

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

NATION	1
Base : All respondents	
NATION/ REGION	4
Base : All respondents	
URBANITY	10
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	13
Base : All respondents	
RESPONDENT'S AGE	18
Base : All respondents	
RESPONDENT'S GENDER	21
Base : All respondents	
RESPONDENT'S WORKING STATUS	24
Base : All respondents	
S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)	30
Base : All respondents	
IN4. In the last month, when you have gone online, have you... (SINGLE CODE)	36
Base : All respondents	
IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)	39
Base : All respondents	
COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	48
Base : All respondents	
IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)	51
Base : All respondents	
COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS	57
Base : All respondents	
IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)	60
Base : All respondents	
IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)	63
Base : All respondents who upload videos online that they have made themselves	
IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)	69
Base : All respondents	
COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS	75
Base : All respondents	
SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS	78
Base : All respondents	
IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)	81
Base : All respondents	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	87
Base : All respondents	
IN11. And do you ever live stream your own videos? (SINGLE CODE)	90
Base : All respondents	
IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	93
Base : All respondents who live stream their own videos	
IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	96
Base : All respondents	
COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	102
Base : All respondents	
SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM	105
Base : All respondents	
IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)	108
Base : All respondents	
COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA	117
Base : All respondents	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	120
Base : All respondents who use social media apps or sites	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	126
Base : All respondents	
IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)	132
Base : All respondents who use social media apps or sites	
IN15C. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA APPS OR SITES: I feel more creative when I use these social media apps or sites (SINGLE CODE)	135
Base : All respondents who use social media apps or sites	
IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)	138
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA	147
Base : All respondents	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	156
Base : All respondents	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	159
Base : All respondents	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	162
Base : All respondents	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	165
Base : All respondents	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	168
Base : All respondents	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	171
Base : All respondents	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	174
Base : All respondents	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	177
Base : All respondents	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	180
Base : All respondents	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	183
Base : All respondents	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	186
Base : All respondents	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	189
Base : All respondents	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER	192
Base : All respondents	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	195
Base : All respondents	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	198
Base : All respondents	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	201
Base : All respondents	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO	204
Base : All respondents	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL	207
Base : All respondents	
IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS	210
Base : All respondents	
IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD	213
Base : All respondents	
IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS	216
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	219
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	227
Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	233
Base : All respondents who use BitChute to watch or upload videos or clips	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	236
Base : All respondents who use Dailymotion to watch or upload videos or clips	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	239
Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	242
Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	245
Base : All respondents who use LinkedIn for social media	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	248
Base : All respondents who use OnlyFans to watch or upload videos or clips	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	251
Base : All respondents who use Pinterest for social media	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	254
Base : All respondents who use Reddit for social media	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	257
Base : All respondents who use Snapchat to watch or upload videos or clips or for social media	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	260
Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	263
Base : All respondents who use Tumblr for social media	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	266
Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER	269
Base : All respondents who use X/Twitter for social media	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	272
Base : All respondents who use Vimeo to watch or upload videos or clips	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	275
Base : All respondents who use YouNow to watch or share live stream videos	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	278
Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO	281
Base : All respondents who use Yubo for social media	
IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL	284
Base : All respondents who use BeReal for social media	
IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS	287
Base : All respondents who use Goodreads for social media	
IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD	290
Base : All respondents who use Letterboxd for social media	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS	293
Base : All respondents who use Threads for social media	
IN18. Which of these are reasons why you use more than one profile on the same site or app? (MULTI CODE)	296
Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN15D. You said earlier you used the following apps or sites to upload your own content online. Which, if any, of these are reasons why you do this? (MULTICODE)	302
Base : All respondents that say they upload their own content online (whether video or livestreaming content)	
SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA	305
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING	308
Base : All respondents	
IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE)	322
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)	327
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)	332
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)	337
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)	342
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)	346
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)	351
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)	354
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)	357
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media	
IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)	360
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months	
IN15E. Earlier, you said you share news or information online. Before sharing news or information online from a source you haven't heard of before, how often, if at all, do you check the credibility of the source or verify the information? (ADDED AT WAVE 2) (SINGLE CODE)	363
Base : All respondents at Wave 2 who share news or information on online communication platforms	
IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)	366
Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it	
IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)	372
Base : All respondents at Wave 2 who share news or information on online communication platforms	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)	378
Base : All respondents	
Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)	387
Base : All respondents who watch content on video sharing platforms	
Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)	390
Base : All respondents who use social media apps or sites	
Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)	393
Base : All respondents who play games	
Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)	396
Base : All respondents	
Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)	399
Base : All respondents	
Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)	405
Base : All respondents	
SUMMARY TO SHOW INCIDENCE OF PURCHASING THINGS ONLINE	411
Base : All respondents	
IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (SINGLE CODE)	414
Base : All respondents that say they purchase things online	
IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (SINGLE CODE)	419
Base : All respondents that say they purchase things online	
IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (SINGLE CODE)	424
Base : All respondents that say they purchase things online	
IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (SINGLE CODE)	429
Base : All respondents that say they purchase things online	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)	434
Base : All respondents	
C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)	437
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)	440
Base : All respondents	
C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD (AMENDED AT WAVE 2)	443
Base : All respondents at Wave 2	
A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)	446
Base : All respondents	
C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)	449
Base : All respondents	
C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)	458
Base : All respondents	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

C7. Do you consider English to be your first or main language? (SINGLE CODE)	464
Base : All respondents	
C8. Which one of these options applies to your home? (SINGLE CODE)	467
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)	470
Base : All respondents	
C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	481
Base : All respondents	
C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)	490
Base : All respondents	
C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)	496
Base : All respondents	
C13. How well would you say your household is managing financially at the moment? Would you say you are..? (SINGLE CODE)	502
Base : All respondents	
FINANCIAL VULNERABILITY	505
Base : Those where it is possible to calculate the Financial Vulnerability Index	

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 1

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

NATION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
England	2271	285	424	388	405	368	400	2271	1076	1179	652	682	468	461	1334	929	2271
	84%	88%	85%	84%	84%	83%	82%	84%	84%	84%	84%	83%	83%	86%	84%	85%	84%
		f															
Scotland	227	16	42	40	40	41	47	227	108	115	60	75	51	38	135	89	227
	8%	5%	8%	9%	8%	9%	10%	8%	8%	8%	8%	9%	9%	7%	8%	8%	8%
						a	a										
Wales	127	13	24	23	22	21	24	127	59	67	38	41	26	22	79	47	127
	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	4%	5%
Northern Ireland	76	9	12	13	13	12	17	76	39	37	25	20	17	13	45	31	76
	3%	3%	2%	3%	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%

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

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Table 1

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

NATION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
England	2271	2271	-	-	-	2271	2007	264	293	1978	460	978	811	2271	362	876	707
	84%	100%	-%	-%	-%	84%	85%	77%	87%	84%	87%	83%	84%	84%	85%	84%	83%
		bcde				bcd	b										
Scotland	227	-	227	-	-	227	192	35	20	206	35	110	81	227	33	88	79
	8%	-%	100%	-%	-%	8%	8%	10%	6%	9%	7%	9%	8%	8%	8%	8%	9%
			acde			acd											
Wales	127	-	-	127	-	127	100	27	15	112	23	59	45	127	19	48	40
	5%	-%	-%	100%	-%	5%	4%	8%	4%	5%	4%	5%	5%	5%	4%	5%	5%
				abde		abd	a										
Northern Ireland	76	-	-	-	76	76	57	19	10	66	12	38	25	76	10	27	27
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	2%	3%	3%	3%	2%	3%	3%
				abce		abc	a										

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

NATION

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
England	2271	548	1151	524	2271	742	1375	1364	806
	84%	84%	83%	85%	84%	83%	84%	83%	85%
Scotland	227	56	122	46	227	74	141	144	76
	8%	9%	9%	8%	8%	8%	9%	9%	8%
Wales	127	22	73	27	127	48	71	84	37
	5%	3%	5%	4%	5%	5%	4%	5%	4%
Northern Ireland	76	23	36	16	76	31	41	46	25
	3%	4%	3%	3%	3%	3%	2%	3%	3%

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 2

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

NATION/ REGION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
North West	351	48	69	55	63	56	60	351	183	167	79	112	73	84	192	156	351
	13%	15%	14%	12%	13%	13%	12%	13%	14%	12%	10%	14%	13%	16%	12%	14%	13%
													a		a		
Yorkshire and Humberside	212	24	38	34	36	36	43	212	91	121	67	72	40	33	139	74	212
	8%	7%	8%	7%	8%	8%	9%	8%	7%	9%	9%	9%	7%	6%	9%	7%	8%
North East	142	22	11	21	35	28	25	142	69	73	37	41	32	32	78	64	142
	5%	7%	2%	5%	7%	6%	5%	5%	5%	5%	5%	5%	6%	6%	5%	6%	5%
		b		b	b	b	b	b									
West Midlands	226	22	41	46	41	35	42	226	83	142	70	70	40	43	141	83	226
	8%	7%	8%	10%	8%	8%	9%	8%	6%	10%	9%	9%	7%	8%	9%	8%	8%
										a							
East of England	221	26	30	38	37	49	41	221	106	114	56	72	50	42	127	93	221
	8%	8%	6%	8%	8%	11%	8%	8%	8%	8%	7%	9%	9%	8%	8%	8%	8%
						b											
East Midlands	181	24	28	33	30	33	33	181	83	98	57	53	42	27	110	70	181
	7%	7%	6%	7%	6%	7%	7%	7%	6%	7%	7%	6%	8%	5%	7%	6%	7%
South East	396	49	70	64	90	59	63	396	196	195	107	116	82	92	222	174	396
	15%	15%	14%	14%	19%	13%	13%	15%	15%	14%	14%	14%	15%	17%	14%	16%	15%
					fg												
London	306	45	97	53	33	35	42	306	140	161	127	81	53	44	209	97	306
	11%	14%	19%	11%	7%	8%	9%	11%	11%	12%	16%	10%	9%	8%	13%	9%	11%
		def	cdefg	d				d			bcdefg				bdf		
South West	236	26	39	43	39	37	51	236	126	108	51	65	56	64	116	120	236
	9%	8%	8%	9%	8%	8%	10%	9%	10%	8%	7%	8%	10%	12%	7%	11%	9%
														abeg		ae	
Scotland	227	16	42	40	40	41	47	227	108	115	60	75	51	38	135	89	227
	8%	5%	8%	9%	8%	9%	10%	8%	8%	8%	8%	9%	9%	7%	8%	8%	8%
						a	a										

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

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

NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Wales	127	13	24	23	22	21	24	127	59	67	38	41	26	22	79	47	127
	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	4%	5%
Northern Ireland	76	9	12	13	13	12	17	76	39	37	25	20	17	13	45	31	76
	3%	3%	2%	3%	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 2

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
North West	351	351	-	-	-	351	325	26	40	311	78	149	122	351	70	132	101
	13%	15%	-%	-%	-%	13%	14%	8%	12%	13%	15%	13%	13%	13%	16%	13%	12%
		bcd				bcd	b										
Yorkshire and Humberside	212	212	-	-	-	212	188	24	27	185	50	79	82	212	32	102	54
	8%	9%	-%	-%	-%	8%	8%	7%	8%	8%	9%	7%	9%	8%	8%	10%	6%
		bcd				bcd										c	
North East	142	142	-	-	-	142	114	28	18	124	25	73	44	142	34	52	36
	5%	6%	-%	-%	-%	5%	5%	8%	5%	5%	5%	6%	5%	5%	8%	5%	4%
		bcd				bcd		a							bc		
West Midlands	226	226	-	-	-	226	199	27	35	191	56	97	68	226	43	87	58
	8%	10%	-%	-%	-%	8%	8%	8%	10%	8%	10%	8%	7%	8%	10%	8%	7%
		bcd				bcd					c						
East of England	221	221	-	-	-	221	184	38	27	194	40	105	75	221	27	101	68
	8%	10%	-%	-%	-%	8%	8%	11%	8%	8%	8%	9%	8%	8%	6%	10%	8%
		bcd				bcd											
East Midlands	181	181	-	-	-	181	143	38	35	146	32	81	66	181	21	69	59
	7%	8%	-%	-%	-%	7%	6%	11%	10%	6%	6%	7%	7%	7%	5%	7%	7%
		bcd				bcd		a	b								
South East	396	396	-	-	-	396	348	48	50	346	68	165	160	396	68	156	112
	15%	17%	-%	-%	-%	15%	15%	14%	15%	15%	13%	14%	17%	15%	16%	15%	13%
		bcd				bcd											
London	306	306	-	-	-	306	303	3	29	277	57	130	118	306	37	79	138
	11%	13%	-%	-%	-%	11%	13%	1%	9%	12%	11%	11%	12%	11%	9%	8%	16%
		bcd				bcd	b										ab
South West	236	236	-	-	-	236	202	34	32	204	54	99	76	236	30	97	79
	9%	10%	-%	-%	-%	9%	9%	10%	9%	9%	10%	8%	8%	9%	7%	9%	9%
		bcd				bcd											

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Scotland	227	-	227	-	-	227	192	35	20	206	35	110	81	227	33	88	79
	8%	-%	100%	-%	-%	8%	8%	10%	6%	9%	7%	9%	8%	8%	8%	8%	9%
			acde			acd											
Wales	127	-	-	127	-	127	100	27	15	112	23	59	45	127	19	48	40
	5%	-%	-%	100%	-%	5%	4%	8%	4%	5%	4%	5%	5%	5%	4%	5%	5%
			abde			abd		a									
Northern Ireland	76	-	-	-	76	76	57	19	10	66	12	38	25	76	10	27	27
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	2%	3%	3%	3%	2%	3%	3%
					abce	abc		a									

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

NATION/ REGION

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
North West	351	81	175	83	351	112	212	218	117
	13%	13%	13%	14%	13%	13%	13%	13%	12%
Yorkshire and Humberside	212	43	112	56	212	73	128	127	81
	8%	7%	8%	9%	8%	8%	8%	8%	9%
North East	142	39	70	32	142	48	87	85	52
	5%	6%	5%	5%	5%	5%	5%	5%	6%
West Midlands	226	50	105	64	226	83	127	118	95
	8%	8%	8%	10%	8%	9%	8%	7%	10%
									a
East of England	221	60	107	48	221	59	151	150	60
	8%	9%	8%	8%	8%	7%	9%	9%	6%
							a	b	
East Midlands	181	45	91	42	181	82	88	111	62
	7%	7%	7%	7%	7%	9%	5%	7%	7%
						b			
South East	396	62	228	99	396	120	244	248	130
	15%	9%	17%	16%	15%	13%	15%	15%	14%
			a	a	a				
London	306	98	142	54	306	79	203	153	132
	11%	15%	10%	9%	11%	9%	12%	9%	14%
		bcd					a		a
South West	236	70	119	46	236	87	134	155	76
	9%	11%	9%	7%	9%	10%	8%	9%	8%
Scotland	227	56	122	46	227	74	141	144	76
	8%	9%	9%	8%	8%	8%	9%	9%	8%

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

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

NATION/ REGION

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Wales	127	22	73	27	127	48	71	84	37
	5%	3%	5%	4%	5%	5%	4%	5%	4%
Northern Ireland	76	23	36	16	76	31	41	46	25
	3%	4%	3%	3%	3%	3%	2%	3%	3%

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

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.

URBANITY

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Urban	2355	300	469	416	430	355	384	2355	1141	1192	683	717	488	457	1400	944	2355
	87%	93%	94%	90%	90%	80%	79%	87%	89%	85%	88%	88%	87%	85%	88%	86%	87%
		efg	efg	ef	ef			ef	b								
Rural	345	24	33	48	50	87	104	345	140	205	92	100	74	78	193	152	345
	13%	7%	6%	10%	10%	20%	21%	13%	11%	15%	12%	12%	13%	15%	12%	14%	13%
						abcdg	abcdg	ab		a							

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

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

URBANITY

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Urban	2355	2007	192	100	57	2355	2355	-	307	2048	455	1011	869	2355	391	881	747
	87%	88%	85%	79%	75%	87%	100%	-%	91%	87%	86%	85%	90%	87%	92%	85%	88%
		cd	d			cd	b						abd		bc		
Rural	345	264	35	27	19	345	-	345	31	314	75	174	93	345	34	158	106
	13%	12%	15%	21%	25%	13%	-%	100%	9%	13%	14%	15%	10%	13%	8%	15%	12%
				ae	abe			a			c	c		c		a	a

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

URBANITY

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Urban	2355	567	1201	542	2355	777	1423	1379	869
	87%	87%	87%	88%	87%	87%	87%	84%	92%
									a
Rural	345	83	181	71	345	117	205	258	75
	13%	13%	13%	12%	13%	13%	13%	16%	8%
								b	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 4

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
A	217	29	65	47	30	14	32	217	111	106	217	-	-	-	217	-	217
	8%	9%	13%	10%	6%	3%	7%	8%	9%	8%	28%	-%	-%	-%	14%	-%	8%
		e	defg	e			e	e			bcdefg				bcdfg		bcdf
B	559	42	91	110	107	83	128	559	271	285	559	-	-	-	559	-	559
	21%	13%	18%	24%	22%	19%	26%	21%	21%	20%	72%	-%	-%	-%	35%	-%	21%
				a	a		abeg	a			bcdefg				bcdfg		bcdf
C1	818	115	156	121	152	142	131	818	361	445	-	818	-	-	818	-	818
	30%	36%	31%	26%	32%	32%	27%	30%	28%	32%	-%	100%	-%	-%	51%	-%	30%
		cf										acdefg			acdfg		acdf
C2	561	72	120	112	93	75	90	561	303	254	-	-	561	-	-	561	561
	21%	22%	24%	24%	19%	17%	18%	21%	24%	18%	-%	-%	100%	-%	-%	51%	21%
			e	e				b					abdefg		abdeg		abde
D	270	41	41	45	50	60	33	270	116	153	-	-	-	270	-	270	270
	10%	13%	8%	10%	10%	14%	7%	10%	9%	11%	-%	-%	-%	51%	-%	25%	10%
		f				bf		f						abcefg		abceg	abce
E	264	21	28	28	47	66	75	264	116	146	-	-	-	264	-	264	264
	10%	7%	6%	6%	10%	15%	15%	10%	9%	10%	-%	-%	-%	49%	-%	24%	10%
					b	abcdg	abcdg	bc						abcefg		abceg	abce
Don't know	11	4	1	1	3	2	1	11	3	8	-	-	-	-	-	-	11
	*%	1%	*%	*%	1%	1%	*%	*%	*%	1%	-%	-%	-%	-%	-%	-%	*%
																	e
SUMMARY CODES																	
AB	775	70	156	156	136	97	160	775	382	391	775	-	-	-	775	-	775
	29%	22%	31%	34%	28%	22%	33%	29%	30%	28%	100%	-%	-%	-%	49%	-%	29%
			ae	aeg			ae	ae			bcdefg				bcdfg		bcdf
C1C2	1379	187	276	233	245	217	220	1379	664	699	-	818	561	-	818	561	1379
	51%	58%	55%	50%	51%	49%	45%	51%	52%	50%	-%	100%	100%	-%	51%	51%	51%
		efg	f				f					adefg	adefg		ad	ad	ad
DE	535	62	69	74	97	126	107	535	232	299	-	-	-	535	-	535	535
	20%	19%	14%	16%	20%	28%	22%	20%	18%	21%	-%	-%	-%	100%	-%	49%	20%
					b	abcdg	bc	b						abcefg		abceg	abce

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 4

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
A	217	188	12	11	6	217	190	27	23	194	31	86	99	217	22	47	134
	8%	8%	5%	8%	8%	8%	8%	8%	7%	8%	6%	7%	10%	8%	5%	5%	16%
													ab				ab
B	559	464	48	28	19	559	493	65	35	524	78	217	263	559	42	174	280
	21%	20%	21%	22%	25%	21%	21%	19%	10%	22%	15%	18%	27%	21%	10%	17%	33%
										a			abd	a		a	ab
C1	818	682	75	41	20	818	717	100	85	733	128	385	301	818	92	335	282
	30%	30%	33%	32%	26%	30%	30%	29%	25%	31%	24%	33%	31%	30%	22%	32%	33%
												a	a	a		a	a
C2	561	468	51	26	17	561	488	74	86	476	103	272	183	561	92	265	124
	21%	21%	22%	20%	23%	21%	21%	21%	25%	20%	19%	23%	19%	21%	22%	25%	15%
												c			c	c	
D	270	231	23	11	6	270	236	34	53	217	73	123	72	270	77	117	28
	10%	10%	10%	9%	7%	10%	10%	10%	16%	9%	14%	10%	7%	10%	18%	11%	3%
									b		cd	c		c	bc	c	
E	264	231	16	10	8	264	221	44	50	214	109	100	43	264	99	101	4
	10%	10%	7%	8%	10%	10%	9%	13%	15%	9%	21%	8%	4%	10%	23%	10%	*%
									b		bcd	c		c	bc	c	
Don't know	11	8	3	*	*	11	10	1	6	5	7	2	2	11	1	2	1
	*%	*%	1%	*%	*%	*%	*%	*%	2%	*%	1%	*%	*%	*%	*%	*%	*%
									b		bcd						

SUMMARY CODES

AB	775	652	60	38	25	775	683	92	58	718	110	303	362	775	64	221	415
	29%	29%	27%	30%	33%	29%	29%	27%	17%	30%	21%	26%	38%	29%	15%	21%	49%
										a			abd	a		a	ab
C1C2	1379	1150	125	67	37	1379	1205	174	171	1208	231	657	483	1379	184	600	406
	51%	51%	55%	52%	49%	51%	51%	50%	51%	51%	44%	55%	50%	51%	43%	58%	48%
												acd	a	a		ac	

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
DE	535	461	38	22	13	535	457	78	103	431	183	222	115	535	176	218	32
	20%	20%	17%	17%	18%	20%	19%	23%	31%	18%	34%	19%	12%	20%	42%	21%	4%
									b		bcd	c		c	bc	c	

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
A	217	115	84	15	217	47	164	83	127
	8%	18%	6%	2%	8%	5%	10%	5%	13%
		bcd	c		bc		a		a
B	559	196	275	85	559	150	381	302	240
	21%	30%	20%	14%	21%	17%	23%	18%	25%
		bcd	c		c		a		a
C1	818	156	471	171	818	251	514	551	237
	30%	24%	34%	28%	30%	28%	32%	34%	25%
			acd		a			b	
C2	561	107	327	122	561	195	335	331	201
	21%	17%	24%	20%	21%	22%	21%	20%	21%
			a		a				
D	270	52	119	92	270	96	151	167	89
	10%	8%	9%	15%	10%	11%	9%	10%	9%
				abd					
E	264	20	105	124	264	153	79	196	48
	10%	3%	8%	20%	10%	17%	5%	12%	5%
			a	abd	ab	b		b	
Don't know	11	2	2	4	11	3	3	7	2
	0%	0%	0%	1%	0%	0%	0%	0%	0%
SUMMARY CODES									
AB	775	311	359	100	775	197	545	386	367
	29%	48%	26%	16%	29%	22%	34%	24%	39%
		bcd	c		c		a		a
C1C2	1379	263	797	294	1379	446	848	882	438
	51%	41%	58%	48%	51%	50%	52%	54%	46%
			acd	a	a			b	

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
DE	535	72	224	216	535	249	231	363	137
	20%	11%	16%	35%	20%	28%	14%	22%	15%
			a	abd	ab	b		b	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 5

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

RESPONDENT'S AGE

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
16-24 years	324	324	-	-	-	-	-	324	156	159	70	115	72	62	185	134	324
	12%	100%	-%	-%	-%	-%	-%	12%	12%	11%	9%	14%	13%	12%	12%	12%	12%
		bcdefg						bcdef				a					a
25-34 years	502	-	502	-	-	-	-	502	248	246	156	156	120	69	312	189	502
	19%	-%	100%	-%	-%	-%	-%	19%	19%	18%	20%	19%	21%	13%	20%	17%	19%
			acdefg					acdef			d	d	d		d	d	d
35-44 years	464	-	-	464	-	-	-	464	211	249	156	121	112	74	277	186	464
	17%	-%	-%	100%	-%	-%	-%	17%	16%	18%	20%	15%	20%	14%	17%	17%	17%
				abdefg				abdef			bd		bd				
45-54 years	480	-	-	-	480	-	-	480	240	240	136	152	93	97	288	189	480
	18%	-%	-%	-%	100%	-%	-%	18%	19%	17%	18%	19%	17%	18%	18%	17%	18%
					abcefg			abcef									
55-64 years	442	-	-	-	-	442	-	442	229	214	97	142	75	126	239	201	442
	16%	-%	-%	-%	-%	100%	-%	16%	18%	15%	13%	17%	13%	24%	15%	18%	16%
						abcdfg		abcdf				a		abcefg		ace	a
65+	488	-	-	-	-	-	488	488	198	289	160	131	90	107	290	197	488
	18%	-%	-%	-%	-%	-%	100%	18%	15%	21%	21%	16%	16%	20%	18%	18%	18%
							abcdeg	abcde		a	b						

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 5

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

RESPONDENT'S AGE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
16-24 years	324	285	16	13	9	324	300	24	47	276	53	158	112	324	73	100	59
	12%	13%	7%	10%	12%	12%	13%	7%	14%	12%	10%	13%	12%	12%	17%	10%	7%
		b				b	b								bc		
25-34 years	502	424	42	24	12	502	469	33	60	442	52	233	217	502	91	160	171
	19%	19%	18%	19%	16%	19%	20%	9%	18%	19%	10%	20%	23%	19%	21%	15%	20%
							b					a	ad	a	b		b
35-44 years	464	388	40	23	13	464	416	48	65	399	63	171	228	464	81	160	173
	17%	17%	18%	18%	17%	17%	18%	14%	19%	17%	12%	14%	24%	17%	19%	15%	20%
													abd	a			b
45-54 years	480	405	40	22	13	480	430	50	78	402	71	194	212	480	88	169	163
	18%	18%	18%	17%	17%	18%	18%	14%	23%	17%	13%	16%	22%	18%	21%	16%	19%
									b				abd	a			
55-64 years	442	368	41	21	12	442	355	87	47	395	104	199	132	442	69	196	123
	16%	16%	18%	17%	15%	16%	15%	25%	14%	17%	20%	17%	14%	16%	16%	19%	14%
								a			c					c	
65+	488	400	47	24	17	488	384	104	41	448	187	230	62	488	23	253	166
	18%	18%	21%	19%	23%	18%	16%	30%	12%	19%	35%	19%	6%	18%	6%	24%	19%
					a			a		a	bcd	c		c		ac	a

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

RESPONDENT'S AGE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
16-24 years	324 12%	100 15% bcd	150 11%	55 9%	324 12%	148 17% b	141 9%	219 13% b	77 8%
25-34 years	502 19%	141 22%	244 18%	110 18%	502 19%	169 19%	294 18%	206 13%	270 29% a
35-44 years	464 17%	91 14%	244 18%	124 20% a	464 17%	141 16%	290 18%	144 9%	299 32% a
45-54 years	480 18%	79 12%	238 17% a	150 24% abd	480 18% a	136 15%	315 19% a	226 14%	233 25% a
55-64 years	442 16%	76 12%	239 17% a	119 19% a	442 16% a	155 17%	264 16%	368 22% b	61 6%
65+	488 18%	162 25% bcd	266 19% c	56 9%	488 18% c	146 16%	324 20%	475 29% b	5 *%

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

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

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Man	1281	156	248	211	240	229	198	1281	1281	-	382	361	303	232	742	536	1281
	47%	48%	49%	46%	50%	52%	41%	47%	100%	-%	49%	44%	54%	43%	47%	49%	47%
		f	f	f	f	f	f	f	b				bdeg				
Woman	1397	159	246	249	240	214	289	1397	-	1397	391	445	254	299	836	553	1397
	52%	49%	49%	54%	50%	48%	59%	52%	-%	100%	50%	54%	45%	56%	52%	50%	52%
							abdeg			a		c	c	c	c	c	c
Non-binary	15	7	5	2	*	-	-	15	-	-	*	10	3	2	10	5	15
	1%	2%	1%	*%	*%	-%	-%	1%	-%	-%	*%	1%	1%	*%	1%	*%	1%
		cdefg	f									a					
Prefer to use another term	1	-	*	-	-	-	*	1	-	-	-	*	-	*	*	*	1
	*%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%
Prefer not to say	6	1	2	2	-	-	1	6	-	-	2	2	1	1	4	2	6
	*%	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%

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

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

RESPONDENT'S GENDER

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Man	1281	1076	108	59	39	1281	1141	140	102	1179	205	580	490	1281	192	524	432
	47%	47%	48%	46%	51%	47%	48%	41%	30%	50%	39%	49%	51%	47%	45%	50%	51%
							b			a		a		a			
Woman	1397	1179	115	67	37	1397	1192	205	234	1163	323	597	460	1397	230	508	416
	52%	52%	51%	53%	49%	52%	51%	59%	69%	49%	61%	50%	48%	52%	54%	49%	49%
							a		b		bcd						
Non-binary	15	11	3	*	*	15	15	*	2	13	1	6	8	15	3	7	3
	1%	*%	2%	*%	*%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%	*%
Prefer to use another term	1	-	-	1	-	1	1	-	-	1	-	-	1	1	-	*	*
	*%	-%	-%	1%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	*%
				ae													
Prefer not to say	6	5	1	*	-	6	6	-	-	6	-	1	4	6	-	-	2
	*%	*%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	-%	*%

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

RESPONDENT'S GENDER

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Man	1281	329	677	255	1281	402	805	772	459
	47%	51%	49%	42%	47%	45%	49%	47%	49%
Woman	1397	318	695	350	1397	483	812	853	481
	52%	49%	50%	57%	52%	54%	50%	52%	51%
Non-binary	15	1	7	7	15	7	7	9	5
	1%	*%	*%	1%	1%	1%	*%	1%	1%
Prefer to use another term	1	-	-	1	1	*	*	1	-
	*%	-%	-%	*%	*%	*%	*%	*%	-%
Prefer not to say	6	1	3	1	6	1	3	3	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
In full time employment	1286	113	357	310	297	174	35	1286	764	511	478	417	297	93	895	390	1286
	48%	35%	71%	67%	62%	39%	7%	48%	60%	37%	62%	51%	53%	17%	56%	36%	48%
		f	adefg	aefg	aefg	f		aef	b		bcdefg	df	df		bdfg	d	df
In part time employment	442	77	75	74	92	83	41	442	150	290	89	134	113	102	223	215	442
	16%	24%	15%	16%	19%	19%	8%	16%	12%	21%	12%	16%	20%	19%	14%	20%	16%
		bcfg	f	f	f	f		f		a		a	ae	ae		aeg	a
Retired	481	-	-	1	2	78	401	481	199	282	150	142	81	107	292	188	481
	18%	-%	-%	*%	*%	18%	82%	18%	16%	20%	19%	17%	14%	20%	18%	17%	18%
						abcd	abcdeg	abcd		a	c		c				
Unemployed	168	26	29	28	31	52	2	168	72	95	10	21	8	126	31	134	168
	6%	8%	6%	6%	6%	12%	*%	6%	6%	7%	1%	3%	1%	24%	2%	12%	6%
		f	f	f	f	bcdfg		f						abcefg		abceg	abce
Full-time responsibility for home/family	151	1	18	41	47	40	5	151	28	122	17	32	30	72	49	102	151
	6%	*%	4%	9%	10%	9%	1%	6%	2%	9%	2%	4%	5%	13%	3%	9%	6%
			af	abfg	abfg	abfg		af		a			ae	abcefg		abceg	ae
A student	124	103	16	2	*	2	-	124	48	70	24	63	20	16	86	36	124
	5%	32%	3%	*%	*%	*%	-%	5%	4%	5%	3%	8%	4%	3%	5%	3%	5%
		bcdefg	cdef					cdef				acdfg			adf		
Other	38	1	4	6	8	14	5	38	15	21	7	7	10	14	14	23	38
	1%	*%	1%	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%	3%	1%	2%	1%
						abfg								abe		ae	
Prefer not to say	10	3	1	1	4	*	-	10	4	6	-	2	2	5	2	7	10
	*%	1%	*%	*%	1%	*%	-%	*%	*%	*%	-%	*%	*%	1%	*%	1%	*%
														ae		ae	

SUMMARY CODES

WORKING	1728	190	433	384	389	257	76	1728	915	801	568	551	410	195	1118	605	1728
	64%	59%	86%	83%	81%	58%	15%	64%	71%	57%	73%	67%	73%	36%	70%	55%	64%
		f	aefg	aefg	aefg	f		ef	b		bdfg	df	dfg		dfg	d	df

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
NOT WORKING	962	131	68	78	87	185	413	962	363	590	208	265	149	335	473	484	962
	36%	40%	14%	17%	18%	42%	85%	36%	28%	42%	27%	32%	27%	63%	30%	44%	36%
		bcd				bcdg	abcdeg	bcd		a		a		abcefg	abceg	ace	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
In full time employment	1286	1090	103	58	35	1286	1171	115	111	1175	127	529	626	1286	134	458	578
	48%	48%	45%	46%	47%	48%	50%	33%	33%	50%	24%	45%	65%	48%	32%	44%	68%
							b			a		a	abd	a		a	ab
In part time employment	442	380	31	20	12	442	375	68	68	374	98	193	150	442	99	184	83
	16%	17%	14%	16%	15%	16%	16%	20%	20%	16%	19%	16%	16%	16%	23%	18%	10%
															bc	c	
Retired	481	393	47	26	15	481	373	108	41	440	179	236	58	481	27	254	149
	18%	17%	21%	21%	20%	18%	16%	31%	12%	19%	34%	20%	6%	18%	6%	24%	17%
								a		a	bcd	c		c		ac	a
Unemployed	168	144	12	6	6	168	145	23	41	127	46	80	38	168	68	50	2
	6%	6%	5%	5%	8%	6%	6%	7%	12%	5%	9%	7%	4%	6%	16%	5%	1%
									b		c	c		c	bc	c	*
Full-time responsibility for home/family	151	125	13	8	4	151	132	19	46	105	38	76	33	151	53	50	20
	6%	6%	6%	6%	6%	6%	6%	6%	13%	4%	7%	6%	3%	6%	13%	5%	2%
									b		c	c		c	bc	c	
A student	124	103	13	5	3	124	119	5	20	105	27	58	40	124	36	26	15
	5%	5%	6%	4%	4%	5%	5%	2%	6%	4%	5%	5%	4%	5%	9%	2%	2%
								b							bc		
Other	38	31	4	2	*	38	32	6	9	29	12	11	13	38	6	17	6
	1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	2%	1%	1%	1%	2%	2%	1%
									b								
Prefer not to say	10	5	3	2	-	10	8	1	3	7	3	2	4	10	*	2	-
	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
			ae	ae													

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
SUMMARY CODES																	
WORKING	1728	1469	134	78	47	1728	1545	183	179	1549	225	721	776	1728	233	641	661
	64%	65%	59%	61%	62%	64%	66%	53%	53%	66%	43%	61%	81%	64%	55%	62%	77%
							b		a	a		a	abd	a	a	a	ab
NOT WORKING	962	797	90	47	29	962	801	161	157	806	302	461	182	962	191	396	192
	36%	35%	40%	37%	38%	36%	34%	47%	46%	34%	57%	39%	19%	36%	45%	38%	23%
								a	b		bcd	c		c	bc	c	

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
In full time employment	1286	339	691	247	1286	314	900	592	648
	48%	52%	50%	40%	48%	35%	55%	36%	69%
		c	c		c		a		a
In part time employment	442	83	227	117	442	174	238	258	162
	16%	13%	16%	19%	16%	19%	15%	16%	17%
				a	a	b			
Retired	481	164	254	61	481	149	316	468	3
	18%	25%	18%	10%	18%	17%	19%	29%	*%
		bcd	c		c			b	
Unemployed	168	16	70	72	168	100	45	130	24
	6%	2%	5%	12%	6%	11%	3%	8%	3%
			a	abd	a	b		b	
Full-time responsibility for home/ family	151	15	71	63	151	62	74	67	77
	6%	2%	5%	10%	6%	7%	5%	4%	8%
			a	abd	a	b			a
A student	124	27	50	36	124	61	51	90	25
	5%	4%	4%	6%	5%	7%	3%	6%	3%
				b		b		b	
Other	38	3	15	16	38	30	3	29	5
	1%	*%	1%	3%	1%	3%	*%	2%	*%
				ab		b		b	
Prefer not to say	10	2	4	1	10	6	1	4	*
	*%	*%	*%	*%	*%	1%	*%	*%	*%
						b			

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
SUMMARY CODES									
WORKING	1728	422	917	364	1728	488	1138	850	810
	64%	65%	66%	59%	64%	55%	70%	52%	86%
			c				a		a
NOT WORKING	962	225	460	249	962	401	489	784	134
	36%	35%	33%	41%	36%	45%	30%	48%	14%
				bd		b		b	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 8

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
None	19	1	-	2	1	4	10	19	10	9	4	4	-	9	9	9	19
	1%	*%	-%	*%	*%	1%	2%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%
						b	bdg							ceg			
Up to 2 hours	40	5	6	9	4	10	7	40	15	25	13	9	8	9	22	17	40
	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%
3 to 5 hours	145	19	33	31	16	21	25	145	59	85	40	29	36	39	69	76	145
	5%	6%	7%	7%	3%	5%	5%	5%	5%	6%	5%	4%	6%	7%	4%	7%	5%
			d	d									b	be	be		
6 to 8 hours	170	24	35	31	22	27	32	170	60	108	44	49	35	42	92	77	170
	6%	7%	7%	7%	5%	6%	6%	6%	5%	8%	6%	6%	6%	8%	6%	7%	6%
										a							
9 to 11 hours	214	33	36	34	39	39	33	214	92	122	59	54	46	52	114	99	214
	8%	10%	7%	7%	8%	9%	7%	8%	7%	9%	8%	7%	8%	10%	7%	9%	8%
12 to 15 hours	258	22	28	42	44	55	68	258	121	133	75	69	56	59	144	115	258
	10%	7%	6%	9%	9%	12%	14%	10%	9%	9%	10%	8%	10%	11%	9%	10%	10%
						ab	abcdg	b									
16 to 22 hours	490	48	82	75	97	72	116	490	225	262	134	164	92	99	298	191	490
	18%	15%	16%	16%	20%	16%	24%	18%	18%	19%	17%	20%	16%	19%	19%	17%	18%
							abceg										
23 to 30 hours	557	73	106	82	96	106	94	557	273	283	159	176	123	97	335	220	557
	21%	22%	21%	18%	20%	24%	19%	21%	21%	20%	20%	22%	22%	18%	21%	20%	21%
						c											
Over 30 hours	780	99	173	156	156	99	97	780	419	352	242	257	163	116	499	279	780
	29%	30%	34%	34%	32%	22%	20%	29%	33%	25%	31%	31%	29%	22%	31%	25%	29%
		ef	efg	ef	ef			ef	b		df	df	d		df		d
Don't know/ unsure	27	1	3	2	6	9	6	27	7	20	7	5	2	12	12	14	27
	1%	*%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%
						ac								bceg			

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

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

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
SUMMARY CODES																	
0 to 8 hours	374	49	74	73	43	62	74	374	144	227	100	91	79	100	192	179	374
	14%	15%	15%	16%	9%	14%	15%	14%	11%	16%	13%	11%	14%	19%	12%	16%	14%
		d	d	d		d	d	d		a				abeg		be	
9 to 22 hours	962	103	146	151	180	166	217	962	438	517	268	287	194	211	555	405	962
	36%	32%	29%	33%	37%	38%	44%	36%	34%	37%	35%	35%	35%	39%	35%	37%	36%
				b	b	abcg	b										
23+ hours	1337	171	279	238	252	205	191	1337	692	634	400	434	286	212	834	499	1337
	50%	53%	56%	51%	53%	46%	39%	50%	54%	45%	52%	53%	51%	40%	52%	45%	50%
		f	efg	f	f		f	f	b		df	df	d		df		d

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 8

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None	19 1%	18 1%	- -%	* *%	- -%	19 1%	16 1%	3 1%	5 2%	14 1%	10 2%	4 *%	- -%	19 1%	2 1%	6 1%	2 *%
Up to 2 hours	40 1%	34 1%	3 2%	2 1%	1 2%	40 1%	29 1%	11 3% a	11 3% b	29 1%	23 4% bcd	13 1%	3 *%	40 1% c	8 2%	13 1%	16 2%
3 to 5 hours	145 5%	131 6% b	5 2%	6 5%	4 5%	145 5% b	125 5%	20 6%	41 12% b	104 4%	49 9% bcd	69 6% c	27 3%	145 5% c	34 8% bc	45 4%	37 4%
6 to 8 hours	170 6%	149 7%	11 5%	7 5%	4 5%	170 6%	143 6%	27 8%	34 10% b	136 6%	50 9% cd	89 7% c	29 3%	170 6% c	28 7%	57 5%	47 5%
9 to 11 hours	214 8%	176 8%	23 10%	9 7%	7 9%	214 8%	187 8%	27 8%	36 11%	178 8%	67 13% bcd	100 8% c	45 5%	214 8% c	32 8%	60 6%	66 8%
12 to 15 hours	258 10%	216 10%	22 10%	12 10%	8 11%	258 10%	222 9%	36 10%	32 9%	226 10%	62 12% c	131 11% c	63 7%	258 10% c	38 9%	109 10%	77 9%
16 to 22 hours	490 18%	406 18%	45 20%	26 20%	13 17%	490 18%	423 18%	67 20%	44 13%	446 19% a	85 16%	209 18%	196 20%	490 18%	67 16%	199 19%	172 20%
23 to 30 hours	557 21%	471 21%	41 18%	28 22%	17 22%	557 21%	485 21%	72 21%	55 16%	502 21%	86 16%	242 20%	225 23% a	557 21% a	100 24%	228 22%	168 20%
Over 30 hours	780 29%	650 29%	73 32%	36 28%	21 28%	780 29%	703 30% b	77 22%	73 21%	707 30% a	89 17%	318 27% a	371 39% abd	780 29% a	112 26%	315 30%	265 31%
Don't know/ unsure	27 1%	20 1%	4 2%	2 1%	1 2%	27 1%	22 1%	4 1%	6 2%	20 1%	10 2% c	10 1%	3 *%	27 1%	3 1%	8 1%	5 1%

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
SUMMARY CODES																	
0 to 8 hours	374	332	19	15	9	374	313	61	92	283	131	175	59	374	72	120	101
	14%	15%	9%	11%	12%	14%	13%	18%	27%	12%	25%	15%	6%	14%	17%	12%	12%
		b				b		a	b		bcd	c		c	bc		
9 to 22 hours	962	798	90	47	28	962	831	131	112	850	214	440	304	962	138	368	315
	36%	35%	40%	37%	37%	36%	35%	38%	33%	36%	40%	37%	32%	36%	32%	35%	37%
											c	c		c			
23+ hours	1337	1122	114	64	38	1337	1188	149	127	1209	175	560	596	1337	212	543	433
	50%	49%	50%	50%	50%	50%	50%	43%	38%	51%	33%	47%	62%	50%	50%	52%	51%
							b			a		a	abd	a			

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None	19 1%	3 *%	13 1%	2 *%	19 1%	7 1%	11 1%	12 1%	3 *%
Up to 2 hours	40 1%	14 2%	17 1%	8 1%	40 1%	7 1%	29 2%	24 1%	13 1%
3 to 5 hours	145 5%	41 6%	68 5%	32 5%	145 5%	50 6%	77 5%	65 4%	66 7% a
6 to 8 hours	170 6%	31 5%	98 7%	34 6%	170 6%	61 7%	95 6%	99 6%	63 7%
9 to 11 hours	214 8%	53 8%	101 7%	50 8%	214 8%	72 8%	111 7%	130 8%	70 7%
12 to 15 hours	258 10%	69 11%	135 10%	52 8%	258 10%	74 8%	171 11%	173 11% b	70 7%
16 to 22 hours	490 18%	106 16%	272 20%	106 17%	490 18%	137 15%	332 20% a	309 19%	164 17%
23 to 30 hours	557 21%	135 21%	276 20%	143 23%	557 21%	175 20%	356 22%	344 21%	200 21%
Over 30 hours	780 29%	194 30%	392 28%	178 29%	780 29%	303 34% b	435 27%	458 28%	296 31%
Don't know/ unsure	27 1%	4 1%	10 1%	9 1%	27 1%	11 1%	11 1%	25 1% b	1 *%

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
SUMMARY CODES									
0 to 8 hours	374	89	196	76	374	124	212	199	144
	14%	14%	14%	12%	14%	14%	13%	12%	15%
9 to 22 hours	962	228	508	208	962	283	614	612	304
	36%	35%	37%	34%	36%	32%	38%	37%	32%
							a	b	
23+ hours	1337	328	668	321	1337	477	791	802	496
	50%	51%	48%	52%	50%	53%	49%	49%	53%
						b			

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

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

IN4. In the last month, when you have gone online, have you... (SINGLE CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
Only used websites or apps that you've used before	757 28%	67 21%	110 22%	129 28%	133 28%	134 30%	183 38%	757 28%	345 27%	407 29%	185 24%	209 26%	148 26%	212 40%	394 25%	360 33%	757 28%	
				a	a	ab	abcdeg	ab						abcefg		abceg	ae	
Used maybe one or two websites or apps that you haven't used before	1228 45%	151 47%	230 46%	194 42%	205 43%	206 47%	242 50%	1228 45%	555 43%	660 47%	350 45%	411 50%	251 45%	211 39%	761 48%	462 42%	1228 45%	
							c					dfg			df		d	
Used lots of websites or apps that you haven't used before	670 25%	99 31%	159 32%	137 30%	135 28%	89 20%	51 11%	670 25%	366 29%	300 21%	232 30%	186 23%	157 28%	94 18%	419 26%	251 23%	670 25%	
		efg	efg	ef	ef	f	f	f	b		bdfg	d	d		d	d	d	
Have not gone online in the last month	12 *%	2 1%	- -%	3 1%	1 *%	2 *%	4 1%	12 *%	4 *%	8 1%	3 *%	3 *%	1 *%	4 1%	6 *%	6 1%	12 *%	
Don't know	33 1%	5 2%	2 *%	1 *%	6 1%	12 3%	8 2%	33 1%	12 1%	22 2%	5 1%	8 1%	4 1%	14 3%	13 1%	17 2%	33 1%	
						bcg								abceg				

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

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.

IN4. In the last month, when you have gone online, have you... (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Only used websites or apps that you've used before	757 28%	633 28%	65 29%	39 31%	20 26%	757 28%	664 28%	93 27%	125 37%	632 27%	272 51%	345 29%	126 13%	757 28%	151 36%	313 30%	190 22%
Used maybe one or two websites or apps that you haven't used before	1228 45%	1032 45%	95 42%	63 50%	38 50%	1228 45%	1057 45%	171 49%	140 41%	1088 46%	180 34%	574 48%	470 49%	1228 45%	170 40%	468 45%	407 48%
Used lots of websites or apps that you haven't used before	670 25%	566 25%	64 28%	23 18%	17 23%	670 25%	602 26%	68 20%	67 20%	604 26%	52 10%	257 22%	361 38%	670 25%	98 23%	245 24%	250 29%
Have not gone online in the last month	12 *%	10 *%	2 1%	* *%	* *%	12 *%	9 *%	3 1%	1 *%	10 *%	7 1%	1 *%	2 *%	12 *%	3 1%	1 *%	2 *%
Don't know	33 1%	31 1%	* *%	1 1%	1 1%	33 1%	23 1%	11 3%	6 2%	28 1%	19 4%	7 1%	3 *%	33 1%	3 1%	11 1%	5 1%

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

IN4. In the last month, when you have gone online, have you... (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Only used websites or apps that you've used before	757 28%	192 30%	365 26%	181 30%	757 28%	267 30%	435 27%	518 32% b	210 22%
Used maybe one or two websites or apps that you haven't used before	1228 45%	272 42%	677 49% ac	264 43%	1228 45%	383 43%	776 48% a	750 46%	420 44%
Used lots of websites or apps that you haven't used before	670 25%	176 27%	328 24%	153 25%	670 25%	232 26%	397 24%	338 21%	307 33% a
Have not gone online in the last month	12 *%	5 1%	4 *%	1 *%	12 *%	2 *%	6 *%	8 *%	2 *%
Don't know	33 1%	5 1%	8 1%	15 2% ab	33 1%	10 1%	13 1%	25 2% b	5 1%

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

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
WhatsApp	2201	270	445	408	406	339	334	2201	1011	1172	663	691	451	388	1354	840	2201
	82%	83%	89%	88%	85%	77%	68%	82%	79%	84%	86%	84%	80%	73%	85%	77%	82%
		ef	aefg	efg	ef	f		ef		a	cdg	df	d		cdg		df
(Facebook) Messenger	1623	150	362	335	309	233	234	1623	717	897	461	469	362	324	929	686	1623
	60%	46%	72%	72%	64%	53%	48%	60%	56%	64%	59%	57%	64%	61%	58%	63%	60%
			adefg	adefg	aef			aef		a			be		b		
Instagram (Direct)/DM	1116	240	350	239	156	82	47	1116	523	583	359	328	259	166	687	425	1116
	41%	74%	70%	52%	33%	19%	10%	41%	41%	42%	46%	40%	46%	31%	43%	39%	41%
		cdefg	cdefg	defg	ef	f		def			bdfg	d	df		df	d	d
Snapchat	742	244	265	122	80	26	5	742	352	383	218	190	208	120	409	328	742
	27%	75%	53%	26%	17%	6%	1%	27%	27%	27%	28%	23%	37%	22%	26%	30%	27%
		bcdefg	cdefg	def	ef	f		def			bd		abdefg		bde		bd
FaceTime	710	142	182	138	114	76	58	710	306	398	223	239	157	89	462	246	710
	26%	44%	36%	30%	24%	17%	12%	26%	24%	28%	29%	29%	28%	17%	29%	22%	26%
		bcdefg	defg	ef	ef			ef		a	df	df	df		df	d	df
Microsoft Teams	672	116	145	164	143	71	32	672	312	350	245	266	110	50	511	161	672
	25%	36%	29%	35%	30%	16%	7%	25%	24%	25%	32%	33%	20%	9%	32%	15%	25%
		efg	ef	efg	ef	f		ef			cdg	cdg	df		cdg	d	cdf
Zoom	555	59	127	131	106	69	62	555	285	267	253	158	94	48	410	141	555
	21%	18%	25%	28%	22%	16%	13%	21%	22%	19%	33%	19%	17%	9%	26%	13%	21%
		f	aefg	aefg	ef			ef			bcdefg	df	d		bcdefg	d	df
iMessage (by Apple)	478	102	141	78	75	45	36	478	212	257	163	144	101	66	307	168	478
	18%	32%	28%	17%	16%	10%	7%	18%	17%	18%	21%	18%	18%	12%	19%	15%	18%
		cdefg	cdefg	ef	ef			ef			df	d	d		df		d
Telegram	360	52	139	96	46	16	13	360	223	132	152	93	72	42	245	114	360
	13%	16%	28%	21%	10%	4%	3%	13%	17%	9%	20%	11%	13%	8%	15%	10%	13%
		def	acdefg	defg	ef			def	b		bcdefg		d		bdf		df
Skype	357	26	88	86	66	39	53	357	192	163	147	84	79	45	231	125	357
	13%	8%	17%	19%	14%	9%	11%	13%	15%	12%	19%	10%	14%	8%	14%	11%	13%
			aefg	aefg	ae			ae	b		bcdefg		d		bdf		bd

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

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
Google Chat/ Google Meet	289	38	86	70	60	24	10	289	167	117	145	69	48	26	214	74	289	
	11%	12%	17%	15%	12%	6%	2%	11%	13%	8%	19%	8%	9%	5%	13%	7%	11%	
		ef	efg	efg	ef	f		ef	b		bcdefg	d	d		bcdfg		df	
Discord	281	102	92	47	26	12	3	281	195	80	96	71	77	37	167	115	281	
	10%	32%	18%	10%	5%	3%	1%	10%	15%	6%	12%	9%	14%	7%	10%	10%	10%	
		bcdefg	cdefg	def	f	f		def	b		bd		bd		d	d	d	
WeChat	128	20	37	34	25	8	4	128	69	59	60	32	24	10	92	34	128	
	5%	6%	7%	7%	5%	2%	1%	5%	5%	4%	8%	4%	4%	2%	6%	3%	5%	
		ef	efg	efg	ef			ef			bcdfg				df		d	
Signal	94	6	27	28	20	5	8	94	61	30	33	35	16	11	67	27	94	
	3%	2%	5%	6%	4%	1%	2%	3%	5%	2%	4%	4%	3%	2%	4%	2%	3%	
			aef	aefg	ef			e	b						df			
Viber	63	8	17	17	15	6	1	63	41	23	33	12	13	6	44	19	63	
	2%	3%	3%	4%	3%	1%	*%	2%	3%	2%	4%	1%	2%	1%	3%	2%	2%	
		f	f	ef	f			f	b		bdfg							
Kik	63	6	20	18	12	3	3	63	41	22	23	17	12	11	39	24	63	
	2%	2%	4%	4%	3%	1%	1%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	
			ef	ef	f			f	b									
Slack	50	10	15	15	6	2	1	50	32	17	29	10	6	5	39	11	50	
	2%	3%	3%	3%	1%	1%	*%	2%	3%	1%	4%	1%	1%	1%	2%	1%	2%	
		ef	ef	ef				f	b		bcdfg				f			
Clubhouse	18	2	7	7	2	1	-	18	11	8	11	4	2	1	15	3	18	
	1%	1%	1%	2%	*%	*%	-%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	
			f	ef							f							
I send messages, chat or make video/ voice calls on other apps/ sites	126	19	29	14	24	16	24	126	63	59	34	40	24	26	75	50	126	
	5%	6%	6%	3%	5%	4%	5%	5%	5%	4%	4%	5%	4%	5%	5%	5%	5%	

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

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2576	318	494	459	461	404	440	2576	1212	1344	753	785	539	489	1538	1028	2576
	95%	98%	99%	99%	96%	91%	90%	95%	95%	96%	97%	96%	96%	91%	97%	94%	95%
		efg	defg	defg	ef			ef			df	d	d		df		d
I do not send messages, chat or make video or voice calls on ANY apps/ sites	106	5	7	3	16	32	43	106	60	44	22	29	14	40	52	53	106
	4%	1%	1%	1%	3%	7%	9%	4%	5%	3%	3%	4%	2%	7%	3%	5%	4%
				c	abcdg	abcdg	abc						abceg		c		
Don't know	18	1	-	2	3	7	6	18	9	9	-	3	9	6	3	15	18
	1%	*%	-%	*%	1%	1%	1%	1%	1%	1%	-%	*%	2%	1%	*%	1%	1%
				b	b							abe	ae		ae		a
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean score	3.7	5.0	5.1	4.4	3.5	2.4	1.9	3.7	3.8	3.6	4.3	3.6	3.8	2.8	4.0	3.3	3.7
		cdefg	cdefg	defg	ef	f		ef			bcdefg	df	df		bdfg	d	df
Standard deviation	2.70	2.60	2.80	2.84	2.57	1.84	1.41	2.70	2.89	2.51	3.03	2.50	2.60	2.28	2.79	2.50	2.70
Standard error	.05	.14	.13	.13	.12	.09	.06	.05	.08	.07	.10	.09	.12	.10	.07	.08	.05

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

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
WhatsApp	2201	1847	185	106	63	2201	1930	271	283	1918	349	954	887	2201	336	833	725
	82%	81%	82%	84%	84%	82%	82%	79%	84%	81%	66%	81%	92%	82%	79%	80%	85%
												a	abd	a			ab
(Facebook) Messenger	1623	1343	147	85	47	1623	1406	217	218	1404	252	681	689	1623	266	623	531
	60%	59%	65%	67%	62%	60%	60%	63%	65%	59%	48%	57%	72%	60%	63%	60%	62%
				ae								a	abd	a			
Instagram (Direct)/DM	1116	953	84	47	32	1116	1012	103	130	985	107	443	565	1116	197	376	380
	41%	42%	37%	37%	43%	41%	43%	30%	39%	42%	20%	37%	59%	41%	46%	36%	45%
							b					a	abd	ab	b		b
Snapchat	742	618	63	34	27	742	684	58	101	641	66	304	370	742	152	247	209
	27%	27%	28%	27%	36%	27%	29%	17%	30%	27%	12%	26%	38%	27%	36%	24%	24%
					abce		b					a	abd	a	bc		
FaceTime	710	594	56	39	21	710	617	93	77	633	59	264	387	710	106	245	264
	26%	26%	25%	31%	28%	26%	26%	27%	23%	27%	11%	22%	40%	26%	25%	24%	31%
												a	abd	ab			b
Microsoft Teams	672	555	64	32	20	672	616	56	45	628	30	236	406	672	80	201	309
	25%	24%	28%	26%	27%	25%	26%	16%	13%	27%	6%	20%	42%	25%	19%	19%	36%
							b			a		a	abd	ab			ab
Zoom	555	466	45	25	19	555	496	58	29	526	28	191	336	555	75	178	245
	21%	21%	20%	19%	25%	21%	21%	17%	9%	22%	5%	16%	35%	21%	18%	17%	29%
										a		a	abd	ab			ab
iMessage (by Apple)	478	407	33	26	12	478	431	46	51	427	35	169	273	478	76	159	182
	18%	18%	15%	20%	15%	18%	18%	13%	15%	18%	7%	14%	28%	18%	18%	15%	21%
							b					a	abd	ab			b
Telegram	360	307	33	11	9	360	339	21	29	331	25	129	206	360	67	123	141
	13%	14%	14%	9%	13%	13%	14%	6%	9%	14%	5%	11%	21%	13%	16%	12%	17%
		c	c			c	b			a		a	abd	a			b
Skype	357	302	32	11	12	357	313	44	21	336	30	115	212	357	45	131	148
	13%	13%	14%	9%	16%	13%	13%	13%	6%	14%	6%	10%	22%	13%	11%	13%	17%
		c			c	c				a		a	abd	ab			ab

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Google Chat/ Google Meet	289	246	22	14	7	289	272	17	18	271	14	78	196	289	43	84	132
	11%	11%	10%	11%	9%	11%	12%	5%	5%	11%	3%	7%	20%	11%	10%	8%	15%
							b			a		a	abd	ab			ab
Discord	281	232	24	17	7	281	271	11	14	267	20	98	163	281	42	107	92
	10%	10%	11%	14%	9%	10%	11%	3%	4%	11%	4%	8%	17%	10%	10%	10%	11%
							b			a		a	abd	a			
WeChat	128	112	9	5	1	128	119	9	11	117	13	34	81	128	17	41	62
	5%	5%	4%	4%	2%	5%	5%	3%	3%	5%	2%	3%	8%	5%	4%	4%	7%
		d				d							abd	ab			b
Signal	94	81	8	3	1	94	86	8	10	84	4	37	53	94	10	27	45
	3%	4%	4%	2%	2%	3%	4%	2%	3%	4%	1%	3%	6%	3%	2%	3%	5%
												a	abd	a			ab
Viber	63	54	5	1	3	63	59	4	5	58	3	21	39	63	10	17	28
	2%	2%	2%	1%	4%	2%	3%	1%	1%	2%	1%	2%	4%	2%	2%	2%	3%
													abd	a			b
Kik	63	56	1	3	2	63	61	2	6	57	*	15	47	63	11	18	30
	2%	2%	1%	3%	3%	2%	3%	1%	2%	2%	*%	1%	5%	2%	3%	2%	3%
							b					a	abd	a			b
Slack	50	44	2	2	1	50	48	2	2	48	1	15	33	50	7	9	30
	2%	2%	1%	1%	2%	2%	2%	*%	1%	2%	*%	1%	3%	2%	2%	1%	3%
													abd	a			b
Clubhouse	18	18	-	*	*	18	18	*	1	17	1	3	14	18	3	4	11
	1%	1%	-%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%	1%	1%	*%	1%
													b				
I send messages, chat or make video/ voice calls on other apps/ sites	126	103	13	9	2	126	122	4	9	117	14	49	62	126	19	51	42
	5%	5%	6%	7%	3%	5%	5%	1%	3%	5%	3%	4%	6%	5%	5%	5%	5%
				d			b						ab				

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

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IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2576	2164	216	122	74	2576	2250	326	328	2248	478	1134	950	2576	403	985	826
	95%	95%	95%	96%	98%	95%	96%	94%	97%	95%	90%	96%	99%	95%	95%	95%	97%
					ae							a	abd	a			
I do not send messages, chat or make video or voice calls on ANY apps/ sites	106	89	11	5	1	106	88	18	7	99	39	49	10	106	17	48	26
	4%	4%	5%	4%	2%	4%	4%	5%	2%	4%	7%	4%	1%	4%	4%	5%	3%
			d								bcd	c		c			
Don't know	18	18	-	-	*	18	17	2	3	15	13	1	2	18	5	7	2
	1%	1%	-%	-%	*%	1%	1%	*%	1%	1%	2%	*%	*%	1%	1%	1%	*%
											bcd			b	c		
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean score	3.7	3.7	3.7	3.7	3.8	3.7	3.8	3.0	3.1	3.8	2.0	3.2	5.2	3.7	3.7	3.3	4.2
							b		a		a	abd	ab	b		ab	
Standard deviation	2.70	2.73	2.54	2.51	2.36	2.70	2.77	2.02	2.06	2.77	1.66	2.08	3.02	2.70	2.39	2.60	3.06
Standard error	.05	.06	.15	.14	.14	.05	.06	.11	.11	.06	.07	.06	.10	.05	.12	.08	.10

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
WhatsApp	2201	526	1126	506	2201	713	1360	1272	840
	82%	81%	81%	82%	82%	80%	84%	78%	89%
							a		a
(Facebook) Messenger	1623	369	836	394	1623	552	984	890	675
	60%	57%	61%	64%	60%	62%	60%	54%	71%
				a					a
Instagram (Direct)/DM	1116	291	549	255	1116	368	670	529	530
	41%	45%	40%	42%	41%	41%	41%	32%	56%
									a
Snapchat	742	221	324	175	742	282	398	323	377
	27%	34%	23%	28%	27%	32%	24%	20%	40%
		bd		b	b	b			a
FaceTime	710	180	356	161	710	236	433	363	324
	26%	28%	26%	26%	26%	26%	27%	22%	34%
									a
Microsoft Teams	672	173	343	144	672	194	445	344	307
	25%	27%	25%	23%	25%	22%	27%	21%	33%
							a		a
Zoom	555	173	258	118	555	164	363	272	265
	21%	27%	19%	19%	21%	18%	22%	17%	28%
		bcd					a		a
iMessage (by Apple)	478	129	241	98	478	159	285	243	218
	18%	20%	17%	16%	18%	18%	18%	15%	23%
									a
Telegram	360	129	162	63	360	102	234	129	219
	13%	20%	12%	10%	13%	11%	14%	8%	23%
		bcd							a

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

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Skype	357	125	167	63	357	99	238	169	174
	13%	19%	12%	10%	13%	11%	15%	10%	18%
		bcd					a		a
Google Chat/ Google Meet	289	115	141	27	289	78	191	93	184
	11%	18%	10%	4%	11%	9%	12%	6%	20%
		bcd	c		c		a		a
Discord	281	89	129	60	281	118	146	155	114
	10%	14%	9%	10%	10%	13%	9%	9%	12%
		bd				b			
WeChat	128	53	51	23	128	42	78	39	82
	5%	8%	4%	4%	5%	5%	5%	2%	9%
		bcd							a
Signal	94	29	38	21	94	23	63	45	42
	3%	5%	3%	3%	3%	3%	4%	3%	4%
									a
Viber	63	28	24	11	63	23	37	24	33
	2%	4%	2%	2%	2%	3%	2%	1%	3%
		bcd							a
Kik	63	21	31	10	63	23	32	23	37
	2%	3%	2%	2%	2%	3%	2%	1%	4%
									a
Slack	50	21	23	5	50	20	29	16	32
	2%	3%	2%	1%	2%	2%	2%	1%	3%
		bcd							a
Clubhouse	18	10	6	2	18	7	8	5	14
	1%	2%	*%	*%	1%	1%	1%	*%	1%
		bd							a

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

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

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
I send messages, chat or make video/ voice calls on other apps/ sites	126 5%	30 5%	62 4%	31 5%	126 5%	49 5%	75 5%	67 4%	56 6%
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2576 95%	619 95%	1316 95%	589 96%	2576 95%	858 96%	1554 95%	1530 93%	936 99% a
I do not send messages, chat or make video or voice calls on ANY apps/ sites	106 4%	26 4%	60 4%	19 3%	106 4%	29 3%	66 4%	94 6% b	8 1%
Don't know	18 1%	5 1%	5 *%	6 1%	18 1%	7 1%	8 1%	13 1% b	- -%
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean score	3.7	4.2 bcd	3.5	3.5	3.7	3.6	3.7	3.1	4.8 a
Standard deviation	2.70	3.26	2.50	2.43	2.70	2.58	2.77	2.35	2.94
Standard error	.05	.13	.07	.10	.05	.08	.07	.06	.10

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

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

COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
None used	124	6	7	5	19	39	48	124	69	53	22	32	23	46	55	69	124
	5%	2%	1%	1%	4%	9%	10%	5%	5%	4%	3%	4%	4%	9%	3%	6%	5%
				bc	abcdg	abcdg	abc						abceg		ae		
Only one site or app used	469	13	28	46	85	119	178	469	235	233	112	140	93	123	252	216	469
	17%	4%	6%	10%	18%	27%	36%	17%	18%	17%	14%	17%	17%	23%	16%	20%	17%
				ab	abc	abcdg	abcdg	abc						abceg		ae	
More than one site or app used	2107	304	466	413	377	285	262	2107	977	1110	641	645	446	366	1286	811	2107
	78%	94%	93%	89%	78%	64%	54%	78%	76%	79%	83%	79%	79%	68%	81%	74%	78%
		cdefg	defg	defg	ef	f		ef			dfg	df	df		df	d	df
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean score	3.7	5.0	5.1	4.4	3.5	2.4	1.9	3.7	3.8	3.6	4.3	3.6	3.8	2.8	4.0	3.3	3.7
		cdefg	cdefg	defg	ef	f		ef			bdefg	df	df		bdfg	d	df
Standard deviation	2.70	2.60	2.80	2.84	2.57	1.84	1.41	2.70	2.89	2.51	3.03	2.50	2.60	2.28	2.79	2.50	2.70
Standard error	.05	.14	.13	.13	.12	.09	.06	.05	.08	.07	.10	.09	.12	.10	.07	.08	.05

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

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

COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None used	124 5%	107 5%	11 5%	5 4%	1 2%	124 5%	105 4%	19 6%	10 3%	114 5%	52 10%	50 4%	12 1%	124 5%	22 5%	55 5%	27 3%
Only one site or app used	469 17%	401 18%	40 18%	19 15%	9 12%	469 17%	393 17%	76 22%	61 18%	408 17%	202 38%	189 16%	67 7%	469 17%	50 12%	219 21%	131 15%
More than one site or app used	2107 78%	1764 78%	175 77%	103 81%	65 86%	2107 78%	1857 79%	250 72%	267 79%	1840 78%	276 52%	945 80%	883 92%	2107 78%	352 83%	765 74%	695 81%
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean score	3.7	3.7	3.7	3.7	3.8	3.7	3.8	3.0	3.1	3.8	2.0	3.2	5.2	3.7	3.7	3.3	4.2
Standard deviation	2.70	2.73	2.54	2.51	2.36	2.70	2.77	2.02	2.06	2.77	1.66	2.08	3.02	2.70	2.39	2.60	3.06
Standard error	.05	.06	.15	.14	.14	.05	.06	.11	.11	.06	.07	.06	.10	.05	.12	.08	.10

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

COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None used	124 5%	31 5%	65 5%	25 4%	124 5%	36 4%	74 5%	107 7% b	8 1%
Only one site or app used	469 17%	108 17%	244 18%	109 18%	469 17%	167 19%	270 17%	371 23% b	79 8%
More than one site or app used	2107 78%	511 79%	1072 78%	480 78%	2107 78%	692 77%	1284 79%	1160 71%	856 91% a
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean score	3.7	4.2 bcd	3.5	3.5	3.7	3.6	3.7	3.1	4.8 a
Standard deviation	2.70	3.26	2.50	2.43	2.70	2.58	2.77	2.35	2.94
Standard error	.05	.13	.07	.10	.05	.08	.07	.06	.10
Columns Tested: a,b,c,d - a,b - a,b									

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
YouTube	2119	278	443	397	395	337	268	2119	1096	1003	618	644	462	387	1262	849	2119
	78%	86%	88%	86%	82%	76%	55%	78%	86%	72%	80%	79%	82%	72%	79%	77%	78%
		efg	defg	efg	ef	f		f	b		d	d	d		d		d
Facebook (inc Facebook Gaming)	1391	123	310	300	289	199	170	1391	630	757	400	414	319	255	814	574	1391
	52%	38%	62%	65%	60%	45%	35%	52%	49%	54%	52%	51%	57%	48%	51%	52%	52%
			aefg	aefg	aefg	f		aef		a			de				
Instagram	1312	255	372	290	222	109	64	1312	613	686	423	394	282	209	816	491	1312
	49%	79%	74%	62%	46%	25%	13%	49%	48%	49%	55%	48%	50%	39%	51%	45%	49%
		cdefg	cdefg	defg	ef	f		ef			bdfg	d	d		df		d
TikTok	1155	263	345	234	186	102	25	1155	537	606	335	334	276	204	670	480	1155
	43%	81%	69%	50%	39%	23%	5%	43%	42%	43%	43%	41%	49%	38%	42%	44%	43%
		bcdefg	cdefg	defg	ef	f		ef					bdeg				
Snapchat	596	183	226	101	64	16	6	596	292	299	185	160	146	102	345	248	596
	22%	56%	45%	22%	13%	4%	1%	22%	23%	21%	24%	20%	26%	19%	22%	23%	22%
		bcdefg	cdefg	def	ef	f		def					bd				
Twitch	235	72	83	43	26	9	1	235	172	56	85	49	62	35	134	97	235
	9%	22%	17%	9%	5%	2%	*%	9%	13%	4%	11%	6%	11%	7%	8%	9%	9%
		cdefg	cdefg	def	ef	f		def	b		bd		bd		b		b
Vimeo	108	14	26	30	25	10	4	108	74	32	50	28	20	10	78	30	108
	4%	4%	5%	7%	5%	2%	1%	4%	6%	2%	6%	3%	3%	2%	5%	3%	4%
		f	ef	efg	ef			f	b		bcdfg				df		d
Dailymotion	100	16	22	28	22	8	4	100	67	32	39	27	22	12	66	34	100
	4%	5%	4%	6%	4%	2%	1%	4%	5%	2%	5%	3%	4%	2%	4%	3%	4%
		ef	f	efg	f			f	b		d						
OnlyFans	60	19	16	12	6	4	2	60	45	14	19	16	15	10	35	25	60
	2%	6%	3%	3%	1%	1%	1%	2%	4%	1%	2%	2%	3%	2%	2%	2%	2%
		cdefg	ef	f				f	b								
BitChute	31	3	10	10	6	2	-	31	21	10	16	4	9	3	20	11	31
	1%	1%	2%	2%	1%	1%	-%	1%	2%	1%	2%	*%	2%	1%	1%	1%	1%
		f	f	f	f			f			bd						

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

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
I watch videos/ clips on other apps/ sites	65 2%	3 1%	16 3%	8 2%	15 3%	10 2%	14 3%	65 2%	37 3%	27 2%	17 2%	23 3%	13 2%	11 2%	41 3%	24 2%	65 2%	
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2478 92%	321 99%	497 99%	448 97%	461 96%	393 89%	357 73%	2478 92%	1204 94%	1253 90%	711 92%	761 93%	530 94%	466 87%	1472 92%	996 91%	2478 92%	
		cdefg	cdefg	efg	efg	f		f	b		d	d	df		d	d	d	
I do not watch videos/ clips on any apps/ sites	203 8%	1 *	5 1%	13 3%	19 4%	44 10%	120 25%	203 8%	72 6%	131 9%	61 8%	53 6%	29 5%	59 11%	114 7%	88 8%	203 8%	
				a	ab	abcd	abcdeg	abcd		a				bceg				
Don't know	19 1%	1 *	- -%	2 *%	- -%	5 1%	11 2%	19 1%	6 *%	13 1%	3 *%	4 *%	3 *%	10 2%	7 *%	12 1%	19 1%	
						bd	abcdg							abeg				
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
Mean number of apps/ sites used (out of 11)	2.7	3.8 cdefg	3.7 cdefg	3.1 defg	2.6 ef	1.8 f	1.1	2.7 ef	2.8 b	2.5	2.8 bdfg	2.6 d	2.9 bdefg	2.3	2.7 d	2.6 d	2.7 d	
Standard deviation	1.74	1.61	1.51	1.74	1.56	1.26	.96	1.74	1.81	1.68	1.88	1.59	1.77	1.67	1.74	1.74	1.74	
Standard error	.03	.09	.07	.08	.07	.06	.04	.03	.05	.05	.06	.06	.08	.07	.04	.05	.03	

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

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
YouTube	2119	1772	185	102	60	2119	1883	236	224	1895	280	942	892	2119	346	800	688
	78%	78%	81%	81%	79%	78%	80%	68%	66%	80%	53%	80%	93%	78%	81%	77%	81%
							b			a		a	abd	a			
Facebook (inc Facebook Gaming)	1391	1158	120	74	40	1391	1225	166	172	1219	166	591	634	1391	252	520	464
	52%	51%	53%	58%	53%	52%	52%	48%	51%	52%	31%	50%	66%	52%	59%	50%	54%
				ae								a	abd	a	b		
Instagram	1312	1115	103	57	38	1312	1187	126	151	1161	122	547	642	1312	226	450	441
	49%	49%	45%	45%	50%	49%	50%	36%	45%	49%	23%	46%	67%	49%	53%	43%	52%
							b					a	abd	a	b		b
TikTok	1155	981	87	51	36	1155	1067	88	161	994	119	485	549	1155	232	386	357
	43%	43%	38%	40%	47%	43%	45%	26%	48%	42%	22%	41%	57%	43%	55%	37%	42%
					b		b					a	abd	a	bc		
Snapchat	596	505	49	23	20	596	558	38	76	520	54	239	303	596	136	186	176
	22%	22%	21%	18%	26%	22%	24%	11%	22%	22%	10%	20%	31%	22%	32%	18%	21%
					c		b					a	abd	a	bc		
Twitch	235	201	18	11	6	235	224	11	16	219	18	75	142	235	42	77	80
	9%	9%	8%	9%	8%	9%	9%	3%	5%	9%	3%	6%	15%	9%	10%	7%	9%
							b			a		a	abd	ab			
Vimeo	108	94	6	4	5	108	104	4	6	103	7	18	83	108	11	49	36
	4%	4%	3%	3%	6%	4%	4%	1%	2%	4%	1%	2%	9%	4%	3%	5%	4%
							b			a			abd	ab			
Dailymotion	100	89	7	1	4	100	97	3	3	97	3	24	74	100	11	54	29
	4%	4%	3%	1%	5%	4%	4%	1%	1%	4%	1%	2%	8%	4%	3%	5%	3%
			c		c	c	b			a			abd	ab			
OnlyFans	60	52	4	2	2	60	55	5	7	53	8	16	36	60	13	19	22
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	4%	2%	3%	2%	3%
													abd				

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
BitChute	31 1%	30 1%	1 *%	* *%	1 1%	31 1%	31 1%	* *%	4 1%	27 1%	2 *%	6 1%	23 2%	31 1%	5 1%	15 1%	8 1%
I watch videos/ clips on other apps/ sites	65 2%	58 3%	5 2%	1 1%	1 1%	65 2%	55 2%	10 3%	6 2%	59 3%	4 1%	32 3%	29 3%	65 2%	10 2%	28 3%	21 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2478 92%	2073 91%	215 95%	117 93%	73 96% ae	2478 92%	2177 92% b	301 87%	305 90%	2173 92%	393 74%	1126 95% ad	951 99% abd	2478 92% a	404 95% b	929 89%	795 93% b
I do not watch videos/ clips on any apps/ sites	203 8%	179 8% d	11 5%	9 7%	3 4%	203 8% d	160 7%	43 12% a	30 9%	173 7%	124 23% bcd	57 5% c	11 1%	203 8% bc	15 4%	104 10% ac	54 6%
Don't know	19 1%	18 1%	1 *%	* *%	- -%	19 1%	18 1%	1 *%	4 1%	16 1%	13 2% bcd	2 *%	- -%	19 1% c	5 1%	6 1%	4 1%
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 11)	2.7	2.7	2.6	2.6	2.8	2.7	2.8 b	2.0	2.4	2.7 a	1.5	2.5 a	3.5 abd	2.7 ab	3.0 bc	2.5	2.7 b
Standard deviation	1.74	1.76	1.66	1.62	1.59	1.74	1.77	1.43	1.61	1.76	1.39	1.49	1.74	1.74	1.63	1.75	1.80
Standard error	.03	.04	.10	.09	.09	.03	.04	.08	.09	.04	.06	.04	.06	.03	.08	.05	.06
Columns Tested:	a,b,c,d,e - a,b - a,b - a,b,c,d - 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.

