b		a
Search out, share or discuss news stories with others on these apps and sites	367	**	**	**	248	118	**	248	118	168	199
	27%	**	**	**	27%	27%	**	27%	27%	24%	30%
											a
Write my own posts about causes I care about	265	**	**	**	175	89	**	175	89	129	135
	20%	**	**	**	19%	21%	**	19%	21%	19%	21%
Follow activists and campaigners who talk about causes I care about	261	**	**	**	166	95	**	166	95	119	142
	19%	**	**	**	18%	22%	**	18%	22%	17%	22%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	174	**	**	**	109	65	**	109	65	78	97
	13%	**	**	**	12%	15%	**	12%	15%	11%	15%
ANY OF THESE	975	**	**	**	654	321	**	654	321	465	510
	73%	**	**	**	72%	74%	**	72%	74%	67%	78%
											a

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 53

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1162	-	-	-	764	398	-	764	398	585	577
Effective Weighted Sample	944	-	-	-	593	364	-	593	364	474	470
Total	1344	-	-	-	911	432	-	911	432	689	655
None of these	323	**	**	**	229	95	**	229	95	203	121
	24%	**	**	**	25%	22%	**	25%	22%	29% b	18%
Don't know	45	**	**	**	29	17	**	29	17	22	24
	3%	**	**	**	3%	4%	**	3%	4%	3%	4%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 53

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Unweighted total	1162	-	-	-	-	-	-	381	383	204	194	-	-	1125
Effective Weighted Sample	944	-	-	-	-	-	-	296	298	186	179	-	-	912
Total	1344	-	-	-	-	-	-	466	445	223	209	-	-	1303
Send supportive messages to friends if they are having a hard time	701	**	**	**	**	**	**	195	255	112	139	**	**	677
	52%	**	**	**	**	**	**	42%	57%	50%	67%	**	**	52%
								g			ghi			
Search out, share or discuss news stories with others on these apps and sites	367	**	**	**	**	**	**	112	136	55	63	**	**	357
	27%	**	**	**	**	**	**	24%	31%	25%	30%	**	**	27%
Write my own posts about causes I care about	265	**	**	**	**	**	**	93	82	36	53	**	**	252
	20%	**	**	**	**	**	**	20%	19%	16%	25%	**	**	19%
											i			
Follow activists and campaigners who talk about causes I care about	261	**	**	**	**	**	**	76	90	43	52	**	**	250
	19%	**	**	**	**	**	**	16%	20%	19%	25%	**	**	19%
											g			
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	174	**	**	**	**	**	**	48	61	30	35	**	**	164
	13%	**	**	**	**	**	**	10%	14%	13%	17%	**	**	13%
											g			
ANY OF THESE	975	**	**	**	**	**	**	313	341	151	170	**	**	945
	73%	**	**	**	**	**	**	67%	77%	68%	81%	**	**	73%
									gi		gi			

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 53

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Unweighted total	1162	-	-	-	-	-	-	381	383	204	194	-	-	1125
Effective Weighted Sample	944	-	-	-	-	-	-	296	298	186	179	-	-	912
Total	1344	-	-	-	-	-	-	466	445	223	209	-	-	1303
None of these	323	**	**	**	**	**	**	139	90	64	31	**	**	314
	24%	**	**	**	**	**	**	30%	20%	29%	15%	**	**	24%
Don't know								hj		hj				
	45	**	**	**	**	**	**	14	15	8	9	**	**	44
	3%	**	**	**	**	**	**	3%	3%	3%	4%	**	**	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1162	824	132	120	86	1162	1049	113	399	248	269	246	647	515	1162
Effective Weighted Sample	944	744	109	91	53	944	847	99	318	212	232	213	511	434	944
Total	1344	1140	101	63	40	1344	1187	157	381	373	262	328	753	590	1344
Send supportive messages to friends if they are having a hard time	701	593	54	32	**	701	634	66	217	199	130	154	417	284	701
	52%	52%	53%	52%	**	52%	53%	42%	57%	53%	50%	47%	55%	48%	52%
							b		df				df		
Search out, share or discuss news stories with others on these apps and sites	367	325	22	12	**	367	340	26	121	102	55	89	223	143	367
	27%	28%	21%	19%	**	27%	29%	17%	32%	27%	21%	27%	30%	24%	27%
		c					b		cf				c		c
Write my own posts about causes I care about	265	224	18	12	**	265	245	19	99	67	41	58	166	99	265
	20%	20%	18%	19%	**	20%	21%	12%	26%	18%	16%	18%	22%	17%	20%
							b		bcdfg				cf		
Follow activists and campaigners who talk about causes I care about	261	227	19	7	**	261	242	19	87	80	42	51	167	94	261
	19%	20%	19%	11%	**	19%	20%	12%	23%	22%	16%	16%	22%	16%	19%
							b		df				df		
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	174	142	18	9	**	174	157	17	65	58	25	26	123	51	174
	13%	12%	18%	14%	**	13%	13%	11%	17%	16%	10%	8%	16%	9%	13%
									cdf	df			cdf		df

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1162	824	132	120	86	1162	1049	113	399	248	269	246	647	515	1162
Effective Weighted Sample	944	744	109	91	53	944	847	99	318	212	232	213	511	434	944
Total	1344	1140	101	63	40	1344	1187	157	381	373	262	328	753	590	1344
ANY OF THESE	975	827	75	44	**	975	888	87	306	270	180	219	576	399	975
	73%	73%	74%	70%	**	73%	75%	55%	80%	72%	69%	67%	76%	68%	73%
							b		bcdfg				cdf		
None of these	323	276	22	17	**	323	259	64	66	90	74	93	156	167	323
	24%	24%	21%	27%	**	24%	22%	41%	17%	24%	28%	28%	21%	28%	24%
							a				ae	ae	ae	ae	a
Don't know	45	38	4	2	**	45	40	6	8	13	8	16	22	24	45
	3%	3%	4%	3%	**	3%	3%	4%	2%	3%	3%	5%	3%	4%	3%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1162	263	854	282	470	292	192	594	366
Effective Weighted Sample	944	222	686	233	382	234	150	486	301
Total	1344	309	985	342	541	316	200	690	441
Send supportive messages to friends if they are having a hard time	701 52%	160 52%	522 53%	169 49%	276 51%	186 59% a	130 65% bc	354 51%	213 48%
Search out, share or discuss news stories with others on these apps and sites	367 27%	78 25%	277 28%	100 29%	152 28%	92 29%	75 37% bc	183 27%	108 24%
Write my own posts about causes I care about	265 20%	57 18%	190 19%	61 18%	121 22%	63 20%	65 32% bc	114 17%	81 18%
Follow activists and campaigners who talk about causes I care about	261 19%	63 20%	187 19%	66 19%	118 22%	61 19%	69 34% bc	115 17%	73 16%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	174 13%	38 12%	124 13%	23 7%	82 15% a	50 16% a	58 29% bc	71 10%	40 9%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1162	263	854	282	470	292	192	594	366
Effective Weighted Sample	944	222	686	233	382	234	150	486	301
Total	1344	309	985	342	541	316	200	690	441
ANY OF THESE	975	222	715	243	408	229	173	490	305
	73%	72%	73%	71%	75%	73%	86% bc	71%	69%
None of these	323	76	237	85	118	82	20	180	118
	24%	24%	24%	25%	22%	26%	10%	26% a	27% a
Don't know	45	11	34	14	15	5	8	20	18
	3%	4%	3%	4%	3%	2%	4%	3%	4%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 54

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1722	-	-	598	740	384	-	1338	384	863	859
Effective Weighted Sample	1387	-	-	473	576	351	-	1047	351	696	692
Total	1970	-	-	667	887	417	-	1553	417	1014	957
I have an account just for my parents/ family to see	454	**	**	207	175	72	**	381	72	248	205
	23%	**	**	31% de	20%	17%	**	25% c	17%	25%	21%
I have one account for my closest friends and another for everyone else	415	**	**	122	199	95	**	321	95	201	215
	21%	**	**	18%	22%	23%	**	21%	23%	20%	22%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	264	**	**	97	108	59	**	205	59	142	122
	13%	**	**	15%	12%	14%	**	13%	14%	14%	13%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	210	**	**	63	103	44	**	166	44	121	89
	11%	**	**	9%	12%	11%	**	11%	11%	12%	9%
I have different accounts for sharing/ posting my own content and for following other people	198	**	**	37	101	59	**	139	59	94	103
	10%	**	**	6%	11% c	14% c	**	9%	14% b	9%	11%
Something else	18	**	**	6	8	4	**	14	4	9	9
	1%	**	**	1%	1%	1%	**	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 54

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QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1722	-	-	598	740	384	-	1338	384	863	859
Effective Weighted Sample	1387	-	-	473	576	351	-	1047	351	696	692
Total	1970	-	-	667	887	417	-	1553	417	1014	957
Don't know	57	**	**	20	27	9	**	48	9	25	32
	3%	**	**	3%	3%	2%	**	3%	2%	2%	3%
I don't have more than one profile	769	**	**	227	366	177	**	592	177	400	369
	39%	**	**	34%	41%	42%	**	38%	42%	39%	39%

SUMMARY

ANY RESPONSES RELATING TO MORE THAN ONE PROFILE

1144	**	**	420	494	231	**	913	231	589	555
58%	**	**	63%	56%	55%	**	59%	55%	58%	58%

Columns Tested: a,b,c,d,e - a,b,c - a,b

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Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1722	-	-	-	-	299	299	370	370	194	190	-	495	1191
Effective Weighted Sample	1387	-	-	-	-	238	235	289	287	176	175	-	387	970
Total	1970	-	-	-	-	346	321	456	431	212	205	-	533	1399
I have an account just for my parents/ family to see	454 23%	** **	** **	** **	** **	119 34% ghij	88 27% hi	99 22%	75 18%	31 14%	42 20%	** **	169 32% c	280 20%
I have one account for my closest friends and another for everyone else	415 21%	** **	** **	** **	** **	66 19%	56 17%	94 21%	105 24%	41 19%	53 26% f	** **	96 18%	309 22%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	264 13%	** **	** **	** **	** **	61 18% fg	36 11%	52 11%	56 13%	29 14%	30 15%	** **	78 15%	181 13%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	210 11%	** **	** **	** **	** **	43 13% f	19 6%	55 12% f	48 11% f	23 11%	22 11%	** **	51 10%	154 11%
I have different accounts for sharing/ posting my own content and for following other people	198 10%	** **	** **	** **	** **	22 6%	16 5%	43 9% f	58 13% ef	29 14% ef	30 15% ef	** **	31 6%	163 12% b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1722	-	-	-	-	299	299	370	370	194	190	-	495	1191
Effective Weighted Sample	1387	-	-	-	-	238	235	289	287	176	175	-	387	970
Total	1970	-	-	-	-	346	321	456	431	212	205	-	533	1399
Something else	18	**	**	**	**	2	4	4	4	3	1	**	4	14
	1%	**	**	**	**	1%	1%	1%	1%	1%	1%	**	1%	1%
Don't know	57	**	**	**	**	7	13	13	14	4	5	**	17	39
	3%	**	**	**	**	2%	4%	3%	3%	2%	2%	**	3%	3%
I don't have more than one profile	769	**	**	**	**	98	129	198	167	104	73	**	179	570
	39%	**	**	**	**	28%	40%	44%	39%	49%	36%	**	34%	41%
							e	e	e	ehj				b
SUMMARY														
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1144	**	**	**	**	241	179	245	249	104	127	**	337	789
	58%	**	**	**	**	70%	56%	54%	58%	49%	62%	**	63%	56%
						fghi					i		c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1722	1187	204	190	141	1722	1564	158	601	360	391	368	961	759	1722
Effective Weighted Sample	1387	1084	173	148	91	1387	1250	139	471	302	338	319	748	641	1387
Total	1970	1671	149	89	61	1970	1751	220	574	533	374	486	1107	860	1970
I have an account just for my parents/ family to see	454 23%	393 24%	28 18%	23 26%	10 16%	454 23%	407 23%	47 21%	154 27% c	112 21%	58 15%	130 27% c	266 24% c	187 22% c	454 23% c
I have one account for my closest friends and another for everyone else	415 21%	359 21% c	31 21%	11 13%	13 21%	415 21% c	380 22%	35 16%	143 25% cdf	116 22%	65 17%	91 19%	259 23% cf	156 18%	415 21%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	264 13%	221 13%	22 14%	12 14%	9 16%	264 13%	238 14%	26 12%	101 18% bdfg	64 12%	54 14%	46 9%	165 15% d	99 12%	264 13%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	210 11%	179 11%	16 11%	9 10%	6 10%	210 11%	184 11%	26 12%	80 14% bdf	47 9%	38 10%	44 9%	127 12%	83 10%	210 11%
I have different accounts for sharing/ posting my own content and for following other people	198 10%	168 10%	16 11%	7 8%	6 10%	198 10%	184 11%	14 6%	77 13% dfg	49 9%	39 10%	33 7%	126 11% d	72 8%	198 10%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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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.

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1722	1187	204	190	141	1722	1564	158	601	360	391	368	961	759	1722
Effective Weighted Sample	1387	1084	173	148	91	1387	1250	139	471	302	338	319	748	641	1387
Total	1970	1671	149	89	61	1970	1751	220	574	533	374	486	1107	860	1970
Something else	18	16	1	1	1	18	14	4	3	2	6	8	5	13	18
	1%	1%	*%	1%	2%	1%	1%	2%	*%	*%	2%	2%	*%	2%	1%
											e	e		e	
Don't know	57	48	5	2	2	57	53	4	11	13	6	26	24	32	57
	3%	3%	3%	2%	3%	3%	3%	2%	2%	2%	2%	5%	2%	4%	3%
												aceg			
I don't have more than one profile	769	644	63	40	23	769	672	97	175	237	169	187	411	356	769
	39%	39%	42%	45%	37%	39%	38%	44%	30%	44%	45%	39%	37%	41%	39%
										ae	aeg	a	a	a	a
SUMMARY															
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1144	979	82	47	37	1144	1026	119	388	283	199	273	672	472	1144
	58%	59%	55%	53%	60%	58%	59%	54%	68%	53%	53%	56%	61%	55%	58%
									bcdefg				bcf		

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 54

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1722	362	1290	424	728	419	293	874	543
Effective Weighted Sample	1387	304	1028	351	582	331	227	705	447
Total	1970	427	1468	513	821	450	305	999	653
I have an account just for my parents/ family to see	454 23%	102 24%	331 23%	125 24%	192 23%	101 22%	93 31% bc	202 20%	149 23%
I have one account for my closest friends and another for everyone else	415 21%	102 24%	297 20%	112 22%	181 22%	91 20%	93 31% bc	212 21% c	106 16%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	264 13%	68 16%	181 12%	73 14%	113 14%	68 15%	75 25% bc	122 12%	67 10%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	210 11%	50 12%	144 10%	48 9%	97 12%	47 10%	51 17% b	83 8%	74 11%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 54

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	1722	362	1290	424	728	419	293	874	543
Effective Weighted Sample	1387	304	1028	351	582	331	227	705	447
Total	1970	427	1468	513	821	450	305	999	653
I have different accounts for sharing/ posting my own content and for following other people	198 10%	46 11%	143 10%	44 9%	98 12%	46 10%	54 18% bc	88 9%	56 9%
Something else	18 1%	8 2%	10 1%	10 2%	5 1%	3 1%	1 *%	7 1%	10 1%
Don't know	57 3%	9 2%	43 3%	17 3% c	15 2%	5 1%	5 2%	28 3%	24 4%
I don't have more than one profile	769 39%	147 35%	609 41% a	186 36%	304 37%	197 44% ab	76 25%	421 42% a	268 41% a
SUMMARY									
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1144 58%	270 63% b	817 56%	310 60%	502 61%	247 55%	224 73% bc	550 55%	362 55%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 55

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1173	-	-	-	773	400	-	773	400	593	580
Effective Weighted Sample	952	-	-	-	600	366	-	600	366	480	473
Total	1355	-	-	-	921	434	-	921	434	698	657
Agree	455	**	**	**	304	151	**	304	151	232	223
	34%	**	**	**	33%	35%	**	33%	35%	33%	34%
Neither agree nor disagree	353	**	**	**	228	125	**	228	125	180	174
	26%	**	**	**	25%	29%	**	25%	29%	26%	26%
Disagree	501	**	**	**	356	146	**	356	146	261	240
	37%	**	**	**	39%	34%	**	39%	34%	37%	37%
Don't know	45	**	**	**	33	12	**	33	12	25	20
	3%	**	**	**	4%	3%	**	4%	3%	4%	3%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 55

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 12-17 who go online

		CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Unweighted total	1173	-	-	-	-	-	-	388	385	205	195	-	-	1135
Effective Weighted Sample	952	-	-	-	-	-	-	301	299	186	180	-	-	919
Total	1355	-	-	-	-	-	-	475	447	224	210	-	-	1313
Agree	455	**	**	**	**	**	**	152	152	80	71	**	**	440
	34%	**	**	**	**	**	**	32%	34%	36%	34%	**	**	34%
Neither agree nor disagree	353	**	**	**	**	**	**	107	121	72	53	**	**	340
	26%	**	**	**	**	**	**	23%	27%	32%	25%	**	**	26%
Disagree										g				
	501	**	**	**	**	**	**	195	160	66	80	**	**	489
	37%	**	**	**	**	**	**	41%	36%	29%	38%	**	**	37%
Don't know								i						
	45	**	**	**	**	**	**	20	14	6	6	**	**	44
	3%	**	**	**	**	**	**	4%	3%	3%	3%	**	**	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 55

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 12-17 who go online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1173	830	134	121	88	1173	1060	113	401	251	273	248	652	521	1173
Effective Weighted Sample	952	750	111	92	54	952	855	99	319	214	235	214	514	439	952
Total	1355	1149	103	63	40	1355	1198	157	382	377	266	331	759	596	1355
Agree	455	372	42	24	**	455	410	45	149	123	80	104	271	184	455
	34%	32%	41%	38%	**	34%	34%	29%	39%	33%	30%	31%	36%	31%	34%
									cf						
Neither agree nor disagree	353	312	18	17	**	353	314	39	89	82	79	103	171	182	353
	26%	27%	18%	27%	**	26%	26%	25%	23%	22%	30%	31%	23%	31%	26%
		b									e	abe		abe	
Disagree	501	432	36	19	**	501	441	60	132	154	97	117	287	214	501
	37%	38%	35%	31%	**	37%	37%	38%	35%	41%	36%	36%	38%	36%	37%
Don't know	45	33	7	2	**	45	32	13	12	18	9	7	29	16	45
	3%	3%	7%	4%	**	3%	3%	8%	3%	5%	3%	2%	4%	3%	3%
			a					a							

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 55

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 12-17 who go online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1173	267	860	285	472	294	193	600	369
Effective Weighted Sample	952	225	691	235	383	235	150	491	303
Total	1355	313	992	345	543	317	201	696	445
Agree	455	110	334	122	189	110	101	224	127
	34%	35%	34%	35%	35%	35%	50% bc	32%	28%
Neither agree nor disagree	353	86	244	97	144	64	47	180	120
	26%	28%	25%	28% c	26%	20%	23%	26%	27%
Disagree	501	108	379	119	194	135	49	265	185
	37%	34%	38%	35%	36%	43%	25%	38% a	42% a
Don't know	45	9	35	6	16	7	3	28	13
	3%	3%	4%	2%	3%	2%	1%	4%	3%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 56