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
YouTube	2119	506	1084	479	2119	688	1297	1209	812
	78%	78%	78%	78%	78%	77%	80%	74%	86%
									a
Facebook (inc Facebook Gaming)	1391	316	707	349	1391	467	851	725	622
	52%	49%	51%	57%	52%	52%	52%	44%	66%
				abd					a
Instagram	1312	346	654	285	1312	428	793	635	616
	49%	53%	47%	46%	49%	48%	49%	39%	65%
		bc							a
TikTok	1155	290	564	274	1155	398	669	533	569
	43%	45%	41%	45%	43%	45%	41%	33%	60%
									a
Snapchat	596	187	266	128	596	226	322	246	318
	22%	29%	19%	21%	22%	25%	20%	15%	34%
		bcd				b			a
Twitch	235	80	107	42	235	88	130	114	107
	9%	12%	8%	7%	9%	10%	8%	7%	11%
		bcd							a
Vimeo	108	44	48	14	108	33	68	34	67
	4%	7%	4%	2%	4%	4%	4%	2%	7%
		bcd							a
Dailymotion	100	32	46	19	100	29	61	45	54
	4%	5%	3%	3%	4%	3%	4%	3%	6%
									a
OnlyFans	60	25	21	14	60	23	31	30	29
	2%	4%	1%	2%	2%	3%	2%	2%	3%
		bd							

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

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

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
BitChute	31	12	8	9	31	10	17	8	23
	1%	2%	1%	1%	1%	1%	1%	1%	2%
		b							a
I watch videos/ clips on other apps/ sites	65	13	30	20	65	32	31	38	26
	2%	2%	2%	3%	2%	4%	2%	2%	3%
						b			
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2478	584	1265	573	2478	810	1500	1443	924
	92%	90%	92%	93%	92%	91%	92%	88%	98%
									a
I do not watch videos/ clips on any apps/ sites	203	60	111	33	203	74	120	177	19
	8%	9%	8%	5%	8%	8%	7%	11%	2%
		c						b	
Don't know	19	5	6	8	19	10	8	18	1
	1%	1%	*%	1%	1%	1%	*%	1%	*%
								b	
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 11)	2.7	2.9	2.6	2.7	2.7	2.7	2.6	2.2	3.4
		bd							a
Standard deviation	1.74	1.99	1.67	1.65	1.74	1.75	1.76	1.59	1.74
Standard error	.03	.08	.05	.07	.03	.06	.04	.04	.06

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

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
None used	222	2	5	15	19	49	131	222	78	144	64	57	32	69	121	100	222
	8%	1%	1%	3%	4%	11%	27%	8%	6%	10%	8%	7%	6%	13%	8%	9%	8%
				ab	ab	abcd	abcdeg	abcd		a			abcefg		c		
Only one site or app used	605	19	39	71	106	162	207	605	287	315	164	196	115	126	360	241	605
	22%	6%	8%	15%	22%	37%	42%	22%	22%	23%	21%	24%	20%	23%	23%	22%	22%
				ab	abc	abcdg	abcdg	abc									
More than one site or app used	1873	302	458	377	355	231	150	1873	917	938	547	565	415	340	1112	755	1873
	69%	93%	91%	81%	74%	52%	31%	69%	72%	67%	71%	69%	74%	64%	70%	69%	69%
		cdefg	cdefg	defg	ef	f		ef	b		d		d		d		d
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of apps/ sites used (out of 11)	2.7	3.8	3.7	3.1	2.6	1.8	1.1	2.7	2.8	2.5	2.8	2.6	2.9	2.3	2.7	2.6	2.7
		cdefg	cdefg	defg	ef	f		ef	b		bdfg	d	bdefg		d	d	d
Standard deviation	1.74	1.61	1.51	1.74	1.56	1.26	.96	1.74	1.81	1.68	1.88	1.59	1.77	1.67	1.74	1.74	1.74
Standard error	.03	.09	.07	.08	.07	.06	.04	.03	.05	.05	.06	.06	.08	.07	.04	.05	.03

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

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None used	222	198	12	9	3	222	178	44	33	189	137	59	11	222	20	110	58
	8%	9%	5%	7%	4%	8%	8%	13%	10%	8%	26%	5%	1%	8%	5%	11%	7%
		d				d		a			bcd	c		bc		ac	
Only one site or app used	605	497	64	28	16	605	494	111	77	528	188	300	111	605	67	250	204
	22%	22%	28%	22%	21%	22%	21%	32%	23%	22%	36%	25%	12%	22%	16%	24%	24%
			ae					a			bcd	c		c		a	a
More than one site or app used	1873	1576	151	89	57	1873	1683	190	228	1645	205	825	841	1873	338	680	591
	69%	69%	66%	70%	75%	69%	71%	55%	67%	70%	39%	70%	87%	69%	80%	65%	69%
					b		b					a	abd	a	bc		
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 11)	2.7	2.7	2.6	2.6	2.8	2.7	2.8	2.0	2.4	2.7	1.5	2.5	3.5	2.7	3.0	2.5	2.7
							b			a		a	abd	ab	bc		b
Standard deviation	1.74	1.76	1.66	1.62	1.59	1.74	1.77	1.43	1.61	1.76	1.39	1.49	1.74	1.74	1.63	1.75	1.80
Standard error	.03	.04	.10	.09	.09	.03	.04	.08	.09	.04	.06	.04	.06	.03	.08	.05	.06

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a b	NONE a	ANY b	
Significance Level: 95%									
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None used	222 8%	65 10%	117 8%	40 7%	222 8%	84 9%	128 8%	195 12% b	20 2%
Only one site or app used	605 22%	129 20%	336 24%	127 21%	605 22%	177 20%	391 24% a	464 28% b	113 12%
More than one site or app used	1873 69%	455 70%	929 67%	446 73% b	1873 69%	633 71%	1109 68%	979 60%	811 86% a
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 11)	2.7	2.9	2.6	2.7	2.7	2.7	2.6	2.2	3.4 a
Standard deviation	1.74	1.99	1.67	1.65	1.74	1.75	1.76	1.59	1.74
Standard error	.03	.08	.05	.07	.03	.06	.04	.04	.06
Columns Tested: a,b,c,d - a,b - a,b									

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

IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Yes	945	166	304	213	161	68	33	945	525	406	341	253	208	139	594	347	945
	35%	51%	61%	46%	33%	15%	7%	35%	41%	29%	44%	31%	37%	26%	37%	32%	35%
		defg	acdefg	defg	ef	f		ef	b		bcdefg		d		bdf	d	d
No	1742	154	197	249	317	372	454	1742	751	984	431	562	351	394	993	745	1742
	65%	47%	39%	54%	66%	84%	93%	65%	59%	70%	56%	69%	62%	74%	62%	68%	65%
		b		b	abc	abcdg	abcdeg	abc		a		ace	a	acefg	a	ae	a
Don't know	13	4	1	2	3	2	1	13	6	7	3	3	3	1	5	4	13
	*%	1%	*%	1%	1%	1%	*%	*%	*%	1%	*%	*%	1%	*%	*%	*%	*%

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

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

IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Yes	945 35%	797 35%	87 38%	38 30%	23 31%	945 35%	871 37% b	74 21%	107 32%	838 35%	99 19%	341 29% a	505 53% abd	945 35% ab	174 41% b	344 33%	305 36%
No	1742 65%	1465 65%	138 61%	87 69%	52 68%	1742 65%	1473 63%	269 78% a	224 66%	1518 64%	423 80% bcd	843 71% cd	454 47%	1742 65% c	248 58%	695 67% a	543 64%
Don't know	13 *%	9 *%	2 1%	1 1%	* 1%	13 *%	11 *%	2 1%	7 2% b	6 *%	8 1% bcd	1 *%	3 *%	13 *%	3 1% b	1 *%	5 1%

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

IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Yes	945 35%	261 40%	467 34%	192 31%	945 35%	335 37%	546 34%	408 25%	485 51%
		bcd							a
No	1742 65%	387 60%	906 66%	422 69%	1742 65%	559 63%	1075 66%	1223 75%	454 48%
			a	a	a			b	
Don't know	13 *%	1 *%	8 1%	* *%	13 *%	* *%	8 *%	7 *%	5 *%

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

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	948	184	291	227	137	72	37	948	518	418	364	257	179	143	621	322	948
Effective Weighted Sample	747	147	233	180	112	54	26	747	411	326	286	203	144	113	489	256	747
Total	945	166	304	213	161	68	33	945	525	406	341	253	208	139	594	347	945
Instagram	537	101	203	131	73	**	**	537	271	255	212	143	113	67	355	180	537
	57%	61%	67%	61%	45%	**	**	57%	52%	63%	62%	56%	54%	48%	60%	52%	57%
		d	dg	d				d		a	df				df		
TikTok	479	112	199	104	53	**	**	479	234	238	189	119	102	66	308	168	479
	51%	68%	65%	49%	33%	**	**	51%	45%	59%	55%	47%	49%	47%	52%	48%	51%
		cdg	cdg	d				d		a							
Facebook (inc Facebook Gaming)	466	33	141	134	99	**	**	466	260	202	193	103	106	62	296	168	466
	49%	20%	46%	63%	61%	**	**	49%	50%	50%	57%	41%	51%	45%	50%	49%	49%
			a	abg	abg			a			bdg				b		b
YouTube	463	74	149	103	87	**	**	463	313	139	177	106	109	69	283	178	463
	49%	44%	49%	48%	54%	**	**	49%	60%	34%	52%	42%	52%	50%	48%	51%	49%
									b		b		b			b	
Snapchat	288	69	128	59	23	**	**	288	134	151	116	62	64	45	178	109	288
	30%	41%	42%	28%	14%	**	**	30%	25%	37%	34%	25%	31%	32%	30%	31%	30%
		cdg	cdg	d				d		a	b						
Twitch	53	12	18	14	8	**	**	53	42	10	24	10	11	7	34	19	53
	6%	7%	6%	7%	5%	**	**	6%	8%	2%	7%	4%	6%	5%	6%	5%	6%
									b								
OnlyFans	31	2	16	7	4	**	**	31	20	11	14	6	5	6	20	11	31
	3%	1%	5%	3%	3%	**	**	3%	4%	3%	4%	2%	2%	4%	3%	3%	3%
Vimeo	28	2	6	11	7	**	**	28	24	3	17	2	7	1	19	8	28
	3%	1%	2%	5%	4%	**	**	3%	5%	1%	5%	1%	3%	1%	3%	2%	3%
				a					b		b						
Dailymotion	17	4	7	2	3	**	**	17	9	8	6	2	6	3	8	9	17
	2%	2%	2%	1%	2%	**	**	2%	2%	2%	2%	1%	3%	2%	1%	3%	2%
BitChute	13	1	1	8	3	**	**	13	11	2	9	-	3	1	9	4	13
	1%	1%	*%	4%	2%	**	**	1%	2%	1%	3%	-%	2%	1%	1%	1%	1%
				bg							b						

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

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	948	184	291	227	137	72	37	948	518	418	364	257	179	143	621	322	948
Effective Weighted Sample	747	147	233	180	112	54	26	747	411	326	286	203	144	113	489	256	747
Total	945	166	304	213	161	68	33	945	525	406	341	253	208	139	594	347	945
I upload videos I have made myself to other apps/ sites	19	2	3	1	4	**	**	19	14	5	3	8	5	3	11	8	19
	2%	1%	1%	1%	3%	**	**	2%	3%	1%	1%	3%	2%	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	944	166	304	212	161	**	**	944	525	405	341	253	208	139	594	346	944
	100%	100%	100%	100%	100%	**	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	1	-	*	1	-	**	**	1	-	1	-	*	-	1	*	1	1
	*%	-%	*%	*%	-%	**	**	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%

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

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	~c	~d	e	a	~b	a	b	~a	b	c	d	a	b	c
Unweighted total	948	639	120	92	97	948	874	74	103	845	96	339	513	948	168	343	318
Effective Weighted Sample	747	577	103	89	87	747	691	56	80	667	74	265	409	747	136	271	247
Total	945	797	87	38	23	945	871	74	107	838	99	341	505	945	174	344	305
Instagram	537	464	43	**	**	537	498	**	53	484	**	174	320	537	92	191	191
	57%	58%	49%	**	**	57%	57%	**	49%	58%	**	51%	63%	57%	53%	56%	63%
													bd				
TikTok	479	400	48	**	**	479	454	**	58	420	**	168	266	479	95	145	179
	51%	50%	56%	**	**	51%	52%	**	54%	50%	**	49%	53%	51%	55%	42%	59%
															b		b
Facebook (inc Facebook Gaming)	466	390	45	**	**	466	425	**	47	420	**	144	281	466	94	163	160
	49%	49%	52%	**	**	49%	49%	**	44%	50%	**	42%	56%	49%	54%	47%	52%
													bd	b			
YouTube	463	391	42	**	**	463	431	**	40	422	**	147	266	463	85	165	153
	49%	49%	48%	**	**	49%	49%	**	38%	50%	**	43%	53%	49%	49%	48%	50%
										a			b				
Snapchat	288	247	22	**	**	288	270	**	35	253	**	98	161	288	65	88	96
	30%	31%	26%	**	**	30%	31%	**	33%	30%	**	29%	32%	30%	37%	26%	31%
															b		
Twitch	53	40	9	**	**	53	51	**	3	51	**	17	33	53	10	20	21
	6%	5%	11%	**	**	6%	6%	**	2%	6%	**	5%	6%	6%	6%	6%	7%
			ae														
OnlyFans	31	30	1	**	**	31	31	**	4	27	**	10	15	31	6	12	9
	3%	4%	1%	**	**	3%	4%	**	4%	3%	**	3%	3%	3%	3%	3%	3%
Vimeo	28	24	2	**	**	28	27	**	2	26	**	7	16	28	1	11	15
	3%	3%	2%	**	**	3%	3%	**	2%	3%	**	2%	3%	3%	1%	3%	5%
																	a
Dailymotion	17	15	-	**	**	17	16	**	3	14	**	6	8	17	2	4	8
	2%	2%	-%	**	**	2%	2%	**	3%	2%	**	2%	2%	2%	1%	1%	3%
BitChute	13	13	-	**	**	13	13	**	-	13	**	3	8	13	3	4	6
	1%	2%	-%	**	**	1%	2%	**	-%	2%	**	1%	2%	1%	2%	1%	2%

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST	
Significance Level: 95%		a	b	~c	~d	e	a	~b	a	b	~a	b	c	d	a	b	c	
Unweighted total	948	639	120	92	97	948	874	74	103	845	96	339	513	948	168	343	318	
Effective Weighted Sample	747	577	103	89	87	747	691	56	80	667	74	265	409	747	136	271	247	
Total	945	797	87	38	23	945	871	74	107	838	99	341	505	945	174	344	305	
I upload videos I have made myself to other apps/ sites	19	18	1	**	**	19	16	**	2	17	**	10	9	19	2	10	8	
	2%	2%	1%	**	**	2%	2%	**	2%	2%	**	3%	2%	2%	1%	3%	3%	
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	944	796	87	**	**	944	870	**	107	837	**	340	505	944	174	343	305	
	100%	100%	100%	**	**	100%	100%	**	100%	100%	**	100%	100%	100%	100%	100%	100%	
Don't know	1	1	-	**	**	1	1	**	1	*	**	*	-	1	-	1	*	
	*%	*%	-%	**	**	*%	*%	**	*%	*%	**	*%	-%	*%	-%	*%	*%	

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	948	254	472	202	948	358	525	448	444
Effective Weighted Sample	747	204	373	154	747	276	421	334	368
Total	945	261	467	192	945	335	546	408	485
Instagram	537	162	269	97	537	180	324	206	310
	57%	62%	58%	51%	57%	54%	59%	50%	64%
		c							a
TikTok	479	152	224	95	479	174	275	175	281
	51%	58%	48%	49%	51%	52%	50%	43%	58%
		b							a
Facebook (inc Facebook Gaming)	466	127	226	104	466	167	272	154	290
	49%	49%	48%	54%	49%	50%	50%	38%	60%
									a
YouTube	463	141	222	82	463	165	263	195	239
	49%	54%	48%	43%	49%	49%	48%	48%	49%
		c							
Snapchat	288	107	116	58	288	114	152	91	181
	30%	41%	25%	30%	30%	34%	28%	22%	37%
		bcd			b				a
Twitch	53	23	21	8	53	23	25	15	35
	6%	9%	4%	4%	6%	7%	5%	4%	7%
		b							a
OnlyFans	31	14	12	4	31	14	10	5	23
	3%	6%	2%	2%	3%	4%	2%	1%	5%
									a
Vimeo	28	15	9	4	28	10	16	6	21
	3%	6%	2%	2%	3%	3%	3%	1%	4%
		b							a
Dailymotion	17	10	4	3	17	4	12	4	10
	2%	4%	1%	2%	2%	1%	2%	1%	2%
		b							

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

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents who upload videos online that they have made themselves

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	948	254	472	202	948	358	525	448	444
Effective Weighted Sample	747	204	373	154	747	276	421	334	368
Total	945	261	467	192	945	335	546	408	485
BitChute	13	4	8	1	13	3	8	-	12
	1%	2%	2%	1%	1%	1%	1%	-%	2%
									a
I upload videos I have made myself to other apps/ sites	19	7	8	4	19	8	11	11	7
	2%	3%	2%	2%	2%	2%	2%	3%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	944	261	467	191	944	335	545	407	485
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	1	-	*	1	1	-	*	1	-
	*%	-%	*%	*%	*%	-%	*%	*%	-%

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

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Instagram	537	101	203	131	73	24	5	537	271	255	212	143	113	67	355	180	537
	20%	31%	40%	28%	15%	5%	1%	20%	21%	18%	27%	17%	20%	13%	22%	16%	20%
		defg	acdefg	defg	ef	f		def			bcdefg	d	d		bdf		df
TikTok	479	112	199	104	53	8	3	479	234	238	189	119	102	66	308	168	479
	18%	35%	40%	22%	11%	2%	1%	18%	18%	17%	24%	15%	18%	12%	19%	15%	18%
		cdefg	cdefg	defg	ef			def			bcdefg		d		bdf		d
Facebook (inc. Facebook Gaming)	466	33	141	134	99	42	17	466	260	202	193	103	106	62	296	168	466
	17%	10%	28%	29%	21%	10%	4%	17%	20%	14%	25%	13%	19%	12%	19%	15%	17%
		f	adefg	adefg	aef	f		aef	b		bcdefg		bd		bd		bd
YouTube	463	74	149	103	87	30	20	463	313	139	177	106	109	69	283	178	463
	17%	23%	30%	22%	18%	7%	4%	17%	24%	10%	23%	13%	19%	13%	18%	16%	17%
		efg	acdefg	efg	ef			ef	b		bdefg		bd		bd		bd
Snapchat	288	69	128	59	23	6	3	288	134	151	116	62	64	45	178	109	288
	11%	21%	25%	13%	5%	1%	1%	11%	10%	11%	15%	8%	11%	8%	11%	10%	11%
		cdefg	cdefg	def	ef			def			bdefg		b		b		b
Twitch	53	12	18	14	8	-	1	53	42	10	24	10	11	7	34	19	53
	2%	4%	4%	3%	2%	-%	*%	2%	3%	1%	3%	1%	2%	1%	2%	2%	2%
		efg	efg	ef	ef			ef	b		b						
OnlyFans	31	2	16	7	4	-	1	31	20	11	14	6	5	6	20	11	31
	1%	1%	3%	2%	1%	-%	*%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
			adefg	ef													
Vimeo	28	2	6	11	7	2	*	28	24	3	17	2	7	1	19	8	28
	1%	1%	1%	2%	1%	*%	*%	1%	2%	*%	2%	*%	1%	*%	1%	1%	1%
			f	efg	f				b		bdfg				b		
Dailymotion	17	4	7	2	3	2	*	17	9	8	6	2	6	3	8	9	17
	1%	1%	1%	*%	1%	*%	*%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%
			f										b				
BitChute	13	1	1	8	3	-	*	13	11	2	9	-	3	1	9	4	13
	*%	*%	*%	2%	1%	-%	*%	*%	1%	*%	1%	-%	1%	*%	1%	*%	*%
				befg					b		b						

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

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
I upload videos I have made myself to other apps/ sites	19	2	3	1	4	3	6	19	14	5	3	8	5	3	11	8	19
	1%	*%	1%	*%	1%	1%	1%	1%	b	*%	*%	1%	1%	*%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	944	166	304	212	161	68	33	944	525	405	341	253	208	139	594	346	944
	35%	51%	61%	46%	33%	15%	7%	35%	41%	29%	44%	31%	37%	26%	37%	32%	35%
		defg	acdefg	defg	ef	f		ef	b		bcdefg		bd		bdf	d	d
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1742	154	197	249	317	372	454	1742	751	984	431	562	351	394	993	745	1742
	65%	47%	39%	54%	66%	84%	93%	65%	59%	70%	56%	69%	62%	74%	62%	68%	65%
		b		b	abc	abcdg	abcdeg	abc		a		ace	a	acefg	a	ae	a
Don't know	14	4	1	3	3	2	1	14	6	8	3	3	3	2	6	5	14
	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%	1%
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of apps/ sites used (out of 11)	.9	1.3	1.7	1.2	.8	.3	.1	.9	1.0	.7	1.2	.7	.9	.6	1.0	.8	.9
		defg	acdefg	defg	ef	f		ef	b		bcdefg		bd		bdf	d	bd
Standard deviation	1.49	1.61	1.80	1.72	1.37	.71	.51	1.49	1.60	1.37	1.74	1.23	1.54	1.31	1.52	1.44	1.49
Standard error	.03	.09	.08	.08	.07	.04	.02	.03	.04	.04	.06	.04	.07	.06	.04	.05	.03

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

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Instagram	537	464	43	20	10	537	498	39	53	484	42	174	320	537	92	191	191
	20%	20%	19%	16%	13%	20%	21%	11%	16%	20%	8%	15%	33%	20%	22%	18%	22%
		d				d	b					a	abd	ab			
TikTok	479	400	48	21	10	479	454	25	58	420	44	168	266	479	95	145	179
	18%	18%	21%	16%	13%	18%	19%	7%	17%	18%	8%	14%	28%	18%	22%	14%	21%
		d	d			d	b					a	abd	ab	b		b
Facebook (inc. Facebook Gaming)	466	390	45	20	12	466	425	42	47	420	42	144	281	466	94	163	160
	17%	17%	20%	16%	15%	17%	18%	12%	14%	18%	8%	12%	29%	17%	22%	16%	19%
							b					a	abd	ab	b		
YouTube	463	391	42	18	12	463	431	32	40	422	50	147	266	463	85	165	153
	17%	17%	18%	14%	16%	17%	18%	9%	12%	18%	9%	12%	28%	17%	20%	16%	18%
							b			a			abd	ab			
Snapchat	288	247	22	11	8	288	270	18	35	253	28	98	161	288	65	88	96
	11%	11%	10%	9%	10%	11%	11%	5%	10%	11%	5%	8%	17%	11%	15%	8%	11%
							b						abd	ab	b		
Twitch	53	40	9	1	2	53	51	2	3	51	4	17	33	53	10	20	21
	2%	2%	4%	1%	3%	2%	2%	1%	1%	2%	1%	1%	3%	2%	2%	2%	2%
			ace										abd				
OnlyFans	31	30	1	-	1	31	31	-	4	27	6	10	15	31	6	12	9
	1%	1%	*%	-%	1%	1%	1%	-%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Vimeo	28	24	2	1	*	28	27	*	2	26	5	7	16	28	1	11	15
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	*%	1%	2%
													b				a
Dailymotion	17	15	-	1	1	17	16	*	3	14	2	6	8	17	2	4	8
	1%	1%	-%	*%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	*%	1%
BitChute	13	13	-	-	*	13	13	-	-	13	2	3	8	13	3	4	6
	*%	1%	-%	-%	*%	*%	1%	-%	-%	1%	*%	*%	1%	*%	1%	*%	1%

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
I upload videos I have made myself to other apps/ sites	19	18	1	-	1	19	16	3	2	17	-	10	9	19	2	10	8
	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%
													a				
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	944	796	87	38	23	944	870	74	107	837	99	340	505	944	174	343	305
	35%	35%	38%	30%	31%	35%	37%	21%	32%	35%	19%	29%	53%	35%	41%	33%	36%
			c				b					a	abd	ab	b		
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1742	1465	138	87	52	1742	1473	269	224	1518	423	843	454	1742	248	695	543
	65%	65%	61%	69%	68%	65%	63%	78%	66%	64%	80%	71%	47%	65%	58%	67%	64%
							a				bcd	cd		c		a	
Don't know	14	9	2	2	*	14	12	2	7	7	8	1	3	14	3	1	5
	1%	*%	1%	1%	1%	1%	*%	1%	2%	*%	2%	*%	*%	1%	1%	*%	1%
				a					b		bcd						
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 11)	.9	.9	.9	.7	.7	.9	.9	.5	.7	.9	.4	.7	1.4	.9	1.1	.8	1.0
							b			a		a	abd	ab	b		b
Standard deviation	1.49	1.51	1.46	1.38	1.37	1.49	1.54	1.05	1.32	1.51	1.09	1.26	1.77	1.49	1.57	1.37	1.65
Standard error	.03	.04	.08	.08	.08	.03	.03	.06	.07	.03	.05	.04	.06	.03	.08	.04	.06

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Instagram	537 20%	162 25%	269 20%	97 16%	537 20%	180 20%	324 20%	206 13%	310 33%
		bcd			c				a
TikTok	479 18%	152 23%	224 16%	95 15%	479 18%	174 19%	275 17%	175 11%	281 30%
		bcd							a
Facebook (inc. Facebook Gaming)	466 17%	127 20%	226 16%	104 17%	466 17%	167 19%	272 17%	154 9%	290 31%
									a
YouTube	463 17%	141 22%	222 16%	82 13%	463 17%	165 18%	263 16%	195 12%	239 25%
		bcd			c				a
Snapchat	288 11%	107 17%	116 8%	58 9%	288 11%	114 13%	152 9%	91 6%	181 19%
		bcd			b	b			a
Twitch	53 2%	23 4%	21 1%	8 1%	53 2%	23 3%	25 2%	15 1%	35 4%
		bcd							a
OnlyFans	31 1%	14 2%	12 1%	4 1%	31 1%	14 2%	10 1%	5 *	23 2%
		bc				b			a
Vimeo	28 1%	15 2%	9 1%	4 1%	28 1%	10 1%	16 1%	6 *	21 2%
		bcd							a
Dailymotion	17 1%	10 2%	4 *	3 1%	17 1%	4 *	12 1%	4 *	10 1%
		bd							a

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

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

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
BitChute	13	4	8	1	13	3	8	-	12
	%	1%	1%	%	%	%	%	-%	1%
									a
I upload videos I have made myself to other apps/ sites	19	7	8	4	19	8	11	11	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	944	261	467	191	944	335	545	407	485
	35%	40%	34%	31%	35%	37%	33%	25%	51%
		bcd							a
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1742	387	906	422	1742	559	1075	1223	454
	65%	60%	66%	69%	65%	63%	66%	75%	48%
			a	a	a			b	
Don't know	14	1	9	1	14	*	8	8	5
	1%	%	1%	%	1%	%	%	%	%
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 11)	.9	1.2	.8	.8	.9	1.0	.8	.5	1.5
			bcd		c	b			a
Standard deviation	1.49	1.80	1.36	1.38	1.49	1.55	1.46	1.10	1.84
Standard error	.03	.07	.04	.06	.03	.05	.04	.03	.06

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

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
None used	1756	158	198	252	319	374	455	1756	756	992	434	565	354	396	999	750	1756
	65%	49%	39%	54%	67%	85%	93%	65%	59%	71%	56%	69%	63%	74%	63%	68%	65%
		b		b	abc	abcdg	abcdeg	abc		a		ace	a	acefg	a	ae	a
Only one site or app used	266	43	57	54	55	36	20	266	152	112	79	80	54	53	159	107	266
	10%	13%	11%	12%	11%	8%	4%	10%	12%	8%	10%	10%	10%	10%	10%	10%	10%
		ef	f	f	f	f		f	b								
More than one site or app used	678	123	247	158	106	32	13	678	373	293	262	173	154	85	435	239	678
	25%	38%	49%	34%	22%	7%	3%	25%	29%	21%	34%	21%	27%	16%	27%	22%	25%
		defg	acdefg	defg	ef	f		ef	b		bcdefg	d	bdf		bdf	d	bd
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of apps/ sites used (out of 11)	.9	1.3	1.7	1.2	.8	.3	.1	.9	1.0	.7	1.2	.7	.9	.6	1.0	.8	.9
		defg	acdefg	defg	ef	f		ef	b		bcdefg		bd		bdf	d	bd
Standard deviation	1.49	1.61	1.80	1.72	1.37	.71	.51	1.49	1.60	1.37	1.74	1.23	1.54	1.31	1.52	1.44	1.49
Standard error	.03	.09	.08	.08	.07	.04	.02	.03	.04	.04	.06	.04	.07	.06	.04	.05	.03

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

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None used	1756	1475	140	89	52	1756	1485	271	231	1524	431	844	457	1756	251	696	548
	65%	65%	62%	70%	69%	65%	63%	79%	68%	65%	81%	71%	47%	65%	59%	67%	64%
				b				a			bcd	cd		c		a	
Only one site or app used	266	217	27	13	9	266	241	25	37	229	38	109	119	266	48	109	70
	10%	10%	12%	10%	12%	10%	10%	7%	11%	10%	7%	9%	12%	10%	11%	11%	8%
												ab					
More than one site or app used	678	579	59	25	15	678	629	49	70	608	60	231	386	678	126	234	235
	25%	25%	26%	20%	20%	25%	27%	14%	21%	26%	11%	20%	40%	25%	30%	23%	28%
		cd				cd	b					a	abd	ab	b		b
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 11)	.9	.9	.9	.7	.7	.9	.9	.5	.7	.9	.4	.7	1.4	.9	1.1	.8	1.0
							b			a		a	abd	ab	b		b
Standard deviation	1.49	1.51	1.46	1.38	1.37	1.49	1.54	1.05	1.32	1.51	1.09	1.26	1.77	1.49	1.57	1.37	1.65
Standard error	.03	.04	.08	.08	.08	.03	.03	.06	.07	.03	.05	.04	.06	.03	.08	.04	.06

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None used	1756	388	915	423	1756	560	1083	1231	459
	65%	60%	66%	69%	65%	63%	67%	75%	49%
			a	a	a			b	
Only one site or app used	266	57	137	59	266	97	153	153	96
	10%	9%	10%	10%	10%	11%	9%	9%	10%
More than one site or app used	678	204	329	132	678	238	392	254	389
	25%	31%	24%	22%	25%	27%	24%	16%	41%
		bcd							a
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 11)	.9	1.2	.8	.8	.9	1.0	.8	.5	1.5
		bcd			c	b			a
Standard deviation	1.49	1.80	1.36	1.38	1.49	1.55	1.46	1.10	1.84
Standard error	.03	.07	.04	.06	.03	.05	.04	.03	.06

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

All interviewing conducted using an online panel. Any break column with 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 USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g		a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2478	321	497	448	461	393	357	2478	1204	1253	711	761	530	466	1472	996	2478	
	92%	99%	99%	97%	96%	89%	73%	92%	94%	90%	92%	93%	94%	87%	92%	91%	92%	
		cdefg	cdefg	efg	efg	f	f	f	b	b	d	d	df	d	d	d	d	
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	944	166	304	212	161	68	33	944	525	405	341	253	208	139	594	346	944	
	35%	51%	61%	46%	33%	15%	7%	35%	41%	29%	44%	31%	37%	26%	37%	32%	35%	
		defg	acdefg	defg	ef	f		ef	b		bcdefg		bd		bdf	d	d	
TOTAL - EITHER OF THESE ACTIVITIES	2489	322	499	452	462	394	359	2489	1206	1261	715	764	533	467	1478	1000	2489	
	92%	100%	100%	97%	96%	89%	74%	92%	94%	90%	92%	93%	95%	87%	93%	91%	92%	
		cdefg	cdefg	efg	efg	f	f	f	b	b	d	d	df	d	d	d	d	
TOTAL - BOTH OF THESE ACTIVITIES	933	165	301	209	160	68	31	933	522	397	337	250	204	138	587	342	933	
	35%	51%	60%	45%	33%	15%	6%	35%	41%	28%	43%	31%	36%	26%	37%	31%	35%	
		defg	acdefg	defg	ef	f		ef	b		bcdefg		d		bdf	d	d	
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	211	1	2	12	18	49	129	211	75	136	60	54	28	68	115	96	211	
	8%	0%	0%	3%	4%	11%	26%	8%	6%	10%	8%	7%	5%	13%	7%	9%	8%	
				ab	ab	abcd	abcdeg	abcd		a				abcefg		c		

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

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

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2478	2073	215	117	73	2478	2177	301	305	2173	393	1126	951	2478	404	929	795
	92%	91%	95%	93%	96%	92%	92%	87%	90%	92%	74%	95%	99%	92%	95%	89%	93%
					ae		b					ad	abd	a	b		b
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	944	796	87	38	23	944	870	74	107	837	99	340	505	944	174	343	305
	35%	35%	38%	30%	31%	35%	37%	21%	32%	35%	19%	29%	53%	35%	41%	33%	36%
			c				b					a	abd	ab	b		
TOTAL - EITHER OF THESE ACTIVITIES	2489	2082	216	117	73	2489	2187	301	307	2182	395	1129	958	2489	406	934	799
	92%	92%	96%	93%	97%	92%	93%	87%	91%	92%	74%	95%	100%	92%	95%	90%	94%
			a		ace		b					ad	abd	a	b		b
TOTAL - BOTH OF THESE ACTIVITIES	933	788	85	38	23	933	859	74	105	828	97	337	499	933	173	338	302
	35%	35%	37%	30%	31%	35%	36%	21%	31%	35%	18%	28%	52%	35%	41%	33%	35%
							b					a	abd	ab	b		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	211	189	10	9	3	211	167	44	31	180	135	56	4	211	19	105	54
	8%	8%	4%	7%	3%	8%	7%	13%	9%	8%	26%	5%	*	8%	5%	10%	6%
		bd		d		d		a			bcd	c		bc		ac	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2478	584	1265	573	2478	810	1500	1443	924
	92%	90%	92%	93%	92%	91%	92%	88%	98%
									a
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	944	261	467	191	944	335	545	407	485
	35%	40%	34%	31%	35%	37%	33%	25%	51%
		bcd							a
TOTAL - EITHER OF THESE ACTIVITIES	2489	592	1267	574	2489	813	1508	1448	929
	92%	91%	92%	94%	92%	91%	93%	88%	98%
									a
TOTAL - BOTH OF THESE ACTIVITIES	933	253	464	191	933	332	537	402	480
	35%	39%	34%	31%	35%	37%	33%	25%	51%
		bc							a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	211	57	115	40	211	81	120	189	15
	8%	9%	8%	6%	8%	9%	7%	12%	2%
								b	

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

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
YouTube (Live)	1168	189	303	255	229	127	64	1168	681	476	383	313	283	184	696	467	1168
	43%	59%	60%	55%	48%	29%	13%	43%	53%	34%	49%	38%	50%	34%	44%	43%	43%
		defg	defg	defg	ef	f		ef	b		bdefg		bdefg		bd	d	bd
Instagram (Live)	837	164	274	195	125	58	22	837	418	412	309	233	171	121	542	292	837
	31%	51%	55%	42%	26%	13%	4%	31%	33%	30%	40%	28%	30%	23%	34%	27%	31%
		cdefg	cdefg	defg	ef	f		ef			bcdefg	d	d		bdf		df
Facebook (Live)	804	59	206	214	168	109	48	804	414	387	273	204	179	145	478	324	804
	30%	18%	41%	46%	35%	25%	10%	30%	32%	28%	35%	25%	32%	27%	30%	30%	30%
		f	aefg	adefg	aefg	f		af	b		bdefg		b		b		b
TikTok (LIVE)	781	199	257	162	107	47	9	781	374	401	254	210	183	129	465	312	781
	29%	62%	51%	35%	22%	11%	2%	29%	29%	29%	33%	26%	33%	24%	29%	28%	29%
		bcdefg	cdefg	defg	ef	f		def			bd		bd		d		d
Twitch	278	95	104	43	24	8	4	278	192	77	90	80	61	43	171	105	278
	10%	29%	21%	9%	5%	2%	1%	10%	15%	6%	12%	10%	11%	8%	11%	10%	10%
		bcdefg	cdefg	def	ef			def	b								
YouNow	29	4	13	8	4	-	1	29	21	8	17	5	6	1	23	6	29
	1%	1%	3%	2%	1%	-%	*%	1%	2%	1%	2%	1%	1%	*%	1%	1%	1%
			efg	ef					b		bdfg				d		
I watch live streamed videos on other apps/sites	54	5	5	10	18	4	13	54	36	19	10	18	19	7	28	26	54
	2%	2%	1%	2%	4%	1%	3%	2%	3%	1%	1%	2%	3%	1%	2%	2%	2%
					be				b				a				
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1744	293	440	368	331	204	106	1744	910	817	539	500	395	303	1038	698	1744
	65%	91%	88%	79%	69%	46%	22%	65%	71%	59%	69%	61%	70%	57%	65%	64%	65%
		cdefg	cdefg	defg	ef	f		ef	b		bdfg		bdfg		d	d	d

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

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
I do not watch live streamed videos on ANY apps/ sites	840 31%	30 9%	58 11%	85 18%	121 25%	209 47%	337 69%	840 31%	341 27%	494 35%	210 27%	296 36%	133 24%	200 37%	506 32%	333 30%	840 31%
			ab	abc	abcdg	abcdeg	abcd		a		acfg		acefg	ac	c	c	
Don't know	116 4%	- -%	4 1%	11 2%	28 6%	29 7%	44 9%	116 4%	31 2%	85 6%	26 3%	22 3%	33 6%	32 6%	48 3%	66 6%	116 4%
			a	abc	abc	abcg	ab		a				be	abe		abe	
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of apps/ sites used (out of 7)	1.5	2.2	2.3	1.9	1.4	.8	.3	1.5	1.7	1.3	1.7	1.3	1.6	1.2	1.5	1.4	1.5
		cdefg	cdefg	defg	ef	f		ef	b		bdefg		bdfg		bd	d	bd
Standard deviation	1.43	1.28	1.42	1.47	1.32	1.04	.70	1.43	1.48	1.37	1.56	1.34	1.41	1.32	1.47	1.38	1.43
Standard error	.03	.07	.06	.07	.06	.05	.03	.03	.04	.04	.05	.05	.07	.06	.04	.04	.03

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

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
YouTube (Live)	1168 43%	998 44%	86 38%	52 41%	32 43%	1168 43%	1061 45%	107 31%	115 34%	1053 45%	113 21%	471 40%	585 61%	1168 43%	224 53%	406 39%	386 45%
							b			a		a	abd	a	bc		b
Instagram (Live)	837 31%	719 32%	60 27%	34 27%	24 32%	837 31%	764 32%	73 21%	86 25%	751 32%	72 14%	315 27%	449 47%	837 31%	152 36%	270 26%	300 35%
							b			a		a	abd	ab	b		b
Facebook (Live)	804 30%	669 29%	70 31%	40 31%	25 33%	804 30%	722 31%	83 24%	93 28%	711 30%	71 13%	297 25%	436 45%	804 30%	157 37%	279 27%	284 33%
							b					a	abd	ab	b		b
TikTok (LIVE)	781 29%	666 29%	59 26%	33 26%	23 31%	781 29%	721 31%	60 17%	99 29%	683 29%	67 13%	315 27%	399 42%	781 29%	164 39%	244 23%	256 30%
							b					a	abd	a	bc		b
Twitch	278 10%	234 10%	22 10%	14 11%	8 10%	278 10%	265 11%	13 4%	17 5%	260 11%	23 4%	94 8%	160 17%	278 10%	63 15%	99 10%	75 9%
							b			a		a	abd	ab	bc		
YouNow	29 1%	26 1%	1 1%	1 1%	1 1%	29 1%	29 1%	* *%	2 1%	27 1%	2 *%	8 1%	19 2%	29 1%	5 1%	10 1%	11 1%
													ab				
I watch live streamed videos on other apps/sites	54 2%	49 2%	2 1%	2 2%	2 2%	54 2%	48 2%	7 2%	7 2%	48 2%	3 1%	21 2%	30 3%	54 2%	10 2%	21 2%	16 2%
													a	a			
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1744 65%	1476 65%	134 59%	79 63%	54 72%	1744 65%	1575 67%	169 49%	204 60%	1539 65%	199 37%	734 62%	811 84%	1744 65%	324 76%	618 59%	557 65%
					abce		b					a	abd	a	bc		b

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
I do not watch live streamed videos on ANY apps/ sites	840	691	88	43	18	840	683	157	106	734	281	410	133	840	84	386	266
	31%	30%	39%	34%	24%	31%	29%	45%	31%	31%	53%	35%	14%	31%	20%	37%	31%
		d	ade	d		d		a			bcd	c		c		ac	a
Don't know	116	104	5	4	3	116	97	20	27	89	51	39	18	116	17	35	30
	4%	5%	2%	3%	4%	4%	4%	6%	8%	4%	10%	3%	2%	4%	4%	3%	4%
									b		bcd			c			
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 7)	1.5	1.5	1.3	1.4	1.5	1.5	1.5	1.0	1.2	1.5	.7	1.3	2.2	1.5	1.8	1.3	1.6
							b			a		a	abd	ab	bc		b
Standard deviation	1.43	1.44	1.40	1.39	1.33	1.43	1.45	1.25	1.31	1.45	1.03	1.29	1.49	1.43	1.44	1.39	1.50
Standard error	.03	.03	.08	.08	.08	.03	.03	.07	.07	.03	.05	.04	.05	.03	.07	.04	.05

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
YouTube (Live)	1168	304	600	233	1168	373	720	559	547
	43%	47%	43%	38%	43%	42%	44%	34%	58%
		c	c	c					a
Instagram (Live)	837	237	401	182	837	272	512	358	436
	31%	37%	29%	30%	31%	30%	31%	22%	46%
		bcd							a
Facebook (Live)	804	188	397	208	804	269	489	335	435
	30%	29%	29%	34%	30%	30%	30%	20%	46%
				b					a
TikTok (LIVE)	781	220	368	175	781	268	464	314	426
	29%	34%	27%	28%	29%	30%	29%	19%	45%
		bd							a
Twitch	278	94	124	56	278	108	146	150	112
	10%	14%	9%	9%	10%	12%	9%	9%	12%
		bcd				b			
YouNow	29	13	15	1	29	10	14	6	20
	1%	2%	1%	*%	1%	1%	1%	*%	2%
		c							a
I watch live streamed videos on other apps/sites	54	7	26	18	54	27	26	30	24
	2%	1%	2%	3%	2%	3%	2%	2%	2%
				a		b			
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1744	413	872	414	1744	594	1025	867	786
	65%	64%	63%	67%	65%	66%	63%	53%	83%
									a

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

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

IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
I do not watch live streamed videos on ANY apps/ sites	840	214	447	170	840	269	537	688	137
	31%	33%	32%	28%	31%	30%	33%	42%	14%
								b	
Don't know	116	23	62	30	116	32	65	84	21
	4%	4%	5%	5%	4%	4%	4%	5%	2%
								b	
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 7)	1.5	1.6	1.4	1.4	1.5	1.5	1.5	1.1	2.1
		bcd							a
Standard deviation	1.43	1.61	1.39	1.34	1.43	1.43	1.45	1.26	1.48
Standard error	.03	.06	.04	.05	.03	.05	.04	.03	.05

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

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
None used	956	30	61	96	149	238	382	956	371	580	237	318	166	232	554	398	956
	35%	9%	12%	21%	31%	54%	78%	35%	29%	41%	31%	39%	30%	43%	35%	36%	35%
				ab	abc	abcdg	abcdeg	abc		a		ac		acefg		ac	ac
Only one site or app used	555	67	89	104	132	100	63	555	275	277	145	179	109	120	323	229	555
	21%	21%	18%	22%	27%	23%	13%	21%	21%	20%	19%	22%	19%	22%	20%	21%	21%
		f		f	abfg	f		f									
More than one site or app used	1189	226	351	264	199	104	43	1189	635	540	394	321	286	183	715	468	1189
	44%	70%	70%	57%	42%	24%	9%	44%	50%	39%	51%	39%	51%	34%	45%	43%	44%
		cdefg	cdefg	defg	ef	f		ef	b		bdefg		bdefg		bd	d	bd
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of apps/ sites used (out of 7)	1.5	2.2	2.3	1.9	1.4	.8	.3	1.5	1.7	1.3	1.7	1.3	1.6	1.2	1.5	1.4	1.5
		cdefg	cdefg	defg	ef	f		ef	b		bdefg		bdfg		bd	d	bd
Standard deviation	1.43	1.28	1.42	1.47	1.32	1.04	.70	1.43	1.48	1.37	1.56	1.34	1.41	1.32	1.47	1.38	1.43
Standard error	.03	.07	.06	.07	.06	.05	.03	.03	.04	.04	.05	.05	.07	.06	.04	.04	.03

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

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None used	956 35%	795 35%	93 41%	47 37%	21 28%	956 35%	780 33%	176 51%	134 40%	823 35%	331 63%	450 38%	152 16%	956 35%	100 24%	421 41%	296 35%
		d	d	d		d		a			bcd	c		c		ac	a
Only one site or app used	555 21%	474 21%	38 17%	25 20%	18 24%	555 21%	492 21%	63 18%	80 24%	475 20%	95 18%	265 22%	195 20%	555 21%	86 20%	227 22%	160 19%
					b												
More than one site or app used	1189 44%	1002 44%	96 43%	54 43%	36 48%	1189 44%	1082 46%	106 31%	125 37%	1064 45%	104 20%	470 40%	616 64%	1189 44%	238 56%	392 38%	398 47%
							b			a		a	abd	ab	bc		b
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 7)	1.5	1.5	1.3	1.4	1.5	1.5	1.5	1.0	1.2	1.5	.7	1.3	2.2	1.5	1.8	1.3	1.6
							b			a		a	abd	ab	bc		b
Standard deviation	1.43	1.44	1.40	1.39	1.33	1.43	1.45	1.25	1.31	1.45	1.03	1.29	1.49	1.43	1.44	1.39	1.50
Standard error	.03	.03	.08	.08	.08	.03	.03	.07	.07	.03	.05	.04	.05	.03	.07	.04	.05

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None used	956	237	509	200	956	301	603	771	158
	35%	36%	37%	33%	35%	34%	37%	47%	17%
								b	
Only one site or app used	555	99	285	153	555	199	305	333	193
	21%	15%	21%	25%	21%	22%	19%	20%	20%
			a	ad	a				
More than one site or app used	1189	314	587	261	1189	395	720	534	593
	44%	48%	42%	43%	44%	44%	44%	33%	63%
		b							a
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 7)	1.5	1.6	1.4	1.4	1.5	1.5	1.5	1.1	2.1
		bcd							a
Standard deviation	1.43	1.61	1.39	1.34	1.43	1.43	1.45	1.26	1.48
Standard error	.03	.06	.04	.05	.03	.05	.04	.03	.05
Columns Tested: a,b,c,d - a,b - a,b									

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

IN11. And do you ever live stream your own videos? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Yes	466	67	175	117	73	27	6	466	287	174	187	97	124	56	284	180	466
	17%	21%	35%	25%	15%	6%	1%	17%	22%	12%	24%	12%	22%	10%	18%	16%	17%
		ef	acdefg	defg	ef	f		ef	b		bdefg		bdfg		bd	bd	bd
No	2214	254	321	341	403	412	481	2214	990	1207	585	718	433	469	1303	902	2214
	82%	79%	64%	74%	84%	93%	99%	82%	77%	86%	75%	88%	77%	88%	82%	82%	82%
		b		b	bc	abcdg	abcdeg	bc		a		acefg		acefg	ac	ac	ac
Don't know	21	2	5	5	4	3	1	21	5	16	3	3	4	10	6	14	21
	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	2%	*%	1%	1%
													abeg			e	

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

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

IN11. And do you ever live stream your own videos? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Yes	466	393	44	20	9	466	428	37	50	415	58	170	238	466	90	169	154
	17%	17%	19%	16%	12%	17%	18%	11%	15%	18%	11%	14%	25%	17%	21%	16%	18%
		d	d			d	b						abd	ab			
No	2214	1858	183	107	66	2214	1910	304	282	1932	465	1007	719	2214	333	868	696
	82%	82%	81%	84%	87%	82%	81%	88%	83%	82%	88%	85%	75%	82%	78%	84%	82%
					abe			a			cd	cd		c		a	
Don't know	21	19	-	-	1	21	17	4	6	15	7	7	5	21	1	2	3
	1%	1%	-%	-%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	*%	*%
					c												

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

IN11. And do you ever live stream your own videos? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Yes	466	164	217	75	466	177	256	151	284
	17%	25%	16%	12%	17%	20%	16%	9%	30%
		bcd			c	b			a
No	2214	483	1155	537	2214	713	1362	1482	648
	82%	74%	84%	87%	82%	80%	84%	91%	69%
			a	abd	a		a	b	
Don't know	21	2	10	1	21	4	10	5	12
	1%	*%	1%	*%	1%	*%	1%	*%	1%
									a

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

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents who live stream their own videos

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	~d	~e	~f	g	a	b	a	~b	~c	~d	e	f	g
Unweighted total	459	81	160	124	62	25	7	459	285	169	205	95	99	58	300	157	459
Effective Weighted Sample	363	67	130	97	52	18	4	363	224	134	158	77	82	48	235	128	363
Total	466	67	175	117	73	27	6	466	287	174	187	97	124	56	284	180	466
Instagram (Live)	265	**	114	73	**	**	**	265	166	95	130	**	**	**	178	86	265
	57%	**	65%	62%	**	**	**	57%	58%	54%	69%	**	**	**	63%	48%	57%
									fg					f			
Facebook (Live)	258	**	104	67	**	**	**	258	157	99	117	**	**	**	166	92	258
	55%	**	59%	57%	**	**	**	55%	55%	57%	63%	**	**	**	58%	51%	55%
									f								
YouTube (Live)	251	**	85	78	**	**	**	251	167	81	123	**	**	**	161	88	251
	54%	**	48%	67%	**	**	**	54%	58%	47%	66%	**	**	**	57%	49%	54%
				bg					b		fg						
TikTok (LIVE)	232	**	99	62	**	**	**	232	127	103	98	**	**	**	146	85	232
	50%	**	56%	53%	**	**	**	50%	44%	59%	52%	**	**	**	51%	47%	50%
									a								
Twitch	66	**	22	16	**	**	**	66	52	13	24	**	**	**	35	31	66
	14%	**	13%	14%	**	**	**	14%	18%	7%	13%	**	**	**	12%	17%	14%
									b								
YouNow	23	**	6	4	**	**	**	23	15	8	12	**	**	**	15	8	23
	5%	**	3%	4%	**	**	**	5%	5%	5%	6%	**	**	**	5%	4%	5%
I post or share my own live streamed videos to other apps/ sites	13	**	2	4	**	**	**	13	6	7	2	**	**	**	5	8	13
	3%	**	1%	3%	**	**	**	3%	2%	4%	1%	**	**	**	2%	4%	3%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	461	**	175	117	**	**	**	461	283	174	187	**	**	**	283	177	461
	99%	**	100%	99%	**	**	**	99%	99%	100%	100%	**	**	**	100%	98%	99%
Don't know	4	**	-	1	**	**	**	4	3	1	1	**	**	**	1	3	4
	1%	**	-%	1%	**	**	**	1%	1%	1%	1%	**	**	**	1%	2%	1%

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

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents who live stream their own videos

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	~a	b	c
Unweighted total	459	314	58	48	39	459	424	35	47	412	56	170	233	459	86	166	159
Effective Weighted Sample	363	282	50	46	35	363	336	27	37	325	44	133	186	363	69	132	124
Total	466	393	44	20	9	466	428	37	50	415	58	170	238	466	90	169	154
Instagram (Live)	265	230	**	**	**	265	252	**	**	243	**	87	149	265	**	87	103
	57%	59%	**	**	**	57%	59%	**	**	58%	**	51%	63%	57%	**	52%	67%
												b	b			b	b
Facebook (Live)	258	219	**	**	**	258	244	**	**	230	**	95	143	258	**	80	101
	55%	56%	**	**	**	55%	57%	**	**	55%	**	56%	60%	55%	**	47%	65%
																	b
YouTube (Live)	251	214	**	**	**	251	232	**	**	227	**	85	143	251	**	83	89
	54%	54%	**	**	**	54%	54%	**	**	55%	**	50%	60%	54%	**	49%	58%
TikTok (LIVE)	232	200	**	**	**	232	219	**	**	211	**	76	134	232	**	77	86
	50%	51%	**	**	**	50%	51%	**	**	51%	**	45%	56%	50%	**	46%	56%
												b	b				
Twitch	66	54	**	**	**	66	64	**	**	62	**	18	37	66	**	23	23
	14%	14%	**	**	**	14%	15%	**	**	15%	**	11%	16%	14%	**	13%	15%
YouNow	23	22	**	**	**	23	20	**	**	19	**	11	10	23	**	8	10
	5%	6%	**	**	**	5%	5%	**	**	5%	**	6%	4%	5%	**	5%	6%
I post or share my own live streamed videos to other apps/ sites	13	12	**	**	**	13	9	**	**	11	**	-	13	13	**	3	4
	3%	3%	**	**	**	3%	2%	**	**	3%	**	-%	5%	3%	**	2%	3%
												b	b				
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	461	390	**	**	**	461	427	**	**	411	**	168	237	461	**	168	154
	99%	99%	**	**	**	99%	100%	**	**	99%	**	99%	100%	99%	**	100%	100%
Don't know	4	3	**	**	**	4	2	**	**	4	**	2	1	4	**	1	1
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	1%	1%	**	1%	1%

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents who live stream their own videos

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	~c	d	a	b	a	b
Unweighted total	459	164	210	76	459	184	243	160	264
Effective Weighted Sample	363	129	166	60	363	145	193	116	218
Total	466	164	217	75	466	177	256	151	284
Instagram (Live)	265	105	125	**	265	90	159	69	182
	57%	64%	58%	**	57%	51%	62%	46%	64%
							a		a
Facebook (Live)	258	95	118	**	258	94	151	70	174
	55%	58%	54%	**	55%	53%	59%	46%	61%
									a
YouTube (Live)	251	96	115	**	251	87	140	72	166
	54%	58%	53%	**	54%	49%	55%	48%	58%
TikTok (LIVE)	232	97	100	**	232	82	136	58	160
	50%	59%	46%	**	50%	47%	53%	39%	56%
		b							a
Twitch	66	29	28	**	66	27	34	22	39
	14%	18%	13%	**	14%	15%	13%	15%	14%
YouNow	23	12	7	**	23	12	10	7	14
	5%	7%	3%	**	5%	7%	4%	5%	5%
I post or share my own live streamed videos to other apps/ sites	13	4	5	**	13	5	5	4	9
	3%	3%	2%	**	3%	3%	2%	2%	3%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	461	164	215	**	461	174	255	147	284
	99%	100%	99%	**	99%	98%	99%	98%	100%
Don't know	4	-	2	**	4	3	1	3	*
	1%	-%	1%	**	1%	2%	1%	2%	-%

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

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Instagram (Live)	265	33	114	73	31	11	2	265	166	95	130	48	63	23	178	86	265
	10%	10%	23%	16%	7%	2%	1%	10%	13%	7%	17%	6%	11%	4%	11%	8%	10%
		ef	acdefg	adefg	ef	f		ef	b		bcdefg		bd		bdf	d	bd
Facebook (Live)	258	17	104	67	47	19	3	258	157	99	117	49	62	30	166	92	258
	10%	5%	21%	15%	10%	4%	1%	10%	12%	7%	15%	6%	11%	6%	10%	8%	10%
		f	acdefg	aefg	aef	f		aef	b		bdefg		bd		bd		bd
YouTube (Live)	251	28	85	78	46	12	2	251	167	81	123	38	64	24	161	88	251
	9%	9%	17%	17%	10%	3%	1%	9%	13%	6%	16%	5%	11%	5%	10%	8%	9%
		ef	adefg	adefg	ef	f		ef	b		bcdefg		bd		bd	bd	bd
TikTok (LIVE)	232	45	99	62	23	2	2	232	127	103	98	48	63	22	146	85	232
	9%	14%	20%	13%	5%	1%	1%	9%	10%	7%	13%	6%	11%	4%	9%	8%	9%
		defg	acdefg	defg	ef			def	b		bdefg		bd		bd	d	bd
Twitch	66	18	22	16	10	-	*	66	52	13	24	11	20	11	35	31	66
	2%	5%	4%	4%	2%	0%	1%	2%	4%	1%	3%	1%	4%	2%	2%	3%	2%
		defg	efg	ef	ef			ef	b		b		b		b		b
YouNow	23	1	6	4	10	2	*	23	15	8	12	3	6	2	15	8	23
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
					fg						b						
I post or share my own live streamed videos to other apps/ sites	13	1	2	4	4	-	2	13	6	7	2	3	4	4	5	8	13
	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	461	66	175	117	73	25	6	461	283	174	187	96	124	53	283	177	461
	17%	20%	35%	25%	15%	6%	1%	17%	22%	12%	24%	12%	22%	10%	18%	16%	17%
		ef	acdefg	defg	ef	f		ef	b		bdefg		bdfg		bd	bd	bd
DO NOT LIVE STREAM THEIR OWN VIDEOS	2214	254	321	341	403	412	481	2214	990	1207	585	718	433	469	1303	902	2214
	82%	79%	64%	74%	84%	93%	99%	82%	77%	86%	75%	88%	77%	88%	82%	82%	82%
		b		b	bc	abcdg	abcddeg	bc		a		acefg		acefg	ac	ac	ac

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

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Don't know	25	3	5	6	4	5	1	25	8	16	4	3	5	12	7	17	25
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	2%	0%	2%	1%
														abeg		abe	
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of apps/ sites used (out of 7)	.4	.4	.9	.7	.4	.1	*	.4	.5	.3	.7	.2	.5	.2	.4	.4	.4
		ef	acdefg	adefg	ef	f		ef	b		bcdefg		bdf		bd	bd	bd
Standard deviation	1.05	1.02	1.39	1.32	.99	.49	.28	1.05	1.19	.89	1.31	.78	1.13	.79	1.09	.99	1.05
Standard error	.02	.05	.06	.06	.05	.02	.01	.02	.03	.02	.05	.03	.05	.03	.03	.03	.02
Columns Tested:		a,b,c,d,e,f,g	a,b	a,b,c,d,e,f,g													

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Instagram (Live)	265 10%	230 10%	21 9%	9 7%	5 6%	265 10%	252 11%	13 4%	22 7%	243 10%	29 5%	87 7%	149 15%	265 10%	47 11%	87 8%	103 12%
		d					b						abd	ab			b
Facebook (Live)	258 10%	219 10%	23 10%	12 10%	4 5%	258 10%	244 10%	15 4%	29 8%	230 10%	20 4%	95 8%	143 15%	258 10%	48 11%	80 8%	101 12%
		d	d	d		d	b					a	abd	a			b
YouTube (Live)	251 9%	214 9%	22 10%	10 8%	5 6%	251 9%	232 10%	18 5%	24 7%	227 10%	23 4%	85 7%	143 15%	251 9%	48 11%	83 8%	89 10%
							b					a	abd	a			
TikTok (LIVE)	232 9%	200 9%	22 10%	8 6%	3 3%	232 9%	219 9%	13 4%	21 6%	211 9%	22 4%	76 6%	134 14%	232 9%	50 12%	77 7%	86 10%
		d	d			d	b						abd	ab	b		
Twitch	66 2%	54 2%	9 4%	1 1%	2 3%	66 2%	64 3%	2 1%	5 1%	62 3%	11 2%	18 2%	37 4%	66 2%	16 4%	23 2%	23 3%
			c				b						bd				
YouNow	23 1%	22 1%	1 *%	- -%	* 1%	23 1%	20 1%	3 1%	4 1%	19 1%	2 *%	11 1%	10 1%	23 1%	3 1%	8 1%	10 1%
I post or share my own live streamed videos to other apps/ sites	13 *%	12 1%	- -%	* *%	* *%	13 *%	9 *%	4 1%	2 *%	11 *%	- -%	- -%	13 1%	13 *%	4 1%	3 *%	4 *%
													abd	b			
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	461 17%	390 17%	43 19%	20 16%	8 11%	461 17%	427 18%	35 10%	50 15%	411 17%	56 11%	168 14%	237 25%	461 17%	88 21%	168 16%	154 18%
		d	d			d	b						abd	ab			
DO NOT LIVE STREAM THEIR OWN VIDEOS	2214 82%	1858 82%	183 81%	107 84%	66 87%	2214 82%	1910 81%	304 88%	282 83%	1932 82%	465 88%	1007 85%	719 75%	2214 82%	333 78%	868 84%	696 82%
					abe			a			cd	cd		c		a	

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Don't know	25	23	1	-	1	25	18	6	6	19	9	9	6	25	3	3	4
	1%	1%	0.4%	0%	1.3%	1%	0.8%	0.2%	0.2%	0.8%	0.3%	0.8%	0.6%	1%	0.7%	0.3%	0.5%
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 7)	.4	.4	.4	.3	.2	.4	.4	.2	.3	.4	.2	.3	.7	.4	.5	.3	.5
		d	d			d	b					a	abd	ab	b		b
Standard deviation	1.05	1.07	1.02	.91	.78	1.05	1.09	.69	.87	1.07	.68	.88	1.34	1.05	1.14	.94	1.19
Standard error	.02	.03	.06	.05	.04	.02	.02	.04	.05	.02	.03	.03	.04	.02	.06	.03	.04
Columns Tested:	a,b,c,d,e - a,b - a,b - a,b,c,d - 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.