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1985	-	-	812	773	400	-	1585	400	998	987
Effective Weighted Sample	1602	-	-	650	600	366	-	1248	366	805	797
Total	2284	-	-	929	921	434	-	1850	434	1171	1114
Yes	1042	**	**	306	482	254	**	788	254	575	467
	46%	**	**	33%	52%	59%	**	43%	59%	49%	42%
				c	c			b	b		
No	1081	**	**	538	384	159	**	922	159	521	560
	47%	**	**	58%	42%	37%	**	50%	37%	44%	50%
				de				c		a	
Don't know	161	**	**	85	56	21	**	140	21	75	87
	7%	**	**	9%	6%	5%	**	8%	5%	6%	8%
				de							

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 56

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1985	-	-	-	-	405	407	388	385	205	195	-	695	1249
Effective Weighted Sample	1602	-	-	-	-	326	325	301	299	186	180	-	551	1016
Total	2284	-	-	-	-	472	457	475	447	224	210	-	778	1462
Yes	1042	**	**	**	**	178	128	264	218	133	121	**	243	775
	46%	**	**	**	**	38%	28%	56%	49%	59%	58%	**	31%	53%
						f		ef	ef	efh	ef			b
No	1081	**	**	**	**	256	283	182	202	83	76	**	461	602
	47%	**	**	**	**	54%	62%	38%	45%	37%	36%	**	59%	41%
						ghij	eghij						c	
Don't know	161	**	**	**	**	38	46	28	27	8	13	**	74	85
	7%	**	**	**	**	8%	10%	6%	6%	4%	6%	**	9%	6%
						i	i						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 56

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)

Base : Children aged 8-17 who go online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1985	1363	236	223	163	1985	1793	192	672	436	447	425	1108	872	1985
Effective Weighted Sample	1602	1249	203	177	107	1602	1434	170	527	364	386	370	862	740	1602
Total	2284	1937	173	105	69	2284	2016	268	644	638	435	559	1282	995	2284
Yes	1042	888	79	43	32	1042	938	104	355	277	174	232	632	405	1042
	46%	46%	46%	41%	46%	46%	47%	39%	55%	43%	40%	41%	49%	41%	46%
									bcd	efg			cd		cf
No	1081	913	79	58	32	1081	944	137	266	322	224	266	588	490	1081
	47%	47%	45%	55%	46%	47%	47%	51%	41%	50%	51%	48%	46%	49%	47%
				a						a	a			a	a
Don't know	161	136	15	4	5	161	134	27	23	39	38	61	62	99	161
	7%	7%	9%	4%	8%	7%	7%	10%	4%	6%	9%	11%	5%	10%	7%
											ae	abeg		abeg	ae

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 56

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)

Base : Children aged 8-17 who go online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1985	401	1502	477	823	494	320	1021	629
Effective Weighted Sample	1602	337	1202	396	660	390	248	827	517
Total	2284	478	1721	582	932	538	332	1175	761
Yes	1042	241	771	247	436	260	203	503	327
	46%	50%	45%	42%	47%	48%	61% bc	43%	43%
No	1081	210	826	280	434	252	118	585	372
	47%	44%	48%	48%	47%	47%	36%	50% a	49% a
Don't know	161	27	125	55	61	25	10	88	62
	7%	6%	7%	10% c	7%	5%	3%	7% a	8% a

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 57

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC40. What have you used the AI technology for? (MULTI CODE)

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	924	-	-	272	412	240	-	684	240	483	441
Effective Weighted Sample	738	-	-	214	314	220	-	527	220	390	350
Total	1042	-	-	306	482	254	-	788	254	575	467
For fun	473	**	**	139	225	108	**	365	108	269	204
	45%	**	**	45%	47%	43%	**	46%	43%	47%	44%
For school	385	**	**	106	182	97	**	288	97	213	173
	37%	**	**	35%	38%	38%	**	37%	38%	37%	37%
To learn	368	**	**	106	172	91	**	278	91	206	163
	35%	**	**	34%	36%	36%	**	35%	36%	36%	35%
To try it	355	**	**	89	167	100	**	256	100	202	154
	34%	**	**	29%	35%	39%	**	32%	39%	35%	33%
						c					
For other reasons	13	**	**	2	4	7	**	6	7	4	9
	1%	**	**	1%	1%	3%	**	1%	3%	1%	2%
								b			
Don't know	157	**	**	50	71	35	**	121	35	86	70
	15%	**	**	16%	15%	14%	**	15%	14%	15%	15%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 57

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC40. What have you used the AI technology for? (MULTI CODE)

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	924	-	-	-	-	145	127	214	198	124	116	-	224	678
Effective Weighted Sample	738	-	-	-	-	118	97	165	149	113	107	-	174	546
Total	1042	-	-	-	-	178	128	264	218	133	121	-	243	775
For fun	473	**	**	**	**	81	58	129	96	59	50	**	108	353
	45%	**	**	**	**	45%	46%	49%	44%	44%	41%	**	45%	46%
For school	385	**	**	**	**	63	43	99	83	50	47	**	79	305
	37%	**	**	**	**	35%	33%	38%	38%	38%	39%	**	33%	39%
To learn	368	**	**	**	**	57	48	97	75	51	40	**	93	272
	35%	**	**	**	**	32%	38%	37%	34%	38%	33%	**	38%	35%
To try it	355	**	**	**	**	46	43	95	72	61	39	**	71	273
	34%	**	**	**	**	26%	34%	36%	33%	46%	32%	**	29%	35%
										ehj				
For other reasons	13	**	**	**	**	2	-	1	3	1	6	**	2	8
	1%	**	**	**	**	1%	-%	*%	1%	1%	5%	**	1%	1%
											fg			
Don't know	157	**	**	**	**	37	14	30	41	19	16	**	42	112
	15%	**	**	**	**	20%	11%	12%	19%	14%	13%	**	17%	14%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 57

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC40. What have you used the AI technology for? (MULTI CODE)

Base : Children aged 8-17 who go online who have ever used AI technology

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	924	636	113	96	79	924	848	76	383	182	181	176	565	357	924
Effective Weighted Sample	738	578	96	74	59	738	672	67	297	155	158	154	434	304	738
Total	1042	888	79	43	32	1042	938	104	355	277	174	232	632	405	1042
For fun	473	403	36	**	**	473	433	**	179	124	72	97	303	169	473
	45%	45%	45%	**	**	45%	46%	**	51%	45%	42%	42%	48%	42%	45%
									f						
For school	385	339	22	**	**	385	367	**	147	89	61	88	236	149	385
	37%	38%	28%	**	**	37%	39%	**	41%	32%	35%	38%	37%	37%	37%
		b													
To learn	368	324	22	**	**	368	349	**	162	86	56	65	247	121	368
	35%	36%	28%	**	**	35%	37%	**	46%	31%	32%	28%	39%	30%	35%
									bcd fg				df		
To try it	355	311	19	**	**	355	323	**	139	82	55	79	221	134	355
	34%	35%	24%	**	**	34%	34%	**	39%	30%	32%	34%	35%	33%	34%
		b							b						
For other reasons	13	12	-	**	**	13	12	**	4	4	1	4	8	5	13
	1%	1%	-%	**	**	1%	1%	**	1%	1%	1%	2%	1%	1%	1%
Don't know	157	129	16	**	**	157	130	**	39	42	28	43	82	71	157
	15%	14%	20%	**	**	15%	14%	**	11%	15%	16%	18%	13%	17%	15%
												a		a	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 57

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC40. What have you used the AI technology for? (MULTI CODE)

Base : Children aged 8-17 who go online who have ever used AI technology

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	924	207	686	216	384	246	197	451	270
Effective Weighted Sample	738	171	544	176	307	193	151	357	226
Total	1042	241	771	247	436	260	203	503	327
For fun	473	108	354	114	209	106	104	228	136
	45%	45%	46%	46%	48%	41%	51%	45%	42%
For school	385	76	295	89	161	101	103	167	109
	37%	31%	38%	36%	37%	39%	51% bc	33%	33%
To learn	368	74	279	80	142	113	115	159	91
	35%	31%	36%	32%	33%	43% ab	57% bc	32%	28%
To try it	355	78	264	74	132	113	93	150	109
	34%	32%	34%	30%	30%	43% ab	46% bc	30%	33%
For other reasons	13	1	12	3	5	4	3	6	4
	1%	*%	2%	1%	1%	1%	1%	1%	1%
Don't know	157	39	113	27	59	48	13	84	58
	15%	16%	15%	11%	13%	18% a	6% a	17% a	18% a

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 58

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high'
(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1985	-	-	812	773	400	-	1585	400	998	987
Effective Weighted Sample	1602	-	-	650	600	366	-	1248	366	805	797
Total	2284	-	-	929	921	434	-	1850	434	1171	1114
Agree	810	**	**	285	334	190	**	619	190	402	408
	35%	**	**	31%	36%	44%	**	33%	44%	34%	37%
					c	cd			b		
Neither agree nor disagree	872	**	**	331	376	164	**	708	164	448	423
	38%	**	**	36%	41%	38%	**	38%	38%	38%	38%
Disagree	542	**	**	270	200	72	**	470	72	290	252
	24%	**	**	29%	22%	17%	**	25%	17%	25%	23%
				de				c			
Don't know	62	**	**	43	11	8	**	54	8	30	31
	3%	**	**	5%	1%	2%	**	3%	2%	3%	3%
				de							

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 58

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1985	-	-	-	-	405	407	388	385	205	195	-	695	1249
Effective Weighted Sample	1602	-	-	-	-	326	325	301	299	186	180	-	551	1016
Total	2284	-	-	-	-	472	457	475	447	224	210	-	778	1462
Agree	810	**	**	**	**	144	141	166	168	92	99	**	227	569
	35%	**	**	**	**	31%	31%	35%	38%	41%	47%	**	29%	39%
										ef	efgh			b
Neither agree nor disagree	872	**	**	**	**	174	157	189	187	86	78	**	274	576
	38%	**	**	**	**	37%	34%	40%	42%	38%	37%	**	35%	39%
Disagree	542	**	**	**	**	133	137	116	84	41	31	**	238	295
	24%	**	**	**	**	28%	30%	24%	19%	18%	15%	**	31%	20%
						hij	hij	j					c	
Don't know	62	**	**	**	**	21	22	4	7	5	3	**	39	22
	3%	**	**	**	**	4%	5%	1%	2%	2%	1%	**	5%	2%
						gh	ghj						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 58

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)

Base : Children aged 8-17 who go online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1985	1363	236	223	163	1985	1793	192	672	436	447	425	1108	872	1985
Effective Weighted Sample	1602	1249	203	177	107	1602	1434	170	527	364	386	370	862	740	1602
Total	2284	1937	173	105	69	2284	2016	268	644	638	435	559	1282	995	2284
Agree	810	680	68	36	25	810	710	99	241	240	171	157	482	328	810
	35%	35%	39%	35%	36%	35%	35%	37%	37%	38%	39%	28%	38%	33%	35%
									d	d	df		d		d
Neither agree nor disagree	872	754	60	36	22	872	779	93	221	230	163	251	451	414	872
	38%	39%	34%	34%	32%	38%	39%	35%	34%	36%	37%	45%	35%	42%	38%
												abceg		ae	
Disagree	542	454	40	29	18	542	470	72	171	147	94	131	318	224	542
	24%	23%	23%	28%	27%	24%	23%	27%	26%	23%	22%	23%	25%	23%	24%
Don't know	62	48	5	4	4	62	57	5	11	21	8	21	32	29	62
	3%	3%	3%	4%	6%	3%	3%	2%	2%	3%	2%	4%	2%	3%	3%
					a							a			

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 58

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)

Base : Children aged 8-17 who go online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1985	401	1502	477	823	494	320	1021	629
Effective Weighted Sample	1602	337	1202	396	660	390	248	827	517
Total	2284	478	1721	582	932	538	332	1175	761
Agree	810	195	580	210	340	199	154	402	250
	35%	41%	34%	36%	36%	37%	47%	34%	33%
		b					bc		
Neither agree nor disagree	872	160	671	247	351	167	87	455	321
	38%	33%	39%	42%	38%	31%	26%	39%	42%
				c	c			a	a
Disagree	542	110	424	113	223	153	86	290	163
	24%	23%	25%	19%	24%	28%	26%	25%	21%
						a			
Don't know	62	13	46	12	18	18	5	28	27
	3%	3%	3%	2%	2%	3%	2%	2%	4%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 59

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	MY SCREEN TIME IS TOO HIGH			MY PARENT'S SCREEN TIME IS TOO HIGH		
		AGREE	DISAGREE	NEITHER/ DK	AGREE	DISAGREE	NEITHER/ DK
Significance Level: 95%		a	b	c	a	b	c
Unweighted total	1985	711	481	793	769	444	772
Effective Weighted Sample	1602	575	381	646	625	358	619
Total	2284	810	542	933	896	497	891
Agree	810	810	-	-	496	105	208
	35%	100%	-%	-%	55%	21%	23%
		bc			bc		
Neither agree nor disagree	872	-	-	872	231	147	493
	38%	-%	-%	93%	26%	30%	55%
				ab			ab
Disagree	542	-	542	-	149	238	155
	24%	-%	100%	-%	17%	48%	17%
			ac			ac	
Don't know	62	-	-	62	20	6	36
	3%	-%	-%	7%	2%	1%	4%
				ab			b

Columns Tested: a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 60

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1985	-	-	812	773	400	-	1585	400	998	987
Effective Weighted Sample	1602	-	-	650	600	366	-	1248	366	805	797
Total	2284	-	-	929	921	434	-	1850	434	1171	1114
Agree	896	**	**	415	337	144	**	753	144	432	465
	39%	**	**	45%	37%	33%	**	41%	33%	37%	42%
				de				c			a
Neither agree nor disagree	759	**	**	270	332	157	**	602	157	400	359
	33%	**	**	29%	36%	36%	**	33%	36%	34%	32%
					c	c					
Disagree	497	**	**	164	214	118	**	378	118	264	233
	22%	**	**	18%	23%	27%	**	20%	27%	23%	21%
					c	c			b		
Don't know	132	**	**	80	37	15	**	117	15	75	57
	6%	**	**	9%	4%	4%	**	6%	4%	6%	5%
				de				c			

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 60

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1985	-	-	-	-	405	407	388	385	205	195	-	695	1249
Effective Weighted Sample	1602	-	-	-	-	326	325	301	299	186	180	-	551	1016
Total	2284	-	-	-	-	472	457	475	447	224	210	-	778	1462
Agree	896	**	**	**	**	203	213	163	175	66	78	**	346	538
	39%	**	**	**	**	43%	47%	34%	39%	29%	37%	**	44%	37%
						gi	gij		i				c	
Neither agree nor disagree	759	**	**	**	**	132	138	179	153	89	68	**	222	519
	33%	**	**	**	**	28%	30%	38%	34%	40%	32%	**	29%	36%
								ef		ef			b	
Disagree	497	**	**	**	**	90	73	112	103	61	57	**	145	342
	22%	**	**	**	**	19%	16%	24%	23%	27%	27%	**	19%	23%
								f	f	ef	ef		b	
Don't know	132	**	**	**	**	47	33	21	16	8	8	**	66	62
	6%	**	**	**	**	10%	7%	4%	4%	3%	4%	**	8%	4%
						ghij	h						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 60

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)

Base : Children aged 8-17 who go online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1985	1363	236	223	163	1985	1793	192	672	436	447	425	1108	872	1985
Effective Weighted Sample	1602	1249	203	177	107	1602	1434	170	527	364	386	370	862	740	1602
Total	2284	1937	173	105	69	2284	2016	268	644	638	435	559	1282	995	2284
Agree	896	758	76	36	26	896	793	103	262	280	168	181	543	350	896
	39%	39%	44%	34%	38%	39%	39%	38%	41% df	44% df	39%	32%	42% df	35%	39% d
Neither agree nor disagree	759	653	49	39	19	759	669	90	200	195	144	218	395	361	759
	33%	34%	28%	37%	27%	33%	33%	34%	31%	31%	33%	39% abeg	31%	36% e	33%
Disagree	497	417	37	24	20	497	443	53	152	129	98	117	281	216	497
	22%	22%	21%	23%	28%	22%	22%	20%	24%	20%	23%	21%	22%	22%	22%
Don't know	132	109	12	6	5	132	111	21	30	34	25	43	64	68	132
	6%	6%	7%	6%	7%	6%	6%	8%	5%	5%	6%	8%	5%	7%	6%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 60

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)

Base : Children aged 8-17 who go online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1985	401	1502	477	823	494	320	1021	629
Effective Weighted Sample	1602	337	1202	396	660	390	248	827	517
Total	2284	478	1721	582	932	538	332	1175	761
Agree	896	192	670	217	371	238	147	451	291
	39%	40%	39%	37%	40%	44%	44%	38%	38%
						a			
Neither agree nor disagree	759	156	568	214	299	150	81	392	279
	33%	33%	33%	37%	32%	28%	25%	33%	37%
				c				a	a
Disagree	497	102	383	118	213	127	86	272	138
	22%	21%	22%	20%	23%	24%	26%	23%	18%
							c	c	
Don't know	132	27	99	34	48	24	17	61	53
	6%	6%	6%	6%	5%	4%	5%	5%	7%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 61

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	MY SCREEN TIME IS TOO HIGH			MY PARENT'S SCREEN TIME IS TOO HIGH		
		AGREE	DISAGREE	NEITHER/ DK	AGREE	DISAGREE	NEITHER/ DK
Significance Level: 95%		a	b	c	a	b	c
Unweighted total	1985	711	481	793	769	444	772
Effective Weighted Sample	1602	575	381	646	625	358	619
Total	2284	810	542	933	896	497	891
Agree	896	496	149	251	896	-	-
	39%	61%	28%	27%	100%	-%	-%
		bc			bc		
Neither agree nor disagree	759	190	108	461	-	-	759
	33%	23%	20%	49%	-%	-%	85%
				ab			ab
Disagree	497	105	238	153	-	497	-
	22%	13%	44%	16%	-%	100%	-%
			ac			ac	
Don't know	132	18	46	68	-	-	132
	6%	2%	9%	7%	-%	-%	15%
			a	a			ab

Columns Tested: a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 62

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1985	-	-	812	773	400	-	1585	400	998	987
Effective Weighted Sample	1602	-	-	650	600	366	-	1248	366	805	797
Total	2284	-	-	929	921	434	-	1850	434	1171	1114
BOTH CHILD AND PARENT TOO HIGH	496	**	**	192	209	95	**	401	95	243	253
	22%	**	**	21%	23%	22%	**	22%	22%	21%	23%
BOTH CHILD AND PARENT NOT TOO HIGH	1075	**	**	421	458	195	**	880	195	580	495
	47%	**	**	45%	50%	45%	**	48%	45%	50%	44%
										b	
CHILD TOO HIGH, PARENT NOT TOO HIGH	313	**	**	92	125	95	**	218	95	159	154
	14%	**	**	10%	14%	22%	**	12%	22%	14%	14%
					c	cd			b		
PARENT TOO HIGH, CHILD NOT TOO HIGH	400	**	**	223	129	49	**	351	49	189	211
	18%	**	**	24%	14%	11%	**	19%	11%	16%	19%
				de				c			