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Instagram (Live)	265	105	125	32	265	90	159	69	182
	10%	16%	9%	5%	10%	10%	10%	4%	19%
		bcd	c		c				a
Facebook (Live)	258	95	118	40	258	94	151	70	174
	10%	15%	9%	6%	10%	11%	9%	4%	18%
		bcd			c				a
YouTube (Live)	251	96	115	34	251	87	140	72	166
	9%	15%	8%	6%	9%	10%	9%	4%	18%
		bcd			c				a
TikTok (LIVE)	232	97	100	32	232	82	136	58	160
	9%	15%	7%	5%	9%	9%	8%	4%	17%
		bcd			c				a
Twitch	66	29	28	7	66	27	34	22	39
	2%	4%	2%	1%	2%	3%	2%	1%	4%
		bcd							a
YouNow	23	12	7	4	23	12	10	7	14
	1%	2%	*%	1%	1%	1%	1%	*%	1%
		bd							a
I post or share my own live streamed videos to other apps/ sites	13	4	5	2	13	5	5	4	9
	*%	1%	*%	*%	*%	1%	*%	*%	1%
									a
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	461	164	215	73	461	174	255	147	284
	17%	25%	16%	12%	17%	19%	16%	9%	30%
		bcd			c	b			a

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

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

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
DO NOT LIVE STREAM THEIR OWN VIDEOS	2214	483	1155	537	2214	713	1362	1482	648
	82%	74%	84%	87%	82%	80%	84%	91%	69%
			a	abd	a		a	b	
Don't know	25	2	11	4	25	7	11	8	12
	1%	*%	1%	1%	1%	1%	1%	*%	1%
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 7)	.4	.7	.4	.2	.4	.4	.4	.2	.8
		bcd	c		c				a
Standard deviation	1.05	1.35	.97	.78	1.05	1.07	1.03	.68	1.40
Standard error	.02	.05	.03	.03	.02	.04	.03	.02	.05

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

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

COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
None used	2239	258	326	347	408	417	482	2239	998	1223	589	721	438	482	1310	919	2239
	83%	80%	65%	75%	85%	94%	99%	83%	78%	88%	76%	88%	78%	90%	82%	84%	83%
		b		b	bc	abcdg	abcdeg	bc		a		acefg		acefg	a	ac	ac
Only one site or app used	148	25	53	32	22	12	3	148	88	60	39	38	44	26	77	70	148
	5%	8%	11%	7%	5%	3%	1%	5%	7%	4%	5%	5%	8%	5%	5%	6%	5%
		ef	defg	ef	f	f		ef	b				be				
More than one site or app used	314	41	122	84	50	13	2	314	195	114	148	58	80	27	206	107	314
	12%	13%	24%	18%	11%	3%	0%	12%	15%	8%	19%	7%	14%	5%	13%	10%	12%
		ef	acdefg	defg	ef	f		ef	b		bcdefg		bdf		bdf	d	bd
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of apps/ sites used (out of 7)	.4	.4	.9	.7	.4	.1	*	.4	.5	.3	.7	.2	.5	.2	.4	.4	.4
		ef	acdefg	adefg	ef	f		ef	b		bcdefg		bdf		bd	bd	bd
Standard deviation	1.05	1.02	1.39	1.32	.99	.49	.28	1.05	1.19	.89	1.31	.78	1.13	.79	1.09	.99	1.05
Standard error	.02	.05	.06	.06	.05	.02	.01	.02	.03	.02	.05	.03	.05	.03	.03	.03	.02

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

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

COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None used	2239	1881	183	107	67	2239	1928	310	288	1951	474	1016	725	2239	337	871	700
	83%	83%	81%	84%	89%	83%	82%	90%	85%	83%	89%	86%	75%	83%	79%	84%	82%
					abe			a			cd	cd		c			
Only one site or app used	148	119	18	9	2	148	131	17	23	125	26	59	64	148	28	68	36
	5%	5%	8%	7%	3%	5%	6%	5%	7%	5%	5%	5%	7%	5%	7%	7%	4%
			d	d												c	
More than one site or app used	314	271	26	11	6	314	295	18	28	286	30	110	174	314	60	100	117
	12%	12%	11%	9%	8%	12%	13%	5%	8%	12%	6%	9%	18%	12%	14%	10%	14%
							b					a	abd	a	b	b	
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 7)	.4	.4	.4	.3	.2	.4	.4	.2	.3	.4	.2	.3	.7	.4	.5	.3	.5
		d	d			d	b					a	abd	ab	b	b	
Standard deviation	1.05	1.07	1.02	.91	.78	1.05	1.09	.69	.87	1.07	.68	.88	1.34	1.05	1.14	.94	1.19
Standard error	.02	.03	.06	.05	.04	.02	.02	.04	.05	.02	.03	.03	.04	.02	.06	.03	.04

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

COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None used	2239	486	1166	541	2239	720	1373	1490	660
	83%	75%	84%	88%	83%	81%	84%	91%	70%
			a	ad	a		a	b	
Only one site or app used	148	40	73	30	148	64	73	62	75
	5%	6%	5%	5%	5%	7%	5%	4%	8%
						b			a
More than one site or app used	314	124	142	43	314	110	181	85	209
	12%	19%	10%	7%	12%	12%	11%	5%	22%
		bcd	c		c				a
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 7)	.4	.7	.4	.2	.4	.4	.4	.2	.8
		bcd	c		c				a
Standard deviation	1.05	1.35	.97	.78	1.05	1.07	1.03	.68	1.40
Standard error	.02	.05	.03	.03	.02	.04	.03	.02	.05
Columns Tested: a,b,c,d - a,b - a,b									

All interviewing conducted using an online panel. Any break column with 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 USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1744	293	440	368	331	204	106	1744	910	817	539	500	395	303	1038	698	1744
	65%	91%	88%	79%	69%	46%	22%	65%	71%	59%	69%	61%	70%	57%	65%	64%	65%
		cdefg	cdefg	defg	ef	f		ef	b		bdfg		bdfg		d	d	d
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	461	66	175	117	73	25	6	461	283	174	187	96	124	53	283	177	461
	17%	20%	35%	25%	15%	6%	1%	17%	22%	12%	24%	12%	22%	10%	18%	16%	17%
		ef	acdefg	defg	ef	f		ef	b		bdefg		bdfg		bd	bd	bd
TOTAL - EITHER OF THESE ACTIVITIES	1750	293	441	369	333	204	108	1750	912	822	539	503	396	303	1042	699	1750
	65%	91%	88%	80%	69%	46%	22%	65%	71%	59%	70%	62%	71%	57%	65%	64%	65%
		cdefg	cdefg	defg	ef	f		ef	b		bdfg		bdfg		d	d	d
TOTAL - BOTH OF THESE ACTIVITIES	455	66	174	116	70	25	4	455	281	169	186	93	123	53	279	176	455
	17%	20%	35%	25%	15%	6%	1%	17%	22%	12%	24%	11%	22%	10%	18%	16%	17%
		ef	acdefg	defg	ef	f		ef	b		bdefg		bdfg		bd	bd	bd
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	950	30	60	95	147	238	380	950	370	575	236	315	165	232	551	397	950
	35%	9%	12%	20%	31%	54%	78%	35%	29%	41%	30%	38%	29%	43%	35%	36%	35%
				ab	abc	abcdg	abcdg	abc		a		ac		acefg		ac	ac

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

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

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1744	1476	134	79	54	1744	1575	169	204	1539	199	734	811	1744	324	618	557
	65%	65%	59%	63%	72%	65%	67%	49%	60%	65%	37%	62%	84%	65%	76%	59%	65%
					abce		b					a	abd	a	bc		b
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	461	390	43	20	8	461	427	35	50	411	56	168	237	461	88	168	154
	17%	17%	19%	16%	11%	17%	18%	10%	15%	17%	11%	14%	25%	17%	21%	16%	18%
		d	d			d	b						abd	ab			
TOTAL - EITHER OF THESE ACTIVITIES	1750	1480	135	80	54	1750	1578	172	207	1543	200	736	814	1750	324	621	559
	65%	65%	60%	63%	72%	65%	67%	50%	61%	65%	38%	62%	85%	65%	76%	60%	65%
					abce		b					a	abd	a	bc		b
TOTAL - BOTH OF THESE ACTIVITIES	455	386	42	19	8	455	424	32	48	407	54	167	234	455	88	165	152
	17%	17%	19%	15%	11%	17%	18%	9%	14%	17%	10%	14%	24%	17%	21%	16%	18%
		d	d			d	b						abd	a			
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	950	791	91	47	21	950	777	173	132	819	330	448	148	950	100	418	295
	35%	35%	40%	37%	28%	35%	33%	50%	39%	35%	62%	38%	15%	35%	24%	40%	35%
		d	d	d		d		a			bcd	c		c		ac	a

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1744	413	872	414	1744	594	1025	867	786
	65%	64%	63%	67%	65%	66%	63%	53%	83%
									a
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	461	164	215	73	461	174	255	147	284
	17%	25%	16%	12%	17%	19%	16%	9%	30%
		bcd			c	b			a
TOTAL - EITHER OF THESE ACTIVITIES	1750	417	874	414	1750	595	1031	869	789
	65%	64%	63%	67%	65%	66%	63%	53%	84%
									a
TOTAL - BOTH OF THESE ACTIVITIES	455	160	213	73	455	173	249	145	281
	17%	25%	15%	12%	17%	19%	15%	9%	30%
		bcd			c	b			a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	950	232	507	199	950	300	597	769	156
	35%	36%	37%	33%	35%	34%	37%	47%	16%
								b	

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

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Facebook	1898	169	369	380	380	289	310	1898	847	1042	541	572	414	366	1113	780	1898
	70%	52%	74%	82%	79%	65%	63%	70%	66%	75%	70%	70%	74%	68%	70%	71%	70%
			aef	abefg	aefg	a	a	af		a							
Instagram	1481	272	409	306	253	142	99	1481	683	784	467	443	314	252	910	566	1481
	55%	84%	82%	66%	53%	32%	20%	55%	53%	56%	60%	54%	56%	47%	57%	52%	55%
		cdefg	cdefg	defg	ef	f		ef			bdfg	d	d		df		d
TikTok	1076	256	326	212	164	91	27	1076	490	573	312	313	253	194	626	448	1076
	40%	79%	65%	46%	34%	21%	5%	40%	38%	41%	40%	38%	45%	36%	39%	41%	40%
		bcdefg	cdefg	defg	ef	f		def					bde				
X/Twitter	795	118	208	163	154	93	58	795	477	311	278	255	150	111	532	261	795
	29%	37%	42%	35%	32%	21%	12%	29%	37%	22%	36%	31%	27%	21%	33%	24%	29%
		efg	defg	efg	ef	f		ef	b		cdfg	df	d		cdfg		df
Snapchat	732	233	254	124	85	25	10	732	335	391	212	205	187	123	417	310	732
	27%	72%	51%	27%	18%	6%	2%	27%	26%	28%	27%	25%	33%	23%	26%	28%	27%
		bcdefg	cdefg	def	ef	f		def					abdeg			d	
LinkedIn	571	53	147	120	134	71	46	571	314	252	255	195	75	44	449	119	571
	21%	16%	29%	26%	28%	16%	9%	21%	25%	18%	33%	24%	13%	8%	28%	11%	21%
		f	aefg	aefg	aefg	f		ef	b		bcdefg	cdf	d		bcdfg		cdf
Pinterest	548	121	124	103	82	67	50	548	174	364	197	159	103	86	356	189	548
	20%	37%	25%	22%	17%	15%	10%	20%	14%	26%	25%	19%	18%	16%	22%	17%	20%
		bcdefg	defg	ef	f			ef		a	bcdfg				df		d
Reddit	428	89	144	91	67	27	9	428	261	156	118	149	108	49	268	158	428
	16%	28%	29%	20%	14%	6%	2%	16%	20%	11%	15%	18%	19%	9%	17%	14%	16%
		cdefg	cdefg	def	ef	f		ef	b		d	df	df		d	d	d
Threads	208	35	63	52	28	20	9	208	108	97	90	59	31	27	149	58	208
	8%	11%	13%	11%	6%	5%	2%	8%	8%	7%	12%	7%	6%	5%	9%	5%	8%
		def	defg	defg	f	f		ef			bcdfg				cdf		f
Tumblr	99	19	34	23	16	3	4	99	50	44	37	22	17	23	58	40	99
	4%	6%	7%	5%	3%	1%	1%	4%	4%	3%	5%	3%	3%	4%	4%	4%	4%
		ef	defg	ef	ef			ef			b						

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

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
BeReal	79 3%	43 13%	23 5%	4 1%	8 2%	1 *%	1 *%	79 3%	30 2%	46 3%	33 4%	20 2%	17 3%	10 2%	52 3%	27 2%	79 3%
		bcdefg	cdef		f			cef			d						
Goodreads	64 2%	14 4%	11 2%	17 4%	14 3%	5 1%	3 1%	64 2%	20 2%	42 3%	18 2%	27 3%	8 1%	11 2%	45 3%	19 2%	64 2%
		efg		ef	f			f		a							
Yubo	42 2%	15 5%	16 3%	9 2%	2 *%	1 *%	- -%	42 2%	26 2%	15 1%	13 2%	10 1%	8 1%	10 2%	23 1%	18 2%	42 2%
		cdefg	defg	ef				ef									
Letterboxd	32 1%	8 3%	10 2%	7 1%	5 1%	- -%	2 *%	32 1%	23 2%	9 1%	9 1%	9 1%	6 1%	8 1%	19 1%	14 1%	32 1%
		ef	ef	e				e	b								
I use other social media apps or sites	65 2%	5 2%	10 2%	4 1%	11 2%	10 2%	24 5%	65 2%	30 2%	34 2%	14 2%	22 3%	12 2%	17 3%	36 2%	29 3%	65 2%
							abcg										
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2441 90%	322 99%	497 99%	440 95%	445 93%	372 84%	365 75%	2441 90%	1143 89%	1277 91%	703 91%	749 92%	522 93%	459 86%	1452 91%	981 89%	2441 90%
		cdefg	cdefg	efg	ef	f		ef			d	d	d		d		d
None/ I do not use any social media apps or sites	240 9%	* *%	5 1%	18 4%	30 6%	68 15%	120 25%	240 9%	133 10%	106 8%	67 9%	67 8%	39 7%	66 12%	133 8%	106 10%	240 9%
				ab	ab	abcdg	abcdg	abc	b					abceg			
Don't know	19 1%	2 1%	- -%	6 1%	6 1%	2 *%	3 1%	19 1%	5 *%	14 1%	5 1%	2 *%	* *%	9 2%	8 *%	10 1%	19 1%
				b	b									bceg			
ONLY USES FACEBOOK	379 14%	1 *%	9 2%	42 9%	64 13%	96 22%	167 34%	379 14%	165 13%	212 15%	89 11%	114 14%	81 15%	94 18%	203 13%	175 16%	379 14%
				ab	ab	abcdg	abcdg	abc						ae		ae	
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700

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

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of apps/ sites used (out of 15)	3.0	4.5	4.3	3.5	2.9	1.9	1.3	3.0	3.0	3.0	3.3	3.0	3.0	2.5	3.2	2.8	3.0
		cdefg	cdefg	defg	ef	f		ef			bcdfg	df	df		dfg	d	df
Standard deviation	2.24	2.04	2.16	2.20	2.12	1.62	1.27	2.24	2.30	2.17	2.47	2.15	2.10	2.06	2.32	2.10	2.24
Standard error	.04	.11	.10	.10	.10	.08	.06	.04	.06	.06	.09	.07	.10	.09	.06	.07	.04

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

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Facebook	1898 70%	1584 70%	166 73%	92 73%	55 73%	1898 70%	1650 70%	248 72%	233 69%	1665 70%	319 60%	795 67% a	776 81% abd	1898 70% a	317 75%	739 71%	612 72%
Instagram	1481 55%	1255 55%	113 50%	68 54%	44 59% b	1481 55%	1329 56% b	152 44%	171 51%	1310 55%	163 31%	610 52% a	705 73% abd	1481 55% a	257 61% b	507 49%	496 58% b
TikTok	1076 40%	909 40%	84 37%	50 40%	32 43%	1076 40%	991 42% b	85 25%	139 41%	936 40%	110 21%	440 37% a	524 54% abd	1076 40% a	211 50% bc	371 36%	330 39%
X/Twitter	795 29%	662 29%	68 30%	40 32%	24 32%	795 29%	727 31% b	68 20%	56 17%	739 31% a	45 8%	304 26% a	447 46% abd	795 29% ab	131 31%	273 26%	311 36% b
Snapchat	732 27%	607 27%	61 27%	35 27%	28 38% abce	732 27%	674 29% b	58 17%	89 26%	643 27%	66 12%	289 24% a	373 39% abd	732 27% a	161 38% bc	242 23%	209 24%
LinkedIn	571 21%	481 21%	49 22%	27 21%	14 18%	571 21%	517 22% b	53 15%	30 9%	541 23% a	30 6%	196 17% a	345 36% abd	571 21% ab	66 16%	172 17%	270 32% ab
Pinterest	548 20%	450 20%	50 22%	31 25%	17 22%	548 20%	471 20%	77 22%	47 14%	501 21% a	50 9%	178 15% a	318 33% abd	548 20% ab	85 20%	180 17%	195 23% b
Reddit	428 16%	357 16%	37 16%	21 16%	14 18%	428 16%	395 17% b	33 10%	23 7%	406 17% a	26 5%	126 11% a	276 29% abd	428 16% ab	72 17%	156 15%	155 18%
Threads	208 8%	170 7%	22 10%	10 8%	5 7%	208 8%	190 8%	17 5%	11 3%	196 8% a	12 2%	60 5% a	136 14% abd	208 8% ab	34 8% 8%	64 6% 6%	87 10% b
Tumblr	99 4%	82 4%	11 5%	3 2%	2 3%	99 4%	92 4%	7 2%	4 1%	94 4% a	11 2%	23 2% 2%	64 7% abd	99 4% b	11 3%	36 3%	35 4%

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
BeReal	79 3%	70 3%	2 1%	4 3% b	3 4% b	79 3%	74 3%	5 2%	7 2%	72 3%	9 2%	25 2%	45 5% abd	79 3%	24 6% bc	19 2%	16 2%
Goodreads	64 2%	52 2%	6 3%	4 3%	2 3%	64 2%	58 2%	5 2%	3 1%	61 3%	3 *% *	15 1%	47 5% abd	64 2% ab	12 3%	24 2%	18 2%
Yubo	42 2%	38 2%	2 1%	2 2%	1 1%	42 2%	40 2%	3 1%	5 1%	37 2%	8 2%	12 1%	22 2% b	42 2%	10 2%	17 2%	9 1%
Letterboxd	32 1%	28 1%	2 1%	1 1%	1 1%	32 1%	32 1%	- -%	3 1%	30 1%	* *% *	8 1%	23 2% abd	32 1% a	2 *% *	11 1%	15 2%
I use other social media apps or sites	65 2%	56 2%	4 2%	3 2%	2 3%	65 2%	56 2%	9 3%	9 3%	56 2%	12 2%	25 2%	28 3%	65 2%	9 2%	31 3%	18 2%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2441 90%	2050 90%	203 90%	116 91%	72 95% abe	2441 90%	2137 91%	304 88%	306 90%	2135 90%	422 80%	1067 90% a	941 98% abd	2441 90% a	401 94% b	921 89%	776 91%
None/ I do not use any social media apps or sites	240 9%	205 9% d	21 9% d	10 8%	4 5%	240 9% d	203 9%	37 11%	25 7%	215 9%	96 18% bcd	111 9% c	21 2%	240 9% c	22 5%	112 11% a	76 9% a
Don't know	19 1%	16 1%	2 1%	1 1%	* *% *	19 1%	15 1%	4 1%	8 2% b	12 1%	12 2% bcd	7 1% c	- -% -	19 1% c	2 *% *	6 1%	1 *% *
ONLY USES FACEBOOK	379 14%	317 14% d	33 15% d	21 17% d	7 9%	379 14% d	306 13%	73 21% a	58 17%	321 14%	154 29% bcd	188 16% c	36 4%	379 14% c	46 11%	186 18% ac	99 12%

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 15)	3.0	3.0	3.0	3.1	3.2	3.0	3.1	2.4	2.5	3.1	1.6	2.6	4.3	3.0	3.3	2.7	3.3
Standard deviation	2.24	2.23	2.34	2.21	2.15	2.24	b 2.27	1.89	1.84	a 2.28	1.53	a 1.87	abd 2.34	ab 2.24	b 2.10	b 2.18	b 2.41
Standard error	.04	.05	.14	.13	.12	.04	.05	.10	.10	.05	.07	.05	.08	.04	.10	.07	.08

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Facebook	1898	432	974	459	1898	623	1168	1094	745
	70%	66%	71%	75%	70%	70%	72%	67%	79%
				a					a
Instagram	1481	371	742	333	1481	471	896	740	675
	55%	57%	54%	54%	55%	53%	55%	45%	72%
									a
TikTok	1076	278	519	254	1076	382	617	503	523
	40%	43%	38%	41%	40%	43%	38%	31%	55%
		b				b			a
X/Twitter	795	210	393	179	795	245	510	421	350
	29%	32%	28%	29%	29%	27%	31%	26%	37%
									a
Snapchat	732	215	326	171	732	268	405	337	357
	27%	33%	24%	28%	27%	30%	25%	21%	38%
		bd			b	b			a
LinkedIn	571	160	294	109	571	160	381	283	276
	21%	25%	21%	18%	21%	18%	23%	17%	29%
		c					a		a
Pinterest	548	147	277	106	548	202	304	275	250
	20%	23%	20%	17%	20%	23%	19%	17%	26%
		c				b			a
Reddit	428	112	221	87	428	168	235	229	184
	16%	17%	16%	14%	16%	19%	14%	14%	20%
						b			a
Threads	208	72	94	37	208	79	116	102	98
	8%	11%	7%	6%	8%	9%	7%	6%	10%
		bcd							a

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

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Tumblr	99 4%	36 5% b	41 3%	21 3%	99 4%	43 5%	51 3%	44 3%	48 5% a
BeReal	79 3%	28 4% c	38 3%	9 1%	79 3%	35 4% b	35 2%	44 3%	30 3%
Goodreads	64 2%	11 2%	30 2%	17 3%	64 2%	24 3%	33 2%	30 2%	32 3% a
Yubo	42 2%	18 3% c	18 1%	4 1%	42 2%	24 3% b	12 1%	14 1%	24 3% a
Letterboxd	32 1%	10 1%	17 1%	4 1%	32 1%	13 2%	12 1%	19 1%	12 1%
I use other social media apps or sites	65 2%	17 3%	31 2%	15 2%	65 2%	33 4% b	30 2%	43 3%	18 2%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	2441 90%	579 89%	1241 90%	565 92%	2441 90%	812 91%	1468 90%	1420 87%	917 97% a
None/ I do not use any social media apps or sites	240 9%	66 10% c	133 10%	41 7%	240 9%	78 9%	151 9%	212 13% b	20 2%
Don't know	19 1%	5 1%	7 *	8 1%	19 1%	5 1%	9 1%	6 *	7 1%

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

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

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
ONLY USES FACEBOOK	379	83	201	87	379	130	234	306	62
	14%	13%	15%	14%	14%	15%	14%	19%	7%
								b	
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 15)	3.0	3.3	2.9	2.9	3.0	3.1	3.0	2.5	3.8
		bcd							a
Standard deviation	2.24	2.59	2.14	2.04	2.24	2.25	2.24	2.07	2.32
Standard error	.04	.10	.06	.08	.04	.07	.06	.05	.08

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

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
None used	259	2	5	24	36	70	124	259	138	120	72	69	40	76	141	115	259
	10%	1%	1%	5%	7%	16%	25%	10%	11%	9%	9%	8%	7%	14%	9%	11%	10%
				ab	ab	abcdg	abcdeg	abc						abceg			
Only one site or app used	583	23	41	71	93	150	206	583	267	314	145	183	114	139	329	253	583
	22%	7%	8%	15%	19%	34%	42%	22%	21%	22%	19%	22%	20%	26%	21%	23%	22%
				ab	ab	abcdg	abcdeg	abc						aeg		a	
More than one site or app used	1857	298	456	370	352	223	159	1857	876	963	558	565	407	320	1123	728	1857
	69%	92%	91%	80%	73%	50%	33%	69%	68%	69%	72%	69%	73%	60%	71%	66%	69%
		cdefg	cdefg	defg	ef	f		ef			df	d	df		df	d	d
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of apps/ sites used (out of 15)	3.0	4.5	4.3	3.5	2.9	1.9	1.3	3.0	3.0	3.0	3.3	3.0	3.0	2.5	3.2	2.8	3.0
		cdefg	cdefg	defg	ef	f		ef			bcdg	df	df		dfg	d	df
Standard deviation	2.24	2.04	2.16	2.20	2.12	1.62	1.27	2.24	2.30	2.17	2.47	2.15	2.10	2.06	2.32	2.10	2.24
Standard error	.04	.11	.10	.10	.10	.08	.06	.04	.06	.06	.09	.07	.10	.09	.06	.07	.04

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

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None used	259 10%	222 10%	23 10%	11 9%	4 5%	259 10%	218 9%	41 12%	32 10%	227 10%	108 20%	118 10%	21 2%	259 10%	24 6%	118 11%	77 9%
		d	d			d					bcd	c		c		a	
Only one site or app used	583 22%	495 22%	47 21%	28 22%	13 17%	583 22%	481 20%	103 30%	94 28%	489 21%	211 40%	289 24%	78 8%	583 22%	70 16%	264 25%	165 19%
								a	b		bcd	c		c		ac	
More than one site or app used	1857 69%	1555 68%	156 69%	87 69%	59 78%	1857 69%	1656 70%	201 58%	211 63%	1646 70%	211 40%	778 66%	862 90%	1857 69%	331 78%	657 63%	611 72%
					abce		b		a			a	abd	a	bc		b
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of apps/ sites used (out of 15)	3.0	3.0	3.0	3.1	3.2	3.0	3.1	2.4	2.5	3.1	1.6	2.6	4.3	3.0	3.3	2.7	3.3
							b		a			a	abd	ab	b		b
Standard deviation	2.24	2.23	2.34	2.21	2.15	2.24	2.27	1.89	1.84	2.28	1.53	1.87	2.34	2.24	2.10	2.18	2.41
Standard error	.04	.05	.14	.13	.12	.04	.05	.10	.10	.05	.07	.05	.08	.04	.10	.07	.08

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a b	NONE a	ANY b	
Significance Level: 95%									
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None used	259 10%	70 11%	140 10%	49 8%	259 10%	83 9%	160 10%	218 13% b	27 3%
Only one site or app used	583 22%	136 21%	301 22%	131 21%	583 22%	188 21%	365 22%	446 27% b	115 12%
More than one site or app used	1857 69%	443 68%	941 68%	433 71%	1857 69%	623 70%	1103 68%	974 59%	802 85% a
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of apps/ sites used (out of 15)	3.0	3.3 bcd	2.9	2.9	3.0	3.1	3.0	2.5	3.8 a
Standard deviation	2.24	2.59	2.14	2.04	2.24	2.25	2.24	2.07	2.32
Standard error	.04	.10	.06	.08	.04	.07	.06	.05	.08
Columns Tested: a,b,c,d - a,b - a,b									

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2449	352	497	472	409	351	368	2449	1151	1275	772	755	435	477	1527	912	2449
Effective Weighted Sample	1895	279	389	368	321	273	273	1895	889	988	597	588	351	364	1183	710	1895
Total	2441	322	497	440	445	372	365	2441	1143	1277	703	749	522	459	1452	981	2441
Facebook	1111	22	125	207	252	232	273	1111	491	618	307	315	245	243	622	488	1111
	46%	7%	25%	47%	57%	62%	75%	46%	43%	48%	44%	42%	47%	53%	43%	50%	46%
			a	ab	abcg	abcg	abcddeg	ab		a				abeg		abe	
Instagram	486	79	163	114	65	39	24	486	234	244	175	169	83	56	344	140	486
	20%	25%	33%	26%	15%	10%	7%	20%	20%	19%	25%	23%	16%	12%	24%	14%	20%
		def	acdefg	defg	f			def			cdg	cdf			cdg		df
TikTok	336	121	94	51	43	22	5	336	126	206	78	97	91	68	176	159	336
	14%	37%	19%	12%	10%	6%	1%	14%	11%	16%	11%	13%	17%	15%	12%	16%	14%
		bcdefg	cdefg	ef	f	f		ef		a			ae		ae		
X/Twitter	175	13	37	37	35	33	20	175	127	47	58	58	33	25	116	58	175
	7%	4%	7%	8%	8%	9%	6%	7%	11%	4%	8%	8%	6%	5%	8%	6%	7%
				a		a			b								
Snapchat	121	60	35	9	9	5	2	121	56	64	25	39	32	23	64	55	121
	5%	19%	7%	2%	2%	1%	1%	5%	5%	5%	3%	5%	6%	5%	4%	6%	5%
		bcdefg	cdef					cdef									
LinkedIn	54	1	4	6	16	16	11	54	30	22	26	17	8	3	44	11	54
	2%	*%	1%	1%	4%	4%	3%	2%	3%	2%	4%	2%	2%	1%	3%	1%	2%
					ab	abcg	ab	a			dfg	d			df		d
Reddit	52	7	23	10	8	5	-	52	36	12	8	24	16	4	31	20	52
	2%	2%	5%	2%	2%	1%	-%	2%	3%	1%	1%	3%	3%	1%	2%	2%	2%
		f	defg	f	f			f	b			ad	ad				
Pinterest	31	4	5	1	3	11	7	31	7	23	7	6	4	13	13	17	31
	1%	1%	1%	*%	1%	3%	2%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%
						bcdg	c			a				abeg			
Tumblr	9	6	1	1	*	-	2	9	3	5	3	2	1	3	5	4	9
	*%	2%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		bcdeg															
Yubo	7	3	3	-	-	1	-	7	5	2	3	1	-	3	4	3	7
	*%	1%	1%	-%	-%	*%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%

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

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2449	352	497	472	409	351	368	2449	1151	1275	772	755	435	477	1527	912	2449
Effective Weighted Sample	1895	279	389	368	321	273	273	1895	889	988	597	588	351	364	1183	710	1895
Total	2441	322	497	440	445	372	365	2441	1143	1277	703	749	522	459	1452	981	2441
BeReal	5	-	2	1	2	-	-	5	3	1	4	-	-	1	4	1	5
	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%
Threads	3	-	-	1	1	-	-	3	3	-	2	1	-	-	3	-	3
	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%
Letterboxd	2	*	*	-	2	-	-	2	1	2	*	-	-	2	*	2	2
	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
Goodreads	2	1	-	-	1	-	-	2	2	-	-	-	1	1	-	2	2
	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%
Other social media app or site	37	3	4	-	4	5	21	37	15	22	7	16	3	11	23	14	37
	2%	1%	1%	-%	1%	1%	6%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%
						c	abcdeg	c						c			
Don't know	11	2	2	1	2	4	-	11	4	7	-	3	3	4	3	8	11
	*%	1%	*%	*%	1%	1%	-%	*%	*%	1%	-%	*%	1%	1%	*%	1%	*%
												a	a		a		

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

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2449	1615	271	279	284	2449	2140	309	296	2153	405	1082	952	2449	383	915	814
Effective Weighted Sample	1895	1453	228	269	248	1895	1661	233	226	1669	313	827	749	1895	297	716	624
Total	2441	2050	203	116	72	2441	2137	304	306	2135	422	1067	941	2441	401	921	776
Facebook	1111 46%	927 45%	100 49% d	57 49% d	28 39%	1111 46% d	940 44%	171 56% a	148 48%	964 45%	251 60% bcd	493 46% c	364 39%	1111 46% c	196 49%	459 50% c	338 44%
Instagram	486 20%	415 20%	35 17%	21 18%	15 20%	486 20%	438 21%	47 16%	41 14%	444 21% a	49 12%	203 19% a	234 25% abd	486 20% a	55 14%	169 18%	179 23% ab
TikTok	336 14%	286 14%	24 12%	15 13%	11 15%	336 14%	311 15% b	25 8%	58 19% b	278 13%	45 11%	148 14%	141 15%	336 14%	68 17% bc	106 12%	95 12%
X/Twitter	175 7%	144 7%	17 8%	9 8%	5 7%	175 7%	159 7%	16 5%	11 3%	164 8% a	15 4%	71 7%	88 9% ab	175 7% a	25 6%	66 7%	73 9%
Snapchat	121 5%	101 5%	9 4%	5 4%	6 9% ace	121 5%	110 5%	10 3%	23 8%	98 5%	19 4%	62 6%	36 4%	121 5%	32 8% bc	33 4%	22 3%
LinkedIn	54 2%	46 2%	5 2%	1 1%	2 3% c	54 2%	45 2%	10 3%	5 2%	49 2%	7 2%	26 2%	22 2%	54 2%	6 1%	19 2%	25 3%
Reddit	52 2%	42 2%	5 2%	3 3%	1 2%	52 2%	44 2%	8 3%	2 1%	50 2%	6 1%	20 2%	26 3%	52 2%	5 1%	20 2%	21 3%
Pinterest	31 1%	25 1%	3 1%	2 2%	1 2%	31 1%	25 1%	6 2%	5 2%	26 1%	8 2%	12 1%	8 1%	31 1%	4 1%	11 1%	8 1%
Tumblr	9 *% ae	5 *% ae	3 2%	1 1%	* *% ae	9 *% ae	8 *% ae	1 *% ae	1 *% ae	8 *% ae	2 *% ae	5 *% ae	3 *% ae	9 *% ae	2 1% ae	4 *% ae	1 *% ae
Yubo	7 *% bd	7 *% bd	- -% bd	- -% bd	* *% bd	7 *% bd	5 *% bd	2 1% bd	1 *% bd	5 *% bd	4 1% bd	- -% bd	2 *% bd	7 *% bd	* *% bd	5 1% bd	2 *% bd

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2449	1615	271	279	284	2449	2140	309	296	2153	405	1082	952	2449	383	915	814
Effective Weighted Sample	1895	1453	228	269	248	1895	1661	233	226	1669	313	827	749	1895	297	716	624
Total	2441	2050	203	116	72	2441	2137	304	306	2135	422	1067	941	2441	401	921	776
BeReal	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	1 *%	4 *%	1 *%	3 *%	1 *%	5 *%	1 *%	2 *%	- -%
Threads	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	1 *%	- -%	2 *%	3 *%	- -%	- -%	3 *%
Letterboxd	2 *%	2 *%	- -%	* *%	* *%	2 *%	2 *%	- -%	2 *%	1 *%	- -%	1 *%	2 *%	2 *%	- -%	* *%	- -%
Goodreads	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%
Other social media app or site	37 2%	32 2%	2 1%	2 1%	1 2%	37 2%	30 1%	7 2%	6 2%	31 1%	11 3%	15 1%	11 1%	37 2%	4 1%	20 2%	10 1%
Don't know	11 *%	8 *%	1 1%	* *%	1 1%	11 *%	9 *%	2 1%	3 1%	8 *%	3 1%	6 1%	2 *%	11 *%	1 *%	9 1%	- -%

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	2449	585	1241	569	2449	847	1435	1481	849
Effective Weighted Sample	1895	453	968	433	1895	641	1125	1121	684
Total	2441	579	1241	565	2441	812	1468	1420	917
Facebook	1111 46%	231 40%	574 46%	289 51%	1111 46%	364 45%	696 47%	682 48%	395 43%
			a	ad	a			b	
Instagram	486 20%	133 23%	250 20%	85 15%	486 20%	140 17%	306 21%	244 17%	214 23%
		c	c	c					a
TikTok	336 14%	92 16%	158 13%	79 14%	336 14%	124 15%	184 13%	174 12%	143 16%
									a
X/Twitter	175 7%	47 8%	86 7%	40 7%	175 7%	41 5%	124 8%	105 7%	66 7%
							a		
Snapchat	121 5%	28 5%	58 5%	30 5%	121 5%	56 7%	49 3%	65 5%	47 5%
						b			
LinkedIn	54 2%	15 3%	27 2%	11 2%	54 2%	15 2%	34 2%	39 3%	13 1%
Reddit	52 2%	7 1%	31 2%	12 2%	52 2%	21 3%	28 2%	33 2%	17 2%
Pinterest	31 1%	8 1%	16 1%	6 1%	31 1%	12 1%	13 1%	24 2%	6 1%
Tumblr	9 *%	3 *%	4 *%	3 1%	9 *%	7 1%	2 *%	7 *%	2 *%
						b			
Yubo	7 *%	- -%	7 1%	* *%	7 *%	3 *%	3 *%	5 *%	2 *%

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

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2449	585	1241	569	2449	847	1435	1481	849
Effective Weighted Sample	1895	453	968	433	1895	641	1125	1121	684
Total	2441	579	1241	565	2441	812	1468	1420	917
BeReal	5 *%	1 *%	4 *%	- -%	5 *%	2 *%	2 *%	- -%	3 *%
Threads	3 *%	2 *%	1 *%	- -%	3 *%	1 *%	2 *%	1 *%	1 *%
Letterboxd	2 *%	- -%	* *%	- -%	2 *%	1 *%	- -%	* *%	2 *%
Goodreads	2 *%	1 *%	- -%	1 *%	2 *%	2 *%	- -%	1 *%	1 *%
Other social media app or site	37 2%	9 2%	21 2%	8 1%	37 2%	16 2%	20 1%	30 2% b	5 1%
Don't know	11 *%	2 *%	6 1%	1 *%	11 *%	7 1%	4 *%	11 1% b	* *%

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

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Facebook	1111	22	125	207	252	232	273	1111	491	618	307	315	245	243	622	488	1111
	41%	7%	25%	45%	53%	52%	56%	41%	38%	44%	40%	39%	44%	45%	39%	45%	41%
			a	ab	abcg	abcg	abcg	ab		a				be	be		
Instagram	486	79	163	114	65	39	24	486	234	244	175	169	83	56	344	140	486
	18%	25%	33%	25%	14%	9%	5%	18%	18%	17%	23%	21%	15%	11%	22%	13%	18%
		defg	acdefg	defg	ef	f		def			cdg	cdf			cdg		df
TikTok	336	121	94	51	43	22	5	336	126	206	78	97	91	68	176	159	336
	12%	37%	19%	11%	9%	5%	1%	12%	10%	15%	10%	12%	16%	13%	11%	15%	12%
		bcdefg	cdefg	ef	ef	f		ef		a			aeg		ae		
X/Twitter	175	13	37	37	35	33	20	175	127	47	58	58	33	25	116	58	175
	6%	4%	7%	8%	7%	7%	4%	6%	10%	3%	8%	7%	6%	5%	7%	5%	6%
				af					b								
Snapchat	121	60	35	9	9	5	2	121	56	64	25	39	32	23	64	55	121
	4%	19%	7%	2%	2%	1%	*%	4%	4%	5%	3%	5%	6%	4%	4%	5%	4%
		bcdefg	cdefg	f				cdef					a				
LinkedIn	54	1	4	6	16	16	11	54	30	22	26	17	8	3	44	11	54
	2%	*%	1%	1%	3%	4%	2%	2%	2%	2%	3%	2%	1%	1%	3%	1%	2%
					ab	abc					dfg	d			df		d
Reddit	52	7	23	10	8	5	-	52	36	12	8	24	16	4	31	20	52
	2%	2%	5%	2%	2%	1%	-%	2%	3%	1%	1%	3%	3%	1%	2%	2%	2%
		f	defg	f	f	f		f	b			ad	ad				
Pinterest	31	4	5	1	3	11	7	31	7	23	7	6	4	13	13	17	31
	1%	1%	1%	*%	1%	3%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
						cdg				a				beg			
Tumblr	9	6	1	1	*	-	2	9	3	5	3	2	1	3	5	4	9
	*%	2%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		bcde	g														
Yubo	7	3	3	-	-	1	-	7	5	2	3	1	-	3	4	3	7
	*%	1%	1%	-%	-%	*%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%

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

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
BeReal	5 *% -%	- -%	2 *% -%	1 *% -%	2 *% -%	- -%	- -%	5 *% -%	3 *% -%	1 *% -%	4 *% -%	- -%	- -%	1 *% -%	4 *% -%	1 *% -%	5 *% -%
Threads	3 *% -%	- -%	- -%	1 *% -%	1 *% -%	- -%	- -%	3 *% -%	3 *% -%	- -%	2 *% -%	1 *% -%	- -%	- -%	3 *% -%	- -%	3 *% -%
Letterboxd	2 *% *% -%	* *% *% -%	* *% *% -%	- -%	2 *% *% -%	- -%	- -%	2 *% *% -%	1 *% *% -%	2 *% *% -%	* *% *% -%	- -%	- -%	2 *% *% -%	* *% *% -%	2 *% *% -%	2 *% *% -%
Goodreads	2 *% *% -%	1 *% *% -%	- -%	- -%	1 *% *% -%	- -%	- -%	2 *% *% -%	2 *% *% -%	- -%	- -%	- -%	1 *% *% -%	1 *% *% -%	- -%	2 *% *% -%	2 *% *% -%
Other social media app or site	37 1% 1% 1% -%	3 1% 1% 1% -%	4 1% 1% 1% -%	- -%	4 1% 1% 1% -%	5 1% 1% 1% -%	21 4% 4% 4% -%	37 1% 1% 1% -%	15 1% 1% 1% -%	22 2% 2% 2% -%	7 1% 1% 1% -%	16 2% 2% 2% -%	3 1% 1% 1% -%	11 2% 2% 2% -%	23 1% 1% 1% -%	14 1% 1% 1% -%	37 1% 1% 1% -%
Don't know	30 1% 1% 1% -%	3 1% 1% 1% -%	2 *% *% *% -%	7 2% 2% 2% -%	8 2% 2% 2% -%	6 1% 1% 1% -%	3 1% 1% 1% -%	30 1% 1% 1% -%	9 1% 1% 1% -%	21 2% 2% 2% -%	5 1% 1% 1% -%	5 1% 1% 1% -%	4 1% 1% 1% -%	14 3% 3% 3% -%	11 1% 1% 1% -%	17 2% 2% 2% -%	30 1% 1% 1% -%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2430 90% 90% 90% 95%	320 99% 99% 99% 95%	496 99% 99% 99% 95%	439 95% 95% 95% 92%	442 92% 92% 92% 92%	368 83% 83% 83% 75%	365 75% 75% 75% 90%	2430 90% 90% 90% 95%	1139 89% 89% 89% 91%	1270 91% 91% 91% 91%	703 91% 91% 91% 91%	746 91% 91% 91% 91%	518 92% 92% 92% 92%	455 85% 85% 85% 85%	1449 91% 91% 91% 91%	973 89% 89% 89% 89%	2430 90% 90% 90% 90%
DO NOT USE SOCIAL MEDIA SITES OR APPS	240 9% 9% 9% 5%	* *% *% *% 5%	5 1% 1% 1% 4%	18 4% 4% 4% 4%	30 6% 6% 6% 6%	68 15% 15% 15% 15%	120 25% 25% 25% 25%	240 9% 9% 9% 9%	133 10% 10% 10% 10%	106 8% 8% 8% 8%	67 9% 9% 9% 9%	67 8% 8% 8% 8%	39 7% 7% 7% 7%	66 12% 12% 12% 12%	133 8% 8% 8% 8%	106 10% 10% 10% 10%	240 9% 9% 9% 9%

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

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Facebook	1111 41%	927 41%	100 44%	57 45%	28 37%	1111 41%	940 40%	171 50% a	148 44%	964 41%	251 47% cd	493 42%	364 38%	1111 41%	196 46%	459 44%	338 40%
Instagram	486 18%	415 18%	35 16%	21 16%	15 19%	486 18%	438 19%	47 14%	41 12%	444 19% a	49 9%	203 17% a	234 24% abd	486 18% a	55 13%	169 16%	179 21% ab
TikTok	336 12%	286 13%	24 11%	15 12%	11 15%	336 12%	311 13% b	25 7%	58 17% b	278 12%	45 9%	148 12% a	141 15% a	336 12% a	68 16% bc	106 10%	95 11%
X/Twitter	175 6%	144 6%	17 7%	9 7%	5 6%	175 6%	159 7%	16 5%	11 3%	164 7% a	15 3%	71 6% a	88 9% abd	175 6% a	25 6%	66 6%	73 9%
Snapchat	121 4%	101 4%	9 4%	5 4%	6 8% abce	121 4%	110 5%	10 3%	23 7%	98 4%	19 4%	62 5%	36 4%	121 4%	32 8%	33 3% bc	22 3%
LinkedIn	54 2%	46 2%	5 2%	1 1%	2 3% c	54 2%	45 2%	10 3%	5 1%	49 2%	7 1%	26 2%	22 2%	54 2%	6 1%	19 2%	25 3%
Reddit	52 2%	42 2%	5 2%	3 3%	1 2%	52 2%	44 2%	8 2%	2 1%	50 2%	6 1%	20 2%	26 3%	52 2%	5 1%	20 2%	21 2%
Pinterest	31 1%	25 1%	3 1%	2 1%	1 2%	31 1%	25 1%	6 2%	5 2%	26 1%	8 1%	12 1%	8 1%	31 1%	4 1%	11 1%	8 1%
Tumblr	9 *% ae	5 *% ae	3 1% ae	1 1% ae	* *% ae	9 *% ae	8 *% ae	1 *% ae	1 *% ae	8 *% ae	2 *% ae	5 *% ae	3 *% ae	9 *% ae	2 1% ae	4 *% ae	1 *% ae
Yubo	7 *% b	7 *% b	- -% b	- -% b	* *% b	7 *% b	5 *% b	2 *% b	1 *% b	5 *% b	4 1% b	- -% b	2 *% b	7 *% b	* *% b	5 *% b	2 *% b

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
BeReal	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	1 *%	4 *%	1 *%	3 *%	1 *%	5 *%	1 *%	2 *%	- -%
Threads	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	1 *%	- -%	2 *%	3 *%	- -%	- -%	3 *%
Letterboxd	2 *%	2 *%	- -%	* *%	* *%	2 *%	2 *%	- -%	2 *%	1 *%	- -%	1 *%	2 *%	2 *%	- -%	* *%	- -%
Goodreads	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%
Other social media app or site	37 1%	32 1%	2 1%	2 1%	1 2%	37 1%	30 1%	7 2%	6 2%	31 1%	11 2%	15 1%	11 1%	37 1%	4 1%	20 2%	10 1%
Don't know	30 1%	25 1%	4 2%	1 1%	1 1%	30 1%	24 1%	6 2%	10 3%	20 1%	15 3%	13 1%	2 *%	30 1%	3 1%	15 1%	1 *%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2430 90%	2041 90%	202 89%	115 91%	71 94% abe	2430 90%	2128 90%	302 88%	303 90%	2127 90%	419 79%	1060 90% a	939 98% abd	2430 90% a	400 94% b	912 88% b	776 91% b
DO NOT USE SOCIAL MEDIA SITES OR APPS	240 9%	205 9% d	21 9% d	10 8%	4 5%	240 9% d	203 9%	37 11%	25 7%	215 9%	96 18% bcd	111 9% c	21 2%	240 9% c	22 5%	112 11% a	76 9% a

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Facebook	1111 41%	231 36%	574 42%	289 47%	1111 41%	364 41%	696 43%	682 42%	395 42%
			a	abd	a				
Instagram	486 18%	133 21%	250 18%	85 14%	486 18%	140 16%	306 19%	244 15%	214 23%
		c	c		c				a
TikTok	336 12%	92 14%	158 11%	79 13%	336 12%	124 14%	184 11%	174 11%	143 15%
									a
X/Twitter	175 6%	47 7%	86 6%	40 6%	175 6%	41 5%	124 8%	105 6%	66 7%
							a		
Snapchat	121 4%	28 4%	58 4%	30 5%	121 4%	56 6%	49 3%	65 4%	47 5%
						b			
LinkedIn	54 2%	15 2%	27 2%	11 2%	54 2%	15 2%	34 2%	39 2%	13 1%
Reddit	52 2%	7 1%	31 2%	12 2%	52 2%	21 2%	28 2%	33 2%	17 2%
Pinterest	31 1%	8 1%	16 1%	6 1%	31 1%	12 1%	13 1%	24 1%	6 1%
Tumblr	9 *%	3 *%	4 *%	3 1%	9 *%	7 1%	2 *%	7 *%	2 *%
						b			
Yubo	7 *%	- -%	7 *%	* *%	7 *%	3 *%	3 *%	5 *%	2 *%

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

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

IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
BeReal	5 *%	1 *%	4 *%	- -%	5 *%	2 *%	2 *%	- -%	3 *%
									a
Threads	3 *%	2 *%	1 *%	- -%	3 *%	1 *%	2 *%	1 *%	1 *%
Letterboxd	2 *%	- -%	* *%	- -%	2 *%	1 *%	- -%	* *%	2 *%
Goodreads	2 *%	1 *%	- -%	1 *%	2 *%	2 *%	- -%	1 *%	1 *%
Other social media app or site	37 1%	9 1%	21 2%	8 1%	37 1%	16 2%	20 1%	30 2% b	5 1%
Don't know	30 1%	6 1%	13 1%	10 2%	30 1%	12 1%	12 1%	16 1%	8 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2430 90%	577 89%	1235 89%	564 92%	2430 90%	805 90%	1465 90%	1409 86%	916 97% a
DO NOT USE SOCIAL MEDIA SITES OR APPS	240 9%	66 10% c	133 10%	41 7%	240 9%	78 9%	151 9%	212 13% b	20 2%

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

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

IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2449	352	497	472	409	351	368	2449	1151	1275	772	755	435	477	1527	912	2449
Effective Weighted Sample	1895	279	389	368	321	273	273	1895	889	988	597	588	351	364	1183	710	1895
Total	2441	322	497	440	445	372	365	2441	1143	1277	703	749	522	459	1452	981	2441
I often share, post or comment on social media sites or apps	689	119	193	141	132	66	38	689	354	329	252	190	128	116	442	244	689
	28%	37%	39%	32%	30%	18%	10%	28%	31%	26%	36%	25%	25%	25%	30%	25%	28%
		efg	defg	ef	ef	f		ef	b		bcdefg				bcf		
I sometimes share, post or comment on social media sites or apps	796	90	165	158	151	119	113	796	394	392	231	246	175	143	477	318	796
	33%	28%	33%	36%	34%	32%	31%	33%	34%	31%	33%	33%	34%	31%	33%	32%	33%
				a													
I usually just 'like' things on social media sites or apps	506	89	92	84	77	87	78	506	212	292	100	166	135	104	266	238	506
	21%	28%	19%	19%	17%	23%	21%	21%	19%	23%	14%	22%	26%	23%	18%	24%	21%
		bcdg							a		a	aeg	a	a	aeg	a	
I tend to only read things on these sites or apps and rarely like or post anything	437	22	45	57	82	97	133	437	175	260	120	145	78	92	265	171	437
	18%	7%	9%	13%	19%	26%	37%	18%	15%	20%	17%	19%	15%	20%	18%	17%	18%
				a	abc	abcdg	abcdeg	abc		a							
Don't know	13	2	2	1	2	3	3	13	8	5	*	1	5	4	2	9	13
	1%	1%	*%	*%	*%	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%
												ae	ae		ae		
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1485	209	357	298	284	186	151	1485	748	721	483	436	304	259	919	563	1485
	61%	65%	72%	68%	64%	50%	41%	61%	65%	56%	69%	58%	58%	56%	63%	57%	61%
		ef	defg	efg	ef	f		ef	b		bcdefg				bdf		

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

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

IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2449	1615	271	279	284	2449	2140	309	296	2153	405	1082	952	2449	383	915	814
Effective Weighted Sample	1895	1453	228	269	248	1895	1661	233	226	1669	313	827	749	1895	297	716	624
Total	2441	2050	203	116	72	2441	2137	304	306	2135	422	1067	941	2441	401	921	776
I often share, post or comment on social media sites or apps	689 28%	584 28%	55 27%	31 27%	19 26%	689 28%	635 30%	54 18%	77 25%	611 29%	70 17%	244 23%	375 40%	689 28%	152 38%	258 28%	212 27%
I sometimes share, post or comment on social media sites or apps	796 33%	658 32%	73 36%	40 34%	25 35%	796 33%	706 33%	90 30%	90 29%	706 33%	126 30%	361 34%	309 33%	796 33%	114 28%	307 33%	252 32%
I usually just 'like' things on social media sites or apps	506 21%	428 21%	39 19%	22 19%	17 23%	506 21%	420 20%	86 28%	83 27%	423 20%	110 26%	237 22%	155 16%	506 21%	80 20%	176 19%	166 21%
I tend to only read things on these sites or apps and rarely like or post anything	437 18%	368 18%	35 17%	22 19%	11 15%	437 18%	366 17%	70 23%	52 17%	384 18%	106 25%	221 21%	101 11%	437 18%	53 13%	176 19%	145 19%
Don't know	13 1%	11 1%	1 1%	* *%	* *%	13 1%	10 *%	3 1%	3 1%	10 *%	9 2%	3 *%	1 *%	13 1%	3 1%	4 *%	1 *%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1485 61%	1242 61%	128 63%	71 61%	44 61%	1485 61%	1341 63%	144 47%	168 55%	1317 62%	196 47%	605 57%	684 73%	1485 61%	265 66%	565 61%	464 60%

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

IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2449	585	1241	569	2449	847	1435	1481	849
Effective Weighted Sample	1895	453	968	433	1895	641	1125	1121	684
Total	2441	579	1241	565	2441	812	1468	1420	917
I often share, post or comment on social media sites or apps	689 28%	212 37%	300 24%	165 29%	689 28%	250 31%	396 27%	303 21%	355 39%
		bcd		b	b				a
I sometimes share, post or comment on social media sites or apps	796 33%	163 28%	440 35%	173 31%	796 33%	246 30%	494 34%	459 32%	304 33%
			a						
I usually just 'like' things on social media sites or apps	506 21%	99 17%	276 22%	118 21%	506 21%	183 23%	286 19%	326 23%	153 17%
			a					b	
I tend to only read things on these sites or apps and rarely like or post anything	437 18%	102 18%	225 18%	102 18%	437 18%	129 16%	287 20%	325 23%	99 11%
								b	
Don't know	13 1%	3 1%	1 *%	8 1%	13 1%	4 *%	5 *%	8 1%	5 1%
				b					
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1485 61%	375 65%	740 60%	338 60%	1485 61%	496 61%	890 61%	762 54%	659 72%
									a

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

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

IN15C. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA APPS OR SITES: I feel more creative when I use these social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2449	352	497	472	409	351	368	2449	1151	1275	772	755	435	477	1527	912	2449
Effective Weighted Sample	1895	279	389	368	321	273	273	1895	889	988	597	588	351	364	1183	710	1895
Total	2441	322	497	440	445	372	365	2441	1143	1277	703	749	522	459	1452	981	2441
Strongly disagree	256 10%	22 7%	33 7%	30 7%	46 10%	37 10%	89 24%	256 10%	110 10%	144 11%	72 10%	88 12%	40 8%	56 12%	160 11%	95 10%	256 10%
							abcdeg	bc				c	c				
Slightly disagree	279 11%	34 11%	47 9%	54 12%	40 9%	55 15%	49 13%	279 11%	123 11%	154 12%	78 11%	97 13%	62 12%	42 9%	175 12%	104 11%	279 11%
						bd											
Neither agree nor disagree	796 33%	78 24%	104 21%	123 28%	152 34%	182 49%	157 43%	796 33%	344 30%	448 35%	185 26%	258 34%	184 35%	167 36%	442 30%	351 36%	796 33%
				b	ab	abcdg	abcdg	ab		a		a	a	ae	ae	a	
Slightly agree	591 24%	109 34%	138 28%	128 29%	105 24%	66 18%	45 12%	591 24%	289 25%	297 23%	150 21%	195 26%	140 27%	104 23%	345 24%	244 25%	591 24%
		defg	ef	ef	f		ef					a					
Strongly agree	484 20%	75 23%	172 35%	101 23%	92 21%	29 8%	15 4%	484 20%	264 23%	213 17%	212 30%	104 14%	87 17%	80 17%	316 22%	166 17%	484 20%
		ef	acdefg	ef	ef		ef		b		bcdefg				bcf	b	
Don't know	34 1%	4 1%	3 1%	4 1%	10 2%	4 1%	10 3%	34 1%	14 1%	21 2%	7 1%	5 1%	8 2%	12 3%	13 1%	20 2%	34 1%
							b							be	be		
SUMMARY CODES																	
TOTAL DISAGREE	536 22%	56 17%	80 16%	84 19%	86 19%	92 25%	138 38%	536 22%	233 20%	298 23%	149 21%	186 25%	102 20%	97 21%	335 23%	199 20%	536 22%
						ab	abcdeg	b									
TOTAL AGREE	1075 44%	184 57%	310 62%	228 52%	197 44%	95 26%	61 17%	1075 44%	552 48%	510 40%	362 51%	300 40%	227 44%	183 40%	661 46%	410 42%	1075 44%
		defg	cdefg	defg	ef	f	ef		b		bcdefg				b		
TOTAL NEITHER/ DON'T KNOW	830 34%	82 25%	107 22%	128 29%	162 36%	185 50%	166 46%	830 34%	358 31%	468 37%	192 27%	263 35%	192 37%	179 39%	455 31%	371 38%	830 34%
				b	abc	abcdg	abcdg	ab		a		a	a	ae	ae	a	

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

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

IN15C. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA APPS OR SITES: I feel more creative when I use these social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2449	1615	271	279	284	2449	2140	309	296	2153	405	1082	952	2449	383	915	814
Effective Weighted Sample	1895	1453	228	269	248	1895	1661	233	226	1669	313	827	749	1895	297	716	624
Total	2441	2050	203	116	72	2441	2137	304	306	2135	422	1067	941	2441	401	921	776
Strongly disagree	256 10%	216 11%	23 11%	12 10%	6 8%	256 10%	223 10%	33 11%	35 11%	221 10%	82 19% bcd	113 11% c	58 6%	256 10% c	42 11%	105 11%	78 10%
Slightly disagree	279 11%	234 11%	22 11%	15 13%	8 11%	279 11%	248 12%	31 10%	47 15% b	232 11%	67 16% cd	128 12% c	82 9%	279 11% c	49 12%	110 12%	91 12%
Neither agree nor disagree	796 33%	656 32%	69 34%	43 37%	28 39% ae	796 33%	657 31%	139 46% a	111 36%	684 32%	167 40% cd	383 36% c	242 26%	796 33% c	111 28%	285 31%	261 34%
Slightly agree	591 24%	498 24%	47 23%	27 23%	19 27%	591 24%	534 25% b	57 19%	58 19%	533 25% a	59 14%	247 23% a	284 30% abd	591 24% a	99 25%	231 25%	171 22%
Strongly agree	484 20%	415 20% d	41 20% d	18 15%	10 13%	484 20% d	445 21% b	38 13%	49 16%	434 20%	35 8%	181 17% a	268 28% abd	484 20% a	93 23%	176 19%	169 22%
Don't know	34 1%	31 2%	2 1%	1 1%	1 1%	34 1%	30 1%	5 2%	5 2%	29 1%	11 3% c	14 1%	6 1%	34 1%	7 2%	13 1%	7 1%
SUMMARY CODES																	
TOTAL DISAGREE	536 22%	450 22%	44 22%	27 23%	14 20%	536 22%	471 22%	65 21%	82 27%	454 21%	150 35% bcd	241 23% c	141 15%	536 22% c	91 23%	216 23%	169 22%
TOTAL AGREE	1075 44%	913 45%	88 43%	45 39%	29 40%	1075 44%	979 46% b	96 31%	107 35%	968 45% a	93 22%	428 40% a	551 59% abd	1075 44% a	192 48%	407 44%	340 44%
TOTAL NEITHER/ DON'T KNOW	830 34%	687 33%	71 35%	44 38%	29 40% a	830 34%	687 32% a	144 47% a	116 38%	714 33%	178 42% cd	397 37% c	249 26%	830 34% c	118 29%	298 32%	268 35%

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

IN15C. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA APPS OR SITES: I feel more creative when I use these social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2449	585	1241	569	2449	847	1435	1481	849
Effective Weighted Sample	1895	453	968	433	1895	641	1125	1121	684
Total	2441	579	1241	565	2441	812	1468	1420	917
Strongly disagree	256 10%	79 14% b	112 9%	57 10%	256 10%	92 11%	149 10%	182 13% b	64 7%
Slightly disagree	279 11%	60 10%	155 13%	60 11%	279 11%	87 11%	173 12%	184 13% b	88 10%
Neither agree nor disagree	796 33%	145 25%	418 34% a	211 37% a	796 33% a	268 33%	466 32%	521 37% b	231 25%
Slightly agree	591 24%	119 20%	324 26% a	138 24%	591 24%	200 25%	363 25%	324 23%	245 27%
Strongly agree	484 20%	173 30% bcd	214 17%	90 16%	484 20%	154 19%	298 20%	187 13%	279 30% a
Don't know	34 1%	4 1%	19 1%	9 2%	34 1%	11 1%	19 1%	22 2%	10 1%
SUMMARY CODES									
TOTAL DISAGREE	536 22%	139 24%	267 22%	117 21%	536 22%	179 22%	322 22%	366 26% b	152 17%
TOTAL AGREE	1075 44%	292 50% bcd	538 43%	228 40%	1075 44%	354 44%	661 45%	511 36%	524 57% a
TOTAL NEITHER/ DON'T KNOW	830 34%	148 26%	437 35% a	220 39% a	830 34% a	279 34%	485 33%	542 38% b	241 26%

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

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2617	354	502	494	437	392	438	2617	1252	1340	818	809	456	522	1627	978	2617
Effective Weighted Sample	2027	281	393	385	343	306	327	2027	968	1040	631	631	369	401	1260	764	2027
Total	2614	324	501	462	472	420	435	2614	1247	1345	746	802	551	505	1548	1056	2614
Follow friends	1640	205	345	306	306	220	257	1640	722	900	501	508	344	282	1009	625	1640
	63%	63%	69%	66%	65%	52%	59%	63%	58%	67%	67%	63%	62%	56%	65%	59%	63%
		e	efg	e	e			e		a	dfg	d		df		d	
Find people that are like me/ that share my interests	1041	167	267	208	191	131	78	1041	532	494	324	314	225	172	638	398	1041
	40%	52%	53%	45%	40%	31%	18%	40%	43%	37%	43%	39%	41%	34%	41%	38%	40%
		defg	cdefg	ef	ef	f		ef	b		df				d		d
Follow companies or brands that I like	1035	143	269	227	205	125	66	1035	488	535	341	336	207	149	677	356	1035
	40%	44%	54%	49%	43%	30%	15%	40%	39%	40%	46%	42%	38%	29%	44%	34%	40%
		ef	adefg	efg	ef	f		ef			cdfg	df	d		cdfg		df
Follow celebrities or influencers	943	179	282	211	152	84	36	943	418	515	285	292	196	169	577	365	943
	36%	55%	56%	46%	32%	20%	8%	36%	34%	38%	38%	36%	36%	33%	37%	35%	36%
		cdefg	cdefg	defg	ef	f		ef		a							
Share news or information (ADDED AT WAVE 2)	737	63	157	147	151	112	106	737	361	362	234	234	128	139	468	267	737
	28%	20%	31%	32%	32%	27%	24%	28%	29%	27%	31%	29%	23%	27%	30%	25%	28%
			af	af	af	a		a			cf	c			cf		
Support causes or organisations by sharing or commenting on posts	611	69	150	132	118	76	66	611	268	333	228	176	107	99	404	206	611
	23%	21%	30%	29%	25%	18%	15%	23%	22%	25%	31%	22%	19%	20%	26%	20%	23%
		f	aefg	aefg	ef			ef			bcdefg				bcdf		f
Discuss/ debate things with people I know/ I have met in person	578	68	132	105	123	83	67	578	327	243	194	175	127	83	368	209	578
	22%	21%	26%	23%	26%	20%	15%	22%	26%	18%	26%	22%	23%	16%	24%	20%	22%
			ef	f	f			f	b		dfg	d	d		df		d

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

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2617	354	502	494	437	392	438	2617	1252	1340	818	809	456	522	1627	978	2617
Effective Weighted Sample	2027	281	393	385	343	306	327	2027	968	1040	631	631	369	401	1260	764	2027
Total	2614	324	501	462	472	420	435	2614	1247	1345	746	802	551	505	1548	1056	2614
Follow journalists or particular news outlets	491	57	123	103	101	58	49	491	286	199	181	152	97	59	332	156	491
	19%	18%	25%	22%	21%	14%	11%	19%	23%	15%	24%	19%	18%	12%	21%	15%	19%
		f	aefg	ef	ef			ef	b		bcdg	df	d		df		df
Discuss/ debate things with people I don't know/ I have not met in person	472	57	115	104	101	58	37	472	274	194	156	141	93	80	297	173	472
	18%	18%	23%	23%	21%	14%	9%	18%	22%	14%	21%	18%	17%	16%	19%	16%	18%
		f	efg	efg	ef	f		f	b		df						
Sign petitions	458	45	81	102	79	64	87	458	191	260	136	133	100	85	270	185	458
	18%	14%	16%	22%	17%	15%	20%	18%	15%	19%	18%	17%	18%	17%	17%	18%	18%
				abeg						a							
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	389	52	89	91	86	35	35	389	188	195	171	101	67	49	273	116	389
	15%	16%	18%	20%	18%	8%	8%	15%	15%	14%	23%	13%	12%	10%	18%	11%	15%
		ef	ef	efg	ef			ef			bcdg				bcdg		df
ANY OF THESE	2293	303	481	423	423	337	325	2293	1092	1182	683	696	493	414	1379	907	2293
	88%	94%	96%	91%	90%	80%	75%	88%	88%	88%	91%	87%	90%	82%	89%	86%	88%
		efg	cdefg	efg	ef			ef			bdfg	d	d		df		d
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - SHARE NEWS OR INFORMATION	2270	303	479	420	419	331	318	2270	1080	1171	675	695	488	406	1370	893	2270
	87%	94%	96%	91%	89%	79%	73%	87%	87%	87%	90%	87%	89%	80%	88%	85%	87%
		defg	cdefg	efg	ef			ef			bdfg	d	d		df		d

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

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2617	354	502	494	437	392	438	2617	1252	1340	818	809	456	522	1627	978	2617
Effective Weighted Sample	2027	281	393	385	343	306	327	2027	968	1040	631	631	369	401	1260	764	2027
Total	2614	324	501	462	472	420	435	2614	1247	1345	746	802	551	505	1548	1056	2614
None of these	272	9	18	29	43	79	93	272	138	132	57	95	44	76	152	120	272
	10%	3%	4%	6%	9%	19%	21%	10%	11%	10%	8%	12%	8%	15%	10%	11%	10%
			a	ab	abcdg	abcdg	abcdg	abc				a		aceg		a	a
Don't know	49	11	2	10	6	3	16	49	16	31	6	11	14	15	17	29	49
	2%	4%	*%	2%	1%	1%	4%	2%	1%	2%	1%	1%	3%	3%	1%	3%	2%
		bde		b			bdeg	b					ae	ae		ae	
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2019	253	434	383	380	289	281	2019	937	1064	616	618	421	358	1234	779	2019
	77%	78%	87%	83%	80%	69%	65%	77%	75%	79%	83%	77%	76%	71%	80%	74%	77%
		ef	adefg	efg	ef			ef		a	bcdfg	d			df		d
ANY SUPPORTING CAUSES/ PETITIONS	817	94	195	168	147	100	112	817	365	442	279	234	157	142	514	299	817
	31%	29%	39%	36%	31%	24%	26%	31%	29%	33%	37%	29%	28%	28%	33%	28%	31%
			adefg	ef	e			ef			bcdfg				f		
ANY DISCUSSING/ DEBATING	800	101	200	152	158	107	81	800	449	341	259	237	174	127	496	301	800
	31%	31%	40%	33%	33%	25%	19%	31%	36%	25%	35%	30%	32%	25%	32%	29%	31%
		f	acefg	ef	ef	f		f	b		df				d		d

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

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2617	1733	292	298	294	2617	2287	330	317	2300	459	1171	975	2617	402	985	871
Effective Weighted Sample	2027	1556	244	287	257	2027	1776	251	244	1784	356	896	767	2027	311	774	666
Total	2614	2194	222	124	74	2614	2286	328	330	2284	479	1160	962	2614	419	998	831
Follow friends	1640	1371	139	79	51	1640	1446	194	180	1460	207	708	722	1640	265	608	559
	63%	62%	63%	64%	68%	63%	63%	59%	55%	64%	43%	61%	75%	63%	63%	61%	67%
										a		a	abd	a			b
Find people that are like me/ that share my interests	1041	871	89	52	28	1041	930	111	91	949	92	395	551	1041	177	366	366
	40%	40%	40%	42%	38%	40%	41%	34%	28%	42%	19%	34%	57%	40%	42%	37%	44%
							b			a		a	abd	ab			b
Follow companies or brands that I like	1035	857	97	51	30	1035	933	102	96	939	52	422	561	1035	154	361	395
	40%	39%	44%	41%	40%	40%	41%	31%	29%	41%	11%	36%	58%	40%	37%	36%	48%
							b			a		a	abd	a			ab
Follow celebrities or influencers	943	801	76	39	27	943	858	85	107	836	67	381	496	943	184	318	316
	36%	37%	34%	32%	37%	36%	38%	26%	32%	37%	14%	33%	52%	36%	44%	32%	38%
							b					a	abd	a	b		b
Share news or information (ADDED AT WAVE 2)	737	611	69	40	17	737	656	81	61	676	59	242	435	737	119	288	257
	28%	28%	31%	32%	23%	28%	29%	25%	18%	30%	12%	21%	45%	28%	28%	29%	31%
				d						a		a	abd	ab			
Support causes or organisations by sharing or commenting on posts	611	507	57	28	19	611	557	55	58	553	33	193	385	611	108	233	207
	23%	23%	26%	23%	26%	23%	24%	17%	18%	24%	7%	17%	40%	23%	26%	23%	25%
							b			a		a	abd	ab			
Discuss/ debate things with people I know/ I have met in person	578	482	59	22	14	578	515	64	52	527	44	195	340	578	89	231	201
	22%	22%	27%	18%	19%	22%	23%	19%	16%	23%	9%	17%	35%	22%	21%	23%	24%
			cd							a		a	abd	ab			

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2617	1733	292	298	294	2617	2287	330	317	2300	459	1171	975	2617	402	985	871
Effective Weighted Sample	2027	1556	244	287	257	2027	1776	251	244	1784	356	896	767	2027	311	774	666
Total	2614	2194	222	124	74	2614	2286	328	330	2284	479	1160	962	2614	419	998	831
Follow journalists or particular news outlets	491	400	51	23	17	491	448	43	35	456	24	153	315	491	80	171	202
	19%	18%	23%	19%	22%	19%	20%	13%	11%	20%	5%	13%	33%	19%	19%	17%	24%
							b			a		a	abd	ab			b
Discuss/ debate things with people I don't know/ I have not met in person	472	384	49	24	14	472	429	43	46	426	21	158	292	472	82	183	167
	18%	18%	22%	20%	19%	18%	19%	13%	14%	19%	4%	14%	30%	18%	19%	18%	20%
							b					a	abd	ab			
Sign petitions	458	378	41	21	17	458	399	59	53	405	36	153	269	458	67	200	141
	18%	17%	19%	17%	23%	18%	17%	18%	16%	18%	7%	13%	28%	18%	16%	20%	17%
					ae							a	abd	ab			
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	389	327	29	19	14	389	344	45	37	352	12	118	259	389	59	131	167
	15%	15%	13%	15%	19%	15%	15%	14%	11%	15%	3%	10%	27%	15%	14%	13%	20%
												a	abd	ab			ab
ANY OF THESE	2293	1919	196	111	68	2293	2020	273	279	2014	348	1007	934	2293	376	872	748
	88%	87%	89%	89%	91%	88%	88%	83%	85%	88%	73%	87%	97%	88%	90%	87%	90%
							b					a	abd	a			
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - SHARE NEWS OR INFORMATION	2270	1903	192	108	67	2270	2006	265	275	1995	343	992	932	2270	374	862	741
	87%	87%	87%	87%	90%	87%	88%	81%	84%	87%	72%	86%	97%	87%	89%	86%	89%
							b					a	abd	a			

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2617	1733	292	298	294	2617	2287	330	317	2300	459	1171	975	2617	402	985	871
Effective Weighted Sample	2027	1556	244	287	257	2027	1776	251	244	1784	356	896	767	2027	311	774	666
Total	2614	2194	222	124	74	2614	2286	328	330	2284	479	1160	962	2614	419	998	831
None of these	272	232	22	12	6	272	229	43	38	233	100	138	25	272	34	109	77
	10%	11%	10%	10%	8%	10%	10%	13%	12%	10%	21%	12%	3%	10%	8%	11%	9%
											bcd	c		c			
Don't know	49	44	3	2	1	49	37	12	12	37	31	15	3	49	9	17	6
	2%	2%	1%	1%	1%	2%	2%	4%	4%	2%	6%	1%	0%	2%	2%	2%	1%
								a	b		bcd	c		c			
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2019	1693	171	93	61	2019	1788	230	230	1789	261	886	870	2019	328	762	677
	77%	77%	77%	75%	82%	77%	78%	70%	70%	78%	54%	76%	90%	77%	78%	76%	81%
					c		b		a		a	abd	a			b	
ANY SUPPORTING CAUSES/ PETITIONS	817	683	70	36	27	817	733	84	82	735	59	278	481	817	136	329	266
	31%	31%	32%	29%	37%	31%	32%	25%	25%	32%	12%	24%	50%	31%	32%	33%	32%
							b		a		a	abd	ab				
ANY DISCUSSING/ DEBATING	800	666	77	35	23	800	723	77	76	724	60	286	454	800	136	309	270
	31%	30%	35%	28%	31%	31%	32%	23%	23%	32%	13%	25%	47%	31%	32%	31%	32%
							b		a		a	abd	ab				

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2617	632	1326	605	2617	894	1545	1619	868
Effective Weighted Sample	2027	489	1034	462	2027	678	1211	1229	699
Total	2614	625	1335	599	2614	858	1582	1559	938
Follow friends	1640	408	852	358	1640	536	1015	946	636
	63%	65%	64%	60%	63%	62%	64%	61%	68%
									a
Find people that are like me/ that share my interests	1041	259	537	230	1041	367	618	560	440
	40%	42%	40%	38%	40%	43%	39%	36%	47%
									a
Follow companies or brands that I like	1035	269	553	199	1035	340	643	509	490
	40%	43%	41%	33%	40%	40%	41%	33%	52%
		c	c		c				a
Follow celebrities or influencers	943	235	462	223	943	301	581	465	448
	36%	38%	35%	37%	36%	35%	37%	30%	48%
									a
Share news or information (ADDED AT WAVE 2)	737	194	377	158	737	240	464	408	307
	28%	31%	28%	26%	28%	28%	29%	26%	33%
									a
Support causes or organisations by sharing or commenting on posts	611	162	302	138	611	209	368	290	306
	23%	26%	23%	23%	23%	24%	23%	19%	33%
									a

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

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	2617	632	1326	605	2617	894	1545	1619	868
Effective Weighted Sample	2027	489	1034	462	2027	678	1211	1229	699
Total	2614	625	1335	599	2614	858	1582	1559	938
Discuss/ debate things with people I know/ I have met in person	578 22%	136 22%	317 24%	115 19%	578 22%	188 22%	365 23%	301 19%	261 28% a
Follow journalists or particular news outlets	491 19%	142 23% bd	234 18%	113 19%	491 19%	150 17%	325 21%	242 16%	236 25% a
Discuss/ debate things with people I don't know/ I have not met in person	472 18%	124 20%	240 18%	103 17%	472 18%	159 19%	293 19%	229 15%	232 25% a
Sign petitions	458 18%	102 16%	236 18%	114 19%	458 18%	182 21% b	259 16%	267 17%	176 19%
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	389 15%	112 18%	192 14%	81 13%	389 15%	127 15%	248 16%	181 12%	198 21% a
ANY OF THESE	2293 88%	551 88%	1188 89%	514 86%	2293 88%	770 90%	1391 88%	1310 84%	889 95% a

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

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

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2617	632	1326	605	2617	894	1545	1619	868
Effective Weighted Sample	2027	489	1034	462	2027	678	1211	1229	699
Total	2614	625	1335	599	2614	858	1582	1559	938
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - SHARE NEWS OR INFORMATION	2270	548	1176	506	2270	764	1377	1292	884
	87%	88%	88%	84%	87%	89%	87%	83%	94%
									a
None of these	272	62	134	67	272	79	171	217	37
	10%	10%	10%	11%	10%	9%	11%	14%	4%
								b	
Don't know	49	12	13	19	49	10	19	33	12
	2%	2%	1%	3%	2%	1%	1%	2%	1%
				b					
SUMMARY									
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	2019	488	1053	446	2019	664	1247	1141	803
	77%	78%	79%	74%	77%	77%	79%	73%	86%
									a
ANY SUPPORTING CAUSES/ PETITIONS	817	211	412	183	817	285	493	419	373
	31%	34%	31%	31%	31%	33%	31%	27%	40%
									a
ANY DISCUSSING/ DEBATING	800	196	431	162	800	268	496	404	370
	31%	31%	32%	27%	31%	31%	31%	26%	39%
			c						a

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

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.

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
YouTube	2205	296	461	419	405	346	278	2205	1130	1054	651	662	481	404	1313	885	2205
	82%	91%	92%	90%	84%	78%	57%	82%	88%	75%	84%	81%	86%	75%	82%	81%	82%
		defg	defg	defg	ef	f		f	b		d	d	df		d	d	d
Facebook	2005	191	401	404	393	297	319	2005	902	1092	590	591	436	382	1181	818	2005
	74%	59%	80%	87%	82%	67%	65%	74%	70%	78%	76%	72%	78%	72%	74%	75%	74%
			aefg	abefg	aefg	a		aef		a			d				
Instagram	1594	295	435	336	273	150	106	1594	745	834	502	468	345	274	969	619	1594
	59%	91%	87%	72%	57%	34%	22%	59%	58%	60%	65%	57%	61%	51%	61%	56%	59%
		cdefg	cdefg	defg	ef	f		ef			bdfg		d		df		d
TikTok	1287	285	387	261	202	117	34	1287	608	664	384	366	299	231	750	530	1287
	48%	88%	77%	56%	42%	26%	7%	48%	47%	48%	49%	45%	53%	43%	47%	48%	48%
		bcdefg	cdefg	defg	ef	f		ef			d		bdeg				
Snapchat	840	258	300	143	95	31	14	840	392	441	255	232	211	137	487	347	840
	31%	80%	60%	31%	20%	7%	3%	31%	31%	32%	33%	28%	38%	26%	31%	32%	31%
		bcdefg	cdefg	def	ef	f		def			d		bdefg		d	d	d
X/Twitter	795	118	208	163	154	93	58	795	477	311	278	255	150	111	532	261	795
	29%	37%	42%	35%	32%	21%	12%	29%	37%	22%	36%	31%	27%	21%	33%	24%	29%
		efg	defg	efg	ef	f		ef	b		cdfg		d		cdfg		df
LinkedIn	571	53	147	120	134	71	46	571	314	252	255	195	75	44	449	119	571
	21%	16%	29%	26%	28%	16%	9%	21%	25%	18%	33%	24%	13%	8%	28%	11%	21%
		f	aefg	aefg	aefg	f		ef	b		bcdefg		d		bcdefg		cdf
Pinterest	548	121	124	103	82	67	50	548	174	364	197	159	103	86	356	189	548
	20%	37%	25%	22%	17%	15%	10%	20%	14%	26%	25%	19%	18%	16%	22%	17%	20%
		bcdefg	defg	ef	f			ef		a	bcdefg				df		d
Reddit	428	89	144	91	67	27	9	428	261	156	118	149	108	49	268	158	428
	16%	28%	29%	20%	14%	6%	2%	16%	20%	11%	15%	18%	19%	9%	17%	14%	16%
		cdefg	cdefg	def	ef	f		ef	b		d		df		d	d	d
Twitch	360	111	129	66	35	13	4	360	249	101	126	89	86	55	216	141	360
	13%	34%	26%	14%	7%	3%	1%	13%	19%	7%	16%	11%	15%	10%	14%	13%	13%
		bcdefg	cdefg	def	ef	f		def	b		bd		bd				

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

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

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Threads	208	35	63	52	28	20	9	208	108	97	90	59	31	27	149	58	208
	8%	11%	13%	11%	6%	5%	2%	8%	8%	7%	12%	7%	6%	5%	9%	5%	8%
		def	defg	defg	f	f		ef			bcdg				cdf		f
Vimeo	119	15	30	35	26	10	4	119	82	33	60	28	21	10	88	31	119
	4%	5%	6%	8%	5%	2%	1%	4%	6%	2%	8%	3%	4%	2%	5%	3%	4%
		f	ef	efg	ef			f	b		bcdg				bdf		d
Dailymotion	108	18	27	28	23	8	4	108	71	36	42	28	24	13	70	38	108
	4%	5%	5%	6%	5%	2%	1%	4%	6%	3%	5%	3%	4%	3%	4%	3%	4%
		ef	ef	ef	ef			f	b		d						
Tumblr	99	19	34	23	16	3	4	99	50	44	37	22	17	23	58	40	99
	4%	6%	7%	5%	3%	1%	1%	4%	4%	3%	5%	3%	3%	4%	4%	4%	4%
		ef	defg	ef	ef			ef			b						
BeReal	79	43	23	4	8	1	1	79	30	46	33	20	17	10	52	27	79
	3%	13%	5%	1%	2%	1%	1%	3%	2%	3%	4%	2%	3%	2%	3%	2%	3%
		bcdg	cdef		f			cef			d						
OnlyFans	79	21	29	16	7	4	3	79	57	22	27	21	18	14	47	31	79
	3%	6%	6%	3%	1%	1%	1%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%
		defg	defg	ef				ef	b								
Goodreads	64	14	11	17	14	5	3	64	20	42	18	27	8	11	45	19	64
	2%	4%	2%	4%	3%	1%	1%	2%	2%	3%	2%	3%	1%	2%	3%	2%	2%
		efg		ef	f			f		a							
YouNow	44	4	17	10	11	2	1	44	29	15	24	7	9	3	31	13	44
	2%	1%	3%	2%	2%	1%	1%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%
			efg	ef	ef			f	b		bdfg				d		
Yubo	42	15	16	9	2	1	-	42	26	15	13	10	8	10	23	18	42
	2%	5%	3%	2%	1%	1%	0%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%
		cdefg	defg	ef				ef									
BitChute	37	3	11	13	7	2	*	37	25	11	20	4	10	3	23	13	37
	1%	1%	2%	3%	1%	1%	1%	1%	2%	1%	3%	1%	2%	1%	1%	1%	1%
			f	efg	f			f	b		bdg		b		b		

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

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

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Letterboxd	32	8	10	7	5	-	2	32	23	9	9	9	6	8	19	14	32
	1%	3%	2%	1%	1%	-%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
		ef	ef	e				e	b								
ANY OF THESE	2603	324	501	462	472	420	424	2603	1241	1340	742	797	549	505	1539	1054	2603
	96%	100%	100%	100%	98%	95%	87%	96%	97%	96%	96%	97%	98%	94%	97%	96%	96%
		defg	defg	efg	ef	f		f				d	d		d		
NONE OF THESE	97	*	*	2	8	22	64	97	40	57	33	21	12	30	54	42	97
	4%	*%	*%	*%	2%	5%	13%	4%	3%	4%	4%	3%	2%	6%	3%	4%	4%
					ab	abcd	abcdeg	abc						bce			

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

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

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
YouTube	2205	1847	190	106	62	2205	1955	250	249	1956	304	982	914	2205	363	834	710
	82%	81%	84%	84%	83%	82%	83%	72%	74%	83%	57%	83%	95%	82%	86%	80%	83%
							b		a			a	abd	a	b		
Facebook	2005	1677	174	96	58	2005	1753	252	258	1747	346	846	806	2005	334	771	644
	74%	74%	77%	76%	77%	74%	74%	73%	76%	74%	65%	71%	84%	74%	79%	74%	75%
												a	abd	a			
Instagram	1594	1351	122	73	48	1594	1433	161	197	1397	193	664	733	1594	285	552	522
	59%	60%	54%	57%	63%	59%	61%	47%	58%	59%	36%	56%	76%	59%	67%	53%	61%
					b		b					a	abd	a	b		b
TikTok	1287	1092	98	58	38	1287	1183	104	183	1103	148	531	606	1287	258	435	400
	48%	48%	43%	46%	51%	48%	50%	30%	54%	47%	28%	45%	63%	48%	61%	42%	47%
							b		b			a	abd	a	bc		
Snapchat	840	700	71	38	31	840	779	61	112	728	86	333	417	840	182	274	244
	31%	31%	31%	30%	41%	31%	33%	18%	33%	31%	16%	28%	43%	31%	43%	26%	29%
					abce		b					a	abd	a	bc		
X/Twitter	795	662	68	40	24	795	727	68	56	739	45	304	447	795	131	273	311
	29%	29%	30%	32%	32%	29%	31%	20%	17%	31%	8%	26%	46%	29%	31%	26%	36%
							b		a			a	abd	ab			b
LinkedIn	571	481	49	27	14	571	517	53	30	541	30	196	345	571	66	172	270
	21%	21%	22%	21%	18%	21%	22%	15%	9%	23%	6%	17%	36%	21%	16%	17%	32%
							b		a			a	abd	ab			ab
Pinterest	548	450	50	31	17	548	471	77	47	501	50	178	318	548	85	180	195
	20%	20%	22%	25%	22%	20%	20%	22%	14%	21%	9%	15%	33%	20%	20%	17%	23%
									a			a	abd	ab			b
Reddit	428	357	37	21	14	428	395	33	23	406	26	126	276	428	72	156	155
	16%	16%	16%	16%	18%	16%	17%	10%	7%	17%	5%	11%	29%	16%	17%	15%	18%
							b		a			a	abd	ab			
Twitch	360	305	27	17	10	360	345	15	23	337	34	123	203	360	80	125	106
	13%	13%	12%	13%	13%	13%	15%	4%	7%	14%	6%	10%	21%	13%	19%	12%	12%
							b		a			a	abd	ab	bc		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Threads	208	170	22	10	5	208	190	17	11	196	12	60	136	208	34	64	87
	8%	7%	10%	8%	7%	8%	8%	5%	3%	8%	2%	5%	14%	8%	8%	6%	10%
										a		a	abd	ab			b
Vimeo	119	103	7	5	5	119	115	5	6	114	7	22	91	119	12	52	44
	4%	5%	3%	4%	6%	4%	5%	1%	2%	5%	1%	2%	9%	4%	3%	5%	5%
							b			a			abd	ab			
Dailymotion	108	96	7	1	4	108	105	3	5	104	5	27	76	108	13	56	32
	4%	4%	3%	1%	5%	4%	4%	1%	1%	4%	1%	2%	8%	4%	3%	5%	4%
							b			a			abd	ab			
Tumblr	99	82	11	3	2	99	92	7	4	94	11	23	64	99	11	36	35
	4%	4%	5%	2%	3%	4%	4%	2%	1%	4%	2%	2%	7%	4%	3%	3%	4%
										a			abd	b			
BeReal	79	70	2	4	3	79	74	5	7	72	9	25	45	79	24	19	16
	3%	3%	1%	3%	4%	3%	3%	2%	2%	3%	2%	2%	5%	3%	6%	2%	2%
				b	b								abd		bc		
OnlyFans	79	71	4	2	2	79	74	5	9	69	11	24	44	79	17	27	25
	3%	3%	2%	2%	3%	3%	3%	1%	3%	3%	2%	2%	5%	3%	4%	3%	3%
													abd				
Goodreads	64	52	6	4	2	64	58	5	3	61	3	15	47	64	12	24	18
	2%	2%	3%	3%	3%	2%	2%	2%	1%	3%	*%	1%	5%	2%	3%	2%	2%
													abd	ab			
YouNow	44	40	2	1	1	44	41	3	6	38	4	16	23	44	9	14	16
	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%
Yubo	42	38	2	2	1	42	40	3	5	37	8	12	22	42	10	17	9
	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%
													b				
BitChute	37	35	1	*	1	37	36	*	4	33	3	8	26	37	6	17	10
	1%	2%	*%	*%	1%	1%	2%	*%	1%	1%	1%	1%	3%	1%	1%	2%	1%
													abd				

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Letterboxd	32 1%	28 1%	2 1%	1 1%	1 1%	32 1%	32 1%	- -%	3 1%	30 1%	* *%	8 1%	23 2%	32 1%	2 *%	11 1%	15 2%
ANY OF THESE	2603 96%	2184 96%	222 98%	123 97%	74 98%	2603 96%	2278 97%	325 94%	327 97%	2276 96%	473 89%	1155 98%	962 100%	2603 96%	419 99%	992 95%	827 97%
NONE OF THESE	97 4%	87 4%	5 2%	4 3%	1 2%	97 4%	76 3%	21 6%	11 3%	86 4%	57 11%	29 2%	- -%	97 4%	6 1%	48 5%	27 3%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
YouTube	2205	533	1128	492	2205	722	1339	1247	855
	82%	82%	82%	80%	82%	81%	82%	76%	91%
Facebook	2005	464	1025	482	2005	664	1223	1126	804
	74%	71%	74%	78%	74%	74%	75%	69%	85%
				a					a
Instagram	1594	403	793	359	1594	518	952	787	730
	59%	62%	57%	59%	59%	58%	58%	48%	77%
									a
TikTok	1287	331	618	307	1287	446	740	587	638
	48%	51%	45%	50%	48%	50%	45%	36%	68%
		b							a
Snapchat	840	256	372	188	840	312	452	371	422
	31%	39%	27%	31%	31%	35%	28%	23%	45%
		bcd			b	b			a
X/Twitter	795	210	393	179	795	245	510	421	350
	29%	32%	28%	29%	29%	27%	31%	26%	37%
									a
LinkedIn	571	160	294	109	571	160	381	283	276
	21%	25%	21%	18%	21%	18%	23%	17%	29%
		c					a		a
Pinterest	548	147	277	106	548	202	304	275	250
	20%	23%	20%	17%	20%	23%	19%	17%	26%
		c				b			a
Reddit	428	112	221	87	428	168	235	229	184
	16%	17%	16%	14%	16%	19%	14%	14%	20%
						b			a

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Twitch	360 13%	123 19% bcd	163 12%	67 11%	360 13%	137 15% b	195 12%	176 11%	163 17% a
Threads	208 8%	72 11% bcd	94 7%	37 6%	208 8%	79 9%	116 7%	102 6%	98 10% a
Vimeo	119 4%	50 8% bcd	54 4%	14 2%	119 4% c	38 4%	74 5%	37 2%	75 8% a
Dailymotion	108 4%	37 6% b	47 3%	21 3%	108 4%	33 4%	66 4%	47 3%	57 6% a
Tumblr	99 4%	36 5% b	41 3%	21 3%	99 4%	43 5%	51 3%	44 3%	48 5% a
BeReal	79 3%	28 4% c	38 3%	9 1%	79 3%	35 4% b	35 2%	44 3%	30 3%
OnlyFans	79 3%	32 5% bcd	31 2%	15 2%	79 3%	33 4% b	35 2%	32 2%	44 5% a
Goodreads	64 2%	11 2%	30 2%	17 3%	64 2%	24 3%	33 2%	30 2%	32 3% a
YouNow	44 2%	19 3% c	21 1%	4 1%	44 2%	19 2%	19 1%	12 1%	28 3% a

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Yubo	42 2%	18 3%	18 1%	4 1%	42 2%	24 3%	12 1%	14 1%	24 3%
		c				b			a
BitChute	37 1%	12 2%	14 1%	9 1%	37 1%	11 1%	21 1%	8 1%	27 3%
									a
Letterboxd	32 1%	10 1%	17 1%	4 1%	32 1%	13 2%	12 1%	19 1%	12 1%
ANY OF THESE	2603 96%	618 95%	1333 96%	597 97%	2603 96%	856 96%	1572 97%	1549 95%	938 99%
									a
NONE OF THESE	97 4%	31 5%	49 4%	17 3%	97 4%	38 4%	55 3%	89 5%	6 1%
								b	

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

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	7	-	2	1	3	1	-	7	4	2	4	2	2	-	5	2	7
	%	-%	%	%	1%	%	-%	%	%	%	%	%	%	-%	%	%	%
USE MORE THAN ONE PROFILE	3	1	2	1	-	-	-	3	3	-	1	-	2	1	1	2	3
	%	%	%	%	-%	-%	-%	%	%	-%	%	-%	%	%	%	%	%
USE BUT DON'T HAVE A PROFILE	27	2	7	11	4	2	*	27	18	9	15	2	7	2	18	9	27
	1%	1%	1%	2%	1%	%	%	1%	1%	1%	2%	%	1%	%	1%	1%	1%
			f	efg							bdg						
DON'T USE THIS APP/ SITE	2663	320	491	451	474	440	488	2663	1256	1386	756	814	551	532	1569	1083	2663
	99%	99%	98%	97%	99%	99%	100%	99%	98%	99%	97%	100%	98%	99%	99%	99%	99%
					c		bcdg	c		a		ace		a			a

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

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	7 *%	7 *%	- -%	- -%	- -%	7 *%	7 *%	- -%	- -%	7 *%	1 *%	2 *%	4 *%	7 *%	2 1%	2 *%	3 *%
USE MORE THAN ONE PROFILE	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	2 *%	- -%	2 *%	3 *%	- -%	2 *%	1 *%
USE BUT DON'T HAVE A PROFILE	27 1%	25 1%	1 *%	* *%	1 1%	27 1%	26 1%	* *%	4 1%	23 1%	* *%	6 1%	20 2% abd	27 1%	4 1%	13 1%	6 1%
DON'T USE THIS APP/ SITE	2663 99%	2236 98%	226 100%	127 100%	75 99%	2663 99%	2318 98%	345 100%	334 99%	2329 99%	527 99% c	1176 99% c	936 97%	2663 99% c	419 99%	1022 98%	843 99%

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	7 *%	4 1%	2 *%	1 *%	7 *%	2 *%	4 *%	1 *%	6 1% a
USE MORE THAN ONE PROFILE	3 *%	- -%	1 *%	2 *%	3 *%	2 *%	2 *%	- -%	2 *%
USE BUT DON'T HAVE A PROFILE	27 1%	9 1%	11 1%	6 1%	27 1%	8 1%	15 1%	8 *%	18 2% a
DON'T USE THIS APP/ SITE	2663 99%	637 98%	1368 99%	605 99%	2663 99%	884 99%	1607 99%	1630 99%	917 97% b

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

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	15 1%	5 1%	3 1%	2 *%	4 1%	2 *%	* *%	15 1%	10 1%	4 *%	6 1%	4 1%	3 1%	2 *%	10 1%	5 *%	15 1%
		f															
USE MORE THAN ONE PROFILE	* *%	- -%	- -%	- -%	- -%	- -%	* *%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%
USE BUT DON'T HAVE A PROFILE	92 3%	12 4%	24 5%	26 6%	19 4%	7 2%	3 1%	92 3%	60 5%	31 2%	36 5%	24 3%	21 4%	10 2%	60 4%	32 3%	92 3%
		f	ef	efg	f			f	b		d						
DON'T USE THIS APP/ SITE	2592 96%	306 95%	475 95%	436 94%	457 95%	434 98%	484 99%	2592 96%	1210 94%	1361 97%	734 95%	789 97%	537 96%	521 97%	1523 96%	1058 97%	2592 96%
						abcd	abcdg			a				a			

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

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	15 1%	12 1%	1 1%	- -%	1 2%	15 1%	14 1%	1 *%	- -%	15 1%	* *%	4 *%	10 1%	15 1%	2 1%	6 1%	6 1%
					ace												
USE MORE THAN ONE PROFILE	* *%	- -%	- -%	- -%	* *%	* *%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%
					ae												
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	92 3%	83 4%	6 2%	1 1%	2 3%	92 3%	90 4%	3 1%	5 1%	88 4%	4 1%	23 2%	66 7%	92 3%	10 2%	49 5%	26 3%
			c			c	b						abd	ab			
DON'T USE THIS APP/ SITE	2592 96%	2175 96%	220 97%	125 99%	72 95%	2592 96%	2250 96%	342 99%	333 99%	2258 96%	525 99%	1158 98%	886 92%	2592 96%	412 97%	984 95%	821 96%
				ade				a	b		cd	cd		c			

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	15 1%	7 1%	5 *%	4 1%	15 1%	2 *%	12 1%	3 *%	12 1%
									a
USE MORE THAN ONE PROFILE	* *%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* *%
DON'T KNOW HOW MANY PROFILES	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	92 3%	31 5%	42 3%	16 3%	92 3%	29 3%	54 3%	44 3%	44 5%
									a
DON'T USE THIS APP/ SITE	2592 96%	612 94%	1335 97%	593 97%	2592 96%	862 96%	1562 96%	1591 97%	887 94%
			a					b	

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

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	1608	131	292	315	338	263	269	1608	693	910	455	497	349	305	952	654	1608
	60%	40%	58%	68%	70%	59%	55%	60%	54%	65%	59%	61%	62%	57%	60%	60%	60%
			a	abefg	abefg	a	a	a		a							
USE MORE THAN ONE PROFILE	154	16	52	40	28	11	7	154	75	76	63	38	26	27	101	53	154
	6%	5%	10%	9%	6%	3%	1%	6%	6%	5%	8%	5%	5%	5%	6%	5%	6%
		f	adefg	efg	ef			ef			bcfg						
DON'T KNOW HOW MANY PROFILES	11	-	1	-	2	2	6	11	7	4	1	2	6	1	4	8	11
	*%	-%	*%	-%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%	1%	*%
							cg						ae				
USE BUT DON'T HAVE A PROFILE	232	44	55	49	24	21	38	232	127	102	71	53	55	49	124	104	232
	9%	14%	11%	11%	5%	5%	8%	9%	10%	7%	9%	7%	10%	9%	8%	9%	9%
		defg	de	de				de	b						b		
DON'T USE THIS APP/ SITE	695	133	101	60	87	145	169	695	380	305	185	227	125	152	412	278	695
	26%	41%	20%	13%	18%	33%	35%	26%	30%	22%	24%	28%	22%	28%	26%	25%	26%
		bcdeg	c		bcdg	bcdg	bcdg	bcd	b				c				

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

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	1608	1335	142	83	47	1608	1398	210	214	1394	257	696	649	1608	272	614	533
	60%	59%	63%	66%	63%	60%	59%	61%	63%	59%	49%	59%	67%	60%	64%	59%	62%
				ae								a	abd	a			
USE MORE THAN ONE PROFILE	154	131	14	5	4	154	144	11	12	142	16	48	90	154	27	52	55
	6%	6%	6%	4%	5%	6%	6%	3%	4%	6%	3%	4%	9%	6%	6%	5%	6%
													abd	a			
DON'T KNOW HOW MANY PROFILES	11	10	-	-	1	11	10	1	5	6	6	5	-	11	3	3	1
	*%	*%	-%	-%	1%	*%	*%	*%	1%	*%	1%	*%	-%	*%	1%	*%	*%
									b		cd						
USE BUT DON'T HAVE A PROFILE	232	200	18	8	6	232	202	30	27	204	66	97	67	232	32	103	55
	9%	9%	8%	6%	9%	9%	9%	9%	8%	9%	12%	8%	7%	9%	8%	10%	6%
											bcd					c	
DON'T USE THIS APP/ SITE	695	594	53	30	17	695	601	93	80	615	184	338	157	695	91	268	209
	26%	26%	23%	24%	23%	26%	26%	27%	24%	26%	35%	29%	16%	26%	21%	26%	25%
											bcd	c		c			

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	1608	352	831	405	1608	533	993	938	628
	60%	54%	60%	66%	60%	60%	61%	57%	67%
			a	abd	a				a
USE MORE THAN ONE PROFILE	154	45	74	32	154	48	90	58	85
	6%	7%	5%	5%	6%	5%	6%	4%	9%
									a
DON'T KNOW HOW MANY PROFILES	11	-	7	4	11	5	3	6	3
	*%	-%	1%	1%	*%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	232	67	113	41	232	78	138	124	87
	9%	10%	8%	7%	9%	9%	8%	8%	9%
		c							
DON'T USE THIS APP/ SITE	695	186	357	132	695	230	405	512	140
	26%	29%	26%	22%	26%	26%	25%	31%	15%
		c						b	

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

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	1068	150	305	237	211	103	62	1068	526	533	345	309	240	171	654	411	1068
	40%	46%	61%	51%	44%	23%	13%	40%	41%	38%	45%	38%	43%	32%	41%	38%	40%
		efg	acdefg	efg	ef	f		ef			bdfg		d		d		d
USE MORE THAN ONE PROFILE	242	102	67	42	16	13	3	242	89	148	76	82	44	39	158	83	242
	9%	32%	13%	9%	3%	3%	1%	9%	7%	11%	10%	10%	8%	7%	10%	8%	9%
		bcdefg	defg	def	f	f		def		a							
DON'T KNOW HOW MANY PROFILES	6	1	-	2	2	-	1	6	3	3	2	2	2	1	3	3	6
	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	277	42	63	55	44	35	39	277	127	150	79	75	58	64	154	122	277
	10%	13%	12%	12%	9%	8%	8%	10%	10%	11%	10%	9%	10%	12%	10%	11%	10%
		ef	ef														
DON'T USE THIS APP/ SITE	1106	29	67	128	208	292	383	1106	536	563	273	350	217	260	623	477	1106
	41%	9%	13%	28%	43%	66%	78%	41%	42%	40%	35%	43%	39%	49%	39%	44%	41%
				ab	abc	abcdg	abcdeg	abc				a		aceg		ae	a

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

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	1068 40%	904 40%	83 36%	50 39%	32 42%	1068 40%	964 41%	104 30%	123 37%	945 40%	96 18%	446 38%	524 54%	1068 40%	177 42%	360 35%	390 46%
							b					a	abd	a	b		b
USE MORE THAN ONE PROFILE	242 9%	207 9%	21 9%	9 7%	6 7%	242 9%	218 9%	24 7%	28 8%	214 9%	21 4%	94 8%	128 13%	242 9%	47 11%	88 8%	68 8%
												a	abd	a			
DON'T KNOW HOW MANY PROFILES	6 *%	5 *%	- -%	1 1%	- -%	6 *%	5 *%	1 *%	1 *%	5 *%	1 *%	3 *%	2 *%	6 *%	3 1%	- -%	- -%
				ae											bc		
USE BUT DON'T HAVE A PROFILE	277 10%	236 10%	19 8%	12 9%	10 14%	277 10%	245 10%	33 9%	44 13%	233 10%	75 14%	122 10%	79 8%	277 10%	58 14%	105 10%	64 7%
											bcd				c		
DON'T USE THIS APP/ SITE	1106 41%	920 40%	104 46%	54 43%	28 37%	1106 41%	922 39%	184 53%	141 42%	965 41%	337 64%	520 44%	229 24%	1106 41%	140 33%	487 47%	331 39%
			d					a			bcd	c		c		ac	

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	1068	263	542	249	1068	315	688	521	510
	40%	41%	39%	41%	40%	35%	42%	32%	54%
							a		a
USE MORE THAN ONE PROFILE	242	63	125	44	242	98	119	137	97
	9%	10%	9%	7%	9%	11%	7%	8%	10%
						b			
DON'T KNOW HOW MANY PROFILES	6	*	1	3	6	3	*	1	3
	*%	*%	*%	1%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	277	76	124	63	277	102	145	128	119
	10%	12%	9%	10%	10%	11%	9%	8%	13%
									a
DON'T USE THIS APP/ SITE	1106	246	589	254	1106	376	676	851	214
	41%	38%	43%	41%	41%	42%	42%	52%	23%
								b	

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

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	449	38	111	102	106	59	34	449	248	197	205	161	50	33	366	83	449
	17%	12%	22%	22%	22%	13%	7%	17%	19%	14%	26%	20%	9%	6%	23%	8%	17%
		f	aefg	aefg	aefg	f		af	b		bcdgf	cdf			cdgf		cdf
USE MORE THAN ONE PROFILE	16	3	4	4	2	-	2	16	5	10	6	6	-	3	13	3	16
	1%	1%	1%	1%	*%	-%	*%	1%	*%	1%	1%	1%	-%	1%	1%	*%	1%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	-	1	-	1	-	-	1	-	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	105	11	32	14	26	12	10	105	61	44	43	27	25	8	70	33	105
	4%	3%	6%	3%	5%	3%	2%	4%	5%	3%	6%	3%	4%	2%	4%	3%	4%
			cefg		f						df		d		d		d
DON'T USE THIS APP/ SITE	2129	271	355	344	346	371	442	2129	967	1145	521	623	487	490	1143	977	2129
	79%	84%	71%	74%	72%	84%	91%	79%	75%	82%	67%	76%	87%	92%	72%	89%	79%
		bcd				bcdg	abcdg	bcd		a		ae	abeg	abceg	a	abeg	ae

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

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	449	380	36	22	10	449	407	42	22	427	15	147	287	449	45	132	224
	17%	17%	16%	17%	14%	17%	17%	12%	6%	18%	3%	12%	30%	17%	11%	13%	26%
							b			a		a	abd	ab			ab
USE MORE THAN ONE PROFILE	16	15	1	1	-	16	16	-	-	16	1	3	12	16	2	4	10
	1%	1%	*%	1%	-%	1%	1%	-%	-%	1%	*%	*%	1%	1%	*%	*%	1%
													b				
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%
							a										
USE BUT DON'T HAVE A PROFILE	105	85	12	4	3	105	94	10	8	97	14	46	45	105	19	37	35
	4%	4%	5%	3%	4%	4%	4%	3%	2%	4%	3%	4%	5%	4%	5%	4%	4%
DON'T USE THIS APP/ SITE	2129	1790	177	100	62	2129	1837	292	308	1821	500	988	617	2129	358	867	584
	79%	79%	78%	79%	82%	79%	78%	85%	91%	77%	94%	83%	64%	79%	84%	83%	68%
							a		b		bcd	cd		c	c	c	

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	449	120	240	86	449	120	311	221	221
	17%	19%	17%	14%	17%	13%	19%	14%	23%
							a		a
USE MORE THAN ONE PROFILE	16	8	6	2	16	7	9	8	8
	1%	1%	*%	*%	1%	1%	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	1	-	-	-	1	-	-	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	105	32	48	21	105	32	61	53	47
	4%	5%	3%	3%	4%	4%	4%	3%	5%
DON'T USE THIS APP/ SITE	2129	489	1087	504	2129	735	1247	1355	668
	79%	75%	79%	82%	79%	82%	77%	83%	71%
				a		b		b	

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

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	28	9	8	10	2	-	-	28	22	7	9	6	10	3	15	13	28
	1%	3%	2%	2%	*%	-%	-%	1%	2%	*%	1%	1%	2%	1%	1%	1%	1%
		defg	ef	def				f	b								
USE MORE THAN ONE PROFILE	3	-	3	-	-	-	-	3	1	2	-	1	2	-	1	2	3
	*%	-%	1%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	1	-	-	-	-	1	-	1	1
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	47	11	18	6	5	4	3	47	33	14	18	14	6	10	31	16	47
	2%	3%	4%	1%	1%	1%	1%	2%	3%	1%	2%	2%	1%	2%	2%	1%	2%
		cdefg	cdefg					b									
DON'T USE THIS APP/ SITE	2621	303	473	448	473	438	485	2621	1225	1375	748	797	544	521	1545	1065	2621
	97%	94%	94%	97%	99%	99%	99%	97%	96%	98%	97%	97%	97%	97%	97%	97%	97%
					ab	abcg	abcg	ab		a							

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

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	28 1%	25 1%	2 1%	1 1%	1 1%	28 1%	25 1%	3 1%	3 1%	25 1%	3 1%	7 1%	18 2%	28 1%	8 2%	7 1%	11 1%
USE MORE THAN ONE PROFILE	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	2 1%	1 *%	- -%	3 *%	- -%	3 *%	- -%	1 *%	- -%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	47 2%	42 2%	2 1%	1 1%	1 2%	47 2%	45 2%	2 *%	5 1%	42 2%	7 1%	14 1%	26 3%	47 2%	9 2%	19 2%	14 2%
DON'T USE THIS APP/ SITE	2621 97%	2200 97%	222 98%	125 98%	73 97%	2621 97%	2280 97%	341 99%	329 97%	2292 97%	519 98%	1160 98%	919 95%	2621 97%	407 96%	1012 97%	829 97%

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	28 1%	14 2% b	10 1%	5 1%	28 1%	11 1%	14 1%	13 1%	15 2%
USE MORE THAN ONE PROFILE	3 *%	- -%	- -%	3 *% b	3 *%	1 *%	2 *%	2 *%	1 *%
DON'T KNOW HOW MANY PROFILES	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	47 2%	18 3%	21 2%	7 1%	47 2%	21 2%	19 1%	16 1%	27 3% a
DON'T USE THIS APP/ SITE	2621 97%	617 95%	1351 98% a	598 98% a	2621 97% a	861 96%	1592 98% a	1606 98% b	901 95%

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

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	304	71	68	62	48	38	17	304	90	208	99	94	63	48	193	110	304
	11%	22%	14%	13%	10%	9%	4%	11%	7%	15%	13%	11%	11%	9%	12%	10%	11%
		bcdefg	ef	ef	f	f		f		a							
USE MORE THAN ONE PROFILE	23	5	5	5	4	4	*	23	6	17	11	7	2	2	18	4	23
	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%
		f									f						
DON'T KNOW HOW MANY PROFILES	7	2	1	-	-	3	1	7	1	6	2	5	-	-	7	-	7
	*%	1%	*%	-%	-%	1%	*%	*%	*%	*%	*%	1%	-%	-%	*%	-%	*%
												f					
USE BUT DON'T HAVE A PROFILE	214	43	50	36	31	21	32	214	77	133	84	53	38	36	137	74	214
	8%	13%	10%	8%	6%	5%	7%	8%	6%	10%	11%	6%	7%	7%	9%	7%	8%
		cdefg	e							a	bcdfg						
DON'T USE THIS APP/ SITE	2152	202	378	361	398	376	438	2152	1107	1033	578	659	459	449	1237	907	2152
	80%	63%	75%	78%	83%	85%	90%	80%	86%	74%	75%	81%	82%	84%	78%	83%	80%
			a	a	ab	abcg	abcdg	ab	b			a	a	aeg	ae	a	

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

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	304	246	33	16	9	304	260	44	24	280	19	99	186	304	44	96	117
	11%	11%	15%	13%	11%	11%	11%	13%	7%	12%	4%	8%	19%	11%	10%	9%	14%
										a		a	abd	ab			b
USE MORE THAN ONE PROFILE	23	19	1	1	1	23	20	3	2	21	2	7	14	23	3	8	10
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	7	6	-	1	-	7	5	2	-	7	1	3	3	7	1	2	2
	*%	*%	-%	1%	-%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	214	177	16	13	8	214	185	28	21	193	28	69	115	214	36	74	66
	8%	8%	7%	10%	10%	8%	8%	8%	6%	8%	5%	6%	12%	8%	8%	7%	8%
													abd	b			
DON'T USE THIS APP/ SITE	2152	1821	177	96	59	2152	1884	268	291	1861	480	1007	644	2152	340	860	658
	80%	80%	78%	75%	78%	80%	80%	78%	86%	79%	91%	85%	67%	80%	80%	83%	77%
									b		bcd	cd		c		c	

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	304	83	153	60	304	111	176	149	146
	11%	13%	11%	10%	11%	12%	11%	9%	15%
									a
USE MORE THAN ONE PROFILE	23	6	14	3	23	14	8	13	9
	1%	1%	1%	*%	1%	2%	1%	1%	1%
						b			
DON'T KNOW HOW MANY PROFILES	7	-	3	4	7	4	3	6	-
	*%	-%	*%	1%	*%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	214	58	108	39	214	73	117	106	94
	8%	9%	8%	6%	8%	8%	7%	6%	10%
									a
DON'T USE THIS APP/ SITE	2152	502	1104	508	2152	693	1324	1363	694
	80%	77%	80%	83%	80%	77%	81%	83%	74%
				a			a	b	

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

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	230	46	86	45	40	12	2	230	145	76	52	89	59	29	141	88	230
	9%	14%	17%	10%	8%	3%	*%	9%	11%	5%	7%	11%	11%	5%	9%	8%	9%
		defg	cdefg	ef	ef	f		ef	b			ad	ad		d		d
USE MORE THAN ONE PROFILE	26	7	15	2	2	-	1	26	16	11	8	10	6	3	18	8	26
	1%	2%	3%	1%	*%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		def	cdefg														
DON'T KNOW HOW MANY PROFILES	3	2	-	-	-	-	2	3	2	1	1	2	-	-	3	-	3
	*%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	169	35	44	44	26	15	5	169	98	68	57	48	43	18	105	61	169
	6%	11%	9%	9%	5%	3%	1%	6%	8%	5%	7%	6%	8%	3%	7%	6%	6%
		defg	ef	defg	f	f		ef	b		d	d	d	d	d	d	d
DON'T USE THIS APP/ SITE	2272	234	358	372	413	415	479	2272	1020	1241	657	668	453	485	1325	938	2272
	84%	72%	71%	80%	86%	94%	98%	84%	80%	89%	85%	82%	81%	91%	83%	86%	84%
				ab	abc	abcdg	abcddeg	ab		a			abcefg		bc		

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

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	230	189	21	13	7	230	208	22	9	221	6	58	165	230	37	95	77
	9%	8%	9%	10%	10%	9%	9%	6%	3%	9%	1%	5%	17%	9%	9%	9%	9%
										a		a	abd	ab			
USE MORE THAN ONE PROFILE	26	22	3	1	1	26	26	-	-	26	3	5	19	26	6	5	6
	1%	1%	1%	1%	1%	1%	1%	-%	-%	1%	1%	*%	2%	1%	1%	*%	1%
													bd				
DON'T KNOW HOW MANY PROFILES	3	3	-	1	-	3	2	1	-	3	-	3	1	3	-	1	2
	*%	*%	-%	1%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	169	144	13	6	5	169	159	10	14	156	17	61	92	169	29	55	70
	6%	6%	6%	5%	7%	6%	7%	3%	4%	7%	3%	5%	10%	6%	7%	5%	8%
							b						abd	a			b
DON'T USE THIS APP/ SITE	2272	1914	190	106	62	2272	1959	312	315	1956	504	1058	686	2272	353	883	699
	84%	84%	84%	84%	82%	84%	83%	90%	93%	83%	95%	89%	71%	84%	83%	85%	82%
								a	b		bcd	cd		c			

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	230	58	123	48	230	90	128	126	100
	9%	9%	9%	8%	9%	10%	8%	8%	11%
									a
USE MORE THAN ONE PROFILE	26	7	11	8	26	15	11	15	10
	1%	1%	1%	1%	1%	2%	1%	1%	1%
						b			
DON'T KNOW HOW MANY PROFILES	3	2	-	2	3	2	2	3	-
	*%	*%	-%	*%	*%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	169	46	87	30	169	62	95	85	74
	6%	7%	6%	5%	6%	7%	6%	5%	8%
									a
DON'T USE THIS APP/ SITE	2272	537	1161	527	2272	726	1393	1409	760
	84%	83%	84%	86%	84%	81%	86%	86%	80%
							a	b	

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

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	603	181	227	94	72	23	5	603	279	317	181	172	153	94	352	247	603
	22%	56%	45%	20%	15%	5%	1%	22%	22%	23%	23%	21%	27%	18%	22%	23%	22%
		bcdefg	cdefg	ef	ef	f		def			d		bdeg		d	d	d
USE MORE THAN ONE PROFILE	58	32	18	6	1	-	1	58	25	33	16	11	18	14	26	32	58
	2%	10%	4%	1%	*%	-%	*%	2%	2%	2%	2%	1%	3%	3%	2%	3%	2%
		bcdefg	cdef	e				def					b			b	
DON'T KNOW HOW MANY PROFILES	4	2	-	2	-	-	-	4	1	3	-	2	2	1	2	2	4
	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	175	42	55	42	21	7	8	175	87	88	59	48	38	28	106	66	175
	6%	13%	11%	9%	4%	2%	2%	6%	7%	6%	8%	6%	7%	5%	7%	6%	6%
		defg	defg	def	ef			ef									
DON'T USE THIS APP/ SITE	1860	66	202	320	386	412	474	1860	890	956	520	586	350	398	1106	749	1860
	69%	20%	40%	69%	80%	93%	97%	69%	69%	68%	67%	72%	62%	74%	69%	68%	69%
			a	ab	abcg	abcdg	abcdeg	ab				c		acefg	c	c	c

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

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	603	498	53	29	22	603	553	50	73	530	47	238	314	603	122	202	180
	22%	22%	23%	23%	30%	22%	23%	14%	22%	22%	9%	20%	33%	22%	29%	19%	21%
					ae		b					a	abd	a	bc		
USE MORE THAN ONE PROFILE	58	51	2	4	1	58	54	5	7	51	11	28	19	58	20	9	13
	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	5%	1%	2%
															bc		
DON'T KNOW HOW MANY PROFILES	4	3	1	-	*	4	2	2	2	3	1	4	-	4	1	3	-
	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	-%
							a										
USE BUT DON'T HAVE A PROFILE	175	147	16	5	7	175	170	4	30	145	28	63	84	175	39	61	51
	6%	6%	7%	4%	9%	6%	7%	1%	9%	6%	5%	5%	9%	6%	9%	6%	6%
					c		b						abd				
DON'T USE THIS APP/ SITE	1860	1571	155	89	45	1860	1576	284	227	1633	444	851	545	1860	243	765	609
	69%	69%	69%	70%	59%	69%	67%	82%	67%	69%	84%	72%	57%	69%	57%	74%	71%
		d	d	d		d		a			bcd	c		c	a	a	

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	603	180	288	127	603	222	333	277	295
	22%	28%	21%	21%	22%	25%	20%	17%	31%
		bcd				b			a
USE MORE THAN ONE PROFILE	58	17	20	17	58	28	24	26	29
	2%	3%	1%	3%	2%	3%	2%	2%	3%
						b			a
DON'T KNOW HOW MANY PROFILES	4	2	2	-	4	3	-	1	3
	*%	*%	*%	-%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	175	57	62	44	175	60	95	68	95
	6%	9%	4%	7%	6%	7%	6%	4%	10%
		b		b	b				a
DON'T USE THIS APP/ SITE	1860	393	1010	425	1860	582	1176	1267	522
	69%	61%	73%	69%	69%	65%	72%	77%	55%
			ad	a	a		a	b	

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

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	789	158	270	169	125	57	10	789	365	413	226	234	187	138	461	325	789
	29%	49%	54%	36%	26%	13%	2%	29%	28%	30%	29%	29%	33%	26%	29%	30%	29%
		cdefg	cdefg	defg	ef	f		ef				d					
USE MORE THAN ONE PROFILE	130	69	35	19	5	2	1	130	52	75	40	40	28	21	80	48	130
	5%	21%	7%	4%	1%	*%	*%	5%	4%	5%	5%	5%	5%	4%	5%	4%	5%
		bcdefg	def	def				def									
DON'T KNOW HOW MANY PROFILES	7	4	-	-	1	2	-	7	3	3	1	1	-	4	2	4	7
	*%	1%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
		bcfg											e				
USE BUT DON'T HAVE A PROFILE	361	54	83	73	70	57	24	361	188	173	116	91	85	68	207	152	361
	13%	17%	17%	16%	15%	13%	5%	13%	15%	12%	15%	11%	15%	13%	13%	14%	13%
		f	f	f	f	f		f			b						
DON'T USE THIS APP/ SITE	1413	39	114	203	278	325	454	1413	674	733	392	452	262	303	843	566	1413
	52%	12%	23%	44%	58%	74%	93%	52%	53%	52%	51%	55%	47%	57%	53%	52%	52%
			a	ab	abc	abcdg	abcdeg	abc				c		ac	c		c

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

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	789	664	64	37	23	789	721	68	109	680	60	324	403	789	142	283	250
	29%	29%	28%	29%	31%	29%	31%	20%	32%	29%	11%	27%	42%	29%	33%	27%	29%
							b					a	abd	a	b		
USE MORE THAN ONE PROFILE	130	112	8	6	3	130	124	6	18	112	13	53	64	130	31	34	40
	5%	5%	3%	5%	5%	5%	5%	2%	5%	5%	3%	4%	7%	5%	7%	3%	5%
							b						ab	a	b		
DON'T KNOW HOW MANY PROFILES	7	6	1	-	-	7	3	4	3	4	3	4	-	7	3	-	1
	*%	*%	*%	-%	-%	*%	*%	1%	1%	*%	*%	*%	-%	*%	1%	-%	*%
							a								b		
USE BUT DON'T HAVE A PROFILE	361	309	26	15	12	361	334	27	54	307	72	150	139	361	82	118	110
	13%	14%	11%	12%	15%	13%	14%	8%	16%	13%	14%	13%	14%	13%	19%	11%	13%
							b								bc		
DON'T USE THIS APP/ SITE	1413	1180	128	69	37	1413	1172	242	155	1259	382	654	356	1413	167	605	454
	52%	52%	57%	54%	49%	52%	50%	70%	46%	53%	72%	55%	37%	52%	39%	58%	53%
							a			a	bcd	c		c		a	a

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	789 29%	197 30%	387 28%	191 31%	789 29%	253 28%	490 30%	352 22%	405 43%
USE MORE THAN ONE PROFILE	130 5%	42 6%	60 4%	25 4%	130 5%	61 7% b	59 4%	61 4%	61 6% a
DON'T KNOW HOW MANY PROFILES	7 *%	1 *%	1 *%	2 *%	7 *%	1 *%	1 *%	5 *%	1 *%
USE BUT DON'T HAVE A PROFILE	361 13%	92 14%	170 12%	89 15%	361 13%	132 15%	191 12%	168 10%	172 18% a
DON'T USE THIS APP/ SITE	1413 52%	318 49%	764 55% a	307 50%	1413 52%	448 50%	888 55%	1051 64% b	306 32%

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

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	46	8	15	9	11	1	2	46	24	20	13	13	10	10	26	20	46
	2%	3%	3%	2%	2%	*%	*%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%
		ef	ef	ef	ef			ef									
USE MORE THAN ONE PROFILE	6	2	3	*	-	-	-	6	1	3	1	3	1	1	4	2	6
	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	2	-	1	-	-	-	2	1	2	1	-	-	1	1	1	2
	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	45	6	15	13	5	3	2	45	24	19	21	6	6	11	27	17	45
	2%	2%	3%	3%	1%	1%	*%	2%	2%	1%	3%	1%	1%	2%	2%	2%	2%
			ef	ef							b						
DON'T USE THIS APP/ SITE	2601	305	468	441	464	439	484	2601	1231	1353	739	796	544	512	1535	1056	2601
	96%	94%	93%	95%	97%	99%	99%	96%	96%	97%	95%	97%	97%	96%	96%	96%	96%
				b	abcdg	abcdg	b					a					

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

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	46 2%	38 2%	5 2%	2 1%	1 1%	46 2%	42 2%	3 1%	1 *	44 2%	3 *	9 1%	34 4% abd	46 2% b	4 1%	16 2%	20 2%
USE MORE THAN ONE PROFILE	6 *%	3 *%	2 1%	1 1% a	- -%	6 *%	5 *%	1 *%	* *%	5 *%	1 *%	3 *%	3 *%	6 *%	1 *%	4 *%	1 *%
DON'T KNOW HOW MANY PROFILES	2 *%	1 *%	1 *%	- -%	- -%	2 *%	2 *%	- -%	1 *%	2 *%	- -%	1 *%	1 *%	2 *%	- -%	2 *%	- -%
USE BUT DON'T HAVE A PROFILE	45 2%	40 2%	3 1%	* *%	2 2% c	45 2%	42 2%	3 1%	2 1%	42 2%	8 1%	10 1%	27 3% b	45 2%	6 1%	15 1%	15 2%
DON'T USE THIS APP/ SITE	2601 96%	2189 96%	216 95%	124 98%	73 97%	2601 96%	2263 96%	339 98%	334 99% b	2268 96%	519 98% c	1161 98% cd	898 93%	2601 96% c	413 97%	1003 97%	818 96%

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	46 2%	13 2%	23 2%	8 1%	46 2%	17 2%	27 2%	24 1%	21 2%
USE MORE THAN ONE PROFILE	6 *%	1 *%	3 *%	2 *%	6 *%	5 1%	1 *%	4 *%	1 *%
DON'T KNOW HOW MANY PROFILES	2 *%	1 *%	- -%	1 *%	2 *%	2 *%	1 *%	- -%	2 *%
USE BUT DON'T HAVE A PROFILE	45 2%	21 3%	15 1%	9 1%	45 2%	20 2%	23 1%	16 1%	24 3%
DON'T USE THIS APP/ SITE	2601 96%	614 95%	1341 97%	593 97%	2601 96%	851 95%	1577 97%	1594 97%	896 95%

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

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	170	64	51	29	21	4	*	170	124	41	52	46	44	28	98	72	170
	6%	20%	10%	6%	4%	1%	*%	6%	10%	3%	7%	6%	8%	5%	6%	7%	6%
		bcdefg	defg	ef	ef			ef	b								
USE MORE THAN ONE PROFILE	17	6	10	1	-	-	-	17	10	7	4	6	5	1	10	6	17
	1%	2%	2%	*%	-%	-%	-%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		cdefg	cdefg														
DON'T KNOW HOW MANY PROFILES	1	-	-	1	-	-	-	1	1	-	-	-	-	1	-	1	1
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	172	42	69	35	14	9	4	172	114	54	70	38	36	24	108	61	172
	6%	13%	14%	7%	3%	2%	1%	6%	9%	4%	9%	5%	6%	5%	7%	6%	6%
		cdefg	cdefg	def	f			def	b		bdfg						
DON'T USE THIS APP/ SITE	2340	212	373	398	445	429	484	2340	1032	1296	649	728	476	480	1377	955	2340
	87%	66%	74%	86%	93%	97%	99%	87%	81%	93%	84%	89%	85%	90%	86%	87%	87%
		a	a	ab	abcg	abcdg	abcdeg	ab	a		ac		ac				

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

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	170	143	13	10	4	170	161	9	6	163	6	55	108	170	41	55	52
	6%	6%	6%	8%	6%	6%	7%	3%	2%	7%	1%	5%	11%	6%	10%	5%	6%
							b			a		a	abd	a	bc		
USE MORE THAN ONE PROFILE	17	14	2	*	-	17	15	2	1	15	3	8	6	17	1	11	3
	1%	1%	1%	*%	-%	1%	1%	*%	*%	1%	*%	1%	1%	1%	*%	1%	*%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	1	1	-	-	1	-	1	-	1	-	1	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	172	147	12	7	6	172	168	4	15	157	25	58	88	172	38	58	51
	6%	6%	5%	5%	8%	6%	7%	1%	4%	7%	5%	5%	9%	6%	9%	6%	6%
							b						abd		b		
DON'T USE THIS APP/ SITE	2340	1966	199	110	65	2340	2010	331	315	2025	496	1062	759	2340	344	915	747
	87%	87%	88%	87%	87%	87%	85%	96%	93%	86%	94%	90%	79%	87%	81%	88%	88%
								a	b		bcd	cd		c	a		a

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	170	62	72	35	170	67	95	91	69
	6%	10%	5%	6%	6%	7%	6%	6%	7%
		bcd							
USE MORE THAN ONE PROFILE	17	6	9	2	17	7	6	9	7
	1%	1%	1%	*%	1%	1%	*%	1%	1%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	1	-	1	-	1
	*%	*%	-%	-%	*%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	172	54	82	31	172	63	93	76	85
	6%	8%	6%	5%	6%	7%	6%	5%	9%
		c							a
DON'T USE THIS APP/ SITE	2340	526	1219	546	2340	757	1433	1462	782
	87%	81%	88%	89%	87%	85%	88%	89%	83%
			a	a	a		a	b	

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

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	581	72	148	127	121	72	40	581	340	234	203	196	101	80	398	181	581
	22%	22%	30%	27%	25%	16%	8%	22%	27%	17%	26%	24%	18%	15%	25%	17%	22%
		f	aefg	efg	ef	f		ef	b		cdgf	cdf			cdgf		df
USE MORE THAN ONE PROFILE	59	17	18	10	9	4	1	59	33	25	21	15	18	5	36	23	59
	2%	5%	4%	2%	2%	1%	*%	2%	3%	2%	3%	2%	3%	1%	2%	2%	2%
		cdefg	ef	f	f			f					d				
DON'T KNOW HOW MANY PROFILES	4	*	-	-	2	2	-	4	2	2	*	2	2	-	2	2	4
	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	151	28	42	26	23	15	17	151	101	50	54	42	29	26	96	56	151
	6%	9%	8%	6%	5%	3%	4%	6%	8%	4%	7%	5%	5%	5%	6%	5%	6%
		defg	defg					b									
DON'T USE THIS APP/ SITE	1905	205	293	301	326	350	430	1905	804	1086	498	563	411	424	1061	835	1905
	71%	63%	58%	65%	68%	79%	88%	71%	63%	78%	64%	69%	73%	79%	67%	76%	71%
				b	abcdg	abcdg	abcdeg	abc		a			ae	abceg		abeg	ae

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

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	581	484	49	32	16	581	531	50	41	540	32	214	335	581	92	200	231
	22%	21%	22%	25%	21%	22%	23%	14%	12%	23%	6%	18%	35%	22%	22%	19%	27%
							b			a		a	abd	ab			b
USE MORE THAN ONE PROFILE	59	48	6	3	2	59	53	6	1	59	1	21	37	59	10	14	31
	2%	2%	3%	2%	3%	2%	2%	2%	1%	2%	1%	2%	4%	2%	2%	1%	4%
									a			a	abd	a			b
DON'T KNOW HOW MANY PROFILES	4	4	-	-	*	4	4	-	*	4	*	4	-	4	-	2	-
	0%	0%	-%	-%	0%	0%	0%	-%	0%	0%	0%	0%	-%	0%	-%	0%	-%
USE BUT DON'T HAVE A PROFILE	151	126	13	6	6	151	139	13	14	137	12	65	75	151	29	57	49
	6%	6%	6%	4%	8%	6%	6%	4%	4%	6%	2%	5%	8%	6%	7%	5%	6%
												a	ad	a			
DON'T USE THIS APP/ SITE	1905	1609	158	86	51	1905	1628	277	282	1623	485	881	515	1905	294	767	543
	71%	71%	70%	68%	68%	71%	69%	80%	83%	69%	92%	74%	54%	71%	69%	74%	64%
							a		b		bcd	cd		c		c	

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	581	150	285	139	581	167	383	306	262
	22%	23%	21%	23%	22%	19%	24%	19%	28%
							a		a
USE MORE THAN ONE PROFILE	59	19	27	12	59	21	34	34	22
	2%	3%	2%	2%	2%	2%	2%	2%	2%
DON'T KNOW HOW MANY PROFILES	4	*	2	2	4	2	2	2	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%
USE BUT DON'T HAVE A PROFILE	151	41	79	26	151	54	91	79	64
	6%	6%	6%	4%	6%	6%	6%	5%	7%
DON'T USE THIS APP/ SITE	1905	439	989	435	1905	650	1118	1217	594
	71%	68%	72%	71%	71%	73%	69%	74%	63%
								b	

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

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	26 1%	7 2%	5 1%	5 1%	6 1%	2 **%	2 **%	26 1%	18 b 1%	5 **%	10 1%	7 1%	7 1%	3 1%	16 1%	9 1%	26 1%
USE MORE THAN ONE PROFILE	2 **%	- -%	1 **%	1 **%	- -%	- -%	- -%	2 **%	1 **%	1 **%	1 **%	- -%	- -%	1 **%	1 **%	1 **%	2 **%
USE BUT DON'T HAVE A PROFILE	91 3%	8 3%	25 5%	29 6%	20 4%	8 2%	1 **%	91 3%	63 5%	26 2%	49 6%	21 3%	14 3%	7 1%	70 4%	21 2%	91 3%
DON'T USE THIS APP/ SITE	2581 96%	309 95%	471 94%	429 92%	454 95%	433 98%	484 99%	2581 96%	1199 94%	1364 98%	716 92%	790 97%	541 96%	524 98%	1505 95%	1065 97%	2581 96%
						bcd	abcdg	c		a		ae	a	aeg	ae	a	

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

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	26 1%	23 1%	2 1%	1 1%	1 1%	26 1%	24 1%	2 1%	- -%	26 1%	1 *%	3 *%	22 2% abd	26 1% b	2 1%	14 1%	10 1%
USE MORE THAN ONE PROFILE	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	1 *%	1 *%	2 *%	1 *%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	91 3%	78 3%	5 2%	4 3%	4 5% b	91 3%	88 4% b	3 1%	6 2%	85 4%	6 1%	18 1%	68 7% abd	91 3% ab	8 2%	39 4%	33 4%
DON'T USE THIS APP/ SITE	2581 96%	2168 95%	220 97%	122 96%	71 94%	2581 96%	2240 95%	341 99% a	332 98% b	2248 95%	523 99% cd	1162 98% cd	871 91%	2581 96% c	413 97%	987 95%	810 95%

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	26 1%	13 2% b	9 1%	4 1%	26 1%	8 1%	17 1%	13 1%	14 1%
USE MORE THAN ONE PROFILE	2 *%	- -%	2 *%	- -%	2 *%	1 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	91 3%	37 6% bcd	43 3%	10 2%	91 3% c	29 3%	57 4%	25 2%	60 6% a
DON'T USE THIS APP/ SITE	2581 96%	600 92%	1327 96% a	600 98% ad	2581 96% a	857 96%	1554 95%	1600 98% b	869 92%

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

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	7	-	2	*	5	-	-	7	5	2	3	2	2	-	5	2	7
	*%	-%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
					g												
USE MORE THAN ONE PROFILE	7	2	3	1	1	-	*	7	2	5	5	*	2	-	5	2	7
	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	31	2	13	9	5	2	1	31	22	8	16	5	6	3	22	9	31
	1%	1%	3%	2%	1%	*%	*%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
			efg	f					b		bdf						
DON'T USE THIS APP/ SITE	2656	320	485	454	469	441	487	2656	1252	1382	751	810	552	532	1562	1084	2656
	98%	99%	97%	98%	98%	100%	100%	98%	98%	99%	97%	99%	98%	99%	98%	99%	98%
						bcd	bcdg	b		a		a		ae	a	a	

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

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	7	6	-	*	-	7	6	*	-	7	-	*	6	7	-	3	3
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	-%	*%	1% b	*%	-%	*%	*%
USE MORE THAN ONE PROFILE	7	6	-	-	*	7	7	-	3	4	-	4	3	7	1	4	*
	*%	*%	-%	-%	*%	*%	*%	-%	1%	*%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	31	27	2	*	1	31	28	3	3	27	4	12	14	31	7	8	13
	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
DON'T USE THIS APP/ SITE	2656	2231	224	126	74	2656	2314	342	332	2324	526	1168	939	2656	416	1025	837
	98%	98%	99%	99%	98%	98%	98%	99%	98%	98%	99%	99%	98%	98%	98%	99%	98%

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	7	7	-	-	7	2	3	2	5
	1%	1%	0%	0%	0%	0%	0%	0%	0%
		bcd							
USE MORE THAN ONE PROFILE	7	2	2	3	7	2	3	3	4
	0%	0%	0%	0%	0%	0%	0%	0%	0%
USE BUT DON'T HAVE A PROFILE	31	10	19	2	31	15	13	7	19
	1%	2%	1%	0%	1%	2%	1%	0%	2%
		c							a
DON'T USE THIS APP/ SITE	2656	630	1361	609	2656	876	1609	1626	916
	98%	97%	99%	99%	98%	98%	99%	99%	97%
				a				b	

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

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	1073	181	272	233	215	120	53	1073	613	448	296	332	248	193	628	441	1073
	40%	56%	54%	50%	45%	27%	11%	40%	48%	32%	38%	41%	44%	36%	39%	40%	40%
		defg	defg	efg	ef	f		ef	b			d					
USE MORE THAN ONE PROFILE	127	41	38	19	21	8	-	127	68	56	31	35	34	26	66	59	127
	5%	13%	8%	4%	4%	2%	-%	5%	5%	4%	4%	4%	6%	5%	4%	5%	5%
		bcdefg	cefg	f	f	f		ef									
DON'T KNOW HOW MANY PROFILES	10	1	1	2	1	3	2	10	*	10	*	4	-	5	5	5	10
	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	1%	-%	1%	*%	*%	*%
									a					a			
USE BUT DON'T HAVE A PROFILE	994	74	150	166	168	214	223	994	449	541	323	290	199	180	613	379	994
	37%	23%	30%	36%	35%	48%	46%	37%	35%	39%	42%	36%	35%	34%	39%	35%	37%
			a	a	a	abcdg	abcdg	ab			bcdfg						
DON'T USE THIS APP/ SITE	495	28	41	45	75	96	211	495	151	343	124	156	80	131	280	212	495
	18%	9%	8%	10%	16%	22%	43%	18%	12%	25%	16%	19%	14%	25%	18%	19%	18%
					abc	abcd	abcdeg	abc		a				abcefg		c	

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

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	1073 40%	905 40%	89 39%	52 41%	28 37%	1073 40%	970 41%	103 30%	110 33%	963 41%	115 22%	427 36%	529 55%	1073 40%	183 43%	384 37%	357 42%
USE MORE THAN ONE PROFILE	127 5%	103 5%	14 6%	6 5%	4 5%	127 5%	116 5%	10 3%	11 3%	116 5%	11 2%	62 5%	54 6%	127 5%	30 7%	41 4%	27 3%
DON'T KNOW HOW MANY PROFILES	10 *%	7 *%	1 1%	1 1%	1 1%	10 *%	8 *%	2 1%	- -%	10 *%	4 1%	5 *%	1 *%	10 *%	3 1%	4 *%	- -%
USE BUT DON'T HAVE A PROFILE	994 37%	831 37%	85 38%	48 38%	31 41%	994 37%	860 37%	134 39%	128 38%	866 37%	174 33%	488 41%	329 34%	994 37%	146 34%	405 39%	327 38%
DON'T USE THIS APP/ SITE	495 18%	424 19%	37 16%	21 16%	13 17%	495 18%	400 17%	96 28%	89 26%	406 17%	226 43%	203 17%	48 5%	495 18%	62 14%	206 20%	143 17%

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	1073	268	541	241	1073	376	629	568	464
	40%	41%	39%	39%	40%	42%	39%	35%	49%
									a
USE MORE THAN ONE PROFILE	127	30	67	23	127	62	54	66	51
	5%	5%	5%	4%	5%	7%	3%	4%	5%
						b			
DON'T KNOW HOW MANY PROFILES	10	-	6	3	10	5	4	5	2
	*%	-%	*%	*%	*%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	994	235	514	224	994	278	652	608	339
	37%	36%	37%	37%	37%	31%	40%	37%	36%
							a		
DON'T USE THIS APP/ SITE	495	116	254	122	495	173	289	391	89
	18%	18%	18%	20%	18%	19%	18%	24%	9%
								b	

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

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	18	7	4	5	2	-	-	18	15	3	5	5	5	2	10	7	18
	1%	2%	1%	1%	*%	-%	-%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		defg							b								
USE MORE THAN ONE PROFILE	3	2	-	1	-	-	-	3	1	2	2	-	-	1	2	1	3
	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	21	6	12	2	-	1	-	21	10	10	6	4	3	7	11	10	21
	1%	2%	2%	1%	-%	*%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		def	cdefg														
DON'T USE THIS APP/ SITE	2658	308	486	455	478	442	488	2658	1255	1382	762	808	554	524	1570	1078	2658
	98%	95%	97%	98%	100%	100%	100%	98%	98%	99%	98%	99%	99%	98%	99%	98%	98%
				a	ab	abcg	abcg	ab									

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

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	18 1%	17 1%	1 *%	* *%	- -%	18 1%	18 1%	1 *%	2 *%	17 1%	4 1%	6 1%	8 1%	18 1%	3 1%	7 1%	4 *%
USE MORE THAN ONE PROFILE	3 *%	3 *%	- -%	* *%	- -%	3 *%	3 *%	- -%	* *%	3 *%	- -%	1 *%	2 *%	3 *%	1 *%	1 *%	2 *%
USE BUT DON'T HAVE A PROFILE	21 1%	18 1%	1 1%	1 1%	1 1%	21 1%	19 1%	2 1%	3 1%	18 1%	4 1%	5 *%	12 1%	21 1%	6 1%	9 1%	3 *%
DON'T USE THIS APP/ SITE	2658 98%	2233 98%	225 99%	125 98%	75 99%	2658 98%	2315 98%	342 99%	333 99%	2325 98%	522 98%	1172 99%	940 98%	2658 98%	415 98%	1023 98%	845 99%

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	18 1%	5 1%	8 1%	3 *%	18 1%	9 1%	4 *%	7 *%	10 1%
USE MORE THAN ONE PROFILE	3 *%	* *%	3 *%	- -%	3 *%	3 *%	- -%	* *%	3 *%
USE BUT DON'T HAVE A PROFILE	21 1%	12 2% bcd	7 1%	1 *%	21 1%	12 1%	8 1%	7 *%	11 1%
DON'T USE THIS APP/ SITE	2658 98%	632 97%	1363 99%	610 99% a	2658 98%	871 97%	1615 99% a	1624 99% b	920 97%

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

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

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	45 2%	35 11%	5 1%	1 **%	2 **%	1 **%	* **%	45 2%	15 1%	27 2%	16 2%	12 1%	12 2%	6 1%	27 2%	17 2%	45 2%
		bcdefg						cf									
USE MORE THAN ONE PROFILE	1 **%	- -%	- -%	1 **%	- -%	- -%	- -%	1 **%	- -%	1 **%	1 **%	- -%	- -%	- -%	1 **%	- -%	1 **%
USE BUT DON'T HAVE A PROFILE	34 1%	8 2%	18 4%	2 **%	6 1%	- -%	* **%	34 1%	16 1%	18 1%	16 2%	8 1%	5 1%	5 1%	24 2%	10 1%	34 1%
		cef		cdefg		ef		ef									
DON'T USE THIS APP/ SITE	2621 97%	281 87%	479 95%	460 99%	472 98%	441 100%	488 100%	2621 97%	1251 98%	1351 97%	743 96%	798 98%	545 97%	524 98%	1541 97%	1069 98%	2621 97%
		a		abg		abg		a		a							

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

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

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	45 2%	38 2%	2 1%	3 3%	2 3%	45 2%	41 2%	4 1%	4 1%	41 2%	4 1%	15 1%	26 3%	45 2%	13 3%	12 1%	9 1%
													ab		bc		
USE MORE THAN ONE PROFILE	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	34 1%	31 1%	1 *%	1 1%	1 2%	34 1%	33 1%	1 *%	3 1%	31 1%	5 1%	9 1%	20 2%	34 1%	11 3%	7 1%	7 1%
													b		bc		
DON'T USE THIS APP/ SITE	2621 97%	2201 97%	225 99%	122 97%	72 96%	2621 97%	2281 97%	340 98%	331 98%	2290 97%	521 98%	1159 98%	917 95%	2621 97%	400 94%	1020 98%	837 98%
			cd								c	c		c		a	a

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

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	45 2%	15 2%	23 2%	7 1%	45 2%	21 2%	21 1%	28 2%	13 1%
USE MORE THAN ONE PROFILE	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	34 1%	12 2%	16 1%	2 *%	34 1%	14 2%	14 1%	15 1%	16 2%
DON'T USE THIS APP/ SITE	2621 97%	621 96%	1343 97%	605 99%	2621 97%	859 96%	1593 98%	1594 97%	914 97%
		c		a			a		

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

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	41	12	8	9	6	4	2	41	11	29	8	23	6	4	31	10	41
	2%	4%	2%	2%	1%	1%	1%	2%	1%	2%	1%	3%	1%	1%	2%	1%	2%
		defg		f					a			adfg					
USE BUT DON'T HAVE A PROFILE	23	2	3	8	8	1	2	23	9	13	10	4	2	7	14	9	23
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				e	e												
DON'T USE THIS APP/ SITE	2636	309	491	447	466	438	485	2636	1262	1355	757	791	553	524	1548	1077	2636
	98%	96%	98%	96%	97%	99%	99%	98%	98%	97%	98%	97%	99%	98%	97%	98%	98%
					ac		acd	a	b								

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

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	41 2%	32 1%	4 2%	3 2%	2 2%	41 2%	36 2%	5 2%	1 *%	40 2%	- -%	11 1%	30 3%	41 2%	7 2%	16 2%	13 2%
USE BUT DON'T HAVE A PROFILE	23 1%	20 1%	2 1%	1 1%	* 1%	23 1%	23 1%	- -%	2 1%	21 1%	3 *%	4 *%	16 2%	23 1%	5 1%	7 1%	5 1%
DON'T USE THIS APP/ SITE	2636 98%	2219 98%	220 97%	123 97%	74 97%	2636 98%	2296 98%	340 98%	335 99%	2301 97%	527 100%	1170 99%	915 95%	2636 98%	412 97%	1016 98%	835 98%

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	41 2%	8 1%	21 2%	10 2%	41 2%	15 2%	23 1%	25 1%	15 2%
USE BUT DON'T HAVE A PROFILE	23 1%	4 1%	9 1%	6 1%	23 1%	9 1%	10 1%	5 *%	17 2% a
DON'T USE THIS APP/ SITE	2636 98%	638 98%	1351 98%	597 97%	2636 98%	871 97%	1595 98%	1608 98%	912 97% b

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

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	19	7	7	4	2	-	-	19	11	7	5	7	6	2	11	8	19
	1%	2%	1%	1%	*%	-%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
		defg	ef														
USE MORE THAN ONE PROFILE	1	1	-	-	-	-	-	1	1	-	1	-	-	-	1	-	1
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	12	1	3	3	4	-	2	12	11	2	3	3	-	6	6	6	12
	*%	*%	1%	1%	1%	-%	*%	*%	1%	*%	*%	*%	-%	1%	*%	1%	*%
									b					c			
DON'T USE THIS APP/ SITE	2668	315	492	457	475	442	486	2668	1259	1388	766	808	555	527	1574	1082	2668
	99%	97%	98%	99%	99%	100%	100%	99%	98%	99%	99%	99%	99%	99%	99%	99%	99%
						ab	ab			a							

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

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	19 1%	17 1%	2 1%	1 1%	* *%	19 1%	19 1%	- -%	1 *%	18 1%	- -%	6 1%	13 1%	19 1%	2 *%	7 1%	10 1%
												a					
USE MORE THAN ONE PROFILE	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%
USE BUT DON'T HAVE A PROFILE	12 *%	11 *%	1 *%	* *%	* 1%	12 *%	12 1%	- -%	2 *%	11 *%	* *%	1 *%	10 1%	12 *%	- -%	3 *%	5 1%
												b					
DON'T USE THIS APP/ SITE	2668 99%	2243 99%	224 99%	126 99%	75 99%	2668 99%	2322 99%	345 100%	335 99%	2332 99%	530 100%	1177 99%	939 98%	2668 99%	423 100%	1028 99%	838 98%
											cd	c		c			

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	19 1%	7 1%	10 1%	3 *%	19 1%	9 1%	8 1%	15 1%	4 *%
USE MORE THAN ONE PROFILE	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	1 *%
USE BUT DON'T HAVE A PROFILE	12 *%	3 *%	7 1%	* *%	12 *%	4 *%	4 *%	4 *%	6 1%
DON'T USE THIS APP/ SITE	2668 99%	639 99%	1365 99%	610 99%	2668 99%	881 98%	1616 99%	1619 99%	932 99%

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

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
USE ONE PROFILE	129	22	35	36	20	12	5	129	65	62	48	45	18	17	93	36	129
	5%	7%	7%	8%	4%	3%	1%	5%	5%	4%	6%	6%	3%	3%	6%	3%	5%
		ef	ef	defg	f			f			cdf	f			df		
USE MORE THAN ONE PROFILE	9	4	1	4	-	-	*	9	1	7	4	1	3	1	5	4	9
	*%	1%	*%	1%	-%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
		d															
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	-	1	-	1	-	-	1	-	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	68	9	27	12	9	8	4	68	42	26	38	12	10	8	50	19	68
	3%	3%	5%	3%	2%	2%	1%	3%	3%	2%	5%	1%	2%	2%	3%	2%	3%
			cdefg						b		bcdefg				bf		
DON'T USE THIS APP/ SITE	2492	288	438	412	452	422	479	2492	1174	1300	685	759	530	508	1444	1038	2492
	92%	89%	87%	89%	94%	95%	98%	92%	92%	93%	88%	93%	94%	95%	91%	95%	92%
				abc	abcb	abcdeg	bc				a	ae	ae		aeg	a	

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

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USE ONE PROFILE	129 5%	106 5%	13 6%	7 5%	4 5%	129 5%	116 5%	13 4%	4 1%	125 5%	3 1%	38 3%	88 9%	129 5%	26 6%	42 4%	50 6%
USE MORE THAN ONE PROFILE	9 *%	7 *%	2 1%	- -%	* *%	9 *%	7 *%	2 1%	3 1%	6 *%	2 *%	1 *%	5 1%	9 *%	1 *%	4 *%	2 *%
DON'T KNOW HOW MANY PROFILES	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%
USE BUT DON'T HAVE A PROFILE	68 3%	56 2%	7 3%	3 3%	1 2%	68 3%	67 3%	1 *%	5 1%	64 3%	6 1%	20 2%	42 4%	68 3%	7 2%	18 2%	34 4%
DON'T USE THIS APP/ SITE	2492 92%	2101 93%	205 90%	117 92%	70 93%	2492 92%	2165 92%	328 95%	327 97%	2166 92%	518 98%	1124 95%	827 86%	2492 92%	390 92%	975 94%	766 90%

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USE ONE PROFILE	129	45	55	29	129	51	71	67	61
	5%	7%	4%	5%	5%	6%	4%	4%	7%
		b							a
USE MORE THAN ONE PROFILE	9	1	7	1	9	5	2	6	2
	*%	*%	1%	*%	*%	1%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	-	-	-	1	-	-	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	68	26	31	8	68	23	43	30	34
	3%	4%	2%	1%	3%	3%	3%	2%	4%
		c							a
DON'T USE THIS APP/ SITE	2492	577	1288	576	2492	815	1512	1536	846
	92%	89%	93%	94%	92%	91%	93%	94%	90%
			a	a	a			b	

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
INSTAGRAM	242	102	67	42	16	13	3	242	89	148	76	82	44	39	158	83	242
	9%	32%	13%	9%	3%	3%	1%	9%	7%	11%	10%	10%	8%	7%	10%	8%	9%
		bcdefg	defg	def	f	f		def		a							
FACEBOOK	154	16	52	40	28	11	7	154	75	76	63	38	26	27	101	53	154
	6%	5%	10%	9%	6%	3%	1%	6%	6%	5%	8%	5%	5%	5%	6%	5%	6%
		f	adefg	efg	ef			ef			bcfg						
TIKTOK	130	69	35	19	5	2	1	130	52	75	40	40	28	21	80	48	130
	5%	21%	7%	4%	1%	*%	*%	5%	4%	5%	5%	5%	5%	4%	5%	4%	5%
		bcdefg	def	def				def									
YOUTUBE	127	41	38	19	21	8	-	127	68	56	31	35	34	26	66	59	127
	5%	13%	8%	4%	4%	2%	-%	5%	5%	4%	4%	4%	6%	5%	4%	5%	5%
		bcdefg	cefg	f	f	f		ef									
X/TWITTER	59	17	18	10	9	4	1	59	33	25	21	15	18	5	36	23	59
	2%	5%	4%	2%	2%	1%	*%	2%	3%	2%	3%	2%	3%	1%	2%	2%	2%
		cdefg	ef	f	f			f					d				
SNAPCHAT	58	32	18	6	1	-	1	58	25	33	16	11	18	14	26	32	58
	2%	10%	4%	1%	*%	-%	*%	2%	2%	2%	2%	1%	3%	3%	2%	3%	2%
		bcdefg	cdef	e				def					b			b	
REDDIT	26	7	15	2	2	-	1	26	16	11	8	10	6	3	18	8	26
	1%	2%	3%	1%	*%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		def	cdefg														
PINTEREST	23	5	5	5	4	4	*	23	6	17	11	7	2	2	18	4	23
	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%
		f									f						
TWITCH	17	6	10	1	-	-	-	17	10	7	4	6	5	1	10	6	17
	1%	2%	2%	*%	-%	-%	-%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
		cdefg	cdefg														
LINKEDIN	16	3	4	4	2	-	2	16	5	10	6	6	-	3	13	3	16
	1%	1%	1%	1%	*%	-%	*%	1%	*%	1%	1%	1%	-%	1%	1%	*%	1%

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

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

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
THREADS	9 *% d	4 1% d	1 *% d	4 1% d	- -% d	- -% d	* *% d	9 *% d	1 *% d	7 *% d	4 1% d	1 *% d	3 *% d	1 *% d	5 *% d	4 *% d	9 *% d
YOUNOW	7 *% d	2 1% d	3 1% d	1 *% d	1 *% d	- -% d	* *% d	7 *% d	2 *% d	5 *% d	5 1% d	* *% d	2 *% d	- -% d	5 *% d	2 *% d	7 *% d
TUMBLR	6 *% d	2 1% d	3 1% d	* *% d	- -% d	- -% d	- -% d	6 *% d	1 *% d	3 *% d	1 *% d	3 *% d	1 *% d	1 *% d	4 *% d	2 *% d	6 *% d
YUBO	3 *% d	2 1% d	- -% d	1 *% d	- -% d	- -% d	- -% d	3 *% d	1 *% d	2 *% d	2 *% d	- -% d	- -% d	1 *% d	2 *% d	1 *% d	3 *% d
BITCHUTE	3 *% d	1 *% d	2 *% d	1 *% d	- -% d	- -% d	- -% d	3 *% d	3 *% d	- -% d	1 *% d	- -% d	2 *% d	1 *% d	1 *% d	2 *% d	3 *% d
ONLYFANS	3 *% d	- -% d	3 1% d	- -% d	- -% d	- -% d	- -% d	3 *% d	1 *% d	2 *% d	- -% d	1 *% d	2 *% d	- -% d	1 *% d	2 *% d	3 *% d
VIMEO	2 *% d	- -% d	1 *% d	1 *% d	- -% d	- -% d	- -% d	2 *% d	1 *% d	1 *% d	1 *% d	- -% d	- -% d	1 *% d	1 *% d	1 *% d	2 *% d
LETTERBOXD	1 *% d	1 *% d	- -% d	- -% d	- -% d	- -% d	- -% d	1 *% d	1 *% d	- -% d	1 *% d	- -% d	- -% d	- -% d	1 *% d	- -% d	1 *% d
BEREAL	1 *% d	- -% d	- -% d	1 *% d	- -% d	- -% d	- -% d	1 *% d	- -% d	1 *% d	1 *% d	- -% d	- -% d	- -% d	1 *% d	- -% d	1 *% d
DAILYMOTION	* *% d	- -% d	- -% d	- -% d	- -% d	- -% d	* *% d	* *% d	- -% d	* *% d	- -% d	- -% d	- -% d	* *% d	- -% d	* *% d	* *% d
ANY OF THESE	551 20% bcdefg	176 54% bcdefg	163 32% cdefg	101 22% def	69 14% ef	30 7% f	12 2% f	551 20% def	263 21% def	276 20% def	173 22% d	174 21% d	118 21% d	83 16% d	346 22% d	202 18% d	551 20% d
NONE OF THESE	2149 80% abcg	147 46% ab	339 68% a	363 78% ab	412 86% abcg	412 93% abcdg	476 98% abcdg	2149 80% ab	1018 79% ab	1121 80% ab	603 78% ab	644 79% ab	443 79% ab	451 84% abceg	1247 78% abceg	894 82% abceg	2149 80% abceg

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

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

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
INSTAGRAM	242	207	21	9	6	242	218	24	28	214	21	94	128	242	47	88	68
	9%	9%	9%	7%	7%	9%	9%	7%	8%	9%	4%	8%	13%	9%	11%	8%	8%
												a	abd	a			
FACEBOOK	154	131	14	5	4	154	144	11	12	142	16	48	90	154	27	52	55
	6%	6%	6%	4%	5%	6%	6%	3%	4%	6%	3%	4%	9%	6%	6%	5%	6%
													abd	a			
TIKTOK	130	112	8	6	3	130	124	6	18	112	13	53	64	130	31	34	40
	5%	5%	3%	5%	5%	5%	5%	2%	5%	5%	3%	4%	7%	5%	7%	3%	5%
							b						ab	a	b		
YOUTUBE	127	103	14	6	4	127	116	10	11	116	11	62	54	127	30	41	27
	5%	5%	6%	5%	5%	5%	5%	3%	3%	5%	2%	5%	6%	5%	7%	4%	3%
												a	a	a	bc		
X/TWITTER	59	48	6	3	2	59	53	6	1	59	1	21	37	59	10	14	31
	2%	2%	3%	2%	3%	2%	2%	2%	*%	2%	*%	2%	4%	2%	2%	1%	4%
										a		a	abd	a		b	
SNAPCHAT	58	51	2	4	1	58	54	5	7	51	11	28	19	58	20	9	13
	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	5%	1%	2%
															bc		
REDDIT	26	22	3	1	1	26	26	-	-	26	3	5	19	26	6	5	6
	1%	1%	1%	1%	1%	1%	1%	-%	-%	1%	1%	*%	2%	1%	1%	*%	1%
													bd				
PINTEREST	23	19	1	1	1	23	20	3	2	21	2	7	14	23	3	8	10
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
TWITCH	17	14	2	*	-	17	15	2	1	15	3	8	6	17	1	11	3
	1%	1%	1%	*%	-%	1%	1%	*%	*%	1%	*%	1%	1%	1%	*%	1%	*%
LINKEDIN	16	15	1	1	-	16	16	-	-	16	1	3	12	16	2	4	10
	1%	1%	*%	1%	-%	1%	1%	-%	-%	1%	*%	*%	1%	1%	*%	*%	1%
													b				