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 62

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1985	-	-	-	-	405	407	388	385	205	195	-	695	1249
Effective Weighted Sample	1602	-	-	-	-	326	325	301	299	186	180	-	551	1016
Total	2284	-	-	-	-	472	457	475	447	224	210	-	778	1462
BOTH CHILD AND PARENT TOO HIGH	496	**	**	**	**	98	95	103	106	42	53	**	154	337
	22%	**	**	**	**	21%	21%	22%	24%	19%	25%	**	20%	23%
BOTH CHILD AND PARENT NOT TOO HIGH	1075	**	**	**	**	223	198	249	210	108	87	**	359	691
	47%	**	**	**	**	47%	43%	52%	47%	48%	41%	**	46%	47%
								fj						
CHILD TOO HIGH, PARENT NOT TOO HIGH	313	**	**	**	**	46	46	63	62	50	46	**	74	232
	14%	**	**	**	**	10%	10%	13%	14%	22%	22%	**	9%	16%
										efgh	efgh			b
PARENT TOO HIGH, CHILD NOT TOO HIGH	400	**	**	**	**	105	118	60	69	24	25	**	192	202
	18%	**	**	**	**	22%	26%	13%	15%	11%	12%	**	25%	14%
						ghij	ghij						c	

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 62

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH

Base : Children aged 8-17 who go online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1985	1363	236	223	163	1985	1793	192	672	436	447	425	1108	872	1985
Effective Weighted Sample	1602	1249	203	177	107	1602	1434	170	527	364	386	370	862	740	1602
Total	2284	1937	173	105	69	2284	2016	268	644	638	435	559	1282	995	2284
BOTH CHILD AND PARENT TOO HIGH	496	414	48	21	14	496	428	68	144	156	101	95	300	196	496
	22%	21%	27%	20%	21%	22%	21%	25%	22% d	24% d	23% d	17%	23% d	20%	22% d
BOTH CHILD AND PARENT NOT TOO HIGH	1075	912	77	53	33	1075	941	134	285	274	197	317	559	513	1075
	47%	47%	44%	51%	47%	47%	47%	50%	44%	43%	45%	57% abceg	44%	52% abceg	47%
CHILD TOO HIGH, PARENT NOT TOO HIGH	313	266	21	16	10	313	282	31	97	84	70	62	181	132	313
	14%	14%	12%	15%	15%	14%	14%	12%	15%	13%	16% d	11%	14%	13%	14%
PARENT TOO HIGH, CHILD NOT TOO HIGH	400	345	28	15	12	400	365	35	118	124	67	86	242	154	400
	18%	18%	16%	15%	17%	18%	18%	13%	18%	19%	15%	15%	19%	15%	18%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 62

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH

Base : Children aged 8-17 who go online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1985	401	1502	477	823	494	320	1021	629
Effective Weighted Sample	1602	337	1202	396	660	390	248	827	517
Total	2284	478	1721	582	932	538	332	1175	761
BOTH CHILD AND PARENT TOO HIGH	496 22%	119 25%	355 21%	123 21%	212 23%	125 23%	106 32% bc	244 21%	143 19%
BOTH CHILD AND PARENT NOT TOO HIGH	1075 47%	209 44%	826 48%	279 48%	433 46%	226 42%	136 41%	567 48% a	363 48%
CHILD TOO HIGH, PARENT NOT TOO HIGH	313 14%	77 16%	225 13%	86 15%	128 14%	75 14%	48 15%	158 13%	107 14%
PARENT TOO HIGH, CHILD NOT TOO HIGH	400 18%	74 15%	315 18%	94 16%	159 17%	113 21%	41 12%	207 18% a	148 19% a

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1173	-	-	-	773	400	-	773	400	593	580
Effective Weighted Sample	952	-	-	-	600	366	-	600	366	480	473
Total	1355	-	-	-	921	434	-	921	434	698	657
Relax	583	**	**	**	391	191	**	391	191	263	319
	43%	**	**	**	42%	44%	**	42%	44%	38%	49%
										a	
Improve my mood	464	**	**	**	314	150	**	314	150	216	249
	34%	**	**	**	34%	35%	**	34%	35%	31%	38%
										a	
Look up health symptoms	223	**	**	**	124	99	**	124	99	88	135
	16%	**	**	**	13%	23%	**	13%	23%	13%	21%
						d			b		a
Sleep	218	**	**	**	146	72	**	146	72	97	121
	16%	**	**	**	16%	17%	**	16%	17%	14%	18%
Get support when feeling anxious	212	**	**	**	132	79	**	132	79	82	129
	16%	**	**	**	14%	18%	**	14%	18%	12%	20%
										a	
Healthy eating	208	**	**	**	121	87	**	121	87	88	120
	15%	**	**	**	13%	20%	**	13%	20%	13%	18%
						d			b		a
Look after my mental health	204	**	**	**	119	85	**	119	85	77	127
	15%	**	**	**	13%	20%	**	13%	20%	11%	19%
						d			b		a
Follow a fitness programme	186	**	**	**	102	84	**	102	84	101	85
	14%	**	**	**	11%	19%	**	11%	19%	14%	13%
						d			b		
ANY OF THESE	960	**	**	**	643	317	**	643	317	462	497
	71%	**	**	**	70%	73%	**	70%	73%	66%	76%
										a	

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 12-17 who go online

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	d	e	~a	b	c	a	b
Unweighted total	1173	-	-	-	773	400	-	773	400	593	580
Effective Weighted Sample	952	-	-	-	600	366	-	600	366	480	473
Total	1355	-	-	-	921	434	-	921	434	698	657
None of these	351	**	**	**	247	104	**	247	104	209	143
	26%	**	**	**	27%	24%	**	27%	24%	30% b	22%
Don't know	44	**	**	**	31	13	**	31	13	28	17
	3%	**	**	**	3%	3%	**	3%	3%	4%	3%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 12-17 who go online

		CHILD'S AGE AND GENDER										SCHOOL YEAR			
		Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Unweighted total	1173	-	-	-	-	-	-	-	388	385	205	195	-	-	1135
Effective Weighted Sample	952	-	-	-	-	-	-	-	301	299	186	180	-	-	919
Total	1355	-	-	-	-	-	-	-	475	447	224	210	-	-	1313
Relax	583	**	**	**	**	**	**	**	175	216	88	103	**	**	560
	43%	**	**	**	**	**	**	**	37%	48%	39%	49%	**	**	43%
Improve my mood									g			g			
	464	**	**	**	**	**	**	**	149	165	67	83	**	**	452
	34%	**	**	**	**	**	**	**	31%	37%	30%	40%	**	**	34%
Look up health symptoms	223	**	**	**	**	**	**	**	52	72	36	62	**	**	218
	16%	**	**	**	**	**	**	**	11%	16%	16%	30%	**	**	17%
Sleep												ghi			
	218	**	**	**	**	**	**	**	70	77	27	45	**	**	214
	16%	**	**	**	**	**	**	**	15%	17%	12%	21%	**	**	16%
Get support when feeling anxious												i			
	212	**	**	**	**	**	**	**	52	80	30	49	**	**	206
	16%	**	**	**	**	**	**	**	11%	18%	14%	23%	**	**	16%
Healthy eating									g			gi			
	208	**	**	**	**	**	**	**	51	70	37	50	**	**	203
	15%	**	**	**	**	**	**	**	11%	16%	16%	24%	**	**	15%
Look after my mental health												gh			
	204	**	**	**	**	**	**	**	48	71	29	56	**	**	201
	15%	**	**	**	**	**	**	**	10%	16%	13%	27%	**	**	15%
Follow a fitness programme									g			ghi			
	186	**	**	**	**	**	**	**	58	45	44	40	**	**	183
	14%	**	**	**	**	**	**	**	12%	10%	19%	19%	**	**	14%
ANY OF THESE											gh	gh			
	960	**	**	**	**	**	**	**	309	334	153	164	**	**	931
	71%	**	**	**	**	**	**	**	65%	75%	68%	78%	**	**	71%
									g			gi			

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 12-17 who go online

		CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	g	h	i	j	~a	~b	c
Unweighted total	1173	-	-	-	-	-	-	388	385	205	195	-	-	1135
Effective Weighted Sample	952	-	-	-	-	-	-	301	299	186	180	-	-	919
Total	1355	-	-	-	-	-	-	475	447	224	210	-	-	1313
None of these	351	**	**	**	**	**	**	147	100	62	42	**	**	339
	26%	**	**	**	**	**	**	31%	22%	28%	20%	**	**	26%
								hj						
Don't know	44	**	**	**	**	**	**	18	13	9	4	**	**	43
	3%	**	**	**	**	**	**	4%	3%	4%	2%	**	**	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 12-17 who go online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1173	830	134	121	88	1173	1060	113	401	251	273	248	652	521	1173
Effective Weighted Sample	952	750	111	92	54	952	855	99	319	214	235	214	514	439	952
Total	1355	1149	103	63	40	1355	1198	157	382	377	266	331	759	596	1355
Relax	583	490	47	26	**	583	537	46	167	158	106	152	325	258	583
	43%	43%	46%	42%	**	43%	45%	29%	44%	42%	40%	46%	43%	43%	43%
							b								
Improve my mood	464	408	22	22	**	464	419	46	145	118	88	113	263	201	464
	34%	35%	21%	34%	**	34%	35%	29%	38%	31%	33%	34%	35%	34%	34%
		b		b		b									
Look up health symptoms	223	188	19	11	**	223	205	18	66	67	40	49	133	90	223
	16%	16%	19%	17%	**	16%	17%	11%	17%	18%	15%	15%	18%	15%	16%
Sleep	218	191	13	10	**	218	199	19	59	57	48	54	116	102	218
	16%	17%	12%	16%	**	16%	17%	12%	15%	15%	18%	16%	15%	17%	16%
Get support when feeling anxious	212	184	10	13	**	212	184	28	69	50	41	52	119	93	212
	16%	16%	9%	21%	**	16%	15%	18%	18%	13%	15%	16%	16%	16%	16%
				b											
Healthy eating	208	183	14	6	**	208	193	15	69	67	41	32	135	73	208
	15%	16%	14%	10%	**	15%	16%	10%	18%	18%	16%	10%	18%	12%	15%
									df	d			df		d
Look after my mental health	204	171	17	11	**	204	184	21	57	57	39	52	114	90	204
	15%	15%	17%	17%	**	15%	15%	13%	15%	15%	15%	16%	15%	15%	15%
Follow a fitness programme	186	159	15	8	**	186	169	17	84	49	30	24	132	54	186
	14%	14%	15%	12%	**	14%	14%	11%	22%	13%	11%	7%	17%	9%	14%
									bcdfg				cdf		df
ANY OF THESE	960	817	71	45	**	960	862	98	292	255	177	235	547	412	960
	71%	71%	69%	71%	**	71%	72%	62%	76%	68%	67%	71%	72%	69%	71%
							b		bcd						

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	~d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1173	830	134	121	88	1173	1060	113	401	251	273	248	652	521	1173
Effective Weighted Sample	952	750	111	92	54	952	855	99	319	214	235	214	514	439	952
Total	1355	1149	103	63	40	1355	1198	157	382	377	266	331	759	596	1355
None of these	351	293	31	17	**	351	297	55	83	110	77	80	193	158	351
	26%	25%	30%	27%	**	26%	25%	35%	22%	29%	29%	24%	25%	26%	26%
								a		a	a				
Don't know	44	40	1	2	**	44	39	5	7	11	11	15	18	26	44
	3%	3%	1%	3%	**	3%	3%	3%	2%	3%	4%	5%	2%	4%	3%
														a	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 12-17 who go online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1173	267	860	285	472	294	193	600	369
Effective Weighted Sample	952	225	691	235	383	235	150	491	303
Total	1355	313	992	345	543	317	201	696	445
Relax	583	137	429	148	253	131	103	299	177
	43%	44%	43%	43%	47%	41%	51% c	43%	40%
Improve my mood	464	126	322	111	196	110	87	238	133
	34%	40% b	32%	32%	36%	35%	43% bc	34%	30%
Look up health symptoms	223	64	150	54	102	55	57	92	74
	16%	20%	15%	16%	19%	17%	28% bc	13%	17%
Sleep	218	62	151	55	100	48	61	79	75
	16%	20%	15%	16%	18%	15%	31% bc	11%	17% b
Get support when feeling anxious	212	83	119	63	80	40	44	82	80
	16%	26% b	12%	18%	15%	13%	22% b	12%	18% b
Healthy eating	208	53	146	48	96	49	58	86	62
	15%	17%	15%	14%	18%	15%	29% bc	12%	14%
Look after my mental health	204	74	125	58	86	44	50	79	74
	15%	24% b	13%	17%	16%	14%	25% bc	11%	17% b
Follow a fitness programme	186	38	145	48	64	65	64	83	39
	14%	12%	15%	14%	12%	21% b	32% bc	12%	9%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 12-17 who go online

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1173	267	860	285	472	294	193	600	369
Effective Weighted Sample	952	225	691	235	383	235	150	491	303
Total	1355	313	992	345	543	317	201	696	445
ANY OF THESE	960	242	682	245	401	216	171	479	302
	71%	77% b	69%	71%	74%	68%	85% bc	69%	68%
None of these	351	61	280	83	129	94	25	195	127
	26%	19%	28% a	24%	24%	30%	13%	28% a	29% a
Don't know	44	10	30	17	13	7	4	23	16
	3%	3%	3%	5%	2%	2%	2%	3%	4%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 64

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
Yes, I will answer these questions	2015	**	**	815	822	378	**	1636	378	1042	973
	88%	**	**	87%	89%	87%	**	88%	87%	89%	87%
No, I would prefer not to answer these questions	277	**	**	121	100	56	**	221	56	131	146
	12%	**	**	13%	11%	13%	**	12%	13%	11%	13%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 64

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
Yes, I will answer these questions	2015	**	**	**	**	420	394	425	396	196	183	**	679	1301
	88%	**	**	**	**	89%	85%	90%	89%	88%	87%	**	87%	89%
No, I would prefer not to answer these questions	277	**	**	**	**	54	67	49	51	28	28	**	105	162
	12%	**	**	**	**	11%	15%	10%	11%	12%	13%	**	13%	11%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 64

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
Yes, I will answer these questions	2015	1717	146	91	61	2015	1779	235	559	557	383	511	1116	894	2015
	88%	88%	84%	86%	88%	88%	88%	88%	87%	87%	88%	91%	87%	89%	88%
No, I would prefer not to answer these questions	277	226	28	14	8	277	244	33	87	82	52	53	169	106	277
	12%	12%	16%	14%	12%	12%	12%	12%	13%	13%	12%	9%	13%	11%	12%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 64

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
Yes, I will answer these questions	2015	435	1515	524	840	470	280	1056	670
	88%	91%	88%	90%	90%	87%	84%	89%	88%
No, I would prefer not to answer these questions	277	44	212	58	97	69	51	125	93
	12%	9%	12%	10%	10%	13%	16%	11%	12%
							b		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 65

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1742	-	-	708	685	349	-	1393	349	880	862
Effective Weighted Sample	1407	-	-	569	532	319	-	1099	319	713	695
Total	2015	-	-	815	822	378	-	1636	378	1042	973
Yes	1075	**	**	370	476	229	**	846	229	540	535
	53%	**	**	45%	58%	61%	**	52%	61%	52%	55%
				c	c			b			
No	766	**	**	353	285	128	**	638	128	419	347
	38%	**	**	43%	35%	34%	**	39%	34%	40%	36%
				de							
Don't know	158	**	**	87	52	20	**	138	20	73	84
	8%	**	**	11%	6%	5%	**	8%	5%	7%	9%
				de							
Prefer not to say	16	**	**	5	9	2	**	14	2	9	6
	1%	**	**	1%	1%	*%	**	1%	*%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 65

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1742	-	-	-	-	355	353	346	339	179	170	-	604	1106
Effective Weighted Sample	1407	-	-	-	-	288	281	269	263	162	157	-	481	900
Total	2015	-	-	-	-	420	394	425	396	196	183	-	679	1301
Yes	1075	**	**	**	**	192	178	238	239	110	119	**	304	750
	53%	**	**	**	**	46%	45%	56%	60%	56%	65%	**	45%	58%
								ef	ef	ef	ef			b
No	766	**	**	**	**	193	160	153	132	73	55	**	299	458
	38%	**	**	**	**	46%	41%	36%	33%	37%	30%	**	44%	35%
						ghj	j						c	
Don't know	158	**	**	**	**	34	53	28	24	12	8	**	73	82
	8%	**	**	**	**	8%	13%	6%	6%	6%	4%	**	11%	6%
							eghij						c	
Prefer not to say	16	**	**	**	**	1	4	7	2	1	1	**	4	11
	1%	**	**	**	**	*%	1%	2%	*%	*%	*%	**	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 65

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1742	1205	201	192	144	1742	1573	169	584	375	391	389	959	780	1742
Effective Weighted Sample	1407	1105	174	152	93	1407	1259	150	457	314	337	340	746	664	1407
Total	2015	1717	146	91	61	2015	1779	235	559	557	383	511	1116	894	2015
Yes	1075	913	79	54	29	1075	941	133	303	306	206	258	609	463	1075
	53%	53%	54%	60%	48%	53%	53%	57%	54%	55%	54%	50%	55%	52%	53%
No	766	655	54	32	26	766	677	90	204	206	156	198	410	354	766
	38%	38%	37%	35%	42%	38%	38%	38%	36%	37%	41%	39%	37%	40%	38%
Don't know	158	134	13	5	6	158	147	10	47	44	18	49	91	67	158
	8%	8%	9%	5%	10%	8%	8%	4%	8%	8%	5%	10%	8%	8%	8%
									c			c	c		c
Prefer not to say	16	14	1	-	*	16	14	2	5	2	3	5	7	8	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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 65

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1742	359	1323	428	739	431	269	910	557
Effective Weighted Sample	1407	303	1059	354	593	342	207	740	456
Total	2015	435	1515	524	840	470	280	1056	670
Yes	1075	271	769	299	445	257	156	546	368
	53%	62% b	51%	57%	53%	55%	56%	52%	55%
No	766	127	620	187	339	179	99	419	249
	38%	29%	41% a	36%	40%	38%	35%	40%	37%
Don't know	158	35	120	38	54	32	22	85	51
	8%	8%	8%	7%	6%	7%	8%	8%	8%
Prefer not to say	16	3	7	1	2	3	4	6	2
	1%	1%	*%	*%	*%	1%	1%	1%	*%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 66

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1742	-	-	708	685	349	-	1393	349	880	862
Effective Weighted Sample	1407	-	-	569	532	319	-	1099	319	713	695
Total	2015	-	-	815	822	378	-	1636	378	1042	973
Yes	688	**	**	226	311	151	**	538	151	334	354
	34%	**	**	28%	38%	40%	**	33%	40%	32%	36%
				c	c	c			b		
No	1256	**	**	562	475	219	**	1037	219	668	588
	62%	**	**	69%	58%	58%	**	63%	58%	64%	60%
				de							
Don't know	52	**	**	20	25	8	**	45	8	30	23
	3%	**	**	2%	3%	2%	**	3%	2%	3%	2%
Prefer not to say	19	**	**	6	11	2	**	17	2	10	8
	1%	**	**	1%	1%	*%	**	1%	*%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 66

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1742	-	-	-	-	355	353	346	339	179	170	-	604	1106
Effective Weighted Sample	1407	-	-	-	-	288	281	269	263	162	157	-	481	900
Total	2015	-	-	-	-	420	394	425	396	196	183	-	679	1301
Yes	688	**	**	**	**	114	112	151	161	69	82	**	192	481
	34%	**	**	**	**	27%	28%	35%	41%	35%	45%	**	28%	37%
								e	ef		ef			b
No	1256	**	**	**	**	297	265	250	225	120	98	**	467	769
	62%	**	**	**	**	71%	67%	59%	57%	61%	54%	**	69%	59%
						ghij	ghj						c	
Don't know	52	**	**	**	**	7	13	16	8	6	2	**	17	35
	3%	**	**	**	**	2%	3%	4%	2%	3%	1%	**	2%	3%
Prefer not to say	19	**	**	**	**	1	5	8	3	1	1	**	4	15
	1%	**	**	**	**	*%	1%	2%	1%	*%	*%	**	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 66

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1742	1205	201	192	144	1742	1573	169	584	375	391	389	959	780	1742
Effective Weighted Sample	1407	1105	174	152	93	1407	1259	150	457	314	337	340	746	664	1407
Total	2015	1717	146	91	61	2015	1779	235	559	557	383	511	1116	894	2015
Yes	688	595	47	29	17	688	595	93	174	201	126	184	376	311	688
	34%	35%	32%	32%	28%	34%	33%	39%	31%	36%	33%	36%	34%	35%	34%
No	1256	1061	95	58	42	1256	1117	138	362	344	246	300	707	546	1256
	62%	62%	65%	64%	68%	62%	63%	59%	65%	62%	64%	59%	63%	61%	62%
Don't know	52	43	4	3	2	52	51	2	17	7	6	22	24	28	52
	3%	2%	3%	4%	4%	3%	3%	1%	3%	1%	2%	4%	2%	3%	3%
												bce			
Prefer not to say	19	18	-	*	*	19	16	3	5	5	5	4	10	9	19
	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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 66

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1742	359	1323	428	739	431	269	910	557
Effective Weighted Sample	1407	303	1059	354	593	342	207	740	456
Total	2015	435	1515	524	840	470	280	1056	670
Yes	688	216	450	200	299	141	107	318	260
	34%	50%	30%	38%	36%	30%	38%	30%	39%
		b		c			b		b
No	1256	208	1014	303	522	317	166	703	386
	62%	48%	67%	58%	62%	67%	59%	67%	58%
			a			a		ac	
Don't know	52	8	39	17	18	9	3	26	18
	3%	2%	3%	3%	2%	2%	1%	3%	3%
Prefer not to say	19	3	12	4	2	4	5	7	5
	1%	1%	1%	1%	*%	1%	2%	1%	1%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	567	-	-	189	243	135	-	432	135	258	309
Effective Weighted Sample	466	-	-	153	195	123	-	347	123	217	249
Total	688	-	-	226	311	151	-	538	151	334	354
By text or messaging apps (like WhatsApp)	384	**	**	107	188	88	**	296	88	161	222
	56%	**	**	47%	61%	58%	**	55%	58%	48%	63%
				c						a	
Face to face	368	**	**	124	166	78	**	290	78	178	189
	53%	**	**	55%	53%	52%	**	54%	52%	53%	53%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	**	**	70	185	98	**	255	98	148	205
	51%	**	**	31%	59%	65%	**	47%	65%	44%	58%
				c	c			b		a	
In online games	215	**	**	83	85	47	**	168	47	143	73
	31%	**	**	37%	27%	31%	**	31%	31%	43%	21%
								b			
Through phone calls	100	**	**	22	54	24	**	76	24	41	60
	15%	**	**	10%	17%	16%	**	14%	16%	12%	17%
				c							
Through other websites or apps	85	**	**	26	35	24	**	62	24	47	39
	12%	**	**	12%	11%	16%	**	12%	16%	14%	11%
Through video calls (like FaceTime or Zoom)	50	**	**	11	22	17	**	33	17	19	30
	7%	**	**	5%	7%	11%	**	6%	11%	6%	9%
Through some other way	28	**	**	3	14	11	**	17	11	10	18
	4%	**	**	1%	4%	7%	**	3%	7%	3%	5%
					c			b			
Don't know	2	**	**	1	-	1	**	1	1	2	-
	*%	**	**	1%	-%	1%	**	*%	1%	1%	-%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	567	-	-	189	243	135	-	432	135	258	309
Effective Weighted Sample	466	-	-	153	195	123	-	347	123	217	249
Total	688	-	-	226	311	151	-	538	151	334	354
Prefer not to say	2	**	**	-	1	1	**	1	1	-	2
	*%	**	**	-%	*%	1%	**	*%	1%	-%	1%
SUMMARY - ANY COMMS TECHNOLOGY	622	**	**	195	286	140	**	482	140	293	329
	90%	**	**	86%	92%	93%	**	90%	93%	88%	93%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~a	b	c
Unweighted total	567	-	-	-	-	90	99	108	135	60	75	-	163	392
Effective Weighted Sample	466	-	-	-	-	75	78	90	105	54	69	-	132	324
Total	688	-	-	-	-	114	112	151	161	69	82	-	192	481
By text or messaging apps (like WhatsApp)	384	**	**	**	**	**	**	84	105	**	**	**	80	293
	56%	**	**	**	**	**	**	56%	65%	**	**	**	41%	61%
													b	
Face to face	368	**	**	**	**	**	**	81	85	**	**	**	109	250
	53%	**	**	**	**	**	**	54%	53%	**	**	**	57%	52%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	**	**	**	**	**	**	73	112	**	**	**	56	284
	51%	**	**	**	**	**	**	48%	70%	**	**	**	29%	59%
								g					b	
In online games	215	**	**	**	**	**	**	62	23	**	**	**	73	139
	31%	**	**	**	**	**	**	41%	14%	**	**	**	38%	29%
								h						
Through phone calls	100	**	**	**	**	**	**	22	32	**	**	**	20	79
	15%	**	**	**	**	**	**	14%	20%	**	**	**	11%	16%
Through other websites or apps	85	**	**	**	**	**	**	24	11	**	**	**	26	56
	12%	**	**	**	**	**	**	16%	7%	**	**	**	14%	12%
Through video calls (like FaceTime or Zoom)	50	**	**	**	**	**	**	11	11	**	**	**	11	39
	7%	**	**	**	**	**	**	7%	7%	**	**	**	6%	8%
Through some other way	28	**	**	**	**	**	**	6	7	**	**	**	3	25
	4%	**	**	**	**	**	**	4%	5%	**	**	**	2%	5%
Don't know	2	**	**	**	**	**	**	-	-	**	**	**	1	1
	*%	**	**	**	**	**	**	-%	-%	**	**	**	1%	*%
Prefer not to say	2	**	**	**	**	**	**	-	1	**	**	**	-	2
	*%	**	**	**	**	**	**	-%	1%	**	**	**	-%	*%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~a	b	c
Unweighted total	567	-	-	-	-	90	99	108	135	60	75	-	163	392
Effective Weighted Sample	466	-	-	-	-	75	78	90	105	54	69	-	132	324
Total	688	-	-	-	-	114	112	151	161	69	82	-	192	481
SUMMARY - ANY COMMS TECHNOLOGY	622	**	**	**	**	**	**	135	151	**	**	**	161	447
	90%	**	**	**	**	**	**	90%	94%	**	**	**	84%	93% b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	567	412	58	61	36	567	505	62	171	132	132	131	303	263	567
Effective Weighted Sample	466	377	46	47	24	466	410	56	135	113	112	118	242	225	466
Total	688	595	47	29	17	688	595	93	174	201	126	184	376	311	688
By text or messaging apps (like WhatsApp)	384	338	**	**	**	384	328	**	97	125	63	98	222	161	384
	56%	57%	**	**	**	56%	55%	**	56%	62%	50%	53%	59%	52%	56%
Face to face	368	322	**	**	**	368	319	**	102	98	63	105	200	168	368
	53%	54%	**	**	**	53%	54%	**	59%	49%	50%	57%	53%	54%	53%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	304	**	**	**	353	299	**	78	96	70	109	174	179	353
	51%	51%	**	**	**	51%	50%	**	45%	48%	55%	59% ae	46%	58% ae	51%
In online games	215	182	**	**	**	215	189	**	37	70	38	69	107	106	215
	31%	31%	**	**	**	31%	32%	**	21%	35% a	30%	37% a	28%	34% a	31% a
Through phone calls	100	91	**	**	**	100	94	**	25	29	20	27	54	46	100
	15%	15%	**	**	**	15%	16%	**	14%	15%	16%	14%	14%	15%	15%
Through other websites or apps	85	72	**	**	**	85	78	**	26	29	14	17	55	31	85
	12%	12%	**	**	**	12%	13%	**	15%	14%	11%	9%	15%	10%	12%
Through video calls (like FaceTime or Zoom)	50	44	**	**	**	50	44	**	13	18	2	17	31	19	50
	7%	7%	**	**	**	7%	7%	**	7% c	9% c	1%	9% c	8% c	6%	7% c
Through some other way	28	28	**	**	**	28	22	**	8	12	1	7	20	8	28
	4%	5%	**	**	**	4%	4%	**	5%	6%	1%	4%	5%	3%	4%
Don't know	2	1	**	**	**	2	2	**	-	-	2	-	-	2	2
	*%	*%	**	**	**	*%	*%	**	-%	-%	2% e	-%	-%	1%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	567	412	58	61	36	567	505	62	171	132	132	131	303	263	567
Effective Weighted Sample	466	377	46	47	24	466	410	56	135	113	112	118	242	225	466
Total	688	595	47	29	17	688	595	93	174	201	126	184	376	311	688
Prefer not to say	2	1	**	**	**	2	2	**	*	2	-	-	2	-	2
	*%	*%	**	**	**	*%	*%	**	*%	1%	-%	-%	1%	-%	*%
SUMMARY - ANY COMMS TECHNOLOGY	622	538	**	**	**	622	533	**	148	191	110	171	339	281	622
	90%	90%	**	**	**	90%	90%	**	85%	95%	87%	93%	90%	91%	90%
										ac		a			

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL ~a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	567	179	367	157	248	127	95	262	208
Effective Weighted Sample	466	151	299	133	201	102	74	217	173
Total	688	216	450	200	299	141	107	318	260
By text or messaging apps (like WhatsApp)	384	125	252	114	160	89	**	183	145
	56%	58%	56%	57%	54%	63%	**	58%	56%
Face to face	368	114	238	112	161	70	**	154	142
	53%	53%	53%	56%	54%	49%	**	48%	55%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	122	224	109	155	66	**	158	143
	51%	57%	50%	54%	52%	47%	**	50%	55%
In online games	215	65	140	78	90	36	**	102	87
	31%	30%	31%	39%	30%	25%	**	32%	33%
				c					
Through phone calls	100	45	50	25	52	19	**	42	32
	15%	21%	11%	13%	17%	14%	**	13%	12%
		b							
Through other websites or apps	85	29	55	22	38	25	**	33	25
	12%	13%	12%	11%	13%	18%	**	10%	10%
Through video calls (like FaceTime or Zoom)	50	17	30	11	21	14	**	18	18
	7%	8%	7%	5%	7%	10%	**	6%	7%
Through some other way	28	6	21	3	11	11	**	12	5
	4%	3%	5%	1%	4%	8%	**	4%	2%
						a			
Don't know	2	2	-	-	2	-	**	2	-
	*%	1%	-%	-%	1%	-%	**	1%	-%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL ~a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	~a	b	c
Unweighted total	567	179	367	157	248	127	95	262	208
Effective Weighted Sample	466	151	299	133	201	102	74	217	173
Total	688	216	450	200	299	141	107	318	260
Prefer not to say	2	1	-	1	1	*	**	1	-
	*%	*%	-%	*%	*%	*%	**	*%	-%
SUMMARY - ANY COMMS TECHNOLOGY	622	194	411	184	263	132	**	289	239
	90%	90%	91%	92%	88%	94%	**	91%	92%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 68

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1742	-	-	708	685	349	-	1393	349	880	862
Effective Weighted Sample	1407	-	-	569	532	319	-	1099	319	713	695
Total	2015	-	-	815	822	378	-	1636	378	1042	973
By text or messaging apps (like WhatsApp)	384	**	**	107	188	88	**	296	88	161	222
	19%	**	**	13%	23%	23%	**	18%	23%	15%	23%
					c	c			b		a
Face to face	368	**	**	124	166	78	**	290	78	178	189
	18%	**	**	15%	20%	21%	**	18%	21%	17%	19%
					c	c					
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	**	**	70	185	98	**	255	98	148	205
	18%	**	**	9%	22%	26%	**	16%	26%	14%	21%
					c	c			b		a
In online games	215	**	**	83	85	47	**	168	47	143	73
	11%	**	**	10%	10%	12%	**	10%	12%	14%	7%
										b	
Through phone calls	100	**	**	22	54	24	**	76	24	41	60
	5%	**	**	3%	7%	6%	**	5%	6%	4%	6%
					c	c					
Through other websites or apps	85	**	**	26	35	24	**	62	24	47	39
	4%	**	**	3%	4%	6%	**	4%	6%	4%	4%
						c					
Through video calls (like FaceTime or Zoom)	50	**	**	11	22	17	**	33	17	19	30
	2%	**	**	1%	3%	4%	**	2%	4%	2%	3%
						c			b		
Through some other way	28	**	**	3	14	11	**	17	11	10	18
	1%	**	**	*%	2%	3%	**	1%	3%	1%	2%
					c	c			b		

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 68

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1742	-	-	708	685	349	-	1393	349	880	862
Effective Weighted Sample	1407	-	-	569	532	319	-	1099	319	713	695
Total	2015	-	-	815	822	378	-	1636	378	1042	973
Don't know	2	**	**	1	-	1	**	1	1	2	-
	%	**	**	%	-%	%	**	%	%	%	-%
Prefer not to say	2	**	**	-	1	1	**	1	1	-	2
	%	**	**	-%	%	%	**	%	%	-%	%
SUMMARY - ANY COMMS TECHNOLOGY	622	**	**	195	286	140	**	482	140	293	329
	31%	**	**	24%	35%	37%	**	29%	37%	28%	34%
				c	c	c			b		a

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 68

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1742	-	-	-	-	355	353	346	339	179	170	-	604	1106
Effective Weighted Sample	1407	-	-	-	-	288	281	269	263	162	157	-	481	900
Total	2015	-	-	-	-	420	394	425	396	196	183	-	679	1301
By text or messaging apps (like WhatsApp)	384	**	**	**	**	43	64	84	105	34	54	**	80	293
	19%	**	**	**	**	10%	16%	20%	26%	18%	29%	**	12%	23%
							e	e	efi	e	efgi			b
Face to face	368	**	**	**	**	67	57	81	85	31	47	**	109	250
	18%	**	**	**	**	16%	15%	19%	21%	16%	26%	**	16%	19%
									f		efi			
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	**	**	**	**	33	37	73	112	43	56	**	56	284
	18%	**	**	**	**	8%	9%	17%	28%	22%	31%	**	8%	22%
								ef	efg	ef	efg			b
In online games	215	**	**	**	**	53	30	62	23	27	20	**	73	139
	11%	**	**	**	**	13%	8%	15%	6%	14%	11%	**	11%	11%
						h		fh		fh				
Through phone calls	100	**	**	**	**	13	9	22	32	6	19	**	20	79
	5%	**	**	**	**	3%	2%	5%	8%	3%	10%	**	3%	6%
									efi		efgi			b
Through other websites or apps	85	**	**	**	**	11	16	24	11	12	12	**	26	56
	4%	**	**	**	**	3%	4%	6%	3%	6%	6%	**	4%	4%
											e			
Through video calls (like FaceTime or Zoom)	50	**	**	**	**	7	4	11	11	1	15	**	11	39
	2%	**	**	**	**	2%	1%	3%	3%	1%	8%	**	2%	3%
											efghi			
Through some other way	28	**	**	**	**	2	1	6	7	2	9	**	3	25
	1%	**	**	**	**	*%	*%	2%	2%	1%	5%	**	*%	2%
											efgi			b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 68

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1742	-	-	-	-	355	353	346	339	179	170	-	604	1106
Effective Weighted Sample	1407	-	-	-	-	288	281	269	263	162	157	-	481	900
Total	2015	-	-	-	-	420	394	425	396	196	183	-	679	1301
Don't know	2	**	**	**	**	1	-	-	-	1	-	**	1	1
	*%	**	**	**	**	*%	-%	-%	-%	*%	-%	**	*%	*%
Prefer not to say	2	**	**	**	**	-	-	-	1	-	1	**	-	2
	*%	**	**	**	**	-%	-%	-%	*%	-%	*%	**	-%	*%
SUMMARY - ANY COMMS TECHNOLOGY	622	**	**	**	**	95	100	135	151	63	78	**	161	447
	31%	**	**	**	**	23%	25%	32%	38%	32%	43%	**	24%	34%
								e	ef	e	efg			b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 68

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1742	1205	201	192	144	1742	1573	169	584	375	391	389	959	780	1742
Effective Weighted Sample	1407	1105	174	152	93	1407	1259	150	457	314	337	340	746	664	1407
Total	2015	1717	146	91	61	2015	1779	235	559	557	383	511	1116	894	2015
By text or messaging apps (like WhatsApp)	384	338	19	15	11	384	328	55	97	125	63	98	222	161	384
	19%	20%	13%	17%	18%	19%	18%	23%	17%	22%	17%	19%	20%	18%	19%
		b													
Face to face	368	322	24	13	9	368	319	49	102	98	63	105	200	168	368
	18%	19%	16%	14%	15%	18%	18%	21%	18%	18%	16%	21%	18%	19%	18%
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	304	28	13	8	353	299	54	78	96	70	109	174	179	353
	18%	18%	19%	14%	14%	18%	17%	23%	14%	17%	18%	21%	16%	20%	18%
												ae		ae	
In online games	215	182	19	10	4	215	189	27	37	70	38	69	107	106	215
	11%	11%	13%	11%	7%	11%	11%	11%	7%	13%	10%	13%	10%	12%	11%
										a		a		a	
Through phone calls	100	91	4	3	2	100	94	6	25	29	20	27	54	46	100
	5%	5%	3%	4%	4%	5%	5%	3%	4%	5%	5%	5%	5%	5%	5%
Through other websites or apps	85	72	8	4	2	85	78	8	26	29	14	17	55	31	85
	4%	4%	5%	5%	3%	4%	4%	3%	5%	5%	4%	3%	5%	3%	4%
Through video calls (like FaceTime or Zoom)	50	44	3	2	1	50	44	5	13	18	2	17	31	19	50
	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%
									c	c		c	c		c
Through some other way	28	28	-	*	-	28	22	6	8	12	1	7	20	8	28
	1%	2%	-%	*%	-%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%
										c					
Don't know	2	1	-	-	1	2	2	-	-	-	2	-	-	2	2
	*%	*%	-%	-%	1%	*%	*%	-%	-%	-%	1%	-%	-%	*%	*%
					ae						e				

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 68

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1742	1205	201	192	144	1742	1573	169	584	375	391	389	959	780	1742
Effective Weighted Sample	1407	1105	174	152	93	1407	1259	150	457	314	337	340	746	664	1407
Total	2015	1717	146	91	61	2015	1779	235	559	557	383	511	1116	894	2015
Prefer not to say	2	1	1	-	*	2	2	-	*	2	-	-	2	-	2
	*%	*%	1%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%
SUMMARY - ANY COMMS TECHNOLOGY	622	538	43	26	15	622	533	89	148	191	110	171	339	281	622
	31%	31%	30%	28%	25%	31%	30%	38%	26%	34%	29%	34%	30%	31%	31%
										a		a			