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
THREADS	9 *%	7 *%	2 1%	- -%	* *%	9 *%	7 *%	2 1%	3 1%	6 *%	2 *%	1 *%	5 1%	9 *%	1 *%	4 *%	2 *%
YOUNOW	7 *%	6 *%	- -%	- -%	* *%	7 *%	7 *%	- -%	3 1%	4 *%	- -%	4 *%	3 *%	7 *%	1 *%	4 *%	* *%
TUMBLR	6 *%	3 *%	2 1%	1 1% a	- -%	6 *%	5 *%	1 *%	* *%	5 *%	1 *%	3 *%	3 *%	6 *%	1 *%	4 *%	1 *%
YUBO	3 *%	3 *%	- -%	* *%	- -%	3 *%	3 *%	- -%	* *%	3 *%	- -%	1 *%	2 *%	3 *%	1 *%	1 *%	2 *%
BITCHUTE	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	2 *%	- -%	2 *%	3 *%	- -%	2 *%	1 *%
ONLYFANS	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	2 1% b	1 *%	- -%	3 *%	- -%	3 *%	- -%	1 *%	- -%
VIMEO	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	1 *%	1 *%	2 *%	1 *%	- -%	- -%
LETTERBOXD	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%
BEREAL	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *%
DAILYMOTION	* *%	- -%	- -%	- -%	* *%	* *%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%
ANY OF THESE	551 20%	464 20%	51 22%	23 18%	14 19% ae	551 20%	508 22% b	43 12%	55 16%	496 21%	61 12%	220 19% a	269 28% abd	551 20% a	108 25% bc	181 17%	161 19%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
NONE OF THESE	2149	1808	176	104	61	2149	1846	302	283	1866	469	964	693	2149	316	858	692
	80%	80%	78%	82%	81%	80%	78%	88%	84%	79%	88%	81%	72%	80%	75%	83%	81%
								a			bcd	c		c	a	a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
INSTAGRAM	242 9%	63 10%	125 9%	44 7%	242 9%	98 11% b	119 7%	137 8%	97 10%
FACEBOOK	154 6%	45 7%	74 5%	32 5%	154 6%	48 5%	90 6%	58 4%	85 9% a
TIKTOK	130 5%	42 6%	60 4%	25 4%	130 5%	61 7% b	59 4%	61 4%	61 6% a
YOUTUBE	127 5%	30 5%	67 5%	23 4%	127 5%	62 7% b	54 3%	66 4%	51 5%
X/TWITTER	59 2%	19 3%	27 2%	12 2%	59 2%	21 2%	34 2%	34 2%	22 2%
SNAPCHAT	58 2%	17 3%	20 1%	17 3%	58 2%	28 3% b	24 2%	26 2%	29 3% a
REDDIT	26 1%	7 1%	11 1%	8 1%	26 1%	15 2% b	11 1%	15 1%	10 1%
PINTEREST	23 1%	6 1%	14 1%	3 *%	23 1%	14 2% b	8 1%	13 1%	9 1%
TWITCH	17 1%	6 1%	9 1%	2 *%	17 1%	7 1%	6 *%	9 1%	7 1%
LINKEDIN	16 1%	8 1%	6 *%	2 *%	16 1%	7 1%	9 1%	8 1%	8 1%

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
THREADS	9 *%	1 *%	7 1%	1 *%	9 *%	5 1%	2 *%	6 *%	2 *%
YOUNOW	7 *%	2 *%	2 *%	3 *%	7 *%	2 *%	3 *%	3 *%	4 *%
TUMBLR	6 *%	1 *%	3 *%	2 *%	6 *%	5 1% b	1 *%	4 *%	1 *%
YUBO	3 *%	* *%	3 *%	- -%	3 *%	3 *% b	- -%	* *%	3 *%
BITCHUTE	3 *%	- -%	1 *%	2 *%	3 *%	2 *%	2 *%	- -%	2 *%
ONLYFANS	3 *%	- -%	- -%	3 *% b	3 *%	1 *%	2 *%	2 *%	1 *%
VIMEO	2 *%	- -%	2 *%	- -%	2 *%	1 *%	- -%	- -%	1 *%
LETTERBOXD	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	1 *%
BEREAL	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%
DAILYMOTION	* *%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* *%
ANY OF THESE	551 20%	141 22%	278 20%	117 19%	551 20%	235 26% b	265 16%	270 16%	246 26% a

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
NONE OF THESE	2149	508	1104	497	2149	659	1363	1368	698
	80%	78%	80%	81%	80%	74%	84%	84%	74%
							a	b	

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g	
Unweighted total	565	186	159	111	64	28	17	565	269	284	196	179	96	91	375	187	565	
Effective Weighted Sample	440	149	127	86	51	20	9	440	212	218	152	141	79	71	293	147	440	
Total	551	176	163	101	69	30	12	551	263	276	173	174	118	83	346	202	551	
INSTAGRAM	242	102	67	42	**	**	**	242	89	148	76	82	**	**	158	83	242	
	44%	58%	41%	41%	**	**	**	44%	34%	53%	44%	47%	**	**	46%	41%	44%	
		bcg								a								
FACEBOOK	154	16	52	40	**	**	**	154	75	76	63	38	**	**	101	53	154	
	28%	9%	32%	39%	**	**	**	28%	29%	28%	36%	22%	**	**	29%	26%	28%	
			a	ag				a			b							
TIKTOK	130	69	35	19	**	**	**	130	52	75	40	40	**	**	80	48	130	
	24%	39%	21%	19%	**	**	**	24%	20%	27%	23%	23%	**	**	23%	24%	24%	
		bcg																
YOUTUBE	127	41	38	19	**	**	**	127	68	56	31	35	**	**	66	59	127	
	23%	23%	23%	19%	**	**	**	23%	26%	20%	18%	20%	**	**	19%	29%	23%	
															ae			
X/TWITTER	59	17	18	10	**	**	**	59	33	25	21	15	**	**	36	23	59	
	11%	10%	11%	10%	**	**	**	11%	13%	9%	12%	9%	**	**	10%	11%	11%	
SNAPCHAT	58	32	18	6	**	**	**	58	25	33	16	11	**	**	26	32	58	
	11%	18%	11%	6%	**	**	**	11%	9%	12%	9%	6%	**	**	8%	16%	11%	
		cg													be			
REDDIT	26	7	15	2	**	**	**	26	16	11	8	10	**	**	18	8	26	
	5%	4%	9%	2%	**	**	**	5%	6%	4%	4%	6%	**	**	5%	4%	5%	
PINTEREST	23	5	5	5	**	**	**	23	6	17	11	7	**	**	18	4	23	
	4%	3%	3%	5%	**	**	**	4%	2%	6%	7%	4%	**	**	5%	2%	4%	
										a								
TWITCH	17	6	10	1	**	**	**	17	10	7	4	6	**	**	10	6	17	
	3%	3%	6%	1%	**	**	**	3%	4%	2%	2%	4%	**	**	3%	3%	3%	
			c															
LINKEDIN	16	3	4	4	**	**	**	16	5	10	6	6	**	**	13	3	16	
	3%	2%	2%	4%	**	**	**	3%	2%	4%	4%	4%	**	**	4%	2%	3%	
THREADS	9	4	1	4	**	**	**	9	1	7	4	1	**	**	5	4	9	
	2%	2%	1%	4%	**	**	**	2%	*%	3%	2%	1%	**	**	2%	2%	2%	

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

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

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	565	186	159	111	64	28	17	565	269	284	196	179	96	91	375	187	565
Effective Weighted Sample	440	149	127	86	51	20	9	440	212	218	152	141	79	71	293	147	440
Total	551	176	163	101	69	30	12	551	263	276	173	174	118	83	346	202	551
YOUNOW	7 1%	2 1%	3 2%	1 1%	** **	** **	** **	7 1%	2 1%	5 2%	5 3%	* *%	** **	** **	5 1%	2 1%	7 1%
TUMBLR	6 1%	2 1%	3 2%	* *%	** **	** **	** **	6 1%	1 *%	3 1%	1 1%	3 2%	** **	** **	4 1%	2 1%	6 1%
YUBO	3 1%	2 1%	- -%	1 1%	** **	** **	** **	3 1%	1 1%	2 1%	2 1%	- -%	** **	** **	2 1%	1 1%	3 1%
BITCHUTE	3 1%	1 1%	2 1%	1 1%	** **	** **	** **	3 1%	3 1%	- -%	1 *%	- -%	** **	** **	1 *%	2 1%	3 1%
ONLYFANS	3 *%	- -%	3 2%	- -%	** **	** **	** **	3 *%	1 *%	2 1%	- -%	1 1%	** **	** **	1 *%	2 1%	3 *%
VIMEO	2 *%	- -%	1 1%	1 1%	** **	** **	** **	2 *%	1 *%	1 *%	1 1%	- -%	** **	** **	1 *%	1 *%	2 *%
LETTERBOXD	1 *%	1 1%	- -%	- -%	** **	** **	** **	1 *%	1 *%	- -%	1 1%	- -%	** **	** **	1 *%	- -%	1 *%
BEREAL	1 *%	- -%	- -%	1 1%	** **	** **	** **	1 *%	- -%	1 *%	1 *%	- -%	** **	** **	1 *%	- -%	1 *%
DAILYMOTION	* *%	- -%	- -%	- -%	** **	** **	** **	* *%	- -%	* *%	- -%	- -%	** **	** **	- -%	* *%	* *%
ANY OF THESE	551 100%	176 100%	163 100%	101 100%	** **	** **	** **	551 100%	263 100%	276 100%	173 100%	174 100%	** **	** **	346 100%	202 100%	551 100%

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

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

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	565	375	73	56	61	565	520	45	59	506	64	228	273	565	104	185	174
Effective Weighted Sample	440	338	63	54	56	440	406	34	44	396	50	174	216	440	84	146	129
Total	551	464	51	23	14	551	508	43	55	496	61	220	269	551	108	181	161
INSTAGRAM	242	207	**	**	**	242	218	**	**	214	**	94	128	242	47	88	68
	44%	45%	**	**	**	44%	43%	**	**	43%	**	42%	48%	44%	43%	48%	42%
FACEBOOK	154	131	**	**	**	154	144	**	**	142	**	48	90	154	27	52	55
	28%	28%	**	**	**	28%	28%	**	**	29%	**	22%	33%	28%	25%	28%	34%
TIKTOK	130	112	**	**	**	130	124	**	**	112	**	53	64	130	31	34	40
	24%	24%	**	**	**	24%	24%	**	**	23%	**	24%	24%	24%	29%	19%	25%
YOUTUBE	127	103	**	**	**	127	116	**	**	116	**	62	54	127	30	41	27
	23%	22%	**	**	**	23%	23%	**	**	23%	**	28%	20%	23%	28%	23%	17%
X/TWITTER	59	48	**	**	**	59	53	**	**	59	**	21	37	59	10	14	31
	11%	10%	**	**	**	11%	10%	**	**	12%	**	10%	14%	11%	9%	8%	19%
SNAPCHAT	58	51	**	**	**	58	54	**	**	51	**	28	19	58	20	9	13
	11%	11%	**	**	**	11%	11%	**	**	10%	**	13%	7%	11%	19%	5%	8%
REDDIT	26	22	**	**	**	26	26	**	**	26	**	5	19	26	6	5	6
	5%	5%	**	**	**	5%	5%	**	**	5%	**	2%	7%	5%	5%	3%	4%
PINTEREST	23	19	**	**	**	23	20	**	**	21	**	7	14	23	3	8	10
	4%	4%	**	**	**	4%	4%	**	**	4%	**	3%	5%	4%	3%	5%	6%
TWITCH	17	14	**	**	**	17	15	**	**	15	**	8	6	17	1	11	3
	3%	3%	**	**	**	3%	3%	**	**	3%	**	4%	2%	3%	1%	6%	2%
LINKEDIN	16	15	**	**	**	16	16	**	**	16	**	3	12	16	2	4	10
	3%	3%	**	**	**	3%	3%	**	**	3%	**	1%	4%	3%	2%	2%	6%
THREADS	9	7	**	**	**	9	7	**	**	6	**	1	5	9	1	4	2
	2%	2%	**	**	**	2%	1%	**	**	1%	**	1%	2%	2%	1%	2%	1%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ~d	ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																		
Unweighted total	565	375	73	56	61	565	520	45	59	506	64	228	273	565	104	185	174	
Effective Weighted Sample	440	338	63	54	56	440	406	34	44	396	50	174	216	440	84	146	129	
Total	551	464	51	23	14	551	508	43	55	496	61	220	269	551	108	181	161	
YOUNOW	7 1%	6 1%	** **	** **	** **	7 1%	7 1%	** **	** **	4 1%	** **	4 2%	3 1%	7 1%	1 1%	4 2%	* **	
TUMBLR	6 1%	3 1%	** **	** **	** **	6 1%	5 1%	** **	** **	5 1%	** **	3 1%	3 1%	6 1%	1 1%	4 2%	1 **	
YUBO	3 1%	3 1%	** **	** **	** **	3 1%	3 1%	** **	** **	3 1%	** **	1 1%	2 1%	3 1%	1 1%	1 **	2 1%	
BITCHUTE	3 1%	3 1%	** **	** **	** **	3 1%	3 1%	** **	** **	3 1%	** **	- -%	2 1%	3 1%	- -%	2 1%	1 **	
ONLYFANS	3 *%	3 1%	** **	** **	** **	3 *%	3 1%	** **	** **	1 *%	** **	3 1%	- -%	3 *%	- -%	1 *%	- -%	
VIMEO	2 *%	2 *%	** **	** **	** **	2 *%	2 *%	** **	** **	2 *%	** **	1 *%	1 *%	2 *%	1 1%	- -%	- -%	
LETTERBOXD	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	** **	1 *%	- -%	1 *%	- -%	1 *%	- -%	
BEREAL	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	** **	1 *%	- -%	1 *%	- -%	- -%	1 *%	
DAILYMOTION	* *%	- -%	** **	** **	** **	* *%	* *%	** **	** **	* *%	** **	- -%	* *%	* *%	- -%	- -%	* *%	
ANY OF THESE	551 100%	464 100%	** **	** **	** **	551 100%	508 100%	** **	** **	496 100%	** **	220 100%	269 100%	551 100%	108 100%	181 100%	161 100%	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	565	147	280	123	565	259	257	290	232
Effective Weighted Sample	440	114	219	96	440	201	202	218	189
Total	551	141	278	117	551	235	265	270	246
INSTAGRAM	242 44%	63 45%	125 45%	44 38%	242 44%	98 42%	119 45%	137 51% b	97 39%
FACEBOOK	154 28%	45 32%	74 27%	32 27%	154 28%	48 20%	90 34% a	58 21%	85 34% a
TIKTOK	130 24%	42 30%	60 21%	25 21%	130 24%	61 26%	59 22%	61 23%	61 25%
YOUTUBE	127 23%	30 21%	67 24%	23 20%	127 23%	62 26%	54 20%	66 24%	51 21%
X/TWITTER	59 11%	19 14%	27 10%	12 10%	59 11%	21 9%	34 13%	34 13%	22 9%
SNAPCHAT	58 11%	17 12%	20 7%	17 15% b	58 11%	28 12%	24 9%	26 10%	29 12%
REDDIT	26 5%	7 5%	11 4%	8 7%	26 5%	15 6%	11 4%	15 5%	10 4%
PINTEREST	23 4%	6 4%	14 5%	3 2%	23 4%	14 6%	8 3%	13 5%	9 4%
TWITCH	17 3%	6 4%	9 3%	2 1%	17 3%	7 3%	6 2%	9 3%	7 3%
LINKEDIN	16 3%	8 5%	6 2%	2 2%	16 3%	7 3%	9 3%	8 3%	8 3%
THREADS	9 2%	1 1%	7 2%	1 1%	9 2%	5 2%	2 1%	6 2%	2 1%

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	565	147	280	123	565	259	257	290	232
Effective Weighted Sample	440	114	219	96	440	201	202	218	189
Total	551	141	278	117	551	235	265	270	246
YOUNOW	7 1%	2 1%	2 1%	3 2%	7 1%	2 1%	3 1%	3 1%	4 2%
TUMBLR	6 1%	1 *%	3 1%	2 2%	6 1%	5 2%	1 *%	4 2%	1 1%
YUBO	3 1%	* *%	3 1%	- -%	3 1%	3 1%	- -%	* *%	3 1%
BITCHUTE	3 1%	- -%	1 *%	2 2%	3 1%	2 1%	2 1%	- -%	2 1%
ONLYFANS	3 *%	- -%	- -%	3 2% b	3 *%	1 *%	2 1%	2 1%	1 *%
VIMEO	2 *%	- -%	2 1%	- -%	2 *%	1 *%	- -%	- -%	1 *%
LETTERBOXD	1 *%	- -%	- -%	1 1%	1 *%	1 *%	- -%	- -%	1 *%
BEREAL	1 *%	1 1%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%
DAILYMOTION	* *%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* *%
ANY OF THESE	551 100%	141 100%	278 100%	117 100%	551 100%	235 100%	265 100%	270 100%	246 100%

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

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	35	4	9	13	6	2	1	35	24	11	20	4	7	4	24	11	35
Effective Weighted Sample	29	3	8	11	5	2	1	29	20	9	16	3	7	2	20	9	29
Total	37	3	11	13	7	2	*	37	25	11	20	4	10	3	23	13	37
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	35	29	1	1	4	35	34	1	3	32	5	9	21	35	6	16	10
Effective Weighted Sample	29	27	1	1	4	29	28	1	3	26	4	8	18	29	5	14	8
Total	37	35	1	*	1	37	36	*	4	33	3	8	26	37	6	17	10
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	35	10	14	10	35	14	17	9	23
Effective Weighted Sample	29	9	12	8	29	11	15	7	20
Total	37	12	14	9	37	11	21	8	27
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK g
Significance Level: 95%																	
Unweighted total	107	18	27	31	18	8	5	107	70	35	44	26	21	15	70	36	107
Effective Weighted Sample	85	14	21	24	16	6	3	85	56	27	36	20	17	12	56	28	85
Total	108	18	27	28	23	8	4	108	71	36	42	28	24	13	70	38	108
USE ONE PROFILE	15	**	**	**	**	**	**	15	**	**	**	**	**	**	**	**	15
	14%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	**	14%
USE MORE THAN ONE PROFILE	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**	*
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	**	**	**	*%
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%
USE BUT DON'T HAVE A PROFILE	92	**	**	**	**	**	**	92	**	**	**	**	**	**	**	**	92
	85%	**	**	**	**	**	**	85%	**	**	**	**	**	**	**	**	85%

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

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	BROAD (9-13) ~c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																	
Unweighted total	107	78	10	4	15	107	101	6	4	103	6	29	72	107	14	49	35
Effective Weighted Sample	85	70	9	4	14	85	81	5	3	82	5	22	58	85	11	40	27
Total	108	96	7	1	4	108	105	3	5	104	5	27	76	108	13	56	32
USE ONE PROFILE	15	**	**	**	**	15	14	**	**	15	**	**	**	15	**	**	**
	14%	**	**	**	**	14%	13%	**	**	14%	**	**	**	14%	**	**	**
USE MORE THAN ONE PROFILE	*	**	**	**	**	*	*	**	**	*	**	**	**	*	**	**	**
	*%	**	**	**	**	*%	*%	**	**	*%	**	**	**	*%	**	**	**
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	1	1	**	**	1	**	**	**	1	**	**	**
	1%	**	**	**	**	1%	1%	**	**	1%	**	**	**	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	92	**	**	**	**	92	90	**	**	88	**	**	**	92	**	**	**
	85%	**	**	**	**	85%	85%	**	**	85%	**	**	**	85%	**	**	**

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

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	107	35	46	23	107	38	58	48	53
Effective Weighted Sample	85	28	36	19	85	29	47	36	44
Total	108	37	47	21	108	33	66	47	57
USE ONE PROFILE	15	**	**	**	15	**	**	**	**
	14%	**	**	**	14%	**	**	**	**
USE MORE THAN ONE PROFILE	*	**	**	**	*	**	**	**	**
	*%	**	**	**	*%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	1	**	**	**	1	**	**	**	**
	1%	**	**	**	1%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	92	**	**	**	92	**	**	**	**
	85%	**	**	**	85%	**	**	**	**

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

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2000	221	398	429	356	284	312	2000	905	1081	638	591	366	397	1229	763	2000
Effective Weighted Sample	1550	174	312	337	281	222	234	1550	703	836	494	463	294	303	956	593	1550
Total	2005	191	401	404	393	297	319	2005	902	1092	590	591	436	382	1181	818	2005
USE ONE PROFILE	1608	131	292	315	338	263	269	1608	693	910	455	497	349	305	952	654	1608
	80%	69%	73%	78%	86%	88%	84%	80%	77%	83%	77%	84%	80%	80%	81%	80%	80%
			a	ab	ab	ab	ab	ab		a		a					
USE MORE THAN ONE PROFILE	154	16	52	40	28	11	7	154	75	76	63	38	26	27	101	53	154
	8%	8%	13%	10%	7%	4%	2%	8%	8%	7%	11%	6%	6%	7%	9%	6%	8%
		f	defg	ef	f			ef			bcfg						
DON'T KNOW HOW MANY PROFILES	11	-	1	-	2	2	6	11	7	4	1	2	6	1	4	8	11
	1%	-%	*%	-%	1%	1%	2%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%
							cg						ae				
USE BUT DON'T HAVE A PROFILE	232	44	55	49	24	21	38	232	127	102	71	53	55	49	124	104	232
	12%	23%	14%	12%	6%	7%	12%	12%	14%	9%	12%	9%	13%	13%	11%	13%	12%
		bcdefg	de	d			d	d	b								

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

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2000	1315	229	231	225	2000	1739	261	245	1755	326	853	814	2000	311	772	667
Effective Weighted Sample	1550	1183	192	222	195	1550	1355	195	188	1363	252	653	640	1550	240	606	514
Total	2005	1677	174	96	58	2005	1753	252	258	1747	346	846	806	2005	334	771	644
USE ONE PROFILE	1608	1335	142	83	47	1608	1398	210	214	1394	257	696	649	1608	272	614	533
	80%	80%	82%	87%	81%	80%	80%	83%	83%	80%	74%	82%	81%	80%	81%	80%	83%
				ae								a	a	a			
USE MORE THAN ONE PROFILE	154	131	14	5	4	154	144	11	12	142	16	48	90	154	27	52	55
	8%	8%	8%	6%	6%	8%	8%	4%	5%	8%	5%	6%	11%	8%	8%	7%	9%
													abd				
DON'T KNOW HOW MANY PROFILES	11	10	-	-	1	11	10	1	5	6	6	5	-	11	3	3	1
	1%	1%	-%	-%	1%	1%	1%	*%	2%	*%	2%	1%	-%	1%	1%	*%	*%
									b		cd						
USE BUT DON'T HAVE A PROFILE	232	200	18	8	6	232	202	30	27	204	66	97	67	232	32	103	55
	12%	12%	10%	8%	11%	12%	11%	12%	11%	12%	19%	12%	8%	12%	10%	13%	9%
											bcd			c		c	

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

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK

Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2000	462	1017	485	2000	689	1185	1173	741
Effective Weighted Sample	1550	359	798	366	1550	520	933	890	597
Total	2005	464	1025	482	2005	664	1223	1126	804
USE ONE PROFILE	1608	352	831	405	1608	533	993	938	628
	80%	76%	81%	84%	80%	80%	81%	83%	78%
			a	a				b	
USE MORE THAN ONE PROFILE	154	45	74	32	154	48	90	58	85
	8%	10%	7%	7%	8%	7%	7%	5%	11%
									a
DON'T KNOW HOW MANY PROFILES	11	-	7	4	11	5	3	6	3
	1%	-%	1%	1%	1%	1%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	232	67	113	41	232	78	138	124	87
	12%	14%	11%	8%	12%	12%	11%	11%	11%
		c							

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

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1615	323	430	355	245	148	114	1615	747	850	546	488	286	288	1034	574	1615
Effective Weighted Sample	1256	256	340	279	196	110	81	1256	585	658	425	379	233	223	804	452	1256
Total	1594	295	435	336	273	150	106	1594	745	834	502	468	345	274	969	619	1594
USE ONE PROFILE	1068	150	305	237	211	103	62	1068	526	533	345	309	240	171	654	411	1068
	67%	51%	70%	71%	77%	68%	59%	67%	71%	64%	69%	66%	70%	62%	67%	66%	67%
			a	af	afg	a	a	a	b								
USE MORE THAN ONE PROFILE	242	102	67	42	16	13	3	242	89	148	76	82	44	39	158	83	242
	15%	35%	15%	12%	6%	8%	3%	15%	12%	18%	15%	18%	13%	14%	16%	13%	15%
		bcdefg	df	df				df		a							
DON'T KNOW HOW MANY PROFILES	6	1	-	2	2	-	1	6	3	3	2	2	2	1	3	3	6
	*%	*%	-%	1%	1%	-%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	277	42	63	55	44	35	39	277	127	150	79	75	58	64	154	122	277
	17%	14%	14%	16%	16%	23%	37%	17%	17%	18%	16%	16%	17%	23%	16%	20%	17%
						ab	abcdeg							abeg			

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

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1615	1077	169	175	194	1615	1452	163	189	1426	186	681	744	1615	269	553	554
Effective Weighted Sample	1256	974	145	169	168	1256	1133	124	146	1111	144	523	586	1256	212	435	427
Total	1594	1351	122	73	48	1594	1433	161	197	1397	193	664	733	1594	285	552	522
USE ONE PROFILE	1068	904	83	50	32	1068	964	104	123	945	96	446	524	1068	177	360	390
	67%	67%	67%	68%	67%	67%	67%	64%	63%	68%	50%	67%	72%	67%	62%	65%	75%
												a	a	a			ab
USE MORE THAN ONE PROFILE	242	207	21	9	6	242	218	24	28	214	21	94	128	242	47	88	68
	15%	15%	17%	13%	12%	15%	15%	15%	14%	15%	11%	14%	17%	15%	17%	16%	13%
DON'T KNOW HOW MANY PROFILES	6	5	-	1	-	6	5	1	1	5	1	3	2	6	3	-	-
	*%	*%	-%	2%	-%	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%	-%	-%
				ae											bc		
USE BUT DON'T HAVE A PROFILE	277	236	19	12	10	277	245	33	44	233	75	122	79	277	58	105	64
	17%	17%	15%	17%	22%	17%	17%	20%	22%	17%	39%	18%	11%	17%	20%	19%	12%
											bcd	c		c	c	c	

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

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM

Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	1615	412	795	369	1615	551	936	841	683
Effective Weighted Sample	1256	323	622	282	1256	423	735	634	554
Total	1594	403	793	359	1594	518	952	787	730
USE ONE PROFILE	1068 67%	263 65%	542 68%	249 69%	1068 67%	315 61%	688 72% a	521 66%	510 70%
USE MORE THAN ONE PROFILE	242 15%	63 16%	125 16%	44 12%	242 15%	98 19% b	119 13%	137 17%	97 13%
DON'T KNOW HOW MANY PROFILES	6 *%	* *%	1 *%	3 1%	6 *%	3 1%	* *%	1 *%	3 *%
USE BUT DON'T HAVE A PROFILE	277 17%	76 19%	124 16%	63 17%	277 17%	102 20%	145 15%	128 16%	119 16%

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

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents who use LinkedIn for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	571	57	137	132	119	73	53	571	307	260	259	195	68	46	454	114	571
Effective Weighted Sample	452	49	110	107	96	58	36	452	247	201	205	155	53	37	360	90	452
Total	571	53	147	120	134	71	46	571	314	252	255	195	75	44	449	119	571
USE ONE PROFILE	449	**	111	102	106	**	**	449	248	197	205	161	**	**	366	83	449
	79%	**	76%	85%	79%	**	**	79%	79%	78%	81%	83%	**	**	81%	69%	79%
											f	f			f		
USE MORE THAN ONE PROFILE	16	**	4	4	2	**	**	16	5	10	6	6	**	**	13	3	16
	3%	**	3%	4%	1%	**	**	3%	2%	4%	2%	3%	**	**	3%	3%	3%
DON'T KNOW HOW MANY PROFILES	1	**	-	-	-	**	**	1	-	1	-	1	**	**	1	-	1
	*%	**	-%	-%	-%	**	**	*%	-%	*%	-%	*%	**	**	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	105	**	32	14	26	**	**	105	61	44	43	27	**	**	70	33	105
	18%	**	22%	12%	19%	**	**	18%	19%	17%	17%	14%	**	**	16%	28%	18%
			c													abeg	

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

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents who use LinkedIn for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY b	LEAST c	
Significance Level: 95%																		
Unweighted total	571	380	72	63	56	571	519	52	32	539	32	195	344	571	62	173	275	
Effective Weighted Sample	452	346	65	61	51	452	411	41	24	428	25	152	275	452	49	136	221	
Total	571	481	49	27	14	571	517	53	30	541	30	196	345	571	66	172	270	
USE ONE PROFILE	449	380	**	**	**	449	407	**	**	427	**	147	287	449	**	132	224	
	79%	79%	**	**	**	79%	79%	**	**	79%	**	75%	83%	79%	**	77%	83%	
USE MORE THAN ONE PROFILE	16	15	**	**	**	16	16	**	**	16	**	3	12	16	**	4	10	
	3%	3%	**	**	**	3%	3%	**	**	3%	**	2%	4%	3%	**	2%	4%	
DON'T KNOW HOW MANY PROFILES	1	1	**	**	**	1	-	**	**	1	**	1	-	1	**	-	-	
	*%	*%	**	**	**	*%	-%	**	**	*%	**	*%	-%	*%	**	-%	-%	
USE BUT DON'T HAVE A PROFILE	105	85	**	**	**	105	94	**	**	97	**	46	45	105	**	37	35	
	18%	18%	**	**	**	18%	18%	**	**	18%	**	23%	13%	18%	**	21%	13%	
												c				c		

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

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN

Base : All respondents who use LinkedIn for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	571	156	294	113	571	170	370	307	250
Effective Weighted Sample	452	123	237	87	452	128	299	232	209
Total	571	160	294	109	571	160	381	283	276
USE ONE PROFILE	449	120	240	86	449	120	311	221	221
	79%	75%	82%	79%	79%	75%	82%	78%	80%
USE MORE THAN ONE PROFILE	16	8	6	2	16	7	9	8	8
	3%	5%	2%	2%	3%	5%	2%	3%	3%
DON'T KNOW HOW MANY PROFILES	1	-	-	-	1	-	-	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	105	32	48	21	105	32	61	53	47
	18%	20%	16%	19%	18%	20%	16%	19%	17%

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

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	78	20	27	18	6	4	3	78	57	21	29	20	14	15	49	29	78
Effective Weighted Sample	62	17	23	14	5	3	1	62	46	17	24	15	12	11	40	23	62
Total	79	21	29	16	7	4	3	79	57	22	27	21	18	14	47	31	79
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~a	RURAL ~b	YES ~a	NO ~b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	BROAD (9-13) ~c	ALL ~d	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																	
Unweighted total	78	59	4	6	9	78	74	4	8	70	12	24	42	78	13	28	27
Effective Weighted Sample	62	53	3	6	9	62	59	3	7	55	9	18	35	62	11	23	21
Total	79	71	4	2	2	79	74	5	9	69	11	24	44	79	17	27	25
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	78	33	29	14	78	35	34	29	43
Effective Weighted Sample	62	27	24	11	62	28	27	23	36
Total	79	32	31	15	79	33	35	32	44
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
DON'T KNOW HOW MANY PROFILES	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents who use Pinterest for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	565	133	123	118	74	61	56	565	175	379	212	170	88	92	382	180	565
Effective Weighted Sample	433	104	96	91	59	49	37	433	136	288	167	128	69	70	294	137	433
Total	548	121	124	103	82	67	50	548	174	364	197	159	103	86	356	189	548
USE ONE PROFILE	304	71	68	62	**	**	**	304	90	208	99	94	**	**	193	110	304
	55%	58%	55%	60%	**	**	**	55%	52%	57%	50%	59%	**	**	54%	58%	55%
USE MORE THAN ONE PROFILE	23	5	5	5	**	**	**	23	6	17	11	7	**	**	18	4	23
	4%	4%	4%	5%	**	**	**	4%	3%	5%	6%	4%	**	**	5%	2%	4%
DON'T KNOW HOW MANY PROFILES	7	2	1	-	**	**	**	7	1	6	2	5	**	**	7	-	7
	1%	2%	1%	-%	**	**	**	1%	1%	2%	1%	3%	**	**	2%	-%	1%
												f					
USE BUT DON'T HAVE A PROFILE	214	43	50	36	**	**	**	214	77	133	84	53	**	**	137	74	214
	39%	36%	40%	35%	**	**	**	39%	44%	37%	43%	33%	**	**	38%	39%	39%

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

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents who use Pinterest for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY b	LEAST c	
Significance Level: 95%																		
Unweighted total	565	353	66	77	69	565	486	79	51	514	52	195	316	565	86	185	205	
Effective Weighted Sample	433	322	54	75	61	433	374	59	36	397	39	143	249	433	67	141	158	
Total	548	450	50	31	17	548	471	77	47	501	50	178	318	548	85	180	195	
USE ONE PROFILE	304	246	**	**	**	304	260	**	**	280	**	99	186	304	**	96	117	
	55%	55%	**	**	**	55%	55%	**	**	56%	**	56%	58%	55%	**	53%	60%	
USE MORE THAN ONE PROFILE	23	19	**	**	**	23	20	**	**	21	**	7	14	23	**	8	10	
	4%	4%	**	**	**	4%	4%	**	**	4%	**	4%	4%	4%	**	5%	5%	
DON'T KNOW HOW MANY PROFILES	7	6	**	**	**	7	5	**	**	7	**	3	3	7	**	2	2	
	1%	1%	**	**	**	1%	1%	**	**	1%	**	2%	1%	1%	**	1%	1%	
USE BUT DON'T HAVE A PROFILE	214	177	**	**	**	214	185	**	**	193	**	69	115	214	**	74	66	
	39%	39%	**	**	**	39%	39%	**	**	38%	**	39%	36%	39%	**	41%	34%	

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

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST

Base : All respondents who use Pinterest for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	565	145	282	118	565	219	299	297	239
Effective Weighted Sample	433	117	213	88	433	165	231	215	196
Total	548	147	277	106	548	202	304	275	250
USE ONE PROFILE	304	83	153	60	304	111	176	149	146
	55%	57%	55%	57%	55%	55%	58%	54%	58%
USE MORE THAN ONE PROFILE	23	6	14	3	23	14	8	13	9
	4%	4%	5%	2%	4%	7%	3%	5%	4%
DON'T KNOW HOW MANY PROFILES	7	-	3	4	7	4	3	6	-
	1%	-%	1%	3%	1%	2%	1%	2%	-%
USE BUT DON'T HAVE A PROFILE	214	58	108	39	214	73	117	106	94
	39%	39%	39%	37%	39%	36%	39%	39%	38%

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

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents who use Reddit for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	446	96	142	105	60	28	15	446	270	166	132	169	87	55	301	142	446
Effective Weighted Sample	340	78	110	80	46	22	9	340	210	121	101	126	73	41	227	113	340
Total	428	89	144	91	67	27	9	428	261	156	118	149	108	49	268	158	428
USE ONE PROFILE	230	**	86	45	**	**	**	230	145	76	52	89	**	**	141	88	230
	54%	**	60%	49%	**	**	**	54%	56%	49%	44%	60%	**	**	53%	56%	54%
												a					
USE MORE THAN ONE PROFILE	26	**	15	2	**	**	**	26	16	11	8	10	**	**	18	8	26
	6%	**	10%	3%	**	**	**	6%	6%	7%	7%	7%	**	**	7%	5%	6%
			c														
DON'T KNOW HOW MANY PROFILES	3	**	-	-	**	**	**	3	2	1	1	2	**	**	3	-	3
	1%	**	-%	-%	**	**	**	1%	1%	1%	1%	2%	**	**	1%	-%	1%
USE BUT DON'T HAVE A PROFILE	169	**	44	44	**	**	**	169	98	68	57	48	**	**	105	61	169
	40%	**	30%	48%	**	**	**	40%	37%	44%	49%	32%	**	**	39%	39%	40%
				b							b						

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

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents who use Reddit for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	446	287	48	50	61	446	414	32	22	424	26	134	286	446	65	166	164
Effective Weighted Sample	340	259	39	48	55	340	317	24	16	325	21	100	220	340	52	126	125
Total	428	357	37	21	14	428	395	33	23	406	26	126	276	428	72	156	155
USE ONE PROFILE	230	189	**	**	**	230	208	**	**	221	**	58	165	230	**	95	77
	54%	53%	**	**	**	54%	52%	**	**	54%	**	46%	60%	54%	**	61%	50%
USE MORE THAN ONE PROFILE	26	22	**	**	**	26	26	**	**	26	**	5	19	26	**	5	6
	6%	6%	**	**	**	6%	7%	**	**	6%	**	4%	7%	6%	**	3%	4%
DON'T KNOW HOW MANY PROFILES	3	3	**	**	**	3	2	**	**	3	**	3	1	3	**	1	2
	1%	1%	**	**	**	1%	1%	**	**	1%	**	2%	*%	1%	**	1%	1%
USE BUT DON'T HAVE A PROFILE	169	144	**	**	**	169	159	**	**	156	**	61	92	169	**	55	70
	40%	40%	**	**	**	40%	40%	**	**	38%	**	48%	33%	40%	**	35%	45%

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

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT

Base : All respondents who use Reddit for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	~c	d	a	b	a	b
Unweighted total	446	117	224	97	446	181	239	255	172
Effective Weighted Sample	340	89	173	73	340	135	183	191	136
Total	428	112	221	87	428	168	235	229	184
USE ONE PROFILE	230	58	123	**	230	90	128	126	100
	54%	51%	56%	**	54%	53%	54%	55%	54%
USE MORE THAN ONE PROFILE	26	7	11	**	26	15	11	15	10
	6%	6%	5%	**	6%	9%	5%	6%	6%
DON'T KNOW HOW MANY PROFILES	3	2	-	**	3	2	2	3	-
	1%	1%	-%	**	1%	1%	1%	1%	-%
USE BUT DON'T HAVE A PROFILE	169	46	87	**	169	62	95	85	74
	40%	41%	39%	**	40%	37%	40%	37%	40%

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

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	890	285	301	168	88	25	23	890	420	461	289	254	186	154	543	340	890
Effective Weighted Sample	680	224	238	122	67	21	13	680	323	350	222	195	149	114	416	261	680
Total	840	258	300	143	95	31	14	840	392	441	255	232	211	137	487	347	840
USE ONE PROFILE	603	181	227	94	**	**	**	603	279	317	181	172	153	94	352	247	603
	72%	70%	76%	65%	**	**	**	72%	71%	72%	71%	74%	73%	69%	72%	71%	72%
			c														
USE MORE THAN ONE PROFILE	58	32	18	6	**	**	**	58	25	33	16	11	18	14	26	32	58
	7%	13%	6%	4%	**	**	**	7%	6%	7%	6%	5%	8%	10%	5%	9%	7%
		bcg															
DON'T KNOW HOW MANY PROFILES	4	2	-	2	**	**	**	4	1	3	-	2	2	1	2	2	4
	*%	1%	-%	1%	**	**	**	*%	*%	1%	-%	1%	1%	*%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	175	42	55	42	**	**	**	175	87	88	59	48	38	28	106	66	175
	21%	16%	18%	29%	**	**	**	21%	22%	20%	23%	21%	18%	21%	22%	19%	21%
				abg													

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

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	~c	d	e	a	~b	a	b	~a	b	c	d	a	b	c
Unweighted total	890	565	102	95	128	890	823	67	117	773	97	358	432	890	182	285	272
Effective Weighted Sample	680	512	88	92	112	680	633	48	85	595	68	270	340	680	140	220	207
Total	840	700	71	38	31	840	779	61	112	728	86	333	417	840	182	274	244
USE ONE PROFILE	603	498	53	**	22	603	553	**	73	530	**	238	314	603	122	202	180
	72%	71%	74%	**	72%	72%	71%	**	65%	73%	**	71%	75%	72%	67%	74%	74%
USE MORE THAN ONE PROFILE	58	51	2	**	1	58	54	**	7	51	**	28	19	58	20	9	13
	7%	7%	3%	**	5%	7%	7%	**	6%	7%	**	9%	5%	7%	11%	3%	5%
												c			b		
DON'T KNOW HOW MANY PROFILES	4	3	1	**	*	4	2	**	2	3	**	4	-	4	1	3	-
	*%	*%	1%	**	1%	*%	*%	**	1%	*%	**	1%	-%	*%	*%	1%	-%
USE BUT DON'T HAVE A PROFILE	175	147	16	**	7	175	170	**	30	145	**	63	84	175	39	61	51
	21%	21%	22%	**	22%	21%	22%	**	27%	20%	**	19%	20%	21%	21%	22%	21%

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

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	890	262	398	206	890	350	464	421	409
Effective Weighted Sample	680	206	303	154	680	262	360	309	327
Total	840	256	372	188	840	312	452	371	422
USE ONE PROFILE	603	180	288	127	603	222	333	277	295
	72%	70%	77%	68%	72%	71%	74%	75%	70%
			c						
USE MORE THAN ONE PROFILE	58	17	20	17	58	28	24	26	29
	7%	7%	5%	9%	7%	9%	5%	7%	7%
DON'T KNOW HOW MANY PROFILES	4	2	2	-	4	3	-	1	3
	*%	1%	*%	-%	*%	1%	-%	*%	1%
USE BUT DON'T HAVE A PROFILE	175	57	62	44	175	60	95	68	95
	21%	22%	17%	23%	21%	19%	21%	18%	23%

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

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1300	307	386	282	182	104	39	1300	617	668	413	378	257	244	791	501	1300
Effective Weighted Sample	1013	247	303	217	143	82	27	1013	483	518	323	293	208	188	616	393	1013
Total	1287	285	387	261	202	117	34	1287	608	664	384	366	299	231	750	530	1287
USE ONE PROFILE	789	158	270	169	125	57	**	789	365	413	226	234	187	138	461	325	789
	61%	56%	70%	65%	62%	48%	**	61%	60%	62%	59%	64%	62%	60%	61%	61%	61%
			aeg	ae	e			e									
USE MORE THAN ONE PROFILE	130	69	35	19	5	2	**	130	52	75	40	40	28	21	80	48	130
	10%	24%	9%	7%	3%	1%	**	10%	9%	11%	10%	11%	9%	9%	11%	9%	10%
		bcdeg	de					de									
DON'T KNOW HOW MANY PROFILES	7	4	-	-	1	2	**	7	3	3	1	1	-	4	2	4	7
	1%	2%	-%	-%	*%	2%	**	1%	1%	1%	*%	*%	-%	2%	*%	1%	1%
		b				b								ceg			
USE BUT DON'T HAVE A PROFILE	361	54	83	73	70	57	**	361	188	173	116	91	85	68	207	152	361
	28%	19%	21%	28%	35%	49%	**	28%	31%	26%	30%	25%	28%	29%	28%	29%	28%
				a	ab	abcdg		ab									

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

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1300	864	140	143	153	1300	1185	115	179	1121	149	542	606	1300	250	437	415
Effective Weighted Sample	1013	784	122	138	132	1013	931	82	137	876	114	416	481	1013	197	344	322
Total	1287	1092	98	58	38	1287	1183	104	183	1103	148	531	606	1287	258	435	400
USE ONE PROFILE	789	664	64	37	23	789	721	68	109	680	60	324	403	789	142	283	250
	61%	61%	65%	64%	61%	61%	61%	65%	59%	62%	40%	61%	67%	61%	55%	65%	63%
												a	a	a		a	
USE MORE THAN ONE PROFILE	130	112	8	6	3	130	124	6	18	112	13	53	64	130	31	34	40
	10%	10%	8%	11%	9%	10%	10%	6%	10%	10%	9%	10%	11%	10%	12%	8%	10%
DON'T KNOW HOW MANY PROFILES	7	6	1	-	-	7	3	4	3	4	3	4	-	7	3	-	1
	1%	1%	1%	-%	-%	1%	*%	3%	1%	*%	2%	1%	-%	1%	1%	-%	*%
							a	a			c						
USE BUT DON'T HAVE A PROFILE	361	309	26	15	12	361	334	27	54	307	72	150	139	361	82	118	110
	28%	28%	26%	25%	30%	28%	28%	26%	29%	28%	49%	28%	23%	28%	32%	27%	27%
											bcd			c			

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

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK

Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1300	327	628	314	1300	476	722	629	596
Effective Weighted Sample	1013	263	488	239	1013	363	571	473	484
Total	1287	331	618	307	1287	446	740	587	638
USE ONE PROFILE	789	197	387	191	789	253	490	352	405
	61%	60%	63%	62%	61%	57%	66%	60%	63%
							a		
USE MORE THAN ONE PROFILE	130	42	60	25	130	61	59	61	61
	10%	13%	10%	8%	10%	14%	8%	10%	10%
						b			
DON'T KNOW HOW MANY PROFILES	7	1	1	2	7	1	1	5	1
	1%	*%	*%	1%	1%	*%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	361	92	170	89	361	132	191	168	172
	28%	28%	28%	29%	28%	30%	26%	29%	27%

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

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents who use Tumblr for social media

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK g
Significance Level: 95%																	
Unweighted total	100	22	34	21	14	3	6	100	53	43	40	19	15	25	59	40	100
Effective Weighted Sample	78	17	26	17	12	3	5	78	42	32	32	15	11	21	46	31	78
Total	99	19	34	23	16	3	4	99	50	44	37	22	17	23	58	40	99
USE ONE PROFILE	46	**	**	**	**	**	**	46	**	**	**	**	**	**	**	**	46
	46%	**	**	**	**	**	**	46%	**	**	**	**	**	**	**	**	46%
USE MORE THAN ONE PROFILE	6	**	**	**	**	**	**	6	**	**	**	**	**	**	**	**	6
	6%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	**	6%
DON'T KNOW HOW MANY PROFILES	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	2%
USE BUT DON'T HAVE A PROFILE	45	**	**	**	**	**	**	45	**	**	**	**	**	**	**	**	45
	45%	**	**	**	**	**	**	45%	**	**	**	**	**	**	**	**	45%

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

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents who use Tumblr for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~a	~b	~a	~b	~c	d	~a	~b	~c
Unweighted total	100	66	15	8	11	100	93	7	5	95	11	29	60	100	13	36	34
Effective Weighted Sample	78	59	13	7	10	78	73	5	4	74	8	21	49	78	10	28	27
Total	99	82	11	3	2	99	92	7	4	94	11	23	64	99	11	36	35
USE ONE PROFILE	46	**	**	**	**	46	**	**	**	**	**	**	**	46	**	**	**
	46%	**	**	**	**	46%	**	**	**	**	**	**	**	46%	**	**	**
USE MORE THAN ONE PROFILE	6	**	**	**	**	6	**	**	**	**	**	**	**	6	**	**	**
	6%	**	**	**	**	6%	**	**	**	**	**	**	**	6%	**	**	**
DON'T KNOW HOW MANY PROFILES	2	**	**	**	**	2	**	**	**	**	**	**	**	2	**	**	**
	2%	**	**	**	**	2%	**	**	**	**	**	**	**	2%	**	**	**
USE BUT DON'T HAVE A PROFILE	45	**	**	**	**	45	**	**	**	**	**	**	**	45	**	**	**
	45%	**	**	**	**	45%	**	**	**	**	**	**	**	45%	**	**	**

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

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR

Base : All respondents who use Tumblr for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	100	37	38	23	100	48	46	49	42
Effective Weighted Sample	78	29	31	17	78	35	38	35	36
Total	99	36	41	21	99	43	51	44	48
USE ONE PROFILE	46	**	**	**	46	**	**	**	**
	46%	**	**	**	46%	**	**	**	**
USE MORE THAN ONE PROFILE	6	**	**	**	6	**	**	**	**
	6%	**	**	**	6%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	2	**	**	**	2	**	**	**	**
	2%	**	**	**	2%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	45	**	**	**	45	**	**	**	**
	45%	**	**	**	45%	**	**	**	**

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

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	387	130	135	76	30	10	6	387	272	107	138	105	77	64	243	141	387
Effective Weighted Sample	303	104	103	60	26	9	3	303	213	83	112	80	63	47	192	109	303
Total	360	111	129	66	35	13	4	360	249	101	126	89	86	55	216	141	360
USE ONE PROFILE	170	64	51	**	**	**	**	170	124	41	52	46	**	**	98	72	170
	47%	57%	39%	**	**	**	**	47%	50%	40%	41%	51%	**	**	45%	51%	47%
		b															
USE MORE THAN ONE PROFILE	17	6	10	**	**	**	**	17	10	7	4	6	**	**	10	6	17
	5%	5%	8%	**	**	**	**	5%	4%	7%	3%	7%	**	**	5%	5%	5%
DON'T KNOW HOW MANY PROFILES	1	-	-	**	**	**	**	1	1	-	-	-	**	**	-	1	1
	*%	-%	-%	**	**	**	**	*%	1%	-%	-%	-%	**	**	-%	1%	*%
USE BUT DON'T HAVE A PROFILE	172	42	69	**	**	**	**	172	114	54	70	38	**	**	108	61	172
	48%	37%	53%	**	**	**	**	48%	46%	53%	56%	42%	**	**	50%	43%	48%
		a															

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

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	387	262	37	42	46	387	372	15	24	363	38	135	214	387	78	133	123
Effective Weighted Sample	303	236	32	41	44	303	292	11	19	284	28	105	170	303	63	104	96
Total	360	305	27	17	10	360	345	15	23	337	34	123	203	360	80	125	106
USE ONE PROFILE	170	143	**	**	**	170	161	**	**	163	**	55	108	170	**	55	52
	47%	47%	**	**	**	47%	47%	**	**	49%	**	45%	53%	47%	**	44%	49%
USE MORE THAN ONE PROFILE	17	14	**	**	**	17	15	**	**	15	**	8	6	17	**	11	3
	5%	5%	**	**	**	5%	4%	**	**	4%	**	7%	3%	5%	**	9%	3%
DON'T KNOW HOW MANY PROFILES	1	1	**	**	**	1	1	**	**	1	**	1	-	1	**	1	-
	*%	*%	**	**	**	*%	*%	**	**	*%	**	1%	-%	*%	**	1%	-%
USE BUT DON'T HAVE A PROFILE	172	147	**	**	**	172	168	**	**	157	**	58	88	172	**	58	51
	48%	48%	**	**	**	48%	49%	**	**	47%	**	47%	44%	48%	**	46%	49%

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

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	~c	d	a	b	a	b
Unweighted total	387	125	184	71	387	157	201	201	159
Effective Weighted Sample	303	103	143	53	303	119	161	150	132
Total	360	123	163	67	360	137	195	176	163
USE ONE PROFILE	170	62	72	**	170	67	95	91	69
	47%	50%	44%	**	47%	49%	49%	52%	42%
USE MORE THAN ONE PROFILE	17	6	9	**	17	7	6	9	7
	5%	5%	5%	**	5%	5%	3%	5%	5%
DON'T KNOW HOW MANY PROFILES	1	1	-	**	1	-	1	-	1
	*%	1%	-%	**	*%	-%	1%	-%	1%
USE BUT DON'T HAVE A PROFILE	172	54	82	**	172	63	93	76	85
	48%	44%	50%	**	48%	46%	47%	43%	52%

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

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

Base : All respondents who use X/Twitter for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	819	134	214	177	140	89	65	819	488	324	297	271	131	117	568	248	819
Effective Weighted Sample	637	105	167	141	109	70	49	637	381	251	231	207	106	94	438	198	637
Total	795	118	208	163	154	93	58	795	477	311	278	255	150	111	532	261	795
USE ONE PROFILE	581	72	148	127	121	**	**	581	340	234	203	196	101	80	398	181	581
	73%	61%	71%	78%	78%	**	**	73%	71%	75%	73%	77%	67%	72%	75%	69%	73%
			a	a				a									
USE MORE THAN ONE PROFILE	59	17	18	10	9	**	**	59	33	25	21	15	18	5	36	23	59
	7%	15%	9%	6%	6%	**	**	7%	7%	8%	8%	6%	12%	5%	7%	9%	7%
		cdg															
DON'T KNOW HOW MANY PROFILES	4	*	-	-	2	**	**	4	2	2	*	2	2	-	2	2	4
	*%	*%	-%	-%	1%	**	**	*%	*%	1%	*%	1%	1%	-%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	151	28	42	26	23	**	**	151	101	50	54	42	29	26	96	56	151
	19%	24%	20%	16%	15%	**	**	19%	21%	16%	19%	17%	20%	23%	18%	21%	19%

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

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

Base : All respondents who use X/Twitter for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c	
Significance Level: 95%																		
Unweighted total	819	528	97	98	96	819	745	74	57	762	48	312	459	819	122	279	327	
Effective Weighted Sample	637	480	83	95	85	637	583	54	42	595	36	243	358	637	100	218	253	
Total	795	662	68	40	24	795	727	68	56	739	45	304	447	795	131	273	311	
USE ONE PROFILE	581	484	**	**	**	581	531	**	**	540	**	214	335	581	92	200	231	
	73%	73%	**	**	**	73%	73%	**	**	73%	**	70%	75%	73%	70%	73%	74%	
USE MORE THAN ONE PROFILE	59	48	**	**	**	59	53	**	**	59	**	21	37	59	10	14	31	
	7%	7%	**	**	**	7%	7%	**	**	8%	**	7%	8%	7%	8%	5%	10%	
DON'T KNOW HOW MANY PROFILES	4	4	**	**	**	4	4	**	**	4	**	4	-	4	-	2	-	
	*%	1%	**	**	**	*%	1%	**	**	*%	**	1%	-%	*%	-%	1%	-%	
												c						
USE BUT DON'T HAVE A PROFILE	151	126	**	**	**	151	139	**	**	137	**	65	75	151	29	57	49	
	19%	19%	**	**	**	19%	19%	**	**	19%	**	21%	17%	19%	22%	21%	16%	

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

IN170. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

Base : All respondents who use X/Twitter for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	819	215	408	181	819	269	507	463	326
Effective Weighted Sample	637	170	317	139	637	201	402	350	266
Total	795	210	393	179	795	245	510	421	350
USE ONE PROFILE	581	150	285	139	581	167	383	306	262
	73%	71%	73%	78%	73%	68%	75%	73%	75%
USE MORE THAN ONE PROFILE	59	19	27	12	59	21	34	34	22
	7%	9%	7%	7%	7%	9%	7%	8%	6%
DON'T KNOW HOW MANY PROFILES	4	*	2	2	4	2	2	2	2
	*%	*%	*%	1%	*%	1%	*%	*%	1%
USE BUT DON'T HAVE A PROFILE	151	41	79	26	151	54	91	79	64
	19%	19%	20%	15%	19%	22%	18%	19%	18%

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

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK g
Significance Level: 95%																	
Unweighted total	123	16	28	36	23	13	7	123	84	36	64	30	17	11	94	28	123
Effective Weighted Sample	94	13	22	28	19	9	3	94	66	25	49	22	15	8	71	23	94
Total	119	15	30	35	26	10	4	119	82	33	60	28	21	10	88	31	119
USE ONE PROFILE	26	**	**	**	**	**	**	26	**	**	**	**	**	**	**	**	26
	22%	**	**	**	**	**	**	22%	**	**	**	**	**	**	**	**	22%
USE MORE THAN ONE PROFILE	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	2%
USE BUT DON'T HAVE A PROFILE	91	**	**	**	**	**	**	91	**	**	**	**	**	**	**	**	91
	76%	**	**	**	**	**	**	76%	**	**	**	**	**	**	**	**	76%

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

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	BROAD (9-13) ~c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																	
Unweighted total	123	82	10	12	19	123	116	7	3	120	7	29	87	123	13	50	47
Effective Weighted Sample	94	75	9	12	18	94	90	4	3	92	5	22	68	94	10	39	35
Total	119	103	7	5	5	119	115	5	6	114	7	22	91	119	12	52	44
USE ONE PROFILE	26 22%	** **	** **	** **	** **	26 22%	24 21%	** **	** **	26 23%	** **	** **	** **	26 22%	** **	** **	** **
USE MORE THAN ONE PROFILE	2 2%	** **	** **	** **	** **	2 2%	2 2%	** **	** **	2 2%	** **	** **	** **	2 2%	** **	** **	** **
USE BUT DON'T HAVE A PROFILE	91 76%	** **	** **	** **	** **	91 76%	88 77%	** **	** **	85 75%	** **	** **	** **	91 76%	** **	** **	** **

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

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~a	~b	~a	~b
Unweighted total	123	48	57	17	123	43	72	46	69
Effective Weighted Sample	94	36	46	12	94	32	56	33	56
Total	119	50	54	14	119	38	74	37	75
USE ONE PROFILE	26	**	**	**	26	**	**	**	**
	22%	**	**	**	22%	**	**	**	**
USE MORE THAN ONE PROFILE	2	**	**	**	2	**	**	**	**
	2%	**	**	**	2%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	91	**	**	**	91	**	**	**	**
	76%	**	**	**	76%	**	**	**	**

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

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents who use YouNow to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	43	6	14	10	8	2	3	43	29	14	26	6	7	4	32	11	43
Effective Weighted Sample	34	4	12	8	8	2	3	34	23	11	21	4	7	3	25	10	34
Total	44	4	17	10	11	2	1	44	29	15	24	7	9	3	31	13	44
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents who use YouNow to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	43	32	3	2	6	43	40	3	5	38	5	16	22	43	11	12	16
Effective Weighted Sample	34	29	3	2	6	34	32	2	5	30	4	12	18	34	8	11	12
Total	44	40	2	1	1	44	41	3	6	38	4	16	23	44	9	14	16
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW

Base : All respondents who use YouNow to watch or share live stream videos

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	43	19	19	5	43	21	18	13	25
Effective Weighted Sample	34	15	16	4	34	17	14	10	21
Total	44	19	21	4	44	19	19	12	28
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2218	323	460	446	373	323	293	2218	1139	1056	718	672	401	418	1390	819	2218
Effective Weighted Sample	1719	257	361	347	294	251	216	1719	881	819	557	522	324	321	1078	640	1719
Total	2205	296	461	419	405	346	278	2205	1130	1054	651	662	481	404	1313	885	2205
USE ONE PROFILE	1073	181	272	233	215	120	53	1073	613	448	296	332	248	193	628	441	1073
	49%	61%	59%	56%	53%	35%	19%	49%	54%	42%	46%	50%	52%	48%	48%	50%	49%
		efg	efg	efg	ef	f		ef	b								
USE MORE THAN ONE PROFILE	127	41	38	19	21	8	-	127	68	56	31	35	34	26	66	59	127
	6%	14%	8%	5%	5%	2%	-%	6%	6%	5%	5%	5%	7%	6%	5%	7%	6%
		bcdefg	cef	f	f	f		ef									
DON'T KNOW HOW MANY PROFILES	10	1	1	2	1	3	2	10	*	10	*	4	-	5	5	5	10
	*%	*%	*%	*%	*%	1%	1%	*%	*%	1%	*%	1%	-%	1%	*%	1%	*%
									a					ac			
USE BUT DON'T HAVE A PROFILE	994	74	150	166	168	214	223	994	449	541	323	290	199	180	613	379	994
	45%	25%	32%	40%	42%	62%	80%	45%	40%	51%	50%	44%	41%	45%	47%	43%	45%
			a	ab	ab	abcdg	abcdeg	ab		a	cf						

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

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2218	1468	247	253	250	2218	1966	252	246	1972	301	989	924	2218	348	828	749
Effective Weighted Sample	1719	1317	205	244	220	1719	1527	192	189	1530	231	758	728	1719	272	647	577
Total	2205	1847	190	106	62	2205	1955	250	249	1956	304	982	914	2205	363	834	710
USE ONE PROFILE	1073 49%	905 49%	89 47%	52 49%	28 44%	1073 49%	970 50%	103 41%	110 44%	963 49%	115 38%	427 44%	529 58%	1073 49%	183 50%	384 46%	357 50%
USE MORE THAN ONE PROFILE	127 6%	103 6%	14 8%	6 6%	4 6%	127 6%	116 6%	10 4%	11 4%	116 6%	11 4%	62 6%	54 6%	127 6%	30 8%	41 5%	27 4%
DON'T KNOW HOW MANY PROFILES	10 *%	7 *%	1 1%	1 1%	1 1%	10 *%	8 *%	2 1%	- -%	10 1%	4 1%	5 *%	1 *%	10 *%	3 1%	4 *%	- -%
USE BUT DON'T HAVE A PROFILE	994 45%	831 45%	85 45%	48 45%	31 49%	994 45%	860 44%	134 54%	128 52%	866 44%	174 57%	488 50%	329 36%	994 45%	146 40%	405 49%	327 46%

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

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2218	538	1121	509	2218	768	1302	1314	789
Effective Weighted Sample	1719	418	877	385	1719	579	1025	995	636
Total	2205	533	1128	492	2205	722	1339	1247	855
USE ONE PROFILE	1073	268	541	241	1073	376	629	568	464
	49%	50%	48%	49%	49%	52%	47%	46%	54%
						b			a
USE MORE THAN ONE PROFILE	127	30	67	23	127	62	54	66	51
	6%	6%	6%	5%	6%	9%	4%	5%	6%
						b			
DON'T KNOW HOW MANY PROFILES	10	-	6	3	10	5	4	5	2
	*%	-%	1%	1%	*%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	994	235	514	224	994	278	652	608	339
	45%	44%	46%	46%	45%	39%	49%	49%	40%
							a	b	

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

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents who use Yubo for social media

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	44	20	14	8	1	1	-	44	28	15	18	10	5	10	28	15	44
Effective Weighted Sample	34	17	11	7	1	1	-	34	23	11	14	9	4	9	22	12	34
Total	42	15	16	9	2	1	-	42	26	15	13	10	8	10	23	18	42
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents who use Yubo for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	44	32	3	6	3	44	39	5	5	39	8	16	20	44	10	16	10
Effective Weighted Sample	34	28	3	6	3	34	31	4	4	30	6	13	16	34	7	14	7
Total	42	38	2	2	1	42	40	3	5	37	8	12	22	42	10	17	9
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO

Base : All respondents who use Yubo for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	44	17	19	6	44	26	12	17	21
Effective Weighted Sample	34	12	16	5	34	19	10	12	18
Total	42	18	18	4	42	24	12	14	24
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

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

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents who use BeReal for social media

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	85	45	25	6	6	1	2	85	31	52	33	25	14	13	58	27	85
Effective Weighted Sample	65	36	18	5	5	1	2	65	26	37	29	17	10	9	46	19	65
Total	79	43	23	4	8	1	1	79	30	46	33	20	17	10	52	27	79
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents who use BeReal for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	85	57	4	11	13	85	80	5	8	77	11	27	47	85	23	20	23
Effective Weighted Sample	65	52	4	11	12	65	60	5	6	59	7	21	36	65	18	17	16
Total	79	70	2	4	3	79	74	5	7	72	9	25	45	79	24	19	16
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL

Base : All respondents who use BeReal for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	85	30	41	11	85	34	42	49	30
Effective Weighted Sample	65	21	33	9	65	28	31	37	23
Total	79	28	38	9	79	35	35	44	30
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents who use Goodreads for social media

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	71	18	16	18	10	5	4	71	21	48	18	31	10	12	49	22	71
Effective Weighted Sample	55	15	12	14	9	4	3	55	16	37	14	25	7	9	39	16	55
Total	64	14	11	17	14	5	3	64	20	42	18	27	8	11	45	19	64
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents who use Goodreads for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	71	45	9	10	7	71	63	8	3	68	4	17	50	71	15	25	22
Effective Weighted Sample	55	40	8	10	6	55	49	6	2	53	2	14	39	55	12	20	17
Total	64	52	6	4	2	64	58	5	3	61	3	15	47	64	12	24	18
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS

Base : All respondents who use Goodreads for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	71	12	34	20	71	33	29	39	28
Effective Weighted Sample	55	9	27	16	55	27	24	30	24
Total	64	11	30	17	64	24	33	30	32
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents who use Letterboxd for social media

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK ~g	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f	ALL UK ~g
Significance Level: 95%																	
Unweighted total	32	11	10	6	4	-	1	32	23	8	9	9	6	8	18	14	32
Effective Weighted Sample	25	7	8	5	4	-	1	25	18	6	7	7	5	6	14	11	25
Total	32	8	10	7	5	-	2	32	23	9	9	9	6	8	19	14	32
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents who use Letterboxd for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	32	22	4	3	3	32	32	-	2	30	1	8	22	32	2	14	12
Effective Weighted Sample	25	20	4	3	3	25	25	-	2	23	1	6	18	25	1	11	11
Total	32	28	2	1	1	32	32	-	3	30	*	8	23	32	2	11	15
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD

Base : All respondents who use Letterboxd for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	32	7	16	7	32	14	13	20	10
Effective Weighted Sample	25	7	12	5	25	10	10	15	8
Total	32	10	17	4	32	13	12	19	12
USE ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents who use Threads for social media

	Total	AGE							GENDER		SEG						
		16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55-64 ~e	65+ ~f	ALL UK g	MAN a	WOMAN b	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f	ALL UK g
Significance Level: 95%																	
Unweighted total	219	37	68	57	26	21	10	219	115	101	93	65	31	29	158	60	219
Effective Weighted Sample	174	32	52	45	22	17	7	174	91	81	74	51	24	25	125	48	174
Total	208	35	63	52	28	20	9	208	108	97	90	59	31	27	149	58	208
USE ONE PROFILE	129	**	**	**	**	**	**	129	65	62	**	**	**	**	93	**	129
	62%	**	**	**	**	**	**	62%	60%	64%	**	**	**	**	62%	**	62%
USE MORE THAN ONE PROFILE	9	**	**	**	**	**	**	9	1	7	**	**	**	**	5	**	9
	4%	**	**	**	**	**	**	4%	1%	7%	**	**	**	**	4%	**	4%
										a							
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	**	**	1	-	1	**	**	**	**	1	**	1
	*%	**	**	**	**	**	**	*%	-%	1%	**	**	**	**	1%	**	*%
USE BUT DON'T HAVE A PROFILE	68	**	**	**	**	**	**	68	42	26	**	**	**	**	50	**	68
	33%	**	**	**	**	**	**	33%	39%	27%	**	**	**	**	33%	**	33%

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

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents who use Threads for social media

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) ~b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																	
Unweighted total	219	143	31	24	21	219	199	20	11	208	12	65	142	219	34	70	90
Effective Weighted Sample	174	130	26	23	19	174	159	15	9	165	11	51	113	174	29	54	74
Total	208	170	22	10	5	208	190	17	11	196	12	60	136	208	34	64	87
USE ONE PROFILE	129	106	**	**	**	129	116	**	**	125	**	**	88	129	**	**	**
	62%	62%	**	**	**	62%	61%	**	**	64%	**	**	65%	62%	**	**	**
USE MORE THAN ONE PROFILE	9	7	**	**	**	9	7	**	**	6	**	**	5	9	**	**	**
	4%	4%	**	**	**	4%	4%	**	**	3%	**	**	4%	4%	**	**	**
DON'T KNOW HOW MANY PROFILES	1	1	**	**	**	1	-	**	**	1	**	**	-	1	**	**	**
	*%	1%	**	**	**	*%	-%	**	**	*%	**	**	-%	*%	**	**	**
USE BUT DON'T HAVE A PROFILE	68	56	**	**	**	68	67	**	**	64	**	**	42	68	**	**	**
	33%	33%	**	**	**	33%	35%	**	**	32%	**	**	31%	33%	**	**	**

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

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS

Base : All respondents who use Threads for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	~b	~c	d	~a	b	a	~b
Unweighted total	219	73	97	44	219	89	117	114	95
Effective Weighted Sample	174	60	77	33	174	68	95	89	78
Total	208	72	94	37	208	79	116	102	98
USE ONE PROFILE	129	**	**	**	129	**	71	67	**
	62%	**	**	**	62%	**	61%	66%	**
USE MORE THAN ONE PROFILE	9	**	**	**	9	**	2	6	**
	4%	**	**	**	4%	**	2%	5%	**
DON'T KNOW HOW MANY PROFILES	1	**	**	**	1	**	-	-	**
	*%	**	**	**	*%	**	-%	-%	**
USE BUT DON'T HAVE A PROFILE	68	**	**	**	68	**	43	30	**
	33%	**	**	**	33%	**	37%	29%	**

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

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

IN18. Which of these are reasons why you use more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	565	186	159	111	64	28	17	565	269	284	196	179	96	91	375	187	565
Effective Weighted Sample	440	149	127	86	51	20	9	440	212	218	152	141	79	71	293	147	440
Total	551	176	163	101	69	30	12	551	263	276	173	174	118	83	346	202	551
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	218	66	76	47	**	**	**	218	87	125	72	71	**	**	143	75	218
	39%	37%	47%	46%	**	**	**	39%	33%	45%	42%	41%	**	**	41%	37%	39%
										a							
I have different accounts for sharing/ posting my own content and for following other people	191	69	56	35	**	**	**	191	103	87	57	50	**	**	107	83	191
	35%	39%	35%	35%	**	**	**	35%	39%	31%	33%	29%	**	**	31%	41%	35%
															be		
I have one account for my closest friends and another for my wider circle of friends	159	60	48	17	**	**	**	159	75	82	49	33	**	**	82	77	159
	29%	34%	30%	17%	**	**	**	29%	28%	30%	28%	19%	**	**	24%	38%	29%
		c	c					c							beg	b	
I have separate account(s) for business purposes/ for promoting my business	149	37	55	37	**	**	**	149	80	66	53	42	**	**	96	53	149
	27%	21%	34%	36%	**	**	**	27%	30%	24%	31%	24%	**	**	28%	26%	27%
			a	a													
I have a 'real' or authentic account and another that is my curated or photoshopped one	101	31	36	19	**	**	**	101	46	54	41	21	**	**	61	40	101
	18%	18%	22%	19%	**	**	**	18%	18%	20%	24%	12%	**	**	18%	20%	18%
											b						

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

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

IN18. Which of these are reasons why you use more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	~c	~d	e	f	g
Unweighted total	565	186	159	111	64	28	17	565	269	284	196	179	96	91	375	187	565
Effective Weighted Sample	440	149	127	86	51	20	9	440	212	218	152	141	79	71	293	147	440
Total	551	176	163	101	69	30	12	551	263	276	173	174	118	83	346	202	551
I have an account for my parents/ family to see	86 16%	29 16%	25 15%	15 14%	** **	** **	** **	86 16%	52 20% b	31 11%	22 13%	26 15%	** **	** **	48 14%	38 19%	86 16%
Some other reason	23 4%	5 3%	5 3%	3 3%	** **	** **	** **	23 4%	7 3%	16 6%	8 4%	13 7% f	** **	** **	20 6% f	3 1%	23 4%
Don't know	21 4%	6 4%	5 3%	2 2%	** **	** **	** **	21 4%	10 4%	9 3%	3 2%	5 3%	** **	** **	8 2%	10 5%	21 4%

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

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

IN18. Which of these are reasons why you use more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	565	375	73	56	61	565	520	45	59	506	64	228	273	565	104	185	174
Effective Weighted Sample	440	338	63	54	56	440	406	34	44	396	50	174	216	440	84	146	129
Total	551	464	51	23	14	551	508	43	55	496	61	220	269	551	108	181	161
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	218	182	**	**	**	218	203	**	**	201	**	77	127	218	42	67	78
	39%	39%	**	**	**	39%	40%	**	**	40%	**	35%	47%	39%	39%	37%	49%
												b					b
I have different accounts for sharing/ posting my own content and for following other people	191	164	**	**	**	191	180	**	**	180	**	69	113	191	44	58	50
	35%	35%	**	**	**	35%	35%	**	**	36%	**	31%	42%	35%	41%	32%	31%
												b					
I have one account for my closest friends and another for my wider circle of friends	159	131	**	**	**	159	150	**	**	144	**	60	84	159	47	40	40
	29%	28%	**	**	**	29%	29%	**	**	29%	**	27%	31%	29%	43%	22%	25%
															bc		
I have separate account(s) for business purposes/ for promoting my business	149	126	**	**	**	149	139	**	**	139	**	55	80	149	24	58	49
	27%	27%	**	**	**	27%	27%	**	**	28%	**	25%	30%	27%	22%	32%	30%
I have a 'real' or authentic account and another that is my curated or photoshopped one	101	84	**	**	**	101	95	**	**	92	**	39	49	101	16	35	26
	18%	18%	**	**	**	18%	19%	**	**	18%	**	17%	18%	18%	15%	19%	16%

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

IN18. Which of these are reasons why you use more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	565	375	73	56	61	565	520	45	59	506	64	228	273	565	104	185	174
Effective Weighted Sample	440	338	63	54	56	440	406	34	44	396	50	174	216	440	84	146	129
Total	551	464	51	23	14	551	508	43	55	496	61	220	269	551	108	181	161
I have an account for my parents/ family to see	86 16%	70 15%	** **	** **	** **	86 16%	83 16%	** **	** **	75 15%	** **	33 15%	48 18%	86 16%	25 23%	28 15%	24 15%
Some other reason	23 4%	16 3%	** **	** **	** **	23 4%	20 4%	** **	** **	22 4%	** **	13 6%	8 3%	23 4%	1 1%	8 4%	9 6%
Don't know	21 4%	18 4%	** **	** **	** **	21 4%	18 3%	** **	** **	15 3%	** **	12 5%	3 1%	21 4%	5 4%	5 3%	2 1%

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

IN18. Which of these are reasons why you use more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	565	147	280	123	565	259	257	290	232
Effective Weighted Sample	440	114	219	96	440	201	202	218	189
Total	551	141	278	117	551	235	265	270	246
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	218	59	116	41	218	90	116	110	102
	39%	42%	42%	35%	39%	38%	44%	41%	41%
I have different accounts for sharing/ posting my own content and for following other people	191	56	93	41	191	87	88	89	90
	35%	40%	34%	35%	35%	37%	33%	33%	36%
I have one account for my closest friends and another for my wider circle of friends	159	41	76	37	159	71	77	76	74
	29%	29%	27%	31%	29%	30%	29%	28%	30%
I have separate account(s) for business purposes/ for promoting my business	149	46	69	32	149	64	71	53	86
	27%	33%	25%	28%	27%	27%	27%	20%	35%
									a
I have a 'real' or authentic account and another that is my curated or photoshopped one	101	38	45	16	101	56	39	42	52
	18%	27%	16%	14%	18%	24%	15%	16%	21%
		bcd				b			

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

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

IN18. Which of these are reasons why you use more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	565	147	280	123	565	259	257	290	232
Effective Weighted Sample	440	114	219	96	440	201	202	218	189
Total	551	141	278	117	551	235	265	270	246
I have an account for my parents/ family to see	86	30	34	20	86	41	37	31	50
	16%	22%	12%	17%	16%	18%	14%	12%	20%
		b							a
Some other reason	23	6	10	6	23	15	7	17	6
	4%	4%	4%	5%	4%	6%	3%	6%	2%
Don't know	21	1	10	6	21	6	5	16	2
	4%	1%	3%	5%	4%	2%	2%	6%	1%
								b	

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

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

IN15D. You said earlier you used the following apps or sites to upload your own content online. Which, if any, of these are reasons why you do this? (MULTICODE)