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 68

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1742	359	1323	428	739	431	269	910	557
Effective Weighted Sample	1407	303	1059	354	593	342	207	740	456
Total	2015	435	1515	524	840	470	280	1056	670
By text or messaging apps (like WhatsApp)	384	125	252	114	160	89	55	183	145
	19%	29%	17%	22%	19%	19%	20%	17%	22%
		b							
Face to face	368	114	238	112	161	70	70	154	142
	18%	26%	16%	21%	19%	15%	25%	15%	21%
		b		c			b		b
On social media sites or apps (like TikTok, Instagram, Snapchat)	353	122	224	109	155	66	50	158	143
	18%	28%	15%	21%	18%	14%	18%	15%	21%
		b		c					b
In online games	215	65	140	78	90	36	26	102	87
	11%	15%	9%	15%	11%	8%	9%	10%	13%
		b		c					
Through phone calls	100	45	50	25	52	19	26	42	32
	5%	10%	3%	5%	6%	4%	9%	4%	5%
		b					bc		
Through other websites or apps	85	29	55	22	38	25	28	33	25
	4%	7%	4%	4%	5%	5%	10%	3%	4%
		b					bc		
Through video calls (like FaceTime or Zoom)	50	17	30	11	21	14	13	18	18
	2%	4%	2%	2%	3%	3%	5%	2%	3%
		b					b		
Through some other way	28	6	21	3	11	11	11	12	5
	1%	1%	1%	1%	1%	2%	4%	1%	1%
						a	bc		

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 68

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1742	359	1323	428	739	431	269	910	557
Effective Weighted Sample	1407	303	1059	354	593	342	207	740	456
Total	2015	435	1515	524	840	470	280	1056	670
Don't know	2	2	-	-	2	-	-	2	-
	*%	1%	-%	-%	*%	-%	-%	*%	-%
		b							
Prefer not to say	2	1	-	1	1	*	1	1	-
	*%	*%	-%	*%	*%	*%	*%	*%	-%
SUMMARY - ANY COMMS TECHNOLOGY	622	194	411	184	263	132	91	289	239
	31%	45%	27%	35%	31%	28%	33%	27%	36%
		b		c					b

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 69

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
PRE-SCHOOL	269	269	-	-	-	-	269	-	-	141	128
	8%	64%	-%	-%	-%	-%	64%	-%	-%	8%	8%
		bcde					bc				
PRIMARY	1598	142	671	784	-	-	142	1456	-	813	784
	47%	34%	100%	84%	-%	-%	34%	58%	-%	47%	48%
		de	acde	ade			c	ac			
SECONDARY	1463	-	-	149	922	392	-	1071	392	754	709
	43%	-%	-%	16%	100%	90%	-%	42%	90%	43%	43%
				ab	abce	abc		a	ab		
POST-SCHOOL	36	-	-	-	-	36	-	-	36	21	15
	1%	-%	-%	-%	-%	8%	-%	-%	8%	1%	1%
						abcd			ab		
UNKNOWN	17	9	-	2	-	5	9	2	5	7	10
	*%	2%	-%	*%	-%	1%	2%	*%	1%	*%	1%
		bcd				bcd	b		b		

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 69

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
PRE-SCHOOL	269	141	128	-	-	-	-	-	-	-	-	269	-	-
	8%	65%	63%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%
		cdefghij	cdefghij									bc		
PRIMARY	1598	74	68	346	325	394	391	-	-	-	-	-	1598	-
	47%	34%	34%	100%	100%	83%	85%	-%	-%	-%	-%	-%	100%	-%
		ghij	ghij	abefghij	abefghij	abghij	abghij						ac	
SECONDARY	1463	-	-	-	-	80	68	475	447	199	194	-	-	1463
	43%	-%	-%	-%	-%	17%	15%	100%	100%	89%	92%	-%	-%	100%
						abcd	abcd	abcdefij	abcdefij	abcdef	abcdef			ab
POST-SCHOOL	36	-	-	-	-	-	-	-	-	21	15	-	-	-
	1%	-%	-%	-%	-%	-%	-%	-%	-%	9%	7%	-%	-%	-%
										abcdefgh	abcdefgh			
UNKNOWN	17	2	7	-	-	1	2	-	-	4	1	-	-	-
	*%	1%	3%	-%	-%	*%	*%	-%	-%	2%	1%	-%	-%	-%
			cdefgh							cdegh				

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 69

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
PRE-SCHOOL	269	218	30	13	8	269	233	37	74	78	56	60	152	116	269
	8%	8%	12%	8%	8%	8%	8%	9%	8%	8%	9%	7%	8%	8%	8%
			ae												
PRIMARY	1598	1354	118	71	55	1598	1422	176	449	465	291	380	914	671	1598
	47%	47%	47%	46%	52%	47%	47%	46%	47%	48%	45%	47%	48%	46%	47%
SECONDARY	1463	1258	96	68	41	1463	1298	165	414	407	287	355	821	642	1463
	43%	44%	38%	44%	40%	43%	43%	43%	44%	42%	45%	44%	43%	44%	43%
		b				b									
POST-SCHOOL	36	27	8	1	-	36	29	7	6	11	7	13	17	19	36
	1%	1%	3%	1%	-%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
			acde												
UNKNOWN	17	14	2	*	*	17	16	1	4	6	3	4	10	7	17
	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 69

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- Tially	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
PRE-SCHOOL	269	36	220	59	119	62	55	130	79
	8%	6%	8%	7%	8%	8%	11%	7%	7%
			a				bc		
PRIMARY	1598	260	1257	386	702	361	242	847	497
	47%	41%	48%	46%	49%	47%	48%	48%	46%
			a						
SECONDARY	1463	330	1082	372	591	342	206	763	481
	43%	52%	42%	45%	41%	44%	41%	43%	45%
		b							
POST-SCHOOL	36	10	25	10	16	7	4	17	15
	1%	2%	1%	1%	1%	1%	1%	1%	1%
UNKNOWN	17	3	11	5	3	3	2	9	6
	*%	*%	*%	1%	*%	*%	*%	1%	1%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 70

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Yes	3048	370	578	843	846	411	370	2266	411	1564	1484
	90%	88%	86%	90%	92%	95%	88%	90%	95%	90%	90%
				b	b	abc			ab		
No	115	21	31	37	18	8	21	86	8	61	54
	3%	5%	5%	4%	2%	2%	5%	3%	2%	3%	3%
		de	de	d			c				
Child is bilingual/ trilingual – using English equally with one or more other languages	206	28	58	56	49	15	28	163	15	101	104
	6%	7%	9%	6%	5%	3%	7%	6%	3%	6%	6%
		e	de				c	c			
Prefer not to say	15	1	4	*	9	-	1	14	-	10	5
	*%	*%	1%	*%	1%	-%	*%	1%	-%	1%	*%
					c						

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 70

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Yes	3048	190	180	304	274	429	414	428	418	214	197	239	1409	1350
	90%	88%	89%	88%	84%	90%	90%	90%	93%	96%	94%	89%	88%	92%
						d	d	d	acd	abcdefg	acd			b
No	115	12	9	14	17	15	22	15	3	4	3	12	69	32
	3%	5%	5%	4%	5%	3%	5%	3%	1%	2%	2%	4%	4%	2%
		h	h	h	h	h	h	h					c	
Child is bilingual/ trilingual – using English equally with one or more other languages	206	15	13	25	33	30	25	25	24	5	10	18	115	71
	6%	7%	6%	7%	10%	6%	5%	5%	5%	2%	5%	7%	7%	5%
		i		i	ghij	i							c	
Prefer not to say	15	-	1	3	1	*	-	6	3	-	-	1	4	9
	*%	-%	*%	1%	*%	*%	-%	1%	1%	-%	-%	*%	*%	1%
								f						

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 70

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Yes	3048	2583	236	131	98	3048	2680	368	834	884	587	731	1718	1318	3048
	90%	90%	93%	86%	93%	90%	89%	95%	88%	91%	91%	90%	90%	91%	90%
		c	c		c	c		a		a					
No	115	101	7	6	1	115	107	8	30	30	19	35	60	53	115
	3%	4%	3%	4%	1%	3%	4%	2%	3%	3%	3%	4%	3%	4%	3%
		d		d		d									
Child is bilingual/ trilingual – using English equally with one or more other languages	206	174	10	16	5	206	196	10	76	50	35	44	126	80	206
	6%	6%	4%	10%	5%	6%	7%	2%	8%	5%	5%	5%	7%	5%	6%
				abde			b		bf						
Prefer not to say	15	14	-	*	1	15	15	-	7	3	2	2	10	4	15
	*%	*%	-%	*%	1%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 70

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Yes	3048	591	2334	730	1310	718	434	1605	988
	90%	92%	90%	88%	91%	93%	85%	91%	92%
					a	a		a	a
No	115	19	88	43	39	15	28	57	28
	3%	3%	3%	5%	3%	2%	6%	3%	3%
				bc			bc		
Child is bilingual/ trilingual – using English equally with one or more other languages	206	29	167	56	81	41	44	100	57
	6%	5%	6%	7%	6%	5%	9%	6%	5%
							bc		
Prefer not to say	15	-	7	2	1	2	2	4	5
	*%	-%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
WHITE											
English/ Welsh/ Scottish/ Northern Irish/ British	2500	287	471	702	702	338	287	1875	338	1296	1205
	74%	68%	70%	75%	76%	78%	68%	74%	78%	75%	73%
		a		a	ab	ab		a	a		
Irish	29	5	4	8	8	3	5	21	3	17	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	8	-	-	3	3	2	-	6	2	3	5
	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%
Any other White background	110	15	24	35	22	13	15	82	13	52	58
	3%	4%	4%	4%	2%	3%	4%	3%	3%	3%	4%
MIXED OR MULTIPLE ETHNIC GROUPS											
White and Black Caribbean	64	8	11	13	19	13	8	43	13	25	39
	2%	2%	2%	1%	2%	3%	2%	2%	3%	1%	2%
White and Black African	63	9	12	19	20	3	9	51	3	34	29
	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
White and Asian	65	8	11	21	20	6	8	52	6	30	35
	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
Any other mixed/ multiple ethnic background	37	10	9	4	9	5	10	23	5	23	14
	1%	2%	1%	*%	1%	1%	2%	1%	1%	1%	1%
		c					b				

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
ASIAN AND BRITISH ASIAN											
Indian	82 2%	8 2%	25 4%	25 3%	17 2%	7 2%	8 2%	68 3%	7 2%	40 2%	43 3%
Pakistani	109 3%	18 4%	22 3%	26 3%	30 3%	12 3%	18 4%	78 3%	12 3%	57 3%	51 3%
Bangladeshi	32 1%	13 3%	3 *%	5 1%	10 1%	1 *%	13 3%	18 1%	1 *%	17 1%	15 1%
		bcde					bc				
Chinese	26 1%	8 2%	5 1%	11 1%	1 *%	2 *%	8 2%	17 1%	2 *%	12 1%	14 1%
		d					b				
Any other Asian background	25 1%	5 1%	6 1%	9 1%	4 *%	1 *%	5 1%	19 1%	1 *%	16 1%	8 1%
BLACK AND BLACK BRITISH											
Caribbean	14 *%	2 1%	4 1%	* *%	5 1%	3 1%	2 1%	9 *%	3 1%	6 *%	8 *%
African	157 5%	22 5%	48 7%	40 4%	29 3%	17 4%	22 5%	117 5%	17 4%	69 4%	88 5%
		cde									
Any other Black/ African/ Caribbean background	7 *%	* *%	2 *%	* *%	4 *%	1 *%	* *%	6 *%	1 *%	2 *%	5 *%
OTHER ETHNIC GROUPS											
Arab	17 *%	- -%	4 1%	5 1%	5 1%	2 1%	- -%	15 1%	2 1%	14 1%	3 *%
							b				

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Any other ethnic background	10	2	-	3	2	2	2	6	2	4	6
	*%	*%	-%	*%	*%	1%	*%	*%	1%	*%	*%
Prefer not to say	28	2	9	5	11	2	2	25	2	18	10
	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	2500	145	142	246	224	363	339	368	334	173	165	185	1156	1117
	74%	67%	70%	71%	69%	77%	74%	77%	75%	77%	79%	69%	72%	76%
						ad		abd		ad	abd			ab
Irish	29	3	2	2	2	3	5	6	2	3	-	4	11	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	8	-	-	-	-	2	1	-	3	1	1	-	2	6
	*%	-%	-%	-%	-%	*%	*%	-%	1%	*%	*%	-%	*%	*%
Any other White background	110	8	7	9	15	14	22	14	9	7	6	6	62	42
	3%	4%	3%	3%	5%	3%	5%	3%	2%	3%	3%	2%	4%	3%
MIXED OR MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	64	6	2	5	6	3	10	5	13	5	9	3	28	32
	2%	3%	1%	2%	2%	1%	2%	1%	3%	2%	4%	1%	2%	2%
									e		beg			
White and Black African	63	2	7	8	4	14	6	9	11	1	2	6	33	24
	2%	1%	3%	2%	1%	3%	1%	2%	2%	*%	1%	2%	2%	2%
			i											
White and Asian	65	3	5	6	5	13	8	6	14	3	3	6	32	26
	2%	1%	2%	2%	2%	3%	2%	1%	3%	2%	1%	2%	2%	2%
Any other mixed/ multiple ethnic background	37	7	3	5	5	1	3	6	3	4	1	7	14	15
	1%	3%	2%	1%	1%	*%	1%	1%	1%	2%	1%	3%	1%	1%
		efh										b		

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
ASIAN AND BRITISH ASIAN														
Indian	82 2%	4 2%	4 2%	13 4%	12 4%	8 2%	17 4%	9 2%	8 2%	5 2%	2 1%	5 2%	50 3%	28 2%
Pakistani	109 3%	10 5%	8 4%	12 3%	11 3%	15 3%	11 2%	15 3%	15 3%	6 3%	7 3%	12 4%	53 3%	44 3%
Bangladeshi	32 1%	7 3%	6 3%	2 1%	1 *%	1 *%	4 1%	7 2%	2 1%	- -%	1 *%	7 2%	11 1%	12 1%
		cdehi	dehi									bc		
Chinese	26 1%	1 1%	6 3%	* *%	4 1%	8 2%	3 1%	1 *%	- -%	2 1%	- -%	4 1%	17 1%	3 *%
			c fghj			ch						c	c	
Any other Asian background	25 1%	4 2%	* *%	5 1%	1 *%	4 1%	4 1%	2 *%	2 1%	1 *%	- -%	4 1%	16 1%	5 *%
BLACK AND BLACK BRITISH														
Caribbean	14 *%	2 1%	- -%	1 *%	3 1%	- -%	* *%	- -%	5 1%	3 1%	- -%	1 *%	6 *%	8 1%
										eg				
African	157 5%	10 5%	12 6%	22 6%	26 8%	17 4%	22 5%	13 3%	16 4%	6 3%	11 5%	18 7%	84 5%	54 4%
				g	eghi							c		
Any other Black/ African/ Caribbean background	7 *%	* *%	- -%	- -%	2 1%	* *%	- -%	2 *%	2 1%	- -%	1 *%	* *%	2 *%	5 *%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
OTHER ETHNIC GROUPS														
Arab	17	-	-	3	1	3	2	5	*	2	-	-	8	9
	*%	-%	-%	1%	*%	1%	*%	1%	*%	1%	-%	-%	*%	1%
Any other ethnic background	10	2	-	-	-	-	3	-	2	2	-	2	1	7
	*%	1%	-%	-%	-%	-%	1%	-%	1%	1%	-%	1%	*%	*%
Prefer not to say	28	2	-	6	3	5	-	6	5	-	2	2	14	12
	1%	1%	-%	2%	1%	1%	-%	1%	1%	-%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

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C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	2500	2087	211	122	81	2500	2146	354	686	686	511	607	1371	1118	2500
	74%	73%	83%	80%	77%	74%	72%	92%	72%	71%	80%	75%	72%	77%	74%
			ae	ae				a			abdeg			abe	
Irish	29	18	1	1	8	29	28	1	11	9	4	3	21	8	29
	1%	1%	1%	1%	8%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					abce										
Gypsy, Traveller or Irish Traveller	8	7	1	-	-	8	6	2	3	-	1	4	3	5	8
	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Any other White background	110	98	7	4	1	110	104	5	28	25	28	30	52	57	110
	3%	3%	3%	3%	1%	3%	3%	1%	3%	3%	4%	4%	3%	4%	3%
		d				d									
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	64	58	4	1	*	64	56	8	17	17	12	18	33	30	64
	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
White and Black African	63	53	4	5	2	63	63	*	22	24	5	12	47	16	63
	2%	2%	1%	3%	2%	2%	2%	1%	2%	3%	1%	1%	2%	1%	2%
							b		cf	cf			cf		
White and Asian	65	58	3	2	2	65	59	6	26	15	11	14	41	25	65
	2%	2%	1%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Any other mixed/ multiple ethnic background	37	34	*	2	1	37	34	4	8	11	3	13	19	16	37
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
												c			
ASIAN AND BRITISH ASIAN															
Indian	82	76	3	3	1	82	82	-	27	31	8	17	58	25	82
	2%	3%	1%	2%	1%	2%	3%	-%	3%	3%	1%	2%	3%	2%	2%
							b		c	cf			cf		
Pakistani	109	103	4	*	1	109	107	2	25	32	14	36	58	50	109
	3%	4%	2%	1%	1%	3%	4%	1%	3%	3%	2%	4%	3%	3%	3%
		c				c	b					c			
Bangladeshi	32	28	2	1	1	32	32	-	6	10	11	5	16	16	32
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	2%	1%	1%	1%	1%
											a				
Chinese	26	26	-	*	-	26	26	-	9	14	-	3	23	3	26
	1%	1%	-%	1%	-%	1%	1%	-%	1%	1%	-%	1%	1%	1%	1%
									cf	cdf			cf		cf
Any other Asian background	25	22	1	*	1	25	25	-	7	11	2	5	18	7	25
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
BLACK AND BLACK BRITISH															
Caribbean	14	12	1	1	1	14	14	*	4	2	4	4	6	8	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
African	157	136	9	9	3	157	156	1	47	57	23	30	104	53	157
	5%	5%	4%	6%	3%	5%	5%	1%	5%	6%	4%	4%	5%	4%	5%
							b			f			f		

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Any other Black/ African/ Caribbean background	7	7	*	*	*	7	7	-	2	4	1	1	5	2	7
	%	%	%	%	%	%	%	-%	%	%	%	%	%	%	%
OTHER ETHNIC GROUPS															
Arab	17	15	1	*	*	17	16	1	9	5	1	1	15	2	17
	%	1%	1%	%	%	%	1%	%	1%	1%	%	%	1%	%	%
									f				f		
Any other ethnic background	10	8	1	1	-	10	10	-	1	1	2	5	3	7	10
	%	%	%	1%	-%	%	%	-%	%	%	%	1%	%	%	%
Prefer not to say	28	27	-	-	2	28	26	2	9	12	2	3	21	5	28
	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	%	%	1%	%	1%
					bc					f			f		

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
WHITE									
English/ Welsh/ Scottish/ Northern Irish/ British	2500	525	1886	585	1099	594	323	1313	855
	74%	82%	73%	70%	77%	77%	63%	74%	79%
		b			a	a		a	ab
Irish	29	6	20	5	10	8	4	17	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	8	2	4	1	2	-	-	4	2
	*%	*%	*%	*%	*%	-%	-%	*%	*%
Any other White background	110	10	98	30	41	26	25	47	35
	3%	2%	4%	4%	3%	3%	5%	3%	3%
			a				b		
MIXED OR MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	64	15	45	20	23	9	13	27	22
	2%	2%	2%	2%	2%	1%	2%	2%	2%
White and Black African	63	9	53	13	22	20	24	27	12
	2%	1%	2%	2%	2%	3%	5%	2%	1%
							bc		
White and Asian	65	15	50	7	31	21	15	34	15
	2%	2%	2%	1%	2%	3%	3%	2%	1%
					a	a			

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Any other mixed/ multiple ethnic background	37	8	26	6	18	7	7	15	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN									
Indian	82	9	65	24	36	11	14	47	22
	2%	1%	3%	3%	2%	1%	3%	3%	2%
Pakistani	109	13	86	51	35	9	12	61	33
	3%	2%	3%	6%	2%	1%	2%	3%	3%
				bc					
Bangladeshi	32	2	24	16	10	4	8	18	6
	1%	*%	1%	2%	1%	1%	2%	1%	1%
				bc					
Chinese	26	3	22	5	8	13	8	14	4
	1%	*%	1%	1%	1%	2%	2%	1%	*%
						b	c		
Any other Asian background	25	-	24	10	9	5	5	9	10
	1%	-%	1%	1%	1%	1%	1%	1%	1%
			a						
BLACK AND BLACK BRITISH									
Caribbean	14	3	10	1	7	3	1	8	5
	*%	*%	*%	*%	1%	*%	*%	*%	*%
African	157	11	136	42	61	39	33	98	26
	5%	2%	5%	5%	4%	5%	7%	6%	2%
			a				c	c	

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Any other Black/ African/ Caribbean background	7 *%	- -%	7 *%	4 1%	1 *%	2 *%	3 1%	4 *%	1 *%
OTHER ETHNIC GROUPS									
Arab	17 *%	3 *%	13 1%	5 1%	7 *%	3 *%	5 1% c	12 1% c	* *%
Any other ethnic background	10 *%	2 *%	7 *%	4 *%	4 *%	- -%	- -%	3 *%	6 1%
Prefer not to say	28 1%	2 *%	18 1%	5 1%	6 *%	3 *%	8 2% bc	11 1%	3 *%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Hearing? Poor hearing, partial hearing, or are deaf	49 1%	6 1%	10 1%	15 2%	12 1%	6 1%	6 1%	36 1%	6 1%	27 2%	22 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	118 3%	12 3%	20 3%	33 4%	41 4%	13 3%	12 3%	94 4%	13 3%	58 3%	60 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	44 1%	7 2%	8 1%	17 2%	6 1%	5 1%	7 2%	31 1%	5 1%	25 1%	19 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	41 1%	5 1%	7 1%	11 1%	12 1%	7 2%	5 1%	30 1%	7 2%	32 2% b	9 1%
Breathing? Breathlessness or chest pains	53 2%	6 1%	13 2%	13 1%	12 1%	9 2%	6 1%	38 2%	9 2%	25 1%	27 2%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	156 5%	13 3%	28 4%	37 4%	48 5%	30 7% ac	13 3%	113 4%	30 7% a	81 5%	75 5%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	41 1%	12 3% cd	12 2%	7 1%	6 1%	4 1%	12 3% b	25 1%	4 1%	28 2%	13 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	274 8%	32 8%	40 6%	69 7%	89 10% b	44 10% b	32 8%	198 8%	44 10%	171 10% b	103 6%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	190 6%	3 1%	13 2%	41 4% ab	87 9% abc	46 11% abc	3 1%	141 6% a	46 11% ab	78 4%	112 7% a
Other illnesses/ conditions which impact or limit their daily activities	35 1%	7 2%	4 1%	8 1%	13 1%	4 1%	7 2%	24 1%	4 1%	16 1%	19 1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Nothing – no impairments or conditions that impact or limit their daily activities	2596	333	536	734	679	314	333	1949	314	1306	1290
	77%	79%	80%	78%	74%	72%	79%	77%	72%	75%	78%
		de	de	de			c				
Don't know	58	12	15	16	12	4	12	43	4	33	26
	2%	3%	2%	2%	1%	1%	3%	2%	1%	2%	2%
Prefer not to say	90	15	21	19	20	14	15	60	14	50	40
	3%	4%	3%	2%	2%	3%	4%	2%	3%	3%	2%
SUMMARY											
ANY IMPACTING OR LIMITING CONDITIONS	639	60	99	166	211	102	60	477	102	347	292
	19%	14%	15%	18%	23%	24%	14%	19%	24%	20%	18%
					abc	abc		a	ab		
MULTIPLE IMPACTING OR LIMITING CONDITIONS	224	26	33	52	76	37	26	161	37	121	103
	7%	6%	5%	6%	8%	9%	6%	6%	9%	7%	6%
					b	b					

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Hearing? Poor hearing, partial hearing, or are deaf	49 1%	3 1%	3 2%	3 1%	6 2%	11 2%	4 1%	7 1%	5 1%	3 1%	4 2%	3 1%	27 2%	19 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	118 3%	2 1%	9 5% a	15 4% a	5 2%	17 4%	16 3%	18 4%	23 5% ad	6 3%	7 3%	7 3%	55 3%	56 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	44 1%	4 2%	4 2%	2 1%	6 2%	13 3% h	5 1%	4 1%	2 *%	3 1%	3 1%	4 1%	28 2%	13 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	41 1%	4 2%	1 1%	7 2% d	1 *%	9 2% d	2 1%	9 2%	3 1%	4 2% d	3 1%	5 2%	18 1%	18 1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Breathing? Breathlessness or chest pains	53 2%	4 2%	2 1%	6 2%	6 2%	7 1%	7 1%	4 1%	8 2%	4 2%	5 2%	2 1%	27 2%	22 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	156 5%	9 4%	5 2%	15 4%	13 4%	17 4%	20 4%	28 6%	20 4%	13 6%	17 8% be	11 4%	59 4%	81 6% b
Difficulty with speech? e.g. due to a stroke, stutter or stammer	41 1%	9 4% defgh	3 1%	8 2% h	4 1%	3 1%	4 1%	5 1%	* **%	2 1%	2 1%	6 2% c	25 2%	10 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	274 8%	21 10% df	12 6%	27 8%	14 4%	46 10% df	23 5%	52 11% bdf	36 8% d	25 11% bdf	19 9% d	18 7%	115 7%	138 9%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	190 6%	2 1%	1 1%	4 1%	9 3%	18 4% abc	23 5% abc	41 9% abcde	46 10% abcdef	12 6% abc	34 16% abcdefgi	2 1%	41 3% a	142 10% ab
Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c														

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Other illnesses/ conditions which impact or limit their daily activities	35 1%	1 1%	5 3% c	- -%	4 1%	3 1%	4 1%	9 2% c	4 1%	3 1%	2 1%	6 2% b	10 1%	18 1%
Nothing – no impairments or conditions that impact or limit their daily activities	2596 77%	168 77%	165 81% gj	265 77%	271 83% ghij	365 77%	369 80% gj	342 72%	336 75%	166 74%	148 70%	220 82% c	1257 79% c	1082 74%
Don't know	58 2%	6 3%	5 3%	7 2%	8 2%	10 2%	6 1%	6 1%	6 1%	3 1%	1 *%	2 1%	38 2% c	17 1%
Prefer not to say	90 3%	7 3%	9 4%	14 4%	7 2%	10 2%	9 2%	14 3%	7 2%	6 3%	8 4%	11 4%	42 3%	33 2%
SUMMARY														
ANY IMPACTING OR LIMITING CONDITIONS	639 19%	36 17%	24 12%	60 17%	39 12%	89 19% bd	77 17%	112 24% bdf	99 22% bd	49 22% bd	53 25% abcdf	36 13%	260 16%	330 23% ab
MULTIPLE IMPACTING OR LIMITING CONDITIONS	224 7%	15 7%	11 5%	17 5%	16 5%	29 6%	22 5%	43 9% df	33 7%	17 7%	21 10% cdf	14 5%	90 6%	117 8% b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Hearing? Poor hearing, partial hearing, or are deaf	49	40	5	3	2	49	44	5	15	10	14	10	24	24	49
	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	118	105	8	3	2	118	102	16	30	33	24	32	63	56	118
	3%	4%	3%	2%	2%	3%	3%	4%	3%	3%	4%	4%	3%	4%	3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	44	38	4	1	1	44	33	11	15	9	6	13	25	19	44
	1%	1%	2%	*%	1%	1%	1%	3% a	2%	1%	1%	2%	1%	1%	1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	41	37	2	1	1	41	33	8	14	13	7	8	26	15	41
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Breathing? Breathlessness or chest pains	53	49	2	1	*	53	46	7	14	12	9	17	27	26	53
	2%	2%	1%	1%	*%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	156 5%	139 5%	8 3%	5 3%	4 4%	156 5%	133 4%	23 6%	26 3%	34 4%	34 5% ae	58 7% abeg	60 3%	92 6% abeg	156 5% ae
Difficulty with speech? e.g. due to a stroke, stutter or stammer	41 1%	35 1%	3 1%	2 1%	1 1%	41 1%	35 1%	5 1%	9 1%	15 2%	5 1%	12 1%	24 1%	17 1%	41 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	274 8%	239 8%	19 7%	10 6%	7 7%	274 8%	231 8%	43 11% a	39 4%	56 6%	63 10% abe	116 14% abceg	95 5%	179 12% abeg	274 8% ae
Their mental health? Anxiety, depression, or trauma-related conditions, for example	190 6%	163 6% d	13 5%	11 7% d	3 2%	190 6%	163 5%	28 7%	32 3%	36 4%	46 7% abe	76 9% abeg	68 4%	122 8% abeg	190 6% ae
Other illnesses/ conditions which impact or limit their daily activities	35 1%	29 1%	3 1%	1 1%	2 2%	35 1%	29 1%	6 2%	7 1%	7 1%	4 1%	17 2% abceg	14 1%	21 1%	35 1%
Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g															

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Nothing – no impairments or conditions that impact or limit their daily activities	2596	2197	194	119	86	2596	2315	281	768	790	477	552	1559	1029	2596
	77%	77%	76%	78%	82%	77%	77%	73%	81% cdfg	82% cdfg	74% d	68%	81% cdfg	71%	77% df
Don't know	58	51	3	3	2	58	53	5	13	10	14	22	23	35	58
	2%	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	3% be	1%	2% be	2%
Prefer not to say	90	72	10	4	3	90	81	8	19	29	19	22	47	41	90
	3%	3%	4%	3%	3%	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	639	552	47	26	15	639	548	91	147	138	134	216	285	350	639
	19%	19%	19%	17%	14%	19%	18%	24% a	16%	14%	21% abe	27% abceg	15%	24% abeg	19% abe
MULTIPLE IMPACTING OR LIMITING CONDITIONS	224	200	13	7	4	224	190	34	40	50	47	88	89	135	224
	7%	7%	5%	5%	4%	7%	6%	9%	4%	5%	7% ae	11% abceg	5%	9% abeg	7% ae

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY a	NONE b	MOST a	POTEN- TIALY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Hearing? Poor hearing, partial hearing, or are deaf	49 1%	49 8% b	- -%	17 2% c	21 1%	4 1%	7 1%	24 1%	18 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	118 3%	118 19% b	- -%	39 5% c	49 3%	17 2%	19 4%	61 3%	36 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	44 1%	44 7% b	- -%	17 2% c	19 1%	4 1%	12 2%	22 1%	11 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	41 1%	41 6% b	- -%	12 1%	21 1%	8 1%	10 2%	15 1%	15 1%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Breathing? Breathlessness or chest pains	53	53	-	20	22	10	6	30	16
	2%	8%	-%	2%	2%	1%	1%	2%	1%
		b							
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	156	156	-	44	72	26	11	78	65
	5%	24%	-%	5%	5%	3%	2%	4%	6%
		b						a	a
Difficulty with speech? e.g. due to a stroke, stutter or stammer	41	41	-	2	20	13	6	21	13
	1%	6%	-%	*%	1%	2%	1%	1%	1%
		b			a	a			
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	274	274	-	97	115	33	17	140	115
	8%	43%	-%	12%	8%	4%	3%	8%	11%
		b		bc	c			a	ab

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Their mental health? Anxiety, depression, or trauma-related conditions, for example	190	190	-	62	77	31	21	75	95
	6%	30%	-%	7%	5%	4%	4%	4%	9%
		b		c					ab
Other illnesses/ conditions which impact or limit their daily activities	35	35	-	8	20	3	3	21	10
	1%	5%	-%	1%	1%	*%	*%	1%	1%
		b			c				
Nothing – no impairments or conditions that impact or limit their daily activities	2596	-	2596	587	1105	659	415	1383	784
	77%	-%	100%	71%	77%	85%	82%	78%	73%
			a		a	ab	c	c	
Don't know	58	-	-	23	25	7	8	28	21
	2%	-%	-%	3%	2%	1%	2%	2%	2%
				c					
Prefer not to say	90	-	-	16	26	8	12	42	25
	3%	-%	-%	2%	2%	1%	2%	2%	2%
SUMMARY									
ANY IMPACTING OR LIMITING CONDITIONS	639	639	-	206	276	103	74	313	247
	19%	100%	-%	25%	19%	13%	14%	18%	23%
		b		bc	c				ab

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 72

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
MULTIPLE IMPACTING OR LIMITING CONDITIONS	224	224	-	74	101	29	24	109	89
	7%	35%	-%	9%	7%	4%	5%	6%	8%
		b		c	c				a

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 73

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
16 to 24	119	53	38	28	-	-	53	66	-	71	48
	4%	13%	6%	3%	-%	-%	13%	3%	-%	4%	3%
		bcde	cde	de			bc	c			
25 to 34	904	225	283	249	111	36	225	643	36	461	443
	27%	53%	42%	27%	12%	8%	53%	25%	8%	27%	27%
		bcde	cde	de			bc	c			
35 to 44	1516	124	281	477	471	162	124	1230	162	766	750
	45%	29%	42%	51%	51%	37%	29%	49%	37%	44%	46%
			a	abe	abe	a		ac	a		
45 to 54	698	13	56	162	279	188	13	497	188	363	335
	21%	3%	8%	17%	30%	43%	3%	20%	43%	21%	20%
			a	ab	abc	abcd		a	ab		
55 to 64	117	2	7	14	49	44	2	71	44	58	59
	3%	*%	1%	2%	5%	10%	*%	3%	10%	3%	4%
					abc	abcd		a	ab		
65 to 74	4	-	-	2	-	2	-	2	2	1	3
	*%	-%	-%	*%	-%	1%	-%	*%	1%	*%	*%
									b		
Refused	26	4	6	3	12	2	4	20	2	16	11
	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 73

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
16 to 24	119	30	23	24	14	17	11	-	-	-	-	36	78	5
	4%	14%	11%	7%	4%	4%	2%	-%	-%	-%	-%	13%	5%	*%
		cdefghij	defghij	fghij	ghij	ghij	ghij					bc	c	
25 to 34	904	118	107	146	137	136	113	46	65	15	21	136	597	161
	27%	54%	52%	42%	42%	29%	25%	10%	14%	7%	10%	51%	37%	11%
		cdefghij	cdefghij	efghij	efghij	ghij	ghij		i			bc	c	
35 to 44	1516	58	66	140	141	238	239	250	222	80	82	82	711	705
	45%	27%	32%	40%	43%	50%	52%	53%	50%	36%	39%	30%	44%	48%
				a	ab	abcij	abcdij	abcdij	abcij		a		a	a
45 to 54	698	7	6	32	24	72	90	145	133	107	81	10	183	482
	21%	3%	3%	9%	7%	15%	20%	31%	30%	48%	39%	4%	11%	33%
				ab	ab	abcd	abcd	abcdef	abcdef	abcdefgh	abcdefh		a	ab
55 to 64	117	*	1	2	6	9	5	28	22	19	25	2	21	92
	3%	*%	1%	*%	2%	2%	1%	6%	5%	9%	12%	1%	1%	6%
								abcdef	abcdef	abcdef	abcdefgh			ab
65 to 74	4	-	-	-	-	-	2	-	-	1	1	-	2	2
	*%	-%	-%	-%	-%	-%	*%	-%	-%	1%	*%	-%	*%	*%
Refused	26	4	*	2	4	2	*	5	6	2	-	3	7	15
	1%	2%	*%	1%	1%	*%	*%	1%	1%	1%	-%	1%	*%	1%
		f												

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 73

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
16 to 24	119 4%	103 4%	8 3%	5 3%	4 4%	119 4%	109 4%	10 3%	30 3%	44 5% d	26 4%	19 2%	74 4%	45 3%	119 4%
25 to 34	904 27%	755 26%	71 28%	47 31%	31 29%	904 27%	816 27%	88 23%	222 23%	243 25%	182 28% a	251 31% abeg	464 24%	433 30% abe	904 27%
35 to 44	1516 45%	1307 45%	101 40%	61 40%	46 44%	1516 45%	1351 45%	165 43%	447 47% f	447 46%	272 42%	344 42%	894 47% f	616 42%	1516 45%
45 to 54	698 21%	586 20%	63 25% d	31 20%	18 17%	698 21%	603 20%	94 24%	210 22%	192 20%	138 21%	156 19%	402 21%	293 20%	698 21%
55 to 64	117 3%	96 3%	10 4%	5 4%	5 5%	117 3%	94 3%	23 6% a	34 4%	32 3%	20 3%	31 4%	66 3%	51 3%	117 3%
65 to 74	4 *% ae	3 *% ae	- -% ae	1 1% ae	- -% ae	4 *% ae	1 *% ae	3 1% a	- -%	- -%	1 *% e	3 *% e	- -%	4 *% e	4 *% e
Refused	26 1%	22 1%	1 *%	1 1%	1 1%	26 1%	24 1%	2 1%	4 *%	9 1%	4 1%	9 1%	14 1%	13 1%	26 1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 73

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- Tially	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
16 to 24	119	30	79	28	59	21	46	52	17
	4%	5%	3%	3%	4%	3%	9%	3%	2%
							bc		
25 to 34	904	160	687	247	399	174	166	461	266
	27%	25%	26%	30%	28%	22%	33%	26%	25%
				c	c		bc		
35 to 44	1516	283	1178	366	639	356	181	834	490
	45%	44%	45%	44%	45%	46%	36%	47%	45%
							a	a	
45 to 54	698	155	524	161	288	184	87	345	260
	21%	24%	20%	19%	20%	24%	17%	20%	24%
		b							ab
55 to 64	117	7	106	25	46	32	19	63	34
	3%	1%	4%	3%	3%	4%	4%	4%	3%
			a						
65 to 74	4	2	2	3	-	1	1	-	3
	*%	*%	*%	*%	-%	*%	*%	-%	*%
Refused	26	2	20	2	*	8	8	12	7
	1%	*%	1%	*%	*%	1%	1%	1%	1%
						b			

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 74

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Man	1037	114	216	271	309	126	114	797	126	582	455
	31%	27%	32%	29%	34%	29%	27%	32%	29%	34%	28%
				a						b	
Woman	2339	306	451	664	609	308	306	1725	308	1150	1189
	69%	73%	67%	71%	66%	71%	73%	68%	71%	66%	72%
		d									a
Non-binary	5	-	2	-	3	-	-	5	-	2	3
	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	*%
Prefer not to say	2	-	2	-	-	-	-	2	-	2	*
	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 74

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Man	1037	60	54	131	85	135	136	183	126	72	54	70	490	457
	31%	28%	27%	38%	26%	28%	30%	39%	28%	32%	26%	26%	31%	31%
				abdefhj				abdefhj						
Woman	2339	157	149	212	239	340	325	289	320	152	157	200	1104	1003
	69%	72%	73%	61%	73%	72%	70%	61%	72%	68%	74%	74%	69%	69%
		cg	cg		cg	cg	cg		cg		cg			
Non-binary	5	-	-	-	2	-	-	2	1	-	-	-	2	3
	*%	-%	-%	-%	1%	-%	-%	*%	*%	-%	-%	-%	*%	*%
Prefer not to say	2	-	-	2	*	-	-	-	-	-	-	-	2	-
	*%	-%	-%	1%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 74