Base : All respondents that say they upload their own content online (whether video or livestreaming content)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1004	189	304	242	148	81	40	1004	549	443	382	271	195	151	653	346	1004
Effective Weighted Sample	786	151	243	191	121	58	27	786	431	344	297	213	158	119	511	275	786
Total	999	170	316	227	171	80	36	999	554	431	352	265	232	146	617	377	999
It's fun/ it helps pass the time	613	111	191	131	112	**	**	613	345	256	224	181	123	83	404	206	613
	61%	66%	61%	58%	66%	**	**	61%	62%	60%	63%	68%	53%	57%	65%	55%	61%
											cf	cdf			cf		f
It's a good way to keep in touch with people	529	80	169	136	88	**	**	529	282	240	195	149	111	73	344	184	529
	53%	47%	54%	60%	51%	**	**	53%	51%	56%	55%	56%	48%	50%	56%	49%	53%
				a													
It helps me to feel creative	486	87	164	120	72	**	**	486	273	205	198	104	121	62	302	183	486
	49%	51%	52%	53%	42%	**	**	49%	49%	48%	56%	39%	52%	42%	49%	48%	49%
											bdeg		b		b	b	b
I like to be seen and heard online	328	58	120	73	54	**	**	328	197	127	134	65	81	47	199	128	328
	33%	34%	38%	32%	32%	**	**	33%	35%	30%	38%	24%	35%	32%	32%	34%	33%
											b		b		b	b	b
To promote my business/ for business purposes	265	27	110	68	41	**	**	265	154	108	136	46	58	23	182	82	265
	26%	16%	35%	30%	24%	**	**	26%	28%	25%	39%	17%	25%	16%	29%	22%	26%
			adg	a				a			bcdefg				bdf		bd
I like to broadcast to an audience	221	31	90	40	44	**	**	221	140	77	108	40	42	29	148	71	221
	22%	18%	28%	18%	26%	**	**	22%	25%	18%	31%	15%	18%	20%	24%	19%	22%
			acg						b		bcdefg				b		b
None of these	19	4	6	5	1	**	**	19	13	5	5	7	2	5	12	7	19
	2%	2%	2%	2%	1%	**	**	2%	2%	1%	1%	3%	1%	4%	2%	2%	2%
Don't know	11	5	2	1	2	**	**	11	6	6	-	1	3	6	1	9	11
	1%	3%	1%	*%	1%	**	**	1%	1%	1%	-%	*%	1%	4%	*%	2%	1%
		bc											ae	abeg		abe	e

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

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

IN15D. You said earlier you used the following apps or sites to upload your own content online. Which, if any, of these are reasons why you do this? (MULTICODE)

Base : All respondents that say they upload their own content online (whether video or livestreaming content)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	~b	a	b	a	b	c	d	a	b	c
Unweighted total	1004	669	128	102	105	1004	924	80	108	896	104	368	532	1004	178	359	337
Effective Weighted Sample	786	602	110	98	95	786	726	60	85	702	81	283	423	786	144	284	257
Total	999	837	94	43	25	999	918	81	113	886	107	367	524	999	184	363	315
It's fun/ it helps pass the time	613	515	55	27	16	613	568	**	54	559	37	205	371	613	110	230	204
	61%	61%	59%	62%	63%	61%	62%	**	48%	63%	34%	56%	71%	61%	60%	63%	65%
										a		a	abd	a			
It's a good way to keep in touch with people	529	447	48	21	14	529	485	**	49	480	33	178	318	529	92	186	191
	53%	53%	51%	49%	57%	53%	53%	**	43%	54%	31%	49%	61%	53%	50%	51%	61%
												a	abd	a			ab
It helps me to feel creative	486	407	47	21	11	486	449	**	40	446	29	167	290	486	86	164	173
	49%	49%	51%	48%	43%	49%	49%	**	36%	50%	27%	45%	55%	49%	47%	45%	55%
										a		a	abd	a			b
I like to be seen and heard online	328	281	29	12	6	328	304	**	31	296	22	117	189	328	55	113	122
	33%	34%	31%	29%	24%	33%	33%	**	28%	33%	21%	32%	36%	33%	30%	31%	39%
												a	a	a			
To promote my business/ for business purposes	265	226	24	11	4	265	249	**	22	242	19	111	135	265	49	102	91
	26%	27%	25%	25%	16%	26%	27%	**	20%	27%	17%	30%	26%	26%	27%	28%	29%
		d				d						a					
I like to broadcast to an audience	221	188	18	10	4	221	208	**	14	206	17	53	151	221	41	74	83
	22%	22%	19%	24%	17%	22%	23%	**	13%	23%	16%	14%	29%	22%	22%	20%	26%
										a			abd	b			
None of these	19	17	2	-	*	19	19	**	3	16	3	11	5	19	2	9	5
	2%	2%	3%	-%	1%	2%	2%	**	3%	2%	3%	3%	1%	2%	1%	2%	2%
Don't know	11	10	1	-	*	11	9	**	2	10	4	7	1	11	-	2	2
	1%	1%	1%	-%	1%	1%	1%	**	2%	1%	4%	2%	1%	1%	-%	1%	1%
											c	c					

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

IN15D. You said earlier you used the following apps or sites to upload your own content online. Which, if any, of these are reasons why you do this? (MULTICODE)

Base : All respondents that say they upload their own content online (whether video or livestreaming content)

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1004	273	497	212	1004	382	552	472	471
Effective Weighted Sample	786	216	391	162	786	294	438	348	388
Total	999	276	492	204	999	357	572	433	509
It's fun/ it helps pass the time	613	179	300	120	613	211	372	269	325
	61%	65%	61%	59%	61%	59%	65%	62%	64%
It's a good way to keep in touch with people	529	155	257	109	529	175	329	208	297
	53%	56%	52%	54%	53%	49%	58%	48%	58%
							a		a
It helps me to feel creative	486	153	242	85	486	180	278	211	254
	49%	55%	49%	41%	49%	50%	49%	49%	50%
		c							
I like to be seen and heard online	328	110	151	61	328	115	194	110	197
	33%	40%	31%	30%	33%	32%	34%	25%	39%
		bc							a
To promote my business/ for business purposes	265	87	133	43	265	93	161	87	173
	26%	32%	27%	21%	26%	26%	28%	20%	34%
		c							a
I like to broadcast to an audience	221	83	99	35	221	73	136	75	137
	22%	30%	20%	17%	22%	20%	24%	17%	27%
		bcd							a
None of these	19	1	10	6	19	4	10	5	9
	2%	1%	2%	3%	2%	1%	2%	1%	2%
				a					
Don't know	11	3	2	3	11	2	3	6	3
	1%	1%	1%	2%	1%	1%	1%	1%	1%

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

All interviewing conducted using an online panel. Any break column with 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 USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2576	318	494	459	461	404	440	2576	1212	1344	753	785	539	489	1538	1028	2576	
	95%	98%	99%	99%	96%	91%	90%	95%	95%	96%	97%	96%	96%	91%	97%	94%	95%	
		efg	defg	defg	ef			ef			df	d	d		df		d	
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2489	322	499	452	462	394	359	2489	1206	1261	715	764	533	467	1478	1000	2489	
	92%	100%	100%	97%	96%	89%	74%	92%	94%	90%	92%	93%	95%	87%	93%	91%	92%	
		cdefg	cdefg	efg	efg	f		f	b		d	d	df		d	d	d	
USES SOCIAL MEDIA APPS OR SITES	2441	322	497	440	445	372	365	2441	1143	1277	703	749	522	459	1452	981	2441	
	90%	99%	99%	95%	93%	84%	75%	90%	89%	91%	91%	92%	93%	86%	91%	89%	90%	
		cdefg	cdefg	efg	ef	f		ef			d	d	d		d		d	
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1750	293	441	369	333	204	108	1750	912	822	539	503	396	303	1042	699	1750	
	65%	91%	88%	80%	69%	46%	22%	65%	71%	59%	70%	62%	71%	57%	65%	64%	65%	
		cdefg	cdefg	defg	ef	f		ef	b		bdfg		bdfg		d	d	d	
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667	
	99%	100%	100%	100%	99%	97%	97%	99%	99%	99%	99%	99%	99%	97%	99%	98%	99%	
		ef	efg	ef	ef			ef			d		d		d		d	
USES NONE OF THESE	33	-	-	2	3	13	15	33	15	18	6	9	4	14	15	18	33	
	1%	-%	-%	*%	1%	3%	3%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%	
					abcdg	abcdg		b						aceg				
USES ALL FOUR TYPES OF APPS/ SITES	1667	286	435	357	310	186	92	1667	855	796	518	484	379	280	1002	659	1667	
	62%	88%	87%	77%	65%	42%	19%	62%	67%	57%	67%	59%	67%	52%	63%	60%	62%	
		cdefg	cdefg	defg	ef	f		ef	b		bdfg	d	bdfg		d	d	d	

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

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

SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2576 95%	2164 95%	216 95%	122 96%	74 98% ae	2576 95%	2250 96%	326 94%	328 97%	2248 95%	478 90%	1134 96% a	950 99% abd	2576 95% a	403 95%	985 95%	826 97%
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2489 92%	2082 92%	216 96% a	117 93%	73 97% ace	2489 92%	2187 93% b	301 87%	307 91%	2182 92%	395 74%	1129 95% ad	958 100% abd	2489 92% a	406 95% b	934 90%	799 94% b
USES SOCIAL MEDIA APPS OR SITES	2441 90%	2050 90%	203 90%	116 91%	72 95% abe	2441 90%	2137 91%	304 88%	306 90%	2135 90%	422 80%	1067 90% a	941 98% abd	2441 90% a	401 94% b	921 89%	776 91%
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1750 65%	1480 65%	135 60%	80 63%	54 72% abce	1750 65%	1578 67% b	172 50%	207 61%	1543 65%	200 38%	736 62% a	814 85% abd	1750 65% a	324 76% bc	621 60%	559 65% b
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2667 99%	2242 99%	224 99%	126 99%	75 99%	2667 99%	2333 99% b	334 97%	337 100%	2330 99%	509 96%	1179 100% ad	962 100% ad	2667 99% a	421 99%	1023 98%	847 99%
USES NONE OF THESE	33 1%	29 1%	2 1%	1 1%	* 1%	33 1%	22 1%	11 3% a	1 *%	32 1%	21 4% bcd	5 *%	- -%	33 1% bc	4 1%	17 2%	6 1%
USES ALL FOUR TYPES OF APPS/ SITES	1667 62%	1407 62%	128 56%	78 61%	54 71% abce	1667 62%	1508 64% b	159 46%	192 57%	1475 62%	173 33%	701 59% a	794 82% abd	1667 62% a	310 73% bc	582 56%	543 64% b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	2576	619	1316	589	2576	858	1554	1530	936
	95%	95%	95%	96%	95%	96%	95%	93%	99%
									a
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2489	592	1267	574	2489	813	1508	1448	929
	92%	91%	92%	94%	92%	91%	93%	88%	98%
									a
USES SOCIAL MEDIA APPS OR SITES	2441	579	1241	565	2441	812	1468	1420	917
	90%	89%	90%	92%	90%	91%	90%	87%	97%
									a
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1750	417	874	414	1750	595	1031	869	789
	65%	64%	63%	67%	65%	66%	63%	53%	84%
									a
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2667	642	1362	608	2667	885	1607	1609	942
	99%	99%	99%	99%	99%	99%	99%	98%	100%
									a
USES NONE OF THESE	33	7	20	6	33	9	21	29	2
	1%	1%	1%	1%	1%	1%	1%	2%	***
								b	
USES ALL FOUR TYPES OF APPS/ SITES	1667	397	834	393	1667	562	988	813	768
	62%	61%	60%	64%	62%	63%	61%	50%	81%
									a

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
YouTube	2205	296	461	419	405	346	278	2205	1130	1054	651	662	481	404	1313	885	2205
	82%	91%	92%	90%	84%	78%	57%	82%	88%	75%	84%	81%	86%	75%	82%	81%	82%
		defg	defg	defg	ef	f		f	b		d	d	df		d	d	d
WhatsApp	2201	270	445	408	406	339	334	2201	1011	1172	663	691	451	388	1354	840	2201
	82%	83%	89%	88%	85%	77%	68%	82%	79%	84%	86%	84%	80%	73%	85%	77%	82%
		ef	aefg	efg	ef	f		ef		a	cdfg	df	d		cdfg		df
Facebook	2094	208	426	410	404	311	335	2094	954	1128	609	616	458	403	1224	861	2094
	78%	64%	85%	88%	84%	70%	69%	78%	74%	81%	78%	75%	82%	75%	77%	79%	78%
			aefg	aefg	aefg			aef		a			bd				
Instagram	1613	298	436	340	278	152	109	1613	757	841	505	473	349	280	979	629	1613
	60%	92%	87%	73%	58%	34%	22%	60%	59%	60%	65%	58%	62%	52%	61%	57%	60%
		bcdefg	cdefg	defg	ef	f		ef			bdfg		d		d		d
TikTok	1287	285	387	261	202	117	34	1287	608	664	384	366	299	231	750	530	1287
	48%	88%	77%	56%	42%	26%	7%	48%	47%	48%	49%	45%	53%	43%	47%	48%	48%
		bcdefg	cdefg	defg	ef	f		ef			d		bdeg				
Snapchat	897	265	315	158	106	38	15	897	430	459	269	245	232	146	513	378	897
	33%	82%	63%	34%	22%	9%	3%	33%	34%	33%	35%	30%	41%	27%	32%	34%	33%
		bcdefg	cdefg	def	ef	f		def			d		abdefg			d	d
X/Twitter	795	118	208	163	154	93	58	795	477	311	278	255	150	111	532	261	795
	29%	37%	42%	35%	32%	21%	12%	29%	37%	22%	36%	31%	27%	21%	33%	24%	29%
		efg	defg	efg	ef	f		ef	b		cdfg	df	d		cdfg		df
FaceTime	710	142	182	138	114	76	58	710	306	398	223	239	157	89	462	246	710
	26%	44%	36%	30%	24%	17%	12%	26%	24%	28%	29%	29%	28%	17%	29%	22%	26%
		bcdefg	defg	ef	ef			ef		a	df	df	df		df	d	df
Microsoft Teams	672	116	145	164	143	71	32	672	312	350	245	266	110	50	511	161	672
	25%	36%	29%	35%	30%	16%	7%	25%	24%	25%	32%	33%	20%	9%	32%	15%	25%
		efg	ef	efg	ef	f		ef			cdfg	cdfg	df		cdfg	d	cdf
LinkedIn	571	53	147	120	134	71	46	571	314	252	255	195	75	44	449	119	571
	21%	16%	29%	26%	28%	16%	9%	21%	25%	18%	33%	24%	13%	8%	28%	11%	21%
		f	aefg	aefg	aefg	f		ef	b		bcdefg	cdf	d		bcdefg		cdf

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

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Zoom	555	59	127	131	106	69	62	555	285	267	253	158	94	48	410	141	555
	21%	18%	25%	28%	22%	16%	13%	21%	22%	19%	33%	19%	17%	9%	26%	13%	21%
		f	aefg	aefg	ef			ef			bcdefg	df	d		bcdfg	d	df
Pinterest	548	121	124	103	82	67	50	548	174	364	197	159	103	86	356	189	548
	20%	37%	25%	22%	17%	15%	10%	20%	14%	26%	25%	19%	18%	16%	22%	17%	20%
		bcdefg	defg	ef	f			ef	a		bcdfg				df		d
iMessage (by Apple)	478	102	141	78	75	45	36	478	212	257	163	144	101	66	307	168	478
	18%	32%	28%	17%	16%	10%	7%	18%	17%	18%	21%	18%	18%	12%	19%	15%	18%
		cdefg	cdefg	ef	ef			ef			df	d	d		df		d
Reddit	428	89	144	91	67	27	9	428	261	156	118	149	108	49	268	158	428
	16%	28%	29%	20%	14%	6%	2%	16%	20%	11%	15%	18%	19%	9%	17%	14%	16%
		cdefg	cdefg	def	ef	f		ef	b		d	df	df		d	d	d
Telegram	360	52	139	96	46	16	13	360	223	132	152	93	72	42	245	114	360
	13%	16%	28%	21%	10%	4%	3%	13%	17%	9%	20%	11%	13%	8%	15%	10%	13%
		def	acdefg	defg	ef			def	b		bcdefg		d		bdf		df
Twitch	360	111	129	66	35	13	4	360	249	101	126	89	86	55	216	141	360
	13%	34%	26%	14%	7%	3%	1%	13%	19%	7%	16%	11%	15%	10%	14%	13%	13%
		bcdefg	cdefg	def	ef	f		def	b		bd		bd				
Skype	357	26	88	86	66	39	53	357	192	163	147	84	79	45	231	125	357
	13%	8%	17%	19%	14%	9%	11%	13%	15%	12%	19%	10%	14%	8%	14%	11%	13%
			aefg	aefg	ae			ae	b		bcdefg		d		bdf		bd
Google Chat/ Google Meet	289	38	86	70	60	24	10	289	167	117	145	69	48	26	214	74	289
	11%	12%	17%	15%	12%	6%	2%	11%	13%	8%	19%	8%	9%	5%	13%	7%	11%
		ef	efg	efg	ef	f		ef	b		bcdefg	d	d		bcdfg		df
Discord	281	102	92	47	26	12	3	281	195	80	96	71	77	37	167	115	281
	10%	32%	18%	10%	5%	3%	1%	10%	15%	6%	12%	9%	14%	7%	10%	10%	10%
		bcdefg	cdefg	def	f	f		def	b		bd		bd		d	d	d
Threads	208	35	63	52	28	20	9	208	108	97	90	59	31	27	149	58	208
	8%	11%	13%	11%	6%	5%	2%	8%	8%	7%	12%	7%	6%	5%	9%	5%	8%
		def	defg	defg	f	f		ef			bcdfg				cdf		f

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

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
WeChat	128	20	37	34	25	8	4	128	69	59	60	32	24	10	92	34	128
	5%	6%	7%	7%	5%	2%	1%	5%	5%	4%	8%	4%	4%	2%	6%	3%	5%
		ef	efg	efg	ef			ef			bcdg				df		d
Vimeo	119	15	30	35	26	10	4	119	82	33	60	28	21	10	88	31	119
	4%	5%	6%	8%	5%	2%	1%	4%	6%	2%	8%	3%	4%	2%	5%	3%	4%
		f	ef	efg	ef			f	b		bcdg				bdf		d
Dailymotion	108	18	27	28	23	8	4	108	71	36	42	28	24	13	70	38	108
	4%	5%	5%	6%	5%	2%	1%	4%	6%	3%	5%	3%	4%	3%	4%	3%	4%
		ef	ef	ef	ef			f	b		d						
Tumblr	99	19	34	23	16	3	4	99	50	44	37	22	17	23	58	40	99
	4%	6%	7%	5%	3%	1%	1%	4%	4%	3%	5%	3%	3%	4%	4%	4%	4%
		ef	defg	ef	ef			ef			b						
Signal	94	6	27	28	20	5	8	94	61	30	33	35	16	11	67	27	94
	3%	2%	5%	6%	4%	1%	2%	3%	5%	2%	4%	4%	3%	2%	4%	2%	3%
			aef	aefg	ef			e	b						df		
BeReal	79	43	23	4	8	1	1	79	30	46	33	20	17	10	52	27	79
	3%	13%	5%	1%	2%	1%	1%	3%	2%	3%	4%	2%	3%	2%	3%	2%	3%
		bcdefg	cdef		f			cef			d						
OnlyFans	79	21	29	16	7	4	3	79	57	22	27	21	18	14	47	31	79
	3%	6%	6%	3%	1%	1%	1%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%
		defg	defg	ef				ef	b								
Goodreads	64	14	11	17	14	5	3	64	20	42	18	27	8	11	45	19	64
	2%	4%	2%	4%	3%	1%	1%	2%	2%	3%	2%	3%	1%	2%	3%	2%	2%
		efg		ef	f			f		a							
Viber	63	8	17	17	15	6	1	63	41	23	33	12	13	6	44	19	63
	2%	3%	3%	4%	3%	1%	1%	2%	3%	2%	4%	1%	2%	1%	3%	2%	2%
		f	f	ef	f			f	b		bdfg						
Kik	63	6	20	18	12	3	3	63	41	22	23	17	12	11	39	24	63
	2%	2%	4%	4%	3%	1%	1%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%
			ef	ef	f			f	b								

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

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Slack	50 2%	10 3%	15 3%	15 3%	6 1%	2 1%	1 *	50 2%	32 3%	17 1%	29 4%	10 1%	6 1%	5 1%	39 2%	11 1%	50 2%
		ef	ef	ef				f	b		bcdgf			f			
YouNow	44 2%	4 1%	17 3%	10 2%	11 2%	2 *	1 *	44 2%	29 2%	15 1%	24 3%	7 1%	9 2%	3 1%	31 2%	13 1%	44 2%
			efg	ef	ef			f	b		bdfg				d		
Yubo	42 2%	15 5%	16 3%	9 2%	2 *	1 *	- -%	42 2%	26 2%	15 1%	13 2%	10 1%	8 1%	10 2%	23 1%	18 2%	42 2%
		cdefg	defg	ef				ef									
BitChute	37 1%	3 1%	11 2%	13 3%	7 1%	2 1%	* *	37 1%	25 2%	11 1%	20 3%	4 *	10 2%	3 1%	23 1%	13 1%	37 1%
			f	efg	f			f	b		bdg		b		b		
Letterboxd	32 1%	8 3%	10 2%	7 1%	5 1%	- -%	2 *	32 1%	23 2%	9 1%	9 1%	9 1%	6 1%	8 1%	19 1%	14 1%	32 1%
		ef	ef	e				e	b								
Clubhouse	18 1%	2 1%	7 1%	7 2%	2 *	1 *	- -%	18 1%	11 1%	8 1%	11 1%	4 1%	2 *	1 *	15 1%	3 *	18 1%
			f	ef							f						
Other sites/ apps used	7 *%	- -%	- -%	- -%	- -%	2 *%	6 1%	7 *%	5 *%	3 *%	5 1%	2 *%	- -%	- -%	7 *%	- -%	7 *%
							bcdg				f						
ANY OF THESE	2667 99%	324 100%	502 100%	462 100%	477 99%	429 97%	473 97%	2667 99%	1267 99%	1379 99%	770 99%	809 99%	557 99%	521 97%	1578 99%	1078 98%	2667 99%
		ef	efg	ef	ef			ef			d		d		d		
NONE OF THESE	33 1%	- -%	- -%	2 *%	3 1%	13 3%	15 3%	33 1%	15 1%	18 1%	6 1%	9 1%	4 1%	14 3%	15 1%	18 2%	33 1%
					abcdg	abcdg		b					aceg				
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean score	6.7	9.3	9.2	7.9	6.5	4.5	3.3	6.7	7.1	6.3	7.8	6.6	6.7	5.2	7.2	6.0	6.7
		cdefg	cdefg	defg	ef	f		ef	b		bcddefg	df	df		bdfg	d	df
Standard deviation	4.36	3.74	4.24	4.63	4.10	2.84	2.23	4.36	4.72	3.97	5.04	3.88	4.12	3.76	4.52	4.02	4.36
Standard error	.08	.20	.19	.21	.19	.14	.10	.08	.13	.11	.17	.13	.19	.16	.11	.13	.08

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

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
YouTube	2205	1847	190	106	62	2205	1955	250	249	1956	304	982	914	2205	363	834	710
	82%	81%	84%	84%	83%	82%	83%	72%	74%	83%	57%	83%	95%	82%	86%	80%	83%
							b		a			a	abd	a	b		
WhatsApp	2201	1847	185	106	63	2201	1930	271	283	1918	349	954	887	2201	336	833	725
	82%	81%	82%	84%	84%	82%	82%	79%	84%	81%	66%	81%	92%	82%	79%	80%	85%
												a	abd	a		ab	
Facebook	2094	1752	181	99	61	2094	1827	267	274	1820	367	889	831	2094	346	804	671
	78%	77%	80%	78%	81%	78%	78%	77%	81%	77%	69%	75%	86%	78%	81%	77%	79%
												a	abd	a			
Instagram	1613	1369	124	73	48	1613	1450	164	200	1413	196	678	736	1613	293	560	524
	60%	60%	55%	58%	63%	60%	62%	47%	59%	60%	37%	57%	76%	60%	69%	54%	61%
							b					a	abd	a	bc	b	
TikTok	1287	1092	98	58	38	1287	1183	104	183	1103	148	531	606	1287	258	435	400
	48%	48%	43%	46%	51%	48%	50%	30%	54%	47%	28%	45%	63%	48%	61%	42%	47%
							b		b			a	abd	a	bc		
Snapchat	897	747	75	41	33	897	833	64	119	778	92	362	439	897	191	298	258
	33%	33%	33%	33%	44%	33%	35%	19%	35%	33%	17%	31%	46%	33%	45%	29%	30%
					abce		b					a	abd	a	bc		
X/Twitter	795	662	68	40	24	795	727	68	56	739	45	304	447	795	131	273	311
	29%	29%	30%	32%	32%	29%	31%	20%	17%	31%	8%	26%	46%	29%	31%	26%	36%
							b		a			a	abd	ab		b	
FaceTime	710	594	56	39	21	710	617	93	77	633	59	264	387	710	106	245	264
	26%	26%	25%	31%	28%	26%	26%	27%	23%	27%	11%	22%	40%	26%	25%	24%	31%
												a	abd	ab		b	
Microsoft Teams	672	555	64	32	20	672	616	56	45	628	30	236	406	672	80	201	309
	25%	24%	28%	26%	27%	25%	26%	16%	13%	27%	6%	20%	42%	25%	19%	19%	36%
							b		a			a	abd	ab		ab	
LinkedIn	571	481	49	27	14	571	517	53	30	541	30	196	345	571	66	172	270
	21%	21%	22%	21%	18%	21%	22%	15%	9%	23%	6%	17%	36%	21%	16%	17%	32%
							b		a			a	abd	ab		ab	

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

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Zoom	555	466	45	25	19	555	496	58	29	526	28	191	336	555	75	178	245
	21%	21%	20%	19%	25%	21%	21%	17%	9%	22%	5%	16%	35%	21%	18%	17%	29%
										a		a	abd	ab			ab
Pinterest	548	450	50	31	17	548	471	77	47	501	50	178	318	548	85	180	195
	20%	20%	22%	25%	22%	20%	20%	22%	14%	21%	9%	15%	33%	20%	20%	17%	23%
										a		a	abd	ab			b
iMessage (by Apple)	478	407	33	26	12	478	431	46	51	427	35	169	273	478	76	159	182
	18%	18%	15%	20%	15%	18%	18%	13%	15%	18%	7%	14%	28%	18%	18%	15%	21%
							b					a	abd	ab			b
Reddit	428	357	37	21	14	428	395	33	23	406	26	126	276	428	72	156	155
	16%	16%	16%	16%	18%	16%	17%	10%	7%	17%	5%	11%	29%	16%	17%	15%	18%
							b			a		a	abd	ab			
Telegram	360	307	33	11	9	360	339	21	29	331	25	129	206	360	67	123	141
	13%	14%	14%	9%	13%	13%	14%	6%	9%	14%	5%	11%	21%	13%	16%	12%	17%
		c	c			c	b			a		a	abd	a			b
Twitch	360	305	27	17	10	360	345	15	23	337	34	123	203	360	80	125	106
	13%	13%	12%	13%	13%	13%	15%	4%	7%	14%	6%	10%	21%	13%	19%	12%	12%
							b			a		a	abd	ab	bc		
Skype	357	302	32	11	12	357	313	44	21	336	30	115	212	357	45	131	148
	13%	13%	14%	9%	16%	13%	13%	13%	6%	14%	6%	10%	22%	13%	11%	13%	17%
		c			c	c				a		a	abd	ab			ab
Google Chat/ Google Meet	289	246	22	14	7	289	272	17	18	271	14	78	196	289	43	84	132
	11%	11%	10%	11%	9%	11%	12%	5%	5%	11%	3%	7%	20%	11%	10%	8%	15%
							b			a		a	abd	ab			ab
Discord	281	232	24	17	7	281	271	11	14	267	20	98	163	281	42	107	92
	10%	10%	11%	14%	9%	10%	11%	3%	4%	11%	4%	8%	17%	10%	10%	10%	11%
							b			a		a	abd	a			

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

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SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

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		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Threads	208	170	22	10	5	208	190	17	11	196	12	60	136	208	34	64	87
	8%	7%	10%	8%	7%	8%	8%	5%	3%	8%	2%	5%	14%	8%	8%	6%	10%
										a		a	abd	ab			b
WeChat	128	112	9	5	1	128	119	9	11	117	13	34	81	128	17	41	62
	5%	5%	4%	4%	2%	5%	5%	3%	3%	5%	2%	3%	8%	5%	4%	4%	7%
		d				d							abd	ab			b
Vimeo	119	103	7	5	5	119	115	5	6	114	7	22	91	119	12	52	44
	4%	5%	3%	4%	6%	4%	5%	1%	2%	5%	1%	2%	9%	4%	3%	5%	5%
							b			a			abd	ab			
Dailymotion	108	96	7	1	4	108	105	3	5	104	5	27	76	108	13	56	32
	4%	4%	3%	1%	5%	4%	4%	1%	1%	4%	1%	2%	8%	4%	3%	5%	4%
		c			c	c	b			a			abd	ab			
Tumblr	99	82	11	3	2	99	92	7	4	94	11	23	64	99	11	36	35
	4%	4%	5%	2%	3%	4%	4%	2%	1%	4%	2%	2%	7%	4%	3%	3%	4%
										a			abd	b			
Signal	94	81	8	3	1	94	86	8	10	84	4	37	53	94	10	27	45
	3%	4%	4%	2%	2%	3%	4%	2%	3%	4%	1%	3%	6%	3%	2%	3%	5%
												a	abd	a			ab
BeReal	79	70	2	4	3	79	74	5	7	72	9	25	45	79	24	19	16
	3%	3%	1%	3%	4%	3%	3%	2%	2%	3%	2%	2%	5%	3%	6%	2%	2%
				b	b								abd		bc		
OnlyFans	79	71	4	2	2	79	74	5	9	69	11	24	44	79	17	27	25
	3%	3%	2%	2%	3%	3%	3%	1%	3%	3%	2%	2%	5%	3%	4%	3%	3%
													abd				
Goodreads	64	52	6	4	2	64	58	5	3	61	3	15	47	64	12	24	18
	2%	2%	3%	3%	3%	2%	2%	2%	1%	3%	1%	1%	5%	2%	3%	2%	2%
											*		abd	ab			
Viber	63	54	5	1	3	63	59	4	5	58	3	21	39	63	10	17	28
	2%	2%	2%	1%	4%	2%	3%	1%	1%	2%	1%	2%	4%	2%	2%	2%	3%
													abd	a			b

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

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		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Kik	63 2%	56 2%	1 1%	3 3%	2 3%	63 2%	61 3%	2 1%	6 2%	57 2%	* **%	15 1%	47 5%	63 2%	11 3%	18 2%	30 3%
Slack	50 2%	44 2%	2 1%	2 1%	1 2%	50 2%	48 2%	2 **%	2 1%	48 2%	1 **%	15 1%	33 3%	50 2%	7 2%	9 1%	30 3%
YouNow	44 2%	40 2%	2 1%	1 1%	1 2%	44 2%	41 2%	3 1%	6 2%	38 2%	4 1%	16 1%	23 2%	44 2%	9 2%	14 1%	16 2%
Yubo	42 2%	38 2%	2 1%	2 2%	1 1%	42 2%	40 2%	3 1%	5 1%	37 2%	8 2%	12 1%	22 2%	42 2%	10 2%	17 2%	9 1%
BitChute	37 1%	35 2%	1 **%	* **%	1 1%	37 1%	36 2%	* **%	4 1%	33 1%	3 1%	8 1%	26 3%	37 1%	6 1%	17 2%	10 1%
Letterboxd	32 1%	28 1%	2 1%	1 1%	1 1%	32 1%	32 1%	- -%	3 1%	30 1%	* **%	8 1%	23 2%	32 1%	2 **%	11 1%	15 2%
Clubhouse	18 1%	18 1%	- -%	* **%	* **%	18 1%	18 1%	* **%	1 **%	17 1%	1 **%	3 **%	14 1%	18 1%	3 1%	4 **%	11 1%
Other sites/ apps used	7 **%	7 **%	1 **%	- -%	- -%	7 **%	6 **%	2 1%	- -%	7 **%	6 1%	1 **%	- -%	7 **%	- -%	3 **%	4 **%
ANY OF THESE	2667 99%	2242 99%	224 99%	126 99%	75 99%	2667 99%	2333 99%	334 97%	337 100%	2330 99%	509 96%	1179 100%	962 100%	2667 99%	421 99%	1023 98%	847 99%
NONE OF THESE	33 1%	29 1%	2 1%	1 1%	* 1%	33 1%	22 1%	11 3%	1 **%	32 1%	21 4%	5 **%	- -%	33 1%	4 1%	17 2%	6 1%

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

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	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean score	6.7	6.7	6.6	6.7	7.0	6.7	6.9	5.2	5.5	6.8	3.7	5.9	9.4	6.7	7.0	6.1	7.4
							b			a		a	abd	ab	b		b
Standard deviation	4.36	4.43	4.02	3.97	3.82	4.36	4.47	3.14	3.24	4.47	2.83	3.26	4.72	4.36	3.76	4.21	4.95
Standard error	.08	.10	.23	.23	.22	.08	.09	.17	.18	.09	.13	.09	.15	.08	.19	.13	.17

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
YouTube	2205 82%	533 82%	1128 82%	492 80%	2205 82%	722 81%	1339 82%	1247 76%	855 91%
WhatsApp	2201 82%	526 81%	1126 81%	506 82%	2201 82%	713 80%	1360 84%	1272 78%	840 89%
Facebook	2094 78%	487 75%	1071 78%	498 81%	2094 78%	695 78%	1273 78%	1183 72%	829 88%
Instagram	1613 60%	409 63%	798 58%	367 60%	1613 60%	527 59%	962 59%	798 49%	737 78%
TikTok	1287 48%	331 51%	618 45%	307 50%	1287 48%	446 50%	740 45%	587 36%	638 68%
Snapchat	897 33%	270 42%	398 29%	205 33%	897 33%	327 37%	493 30%	392 24%	455 48%
X/Twitter	795 29%	210 32%	393 28%	179 29%	795 29%	245 27%	510 31%	421 26%	350 37%
FaceTime	710 26%	180 28%	356 26%	161 26%	710 26%	236 26%	433 27%	363 22%	324 34%
Microsoft Teams	672 25%	173 27%	343 25%	144 23%	672 25%	194 22%	445 27%	344 21%	307 33%

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
LinkedIn	571 21%	160 25% c	294 21%	109 18%	571 21%	160 18%	381 23% a	283 17%	276 29% a
Zoom	555 21%	173 27% bcd	258 19%	118 19%	555 21%	164 18%	363 22% a	272 17%	265 28% a
Pinterest	548 20%	147 23% c	277 20%	106 17%	548 20%	202 23% b	304 19%	275 17%	250 26% a
iMessage (by Apple)	478 18%	129 20%	241 17%	98 16%	478 18%	159 18%	285 18%	243 15%	218 23% a
Reddit	428 16%	112 17%	221 16%	87 14%	428 16%	168 19% b	235 14%	229 14%	184 20% a
Telegram	360 13%	129 20% bcd	162 12%	63 10%	360 13%	102 11%	234 14%	129 8%	219 23% a
Twitch	360 13%	123 19% bcd	163 12%	67 11%	360 13%	137 15% b	195 12%	176 11%	163 17% a
Skype	357 13%	125 19% bcd	167 12%	63 10%	357 13%	99 11%	238 15% a	169 10%	174 18% a
Google Chat/ Google Meet	289 11%	115 18% bcd	141 10% c	27 4%	289 11% c	78 9%	191 12% a	93 6%	184 20% a

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Discord	281	89	129	60	281	118	146	155	114
	10%	14%	9%	10%	10%	13%	9%	9%	12%
		bd				b			
Threads	208	72	94	37	208	79	116	102	98
	8%	11%	7%	6%	8%	9%	7%	6%	10%
		bcd							a
WeChat	128	53	51	23	128	42	78	39	82
	5%	8%	4%	4%	5%	5%	5%	2%	9%
		bcd							a
Vimeo	119	50	54	14	119	38	74	37	75
	4%	8%	4%	2%	4%	4%	5%	2%	8%
		bcd			c				a
Dailymotion	108	37	47	21	108	33	66	47	57
	4%	6%	3%	3%	4%	4%	4%	3%	6%
		b							a
Tumblr	99	36	41	21	99	43	51	44	48
	4%	5%	3%	3%	4%	5%	3%	3%	5%
		b							a
Signal	94	29	38	21	94	23	63	45	42
	3%	5%	3%	3%	3%	3%	4%	3%	4%
									a
BeReal	79	28	38	9	79	35	35	44	30
	3%	4%	3%	1%	3%	4%	2%	3%	3%
		c				b			
OnlyFans	79	32	31	15	79	33	35	32	44
	3%	5%	2%	2%	3%	4%	2%	2%	5%
		bcd				b			a

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Goodreads	64 2%	11 2%	30 2%	17 3%	64 2%	24 3%	33 2%	30 2%	32 3%
Viber	63 2%	28 4% bcd	24 2%	11 2%	63 2%	23 3%	37 2%	24 1%	33 3% a
Kik	63 2%	21 3%	31 2%	10 2%	63 2%	23 3%	32 2%	23 1%	37 4% a
Slack	50 2%	21 3% bcd	23 2%	5 1%	50 2%	20 2%	29 2%	16 1%	32 3% a
YouNow	44 2%	19 3% c	21 1%	4 1%	44 2%	19 2%	19 1%	12 1%	28 3% a
Yubo	42 2%	18 3% c	18 1%	4 1%	42 2%	24 3% b	12 1%	14 1%	24 3% a
BitChute	37 1%	12 2%	14 1%	9 1%	37 1%	11 1%	21 1%	8 1%	27 3% a
Letterboxd	32 1%	10 1%	17 1%	4 1%	32 1%	13 2%	12 1%	19 1%	12 1%
Clubhouse	18 1%	10 2% bd	6 *% *	2 *% *	18 1%	7 1%	8 1%	5 *% *	14 1% a
Other sites/ apps used	7 *% *	5 1% b	1 *% *	2 *% *	7 *% *	2 *% *	6 *% *	6 *% *	2 *% *

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
ANY OF THESE	2667	642	1362	608	2667	885	1607	1609	942
	99%	99%	99%	99%	99%	99%	99%	98%	100%
NONE OF THESE	33	7	20	6	33	9	21	29	2
	1%	1%	1%	1%	1%	1%	1%	2%	*%
								b	
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean score	6.7	7.6	6.4	6.3	6.7	6.7	6.7	5.6	8.6
		bcd							a
Standard deviation	4.36	5.39	4.00	3.85	4.36	4.20	4.44	3.79	4.72
Standard error	.08	.21	.11	.15	.08	.14	.11	.09	.16

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

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2667	355	503	494	442	401	472	2667	1271	1371	836	818	461	539	1654	1000	2667
Effective Weighted Sample	2062	281	394	385	347	314	350	2062	982	1060	639	637	373	414	1275	782	2062
Total	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667
Strongly disagree	106 4%	12 4%	13 3%	11 2%	10 2%	14 3%	44 9%	106 4%	42 3%	63 5%	39 5%	23 3%	19 3%	24 5%	62 4%	43 4%	106 4%
						abcdeg					b						
Slightly disagree	157 6%	21 7%	17 3%	24 5%	21 4%	34 8%	39 8%	157 6%	86 7%	70 5%	41 5%	52 6%	35 6%	30 6%	93 6%	65 6%	157 6%
						b	bd										
Neither agree nor disagree	454 17%	56 17%	54 11%	75 16%	67 14%	97 23%	105 22%	454 17%	211 17%	241 17%	109 14%	127 16%	85 15%	133 26%	236 15%	218 20%	454 17%
		b		b		bcdg	bcdg	b						abcefg		abceg	
Slightly agree	919 34%	91 28%	164 33%	174 38%	174 37%	151 35%	164 35%	919 34%	418 33%	496 36%	242 31%	302 37%	213 38%	162 31%	543 34%	375 35%	919 34%
				a	a			a				ad	ad				
Strongly agree	974 37%	135 42%	251 50%	177 38%	196 41%	114 27%	101 21%	974 37%	474 37%	487 35%	328 43%	287 35%	198 36%	157 30%	615 39%	356 33%	974 37%
		ef	acdefg	ef	ef			ef			bcdgf				df		d
Don't know	57 2%	8 2%	3 1%	1 **%	8 2%	18 4%	20 4%	57 2%	35 3%	21 2%	11 1%	19 2%	7 1%	15 3%	30 2%	22 2%	57 2%
		bc				bcdg	bcdg	bc									
SUMMARY CODES																	
TOTAL DISAGREE	263 10%	34 10%	31 6%	35 8%	31 7%	49 11%	83 18%	263 10%	129 10%	133 10%	80 10%	74 9%	54 10%	54 10%	154 10%	108 10%	263 10%
		b				bd	abcdeg	b									
TOTAL AGREE	1893 71%	227 70%	414 83%	351 76%	370 78%	266 62%	265 56%	1893 71%	892 70%	984 71%	570 74%	588 73%	411 74%	319 61%	1158 73%	730 68%	1893 71%
		ef	acefg	ef	aefg			ef			df	df	df		df	d	d
TOTAL NEITHER/ DON'T KNOW	511 19%	63 20%	57 11%	76 17%	75 16%	115 27%	125 26%	511 19%	246 19%	262 19%	119 16%	146 18%	92 17%	148 28%	266 17%	240 22%	511 19%
		b		b		abcdg	abcdg	b						abcefg		ace	a

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

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
Strongly disagree	106 4%	89 4%	11 5%	3 2%	3 4%	106 4%	96 4%	9 3%	11 3%	94 4%	39 8%	41 3%	25 3%	106 4%	17 4%	43 4%	31 4%
Slightly disagree	157 6%	132 6%	11 5%	7 6%	6 8%	157 6%	139 6%	18 5%	30 9%	128 5%	45 9%	68 6%	43 5%	157 6%	31 7%	60 6%	45 5%
Neither agree nor disagree	454 17%	372 17%	45 20%	26 21%	11 15%	454 17%	387 17%	68 20%	73 22%	382 16%	161 32%	199 17%	88 9%	454 17%	71 17%	167 16%	109 13%
Slightly agree	919 34%	767 34%	77 35%	46 37%	28 38%	919 34%	799 34%	120 36%	106 32%	813 35%	142 28%	439 37%	334 35%	919 34%	141 34%	363 35%	311 37%
Strongly agree	974 37%	829 37%	77 34%	42 34%	25 33%	974 37%	863 37%	111 33%	110 33%	864 37%	103 20%	406 34%	463 48%	974 37%	158 38%	369 36%	333 39%
Don't know	57 2%	52 2%	2 1%	1 1%	1 2%	57 2%	48 2%	9 3%	7 2%	50 2%	19 4%	27 2%	9 1%	57 2%	2 1%	21 2%	18 2%
SUMMARY CODES																	
TOTAL DISAGREE	263 10%	221 10%	23 10%	10 8%	9 12%	263 10%	236 10%	27 8%	41 12%	222 10%	84 17%	108 9%	68 7%	263 10%	48 11%	103 10%	76 9%
TOTAL AGREE	1893 71%	1596 71%	155 69%	88 70%	54 71%	1893 71%	1662 71%	231 69%	217 64%	1676 72%	245 48%	845 72%	797 83%	1893 71%	299 71%	732 72%	644 76%

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
TOTAL NEITHER/ DON'T KNOW	511	425	47	27	12	511	435	76	80	432	180	226	97	511	73	189	127
	19%	19%	21%	22%	17%	19%	19%	23%	24%	19%	35%	19%	10%	19%	17%	18%	15%
											bcd	c		c			

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
Strongly disagree	106 4%	27 4%	47 3%	31 5%	106 4%	50 6% b	52 3%	75 5%	27 3%
Slightly disagree	157 6%	32 5%	82 6%	41 7%	157 6%	61 7%	86 5%	108 7% b	43 5%
Neither agree nor disagree	454 17%	87 13%	219 16%	133 22% abd	454 17%	163 18% b	238 15%	298 19% b	116 12%
Slightly agree	919 34%	198 31%	507 37% a	201 33%	919 34%	301 34%	568 35%	559 35%	324 34%
Strongly agree	974 37%	280 44% bcd	484 36%	196 32%	974 37%	301 34%	625 39% a	518 32%	427 45% a
Don't know	57 2%	17 3%	23 2%	6 1%	57 2%	10 1%	37 2%	50 3% b	4 *%
SUMMARY CODES									
TOTAL DISAGREE	263 10%	60 9%	129 9%	72 12%	263 10%	111 13% b	139 9%	183 11% b	70 7%
TOTAL AGREE	1893 71%	478 74% c	991 73% c	396 65%	1893 71% c	602 68%	1193 74% a	1078 67%	751 80% a

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

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
TOTAL NEITHER/ DON'T KNOW	511	104	242	139	511	173	276	348	120
	19%	16%	18%	23%	19%	20%	17%	22%	13%
				ab				b	

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

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2667	355	503	494	442	401	472	2667	1271	1371	836	818	461	539	1654	1000	2667
Effective Weighted Sample	2062	281	394	385	347	314	350	2062	982	1060	639	637	373	414	1275	782	2062
Total	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667
Strongly disagree	294 11%	31 9%	32 6%	30 6%	50 10% b	73 17% abcdg	79 17% abcdg	294 11% bc	150 12%	143 10%	79 10%	95 12%	61 11%	59 11%	174 11%	120 11%	294 11%
Slightly disagree	343 13%	38 12%	54 11%	58 13%	58 12%	56 13% b	79 17% b	343 13% b	166 13%	174 13%	90 12%	118 15%	69 12%	66 13%	208 13%	135 13%	343 13%
Neither agree nor disagree	689 26%	72 22%	101 20%	116 25%	129 27% b	134 31% abg	136 29% b	689 26% b	321 25%	362 26%	190 25%	189 23%	131 24%	177 34% abceg	378 24%	308 29% be	689 26%
Slightly agree	710 27%	94 29% f	175 35% defg	138 30% ef	124 26% f	96 22%	83 18%	710 27% f	340 27%	363 26%	203 26%	221 27%	161 29%	123 24%	424 27%	283 26%	710 27%
Strongly agree	536 20%	81 25% ef	134 27% efg	112 24% ef	105 22% ef	54 12%	50 11%	536 20% ef	244 19%	287 21%	180 23% df	157 19% d	122 22% d	75 14%	337 21% d	197 18%	536 20% d
Don't know	96 4%	8 2%	6 1%	8 2%	10 2%	17 4% b	47 10% abcdeg	96 4% b	46 4%	49 4%	28 4%	29 4%	13 2%	20 4%	58 4%	33 3%	96 4%
SUMMARY CODES																	
TOTAL DISAGREE	637 24%	69 21%	86 17%	88 19%	108 23% abcdg	129 30% abcdg	158 33% abcdg	637 24% bc	316 25%	317 23%	168 22%	213 26%	130 23%	125 24%	381 24%	256 24%	637 24%
TOTAL AGREE	1246 47%	175 54% efg	309 62% cdefg	251 54% efg	229 48% ef	149 35%	133 28%	1246 47% ef	584 46%	650 47%	383 50% d	378 47% d	283 51% d	198 38%	761 48% d	481 45% d	1246 47% d
TOTAL NEITHER/ DON'T KNOW	784 29%	80 25%	107 21%	124 27%	140 29% b	151 35% abcg	183 39% abcdg	784 29% b	366 29%	412 30%	218 28%	218 27%	144 26%	197 38% abcefg	436 28%	342 32% ce	784 29%

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

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
Strongly disagree	294 11%	251 11%	22 10%	14 11%	7 9%	294 11%	256 11%	38 11%	44 13%	250 11%	71 14% c	136 12%	85 9%	294 11%	47 11%	110 11%	98 12%
Slightly disagree	343 13%	293 13%	32 14% d	12 9%	6 8%	343 13% d	293 13%	50 15%	47 14%	296 13%	65 13%	139 12%	138 14%	343 13%	60 14%	137 13%	108 13%
Neither agree nor disagree	689 26%	572 26%	59 26%	33 26%	25 33% ae	689 26%	594 25%	95 28%	82 24%	607 26%	160 31% cd	314 27% c	210 22%	689 26% c	115 27%	263 26%	204 24%
Slightly agree	710 27%	589 26%	62 28%	35 28%	23 31%	710 27%	616 26%	94 28%	70 21%	640 27% a	95 19%	322 27% a	290 30% a	710 27% a	95 23%	284 28%	227 27%
Strongly agree	536 20%	455 20%	44 20%	26 20%	12 16%	536 20%	495 21% b	42 12%	82 24%	454 19%	78 15%	227 19%	229 24% abd	536 20% a	93 22%	193 19%	183 22%
Don't know	96 4%	81 4%	6 2%	7 5%	2 3%	96 4%	79 3%	17 5%	13 4%	83 4%	40 8% bcd	41 3% c	10 1%	96 4% c	9 2%	37 4%	27 3%
SUMMARY CODES																	
TOTAL DISAGREE	637 24%	544 24% d	54 24% d	26 21%	13 17%	637 24% d	549 24%	88 26%	91 27%	546 23%	136 27%	275 23%	223 23%	637 24%	108 26%	247 24%	206 24%
TOTAL AGREE	1246 47%	1044 47%	106 47%	60 48%	35 47%	1246 47%	1111 48% b	135 40%	152 45%	1094 47%	173 34%	549 47% a	519 54% abd	1246 47% a	189 45%	477 47%	410 48%

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
TOTAL NEITHER/ DON'T KNOW	784	653	64	40	27	784	673	112	95	690	201	355	220	784	125	299	231
	29%	29%	29%	31%	36%	29%	29%	33%	28%	30%	39%	30%	23%	29%	30%	29%	27%
					ae						bcd	c		c			

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
Strongly disagree	294 11%	93 14%	130 10%	67 11%	294 11%	101 11%	184 11%	227 14%	60 6%
		bd						b	
Slightly disagree	343 13%	78 12%	187 14%	77 13%	343 13%	105 12%	221 14%	222 14%	112 12%
Neither agree nor disagree	689 26%	170 26%	343 25%	161 26%	689 26%	223 25%	413 26%	430 27%	222 24%
Slightly agree	710 27%	142 22%	393 29%	166 27%	710 27%	241 27%	416 26%	389 24%	284 30%
			a		a				a
Strongly agree	536 20%	135 21%	259 19%	127 21%	536 20%	186 21%	323 20%	260 16%	254 27%
									a
Don't know	96 4%	25 4%	50 4%	11 2%	96 4%	28 3%	50 3%	82 5%	9 1%
					c			b	
SUMMARY CODES									
TOTAL DISAGREE	637 24%	170 27%	317 23%	143 24%	637 24%	206 23%	405 25%	449 28%	173 18%
								b	
TOTAL AGREE	1246 47%	277 43%	652 48%	293 48%	1246 47%	428 48%	739 46%	649 40%	539 57%
									a

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

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
TOTAL NEITHER/ DON'T KNOW	784	194	393	172	784	251	463	511	230
	29%	30%	29%	28%	29%	28%	29%	32%	24%

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

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2667	355	503	494	442	401	472	2667	1271	1371	836	818	461	539	1654	1000	2667
Effective Weighted Sample	2062	281	394	385	347	314	350	2062	982	1060	639	637	373	414	1275	782	2062
Total	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667
Strongly disagree	122 5%	16 5%	19 4%	11 2%	19 4%	25 6%	32 7%	122 5%	70 5%	51 4%	28 4%	43 5%	32 6%	20 4%	70 4%	51 5%	122 5%
Slightly disagree	89 3%	21 6%	15 3%	12 3%	13 3%	16 4%	12 3%	89 3%	52 4%	36 3%	32 4%	27 3%	14 3%	16 3%	59 4%	30 3%	89 3%
Neither agree nor disagree	303 11%	41 13%	53 11%	60 13%	44 9%	66 15%	38 8%	303 11%	147 12%	154 11%	72 9%	82 10%	60 11%	87 17%	154 10%	147 14%	303 11%
Slightly agree	847 32%	105 33%	132 26%	153 33%	166 35%	130 30%	161 34%	847 32%	413 33%	429 31%	226 29%	286 35%	176 32%	158 30%	512 32%	333 31%	847 32%
Strongly agree	1286 48%	134 41%	281 56%	223 48%	232 49%	192 45%	224 47%	1286 48%	576 45%	698 51%	408 53%	370 46%	274 49%	229 44%	779 49%	503 47%	1286 48%
Don't know	20 1%	6 2%	3 1%	3 1%	2 *	1 *	5 1%	20 1%	10 1%	10 1%	4 1%	* *	2 *	11 2%	4 *	13 1%	20 1%
SUMMARY CODES																	
TOTAL DISAGREE	211 8%	36 11%	34 7%	24 5%	32 7%	41 9%	44 9%	211 8%	121 10%	87 6%	59 8%	70 9%	46 8%	35 7%	129 8%	81 8%	211 8%
TOTAL AGREE	2133 80%	240 74%	412 82%	376 81%	399 84%	322 75%	385 81%	2133 80%	989 78%	1127 82%	634 82%	656 81%	450 81%	387 74%	1290 82%	837 78%	2133 80%
TOTAL NEITHER/ DON'T KNOW	323 12%	48 15%	55 11%	63 14%	46 10%	67 16%	44 9%	323 12%	157 12%	165 12%	76 10%	83 10%	62 11%	99 19%	159 10%	160 15%	323 12%

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

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
Strongly disagree	122 5%	98 4%	16 7% d	5 4%	2 3%	122 5%	114 5%	8 2%	15 5%	106 5%	31 6% c	73 6% c	18 2%	122 5% c	13 3%	50 5%	36 4%
Slightly disagree	89 3%	75 3%	8 4%	3 2%	4 5%	89 3%	73 3%	16 5%	5 1%	84 4%	23 5%	40 3%	25 3%	89 3%	16 4%	40 4%	28 3%
Neither agree nor disagree	303 11%	259 12%	24 11%	14 11%	7 9%	303 11%	264 11%	40 12%	36 11%	267 11%	102 20% bcd	126 11% c	70 7%	303 11% c	53 13%	97 10%	84 10%
Slightly agree	847 32%	709 32%	67 30%	44 35%	27 36%	847 32%	739 32%	108 32%	116 34%	731 31%	143 28%	409 35% ac	289 30%	847 32%	127 30%	339 33%	258 30%
Strongly agree	1286 48%	1082 48%	110 49%	59 47%	35 47%	1286 48%	1131 48%	155 46%	158 47%	1128 48%	203 40%	521 44%	557 58% abd	1286 48% ab	210 50%	491 48%	438 52%
Don't know	20 1%	18 1%	* *%	* *%	* 1%	20 1%	13 1%	7 2% a	6 2% b	13 1%	8 2% c	10 1%	2 *%	20 1%	1 *%	5 1%	3 *%
SUMMARY CODES																	
TOTAL DISAGREE	211 8%	173 8%	24 11%	8 6%	6 8%	211 8%	187 8%	24 7%	20 6%	191 8%	54 11% c	113 10% c	43 5%	211 8% c	29 7%	90 9%	64 8%
TOTAL AGREE	2133 80%	1791 80%	176 79%	104 82%	62 83%	2133 80%	1870 80%	264 79%	274 81%	1859 80%	346 68%	930 79% a	847 88% abd	2133 80% a	338 80%	830 81%	696 82%

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
TOTAL NEITHER/ DON'T KNOW	323	277	24	14	7	323	276	47	43	280	110	136	72	323	54	102	87
	12%	12%	11%	11%	10%	12%	12%	14%	13%	12%	22% bcd	12% c	7% c	12% c	13%	10%	10%

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
Strongly disagree	122 5%	28 4%	71 5%	20 3%	122 5%	48 5%	69 4%	94 6% b	25 3%
Slightly disagree	89 3%	26 4%	44 3%	18 3%	89 3%	34 4%	53 3%	58 4%	27 3%
Neither agree nor disagree	303 11%	48 8%	150 11% a	90 15% abd	303 11% a	112 13% b	153 10%	175 11%	94 10%
Slightly agree	847 32%	150 23%	473 35% a	208 34% a	847 32% a	288 33%	499 31%	537 33%	280 30%
Strongly agree	1286 48%	385 60% bcd	620 46%	267 44%	1286 48%	400 45%	828 52% a	732 45%	510 54% a
Don't know	20 1%	4 1%	5 *%	4 1%	20 1%	4 *%	5 *%	13 1%	6 1%
SUMMARY CODES									
TOTAL DISAGREE	211 8%	55 9%	115 8%	38 6%	211 8%	81 9%	122 8%	152 9% b	52 6%
TOTAL AGREE	2133 80%	535 83% c	1093 80%	476 78%	2133 80%	688 78%	1327 83% a	1270 79%	789 84% a

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

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
TOTAL NEITHER/ DON'T KNOW	323	52	154	94	323	116	158	188	100
	12%	8%	11%	15%	12%	13%	10%	12%	11%
				ab	a	b			

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

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2667	355	503	494	442	401	472	2667	1271	1371	836	818	461	539	1654	1000	2667
Effective Weighted Sample	2062	281	394	385	347	314	350	2062	982	1060	639	637	373	414	1275	782	2062
Total	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667
Strongly disagree	78 3%	5 2%	14 3%	10 2%	13 3%	9 2%	26 6%	78 3%	34 3%	41 3%	22 3%	31 4%	15 3%	9 2%	53 3%	25 2%	78 3%
							aceg										
Slightly disagree	183 7%	23 7%	37 7%	27 6%	34 7%	33 8%	30 6%	183 7%	91 7%	90 7%	44 6%	55 7%	43 8%	41 8%	100 6%	83 8%	183 7%
Neither agree nor disagree	709 27%	85 26%	110 22%	130 28% b	122 25%	127 30% b	135 29% b	709 27%	283 22%	424 31% a	179 23%	206 25%	145 26%	178 34% abceg	384 24%	323 30% ae	709 27%
Slightly agree	1008 38%	135 42%	179 36%	171 37%	166 35%	165 38%	192 41%	1008 38%	490 39%	511 37%	286 37%	335 41% df	211 38%	171 33%	622 39% d	382 35%	1008 38%
Strongly agree	624 23%	67 21%	154 31% aefg	116 25% ef	134 28% aef	80 19%	73 15%	624 23% f	341 27% b	276 20%	222 29% bdfg	168 21%	130 23%	104 20%	390 25% d	234 22%	624 23%
Don't know	65 2%	9 3%	7 1%	9 2%	8 2%	15 4%	18 4% b	65 2%	27 2%	37 3%	16 2%	14 2%	12 2%	19 4% be	30 2%	31 3%	65 2%
SUMMARY CODES																	
TOTAL DISAGREE	261 10%	28 9%	51 10%	36 8%	47 10%	42 10%	56 12%	261 10%	125 10%	131 9%	66 9%	86 11%	58 10%	50 10%	152 10%	108 10%	261 10%
TOTAL AGREE	1632 61%	201 62%	333 66% ef	288 62%	300 63%	245 57%	264 56%	1632 61% f	831 66% b	787 57%	508 66% dfg	503 62% d	342 61% d	275 53%	1012 64% df	616 57% d	1632 61% d
TOTAL NEITHER/ DON'T KNOW	774 29%	94 29%	117 23%	139 30% b	129 27%	142 33% b	153 32% b	774 29% b	311 25%	461 33% a	195 25%	219 27%	157 28%	196 38% abceg	414 26%	353 33% abe	774 29%

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

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
Strongly disagree	78 3%	64 3%	9 4% c	1 1%	4 5% c	78 3% c	72 3%	5 2%	11 3%	67 3%	24 5% c	36 3%	17 2%	78 3%	12 3%	33 3%	19 2%
Slightly disagree	183 7%	159 7%	13 6%	7 5%	4 6%	183 7%	165 7%	18 6%	25 8%	158 7%	49 10% c	80 7%	52 5%	183 7%	30 7%	63 6%	48 6%
Neither agree nor disagree	709 27%	597 27%	52 23%	41 33% abde	19 25%	709 27%	607 26%	102 31%	110 33% b	599 26%	200 39% bcd	325 28% c	175 18%	709 27% c	117 28% c	267 26%	185 22%
Slightly agree	1008 38%	836 37%	92 41%	49 39%	31 41%	1008 38%	867 37%	141 42%	108 32% a	900 39% a	148 29% a	460 39% a	399 41% a	1008 38% a	142 34%	393 38% a	367 43% a
Strongly agree	624 23%	526 23%	56 25%	25 20%	16 21%	624 23%	568 24% b	55 17%	67 20%	556 24%	67 13%	247 21% a	309 32% abd	624 23% a	113 27%	242 24%	220 26%
Don't know	65 2%	59 3%	2 1%	3 3%	1 2%	65 2%	53 2%	12 4%	15 5% b	50 2%	22 4% c	32 3% c	10 1%	65 2% c	7 2%	25 2% c	7 1%
SUMMARY CODES																	
TOTAL DISAGREE	261 10% c	223 10% c	23 10%	8 6%	8 11% c	261 10% c	237 10%	24 7%	37 11%	224 10%	73 14% bcd	116 10%	69 7%	261 10% c	42 10%	95 9%	67 8%
TOTAL AGREE	1632 61%	1363 61%	148 66%	74 59%	47 62%	1632 61%	1436 62%	196 59%	176 52% a	1456 63% a	215 42% a	706 60% a	708 74% abd	1632 61% a	256 61%	635 62%	588 69% ab

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
TOTAL NEITHER/ DON'T KNOW	774	656	54	44	20	774	660	114	125	649	222	357	185	774	123	292	192
	29%	29%	24%	35%	27%	29%	28%	34%	37%	28%	44%	30%	19%	29%	29%	29%	23%
				abde					b		bcd	c		c	c	c	

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
Strongly disagree	78 3%	18 3%	36 3%	23 4%	78 3%	37 4%	37 2%	51 3%	25 3%
Slightly disagree	183 7%	37 6%	89 7%	52 8%	183 7%	65 7%	107 7%	114 7%	59 6%
Neither agree nor disagree	709 27%	136 21%	357 26%	198 33%	709 27%	248 28%	395 25%	438 27%	226 24%
Slightly agree	1008 38%	223 35%	559 41%	216 36%	1008 38%	302 34%	656 41%	640 40%	340 36%
Strongly agree	624 23%	219 34%	286 21%	109 18%	624 23%	215 24%	379 24%	321 20%	280 30%
Don't know	65 2%	9 1%	36 3%	10 2%	65 2%	18 2%	34 2%	45 3%	12 1%
SUMMARY CODES									
TOTAL DISAGREE	261 10%	55 9%	125 9%	75 12%	261 10%	102 12%	144 9%	165 10%	83 9%
TOTAL AGREE	1632 61%	442 69%	844 62%	325 54%	1632 61%	517 58%	1035 64%	961 60%	620 66%

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

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

IN19D. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - For me, the benefits of using these apps or sites outweigh the risks (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
TOTAL NEITHER/ DON'T KNOW	774	144	393	208	774	266	428	483	239
	29%	22%	29%	34%	29%	30%	27%	30%	25%
			a	abd	a			b	

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

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

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2667	355	503	494	442	401	472	2667	1271	1371	836	818	461	539	1654	1000	2667
Effective Weighted Sample	2062	281	394	385	347	314	350	2062	982	1060	639	637	373	414	1275	782	2062
Total	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667
Strongly disagree	170 6%	20 6%	33 7%	29 6%	23 5%	25 6%	39 8%	170 6%	76 6%	92 7%	47 6%	63 8% d	37 7%	23 4%	109 7%	60 6%	170 6%
Slightly disagree	362 14%	60 18% defg	79 16% ef	74 16% ef	59 12%	41 9%	50 10%	362 14% e	154 12%	204 15%	103 13%	142 18% acdfg	54 10%	61 12%	246 16% cf	115 11%	362 14% cf
Neither agree nor disagree	998 37%	101 31%	128 25%	150 32% b	182 38% b	210 49% abcdg	226 48% abcdg	998 37% ab	450 36%	544 39%	258 34%	306 38%	221 40%	211 41% a	564 36% ae	432 40% ae	998 37%
Slightly agree	669 25%	75 23%	143 29%	123 27%	110 23%	105 25%	111 24%	669 25%	342 27% b	320 23%	178 23%	196 24%	162 29% ae	130 25%	374 24%	292 27%	669 25%
Strongly agree	426 16%	59 18% ef	115 23% efg	81 18% ef	99 21% efg	42 10%	30 6%	426 16% ef	225 18% b	198 14%	170 22% bcdefg	91 11%	79 14%	86 16% b	261 17% b	165 15% b	426 16% b
Don't know	42 2%	8 2% d	4 1%	5 1%	3 1%	6 1%	17 4% bcdg	42 2%	20 2%	21 2%	13 2%	11 1%	4 1%	10 2%	24 2%	14 1%	42 2%
SUMMARY CODES																	
TOTAL DISAGREE	532 20%	80 25% de	112 22% e	103 22% e	82 17%	66 15%	88 19%	532 20%	230 18%	296 21%	150 20%	205 25% acdfg	92 16%	84 16%	355 22% cdf	175 16%	532 20% f
TOTAL AGREE	1095 41%	134 42% f	258 51% acdefg	204 44% ef	209 44% ef	147 34%	142 30%	1095 41% ef	567 45% b	517 38%	348 45% be	287 35% b	241 43% b	216 41% b	635 40% b	457 42% b	1095 41% b
TOTAL NEITHER/ DON'T KNOW	1040 39%	109 34% b	131 26%	155 33% b	185 39% b	216 50% abcdg	243 51% abcdg	1040 39% bc	470 37%	565 41%	271 35%	317 39%	225 40%	221 42% a	588 37% a	446 41% a	1040 39%

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

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

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
Strongly disagree	170 6%	143 6%	13 6%	9 8%	5 6%	170 6%	146 6%	24 7%	23 7%	146 6%	47 9%	65 6%	57 6%	170 6%	20 5%	66 6%	52 6%
											bcd						
Slightly disagree	362 14%	299 13%	33 15%	18 14%	12 16%	362 14%	311 13%	51 15%	43 13%	319 14%	65 13%	152 13%	143 15%	362 14%	55 13%	126 12%	120 14%
Neither agree nor disagree	998 37%	841 38%	80 36%	49 39%	28 37%	998 37%	864 37%	134 40%	136 40%	862 37%	240 47%	457 39%	294 31%	998 37%	141 33%	390 38%	314 37%
											bcd	c		c			
Slightly agree	669 25%	550 25%	66 29%	32 26%	21 28%	669 25%	589 25%	80 24%	77 23%	592 25%	96 19%	300 25%	268 28%	669 25%	108 26%	276 27%	201 24%
												a	a	a			
Strongly agree	426 16%	371 17%	31 14%	16 13%	8 11%	426 16%	386 17%	40 12%	53 16%	373 16%	48 9%	182 15%	196 20%	426 16%	95 22%	154 15%	149 18%
			d			d						a	abd	a	b		
Don't know	42 2%	38 2%	2 1%	1 1%	1 1%	42 2%	36 2%	6 2%	5 1%	37 2%	14 3%	23 2%	4 *	42 2%	3 1%	11 1%	12 1%
											c	c		c			
SUMMARY CODES																	
TOTAL DISAGREE	532 20%	442 20%	46 20%	28 22%	16 22%	532 20%	457 20%	74 22%	66 20%	466 20%	111 22%	217 18%	200 21%	532 20%	75 18%	192 19%	172 20%
TOTAL AGREE	1095 41%	920 41%	97 43%	48 38%	30 40%	1095 41%	975 42%	120 36%	131 39%	965 41%	144 28%	482 41%	464 48%	1095 41%	203 48%	430 42%	350 41%
												a	abd	a	c		
TOTAL NEITHER/ DON'T KNOW	1040 39%	879 39%	82 37%	50 40%	29 39%	1040 39%	901 39%	140 42%	141 42%	899 39%	254 50%	480 41%	298 31%	1040 39%	143 34%	401 39%	326 38%
											bcd	c		c			

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

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
Strongly disagree	170 6%	42 7%	84 6%	43 7%	170 6%	79 9% b	84 5%	108 7%	58 6%
Slightly disagree	362 14%	69 11%	195 14%	91 15%	362 14%	124 14%	216 13%	220 14%	134 14%
Neither agree nor disagree	998 37%	213 33%	506 37%	256 42% a	998 37%	307 35%	617 38%	669 42% b	273 29%
Slightly agree	669 25%	135 21%	377 28% a	147 24%	669 25%	221 25%	406 25%	401 25%	240 26%
Strongly agree	426 16%	168 26% bcd	186 14%	67 11%	426 16% c	147 17%	259 16%	177 11%	231 24% a
Don't know	42 2%	15 2% b	14 1%	5 1%	42 2%	8 1%	26 2%	34 2% b	6 1%
SUMMARY CODES									
TOTAL DISAGREE	532 20%	111 17%	279 20%	133 22%	532 20%	203 23% b	300 19%	328 20%	192 20%
TOTAL AGREE	1095 41%	303 47% bcd	563 41% c	214 35%	1095 41% c	368 42%	665 41%	578 36%	471 50% a

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

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

IN19E. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites is good for my mental health (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
TOTAL NEITHER/ DON'T KNOW	1040	228	520	260	1040	315	642	703	279
	39%	35%	38%	43%	39%	36%	40%	44%	30%
				a				b	

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

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 87

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2667	355	503	494	442	401	472	2667	1271	1371	836	818	461	539	1654	1000	2667
Effective Weighted Sample	2062	281	394	385	347	314	350	2062	982	1060	639	637	373	414	1275	782	2062
Total	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667
Strongly disagree	180 7%	12 4%	28 6%	24 5%	32 7%	43 10%	41 9%	180 7%	76 6%	101 7%	43 6%	74 9%	27 5%	35 7%	117 7%	62 6%	180 7%
						abcg	a					acfg					
Slightly disagree	351 13%	51 16%	66 13%	63 14%	55 12%	50 12%	66 14%	351 13%	145 11%	203 15%	86 11%	109 14%	93 17%	62 12%	195 12%	155 14%	351 13%
										a			ae				
Neither agree nor disagree	1012 38%	97 30%	131 26%	149 32%	169 36%	206 48%	261 55%	1012 38%	428 34%	578 42%	273 36%	324 40%	206 37%	206 40%	597 38%	413 38%	1012 38%
					b	abcdg	abcdg	abc		a							
Slightly agree	656 25%	101 31%	136 27%	143 31%	134 28%	79 18%	63 13%	656 25%	356 28%	292 21%	181 23%	209 26%	146 26%	119 23%	389 25%	265 25%	656 25%
		efg	ef	efg	ef			ef	b								
Strongly agree	427 16%	54 17%	137 27%	80 17%	82 17%	45 11%	28 6%	427 16%	243 19%	183 13%	175 23%	81 10%	82 15%	87 17%	256 16%	169 16%	427 16%
		ef	acdefg	ef	ef	f		ef	b		bcdefg		b	b	b	b	b
Don't know	42 2%	10 3%	3 1%	3 1%	5 1%	6 1%	14 3%	42 2%	19 1%	22 2%	12 2%	11 1%	3 1%	11 2%	23 1%	14 1%	42 2%
		bc					bcg										
SUMMARY CODES																	
TOTAL DISAGREE	531 20%	63 19%	94 19%	87 19%	87 18%	93 22%	107 23%	531 20%	221 17%	303 22%	129 17%	184 23%	120 22%	98 19%	313 20%	218 20%	531 20%
										a		a					
TOTAL AGREE	1082 41%	154 48%	274 55%	224 48%	216 45%	124 29%	91 19%	1082 41%	599 47%	475 34%	355 46%	290 36%	228 41%	206 40%	645 41%	433 40%	1082 41%
		efg	defg	efg	ef	f		ef	b		bdefg				b		b
TOTAL NEITHER/ DON'T KNOW	1054 40%	106 33%	134 27%	152 33%	174 37%	212 49%	275 58%	1054 40%	446 35%	600 44%	286 37%	335 41%	210 38%	217 42%	620 39%	427 40%	1054 40%
					b	abcdg	abcdg	abc		a							

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

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
Strongly disagree	180 7%	155 7%	12 5%	8 6%	5 7%	180 7%	158 7%	22 7%	25 7%	155 7%	47 9% c	88 7% c	42 4%	180 7% c	24 6%	71 7%	51 6%
Slightly disagree	351 13%	291 13%	30 13%	18 14%	12 17%	351 13%	307 13%	43 13%	46 14%	304 13%	70 14%	151 13%	129 13%	351 13%	47 11%	152 15%	107 13%
Neither agree nor disagree	1012 38%	836 37%	95 42%	51 41%	30 40%	1012 38%	848 36%	164 49% a	125 37%	887 38%	233 46% cd	482 41% c	288 30%	1012 38% c	133 32%	359 35%	350 41% ab
Slightly agree	656 25%	554 25%	51 23%	34 27%	17 23%	656 25%	590 25% b	65 20%	80 24%	576 25%	96 19%	273 23%	285 30% abd	656 25% a	111 26%	282 28% c	184 22%
Strongly agree	427 16%	372 17% c	32 14%	14 11%	9 12%	427 16% c	392 17% b	35 11%	56 16%	371 16%	46 9%	169 14% a	211 22% abd	427 16% a	103 25% bc	147 14%	145 17%
Don't know	42 2%	35 2%	4 2%	1 1%	* 1%	42 2%	37 2%	4 1%	6 2%	36 2%	17 3% bcd	16 1%	8 1%	42 2%	3 1%	11 1%	10 1%
SUMMARY CODES																	
TOTAL DISAGREE	531 20%	445 20%	42 19%	26 20%	18 24%	531 20%	466 20%	65 19%	71 21%	460 20%	118 23% c	239 20%	171 18%	531 20%	71 17%	223 22%	158 19%
TOTAL AGREE	1082 41%	925 41%	83 37%	48 38%	27 35%	1082 41%	982 42% b	101 30%	136 40%	947 41%	141 28%	442 38% a	496 52% abd	1082 41% a	214 51% bc	429 42%	329 39%

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
TOTAL NEITHER/ DON'T KNOW	1054	871	99	53	31	1054	886	168	131	923	250	498	296	1054	136	371	360
	40%	39%	44%	42%	41%	40%	38%	50%	39%	40%	49%	42%	31%	40%	32%	36%	42%
								a			bcd	c		c			ab

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
Strongly disagree	180 7%	44 7%	83 6%	48 8%	180 7%	74 8%	103 6%	129 8% b	46 5%
Slightly disagree	351 13%	65 10%	205 15% a	78 13%	351 13%	119 13%	208 13%	224 14%	116 12%
Neither agree nor disagree	1012 38%	227 35%	535 39%	231 38%	1012 38%	320 36%	624 39%	698 43% b	251 27%
Slightly agree	656 25%	139 22%	345 25%	163 27%	656 25%	214 24%	395 25%	354 22%	281 30% a
Strongly agree	427 16%	155 24% bcd	180 13%	83 14%	427 16% b	146 16%	261 16%	169 11%	244 26% a
Don't know	42 2%	11 2%	14 1%	4 1%	42 2%	12 1%	16 1%	34 2% b	3 *%
SUMMARY CODES									
TOTAL DISAGREE	531 20%	109 17%	288 21%	126 21%	531 20%	193 22%	312 19%	354 22% b	162 17%
TOTAL AGREE	1082 41%	295 46% bd	525 39%	246 41%	1082 41%	360 41%	656 41%	523 33%	526 56% a

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

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

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
TOTAL NEITHER/ DON'T KNOW	1054	238	549	236	1054	332	640	732	254
	40%	37%	40%	39%	40%	38%	40%	46%	27%
								b	

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

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2667	355	503	494	442	401	472	2667	1271	1371	836	818	461	539	1654	1000	2667
Effective Weighted Sample	2062	281	394	385	347	314	350	2062	982	1060	639	637	373	414	1275	782	2062
Total	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667
I often see views that I disagree with	599	76	147	113	115	86	63	599	326	263	166	190	132	110	357	241	599
	22%	23%	29%	24%	24%	20%	13%	22%	26%	19%	22%	24%	24%	21%	23%	22%	22%
		f	efg	f	f	f		f	b								
I sometimes see views that I disagree with	1463	185	279	258	270	236	234	1463	679	777	439	441	324	255	880	579	1463
	55%	57%	56%	56%	57%	55%	49%	55%	54%	56%	57%	54%	58%	49%	56%	54%	55%
									d		d			d			d
I rarely see views that I disagree with	386	44	53	69	52	62	107	386	171	212	111	116	66	93	226	159	386
	14%	14%	10%	15%	11%	14%	23%	14%	13%	15%	14%	14%	12%	18%	14%	15%	14%
							abcdeg	b						c			
Don't know	219	18	23	23	40	45	70	219	92	126	54	62	35	63	116	98	219
	8%	6%	5%	5%	8%	10%	15%	8%	7%	9%	7%	8%	6%	12%	7%	9%	8%
				b	abc	abcdg	bc						abceg				

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

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
I often see views that I disagree with	599 22%	486 22%	58 26%	35 28%	20 27%	599 22%	541 23%	58 17%	73 22%	526 23%	76 15%	260 22%	261 27%	599 22%	112 27%	227 22%	192 23%
				ae			b					a	abd	a			
I sometimes see views that I disagree with	1463 55%	1222 55%	131 59%	67 53%	42 56%	1463 55%	1266 54%	196 59%	169 50%	1293 56%	233 46%	638 54%	590 61%	1463 55%	212 50%	588 57%	481 57%
												a	abd	a		a	
I rarely see views that I disagree with	386 14%	337 15%	26 11%	15 12%	10 13%	386 14%	336 14%	51 15%	58 17%	329 14%	104 20%	196 17%	81 8%	386 14%	72 17%	142 14%	121 14%
											cd	c		c			
Don't know	219 8%	196 9%	9 4%	10 8%	3 4%	219 8%	189 8%	29 9%	38 11%	181 8%	96 19%	86 7%	30 3%	219 8%	25 6%	66 6%	54 6%
			bd			bd					bcd	c		c			

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
I often see views that I disagree with	599 22%	141 22%	293 22%	153 25%	599 22%	231 26% b	336 21%	321 20%	257 27% a
I sometimes see views that I disagree with	1463 55%	333 52%	786 58% a	325 54%	1463 55%	464 52%	927 58% a	874 54%	532 57%
I rarely see views that I disagree with	386 14%	121 19% bcd	176 13%	82 13%	386 14%	127 14%	231 14%	254 16%	119 13%
Don't know	219 8%	46 7%	106 8%	47 8%	219 8%	64 7%	114 7%	160 10% b	33 4%

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

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

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2667	355	503	494	442	401	472	2667	1271	1371	836	818	461	539	1654	1000	2667
Effective Weighted Sample	2062	281	394	385	347	314	350	2062	982	1060	639	637	373	414	1275	782	2062
Total	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667
All of the time	226	41	70	51	37	17	11	226	111	112	54	82	39	50	136	89	226
	8%	13%	14%	11%	8%	4%	2%	8%	9%	8%	7%	10%	7%	10%	9%	8%	8%
		defg	defg	ef	ef			ef				a					
Most of the time	490	110	132	86	75	49	38	490	241	241	128	165	112	84	293	196	490
	18%	34%	26%	19%	16%	12%	8%	18%	19%	17%	17%	20%	20%	16%	19%	18%	18%
		bcddefg	cdefg	ef	f			ef									
Sometimes	1677	156	282	296	335	297	312	1677	798	869	489	498	369	317	986	686	1677
	63%	48%	56%	64%	70%	69%	66%	63%	63%	63%	64%	62%	66%	61%	63%	64%	63%
			a	ab	abg	abg	ab	ab									
Never	100	6	12	15	18	16	33	100	53	47	40	19	16	25	59	41	100
	4%	2%	2%	3%	4%	4%	7%	4%	4%	3%	5%	2%	3%	5%	4%	4%	4%
							abcg				b		b				
Don't know	174	10	6	14	13	51	80	174	64	109	59	45	21	44	104	66	174
	7%	3%	1%	3%	3%	12%	17%	7%	5%	8%	8%	6%	4%	9%	7%	6%	7%
						abcdg	abcdg	abcd		a	c			c	c		c
TOTAL - EVER	2393	308	483	433	446	363	361	2393	1150	1222	671	744	520	451	1415	971	2393
	90%	95%	96%	94%	94%	85%	76%	90%	91%	89%	87%	92%	93%	87%	90%	90%	90%
		efg	efg	efg	efg	f		ef				ad	adeg				

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

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

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
All of the time	226	191	18	11	5	226	208	17	30	195	38	100	85	226	56	72	64
	8%	9%	8%	9%	7%	8%	9%	5%	9%	8%	8%	8%	9%	8%	13%	7%	8%
							b								bc		
Most of the time	490	413	39	21	17	490	439	51	72	418	75	220	192	490	86	185	141
	18%	18%	17%	17%	23%	18%	19%	15%	21%	18%	15%	19%	20%	18%	20%	18%	17%
													a				
Sometimes	1677	1399	148	84	46	1677	1457	220	210	1467	292	735	646	1677	255	659	552
	63%	62%	66%	67%	61%	63%	62%	66%	62%	63%	57%	62%	67%	63%	61%	64%	65%
													abd	a			
Never	100	87	8	3	2	100	89	11	8	92	30	44	26	100	12	40	35
	4%	4%	3%	2%	3%	4%	4%	3%	2%	4%	6%	4%	3%	4%	3%	4%	4%
											c						
Don't know	174	151	11	7	5	174	139	35	17	157	74	80	13	174	13	66	56
	7%	7%	5%	5%	6%	7%	6%	10%	5%	7%	15%	7%	1%	7%	3%	6%	7%
							a				bcd	c		c	a	a	
TOTAL - EVER	2393	2003	205	116	68	2393	2105	288	313	2080	405	1055	923	2393	396	917	757
	90%	89%	92%	92%	91%	90%	90%	86%	93%	89%	80%	89%	96%	90%	94%	90%	89%
												a	abd	a	bc		

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

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
All of the time	226	60	98	66	226	106	106	118	98
	8%	9%	7%	11%	8%	12%	7%	7%	10%
				b		b			a
Most of the time	490	115	232	131	490	178	275	259	204
	18%	18%	17%	22%	18%	20%	17%	16%	22%
				b					a
Sometimes	1677	374	912	363	1677	528	1057	1024	593
	63%	58%	67%	60%	63%	60%	66%	64%	63%
			acd				a		
Never	100	42	36	22	100	33	61	68	26
	4%	7%	3%	4%	4%	4%	4%	4%	3%
		bcd							
Don't know	174	50	84	26	174	40	109	140	21
	7%	8%	6%	4%	7%	5%	7%	9%	2%
		c					a	b	
TOTAL - EVER	2393	550	1242	560	2393	813	1438	1401	895
	90%	86%	91%	92%	90%	92%	89%	87%	95%
			a	a	a				a

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

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

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2667	355	503	494	442	401	472	2667	1271	1371	836	818	461	539	1654	1000	2667
Effective Weighted Sample	2062	281	394	385	347	314	350	2062	982	1060	639	637	373	414	1275	782	2062
Total	2667	324	502	462	477	429	473	2667	1267	1379	770	809	557	521	1578	1078	2667
Yes	1323	215	327	255	237	167	121	1323	710	597	407	413	285	216	819	502	1323
	50%	66%	65%	55%	50%	39%	26%	50%	56%	43%	53%	51%	51%	42%	52%	47%	50%
		cdefg	cdefg	efg	ef	f		ef	b		df	d	d		df		d
No	827	74	124	134	128	150	217	827	358	467	256	223	173	171	480	343	827
	31%	23%	25%	29%	27%	35%	46%	31%	28%	34%	33%	28%	31%	33%	30%	32%	31%
						abd	abcddeg	ab		a	b						
Don't know	517	35	51	74	111	112	135	517	199	315	106	173	100	134	279	233	517
	19%	11%	10%	16%	23%	26%	28%	19%	16%	23%	14%	21%	18%	26%	18%	22%	19%
				b	abc	abcg	abcg	ab		a		a		aceg	a	ae	a

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

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

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2667	1769	297	303	298	2667	2331	336	325	2342	486	1191	975	2667	405	1010	884
Effective Weighted Sample	2062	1584	248	292	261	2062	1806	256	250	1812	373	912	767	2062	313	794	671
Total	2667	2242	224	126	75	2667	2333	334	337	2330	509	1179	962	2667	421	1023	847
Yes	1323	1105	109	64	44	1323	1201	122	153	1170	157	534	631	1323	235	471	450
	50%	49%	49%	51%	59%	50%	51%	37%	45%	50%	31%	45%	66%	50%	56%	46%	53%
					abe		b					a	abd	ab	b		b
No	827	694	75	39	19	827	708	120	103	724	207	392	221	827	127	336	249
	31%	31%	34%	31%	25%	31%	30%	36%	31%	31%	41%	33%	23%	31%	30%	33%	29%
			d								bcd	c		c			
Don't know	517	443	40	22	12	517	425	92	81	436	146	253	110	517	59	216	149
	19%	20%	18%	18%	16%	19%	18%	28%	24%	19%	29%	21%	11%	19%	14%	21%	18%
							a		b		bcd	c		c		a	

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

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2667	645	1353	615	2667	917	1572	1667	870
Effective Weighted Sample	2062	495	1056	470	2062	692	1231	1262	700
Total	2667	642	1362	608	2667	885	1607	1609	942
Yes	1323	332	665	301	1323	503	750	695	571
	50%	52%	49%	50%	50%	57%	47%	43%	61%
						b			a
No	827	209	436	179	827	206	570	549	245
	31%	33%	32%	29%	31%	23%	35%	34%	26%
							a	b	
Don't know	517	101	261	127	517	176	287	365	125
	19%	16%	19%	21%	19%	20%	18%	23%	13%
				a				b	

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

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1359	234	338	269	221	168	129	1359	723	617	452	436	240	227	888	467	1359
Effective Weighted Sample	1046	186	259	210	173	126	95	1046	557	475	348	336	192	176	683	364	1046
Total	1323	215	327	255	237	167	121	1323	710	597	407	413	285	216	819	502	1323
I reported it to the site/ app	461	76	142	99	71	55	18	461	231	225	151	117	110	81	268	191	461
	35%	35%	44%	39%	30%	33%	14%	35%	33%	38%	37%	28%	39%	37%	33%	38%	35%
		f	defg	f	f	f		f			b		b	b		b	b
I commented on it to say it was incorrect/ misleading	369	57	109	74	71	33	25	369	221	144	164	78	74	54	242	127	369
	28%	27%	33%	29%	30%	20%	21%	28%	31%	24%	40%	19%	26%	25%	30%	25%	28%
			ef		e			e	b		bcdefg				b	b	b
I shared it online and said it was incorrect/ misleading	169	33	61	33	24	11	7	169	103	63	79	29	39	22	108	61	169
	13%	15%	19%	13%	10%	6%	6%	13%	15%	11%	19%	7%	14%	10%	13%	12%	13%
		ef	defg					ef			bdefg		b		b	b	b
I did something else	16	1	3	5	4	2	1	16	8	8	1	6	5	4	7	9	16
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	2%	2%	1%	2%	1%
TOTAL - TOOK SOME ACTION	775	135	224	161	132	80	44	775	421	346	275	192	183	123	467	306	775
	59%	63%	68%	63%	56%	48%	36%	59%	59%	58%	68%	46%	64%	57%	57%	61%	59%
		ef	defg	ef	f			ef			bdeg		b	b	b	b	b
I didn't do anything/ I ignored it	529	76	101	93	99	84	76	529	284	236	127	216	98	87	343	186	529
	40%	35%	31%	37%	42%	50%	63%	40%	40%	40%	31%	52%	35%	40%	42%	37%	40%
				b	abcg	abcdg		b				acdefg		a	a		a
Don't know	19	4	2	1	7	4	2	19	5	15	5	5	4	6	10	10	19
	1%	2%	1%	*	3%	2%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%
				c						a							

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

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1359	877	147	155	180	1359	1221	138	149	1210	154	550	654	1359	237	475	483
Effective Weighted Sample	1046	795	123	149	161	1046	946	100	116	930	119	418	509	1046	181	368	364
Total	1323	1105	109	64	44	1323	1201	122	153	1170	157	534	631	1323	235	471	450
I reported it to the site/ app	461	389	33	25	14	461	413	48	47	413	45	169	247	461	79	174	146
	35%	35%	31%	38%	31%	35%	34%	39%	31%	35%	29%	32%	39%	35%	34%	37%	32%
													ab				
I commented on it to say it was incorrect/ misleading	369	310	30	18	12	369	348	21	40	330	35	130	204	369	73	122	143
	28%	28%	27%	27%	27%	28%	29%	17%	26%	28%	22%	24%	32%	28%	31%	26%	32%
							b						ab				
I shared it online and said it was incorrect/ misleading	169	140	17	8	4	169	162	6	16	153	21	57	91	169	38	52	58
	13%	13%	15%	12%	9%	13%	14%	5%	10%	13%	14%	11%	14%	13%	16%	11%	13%
							b										
I did something else	16	12	1	2	*	16	15	1	-	16	2	9	5	16	2	6	3
	1%	1%	1%	3%	1%	1%	1%	1%	-%	1%	1%	2%	1%	1%	1%	1%	1%
TOTAL - TOOK SOME ACTION	775	654	58	39	23	775	714	60	88	687	91	292	391	775	150	274	253
	59%	59%	53%	61%	52%	59%	59%	49%	57%	59%	58%	55%	62%	59%	64%	58%	56%
													b				
I didn't do anything/ I ignored it	529	434	50	24	21	529	468	61	62	468	62	233	234	529	80	195	195
	40%	39%	46%	37%	48%	40%	39%	50%	40%	40%	40%	44%	37%	40%	34%	41%	43%
					a		a	a				c					a
Don't know	19	17	1	1	*	19	18	1	4	16	4	9	7	19	5	2	1
	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
					bc												

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1359	347	676	311	1359	540	746	761	535
Effective Weighted Sample	1046	268	523	235	1046	402	586	569	427
Total	1323	332	665	301	1323	503	750	695	571
I reported it to the site/ app	461	139	217	95	461	198	246	230	211
	35%	42%	33%	32%	35%	39%	33%	33%	37%
		bcd				b			
I commented on it to say it was incorrect/ misleading	369	128	163	75	369	147	204	144	210
	28%	39%	25%	25%	28%	29%	27%	21%	37%
		bcd							a
I shared it online and said it was incorrect/ misleading	169	72	65	30	169	72	86	57	96
	13%	22%	10%	10%	13%	14%	11%	8%	17%
		bcd							a
I did something else	16	2	9	3	16	7	9	7	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%
TOTAL - TOOK SOME ACTION	775	230	369	162	775	335	403	351	386
	59%	69%	55%	54%	59%	67%	54%	50%	68%
		bcd				b			a
I didn't do anything/ I ignored it	529	97	289	139	529	163	341	338	179
	40%	29%	43%	46%	40%	33%	45%	49%	31%
		a	a	a	a	a	a	b	
Don't know	19	5	7	1	19	4	7	6	6
	1%	1%	1%	*%	1%	1%	1%	1%	1%

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

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

IN15E. Earlier, you said you share news or information online. Before sharing news or information online from a source you haven't heard of before, how often, if at all, do you check the credibility of the source or verify the information? (ADDED AT WAVE 2) (SINGLE CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	734	68	149	164	140	109	104	734	364	355	236	247	114	135	483	249	734
Effective Weighted Sample	576	57	120	126	111	85	79	576	287	278	188	192	90	105	380	195	576
Total	737	63	157	147	151	112	106	737	361	362	234	234	128	139	468	267	737
Always	179	**	42	45	38	20	16	179	82	91	84	47	18	30	131	48	179
	24%	**	27%	30%	25%	18%	15%	24%	23%	25%	36%	20%	14%	22%	28%	18%	24%
				ef							bcdefg			bcf		c	
Often	215	**	57	43	42	28	20	215	110	102	62	77	39	38	139	76	215
	29%	**	36%	30%	28%	25%	19%	29%	30%	28%	26%	33%	30%	27%	30%	29%	29%
			f														
Sometimes	186	**	35	42	31	35	32	186	107	78	52	62	37	33	115	71	186
	25%	**	22%	28%	20%	31%	30%	25%	30%	22%	22%	26%	29%	24%	24%	26%	25%
									b								
Never	38	**	5	4	13	5	8	38	15	22	10	10	14	3	20	17	38
	5%	**	3%	3%	9%	5%	7%	5%	4%	6%	4%	4%	11%	2%	4%	7%	5%
				c									abdeg				
Not applicable - I don't share news or information online from sources I haven't heard of before	106	**	14	13	22	21	30	106	48	57	24	36	17	28	61	44	106
	14%	**	9%	9%	15%	19%	28%	14%	13%	16%	10%	15%	13%	20%	13%	17%	14%
					bc		bcdg							a			
Don't know	13	**	3	-	5	2	-	13	-	13	1	2	3	7	3	10	13
	2%	**	2%	-%	3%	2%	-%	2%	-%	4%	*%	1%	3%	5%	1%	4%	2%
				c						a			abeg		ae		
SUMMARY CODES																	
TOTAL - EVER	580	**	135	130	111	83	69	580	298	270	199	186	93	101	384	195	580
	79%	**	86%	88%	73%	74%	65%	79%	83%	75%	85%	79%	73%	73%	82%	73%	79%
			def	defg				f	b		cdf			cdf			

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

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

IN15E. Earlier, you said you share news or information online. Before sharing news or information online from a source you haven't heard of before, how often, if at all, do you check the credibility of the source or verify the information? (ADDED AT WAVE 2) (SINGLE CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

	Total	NATION				N	LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT-LAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	734	484	88	92	70	734	651	83	53	681	50	255	429	734	110	294	261
Effective Weighted Sample	576	436	73	89	62	576	514	62	42	534	42	193	342	576	86	229	207
Total	737	611	69	40	17	737	656	81	61	676	59	242	435	737	119	288	257
Always	179	147	**	**	**	179	165	**	**	168	**	54	119	179	29	63	74
	24%	24%	**	**	**	24%	25%	**	**	25%	**	22%	27%	24%	24%	22%	29%
Often	215	177	**	**	**	215	188	**	**	204	**	60	141	215	37	74	82
	29%	29%	**	**	**	29%	29%	**	**	30%	**	25%	33%	29%	31%	26%	32%
Sometimes	186	155	**	**	**	186	170	**	**	168	**	72	99	186	35	88	50
	25%	25%	**	**	**	25%	26%	**	**	25%	**	30%	23%	25%	30%	30%	20%
																c	
Never	38	30	**	**	**	38	33	**	**	34	**	12	26	38	4	14	17
	5%	5%	**	**	**	5%	5%	**	**	5%	**	5%	6%	5%	3%	5%	7%
Not applicable - I don't share news or information online from sources I haven't heard of before	106	89	**	**	**	106	87	**	**	92	**	39	45	106	14	49	33
	14%	15%	**	**	**	14%	13%	**	**	14%	**	16%	10%	14%	12%	17%	13%
												c					
Don't know	13	13	**	**	**	13	13	**	**	10	**	6	6	13	-	-	1
	2%	2%	**	**	**	2%	2%	**	**	1%	**	2%	1%	2%	-%	-%	*%
SUMMARY CODES																	
TOTAL - EVER	580	479	**	**	**	580	522	**	**	540	**	186	359	580	101	225	206
	79%	78%	**	**	**	79%	80%	**	**	80%	**	77%	83%	79%	85%	78%	80%

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

IN15E. Earlier, you said you share news or information online. Before sharing news or information online from a source you haven't heard of before, how often, if at all, do you check the credibility of the source or verify the information? (ADDED AT WAVE 2) (SINGLE CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	734	183	376	167	734	253	443	431	280
Effective Weighted Sample	576	147	298	125	576	188	357	332	227
Total	737	194	377	158	737	240	464	408	307
Always	179	74	78	26	179	50	121	81	96
	24%	38%	21%	17%	24%	21%	26%	20%	31%
		bcd							a
Often	215	57	112	44	215	69	136	118	90
	29%	29%	30%	28%	29%	29%	29%	29%	29%
Sometimes	186	31	112	40	186	65	111	102	79
	25%	16%	30%	26%	25%	27%	24%	25%	26%
			a		a				
Never	38	9	17	12	38	11	25	27	10
	5%	5%	4%	8%	5%	5%	5%	7%	3%
Not applicable - I don't share news or information online from sources I haven't heard of before	106	22	57	26	106	36	69	72	28
	14%	11%	15%	16%	14%	15%	15%	18%	9%
								b	
Don't know	13	1	2	10	13	8	2	7	3
	2%	1%	0%	6%	2%	4%	1%	2%	1%
				abd		b			
SUMMARY CODES									
TOTAL - EVER	580	162	302	110	580	184	368	301	265
	79%	83%	80%	70%	79%	77%	79%	74%	86%
		c	c		c				a

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

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

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	d	~e	~f	g	a	b	a	b	~c	d	e	f	g
Unweighted total	583	58	129	143	105	80	68	583	300	271	200	190	88	104	390	192	583
Effective Weighted Sample	457	48	103	110	82	63	52	457	237	211	160	148	69	81	308	149	457
Total	580	53	135	130	111	83	69	580	298	270	199	186	93	101	384	195	580
I check the information on other apps or sites	357 62%	** **	85 63%	81 62%	75 67%	** **	** **	357 62%	181 61%	168 62%	140 70% f	114 62%	** **	60 59%	254 66% f	103 53%	357 62%
I read the full story first to check it	349 60%	** **	69 51%	85 65% b	71 64%	** **	** **	349 60%	174 58%	168 62%	130 65%	112 61%	** **	55 54%	242 63%	106 55%	349 60%
I check the date to see how recent it is	304 52%	** **	67 50%	60 46%	60 54%	** **	** **	304 52%	137 46%	159 59% a	100 50%	100 54%	** **	54 53%	200 52%	104 54%	304 52%
I look at what other people are saying in the comments	302 52%	** **	82 61% c	52 40%	56 51%	** **	** **	302 52%	143 48%	150 55%	108 55%	100 54%	** **	51 50%	209 54%	93 48%	302 52%
I think about whether it sounds believable	301 52%	** **	53 40%	56 43%	64 58% bc	** **	** **	301 52% b	165 55%	129 48%	104 53%	103 55%	** **	55 54%	207 54%	93 48%	301 52%
I think about who has published the news story and whether I have heard of them	264 46%	** **	64 47%	53 41%	54 49%	** **	** **	264 46%	137 46%	120 44%	98 49%	81 44%	** **	45 44%	179 47%	85 44%	264 46%
I look out for bad grammar or spelling	260 45%	** **	55 41%	56 43%	57 52%	** **	** **	260 45%	127 43%	126 47%	92 46%	84 45%	** **	42 41%	176 46%	84 43%	260 45%

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

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

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	d	~e	~f	g	a	b	a	b	~c	d	e	f	g
Unweighted total	583	58	129	143	105	80	68	583	300	271	200	190	88	104	390	192	583
Effective Weighted Sample	457	48	103	110	82	63	52	457	237	211	160	148	69	81	308	149	457
Total	580	53	135	130	111	83	69	580	298	270	199	186	93	101	384	195	580
I think about whether any image, videos or text look altered or doctored	242	**	52	60	47	**	**	242	121	112	87	78	**	37	165	76	242
	42%	**	39%	46%	42%	**	**	42%	41%	41%	44%	42%	**	37%	43%	39%	42%
I use a fact checking website or app like Full Fact to verify the story	166	**	42	39	41	**	**	166	82	84	69	35	**	31	104	63	166
	29%	**	31%	30%	37%	**	**	29%	27%	31%	35%	19%	**	30%	27%	32%	29%
									b		b		b		b		b
Something else – please type in below	7	**	2	2	3	**	**	7	3	4	3	2	**	2	5	2	7
	1%	**	1%	2%	3%	**	**	1%	1%	2%	2%	1%	**	2%	1%	1%	1%
Don't know	13	**	4	2	3	**	**	13	7	6	*	5	**	6	5	8	13
	2%	**	3%	1%	3%	**	**	2%	2%	2%	*%	3%	**	6%	1%	4%	2%
														ae		a	

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

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

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	~a	b	c
Unweighted total	583	380	74	70	59	583	524	59	37	546	32	191	360	583	93	231	211
Effective Weighted Sample	457	344	62	68	52	457	412	46	29	428	27	146	285	457	73	179	168
Total	580	479	55	31	14	580	522	57	40	540	35	186	359	580	101	225	206
I check the information on other apps or sites	357	294	**	**	**	357	322	**	**	337	**	96	247	357	**	128	141
	62%	61%	**	**	**	62%	62%	**	**	62%	**	52%	69%	62%	**	57%	68%
													bd	b			b
I read the full story first to check it	349	280	**	**	**	349	305	**	**	324	**	99	233	349	**	136	139
	60%	59%	**	**	**	60%	58%	**	**	60%	**	53%	65%	60%	**	61%	67%
													b				
I check the date to see how recent it is	304	250	**	**	**	304	273	**	**	282	**	85	209	304	**	119	106
	52%	52%	**	**	**	52%	52%	**	**	52%	**	46%	58%	52%	**	53%	52%
													b				
I look at what other people are saying in the comments	302	252	**	**	**	302	272	**	**	285	**	82	209	302	**	109	128
	52%	52%	**	**	**	52%	52%	**	**	53%	**	44%	58%	52%	**	48%	62%
													b				b
I think about whether it sounds believable	301	245	**	**	**	301	257	**	**	285	**	94	189	301	**	125	109
	52%	51%	**	**	**	52%	49%	**	**	53%	**	51%	53%	52%	**	56%	53%
I think about who has published the news story and whether I have heard of them	264	219	**	**	**	264	236	**	**	248	**	71	186	264	**	102	97
	46%	46%	**	**	**	46%	45%	**	**	46%	**	38%	52%	46%	**	46%	47%
													b				
I look out for bad grammar or spelling	260	218	**	**	**	260	233	**	**	245	**	74	177	260	**	108	93
	45%	45%	**	**	**	45%	45%	**	**	45%	**	40%	49%	45%	**	48%	45%

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

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	583	380	74	70	59	583	524	59	37	546	32	191	360	583	93	231	211
Effective Weighted Sample	457	344	62	68	52	457	412	46	29	428	27	146	285	457	73	179	168
Total	580	479	55	31	14	580	522	57	40	540	35	186	359	580	101	225	206
I think about whether any image, videos or text look altered or doctored	242 42%	207 43%	** **	** **	** **	242 42%	220 42%	** **	** **	229 42%	** **	62 34%	172 48% b	242 42%	** **	88 39%	94 46%
I use a fact checking website or app like Full Fact to verify the story	166 29%	140 29%	** **	** **	** **	166 29%	153 29%	** **	** **	157 29%	** **	36 20%	121 34% b	166 29% b	** **	51 23%	73 36% b
Something else – please type in below	7 1%	6 1%	** **	** **	** **	7 1%	7 1%	** **	** **	5 1%	** **	2 1%	5 1%	7 1%	** **	1 *%	3 1%
Don't know	13 2%	13 3%	** **	** **	** **	13 2%	13 3%	** **	** **	10 2%	** **	5 3%	5 1%	13 2%	** **	4 2%	4 2%

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

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	583	151	303	124	583	201	351	323	245
Effective Weighted Sample	457	122	239	92	457	148	285	247	198
Total	580	162	302	110	580	184	368	301	265
I check the information on other apps or sites	357 62%	107 66%	184 61%	64 58%	357 62%	117 63%	221 60%	183 61%	169 64%
I read the full story first to check it	349 60%	103 63%	174 58%	69 62%	349 60%	106 57%	225 61%	180 60%	163 61%
I check the date to see how recent it is	304 52%	81 50%	167 55%	54 49%	304 52%	98 53%	195 53%	171 57%	129 49%
I look at what other people are saying in the comments	302 52%	88 55%	155 51%	58 53%	302 52%	93 50%	197 54%	162 54%	135 51%
I think about whether it sounds believable	301 52%	93 57%	150 49%	58 53%	301 52%	91 50%	193 53%	176 58% b	119 45%
I think about who has published the news story and whether I have heard of them	264 46%	80 49%	127 42%	56 51%	264 46%	83 45%	168 46%	146 48%	115 43%
I look out for bad grammar or spelling	260 45%	73 45%	137 45%	50 45%	260 45%	85 46%	166 45%	155 51% b	102 39%

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

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

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	583	151	303	124	583	201	351	323	245
Effective Weighted Sample	457	122	239	92	457	148	285	247	198
Total	580	162	302	110	580	184	368	301	265
I think about whether any image, videos or text look altered or doctored	242	81	105	54	242	89	145	134	102
	42%	50%	35%	49%	42%	48%	39%	45%	38%
		b		b					
I use a fact checking website or app like Full Fact to verify the story	166	69	71	26	166	57	100	76	89
	29%	42%	23%	24%	29%	31%	27%	25%	34%
		bcd							
Something else – please type in below	7	3	3	1	7	3	4	4	4
	1%	2%	1%	1%	1%	2%	1%	1%	1%
Don't know	13	2	6	3	13	6	5	6	6
	2%	1%	2%	3%	2%	3%	1%	2%	2%

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

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

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	734	68	149	164	140	109	104	734	364	355	236	247	114	135	483	249	734
Effective Weighted Sample	576	57	120	126	111	85	79	576	287	278	188	192	90	105	380	195	576
Total	737	63	157	147	151	112	106	737	361	362	234	234	128	139	468	267	737
I check the information on other apps or sites	357 48%	** **	85 54%	81 55%	75 49%	51 45%	31 29%	357 48%	181 50%	168 46%	140 60%	114 49%	44 34%	60 43%	254 54%	103 39%	357 48%
			f	f	f	f	f	f			bcdfg	c			cdf		cf
I read the full story first to check it	349 47%	** **	69 44%	85 58%	71 47%	54 48%	42 39%	349 47%	174 48%	168 47%	130 55%	112 48%	51 40%	55 40%	242 52%	106 40%	349 47%
				bfg							cdf				cdf		
I check the date to see how recent it is	304 41%	** **	67 43%	60 41%	60 40%	52 46%	38 36%	304 41%	137 38%	159 44%	100 43%	100 43%	51 40%	54 39%	200 43%	104 39%	304 41%
I look at what other people are saying in the comments	302 41%	** **	82 52%	52 36%	56 37%	46 41%	38 36%	302 41%	143 40%	150 41%	108 46%	100 43%	42 32%	51 37%	209 45%	93 35%	302 41%
			cdfg								cf				cf		
I think about whether it sounds believable	301 41%	** **	53 34%	56 38%	64 43%	52 46%	49 46%	301 41%	165 46%	129 36%	104 45%	103 44%	39 30%	55 39%	207 44%	93 35%	301 41%
									b		c	c			cf		
I think about who has published the news story and whether I have heard of them	264 36%	** **	64 41%	53 36%	54 36%	36 32%	34 32%	264 36%	137 38%	120 33%	98 42%	81 35%	40 31%	45 32%	179 38%	85 32%	264 36%
											f						
I look out for bad grammar or spelling	260 35%	** **	55 35%	56 38%	57 38%	39 35%	34 32%	260 35%	127 35%	126 35%	92 39%	84 36%	42 33%	42 30%	176 38%	84 31%	260 35%

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

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

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	734	68	149	164	140	109	104	734	364	355	236	247	114	135	483	249	734
Effective Weighted Sample	576	57	120	126	111	85	79	576	287	278	188	192	90	105	380	195	576
Total	737	63	157	147	151	112	106	737	361	362	234	234	128	139	468	267	737
I think about whether any image, videos or text look altered or doctored	242	**	52	60	47	32	23	242	121	112	87	78	39	37	165	76	242
	33%	**	33%	41%	31%	28%	22%	33%	34%	31%	37%	33%	30%	27%	35%	29%	33%
			f	f	f	f	f	f									
I use a fact checking website or app like Full Fact to verify the story	166	**	42	39	41	16	16	166	82	84	69	35	32	31	104	63	166
	23%	**	27%	27%	27%	14%	15%	23%	23%	23%	30%	15%	25%	22%	22%	23%	23%
			ef	ef	ef						b		b		b	b	b
Something else – please type in below	7	**	2	2	3	*	-	7	3	4	3	2	-	2	5	2	7
	1%	**	1%	2%	2%	*%	-%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%
Don't know	13	**	4	2	3	1	2	13	7	6	*	5	2	6	5	8	13
	2%	**	3%	1%	2%	1%	2%	2%	2%	2%	*%	2%	2%	4%	1%	3%	2%
													ae		a		
DOES NOT CHECK THE CREDIBILITY OF THE SOURCE OR VERIFY THE INFORMATION	157	**	22	17	40	29	38	157	63	91	35	49	35	37	84	72	157
	21%	**	14%	12%	27%	26%	35%	21%	17%	25%	15%	21%	27%	27%	18%	27%	21%
				bc	bc	bcg	c			a			ae	ae	ae		

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

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

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	734	484	88	92	70	734	651	83	53	681	50	255	429	734	110	294	261
Effective Weighted Sample	576	436	73	89	62	576	514	62	42	534	42	193	342	576	86	229	207
Total	737	611	69	40	17	737	656	81	61	676	59	242	435	737	119	288	257
I check the information on other apps or sites	357 48%	294 48%	** **	** **	** **	357 48%	322 49%	** **	** **	337 50%	** **	96 40%	247 57% bd	357 48% b	57 48%	128 44%	141 55% b
I read the full story first to check it	349 47%	280 46%	** **	** **	** **	349 47%	305 47%	** **	** **	324 48%	** **	99 41%	233 54% b	349 47%	53 44%	136 47%	139 54%
I check the date to see how recent it is	304 41%	250 41%	** **	** **	** **	304 41%	273 42%	** **	** **	282 42%	** **	85 35%	209 48% bd	304 41%	57 48%	119 41%	106 41%
I look at what other people are saying in the comments	302 41%	252 41%	** **	** **	** **	302 41%	272 41%	** **	** **	285 42%	** **	82 34%	209 48% bd	302 41%	43 36%	109 38%	128 50% ab
I think about whether it sounds believable	301 41%	245 40%	** **	** **	** **	301 41%	257 39%	** **	** **	285 42%	** **	94 39%	189 43%	301 41%	43 36%	125 43%	109 42%
I think about who has published the news story and whether I have heard of them	264 36%	219 36%	** **	** **	** **	264 36%	236 36%	** **	** **	248 37%	** **	71 29%	186 43% bd	264 36%	44 37%	102 36%	97 38%
I look out for bad grammar or spelling	260 35%	218 36%	** **	** **	** **	260 35%	233 36%	** **	** **	245 36%	** **	74 31%	177 41% b	260 35%	39 33%	108 37%	93 36%

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

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IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	734	484	88	92	70	734	651	83	53	681	50	255	429	734	110	294	261
Effective Weighted Sample	576	436	73	89	62	576	514	62	42	534	42	193	342	576	86	229	207
Total	737	611	69	40	17	737	656	81	61	676	59	242	435	737	119	288	257
I think about whether any image, videos or text look altered or doctored	242	207	**	**	**	242	220	**	**	229	**	62	172	242	39	88	94
	33%	34%	**	**	**	33%	34%	**	**	34%	**	26%	39% bd	33%	33%	31%	37%
I use a fact checking website or app like Full Fact to verify the story	166	140	**	**	**	166	153	**	**	157	**	36	121	166	37	51	73
	23%	23%	**	**	**	23%	23%	**	**	23%	**	15%	28% b	23% b	31% b	18%	29% b
Something else – please type in below	7	6	**	**	**	7	7	**	**	5	**	2	5	7	4	1	3
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	1%	1%	3% b	*%	1%
Don't know	13	13	**	**	**	13	13	**	**	10	**	5	5	13	3	4	4
	2%	2%	**	**	**	2%	2%	**	**	2%	**	2%	1%	2%	2%	1%	1%
DOES NOT CHECK THE CREDIBILITY OF THE SOURCE OR VERIFY THE INFORMATION	157	132	**	**	**	157	134	**	**	136	**	57	76	157	18	63	51
	21%	22%	**	**	**	21%	20%	**	**	20%	**	23%	17%	21%	15%	22%	20%

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

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IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	734	183	376	167	734	253	443	431	280
Effective Weighted Sample	576	147	298	125	576	188	357	332	227
Total	737	194	377	158	737	240	464	408	307
I check the information on other apps or sites	357	107	184	64	357	117	221	183	169
	48%	55%	49%	41%	48%	49%	48%	45%	55%
		c							a
I read the full story first to check it	349	103	174	69	349	106	225	180	163
	47%	53%	46%	43%	47%	44%	49%	44%	53%
									a
I check the date to see how recent it is	304	81	167	54	304	98	195	171	129
	41%	42%	44%	34%	41%	41%	42%	42%	42%
I look at what other people are saying in the comments	302	88	155	58	302	93	197	162	135
	41%	46%	41%	37%	41%	39%	42%	40%	44%
I think about whether it sounds believable	301	93	150	58	301	91	193	176	119
	41%	48%	40%	37%	41%	38%	42%	43%	39%
I think about who has published the news story and whether I have heard of them	264	80	127	56	264	83	168	146	115
	36%	41%	34%	36%	36%	35%	36%	36%	38%
I look out for bad grammar or spelling	260	73	137	50	260	85	166	155	102
	35%	37%	36%	32%	35%	35%	36%	38%	33%

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

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IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	734	183	376	167	734	253	443	431	280
Effective Weighted Sample	576	147	298	125	576	188	357	332	227
Total	737	194	377	158	737	240	464	408	307
I think about whether any image, videos or text look altered or doctored	242	81	105	54	242	89	145	134	102
	33%	42%	28%	34%	33%	37%	31%	33%	33%
		bd							
I use a fact checking website or app like Full Fact to verify the story	166	69	71	26	166	57	100	76	89
	23%	35%	19%	17%	23%	24%	22%	19%	29%
		bcd							a
Something else – please type in below	7	3	3	1	7	3	4	4	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	13	2	6	3	13	6	5	6	6
	2%	1%	2%	2%	2%	3%	1%	1%	2%
DOES NOT CHECK THE CREDIBILITY OF THE SOURCE OR VERIFY THE INFORMATION	157	32	75	48	157	55	96	107	42
	21%	17%	20%	30%	21%	23%	21%	26%	14%
				abd				b	

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

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

IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Follow an online 'how to' tutorial to create or do something of your own	849 31%	128 39%	206 41%	157 34%	144 30%	117 26%	97 20%	849 31%	379 30%	457 33%	280 36%	255 31%	179 32%	133 25%	535 34%	312 28%	849 31%
		defg	cdefg	ef	f	f	f	f			dfg	d	d		df		d
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	805 30%	81 25%	188 38%	152 33%	143 30%	103 23%	138 28%	805 30%	369 29%	429 31%	288 37%	239 29%	155 28%	120 22%	527 33%	275 25%	805 30%
			adefg	ae			e				bcdfg	d		cdfg		df	
Add filters to or edit photos	557 21%	108 34%	163 33%	135 29%	79 17%	51 12%	20 4%	557 21%	230 18%	314 22%	182 23%	168 20%	131 23%	76 14%	349 22%	206 19%	557 21%
		defg	defg	defg	f	f		ef		a	df	d	d		d	d	d
Create your own videos or reels	510 19%	87 27%	180 36%	127 27%	72 15%	28 6%	15 3%	510 19%	264 21%	236 17%	192 25%	149 18%	115 21%	52 10%	341 21%	167 15%	510 19%
		defg	acdefg	defg	ef	f		ef	b		bdfg	d	df		df	d	df
Create an online photo book or calendar	327 12%	42 13%	94 19%	84 18%	63 13%	29 7%	14 3%	327 12%	149 12%	173 12%	112 14%	89 11%	78 14%	48 9%	202 13%	125 11%	327 12%
		ef	adefg	efg	ef	f		ef			d		d		d		
Make a meme or gif	313 12%	68 21%	103 20%	64 14%	57 12%	15 3%	7 1%	313 12%	173 13%	129 9%	104 13%	93 11%	71 13%	44 8%	198 12%	115 10%	313 12%
		cdefg	cdefg	ef	ef			ef	b		d		d		d		d
Create an online scrapbook of ideas, on sites like Pinterest	291 11%	54 17%	106 21%	53 11%	45 9%	21 5%	12 3%	291 11%	96 7%	188 13%	114 15%	81 10%	60 11%	34 6%	195 12%	94 9%	291 11%
		defg	cdefg	ef	ef			ef		a	bdfg	d	d		df		d

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

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IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
Have an online dating profile	258	39	91	55	45	20	7	258	162	92	90	69	66	33	158	99	258	
	10%	12%	18%	12%	9%	5%	1%	10%	13%	7%	12%	8%	12%	6%	10%	9%	10%	
		ef	acdefg	ef	ef	f		ef	b		d		d		d		d	
Write blogs or articles	236	35	87	54	32	17	11	236	136	96	101	57	49	28	158	77	236	
	9%	11%	17%	12%	7%	4%	2%	9%	11%	7%	13%	7%	9%	5%	10%	7%	9%	
		ef	acdefg	def	f			ef	b		bcdefg				bdf		d	
Make or edit music online (such as editing/ cutting or mixing tracks)	235	49	82	57	32	11	4	235	135	92	86	55	61	34	141	94	235	
	9%	15%	16%	12%	7%	2%	1%	9%	11%	7%	11%	7%	11%	6%	9%	9%	9%	
		defg	defg	defg	ef			ef	b		bd		bd					
Set up/ manage your own website	218	46	76	45	32	9	9	218	134	80	108	43	43	24	151	67	218	
	8%	14%	15%	10%	7%	2%	2%	8%	10%	6%	14%	5%	8%	4%	9%	6%	8%	
		defg	cdefg	ef	ef			ef	b		bcdefg				bdf		bd	
Contribute to collaborative websites such as Wikipedia	159	28	48	39	33	10	2	159	108	49	68	26	43	22	95	64	159	
	6%	9%	9%	8%	7%	2%	*%	6%	8%	3%	9%	3%	8%	4%	6%	6%	6%	
		ef	efg	ef	ef	f		ef	b		bdefg		bd		b	b	b	
Make or modify a website/ app or game	142	33	47	23	30	6	3	142	97	42	62	31	29	20	93	48	142	
	5%	10%	9%	5%	6%	1%	1%	5%	8%	3%	8%	4%	5%	4%	6%	4%	5%	
		cefg	cefg	ef	ef			ef	b		bdfg							
Make a podcast	129	23	43	33	23	7	1	129	78	50	72	16	24	16	89	40	129	
	5%	7%	9%	7%	5%	1%	*%	5%	6%	4%	9%	2%	4%	3%	6%	4%	5%	
		ef	defg	ef	ef			ef	b		bcdefg		b		bdf		b	
ANY OF THESE	1815	273	436	353	317	222	214	1815	879	917	574	553	399	283	1128	682	1815	
	67%	84%	87%	76%	66%	50%	44%	67%	69%	66%	74%	68%	71%	53%	71%	62%	67%	
		cdefg	cdefg	defg	ef			ef			bdfg	df	df		dfg	d	df	

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

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IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
None of these	824	40	59	98	149	207	270	824	378	444	196	251	150	226	447	376	824
	31%	12%	12%	21%	31%	47%	55%	31%	29%	32%	25%	31%	27%	42%	28%	34%	31%
				ab	abc	abcdg	abcdeg	abc				a		abcefg		aceg	a
Don't know	61	11	7	13	14	13	4	61	25	37	5	13	12	26	18	38	61
	2%	3%	1%	3%	3%	3%	1%	2%	2%	3%	1%	2%	2%	5%	1%	3%	2%
		f		f	f	f							a	abceg		abe	ae

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

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Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Follow an online 'how to' tutorial to create or do something of your own	849	702	81	42	24	849	745	104	69	780	49	344	456	849	142	298	320
	31%	31%	36%	33%	31%	31%	32%	30%	20%	33%	9%	29%	47%	31%	33%	29%	37%
										a		a	abd	a			b
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	805	675	66	42	22	805	706	99	64	741	51	324	428	805	110	315	290
	30%	30%	29%	33%	29%	30%	30%	29%	19%	31%	10%	27%	44%	30%	26%	30%	34%
										a		a	abd	a			a
Add filters to or edit photos	557	462	53	24	18	557	507	50	56	502	34	206	318	557	101	189	185
	21%	20%	23%	19%	24%	21%	b	15%	16%	21%	6%	17%	33%	21%	24%	18%	22%
												a	abd	ab	b		
Create your own videos or reels	510	435	42	18	15	510	482	28	47	463	22	174	313	510	76	189	186
	19%	19%	19%	14%	20%	19%	b	8%	14%	20%	4%	15%	33%	19%	18%	18%	22%
										a		a	abd	ab			
Create an online photo book or calendar	327	271	33	13	10	327	295	32	24	302	17	118	192	327	61	112	122
	12%	12%	15%	10%	13%	12%	13%	9%	7%	13%	3%	10%	20%	12%	14%	11%	14%
										a		a	abd	a			b
Make a meme or gif	313	262	26	17	8	313	297	15	25	287	15	102	196	313	64	107	111
	12%	12%	11%	13%	11%	12%	b	4%	7%	12%	3%	9%	20%	12%	15%	10%	13%
										a		a	abd	ab	b		
Create an online scrapbook of ideas, on sites like Pinterest	291	235	31	17	8	291	253	38	27	264	18	102	172	291	48	106	93
	11%	10%	14%	13%	10%	11%	11%	11%	8%	11%	3%	9%	18%	11%	11%	10%	11%
												a	abd	a			

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

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Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
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Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Have an online dating profile	258 10%	218 10%	21 9%	11 8%	8 11%	258 10%	235 10%	22 6%	10 3%	247 10%	17 3%	91 8%	150 16%	258 10%	48 11%	86 8%	83 10%
Write blogs or articles	236 9%	198 9%	21 9%	11 9%	6 8%	236 9%	221 9%	15 4%	17 5%	219 9%	20 4%	84 7%	132 14%	236 9%	39 9%	77 7%	91 11%
Make or edit music online (such as editing/ cutting or mixing tracks)	235 9%	202 9%	19 8%	9 7%	4 6%	235 9%	224 10%	11 3%	12 4%	223 9%	12 2%	78 7%	145 15%	235 9%	45 11%	85 8%	80 9%
Set up/ manage your own website	218 8%	189 8%	16 7%	7 6%	6 7%	218 8%	200 8%	18 5%	12 4%	205 9%	20 4%	76 6%	122 13%	218 8%	39 9%	80 8%	72 8%
Contribute to collaborative websites such as Wikipedia	159 6%	131 6%	14 6%	8 6%	5 7%	159 6%	152 6%	7 2%	15 4%	144 6%	14 3%	51 4%	94 10%	159 6%	35 8%	58 6%	50 6%
Make or modify a website/ app or game	142 5%	115 5%	16 7%	7 6%	4 5%	142 5%	134 6%	8 2%	6 2%	136 6%	10 2%	51 4%	81 8%	142 5%	29 7%	43 4%	50 6%
Make a podcast	129 5%	103 5%	14 6%	9 7%	4 5%	129 5%	123 5%	7 2%	9 3%	120 5%	9 2%	49 4%	72 7%	129 5%	30 7%	37 4%	48 6%

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

IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
ANY OF THESE	1815	1518	154	87	55	1815	1609	206	187	1628	186	797	831	1815	306	684	589
	67%	67%	68%	69%	73%	67%	68%	60%	55%	69%	35%	67%	86%	67%	72%	66%	69%
					ae		b			a		a	abd	a	b		
None of these	824	700	67	36	20	824	698	126	137	686	314	365	124	824	105	346	256
	31%	31%	30%	29%	26%	31%	30%	36%	41%	29%	59%	31%	13%	31%	25%	33%	30%
								a	b		bcd	c		c		a	
Don't know	61	53	5	3	*	61	48	13	14	47	30	22	7	61	14	9	8
	2%	2%	2%	2%	*%	2%	2%	4%	4%	2%	6%	2%	1%	2%	3%	1%	1%
									b		bcd	c		c	bc		

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

IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Follow an online 'how to' tutorial to create or do something of your own	849	218	423	198	849	294	518	459	365
	31%	34%	31%	32%	31%	33%	32%	28%	39%
									a
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	805	242	390	162	805	284	490	458	328
	30%	37%	28%	26%	30%	32%	30%	28%	35%
		bcd							a
Add filters to or edit photos	557	135	285	130	557	222	315	256	274
	21%	21%	21%	21%	21%	25%	19%	16%	29%
						b			a
Create your own videos or reels	510	159	257	91	510	167	316	223	269
	19%	25%	19%	15%	19%	19%	19%	14%	29%
		bcd			c				a
Create an online photo book or calendar	327	98	159	65	327	107	199	139	178
	12%	15%	11%	11%	12%	12%	12%	8%	19%
		bc							a
Make a meme or gif	313	91	142	73	313	115	180	143	153
	12%	14%	10%	12%	12%	13%	11%	9%	16%
		b							a

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

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

IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Create an online scrapbook of ideas, on sites like Pinterest	291	89	139	60	291	127	146	130	147
	11%	14%	10%	10%	11%	14%	9%	8%	16%
		b				b			a
Have an online dating profile	258	62	133	60	258	89	154	133	112
	10%	10%	10%	10%	10%	10%	9%	8%	12%
									a
Write blogs or articles	236	83	108	42	236	90	137	93	129
	9%	13%	8%	7%	9%	10%	8%	6%	14%
		bcd							a
Make or edit music online (such as editing/ cutting or mixing tracks)	235	79	113	40	235	91	132	100	124
	9%	12%	8%	6%	9%	10%	8%	6%	13%
		bcd							a
Set up/ manage your own website	218	74	100	44	218	82	120	92	113
	8%	11%	7%	7%	8%	9%	7%	6%	12%
		bcd							a
Contribute to collaborative websites such as Wikipedia	159	56	74	28	159	56	92	56	94
	6%	9%	5%	5%	6%	6%	6%	3%	10%
		bcd							a
Make or modify a website/ app or game	142	54	62	25	142	55	79	58	73
	5%	8%	4%	4%	5%	6%	5%	4%	8%
		bcd							a

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

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

IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Make a podcast	129	49	54	24	129	52	68	39	83
	5%	8%	4%	4%	5%	6%	4%	2%	9%
		bcd							a
ANY OF THESE	1815	469	923	394	1815	633	1081	982	757
	67%	72%	67%	64%	67%	71%	66%	60%	80%
		bcd							a
None of these	824	174	440	194	824	244	533	624	172
	31%	27%	32%	32%	31%	27%	33%	38%	18%
			a				a	b	
Don't know	61	7	18	25	61	17	13	33	14
	2%	1%	1%	4%	2%	2%	1%	2%	2%
				abd		b			

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

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2493	352	499	479	426	368	369	2493	1214	1254	785	770	440	486	1555	926	2493
Effective Weighted Sample	1929	279	391	374	334	287	272	1929	939	970	605	601	356	371	1204	722	1929
Total	2478	321	497	448	461	393	357	2478	1204	1253	711	761	530	466	1472	996	2478
I spend too much time doing this	565 23%	142 44%	187 38%	110 25%	75 16%	42 11%	9 3%	565 23%	256 21%	304 24%	145 20%	215 28%	107 20%	96 21%	360 24%	203 20%	565 23%
		cdefg	cdefg	def	ef	f		def				acdfg			f		
I am comfortable with the amount of time I spend doing this	1793 72%	161 50%	290 58%	320 71%	361 78%	327 83%	334 93%	1793 72%	890 74%	889 71%	539 76%	516 68%	396 75%	335 72%	1056 72%	731 73%	1793 72%
			a	ab	abcg	abcg	abcdeg	ab			b		b		b		b
I would like to spend more time doing this	79 3%	15 5%	15 3%	13 3%	16 3%	15 4%	5 1%	79 3%	42 3%	35 3%	19 3%	22 3%	19 4%	19 4%	40 3%	38 4%	79 3%
		f															
Don't know	41 2%	4 1%	4 1%	5 1%	9 2%	9 2%	9 2%	41 2%	16 1%	25 2%	7 1%	8 1%	8 1%	16 3%	15 1%	24 2%	41 2%
														abeg		e	

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

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2493	1642	282	281	288	2493	2190	303	297	2196	386	1134	965	2493	390	922	839
Effective Weighted Sample	1929	1474	235	271	252	1929	1698	231	229	1700	297	867	759	1929	302	722	641
Total	2478	2073	215	117	73	2478	2177	301	305	2173	393	1126	951	2478	404	929	795
I spend too much time doing this	565 23%	479 23%	40 19%	26 22%	20 27% b	565 23%	526 24% b	39 13%	73 24%	493 23%	61 15%	259 23% a	246 26% a	565 23% a	111 27% bc	197 21%	148 19%
I am comfortable with the amount of time I spend doing this	1793 72%	1486 72%	169 79% ade	89 76% d	49 67%	1793 72%	1553 71%	240 80% a	208 68%	1584 73%	286 73%	832 74%	669 70%	1793 72%	270 67%	696 75% a	617 78% a
I would like to spend more time doing this	79 3%	69 3%	4 2%	2 2%	3 5% c	79 3%	68 3%	11 4%	11 4%	67 3%	23 6% bd	22 2%	33 4%	79 3%	19 5%	26 3%	24 3%
Don't know	41 2%	39 2%	1 1%	* *% *	* *% *	41 2%	30 1%	12 4% a	13 4% b	28 1%	24 6% bcd	12 1%	3 *% c	41 2% c	4 1%	11 1%	7 1%

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2493	598	1258	583	2493	855	1466	1513	854
Effective Weighted Sample	1929	463	981	444	1929	647	1149	1144	688
Total	2478	584	1265	573	2478	810	1500	1443	924
I spend too much time doing this	565 23%	137 23%	266 21%	150 26% b	565 23%	242 30% b	286 19%	286 20%	249 27% a
I am comfortable with the amount of time I spend doing this	1793 72%	427 73%	948 75% c	387 68% c	1793 72% c	528 65%	1162 77% a	1089 75% b	637 69%
I would like to spend more time doing this	79 3%	14 2%	37 3%	23 4%	79 3%	31 4%	39 3%	39 3%	32 3%
Don't know	41 2%	6 1%	14 1%	13 2%	41 2%	10 1%	12 1%	29 2% b	7 1%

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

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2449	352	497	472	409	351	368	2449	1151	1275	772	755	435	477	1527	912	2449
Effective Weighted Sample	1895	279	389	368	321	273	273	1895	889	988	597	588	351	364	1183	710	1895
Total	2441	322	497	440	445	372	365	2441	1143	1277	703	749	522	459	1452	981	2441
I spend too much time doing this	638 26%	146 45%	201 40%	139 31%	77 17%	46 12%	29 8%	638 26%	261 23%	369 29%	172 25%	250 33%	122 23%	93 20%	422 29%	214 22%	638 26%
		cdefg	cdefg	defg	f		def		a		acdfg			acdf		df	
I am comfortable with the amount of time I spend doing this	1693 69%	157 49%	278 56%	288 65%	335 75%	313 84%	322 88%	1693 69%	827 72%	855 67%	500 71%	465 62%	385 74%	338 74%	965 66%	724 74%	1693 69%
				ab	abcg	abcdg	abcdg	ab	b		be		be	be	beg	b	
I would like to spend more time doing this	59 2%	11 3%	13 3%	7 1%	18 4%	6 2%	5 1%	59 2%	34 3%	25 2%	26 4%	15 2%	6 1%	12 3%	41 3%	18 2%	59 2%
					cf						cf						
Don't know	51 2%	8 2%	6 1%	7 2%	14 3%	7 2%	9 3%	51 2%	21 2%	29 2%	5 1%	19 3%	9 2%	16 3%	24 2%	25 2%	51 2%
											a		ae		a	a	

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

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2449	1615	271	279	284	2449	2140	309	296	2153	405	1082	952	2449	383	915	814
Effective Weighted Sample	1895	1453	228	269	248	1895	1661	233	226	1669	313	827	749	1895	297	716	624
Total	2441	2050	203	116	72	2441	2137	304	306	2135	422	1067	941	2441	401	921	776
I spend too much time doing this	638 26%	532 26%	49 24%	34 29%	23 32% abe	638 26%	592 28% b	46 15%	81 26%	557 26%	72 17%	277 26% a	289 31% abd	638 26% a	121 30% bc	212 23%	187 24%
I am comfortable with the amount of time I spend doing this	1693 69%	1417 69%	151 74% d	78 68%	47 65%	1693 69%	1458 68%	235 77% a	207 68%	1485 70%	310 74% c	752 71%	622 66%	1693 69%	264 66%	675 73% a	563 73% a
I would like to spend more time doing this	59 2%	53 3%	3 1%	2 2%	1 2%	59 2%	50 2%	10 3%	5 2%	55 3%	13 3%	25 2%	21 2%	59 2%	11 3%	18 2%	22 3%
Don't know	51 2%	47 2%	1 1%	1 1%	1 1%	51 2%	37 2%	13 4% a	13 4%	38 2%	26 6% bcd	12 1%	9 1%	51 2%	5 1%	17 2% c	5 1%

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2449	585	1241	569	2449	847	1435	1481	849
Effective Weighted Sample	1895	453	968	433	1895	641	1125	1121	684
Total	2441	579	1241	565	2441	812	1468	1420	917
I spend too much time doing this	638 26%	156 27%	308 25%	164 29%	638 26%	267 33% b	330 23%	331 23%	275 30% a
I am comfortable with the amount of time I spend doing this	1693 69%	395 68%	892 72% c	376 67%	1693 69%	509 63%	1086 74% a	1036 73% b	599 65%
I would like to spend more time doing this	59 2%	19 3%	25 2%	11 2%	59 2%	20 2%	36 2%	23 2%	31 3% a
Don't know	51 2%	9 2%	17 1%	14 3%	51 2%	15 2%	17 1%	30 2%	11 1%

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

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2032	340	472	422	339	257	202	2032	1002	1008	640	611	378	392	1251	770	2032
Effective Weighted Sample	1576	269	370	325	267	199	153	1576	776	783	501	477	304	297	976	597	1576
Total	2017	311	473	389	372	279	193	2017	994	1003	583	600	452	373	1182	824	2017
I spend too much time doing this	305 15%	69 22%	71 15%	62 16%	51 14%	27 10%	25 13%	305 15%	152 15%	150 15%	87 15%	91 15%	76 17%	50 13%	178 15%	126 15%	305 15%
		bcdefg							e								
I am comfortable with the amount of time I spend doing this	1499 74%	189 61%	336 71%	285 73%	294 79%	233 84%	160 83%	1499 74%	740 74%	748 75%	446 77%	436 73%	323 72%	286 77%	882 75%	610 74%	1499 74%
		a		a		ab	abcb	abcb	a								
I would like to spend more time doing this	165 8%	45 14%	58 12%	31 8%	18 5%	10 4%	3 2%	165 8%	87 9%	73 7%	42 7%	53 9%	46 10%	24 6%	95 8%	69 8%	165 8%
		cdefg		defg	ef	ef											
Don't know	48 2%	8 3%	7 1%	11 3%	9 2%	9 3%	4 2%	48 2%	15 1%	31 3%	7 1%	19 3%	6 1%	13 3%	27 2%	19 2%	48 2%
									a		a		a				

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

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2032	1342	235	220	235	2032	1823	209	225	1807	272	877	880	2032	352	747	658
Effective Weighted Sample	1576	1209	196	213	204	1576	1419	157	172	1404	213	669	692	1576	272	586	508
Total	2017	1693	174	91	59	2017	1812	205	225	1792	280	866	867	2017	360	750	630
I spend too much time doing this	305 15%	252 15%	27 16%	16 18%	10 17%	305 15%	272 15%	33 16%	28 13%	277 15%	51 18%	134 15%	120 14%	305 15%	52 14%	118 16%	93 15%
I am comfortable with the amount of time I spend doing this	1499 74%	1262 75%	132 76%	64 70%	41 70%	1499 74%	1356 75%	143 70%	154 68%	1345 75%	199 71%	639 74%	659 76%	1499 74%	264 73%	574 77%	481 76%
I would like to spend more time doing this	165 8%	138 8%	13 7%	8 9%	7 12%	165 8%	147 8%	19 9%	26 11%	140 8%	15 5%	72 8%	78 9%	165 8%	35 10%	50 7%	49 8%
Don't know	48 2%	42 2%	3 1%	3 3%	1 1%	48 2%	38 2%	10 5%	18 8%	30 2%	16 6%	22 2%	11 1%	48 2%	10 3%	8 1%	7 1%

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2032	499	1024	467	2032	727	1173	1150	780
Effective Weighted Sample	1576	390	801	353	1576	553	921	876	623
Total	2017	492	1029	451	2017	701	1190	1094	838
I spend too much time doing this	305 15%	88 18%	127 12%	83 18%	305 15%	140 20%	149 12%	158 14%	128 15%
		b		b		b			
I am comfortable with the amount of time I spend doing this	1499 74%	358 73%	796 77%	315 70%	1499 74%	471 67%	942 79%	822 75%	627 75%
			c				a		
I would like to spend more time doing this	165 8%	38 8%	89 9%	36 8%	165 8%	71 10%	81 7%	84 8%	73 9%
						b			
Don't know	48 2%	7 1%	17 2%	17 4%	48 2%	19 3%	18 2%	29 3%	11 1%
				ab					

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

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

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
I spend too much time doing this	387 14%	75 23% cdefg	103 20% cdefg	61 13%	55 11%	47 11%	46 9%	387 14% f	184 14%	197 14%	91 12%	131 16% a	84 15%	80 15%	222 14%	165 15%	387 14%
I am comfortable with the amount of time I spend doing this	2088 77%	201 62%	350 70% a	363 78% ab	389 81% ab	366 83% abg	418 86% abcg	2088 77% ab	1002 78%	1072 77%	623 80% d	620 76%	441 79%	397 74%	1243 78%	839 77%	2088 77%
I would like to spend more time doing this	149 6%	33 10% defg	36 7% ef	31 7% f	23 5% f	16 4%	9 2%	149 6% f	74 6%	74 5%	46 6%	51 6%	23 4%	29 5%	96 6%	52 5%	149 6%
Don't know	76 3%	14 4%	13 3%	8 2%	13 3%	13 3%	15 3%	76 3%	21 2%	54 4% a	16 2%	16 2%	13 2%	28 5% abceg	32 2%	41 4% be	76 3%

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

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

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
I spend too much time doing this	387 14%	321 14%	36 16%	20 15%	11 15%	387 14%	348 15%	40 11%	44 13%	344 15%	66 13%	175 15%	145 15%	387 14%	78 18%	148 14%	99 12%
I am comfortable with the amount of time I spend doing this	2088 77%	1755 77%	175 77%	101 79%	58 76%	2088 77%	1815 77%	273 79%	267 79%	1822 77%	404 76%	923 78%	745 77%	2088 77%	307 72%	826 79%	688 81%
I would like to spend more time doing this	149 6%	125 6%	14 6%	3 3%	6 8%	149 6%	132 6%	17 5%	14 4%	135 6%	23 4%	62 5%	63 7%	149 6%	31 7%	50 5%	51 6%
Don't know	76 3%	70 3%	2 1%	3 2%	1 1%	76 3%	60 3%	16 5%	14 4%	62 3%	37 7%	24 2%	9 1%	76 3%	8 2%	16 2%	16 2%

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

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
I spend too much time doing this	387	109	176	94	387	179	189	218	148
	14%	17%	13%	15%	14%	20%	12%	13%	16%
		b				b			
I am comfortable with the amount of time I spend doing this	2088	496	1107	456	2088	644	1323	1302	714
	77%	76%	80%	74%	77%	72%	81%	80%	76%
			c				a	b	
I would like to spend more time doing this	149	28	71	44	149	48	91	73	68
	6%	4%	5%	7%	6%	5%	6%	4%	7%
									a
Don't know	76	16	27	20	76	24	26	45	15
	3%	3%	2%	3%	3%	3%	2%	3%	2%

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

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

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
Relax	1061	160	253	192	196	156	104	1061	559	490	319	303	244	192	622	437	1061	
	39%	50%	50%	41%	41%	35%	21%	39%	44%	35%	41%	37%	44%	36%	39%	40%	39%	
		cdefg	cdefg	f	f	f	f	f	b			bd						
Look up health symptoms	922	98	168	157	174	152	173	922	372	537	292	282	189	159	574	348	922	
	34%	30%	33%	34%	36%	34%	35%	34%	29%	38%	38%	35%	34%	30%	36%	32%	34%	
									a		df				df			
Improve your mood/ feel happy	838	151	230	151	159	94	53	838	409	420	243	254	190	152	496	341	838	
	31%	47%	46%	33%	33%	21%	11%	31%	32%	30%	31%	31%	34%	28%	31%	31%	31%	
		cdefg	cdefg	ef	ef	f		ef										
Healthy eating/ nutrition	721	95	188	146	129	99	64	721	309	402	232	228	149	112	460	260	721	
	27%	29%	38%	32%	27%	22%	13%	27%	24%	29%	30%	28%	26%	21%	29%	24%	27%	
		f	adefg	ef	f	f		f		a	df	d			df		d	
Follow a fitness programme/ health tracker	553	72	160	126	102	57	36	553	259	289	214	168	102	67	382	169	553	
	20%	22%	32%	27%	21%	13%	7%	20%	20%	21%	28%	21%	18%	13%	24%	15%	20%	
		ef	adefg	efg	ef	f		ef			bcdg	df	d		cdfg		df	
Get support when feeling unhappy/ anxious/ worried	453	105	134	104	72	27	12	453	189	257	148	133	103	69	282	171	453	
	17%	32%	27%	22%	15%	6%	2%	17%	15%	18%	19%	16%	18%	13%	18%	16%	17%	
		cdefg	defg	defg	ef	f		ef		a	d		d		d		d	
Sleep	433	85	100	83	98	39	28	433	206	222	121	122	95	94	243	189	433	
	16%	26%	20%	18%	20%	9%	6%	16%	16%	16%	16%	15%	17%	18%	15%	17%	16%	
		cefg	ef	ef	efg			ef										
Feel energised	354	61	106	76	63	32	15	354	189	161	147	81	83	43	228	126	354	
	13%	19%	21%	16%	13%	7%	3%	13%	15%	12%	19%	10%	15%	8%	14%	11%	13%	
		defg	defg	ef	ef	f		ef	b		bdefg		bd		bd		bd	

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

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

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Meditate	335	45	92	86	65	36	10	335	161	166	125	88	71	49	213	120	335
	12%	14%	18%	19%	14%	8%	2%	12%	13%	12%	16%	11%	13%	9%	13%	11%	12%
		ef	efg	efg	ef	f		ef			bdfg				d		
ANY OF THESE	2013	290	441	366	369	293	254	2013	980	1016	613	606	437	354	1219	791	2013
	75%	90%	88%	79%	77%	66%	52%	75%	76%	73%	79%	74%	78%	66%	77%	72%	75%
		cdefg	cdefg	ef	ef	f		ef			bdfg	d	df		df	d	d
None of these	631	22	49	91	96	142	231	631	282	345	156	199	110	164	355	275	631
	23%	7%	10%	20%	20%	32%	47%	23%	22%	25%	20%	24%	20%	31%	22%	25%	23%
				ab	ab	abcdg	abcdg	ab						abcefg	ac		
Don't know	55	12	11	7	15	7	4	55	19	36	6	13	14	17	19	31	55
	2%	4%	2%	1%	3%	2%	1%	2%	1%	3%	1%	2%	3%	3%	1%	3%	2%
		f			f							a	ae		ae	a	
Base for stats	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Mean number of type of app/ site/ online service used (out of 9)	2.1	2.7	2.9	2.4	2.2	1.6	1.0	2.1	2.1	2.1	2.4	2.0	2.2	1.8	2.2	2.0	2.1
		cdefg	cdefg	efg	ef	f		ef			bdefg	d	df		bdf	d	d
Standard deviation	1.92	1.83	1.96	2.06	1.97	1.62	1.27	1.92	1.84	1.98	2.10	1.82	1.85	1.80	1.97	1.84	1.92
Standard error	.04	.10	.09	.09	.09	.08	.06	.04	.05	.05	.07	.06	.09	.08	.05	.06	.04

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

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

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Relax	1061	899	79	49	35	1061	932	129	106	955	129	449	483	1061	169	420	332
	39%	40%	35%	38%	46%	39%	40%	37%	31%	40%	24%	38%	50%	39%	40%	40%	39%
					be					a		a	abd	a			
Look up health symptoms	922	766	85	45	25	922	805	117	86	836	93	386	443	922	143	375	302
	34%	34%	38%	36%	33%	34%	34%	34%	26%	35%	18%	33%	46%	34%	34%	36%	35%
										a		a	abd	a			
Improve your mood/ feel happy	838	707	72	38	21	838	766	72	96	742	69	330	439	838	160	307	266
	31%	31%	32%	30%	28%	31%	33%	21%	28%	31%	13%	28%	46%	31%	38%	30%	31%
							b					a	abd	a	bc		
Healthy eating/ nutrition	721	597	72	31	21	721	641	80	63	658	50	304	365	721	114	253	271
	27%	26%	32%	25%	28%	27%	27%	23%	19%	28%	9%	26%	38%	27%	27%	24%	32%
										a		a	abd	a			b
Follow a fitness programme/ health tracker	553	462	47	28	16	553	505	47	53	500	37	210	307	553	72	175	249
	20%	20%	21%	22%	21%	20%	21%	14%	16%	21%	7%	18%	32%	20%	17%	17%	29%
							b			a		a	abd	a			ab
Get support when feeling unhappy/ anxious/ worried	453	382	37	20	14	453	420	33	48	405	32	161	259	453	95	151	144
	17%	17%	17%	16%	19%	17%	18%	10%	14%	17%	6%	14%	27%	17%	22%	14%	17%
							b					a	abd	ab	bc		
Sleep	433	358	42	16	17	433	398	35	48	385	41	177	213	433	103	174	91
	16%	16%	19%	12%	22%	16%	17%	10%	14%	16%	8%	15%	22%	16%	24%	17%	11%
			c		ace		b					a	abd	a	bc	c	
Feel energised	354	293	34	17	10	354	324	29	29	325	32	126	196	354	63	124	124
	13%	13%	15%	13%	14%	13%	14%	9%	9%	14%	6%	11%	20%	13%	15%	12%	15%
							b			a		a	abd	a			

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

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Meditate	335	288	26	11	9	335	306	29	28	307	23	120	192	335	57	120	123
	12%	13%	12%	9%	12%	12%	13%	8%	8%	13%	4%	10%	20%	12%	13%	12%	14%
							b			a		a	abd	a			
ANY OF THESE	2013	1689	171	92	62	2013	1778	235	222	1791	285	876	848	2013	327	761	663
	75%	74%	75%	73%	82%	75%	76%	68%	66%	76%	54%	74%	88%	75%	77%	73%	78%
					ace		b			a		a	abd	a			b
None of these	631	535	54	30	12	631	531	100	105	526	222	290	104	631	91	272	181
	23%	24%	24%	24%	16%	23%	23%	29%	31%	22%	42%	24%	11%	23%	21%	26%	21%
		d	d	d		d		a	b		bcd	c		c		c	
Don't know	55	48	2	4	2	55	46	10	11	44	22	19	10	55	6	7	9
	2%	2%	1%	3%	2%	2%	2%	3%	3%	2%	4%	2%	1%	2%	1%	1%	1%
				b							bcd						
Base for stats	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mean number of type of app/ site/ online service used (out of 9)	2.1	2.1	2.2	2.0	2.2	2.1	2.2	1.7	1.7	2.2	1.0	1.9	3.0	2.1	2.3	2.0	2.2
							b			a		a	abd	ab	b		b
Standard deviation	1.92	1.91	2.02	1.93	1.81	1.92	1.95	1.66	1.81	1.93	1.22	1.70	2.06	1.92	1.92	1.89	1.95
Standard error	.04	.05	.12	.11	.10	.04	.04	.09	.10	.04	.05	.05	.07	.04	.09	.06	.07

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

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Relax	1061	274	546	224	1061	392	609	592	437
	39%	42%	40%	37%	39%	44%	37%	36%	46%
						b			a
Look up health symptoms	922	204	505	201	922	359	527	558	333
	34%	31%	37%	33%	34%	40%	32%	34%	35%
			a			b			
Improve your mood/ feel happy	838	218	429	185	838	347	451	446	367
	31%	34%	31%	30%	31%	39%	28%	27%	39%
						b			a
Healthy eating/ nutrition	721	187	375	150	721	241	443	369	328
	27%	29%	27%	24%	27%	27%	27%	23%	35%
									a
Follow a fitness programme/ health tracker	553	167	278	101	553	185	341	245	289
	20%	26%	20%	17%	20%	21%	21%	15%	31%
		bcd							a
Get support when feeling unhappy/ anxious/ worried	453	120	214	115	453	224	207	217	216
	17%	19%	16%	19%	17%	25%	13%	13%	23%
						b			a
Sleep	433	97	234	92	433	196	197	221	193
	16%	15%	17%	15%	16%	22%	12%	13%	20%
						b			a
Feel energised	354	109	179	61	354	115	222	150	187
	13%	17%	13%	10%	13%	13%	14%	9%	20%
		bcd							a

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

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

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Meditate	335	97	163	71	335	140	180	146	175
	12%	15%	12%	12%	12%	16%	11%	9%	18%
						b			a
ANY OF THESE	2013	499	1036	445	2013	728	1168	1137	795
	75%	77%	75%	73%	75%	81%	72%	69%	84%
						b			a
None of these	631	144	326	152	631	158	443	476	134
	23%	22%	24%	25%	23%	18%	27%	29%	14%
							a	b	
Don't know	55	7	20	16	55	9	17	24	15
	2%	1%	1%	3%	2%	1%	1%	1%	2%
Base for stats	2700	649	1382	614	2700	895	1628	1638	944
Mean number of type of app/ site/ online service used (out of 9)	2.1	2.3	2.1	2.0	2.1	2.5	2.0	1.8	2.7
		cd				b			a
Standard deviation	1.92	2.04	1.90	1.84	1.92	1.94	1.88	1.78	2.02
Standard error	.04	.08	.05	.07	.04	.06	.05	.04	.07