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Man	1037	860	91	45	40	1037	955	81	412	286	185	152	698	338	1037
	31%	30%	36%	30%	38%	31%	32%	21%	43%	30%	29%	19%	36%	23%	31%
			ae		ace		b		bcdefg	df	df		bcdfg	d	df
Woman	2339	2006	162	107	64	2339	2038	301	531	679	456	659	1210	1115	2339
	69%	70%	64%	70%	61%	69%	68%	78%	56%	70%	71%	81%	63%	77%	69%
		bd		d		d		a		ae	ae	abcefg	a	abceg	ae
Non-binary	5	5	-	-	*	5	2	3	4	-	1	-	4	1	5
	*%	*%	-%	-%	*%	*%	*%	1%	*%	-%	*%	-%	*%	*%	*%
							a								
Prefer not to say	2	2	-	*	-	2	2	-	*	2	*	-	2	*	2
	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 74

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Man	1037	161	822	195	469	303	235	545	257
	31%	25%	32%	23%	33%	39%	46%	31%	24%
			a		a	ab	bc	c	
Woman	2339	475	1770	635	962	469	273	1218	819
	69%	74%	68%	76%	67%	60%	54%	69%	76%
		b		bc	c			a	ab
Non-binary	5	2	3	-	*	4	1	4	-
	*%	*%	*%	-%	*%	1%	*%	*%	-%
						b			
Prefer not to say	2	2	*	2	-	-	*	*	2
	*%	*%	*%	*%	-%	-%	*%	*%	*%
		b							

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 75

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
In full time employment	1867	206	395	506	503	257	206	1404	257	968	899
	55%	49%	59%	54%	55%	59%	49%	56%	59%	56%	55%
			a			a		a	a		
In part time employment	826	122	164	239	215	86	122	618	86	404	423
	24%	29%	25%	25%	23%	20%	29%	24%	20%	23%	26%
		de		e			c				
Unemployed	169	20	28	50	53	19	20	130	19	84	86
	5%	5%	4%	5%	6%	4%	5%	5%	4%	5%	5%
A student	62	7	12	16	19	7	7	47	7	32	30
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Full-time responsibility for home/ family	379	56	66	102	107	48	56	275	48	209	170
	11%	13%	10%	11%	12%	11%	13%	11%	11%	12%	10%
Retired	14	-	-	4	3	7	-	7	7	2	12
	*%	-%	-%	*%	*%	2%	-%	*%	2%	*%	1%
						abd			ab		a
Other	32	3	2	9	8	10	3	19	10	24	9
	1%	1%	*%	1%	1%	2%	1%	1%	2%	1%	1%
						b			b	b	
Prefer not to say	33	6	3	11	13	-	6	27	-	13	20
	1%	1%	1%	1%	1%	-%	1%	1%	-%	1%	1%
		e		e	e		c	c			

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 75

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
In full time employment	1867	103	103	207	188	258	248	263	240	137	120	135	884	817
	55%	48%	50%	60% ab	58% a	54%	54%	55%	54%	61% ab	57%	50%	55%	56%
In part time employment	826	62	60	77	88	118	120	104	112	43	43	70	407	340
	24%	28% i	30% ij	22%	27%	25%	26%	22%	25%	19%	20%	26%	25%	23%
Unemployed	169	12	9	17	11	20	30	32	21	3	16	15	76	72
	5%	5% i	4%	5%	3%	4%	6% i	7% i	5%	1%	7% di	5%	5%	5%
A student	62	2	5	7	6	9	7	10	9	4	3	7	27	28
	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%
Full-time responsibility for home/ family	379	33	24	36	30	60	42	57	51	25	24	34	174	166
	11%	15% f	12%	10%	9%	13%	9%	12%	11%	11%	11%	12%	11%	11%
Retired	14	-	-	-	-	-	4	-	3	2	4	-	4	9
	*%	-%	-%	-%	-%	-%	1%	-%	1%	1%	2% abcdeg	-%	*%	1%
Other	32	2	1	2	*	6	3	5	3	9	1	3	10	19
	1%	1%	1%	1%	*%	1%	1%	1%	1%	4% abcdefghj	*%	1%	1%	1%
Prefer not to say	33	4	2	1	3	4	7	4	8	-	-	6	15	13
	1%	2%	1%	*%	1%	1%	1%	1%	2%	-%	-%	2%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 75

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
In full time employment	1867	1551	155	95	67	1867	1714	153	713	619	346	186	1332	533	1867
	55%	54%	61%	62%	64%	55%	57%	40%	75%	64%	54%	23%	70%	37%	55%
			ae	ae	ae		b		bcdefg	cdfg	df		bcdfg	d	df
In part time employment	826	716	59	30	22	826	700	126	154	236	194	237	390	431	826
	24%	25%	23%	20%	21%	24%	23%	33%	16%	24%	30%	29%	20%	30%	24%
		c					a			ae	abeg	aeg	a	abeg	ae
Unemployed	169	150	10	6	3	169	150	19	11	15	10	131	25	141	169
	5%	5%	4%	4%	2%	5%	5%	5%	1%	2%	2%	16%	1%	10%	5%
												abcefg		abceg	abce
A student	62	50	9	2	2	62	56	6	12	34	10	6	47	15	62
	2%	2%	3%	1%	2%	2%	2%	2%	1%	4%	1%	1%	2%	1%	2%
			ace							acdfg			df		
Full-time responsibility for home/ family	379	335	20	14	10	379	313	67	49	55	73	200	104	273	379
	11%	12%	8%	9%	9%	11%	10%	17%	5%	6%	11%	25%	5%	19%	11%
		b					a				abe	abcefg		abceg	abe
Retired	14	11	1	2	-	14	8	6	2	1	1	10	3	11	14
	*%	*%	*%	1%	-%	*%	*%	2%	*%	*%	*%	1%	*%	1%	*%
							a					abceg		e	
Other	32	27	-	3	1	32	30	2	-	4	4	24	4	28	32
	1%	1%	-%	2%	1%	1%	1%	1%	-%	*%	1%	3%	*%	2%	1%
				abe							a	abceg		abceg	ae
Prefer not to say	33	31	-	1	1	33	28	6	8	2	4	18	10	22	33
	1%	1%	-%	*%	1%	1%	1%	1%	1%	*%	1%	2%	1%	2%	1%
		b										abceg		be	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 75

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
In full time employment	1867	286	1504	282	852	604	368	993	501
	55%	45%	58%	34%	60%	78%	72%	56%	47%
			a		a	ab	bc	c	
In part time employment	826	168	627	260	360	121	76	459	285
	24%	26%	24%	31%	25%	16%	15%	26%	26%
				bc	c			a	a
Unemployed	169	44	117	78	57	*	12	63	92
	5%	7%	4%	9%	4%	*%	2%	4%	9%
		b		bc	c				ab
A student	62	17	40	23	19	11	13	27	20
	2%	3%	2%	3%	1%	1%	3%	2%	2%
				b					
Full-time responsibility for home/ family	379	99	270	167	122	35	28	199	149
	11%	16%	10%	20%	9%	4%	6%	11%	14%
		b		bc	c			a	a
Retired	14	4	10	8	2	3	5	5	4
	*%	1%	*%	1%	*%	*%	1%	*%	*%
				b					
Other	32	16	15	12	15	-	1	18	11
	1%	2%	1%	1%	1%	-%	*%	1%	1%
		b		c	c				
Prefer not to say	33	6	14	2	4	2	6	2	14
	1%	1%	1%	*%	*%	*%	1%	*%	1%
							b		b

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 76

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Income Support	147	20	21	35	43	28	20	100	28	76	71
	4%	5%	3%	4%	5%	6%	5%	4%	6%	4%	4%
						b			b		
Income-based Jobseeker's Allowance	33	6	6	6	11	4	6	23	4	16	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pensions Credit (Guaranteed Credit)	46	8	12	7	14	5	8	33	5	27	19
	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%
Pensions Credit (no Guaranteed Credit)	24	1	7	7	6	4	1	19	4	16	8
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	*%
Employment and Support Allowance (ESA)	105	12	26	14	31	22	12	71	22	55	50
	3%	3%	4%	1%	3%	5%	3%	3%	5%	3%	3%
			c		c	c			b		
Universal Credit (and household has other earnings)	580	85	124	154	154	63	85	432	63	290	290
	17%	20%	18%	16%	17%	15%	20%	17%	15%	17%	18%
		e					c				
Universal Credit (and household has no other earnings)	225	33	36	77	53	25	33	166	25	112	113
	7%	8%	5%	8%	6%	6%	8%	7%	6%	6%	7%
				b							
Personal Independence Payment (PIP)	176	16	27	41	48	44	16	116	44	89	87
	5%	4%	4%	4%	5%	10%	4%	5%	10%	5%	5%
						abcd			ab		

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 76

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C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Carer's allowance	164	17	27	38	51	30	17	117	30	92	72
	5%	4%	4%	4%	6%	7% b	4%	5%	7%	5%	4%
Disability Living Allowance (DLA)	168	18	21	51	56	22	18	128	22	97	71
	5%	4%	3%	5%	6% b	5%	4%	5%	5%	6%	4%
Other	35	2	6	12	6	8	2	24	8	21	14
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
None of these - Do not receive any of these benefits	1992	242	412	563	530	245	242	1505	245	1010	982
	59%	58%	61%	60%	57%	56%	58%	60%	56%	58%	60%
Don't know	54	5	9	18	17	3	5	45	3	27	27
	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%
Prefer not to say	151	18	25	34	53	20	18	113	20	76	75
	4%	4%	4%	4%	6%	5%	4%	4%	5%	4%	5%
SUMMARY											
ANY BENEFITS	1186	154	224	320	321	166	154	866	166	621	564
	35%	37%	33%	34%	35%	38%	37%	34%	38%	36%	34%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 76

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C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Income Support	147 4%	13 6%	6 3%	11 3%	10 3%	17 4%	18 4%	23 5%	20 4%	12 5%	16 8%	13 5%	61 4%	73 5%
											bcde			
Income-based Jobseeker's Allowance	33 1%	4 2%	3 1%	3 1%	4 1%	5 1%	1 **%	3 1%	8 2%	2 1%	2 1%	5 2%	12 1%	15 1%
									f					
Pensions Credit (Guaranteed Credit)	46 1%	4 2%	4 2%	8 2%	3 1%	3 1%	5 1%	10 2%	4 1%	2 1%	3 1%	5 2%	23 1%	19 1%
Pensions Credit (no Guaranteed Credit)	24 1%	* **%	1 **%	3 1%	4 1%	6 1%	1 **%	5 1%	* **%	2 1%	2 1%	* **%	13 1%	11 1%
Employment and Support Allowance (ESA)	105 3%	5 2%	6 3%	19 5%	8 2%	7 1%	7 2%	11 2%	19 4%	13 6%	9 4%	6 2%	43 3%	54 4%
				ef					ef	ef	e			
Universal Credit (and household has other earnings)	580 17%	44 20%	41 20%	55 16%	69 21%	82 17%	72 16%	78 17%	75 17%	30 14%	33 16%	50 19%	285 18%	243 17%
					i									
Universal Credit (and household has no other earnings)	225 7%	15 7%	18 9%	17 5%	19 6%	38 8%	39 8%	28 6%	24 5%	13 6%	12 6%	22 8%	116 7%	83 6%
Personal Independence Payment (PIP)	176 5%	7 3%	9 4%	14 4%	13 4%	22 5%	19 4%	22 5%	26 6%	24 11%	20 10%	5 2%	69 4%	98 7%
										abcdefg	abcdefg			ab

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 76

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C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Carer's allowance	164 5%	11 5%	7 3%	17 5%	10 3%	26 5%	13 3%	25 5%	26 6%	13 6%	17 8% bdf	6 2%	72 4%	85 6% a
Disability Living Allowance (DLA)	168 5%	10 5%	8 4%	13 4%	8 2%	32 7% d	19 4%	32 7% d	23 5%	9 4%	13 6% d	8 3%	74 5%	83 6%
Other	35 1%	2 1%	1 *%	3 1%	4 1%	8 2%	4 1%	4 1%	2 *%	4 2%	4 2%	2 1%	14 1%	18 1%
None of these - Do not receive any of these benefits	1992 59%	122 56%	120 59%	214 62%	198 61%	277 58%	286 62%	268 56%	262 59%	130 58%	115 55%	161 60%	962 60%	834 57%
Don't know	54 2%	2 1%	3 2%	7 2%	3 1%	5 1%	13 3% i	13 3% i	4 1%	- -%	3 2%	4 2%	26 2%	24 2%
Prefer not to say	151 4%	8 3%	11 5%	12 4%	13 4%	20 4%	15 3%	25 5%	28 6%	12 5%	8 4%	13 5%	55 3%	79 5% b
SUMMARY														
ANY BENEFITS	1186 35%	85 39%	69 34%	113 33%	111 34%	173 36%	147 32%	168 35%	153 34%	82 37%	84 40%	91 34%	555 35%	527 36%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 76

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Income Support	147 4%	131 5%	7 3%	5 3%	4 4%	147 4%	134 4%	13 3%	58 6% bceg	22 2%	23 4%	42 5% b	80 4% b	65 4% b	147 4% b
Income-based Jobseeker's Allowance	33 1%	28 1%	2 1%	1 1%	2 2%	33 1%	32 1%	2 *% *	15 2%	7 1%	4 1%	7 1%	22 1%	12 1%	33 1%
Pensions Credit (Guaranteed Credit)	46 1%	41 1%	4 2%	1 *% *	1 1%	46 1%	45 1%	2 *% *	25 3% bcdfg	9 1%	5 1%	8 1%	34 2%	13 1%	46 1%
Pensions Credit (no Guaranteed Credit)	24 1%	20 1%	2 1%	1 1%	1 1%	24 1%	24 1%	* *% *	17 2% bcdfg	5 1%	2 *% *	- -% -	22 1% df	2 *% *	24 1% df
Employment and Support Allowance (ESA)	105 3%	85 3%	6 2%	8 6% abe	5 5%	105 3%	93 3%	11 3%	34 4%	18 2%	14 2%	39 5% bceg	52 3%	52 4% b	105 3%
Universal Credit (and household has other earnings)	580 17% bcd	523 18% bcd	29 11%	18 12%	11 11%	580 17% bcd	508 17%	73 19%	86 9%	136 14% a	128 20% abe	227 28% abceg	222 12%	355 24% abceg	580 17% ae
Universal Credit (and household has no other earnings)	225 7%	189 7%	22 9%	9 6%	5 5%	225 7%	199 7%	26 7%	26 3%	32 3%	27 4%	138 17% abcefg	58 3%	165 11% abceg	225 7% abce
Personal Independence Payment (PIP)	176 5%	144 5%	14 5%	12 8% ae	6 6%	176 5%	151 5%	25 6%	28 3%	29 3%	24 4%	94 12% abcefg	57 3%	118 8% abceg	176 5% abe

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 76

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Carer's allowance	164	140	9	7	7	164	133	30	28	21	30	85	49	114	164
	5%	5%	4%	5%	7%	5%	4%	8% a	3%	2%	5% be	10% abceg	3%	8% abceg	5% abe
Disability Living Allowance (DLA)	168	142	16	6	5	168	139	29	26	34	39	68	60	107	168
	5%	5%	6%	4%	4%	5%	5%	8% a	3%	4%	6% abe	8% abeg	3%	7% abeg	5% ae
Other	35	30	2	2	2	35	34	1	3	10	8	14	13	22	35
	1%	1%	1%	1%	2%	1%	1%	*%	*%	1%	1% a	2% ae	1%	1% ae	1% a
None of these - Do not receive any of these benefits	1992	1665	164	94	69	1992	1764	228	673	668	378	269	1341	648	1992
	59%	58%	65% ae	62%	66% a	59%	59%	59%	71% cdfg	69% cdfg	59% df	33%	70% cdfg	45% d	59% df
Don't know	54	47	3	2	2	54	50	4	11	20	10	10	31	20	54
	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%
Prefer not to say	151	127	11	9	5	151	142	10	30	37	29	55	67	83	151
	4%	4%	4%	6%	4%	4%	5%	3%	3%	4%	5%	7% abeg	4%	6% ae	4%
SUMMARY															
ANY BENEFITS	1186	1033	76	47	30	1186	1042	144	232	242	226	478	475	704	1186
	35%	36% bd	30%	31%	28%	35%	35%	37%	25%	25%	35% abe	59% abcefg	25%	48% abceg	35% abe

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

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C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- Tially	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Income Support	147	68	74	55	52	31	56	47	44
	4%	11%	3%	7%	4%	4%	11%	3%	4%
		b		bc			bc		
Income-based Jobseeker's Allowance	33	16	15	16	14	2	10	14	10
	1%	3%	1%	2%	1%	*%	2%	1%	1%
		b		c					
Pensions Credit (Guaranteed Credit)	46	17	29	11	13	22	26	17	3
	1%	3%	1%	1%	1%	3%	5%	1%	*%
		b				b	bc		
Pensions Credit (no Guaranteed Credit)	24	15	7	9	7	7	10	13	1
	1%	2%	*%	1%	1%	1%	2%	1%	*%
		b					bc	c	
Employment and Support Allowance (ESA)	105	33	67	34	45	18	39	32	33
	3%	5%	3%	4%	3%	2%	8%	2%	3%
		b					bc		
Universal Credit (and household has other earnings)	580	175	383	254	245	28	57	248	275
	17%	27%	15%	31%	17%	4%	11%	14%	26%
		b		bc	c				ab
Universal Credit (and household has no other earnings)	225	81	132	113	76	18	26	86	111
	7%	13%	5%	14%	5%	2%	5%	5%	10%
		b		bc	c				ab

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 76

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C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Personal Independence Payment (PIP)	176	75	99	64	80	16	12	77	88
	5%	12%	4%	8%	6%	2%	2%	4%	8%
		b		c	c				ab
Carer's allowance	164	78	81	71	61	19	23	83	58
	5%	12%	3%	9%	4%	2%	5%	5%	5%
		b		bc					
Disability Living Allowance (DLA)	168	116	52	63	72	23	11	100	56
	5%	18%	2%	8%	5%	3%	2%	6%	5%
		b		bc	c			a	a
Other	35	7	27	15	11	7	2	13	20
	1%	1%	1%	2%	1%	1%	*%	1%	2%
									ab
None of these - Do not receive any of these benefits	1992	184	1761	286	897	643	315	1168	501
	59%	29%	68%	34%	63%	83%	62%	66%	47%
			a		a	ab	c	c	
Don't know	54	11	28	21	16	7	7	29	15
	2%	2%	1%	3%	1%	1%	1%	2%	1%
				bc					
Prefer not to say	151	27	85	29	32	14	26	59	52
	4%	4%	3%	3%	2%	2%	5%	3%	5%
SUMMARY									
ANY BENEFITS	1186	416	722	495	487	112	161	511	509
	35%	65%	28%	60%	34%	14%	32%	29%	47%
		b		bc	c				ab

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 77

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Up to £199 per week / Up to £10,399 per year	221 7%	26 6%	48 7%	69 7%	48 5%	30 7%	26 6%	165 7%	30 7%	121 7%	99 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	293 9%	42 10%	55 8%	76 8%	81 9%	40 9%	42 10%	212 8%	40 9%	153 9%	140 9%
From £300 to £499 per week / From £15,600 to £25,999 per year	571 17%	74 18%	95 14%	139 15%	189 21% bc	74 17%	74 18%	423 17%	74 17%	278 16%	293 18%
From £500 to £699 per week / From £26,000 to £36,399 per year	584 17%	80 19% e	124 19% e	168 18%	155 17%	57 13%	80 19% c	447 18% c	57 13%	308 18%	276 17%
From £700 to £999 per week / From £36,400 to £51,999 per year	640 19%	76 18%	135 20%	193 21%	155 17%	81 19%	76 18%	483 19%	81 19%	338 19%	302 18%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	442 13%	58 14%	76 11%	121 13%	125 14%	62 14%	58 14%	322 13%	62 14%	220 13%	222 13%
£1,500 and above per week / £78,000 and above per year	289 9%	31 7%	61 9%	88 9%	68 7%	41 10%	31 7%	216 9%	41 10%	146 8%	143 9%
Don't know	143 4%	11 3%	36 5% a	34 4%	37 4%	26 6% a	11 3%	106 4%	26 6% a	71 4%	72 4%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 77

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Prefer not to say	201	24	41	49	65	22	24	155	22	101	100
	6%	6%	6%	5%	7%	5%	6%	6%	5%	6%	6%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 77

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Up to £199 per week / Up to £10,399 per year	221 7%	15 7%	11 5%	30 9% h	19 6%	34 7%	35 7%	30 6%	18 4%	13 6%	17 8%	16 6%	114 7%	86 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	293 9%	24 11%	17 9%	24 7%	31 10%	37 8%	39 8%	51 11%	30 7%	17 8%	23 11%	23 9%	141 9%	122 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	571 17%	41 19%	32 16%	52 15%	43 13%	64 13%	75 16%	90 19%	100 22% cdei	30 13%	44 21% de	42 15%	237 15%	282 19% b
From £500 to £699 per week / From £26,000 to £36,399 per year	584 17%	37 17%	42 21% j	60 17%	64 20%	93 20% j	75 16%	86 18%	68 15%	31 14%	27 13%	52 19%	296 19%	227 16%
From £700 to £999 per week / From £36,400 to £51,999 per year	640 19%	41 19%	35 17%	65 19%	69 21%	108 23%	85 18%	79 17%	76 17%	45 20%	36 17%	48 18%	323 20%	267 18%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	442 13%	28 13%	30 15%	45 13%	31 10%	65 14%	56 12%	53 11%	72 16% d	30 13%	32 15%	38 14%	190 12%	206 14%
£1,500 and above per week / £78,000 and above per year	289 9%	14 7%	17 8%	32 9%	29 9%	41 9%	47 10%	31 7%	37 8%	28 12% ag	14 6%	22 8%	150 9%	114 8%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 77

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C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Don't know	143	4	8	19	17	12	22	19	18	18	8	10	63	67
	4%	2%	4%	5%	5%	3%	5%	4%	4%	8%	4%	4%	4%	5%
				a	a					ae				
Prefer not to say	201	12	12	19	22	21	28	37	29	13	9	19	85	91
	6%	5%	6%	6%	7%	4%	6%	8%	6%	6%	4%	7%	5%	6%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 77

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C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Up to £199 per week / Up to £10,399 per year	221 7%	186 6%	18 7%	11 8%	5 5%	221 7%	191 6%	29 8%	13 1%	50 5% ae	36 6% ae	121 15% abcefg	63 3% a	157 11% abceg	221 7% ae
From £200 to £299 per week / From £10,400 to £15,599 per year	293 9%	252 9%	19 7%	15 10%	8 8%	293 9%	273 9% b	21 5%	43 5%	49 5%	51 8% abe	147 18% abcefg	92 5%	198 14% abceg	293 9% abe
From £300 to £499 per week / From £15,600 to £25,999 per year	571 17%	484 17%	41 16%	24 16%	23 22%	571 17%	515 17%	56 14%	69 7%	165 17% ae	106 16% ae	230 28% abcefg	234 12% a	336 23% abceg	571 17% ae
From £500 to £699 per week / From £26,000 to £36,399 per year	584 17%	495 17%	48 19%	28 18%	13 13%	584 17%	514 17%	70 18%	130 14%	194 20% ad	133 21% adeg	126 16%	324 17% a	259 18% a	584 17% a
From £700 to £999 per week / From £36,400 to £51,999 per year	640 19%	545 19%	45 18%	26 17%	23 22%	640 19%	573 19%	67 17%	200 21% df	236 24% dfg	150 23% dfg	54 7%	436 23% dfg	204 14% d	640 19% df
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	442 13%	360 13%	41 16%	24 16%	16 16%	442 13%	387 13%	55 14%	199 21% bcdfg	140 14% df	85 13% df	18 2%	339 18% cdfg	103 7% d	442 13% df

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 77

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C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
£1,500 and above per week / £78,000 and above per year	289	251	21	9	7	289	241	48	223	39	23	4	262	26	289
	9%	9%	8%	6%	7%	9%	8%	12%	24%	4%	4%	1%	14%	2%	9%
								a	bcdefg	df	df		bcdfg	d	bcdf
Don't know	143	126	5	9	4	143	133	10	29	34	28	48	63	76	143
	4%	4%	2%	6%	4%	4%	4%	3%	3%	4%	4%	6%	3%	5%	4%
		b		b		b						ae		ae	
Prefer not to say	201	175	15	6	5	201	170	31	41	60	32	63	101	96	201
	6%	6%	6%	4%	5%	6%	6%	8%	4%	6%	5%	8%	5%	7%	6%
												ace		a	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 77

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C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALITY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Up to £199 per week / Up to £10,399 per year	221	71	139	221	-	-	25	80	115
	7%	11%	5%	27%	-%	-%	5%	5%	11%
		b		bc					ab
From £200 to £299 per week / From £10,400 to £15,599 per year	293	81	192	172	121	-	36	128	127
	9%	13%	7%	21%	8%	-%	7%	7%	12%
		b		bc	c				ab
From £300 to £499 per week / From £15,600 to £25,999 per year	571	151	397	294	277	-	33	256	282
	17%	24%	15%	35%	19%	-%	6%	15%	26%
		b		bc	c			a	ab
From £500 to £699 per week / From £26,000 to £36,399 per year	584	94	471	112	472	-	63	327	192
	17%	15%	18%	13%	33%	-%	12%	19%	18%
				c	ac			a	a
From £700 to £999 per week / From £36,400 to £51,999 per year	640	94	528	32	563	45	91	407	140
	19%	15%	20%	4%	39%	6%	18%	23%	13%
			a		ac		c	ac	
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	442	65	368	-	-	442	104	252	85
	13%	10%	14%	-%	-%	57%	20%	14%	8%
			a			ab	bc	c	

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 77

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
£1,500 and above per week / £78,000 and above per year	289	28	256	-	-	289	127	140	21
	9%	4%	10%	-%	-%	37%	25%	8%	2%
			a			ab	bc	c	
Don't know	143	24	109	-	-	-	14	64	61
	4%	4%	4%	-%	-%	-%	3%	4%	6%
									ab
Prefer not to say	201	30	136	-	-	-	15	113	55
	6%	5%	5%	-%	-%	-%	3%	6%	5%
								a	

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 78

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
		3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3383	644	749	816	774	400	644	2339	400	1698	1685
Effective Weighted Sample	2529	398	555	654	600	366	398	1793	366	1269	1261
Total	3383	420	671	936	922	434	420	2529	434	1736	1647
Doing well	509	79	98	131	132	68	79	362	68	263	246
	15%	19%	15%	14%	14%	16%	19%	14%	16%	15%	15%
		c					b				
Getting by	1767	211	376	483	485	213	211	1344	213	903	864
	52%	50%	56%	52%	53%	49%	50%	53%	49%	52%	52%
			e								
Struggling	1077	125	188	318	295	150	125	802	150	550	527
	32%	30%	28%	34%	32%	35%	30%	32%	35%	32%	32%
				b		b					
Don't know	7	*	5	*	2	-	*	7	-	5	2
	*%	*%	1%	*%	*%	-%	*%	*%	-%	*%	*%
			c								
Prefer not to say	23	5	4	2	9	3	5	15	3	15	8
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%
		c									

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 78

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3383	323	321	376	373	406	410	388	386	205	195	450	1630	1250
Effective Weighted Sample	2529	198	201	279	276	326	327	301	300	186	180	268	1225	1016
Total	3383	217	203	346	325	475	461	475	447	224	210	269	1598	1463
Doing well	509	41	38	48	50	64	67	72	60	38	31	55	242	206
	15%	19%	18%	14%	15%	14%	15%	15%	13%	17%	15%	20%	15%	14%
												bc		
Getting by	1767	114	97	204	171	241	243	246	239	98	114	130	847	763
	52%	52%	48%	59%	53%	51%	53%	52%	53%	44%	54%	48%	53%	52%
				bei					i		i			
Struggling	1077	58	67	88	100	168	151	149	145	86	64	79	497	481
	32%	27%	33%	26%	31%	35%	33%	31%	32%	39%	30%	29%	31%	33%
						ac				ac				
Don't know	7	*	-	3	2	-	*	2	-	-	-	*	5	2
	*%	*%	-%	1%	1%	-%	*%	*%	-%	-%	-%	*%	*%	*%
Prefer not to say	23	4	1	2	2	2	*	5	3	2	1	5	6	11
	1%	2%	1%	1%	*%	*%	*%	1%	1%	1%	1%	2%	*%	1%
		f										b		

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 78

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3383	2141	464	451	327	3383	3062	321	1145	763	760	704	1908	1464	3383
Effective Weighted Sample	2529	1958	354	316	195	2529	2265	266	829	588	613	570	1371	1156	2529
Total	3383	2872	254	152	105	3383	2997	386	947	966	643	812	1914	1455	3383
Doing well	509	428	37	26	17	509	471	38	280	100	74	53	380	127	509
	15%	15%	15%	17%	16%	15%	16%	10%	30%	10%	12%	7%	20%	9%	15%
							b		bcdefg	d	d		bcdfg		bcdf
Getting by	1767	1487	147	71	62	1767	1565	201	496	550	363	352	1046	715	1767
	52%	52%	58%	47%	59%	52%	52%	52%	52%	57%	57%	43%	55%	49%	52%
			ace		c				d	dfg	df		df	d	d
Struggling	1077	931	68	53	25	1077	933	144	164	312	199	395	477	594	1077
	32%	32%	27%	35%	24%	32%	31%	37%	17%	32%	31%	49%	25%	41%	32%
		bd		bd		d	a			ae	ae	abcefg	a	abceg	ae
Don't know	7	7	*	-	*	7	7	-	1	3	1	2	4	3	7
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	23	20	*	2	1	23	20	3	6	1	5	10	7	15	23
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%
												be		be	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 78

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	3383	610	2613	786	1456	819	578	1767	1009
Effective Weighted Sample	2529	477	1936	602	1080	603	411	1323	776
Total	3383	639	2596	832	1432	776	509	1767	1077
Doing well	509	74	415	79	165	236	509	-	-
	15%	12%	16%	9%	11%	30%	100%	-%	-%
			a			ab	bc		
Getting by	1767	313	1383	364	806	420	-	1767	-
	52%	49%	53%	44%	56%	54%	-%	100%	-%
					a	a		ac	
Struggling	1077	247	784	388	455	119	-	-	1077
	32%	39%	30%	47%	32%	15%	-%	-%	100%
		b		bc	c				ab
Don't know	7	1	4	-	4	-	-	-	-
	*%	*%	*%	-%	*%	-%	-%	-%	-%
Prefer not to say	23	4	8	-	2	1	-	-	-
	1%	1%	*%	-%	*%	*%	-%	-%	-%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 79

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~a	b	c	a	b
Unweighted total	1990	-	-	816	774	400	-	1590	400	999	991
Effective Weighted Sample	1606	-	-	654	600	366	-	1253	366	806	801
Total	2291	-	-	936	922	434	-	1858	434	1173	1119
A lot	188	**	**	73	75	40	**	147	40	112	75
	8%	**	**	8%	8%	9%	**	8%	9%	10%	7%
										b	
A moderate amount	360	**	**	197	119	44	**	316	44	206	154
	16%	**	**	21%	13%	10%	**	17%	10%	18%	14%
				de				c		b	
A little	708	**	**	407	236	64	**	643	64	365	342
	31%	**	**	44%	26%	15%	**	35%	15%	31%	31%
				de	e			c			
None at all	1036	**	**	259	493	285	**	751	285	489	547
	45%	**	**	28%	53%	66%	**	40%	66%	42%	49%
					c	cd			b		a

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 79

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	~a	b	c
Unweighted total	1990	-	-	-	-	406	410	388	386	205	195	-	699	1250
Effective Weighted Sample	1606	-	-	-	-	326	327	301	300	186	180	-	555	1016
Total	2291	-	-	-	-	475	461	475	447	224	210	-	784	1463
A lot	188	**	**	**	**	46	27	46	29	20	20	**	65	122
	8%	**	**	**	**	10%	6%	10%	6%	9%	10%	**	8%	8%
A moderate amount	360	**	**	**	**	102	94	81	38	23	22	**	171	185
	16%	**	**	**	**	22%	20%	17%	8%	10%	10%	**	22%	13%
						hij	hij	hij					c	
A little	708	**	**	**	**	205	202	125	111	35	29	**	366	332
	31%	**	**	**	**	43%	44%	26%	25%	16%	14%	**	47%	23%
						ghij	ghij	ij	ij				c	
None at all	1036	**	**	**	**	121	138	222	270	146	139	**	182	824
	45%	**	**	**	**	25%	30%	47%	60%	65%	66%	**	23%	56%
								ef	efg	efg	efg			b

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 79

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1990	1367	237	223	163	1990	1798	192	673	437	447	428	1110	875	1990
Effective Weighted Sample	1606	1253	204	177	107	1606	1439	170	528	364	386	373	864	743	1606
Total	2291	1943	174	105	69	2291	2023	268	646	639	435	564	1285	999	2291
A lot	188	163	10	7	8	188	172	16	76	47	26	39	123	65	188
	8%	8%	6%	6%	11%	8%	8%	6%	12%	7%	6%	7%	10%	6%	8%
									bcdfg				cf		
A moderate amount	360	304	32	15	9	360	322	38	109	105	62	82	214	144	360
	16%	16%	18%	14%	13%	16%	16%	14%	17%	16%	14%	14%	17%	14%	16%
A little	708	604	55	32	16	708	616	92	193	180	135	195	374	331	708
	31%	31%	32%	30%	24%	31%	30%	34%	30%	28%	31%	35%	29%	33%	31%
None at all	1036	871	77	52	36	1036	913	123	267	307	212	248	574	460	1036
	45%	45%	44%	49%	53%	45%	45%	46%	41%	48%	49%	44%	45%	46%	45%
										a	a				

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 79

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- TIALY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1990	402	1506	477	827	495	320	1025	630
Effective Weighted Sample	1606	338	1205	396	663	391	248	831	518
Total	2291	480	1727	582	937	539	332	1180	763
A lot	188	50	130	63	68	47	82	60	45
	8%	10%	8%	11%	7%	9%	25%	5%	6%
				b			bc		
A moderate amount	360	89	246	95	167	71	46	214	100
	16%	19%	14%	16%	18%	13%	14%	18%	13%
		b					c		
A little	708	154	541	189	259	174	80	366	260
	31%	32%	31%	32%	28%	32%	24%	31%	34%
							a	a	
None at all	1036	187	810	235	444	247	124	540	358
	45%	39%	47%	40%	47%	46%	37%	46%	47%
			a		a		a	a	

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 80

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		CHILD'S AGE					CHILD'S AGE (2)			CHILD'S GENDER	
	Total	3-4	5-7	8-11	12-15	16-17	3-4	5-15	16-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	a	b	c	a	b
Unweighted total	3061	589	673	747	695	357	589	2115	357	1542	1519
Effective Weighted Sample	2282	363	496	597	539	326	363	1617	326	1151	1133
Total	3039	385	594	853	820	386	385	2267	386	1564	1475
Most Financially Vulnerable	832	100	149	237	228	117	100	615	117	414	417
	27%	26%	25%	28%	28%	30%	26%	27%	30%	27%	28%
Potentially Financially Vulnerable	1432	194	301	393	391	153	194	1085	153	757	674
	47%	50%	51%	46%	48%	40%	50%	48%	40%	48%	46%
		e	e		e		c	c			
Least Financially Vulnerable	776	92	144	223	201	116	92	568	116	392	384
	26%	24%	24%	26%	24%	30%	24%	25%	30%	25%	26%

Columns Tested: a,b,c,d,e - a,b,c - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 80

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	CHILD'S AGE AND GENDER										SCHOOL YEAR		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c
Unweighted total	3061	295	294	342	331	379	368	347	348	179	178	405	1490	1122
Effective Weighted Sample	2282	181	183	253	243	304	293	269	270	162	164	238	1117	911
Total	3039	201	184	308	286	442	411	419	401	194	193	240	1450	1305
Most Financially Vulnerable	832	55	45	79	71	108	129	124	104	48	69	59	386	372
	27%	27%	24%	26%	25%	25%	31%	30%	26%	25%	36%	24%	27%	29%
											bcdghi			
Potentially Financially Vulnerable	1432	101	92	150	150	220	173	205	186	81	73	119	702	591
	47%	50%	50%	49%	52%	50%	42%	49%	46%	42%	38%	50%	48%	45%
		j	j	j	fij	j		j						
Least Financially Vulnerable	776	45	47	79	65	114	109	90	111	65	51	62	361	342
	26%	22%	26%	26%	23%	26%	27%	21%	28%	34%	26%	26%	25%	26%
										adg				

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 80

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3061	1923	428	410	300	3061	2772	289	1062	696	688	610	1758	1298	3061
Effective Weighted Sample	2282	1758	329	287	178	2282	2044	240	769	533	555	493	1260	1025	2282
Total	3039	2572	234	137	96	3039	2694	345	877	873	583	700	1750	1283	3039
Most Financially Vulnerable	832	728	48	33	23	832	742	89	104	191	146	384	295	531	832
	27%	28%	20%	24%	24%	27%	28%	26%	12%	22%	25%	55%	17%	41%	27%
		b				b				ae	ae	abcefg	a	abceg	abe
Potentially Financially Vulnerable	1432	1194	119	69	50	1432	1283	148	336	480	323	292	816	616	1432
	47%	46%	51%	50%	52%	47%	48%	43%	38%	55%	55%	42%	47%	48%	47%
										adefg	adefg		a	ad	ad
Least Financially Vulnerable	776	649	67	36	24	776	669	107	437	202	113	24	639	137	776
	26%	25%	29%	26%	25%	26%	25%	31%	50%	23%	19%	3%	36%	11%	26%
							a		bcdefg	df	df		bcdfg	d	cdf

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2023. 30TH OCTOBER TO 27TH NOVEMBER 2023.

Table 80

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN- Tially	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3061	560	2383	786	1456	819	540	1606	905
Effective Weighted Sample	2282	437	1761	602	1080	603	386	1198	694
Total	3039	585	2351	832	1432	776	479	1590	962
Most Financially Vulnerable	832	206	587	832	-	-	79	364	388
	27%	35%	25%	100%	-%	-%	16%	23%	40%
		b		bc				a	ab
Potentially Financially Vulnerable	1432	276	1105	-	1432	-	165	806	455
	47%	47%	47%	-%	100%	-%	34%	51%	47%
					ac			a	a
Least Financially Vulnerable	776	103	659	-	-	776	236	420	119
	26%	18%	28%	-%	-%	100%	49%	26%	12%
			a			ab	bc	c	

Columns Tested: a,b - a,b,c - a,b,c