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

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Set aside time for yourself when you are not online	774	96	160	122	126	124	146	774	340	425	246	234	147	146	480	293	774
	29%	30%	32%	26%	26%	28%	30%	29%	27%	30%	32%	29%	26%	27%	30%	27%	29%
											f						
Disable notifications on devices or use 'Do not Disturb' settings	747	132	208	146	119	86	57	747	346	384	220	255	160	109	475	269	747
	28%	41%	41%	31%	25%	20%	12%	28%	27%	27%	28%	31%	28%	20%	30%	25%	28%
		cdefg	cdefg	def	f	f		ef			d	df	d		df		d
Taken a deliberate break from any social media apps	619	108	177	125	92	74	43	619	297	312	200	184	134	100	383	234	619
	23%	33%	35%	27%	19%	17%	9%	23%	23%	22%	26%	22%	24%	19%	24%	21%	23%
		defg	cdefg	def	f	f		ef			df				d		
Chosen not to take devices such as phones or tablets to bed with you	603	64	105	105	100	96	133	603	293	303	218	165	124	94	383	218	603
	22%	20%	21%	23%	21%	22%		22%	23%	22%	28%	20%	22%	18%	24%	20%	22%
							abg				bcdg				df		d
Deleted apps because you spend too much time on them	527	96	139	119	74	54	45	527	264	252	143	171	118	93	315	212	527
	20%	30%	28%	26%	15%	12%	9%	20%	21%	18%	18%	21%	21%	17%	20%	19%	20%
		defg	defg	defg	f			ef									
Deleted apps because they are bad for your mental health/ self-esteem	381	86	112	88	61	24	10	381	198	175	122	121	91	48	242	139	381
	14%	27%	22%	19%	13%	5%	2%	14%	15%	13%	16%	15%	16%	9%	15%	13%	14%
		cdefg	defg	defg	ef	f		ef			d	d	d		d		d

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

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Taken a deliberate break from any other apps	361	64	102	80	51	37	28	361	191	163	104	117	78	59	222	137	361
	13%	20%	20%	17%	11%	8%	6%	13%	15%	12%	13%	14%	14%	11%	14%	12%	13%
		defg	defg	defg	f			ef	b								
Used an app to help reduce your 'screen time' / time spent using devices	291	58	116	64	35	10	9	291	144	143	113	80	60	37	193	97	291
	11%	18%	23%	14%	7%	2%	2%	11%	11%	10%	15%	10%	11%	7%	12%	9%	11%
		defg	cdefg	def	ef			def			bdfg				df		d
ANY OF THESE	1840	275	412	346	316	244	246	1840	883	938	566	565	394	312	1131	706	1840
	68%	85%	82%	75%	66%	55%	50%	68%	69%	67%	73%	69%	70%	58%	71%	64%	68%
		cdefg	cdefg	defg	ef			ef			dfg	d	d		df	d	d
None of these	790	37	82	103	146	187	235	790	366	423	205	236	149	200	440	348	790
	29%	11%	16%	22%	30%	42%	48%	29%	29%	30%	26%	29%	27%	37%	28%	32%	29%
				ab	abc	abcdg	abcdg	abc						abceg		ae	
Don't know	70	11	7	14	18	12	7	70	33	36	5	17	19	23	22	42	70
	3%	3%	1%	3%	4%	3%	1%	3%	3%	3%	1%	2%	3%	4%	1%	4%	3%
					bf							a	ae	abeg		ae	ae
SUMMARY																	
TAKING A BREAK FROM ANY APP	792	132	226	169	115	90	61	792	396	383	250	228	180	131	478	311	792
	29%	41%	45%	36%	24%	20%	12%	29%	31%	27%	32%	28%	32%	24%	30%	28%	29%
		defg	cdefg	defg	f	f		def			d		d		d		d
DELETING ANY APPS	731	134	202	165	109	67	53	731	373	345	227	223	167	113	449	281	731
	27%	42%	40%	36%	23%	15%	11%	27%	29%	25%	29%	27%	30%	21%	28%	26%	27%
		defg	defg	defg	ef			ef	b		d	d	d		d		d

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

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Set aside time for yourself when you are not online	774 29%	646 28%	74 33%	33 26%	21 28%	774 29%	681 29%	93 27%	67 20%	707 30% a	87 16%	329 28% a	358 37% abd	774 29% a	122 29%	308 30%	265 31%
Disable notifications on devices or use 'Do not Disturb' settings	747 28%	620 27%	70 31%	37 29%	20 27%	747 28%	662 28%	86 25%	68 20%	679 29% a	55 10%	304 26% a	387 40% abd	747 28% a	113 27%	273 26%	257 30%
Taken a deliberate break from any social media apps	619 23%	530 23%	47 21%	27 21%	16 21%	619 23%	567 24% b	52 15%	68 20%	551 23%	71 13%	248 21% a	300 31% abd	619 23% a	103 24%	226 22%	203 24%
Chosen not to take devices such as phones or tablets to bed with you	603 22%	505 22%	56 25%	28 22%	14 19%	603 22%	529 22%	74 21%	46 14%	557 24% a	77 15%	278 23% a	245 25% a	603 22% a	76 18%	233 22%	212 25% a
Deleted apps because you spend too much time on them	527 20%	437 19%	46 20%	24 19%	21 28% abce	527 20%	470 20%	57 17%	48 14%	479 20% a	42 8%	228 19% a	257 27% abd	527 20% a	75 18%	207 20%	171 20%
Deleted apps because they are bad for your mental health/ self-esteem	381 14%	323 14%	31 14%	15 12%	12 15%	381 14%	356 15% b	25 7%	26 8%	355 15% a	26 5%	141 12% a	215 22% abd	381 14% a	79 19% b	125 12%	124 15%

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Taken a deliberate break from any other apps	361 13%	301 13%	34 15%	15 11%	11 15%	361 13%	336 14%	25 7%	39 11%	323 14%	33 6%	140 12%	188 20%	361 13%	60 14%	136 13%	113 13%
Used an app to help reduce your 'screen time' / time spent using devices	291 11%	251 11%	22 10%	12 9%	6 8%	291 11%	273 12%	19 5%	26 8%	265 11%	22 4%	109 9%	161 17%	291 11%	66 15%	99 10%	86 10%
ANY OF THESE	1840 68%	1541 68%	159 70%	86 68%	55 72%	1840 68%	1628 69%	212 61%	198 59%	1642 70%	262 49%	807 68%	767 80%	1840 68%	302 71%	707 68%	579 68%
None of these	790 29%	670 29%	63 28%	38 30%	19 26%	790 29%	675 29%	115 33%	120 35%	670 28%	235 44%	354 30%	185 19%	790 29%	114 27%	317 30%	267 31%
Don't know	70 3%	60 3%	5 2%	3 3%	1 2%	70 3%	51 2%	18 5%	20 6%	50 2%	33 6%	24 2%	10 1%	70 3%	8 2%	15 1%	7 1%
SUMMARY																	
TAKING A BREAK FROM ANY APP	792 29%	667 29%	66 29%	36 29%	23 31%	792 29%	725 31%	67 19%	86 25%	706 30%	93 17%	326 28%	374 39%	792 29%	135 32%	296 28%	253 30%
DELETING ANY APPS	731 27%	609 27%	64 28%	31 25%	26 35%	731 27%	659 28%	71 21%	63 19%	668 28%	61 11%	309 26%	361 38%	731 27%	121 29%	272 26%	238 28%

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Set aside time for yourself when you are not online	774	209	392	162	774	275	465	478	279
	29%	32%	28%	26%	29%	31%	29%	29%	30%
		c							
Disable notifications on devices or use 'Do not Disturb' settings	747	189	374	172	747	285	435	408	320
	28%	29%	27%	28%	28%	32%	27%	25%	34%
						b			a
Taken a deliberate break from any social media apps	619	152	313	141	619	242	339	313	281
	23%	23%	23%	23%	23%	27%	21%	19%	30%
						b			a
Chosen not to take devices such as phones or tablets to bed with you	603	168	301	126	603	214	367	366	220
	22%	26%	22%	20%	22%	24%	23%	22%	23%
		c							
Deleted apps because you spend too much time on them	527	118	296	101	527	212	288	275	227
	20%	18%	21%	17%	20%	24%	18%	17%	24%
			c			b			a
Deleted apps because they are bad for your mental health/ self-esteem	381	110	161	101	381	161	194	159	201
	14%	17%	12%	17%	14%	18%	12%	10%	21%
		b		b		b			a

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

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

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Taken a deliberate break from any other apps	361	98	181	75	361	137	204	169	172
	13%	15%	13%	12%	13%	15%	13%	10%	18%
									a
Used an app to help reduce your 'screen time'/ time spent using devices	291	100	129	60	291	111	165	120	153
	11%	15%	9%	10%	11%	12%	10%	7%	16%
		bcd							a
ANY OF THESE	1840	455	950	406	1840	646	1088	1037	725
	68%	70%	69%	66%	68%	72%	67%	63%	77%
						b			a
None of these	790	188	406	183	790	236	516	574	199
	29%	29%	29%	30%	29%	26%	32%	35%	21%
							a	b	
Don't know	70	7	26	24	70	12	24	27	20
	3%	1%	2%	4%	3%	1%	1%	2%	2%
				ab	a				
SUMMARY									
TAKING A BREAK FROM ANY APP	792	202	403	172	792	304	442	387	367
	29%	31%	29%	28%	29%	34%	27%	24%	39%
						b			a
DELETING ANY APPS	731	183	378	157	731	293	397	342	353
	27%	28%	27%	26%	27%	33%	24%	21%	37%
						b			a

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

All interviewing conducted using an online panel. Any break column with 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 INCIDENCE OF PURCHASING THINGS ONLINE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Buy things/ Online shopping (purchasing products or services etc.)	2328	251	423	405	418	388	443	2328	1087	1222	693	720	478	431	1413	909	2328
	86%	78%	84%	87%	87%	88%	91%	86%	85%	87%	89%	88%	85%	81%	89%	83%	86%
		a	a	a	a	a	abg	a			cdg	df			dfg		df

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

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

SUMMARY TO SHOW INCIDENCE OF PURCHASING THINGS ONLINE

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Buy things/ Online shopping (purchasing products or services etc.)	2328	1956	197	113	63	2328	2025	304	246	2082	376	1010	932	2328	347	912	785
	86%	86%	87%	89%	83%	86%	86%	88%	73%	88%	71%	85%	97%	86%	82%	88%	92%
									a			a	abd	a		a	ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c,d - 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 TO SHOW INCIDENCE OF PURCHASING THINGS ONLINE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Buy things/ Online shopping (purchasing products or services etc.)	2328	559	1212	514	2328	747	1446	1427	828
	86%	86%	88%	84%	86%	84%	89%	87%	88%
			c				a		

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

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

IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2327	273	420	438	391	370	435	2327	1094	1211	745	730	400	444	1475	844	2327
Effective Weighted Sample	1806	219	329	342	307	288	328	1806	847	942	573	570	324	342	1142	662	1806
Total	2328	251	423	405	418	388	443	2328	1087	1222	693	720	478	431	1413	909	2328
Very important	384 16%	47 19%	107 25%	77 19%	71 17%	42 11%	39 9%	384 16%	215 20%	167 14%	165 24%	86 12%	70 15%	61 14%	251 18%	131 14%	384 16%
Fairly important	878 38%	96 38%	158 37%	148 36%	158 38%	158 41%	160 36%	878 38%	422 39%	449 37%	256 37%	302 42%	192 40%	127 29%	558 39%	319 35%	878 38%
Neither important nor unimportant	599 26%	71 28%	81 19%	117 29%	121 29%	102 26%	107 24%	599 26%	258 24%	335 27%	143 21%	194 27%	122 25%	140 33%	337 24%	262 29%	599 26%
Not very important	253 11%	26 10%	42 10%	41 10%	39 9%	36 9%	68 15%	253 11%	100 9%	151 12%	78 11%	75 10%	56 12%	43 10%	153 11%	99 11%	253 11%
Not at all important	171 7%	5 2%	23 5%	19 5%	23 5%	39 10%	62 14%	171 7%	80 7%	87 7%	44 6%	55 8%	29 6%	42 10%	98 7%	72 8%	171 7%
Don't know	44 2%	7 3%	11 2%	4 1%	6 1%	11 3%	6 1%	44 2%	12 1%	33 3%	8 1%	9 1%	9 2%	17 4%	17 1%	26 3%	44 2%
SUMMARY CODES																	
TOTAL IMPORTANT	1261 54%	143 57%	266 63%	225 55%	229 55%	200 52%	199 45%	1261 54%	637 59%	616 50%	421 61%	387 54%	262 55%	187 43%	808 57%	450 49%	1261 54%
TOTAL NOT IMPORTANT	423 18%	31 12%	66 16%	60 15%	62 15%	75 19%	130 29%	423 18%	180 17%	239 20%	122 18%	130 18%	85 18%	86 20%	252 18%	171 19%	423 18%
TOTAL NEITHER/ DON'T KNOW	644 28%	78 31%	91 22%	121 30%	127 30%	113 29%	113 26%	644 28%	270 25%	367 30%	151 22%	203 28%	130 27%	158 37%	353 25%	288 32%	644 28%

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

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

IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2327	1549	260	270	248	2327	2017	310	236	2091	355	1015	949	2327	328	908	812
Effective Weighted Sample	1806	1387	218	260	216	1806	1570	236	181	1625	274	782	745	1806	254	715	620
Total	2328	1956	197	113	63	2328	2025	304	246	2082	376	1010	932	2328	347	912	785
Very important	384 16%	325 17%	33 17%	18 16%	7 12%	384 16%	351 17%	32 11%	28 11%	356 17%	28 8%	130 13%	225 24%	384 16%	69 20%	113 12%	161 21%
Fairly important	878 38%	722 37%	83 42%	44 39%	28 45%	878 38%	753 37%	125 41%	75 30%	803 39%	90 24%	390 39%	398 43%	878 38%	134 39%	367 40%	296 38%
Neither important nor unimportant	599 26%	510 26%	44 22%	30 27%	15 24%	599 26%	516 25%	84 28%	80 32%	520 25%	131 35%	277 27%	188 20%	599 26%	82 24%	236 26%	188 24%
Not very important	253 11%	215 11%	19 10%	12 11%	6 10%	253 11%	222 11%	31 10%	38 15%	215 10%	50 13%	130 13%	72 8%	253 11%	31 9%	101 11%	93 12%
Not at all important	171 7%	140 7%	18 9%	7 6%	5 9%	171 7%	149 7%	21 7%	14 6%	156 8%	59 16%	71 7%	39 4%	171 7%	26 8%	84 9%	43 5%
Don't know	44 2%	43 2%	* *% b	* *% b	1 1%	44 2%	34 2%	11 4%	11 5%	33 2%	19 5%	12 1%	9 1%	44 2%	5 2%	11 1%	4 1%
SUMMARY CODES																	
TOTAL IMPORTANT	1261 54%	1048 54%	115 59%	63 56%	36 57%	1261 54%	1104 55%	158 52%	103 42%	1158 56%	118 31%	520 51%	623 67%	1261 54%	203 58%	480 53%	457 58%
TOTAL NOT IMPORTANT	423 18%	355 18%	37 19%	20 18%	11 18%	423 18%	371 18%	52 17%	52 21%	371 18%	108 29%	201 20%	111 12%	423 18%	57 16%	186 20%	136 17%

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

IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2327	1549	260	270	248	2327	2017	310	236	2091	355	1015	949	2327	328	908	812
Effective Weighted Sample	1806	1387	218	260	216	1806	1570	236	181	1625	274	782	745	1806	254	715	620
Total	2328	1956	197	113	63	2328	2025	304	246	2082	376	1010	932	2328	347	912	785
TOTAL NEITHER/ DON'T KNOW	644	553	44	30	16	644	549	94	91	553	150	289	197	644	87	247	192
	28%	28%	23%	27%	25%	28%	27%	31%	37%	27%	40%	29%	21%	28%	25%	27%	25%
									b		bcd	c		c			

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

IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2327	555	1206	524	2327	775	1416	1483	761
Effective Weighted Sample	1806	428	946	398	1806	581	1117	1129	613
Total	2328	559	1212	514	2328	747	1446	1427	828
Very important	384	150	160	68	384	97	267	181	193
	16%	27%	13%	13%	16%	13%	18%	13%	23%
		bcd			b		a		a
Fairly important	878	184	511	174	878	277	561	556	305
	38%	33%	42%	34%	38%	37%	39%	39%	37%
			acd						
Neither important nor unimportant	599	117	316	158	599	191	354	363	205
	26%	21%	26%	31%	26%	26%	24%	25%	25%
			a	ad	a				
Not very important	253	58	130	56	253	83	163	170	75
	11%	10%	11%	11%	11%	11%	11%	12%	9%
Not at all important	171	41	78	48	171	78	88	128	37
	7%	7%	6%	9%	7%	10%	6%	9%	4%
						b		b	
Don't know	44	8	18	11	44	21	13	30	13
	2%	1%	1%	2%	2%	3%	1%	2%	2%
						b			
SUMMARY CODES									
TOTAL IMPORTANT	1261	334	671	242	1261	374	827	736	498
	54%	60%	55%	47%	54%	50%	57%	52%	60%
		cd	c		c		a		a
TOTAL NOT IMPORTANT	423	99	208	104	423	161	252	298	111
	18%	18%	17%	20%	18%	22%	17%	21%	13%
						b		b	

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

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

IN70A. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item by experts or journalists? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2327	555	1206	524	2327	775	1416	1483	761
Effective Weighted Sample	1806	428	946	398	1806	581	1117	1129	613
Total	2328	559	1212	514	2328	747	1446	1427	828
TOTAL NEITHER/ DON'T KNOW	644	125	333	168	644	212	367	393	219
	28%	22%	27%	33%	28%	28%	25%	28%	26%
			a	ad	a				

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

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

IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2327	273	420	438	391	370	435	2327	1094	1211	745	730	400	444	1475	844	2327
Effective Weighted Sample	1806	219	329	342	307	288	328	1806	847	942	573	570	324	342	1142	662	1806
Total	2328	251	423	405	418	388	443	2328	1087	1222	693	720	478	431	1413	909	2328
Very important	533 23%	57 23%	134 32%	109 27%	100 24%	57 15%	77 17%	533 23%	242 22%	286 23%	188 27%	164 23%	105 22%	76 18%	352 25%	181 20%	533 23%
		e	adefg	ef	ef		ef				dfg			df		d	
Fairly important	976 42%	123 49%	187 44%	166 41%	173 41%	159 41%	167 38%	976 42%	453 42%	512 42%	284 41%	296 41%	223 47%	171 40%	580 41%	394 43%	976 42%
		f															
Neither important nor unimportant	502 22%	55 22%	67 16%	86 21%	89 21%	107 28%	97 22%	502 22%	239 22%	261 21%	126 18%	156 22%	110 23%	108 25%	282 20%	218 24%	502 22%
						bg	b	b						ae	ae		
Not very important	150 6%	9 3%	22 5%	29 7%	26 6%	25 6%	40 9%	150 6%	76 7%	73 6%	46 7%	46 6%	25 5%	33 8%	92 6%	58 6%	150 6%
							ab										
Not at all important	115 5%	1 *	5 1%	4 1%	23 5%	31 8%	52 12%	115 5%	59 5%	56 5%	37 5%	44 6%	8 2%	27 6%	80 6%	35 4%	115 5%
					abc	abcg	abcdg	abc			c	c		c	c		c
Don't know	52 2%	7 3%	8 2%	10 3%	7 2%	10 3%	10 2%	52 2%	18 2%	34 3%	14 2%	14 2%	7 1%	16 4%	28 2%	23 3%	52 2%
SUMMARY CODES																	
TOTAL IMPORTANT	1509 65%	180 71%	322 76%	275 68%	273 65%	215 55%	244 55%	1509 65%	696 64%	798 65%	471 68%	460 64%	328 69%	246 57%	931 66%	575 63%	1509 65%
		efg	cdefg	ef	ef		ef				d	d	d		d	d	
TOTAL NOT IMPORTANT	266 11%	9 4%	26 6%	33 8%	49 12%	55 14%	92 21%	266 11%	135 12%	129 11%	83 12%	90 12%	33 7%	60 14%	172 12%	93 10%	266 11%
				a	ab	abc	abcdg	ab			c	c		c	c		c
TOTAL NEITHER/ DON'T KNOW	554 24%	62 25%	75 18%	97 24%	96 23%	117 30%	106 24%	554 24%	257 24%	295 24%	140 20%	170 24%	117 24%	124 29%	310 22%	241 27%	554 24%
		b		b		bdg	b	b						aeg	ae		

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

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

IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT-LAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2327	1549	260	270	248	2327	2017	310	236	2091	355	1015	949	2327	328	908	812
Effective Weighted Sample	1806	1387	218	260	216	1806	1570	236	181	1625	274	782	745	1806	254	715	620
Total	2328	1956	197	113	63	2328	2025	304	246	2082	376	1010	932	2328	347	912	785
Very important	533 23%	454 23%	43 22%	21 19%	15 24%	533 23%	469 23%	64 21%	61 25%	473 23%	60 16%	207 21%	266 29% abd	533 23% a	90 26%	195 21%	193 25%
Fairly important	976 42%	811 41%	83 42%	52 47%	29 45%	976 42%	859 42%	117 38%	103 42%	873 42%	110 29%	430 43% a	435 47% ad	976 42% a	152 44%	398 44%	321 41%
Neither important nor unimportant	502 22%	419 21%	48 24%	22 19%	12 19%	502 22%	433 21%	68 23%	56 23%	446 21%	112 30% bcd	233 23% c	152 16% c	502 22% c	66 19%	201 22%	158 20%
Not very important	150 6%	129 7%	9 5%	8 7%	4 7%	150 6%	124 6%	26 9%	17 7%	134 6%	30 8%	74 7% c	45 5%	150 6%	18 5%	59 6%	52 7%
Not at all important	115 5%	95 5%	12 6%	6 5%	2 3%	115 5%	98 5%	18 6%	5 2%	110 5% a	39 10% bcd	46 5%	28 3%	115 5% c	13 4%	49 5%	45 6%
Don't know	52 2%	47 2%	1 1%	3 3%	1 1%	52 2%	42 2%	11 4%	6 2%	47 2%	25 7% bcd	20 2% c	7 1%	52 2% c	8 2%	10 1%	16 2%
SUMMARY CODES																	
TOTAL IMPORTANT	1509 65%	1265 65%	127 64%	74 65%	44 69%	1509 65%	1328 66%	181 60%	163 66%	1346 65%	170 45%	637 63% a	701 75% abd	1509 65% a	242 70%	593 65%	514 66%
TOTAL NOT IMPORTANT	266 11%	224 11%	21 11%	14 13%	6 10%	266 11%	222 11%	44 14%	21 9%	244 12%	69 18% bcd	120 12% c	72 8%	266 11% c	31 9%	108 12%	97 12%

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

IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2327	1549	260	270	248	2327	2017	310	236	2091	355	1015	949	2327	328	908	812
Effective Weighted Sample	1806	1387	218	260	216	1806	1570	236	181	1625	274	782	745	1806	254	715	620
Total	2328	1956	197	113	63	2328	2025	304	246	2082	376	1010	932	2328	347	912	785
TOTAL NEITHER/ DON'T KNOW	554	467	49	25	13	554	475	79	61	492	137	253	158	554	74	211	174
	24%	24%	25%	22%	20%	24%	23%	26%	25%	24%	36%	25%	17%	24%	21%	23%	22%
											bcd	c		c			

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

IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2327	555	1206	524	2327	775	1416	1483	761
Effective Weighted Sample	1806	428	946	398	1806	581	1117	1129	613
Total	2328	559	1212	514	2328	747	1446	1427	828
Very important	533 23%	171 31%	252 21%	109 21%	533 23%	155 21%	361 25%	258 18%	261 32%
		bcd							a
Fairly important	976 42%	193 35%	549 45%	218 42%	976 42%	302 40%	618 43%	597 42%	354 43%
			a	a	a				
Neither important nor unimportant	502 22%	107 19%	263 22%	119 23%	502 22%	175 23%	292 20%	334 23%	146 18%
								b	
Not very important	150 6%	41 7%	76 6%	32 6%	150 6%	49 7%	94 6%	99 7%	43 5%
Not at all important	115 5%	38 7%	55 5%	22 4%	115 5%	45 6%	66 5%	100 7%	12 1%
								b	
Don't know	52 2%	9 2%	17 1%	14 3%	52 2%	21 3%	16 1%	39 3%	11 1%
						b			
SUMMARY CODES									
TOTAL IMPORTANT	1509 65%	363 65%	801 66%	327 64%	1509 65%	458 61%	980 68%	855 60%	615 74%
							a		a
TOTAL NOT IMPORTANT	266 11%	79 14%	131 11%	54 10%	266 11%	94 13%	159 11%	200 14%	56 7%
								b	

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

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

IN70B. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from your friends or family? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2327	555	1206	524	2327	775	1416	1483	761
Effective Weighted Sample	1806	428	946	398	1806	581	1117	1129	613
Total	2328	559	1212	514	2328	747	1446	1427	828
TOTAL NEITHER/ DON'T KNOW	554	116	281	133	554	196	307	373	157
	24%	21%	23%	26%	24%	26%	21%	26%	19%
						b		b	

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

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

IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2327	273	420	438	391	370	435	2327	1094	1211	745	730	400	444	1475	844	2327
Effective Weighted Sample	1806	219	329	342	307	288	328	1806	847	942	573	570	324	342	1142	662	1806
Total	2328	251	423	405	418	388	443	2328	1087	1222	693	720	478	431	1413	909	2328
Very important	179 8%	28 11%	62 15%	46 11%	30 7%	9 2%	4 1%	179 8%	107 10%	72 6%	82 12%	28 4%	48 10%	20 5%	109 8%	68 7%	179 8%
		ef	defg	efg	ef			ef	b		bdefg		bd		bd	b	bd
Fairly important	373 16%	67 27%	121 29%	86 21%	58 14%	31 8%	10 2%	373 16%	189 17%	184 15%	130 19%	93 13%	86 18%	65 15%	223 16%	150 17%	373 16%
		defg	cdefg	defg	ef	f		ef			b		b				
Neither important nor unimportant	492 21%	72 29%	80 19%	101 25%	108 26%	86 22%	46 10%	492 21%	222 20%	266 22%	119 17%	152 21%	112 23%	108 25%	271 19%	220 24%	492 21%
		bfg	f	f	bf	f		f					a	ae		ae	a
Not very important	442 19%	60 24%	88 21%	85 21%	83 20%	67 17%	60 13%	442 19%	170 16%	268 22%	118 17%	156 22%	97 20%	71 16%	274 19%	168 18%	442 19%
		f	f	f	f			f		a		a					
Not at all important	807 35%	18 7%	66 16%	83 20%	136 32%	189 49%	315 71%	807 35%	384 35%	413 34%	239 35%	287 40%	130 27%	150 35%	526 37%	280 31%	807 35%
			a	a	abc	abcdg	abcdeg	abc			c	cfg		c	cf		c
Don't know	35 1%	7 3%	5 1%	4 1%	3 1%	7 2%	8 2%	35 1%	15 1%	20 2%	6 1%	4 1%	5 1%	18 4%	10 1%	23 3%	35 1%
													abceg		abe		
SUMMARY CODES																	
TOTAL IMPORTANT	552 24%	95 38%	183 43%	132 33%	88 21%	39 10%	14 3%	552 24%	295 27%	255 21%	212 31%	120 17%	134 28%	84 20%	332 24%	218 24%	552 24%
		defg	cdefg	defg	ef	f		ef	b		bdefg		bd		b	b	b
TOTAL NOT IMPORTANT	1249 54%	78 31%	154 37%	168 41%	219 52%	256 66%	375 85%	1249 54%	555 51%	680 56%	357 51%	443 62%	227 48%	220 51%	800 57%	448 49%	1249 54%
				a	abc	abcdg	abcdeg	abc		a		acdfg			acf		c
TOTAL NEITHER/ DON'T KNOW	527 23%	79 31%	85 20%	105 26%	111 27%	93 24%	54 12%	527 23%	237 22%	286 23%	125 18%	157 22%	117 24%	126 29%	281 20%	243 27%	527 23%
		bfg	f	f	f	f		f				a	abeg		abeg		a

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

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

IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2327	1549	260	270	248	2327	2017	310	236	2091	355	1015	949	2327	328	908	812
Effective Weighted Sample	1806	1387	218	260	216	1806	1570	236	181	1625	274	782	745	1806	254	715	620
Total	2328	1956	197	113	63	2328	2025	304	246	2082	376	1010	932	2328	347	912	785
Very important	179 8%	153 8%	14 7%	9 8%	3 5%	179 8%	166 8%	13 4%	20 8%	159 8%	13 3%	61 6%	105 11%	179 8%	45 13%	52 6%	65 8%
							b						abd	a	bc		
Fairly important	373 16%	328 17%	20 10%	17 15%	8 12%	373 16%	343 17%	30 10%	42 17%	331 16%	27 7%	155 15%	191 21%	373 16%	73 21%	125 14%	129 16%
			b			b	b					a	abd	a	b		
Neither important nor unimportant	492 21%	412 21%	38 19%	27 24%	16 25%	492 21%	451 22%	41 14%	58 24%	434 21%	80 21%	214 21%	195 21%	492 21%	84 24%	199 22%	136 17%
							b								c	c	
Not very important	442 19%	363 19%	42 22%	19 17%	18 28%	442 19%	378 19%	64 21%	46 19%	396 19%	52 14%	171 17%	219 23%	442 19%	78 22%	177 19%	141 18%
					ace								abd	a			
Not at all important	807 35%	668 34%	81 41%	40 36%	18 29%	807 35%	660 33%	147 48%	75 30%	733 35%	188 50%	397 39%	219 23%	807 35%	66 19%	349 38%	311 40%
			ad					a			bcd	cd		c	a	a	a
Don't know	35 1%	32 2%	1 1%	1 1%	- -%	35 1%	27 1%	8 3%	5 2%	29 1%	17 4%	12 1%	3 *%	35 1%	1 *%	9 1%	4 *%
											bcd			c			
SUMMARY CODES																	
TOTAL IMPORTANT	552 24%	481 25%	35 18%	26 23%	11 17%	552 24%	508 25%	44 14%	62 25%	490 24%	40 11%	216 21%	296 32%	552 24%	118 34%	177 19%	194 25%
		bd				bd	b					a	abd	a	bc		b
TOTAL NOT IMPORTANT	1249 54%	1030 53%	123 63%	59 53%	36 57%	1249 54%	1038 51%	211 69%	121 49%	1128 54%	240 64%	568 56%	437 47%	1249 54%	144 42%	526 58%	451 58%
			ace					a			bcd	c		c	a	a	a

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

IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2327	1549	260	270	248	2327	2017	310	236	2091	355	1015	949	2327	328	908	812
Effective Weighted Sample	1806	1387	218	260	216	1806	1570	236	181	1625	274	782	745	1806	254	715	620
Total	2328	1956	197	113	63	2328	2025	304	246	2082	376	1010	932	2328	347	912	785
TOTAL NEITHER/ DON'T KNOW	527	444	39	28	16	527	478	49	63	464	96	227	198	527	85	209	139
	23%	23%	20%	25%	25%	23%	24%	16%	26%	22%	26%	22%	21%	23%	25%	23%	18%
							b								c	c	

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

IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2327	555	1206	524	2327	775	1416	1483	761
Effective Weighted Sample	1806	428	946	398	1806	581	1117	1129	613
Total	2328	559	1212	514	2328	747	1446	1427	828
Very important	179 8%	75 13% bcd	82 7%	22 4%	179 8% c	51 7%	119 8%	52 4%	121 15% a
Fairly important	373 16%	94 17%	190 16%	85 17%	373 16%	110 15%	232 16%	154 11%	206 25% a
Neither important nor unimportant	492 21%	90 16%	257 21% a	128 25% a	492 21% a	152 20%	297 21%	278 19%	191 23%
Not very important	442 19%	87 16%	256 21% a	96 19%	442 19%	157 21%	266 18%	262 18%	169 20%
Not at all important	807 35%	209 38%	410 34%	176 34%	807 35%	264 35%	520 36%	657 46% b	132 16%
Don't know	35 1%	4 1%	18 1%	7 1%	35 1%	13 2%	12 1%	25 2%	8 1%
SUMMARY CODES									
TOTAL IMPORTANT	552 24%	169 30% bcd	272 22%	108 21%	552 24%	161 22%	352 24%	206 14%	327 39% a
TOTAL NOT IMPORTANT	1249 54%	296 53%	665 55%	272 53%	1249 54%	421 56%	786 54%	918 64% b	302 36%

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

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

IN70C. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews of the item from celebrities or influencers? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2327	555	1206	524	2327	775	1416	1483	761
Effective Weighted Sample	1806	428	946	398	1806	581	1117	1129	613
Total	2328	559	1212	514	2328	747	1446	1427	828
TOTAL NEITHER/ DON'T KNOW	527	94	275	135	527	165	308	303	199
	23%	17%	23%	26%	23%	22%	21%	21%	24%
			a	a	a				

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

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

IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2327	273	420	438	391	370	435	2327	1094	1211	745	730	400	444	1475	844	2327
Effective Weighted Sample	1806	219	329	342	307	288	328	1806	847	942	573	570	324	342	1142	662	1806
Total	2328	251	423	405	418	388	443	2328	1087	1222	693	720	478	431	1413	909	2328
Very important	711	82	195	142	137	74	81	711	316	384	228	218	144	119	446	263	711
	31%	33%	46%	35%	33%	19%	18%	31%	29%	31%	33%	30%	30%	28%	32%	29%	31%
		ef	acdefg	ef	ef			ef									
Fairly important	1077	118	166	182	207	194	210	1077	525	547	320	345	237	173	665	410	1077
	46%	47%	39%	45%	49%	50%	47%	46%	48%	45%	46%	48%	50%	40%	47%	45%	46%
		b	b	b	b	b	b	b	d	d	d	d	d	d	d	d	d
Neither important nor unimportant	336	35	41	50	54	83	73	336	157	177	79	97	63	96	176	159	336
	14%	14%	10%	12%	13%	21%	17%	14%	14%	15%	11%	13%	13%	22%	12%	18%	14%
					abcdg	b	b	b						abceg	abe	abe	
Not very important	115	9	11	22	13	17	43	115	53	61	40	35	19	20	76	39	115
	5%	3%	3%	5%	3%	4%	10%	5%	5%	5%	6%	5%	4%	5%	5%	4%	5%
							abcdg										
Not at all important	63	2	4	5	7	13	33	63	25	38	22	21	9	11	43	20	63
	3%	1%	1%	1%	2%	3%	7%	3%	2%	3%	3%	3%	2%	3%	3%	2%	3%
							abcdg										
Don't know	27	6	5	5	1	7	3	27	12	15	4	4	6	12	7	18	27
	1%	2%	1%	1%	*%	2%	1%	1%	1%	1%	1%	*%	1%	3%	1%	2%	1%
		d			d									abeg		abe	
SUMMARY CODES																	
TOTAL IMPORTANT	1788	200	361	323	344	268	291	1788	841	931	548	564	381	291	1111	672	1788
	77%	80%	85%	80%	82%	69%	66%	77%	77%	76%	79%	78%	80%	68%	79%	74%	77%
		ef	efg	ef	efg			ef			df	d	df		df	d	d
TOTAL NOT IMPORTANT	178	10	16	26	19	30	76	178	77	99	62	56	28	31	119	59	178
	8%	4%	4%	7%	5%	8%	17%	8%	7%	8%	9%	8%	6%	7%	8%	7%	8%
						b	abcdg	b									
TOTAL NEITHER/ DON'T KNOW	363	41	46	55	55	90	76	363	169	193	83	100	69	108	184	178	363
	16%	16%	11%	14%	13%	23%	17%	16%	16%	16%	12%	14%	15%	25%	13%	20%	16%
						bcdg	b	b						abcefg		abeg	a

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

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

IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2327	1549	260	270	248	2327	2017	310	236	2091	355	1015	949	2327	328	908	812
Effective Weighted Sample	1806	1387	218	260	216	1806	1570	236	181	1625	274	782	745	1806	254	715	620
Total	2328	1956	197	113	63	2328	2025	304	246	2082	376	1010	932	2328	347	912	785
Very important	711 31%	596 30%	61 31%	33 30%	20 32%	711 31%	636 31%	75 25%	68 28%	643 31%	68 18%	258 26%	385 41%	711 31%	123 35%	267 29%	252 32%
Fairly important	1077 46%	899 46%	93 47%	55 49%	30 47%	1077 46%	935 46%	141 47%	118 48%	959 46%	143 38%	508 50%	426 46%	1077 46%	151 44%	413 45%	381 49%
Neither important nor unimportant	336 14%	280 14%	30 15%	18 16%	8 13%	336 14%	287 14%	49 16%	32 13%	303 15%	93 25%	159 16%	76 8%	336 14%	52 15%	149 16%	83 11%
Not very important	115 5%	102 5%	8 4%	2 2%	3 4%	115 5%	98 5%	17 6%	18 7%	97 5%	29 8%	54 5%	31 3%	115 5%	11 3%	50 5%	45 6%
Not at all important	63 3%	54 3%	4 2%	3 3%	2 4%	63 3%	49 2%	14 4%	5 2%	58 3%	30 8%	19 2%	12 1%	63 3%	5 1%	27 3%	21 3%
Don't know	27 1%	26 1%	1 *%	* *%	* *%	27 1%	19 1%	8 3%	5 2%	22 1%	12 3%	12 1%	3 *%	27 1%	6 2%	6 1%	2 *%
SUMMARY CODES																	
TOTAL IMPORTANT	1788 77%	1495 76%	155 79%	89 79%	50 79%	1788 77%	1571 78%	216 71%	186 75%	1602 77%	211 56%	766 76%	811 87%	1788 77%	274 79%	680 75%	633 81%
TOTAL NOT IMPORTANT	178 8%	156 8%	11 6%	6 5%	5 8%	178 8%	147 7%	30 10%	23 9%	155 7%	59 16%	74 7%	43 5%	178 8%	15 4%	77 8%	66 8%

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

IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2327	1549	260	270	248	2327	2017	310	236	2091	355	1015	949	2327	328	908	812
Effective Weighted Sample	1806	1387	218	260	216	1806	1570	236	181	1625	274	782	745	1806	254	715	620
Total	2328	1956	197	113	63	2328	2025	304	246	2082	376	1010	932	2328	347	912	785
TOTAL NEITHER/ DON'T KNOW	363	305	31	18	8	363	306	57	37	326	106	171	79	363	58	155	85
	16%	16%	16%	16%	13%	16%	15%	19%	15%	16%	28%	17%	8%	16%	17%	17%	11%
											bcd	c		c	c	c	

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

IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2327	555	1206	524	2327	775	1416	1483	761
Effective Weighted Sample	1806	428	946	398	1806	581	1117	1129	613
Total	2328	559	1212	514	2328	747	1446	1427	828
Very important	711 31%	201 36%	355 29%	148 29%	711 31%	216 29%	474 33%	360 25%	335 41%
		bcd							a
Fairly important	1077 46%	252 45%	591 49%	220 43%	1077 46%	346 46%	664 46%	702 49%	345 42%
			c					b	
Neither important nor unimportant	336 14%	53 9%	168 14%	101 20%	336 14%	110 15%	199 14%	210 15%	107 13%
			a	abd	a				
Not very important	115 5%	28 5%	57 5%	27 5%	115 5%	38 5%	71 5%	82 6%	27 3%
								b	
Not at all important	63 3%	20 3%	34 3%	9 2%	63 3%	29 4%	34 2%	53 4%	7 1%
								b	
Don't know	27 1%	6 1%	7 1%	10 2%	27 1%	8 1%	5 **%	19 1%	7 1%
				b					
SUMMARY CODES									
TOTAL IMPORTANT	1788 77%	452 81%	946 78%	368 72%	1788 77%	561 75%	1138 79%	1062 74%	680 82%
		c	c		c				a
TOTAL NOT IMPORTANT	178 8%	48 9%	91 8%	36 7%	178 8%	67 9%	105 7%	135 9%	34 4%
								b	

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

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

IN70D. You said earlier that you buy things online. Using the scale shown below, how important, if at all, are each of the following in your decision whether to buy something online: Reviews from people who have bought the item? (SINGLE CODE)

Base : All respondents that say they purchase things online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2327	555	1206	524	2327	775	1416	1483	761
Effective Weighted Sample	1806	428	946	398	1806	581	1117	1129	613
Total	2328	559	1212	514	2328	747	1446	1427	828
TOTAL NEITHER/ DON'T KNOW	363	58	175	110	363	119	203	230	113
	16%	10%	14%	21%	16%	16%	14%	16%	14%
			a	abd	a				

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

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
1	324	16	31	29	53	87	108	324	172	150	59	110	54	100	169	153	324	
	12%	5%	6%	6%	11%	20%	22%	12%	13%	11%	8%	13%	10%	19%	11%	14%	12%	
					abc	abcdg	abcdg	abc				a		abcefg	a	ace	a	
2	852	44	106	92	111	189	310	852	366	481	228	262	183	174	490	357	852	
	32%	14%	21%	20%	23%	43%	63%	32%	29%	34%	29%	32%	33%	33%	31%	33%	32%	
			a	a	a	abcdg	abcdeg	abcd		a								
3	627	84	152	126	124	103	40	627	313	308	191	210	127	98	401	225	627	
	23%	26%	30%	27%	26%	23%	8%	23%	24%	22%	25%	26%	23%	18%	25%	21%	23%	
		f	efg	f	f	f		f			d	df			df		d	
4	540	86	144	133	111	48	17	540	269	266	203	141	121	73	344	195	540	
	20%	27%	29%	29%	23%	11%	4%	20%	21%	19%	26%	17%	22%	14%	22%	18%	20%	
		efg	efg	efg	ef	f		ef			bdefg		d		bdf		d	
5-6	235	60	38	66	55	9	6	235	106	128	68	69	49	49	137	97	235	
	9%	18%	8%	14%	11%	2%	1%	9%	8%	9%	9%	8%	9%	9%	9%	9%	9%	
		bdefg	ef	befg	ef			ef										
7-9	32	15	6	3	7	2	-	32	16	17	8	3	9	11	11	21	32	
	1%	5%	1%	1%	1%	2%	0%	1%	1%	1%	1%	3%	2%	2%	1%	2%	1%	
		bcdefg	f		f			f					b	be		be		
10 or more	2	-	1	*	-	-	-	2	-	2	1	-	-	*	1	*	2	
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Prefer not to say	88	19	23	15	19	6	7	88	40	46	18	22	18	29	40	47	88	
	3%	6%	5%	3%	4%	1%	1%	3%	3%	3%	2%	3%	3%	5%	2%	4%	3%	
		efg	ef		ef			e						abeg		ae		

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

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
1	324 12%	261 11%	35 16%	19 15%	9 12%	324 12%	281 12%	43 12%	31 9%	293 12%	69 13%	150 13%	96 10%	324 12%	56 13%	146 14%	97 11%
2	852 32%	699 31%	88 39%	44 35%	21 27%	852 32%	702 30%	149 43%	86 25%	766 32%	226 43%	392 33%	225 23%	852 32%	44 10%	388 37%	325 38%
3	627 23%	537 24%	41 18%	34 27%	15 20%	627 23%	540 23%	87 25%	78 23%	549 23%	91 17%	262 22%	272 28%	627 23%	61 14%	326 31%	170 20%
4	540 20%	465 20%	39 17%	18 14%	17 23%	540 20%	503 21%	37 11%	74 22%	466 20%	83 16%	214 18%	243 25%	540 20%	120 28%	158 15%	187 22%
5-6	235 9%	201 9%	18 8%	7 6%	9 11%	235 9%	219 9%	16 5%	41 12%	194 8%	23 4%	113 10%	97 10%	235 9%	117 28%	21 2%	63 7%
7-9	32 1%	31 1%	1 *%	- -%	1 1%	32 1%	28 1%	4 1%	8 2%	25 1%	4 1%	19 2%	9 1%	32 1%	20 5%	- -%	3 *%
10 or more	2 *%	1 *%	- -%	- -%	* *%	2 *%	2 *%	- -%	* *%	1 *%	- -%	* *%	1 *%	2 *%	* *%	- -%	1 *%
Prefer not to say	88 3%	74 3%	5 2%	4 3%	4 6%	88 3%	79 3%	10 3%	21 6%	68 3%	34 6%	33 3%	19 2%	88 3%	7 2%	- -%	7 1%

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
1	324 12%	50 8%	169 12%	100 16%	324 12%	112 12%	193 12%	324 20%	- -%
			a	abd	a			b	
2	852 32%	239 37%	444 32%	163 27%	852 32%	294 33%	513 32%	774 47%	70 7%
		cd	c		c			b	
3	627 23%	127 20%	346 25%	145 24%	627 23%	219 25%	372 23%	281 17%	333 35%
			a						a
4	540 20%	148 23%	263 19%	118 19%	540 20%	140 16%	369 23%	169 10%	365 39%
							a		a
5-6	235 9%	64 10%	104 8%	64 10%	235 9%	85 9%	140 9%	77 5%	156 17%
									a
7-9	32 1%	8 1%	17 1%	4 1%	32 1%	13 1%	10 1%	13 1%	18 2%
									a
10 or more	2 *%	1 *%	- -%	* *%	2 *%	1 *%	* *%	- -%	2 *%
Prefer not to say	88 3%	14 2%	40 3%	20 3%	88 3%	30 3%	29 2%	- -%	- -%
						b			

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

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

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Yes	963	80	272	304	235	67	5	963	466	492	370	242	209	141	611	350	963
	36%	25%	54%	66%	49%	15%	1%	36%	36%	35%	48%	30%	37%	26%	38%	32%	36%
		ef	aefg	abdefg	aefg	f		aef			bcdefg		bd		bdf	d	bd
No	1638	219	206	144	226	368	475	1638	772	853	386	551	331	363	937	694	1638
	61%	68%	41%	31%	47%	83%	97%	61%	60%	61%	50%	67%	59%	68%	59%	63%	61%
		bcdg	c		c	abcdg	abcdeg	bcd				aceg	a	aceg	a	ae	a
Prefer not to say	99	24	25	16	19	7	8	99	44	51	20	25	21	31	45	52	99
	4%	7%	5%	3%	4%	2%	2%	4%	3%	4%	3%	3%	4%	6%	3%	5%	4%
		cefg	ef					e					abeg		ae		

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

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

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Yes	963 36%	822 36%	77 34%	38 30%	25 34%	963 36%	887 38%	76 22%	125 37%	837 35%	107 20%	388 33%	466 48%	963 36%	203 48%	350 34%	325 38%
No	1638 61%	1364 60%	144 64%	84 66%	46 61%	1638 61%	1379 59%	258 75%	189 56%	1449 61%	384 72%	759 64%	475 49%	1638 61%	214 50%	689 66%	522 61%
Prefer not to say	99 4%	84 4%	5 2%	5 4%	4 6%	99 4%	89 4%	11 3%	24 7%	76 3%	39 7%	37 3%	21 2%	99 4%	7 2%	- -%	7 1%

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

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Yes	963	244	467	240	963	278	627	-	944
	36%	38%	34%	39%	36%	31%	39%	-%	100%
				b			a		a
No	1638	389	868	352	1638	584	969	1638	-
	61%	60%	63%	57%	61%	65%	59%	100%	-%
			c			b		b	
Prefer not to say	99	16	46	22	99	32	33	-	-
	4%	2%	3%	4%	4%	4%	2%	-%	-%
						b			

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
None/ no children aged under 18 living at home	1638	219	206	144	226	368	475	1638	772	853	386	551	331	363	937	694	1638	
	61%	68%	41%	31%	47%	83%	97%	61%	60%	61%	50%	67%	59%	68%	59%	63%	61%	
		bcdg	c	c	abcdg	abcdeg	bcd					aceg	a	aceg	a	ae	a	
1	466	49	139	106	118	50	4	466	231	232	167	124	100	74	291	175	466	
	17%	15%	28%	23%	25%	11%	1%	17%	18%	17%	22%	15%	18%	14%	18%	16%	17%	
		f	aefg	aefg	aefg	f		ef			bdfg				d			
2	367	26	109	135	86	10	1	367	182	184	161	90	74	41	250	116	367	
	14%	8%	22%	29%	18%	2%	*%	14%	14%	13%	21%	11%	13%	8%	16%	11%	14%	
		ef	aefg	abdefg	aefg	f		aef			bcdefg		d		bdf		df	
3	85	2	15	46	21	1	-	85	37	48	32	19	20	14	51	34	85	
	3%	1%	3%	10%	4%	*%	-%	3%	3%	3%	4%	2%	4%	3%	3%	3%	3%	
			aef	abdefg	aef			aef										
4	26	*	6	12	8	-	-	26	9	17	7	5	7	7	12	14	26	
	1%	*%	1%	3%	2%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
			ef	aefg	aef													
5 or more	*	-	-	*	*	-	-	*	*	*	*	-	-	*	*	*	*	
	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	
Prefer not to say	117	28	26	20	22	14	8	117	51	62	23	29	29	34	52	63	117	
	4%	9%	5%	4%	5%	3%	2%	4%	4%	4%	3%	4%	5%	6%	3%	6%	4%	
		cdefg	f	f	f			f						abe		abe		

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None/ no children aged under 18 living at home	1638	1364	144	84	46	1638	1379	258	189	1449	384	759	475	1638	214	689	522
	61%	60%	64%	66%	61%	61%	59%	75%	56%	61%	72%	64%	49%	61%	50%	66%	61%
								a			bcd	c		c		ac	a
1	466	393	39	22	12	466	419	47	56	410	54	191	220	466	56	234	136
	17%	17%	17%	17%	16%	17%	18%	14%	17%	17%	10%	16%	23%	17%	13%	22%	16%
												a	abd	a		ac	
2	367	322	26	12	8	367	345	22	49	318	37	144	184	367	94	103	143
	14%	14%	11%	10%	11%	14%	15%	6%	15%	13%	7%	12%	19%	14%	22%	10%	17%
		c					b					a	abd	a	bc		b
3	85	68	10	3	4	85	81	4	12	73	4	36	45	85	35	14	31
	3%	3%	4%	2%	5%	3%	3%	1%	4%	3%	1%	3%	5%	3%	8%	1%	4%
					ac		b					a	a	a	bc		b
4	26	23	2	*	1	26	25	2	3	24	1	12	13	26	15	-	9
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	4%	-%	1%
															bc		b
5 or more	*	-	-	-	*	*	*	-	*	-	-	*	-	*	*	-	-
	*%	-%	-%	-%	1%	*%	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%	-%
					ae												
Prefer not to say	117	100	7	6	4	117	105	12	29	89	49	41	24	117	9	-	13
	4%	4%	3%	5%	6%	4%	4%	3%	8%	4%	9%	3%	3%	4%	2%	-%	2%
									b		bcd			c	b		b

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None/ no children aged under 18 living at home	1638	389	868	352	1638	584	969	1638	-
	61%	60%	63%	57%	61%	65%	59%	100%	-%
			c			b		b	
1	466	114	230	116	466	156	281	-	466
	17%	18%	17%	19%	17%	17%	17%	-%	49%
									a
2	367	98	179	86	367	75	270	-	366
	14%	15%	13%	14%	14%	8%	17%	-%	39%
							a		a
3	85	20	40	25	85	30	52	-	85
	3%	3%	3%	4%	3%	3%	3%	-%	9%
									a
4	26	10	10	6	26	11	15	-	26
	1%	2%	1%	1%	1%	1%	1%	-%	3%
									a
5 or more	*	-	*	*	*	-	*	-	*
	*%	-%	*%	*%	*%	-%	*%	-%	*%
Prefer not to say	117	17	54	28	117	39	41	-	-
	4%	3%	4%	5%	4%	4%	3%	-%	-%
						b			

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD (AMENDED AT WAVE 2)

Base : All respondents at Wave 2

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
None/ no children aged under 18 living at home	1638	219	206	144	226	368	475	1638	772	853	386	551	331	363	937	694	1638	
	61%	68%	41%	31%	47%	83%	97%	61%	60%	61%	50%	67%	59%	68%	59%	63%	61%	
		bcdg	c	c	abcdg	abcdeg	bcd					aceg	a	aceg	a	ae	a	
0-2 years old	183	24	98	58	3	-	-	183	72	111	64	50	44	25	114	69	183	
	7%	7%	20%	12%	1%	-%	-%	7%	6%	8%	8%	6%	8%	5%	7%	6%	7%	
		def	acdefg	adefg			def			a	d							
3-5 years old	268	22	128	86	25	7	-	268	135	132	111	67	59	31	178	90	268	
	10%	7%	26%	18%	5%	2%	-%	10%	11%	9%	14%	8%	10%	6%	11%	8%	10%	
		ef	acdefg	adefg	ef	f		def			bdfg		d		bdf		d	
6-7 years old	178	12	61	67	33	2	2	178	104	73	83	51	25	19	134	44	178	
	7%	4%	12%	15%	7%	1%	*%	7%	8%	5%	11%	6%	4%	4%	8%	4%	7%	
		ef	adefg	adefg	ef			ef	b		bcdfg				cdfg		df	
8-9 years old	154	6	39	68	38	3	1	154	69	85	57	42	32	23	99	55	154	
	6%	2%	8%	15%	8%	1%	*%	6%	5%	6%	7%	5%	6%	4%	6%	5%	6%	
		f	aef	abdefg	aef			aef			d							
10-12 years old	247	10	31	115	80	11	-	247	107	138	101	47	62	35	149	97	247	
	9%	3%	6%	25%	17%	2%	-%	9%	8%	10%	13%	6%	11%	7%	9%	9%	9%	
		f	ef	abdefg	abefg	f		aef			bdefg		bd		b	b	b	
13-15 years old	259	16	25	90	102	25	-	259	134	124	104	56	56	41	160	98	259	
	10%	5%	5%	19%	21%	6%	-%	10%	10%	9%	13%	7%	10%	8%	10%	9%	10%	
		f	f	abefg	abefg	f		abef			bdefg				b		b	
16-17 years old	162	7	9	44	76	23	2	162	71	90	48	42	37	33	91	70	162	
	6%	2%	2%	10%	16%	5%	*%	6%	6%	6%	6%	5%	7%	6%	6%	6%	6%	
		f		abefg	abcefg	bf		abf										
Prefer not to say	118	28	26	21	22	14	8	118	51	63	23	30	29	34	53	63	118	
	4%	9%	5%	5%	5%	3%	2%	4%	4%	5%	3%	4%	5%	6%	3%	6%	4%	
		cdefg	f	f	f			f						abe		ae		

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD (AMENDED AT WAVE 2)

Base : All respondents at Wave 2

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None/ no children aged under 18 living at home	1638	1364	144	84	46	1638	1379	258	189	1449	384	759	475	1638	214	689	522
	61%	60%	64%	66%	61%	61%	59%	75% a	56%	61%	72% bcd	64% c	49%	61% c	50%	66% ac	61% a
0-2 years old	183	155	16	7	5	183	166	17	34	149	18	76	90	183	52	58	59
	7%	7%	7%	6%	6%	7%	7%	5%	10% b	6%	3%	6% a	9% abd	7% a	12% bc	6%	7%
3-5 years old	268	230	21	9	7	268	244	23	33	235	19	98	149	268	57	84	110
	10%	10%	9%	7%	10%	10%	10%	7%	10%	10%	4%	8% a	15% abd	10% a	13% b	8% b	13% b
6-7 years old	178	151	16	6	6	178	169	10	20	158	11	79	89	178	38	52	71
	7%	7%	7%	4%	7%	7%	7%	3% b	6%	7%	2%	7% a	9% ad	7% a	9% b	5% b	8% b
8-9 years old	154	134	11	4	5	154	142	12	19	135	8	76	69	154	46	47	52
	6%	6%	5%	3%	6%	6%	6%	3%	6%	6%	2%	6% a	7% a	6% a	11% bc	5%	6%
10-12 years old	247	212	21	8	6	247	234	13	36	211	31	106	109	247	57	85	81
	9%	9%	9%	6%	8%	9%	10% b	4%	11%	9%	6%	9%	11% a	9% a	14% b	8%	9%
13-15 years old	259	224	16	11	8	259	246	13	32	227	23	91	143	259	72	80	90
	10%	10%	7%	8%	10%	10%	10% b	4%	9%	10%	4%	8% a	15% abd	10% a	17% bc	8%	11%
16-17 years old	162	133	15	8	5	162	148	14	17	145	24	66	72	162	52	56	44
	6%	6%	7%	7%	7%	6%	6%	4%	5%	6%	5%	6%	7%	6%	12% bc	5%	5%
Prefer not to say	118	101	7	6	4	118	106	12	29	90	49	41	25	118	9	-	13
	4%	4%	3%	5%	6%	4%	5%	3%	8% b	4%	9% bcd	3%	3%	4% c	2% b	-%	2% b

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD (AMENDED AT WAVE 2)

Base : All respondents at Wave 2

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None/ no children aged under 18 living at home	1638	389	868	352	1638	584	969	1638	-
	61%	60%	63%	57%	61%	65%	59%	100%	-%
			c			b		b	
0-2 years old	183	50	88	45	183	56	115	-	183
	7%	8%	6%	7%	7%	6%	7%	-%	19%
									a
3-5 years old	268	86	125	57	268	60	192	-	268
	10%	13%	9%	9%	10%	7%	12%	-%	28%
		bd					a		a
6-7 years old	178	59	85	35	178	42	129	-	178
	7%	9%	6%	6%	7%	5%	8%	-%	19%
		bc					a		a
8-9 years old	154	37	71	46	154	36	111	-	154
	6%	6%	5%	7%	6%	4%	7%	-%	16%
							a		a
10-12 years old	247	54	124	65	247	78	152	-	247
	9%	8%	9%	11%	9%	9%	9%	-%	26%
									a
13-15 years old	259	60	134	62	259	75	174	-	259
	10%	9%	10%	10%	10%	8%	11%	-%	27%
									a
16-17 years old	162	29	73	57	162	53	99	-	162
	6%	4%	5%	9%	6%	6%	6%	-%	17%
				abd					a
Prefer not to say	118	17	55	28	118	39	41	-	-
	4%	3%	4%	5%	4%	4%	3%	-%	-%
						b			

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

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

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g		a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2307	238	394	384	428	399	463	2307	1083	1205	665	718	479	441	1383	920	2307	
	85%	74%	78%	83%	89%	90%	95%	85%	85%	86%	86%	88%	85%	83%	87%	84%	85%	
				a	abc	abcg	abcdeg	ab				df			d			
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1017	181	244	198	157	134	105	1017	537	471	343	285	229	157	628	386	1017	
	38%	56%	49%	43%	33%	30%	21%	38%	42%	34%	44%	35%	41%	29%	39%	35%	38%	
		cdefg	defg	def	f	f		ef	b		bdefg		d		d	d	d	
Some other way of going online at home	10	3	3	2	1	-	2	10	4	6	2	3	2	3	5	5	10	
	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	
ACCESS TO THE INTERNET AT HOME	2633	303	495	455	470	430	480	2633	1259	1353	769	802	549	507	1570	1056	2633	
	98%	94%	99%	98%	98%	97%	98%	98%	98%	97%	99%	98%	98%	95%	99%	96%	98%	
			a	a	a	a	a	a	b		dfg	d	d		dfg		d	
None of these – Do not connect to the internet at home	15	1	1	4	2	4	3	15	6	10	1	5	2	6	7	8	15	
	1%	*%	*%	1%	*%	1%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%	1%	
													a					
Don't know	52	19	5	5	9	8	6	52	17	35	5	11	10	22	16	31	52	
	2%	6%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	4%	1%	3%	2%	
		bcdefg								a				abeg		abe	ae	

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

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

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2307	1930	199	112	66	2307	2000	307	255	2052	417	1011	865	2307	332	932	766
	85%	85%	88%	89%	88%	85%	85%	89%	76%	87%	79%	85%	90%	85%	78%	90%	90%
										a		a	abd	a		a	a
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1017	864	88	38	27	1017	935	82	118	899	149	435	432	1017	172	382	347
	38%	38%	39%	30%	36%	38%	40%	24%	35%	38%	28%	37%	45%	38%	40%	37%	41%
		c	c			c	b					a	abd	a			
Some other way of going online at home	10	8	1	1	-	10	8	2	2	9	1	7	2	10	1	3	3
	*%	*%	*%	1%	-%	*%	*%	1%	1%	*%	*%	1%	*%	*%	*%	*%	*%
ACCESS TO THE INTERNET AT HOME	2633	2212	223	123	74	2633	2305	328	315	2318	498	1163	956	2633	412	1035	848
	98%	97%	99%	97%	98%	98%	98%	95%	93%	98%	94%	98%	99%	98%	97%	100%	99%
							b			a		a	abd	a		a	a
None of these – Do not connect to the internet at home	15	13	1	1	*	15	11	4	4	11	8	1	2	15	3	1	3
	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	2%	*%	*%	1%	1%	*%	*%
											bcd			b			
Don't know	52	46	2	3	1	52	39	13	19	33	24	20	4	52	9	3	3
	2%	2%	1%	2%	2%	2%	2%	4%	6%	1%	5%	2%	*%	2%	2%	*%	*%
								a	b		bcd	c		c	bc		

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

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2307 85%	537 83%	1223 89% acd	517 84%	2307 85%	735 82%	1459 90% a	1445 88% b	802 85%
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1017 38%	295 45% bcd	501 36%	214 35%	1017 38%	393 44% b	568 35%	545 33%	430 46% a
Some other way of going online at home	10 *%	2 *%	4 *%	5 1%	10 *%	4 *%	6 *%	8 1%	2 *%
ACCESS TO THE INTERNET AT HOME	2633 98%	643 99% cd	1361 98% c	594 97%	2633 98%	878 98%	1613 99%	1602 98%	941 100% a
None of these – Do not connect to the internet at home	15 1%	4 1%	4 *%	3 *%	15 1%	2 *%	7 *%	9 1%	1 *%
Don't know	52 2%	2 *%	17 1%	17 3% ab	52 2% a	15 2% b	7 *%	26 2% b	2 *%

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
I have no formal qualifications (and I am not still studying)	105	8	11	7	12	11	56	105	53	51	14	17	12	61	32	73	105	
	4%	3%	2%	2%	2%	2%	12%	4%	4%	4%	2%	2%	2%	12%	2%	7%	4%	
							abcdeg	c					abcefg		abceg	abe		
Entry level qualification such as ESOL, ELC or Skills for Life	22	4	5	5	5	2	2	22	8	14	3	3	6	11	5	17	22	
	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	2%	*%	2%	1%	
													abeg		abe			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	264	33	40	51	59	50	30	264	121	141	30	46	68	120	75	187	264	
	10%	10%	8%	11%	12%	11%	6%	10%	9%	10%	4%	6%	12%	22%	5%	17%	10%	
				f	f	f		f					abe	abcefg		abceg	abe	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	418	46	45	60	83	92	93	418	178	238	57	124	106	129	181	235	418	
	15%	14%	9%	13%	17%	21%	19%	15%	14%	17%	7%	15%	19%	24%	11%	21%	15%	
		b			b	abcg	bc	b		a		ae	ae	abeg	a	abeg	ae	
Level 1-2 vocational qualification or intermediate apprenticeship	110	15	8	16	36	14	21	110	61	49	17	21	47	25	37	72	110	
	4%	5%	2%	4%	7%	3%	4%	4%	5%	3%	2%	3%	8%	5%	2%	7%	4%	
		b			bceg		b	b					abdeg	ae		abeg	ae	

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	359 13%	77 24%	43 9%	52 11%	44 9%	81 18%	61 13%	359 13%	176 14%	178 13%	86 11%	137 17%	76 14%	60 11%	223 14%	136 12%	359 13%	
		bcd	fg			bcd	fg	bd				ad	fg					
Level 3 vocational qualification or advanced apprenticeship	159 6%	22 7%	29 6%	23 5%	25 5%	32 7%	28 6%	159 6%	76 6%	82 6%	24 3%	50 6%	52 9%	33 6%	75 5%	85 8%	159 6%	
												a	aeg	a		ae	a	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	157 6%	14 4%	25 5%	30 6%	32 7%	29 7%	27 6%	157 6%	83 6%	73 5%	40 5%	54 7%	46 8%	17 3%	94 6%	63 6%	157 6%	
												d	ad		d	d	d	
Level 4-5 vocational qualification or higher apprenticeship	83 3%	12 4%	8 2%	5 1%	13 3%	21 5%	25 5%	83 3%	32 2%	51 4%	23 3%	22 3%	32 6%	7 1%	44 3%	39 4%	83 3%	
		c				bc	bcg	c					abdeg			d		
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	625 23%	44 13%	151 30%	119 26%	123 26%	85 19%	104 21%	625 23%	292 23%	331 24%	269 35%	235 29%	77 14%	42 8%	504 32%	119 11%	625 23%	
			aefg	ae	ae		a	a			bcd	cd	d		cd		cd	
Level 6 vocational qualification or degree apprenticeship	21 1%	4 1%	7 1%	2 *%	2 *%	1 *%	6 1%	21 1%	10 1%	12 1%	13 2%	4 1%	3 *%	1 *%	18 1%	4 *%	21 1%	
											bdfg							

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
University higher degree (e.g. Masters, PhD or equivalent)	326	24	125	85	39	21	32	326	177	144	195	90	31	10	285	41	326	
	12%	7%	25%	18%	8%	5%	7%	12%	14%	10%	25%	11%	6%	2%	18%	4%	12%	
			acdefg	adefg				adef	b		bcdefg	cdf	d		bcdfg		cdf	
Still studying/ still at school	14	11	2	1	-	-	-	14	5	9	3	9	2	1	11	3	14	
	1%	4%	*%	*%	-%	-%	-%	1%	*%	1%	*%	1%	*%	*%	1%	*%	1%	
		bcdefg										f						
Don't know	16	6	-	2	5	3	1	16	5	11	-	2	1	11	2	12	16	
	1%	2%	-%	*%	1%	1%	*%	1%	*%	1%	-%	*%	*%	2%	*%	1%	1%	
		bfg			b									abceg	ae	ae		
Prefer not to say	20	4	3	5	5	1	2	20	6	14	2	4	3	7	6	10	20	
	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%	
														ae				

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
I have no formal qualifications (and I am not still studying)	105 4%	93 4%	5 2%	4 3%	4 5%	105 4%	84 4%	21 6% a	23 7% b	82 3%	58 11% bcd	28 2%	13 1%	105 4% bc	23 6% c	53 5% c	4 1%
Entry level qualification such as ESOL, ELC or Skills for Life	22 1%	19 1%	* *%	1 1%	1 1%	22 1%	22 1%	* *%	2 1%	20 1%	9 2%	7 1%	6 1%	22 1% bc	11 3%	8 1%	1 *%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	264 10%	230 10%	19 8%	9 7%	6 8%	264 10%	231 10%	34 10%	67 20% b	198 8%	87 16% bcd	116 10% c	61 6%	264 10% c	77 18% bc	100 10% c	38 4%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	418 15%	360 16%	31 14%	17 14%	10 13%	418 15%	348 15%	70 20% a	55 16%	363 15%	104 20% cd	203 17% c	108 11%	418 15% c	70 16% c	185 18% c	94 11%
Level 1-2 vocational qualification or intermediate apprenticeship	110 4%	97 4% b	2 1%	8 6% b	3 3%	110 4% b	99 4%	11 3%	19 6%	91 4%	36 7% bcd	44 4%	28 3%	110 4%	22 5% c	55 5% c	20 2%

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	359 13%	308 14%	28 12%	15 12%	8 11%	359 13%	313 13%	46 13%	29 9%	329 14% a	47 9%	161 14% a	147 15% a	359 13% a	51 12%	148 14%	114 13%
Level 3 vocational qualification or advanced apprenticeship	159 6%	135 6%	14 6%	7 5%	3 4%	159 6%	132 6%	27 8%	9 3%	150 6% a	26 5%	83 7%	47 5%	159 6%	29 7% c	69 7% c	34 4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	157 6%	121 5%	21 9% ae	9 7%	7 10% ae	157 6%	133 6%	24 7%	15 5%	142 6%	19 4%	70 6%	67 7% a	157 6%	16 4%	78 8% ac	42 5%
Level 4-5 vocational qualification or higher apprenticeship	83 3%	61 3%	13 6% ae	6 5% a	3 4%	83 3%	72 3%	12 3%	8 2%	76 3%	8 2%	48 4% a	28 3%	83 3%	6 1%	29 3%	34 4% a
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	625 23%	527 23%	50 22%	31 24%	17 22%	625 23%	572 24% b	53 15%	56 17%	568 24% a	73 14%	265 22% a	285 30% abd	625 23% a	67 16%	231 22% a	275 32% ab

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Level 6 vocational qualification or degree apprenticeship	21 1%	19 1%	* **%	1 1%	1 1%	21 1%	19 1%	2 1%	4 1%	17 1%	7 1%	8 1%	7 1%	21 1%	4 1%	9 1%	8 1%
University higher degree (e.g. Masters, PhD or equivalent)	326 12%	261 12%	38 17% ae	17 13%	10 13%	326 12%	293 12%	33 9%	27 8%	299 13% a	35 7%	132 11% a	158 16% abd	326 12% a	39 9%	72 7% ab	184 22%
Still studying/ still at school	14 1%	11 **%	1 **%	1 1%	1 2% ae	14 1%	12 1%	2 1%	2 1%	12 **%	2 **%	6 1%	6 1%	14 1%	5 1% b	2 **%	3 **%
Don't know	16 1%	14 1%	1 **%	1 1%	* **%	16 1%	11 **%	5 1%	10 3% b	6 **%	9 2% cd	7 1% c	* **%	16 1% c	2 1%	* **%	- -%
Prefer not to say	20 1%	14 1%	4 2%	1 1%	1 2%	20 1%	14 1%	6 2% a	11 3% b	9 **%	11 2% bcd	6 1%	2 **%	20 1%	3 1%	2 **%	2 **%

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
I have no formal qualifications (and I am not still studying)	105	24	47	31	105	42	57	82	15
	4%	4%	3%	5%	4%	5%	4%	5%	2%
								b	
Entry level qualification such as ESOL, ELC or Skills for Life	22	7	7	8	22	9	8	14	8
	1%	1%	*%	1%	1%	1%	1%	1%	1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	264	42	121	93	264	114	120	148	98
	10%	6%	9%	15%	10%	13%	7%	9%	10%
				abd	a	b			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	418	68	233	104	418	150	241	298	103
	15%	11%	17%	17%	15%	17%	15%	18%	11%
			a	a	a			b	
Level 1-2 vocational qualification or intermediate apprenticeship	110	23	46	39	110	47	53	61	44
	4%	4%	3%	6%	4%	5%	3%	4%	5%
				abd		b			

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
A' level, Scottish Higher, Welsh Baccaulaureate, International Baccaulaureate or equivalent	359 13%	75 12%	199 14%	79 13%	359 13%	112 13%	226 14%	243 15% b	100 11%
Level 3 vocational qualification or advanced apprenticeship	159 6%	24 4%	97 7% a	34 6%	159 6%	48 5%	105 6%	104 6%	49 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	157 6%	38 6%	79 6%	41 7%	157 6%	64 7% b	80 5%	99 6%	54 6%
Level 4-5 vocational qualification or higher apprenticeship	83 3%	12 2%	52 4% a	15 3%	83 3%	29 3%	52 3%	62 4% b	19 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	625 23%	175 27% c	335 24% c	111 18%	625 23% c	173 19%	426 26% a	370 23%	244 26%

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Level 6 vocational qualification or degree apprenticeship	21 1%	5 1%	12 1%	3 1%	21 1%	6 1%	14 1%	12 1%	9 1%
University higher degree (e.g. Masters, PhD or equivalent)	326 12%	142 22% bcd	145 11% c	36 6%	326 12% c	81 9%	236 14% a	121 7%	191 20% a
Still studying/ still at school	14 1%	5 1%	5 *%	3 1%	14 1%	8 1% b	3 *%	10 1%	3 *%
Don't know	16 1%	2 *%	* *%	8 1% b	16 1% b	6 1%	2 *%	7 *%	2 *%
Prefer not to say	20 1%	6 1% b	3 *%	7 1% b	20 1%	5 1%	6 *%	8 *%	6 1%

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Very confident	1990	193	353	314	345	359	426	1990	929	1044	618	634	398	335	1252	732	1990
	74%	60%	70%	68%	72%	81%	87%	74%	73%	75%	80%	78%	71%	63%	79%	67%	74%
			a	a	a	abcdg	abcdeg	ac			cdgf	cdf	d		cdgf		df
Fairly confident	545	91	119	108	112	62	53	545	283	259	129	152	131	132	281	263	545
	20%	28%	24%	23%	23%	14%	11%	20%	22%	19%	17%	19%	23%	25%	18%	24%	20%
		efg	ef	ef	ef			ef	b				ae	abeg		abeg	a
Neither confident nor not confident	102	22	15	28	14	15	8	102	46	56	19	21	21	40	40	61	102
	4%	7%	3%	6%	3%	3%	2%	4%	4%	4%	2%	3%	4%	8%	2%	6%	4%
		bdfg		bdfg				f						abceg		abeg	e
Not very confident	33	7	8	8	3	4	2	33	16	17	6	7	7	13	13	20	33
	1%	2%	2%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		f												abe		e	
Not at all confident	10	3	2	3	2	-	-	10	3	6	-	3	3	4	3	7	10
	*%	1%	*%	1%	*%	-%	-%	*%	*%	*%	-%	*%	1%	1%	*%	1%	*%
		f												ae		a	
Don't know	9	*	3	2	2	2	-	9	1	8	2	2	-	5	3	5	9
	*%	*%	1%	*%	*%	*%	-%	*%	*%	1%	*%	*%	-%	1%	*%	*%	*%
														e			
Prefer not to say	11	7	1	1	2	-	-	11	4	7	2	-	3	5	2	8	11
	*%	2%	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	1%	*%	1%	*%
		bcdefg												be		be	
SUMMARY CODES																	
TOTAL CONFIDENT	2535	284	472	422	458	421	479	2535	1212	1303	747	786	528	467	1533	995	2535
	94%	88%	94%	91%	95%	95%	98%	94%	95%	93%	96%	96%	94%	87%	96%	91%	94%
			a		ac	ac	abcdeg	ac			dfg	dfg	d		dfg		df
TOTAL NOT CONFIDENT	43	11	10	11	5	4	2	43	18	23	6	9	10	17	15	27	43
	2%	3%	2%	2%	1%	1%	*%	2%	1%	2%	1%	1%	2%	3%	1%	2%	2%
		defg	f	f										abeg		ae	

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
TOTAL NEITHER/ DON'T KNOW	111	22	18	30	16	17	8	111	47	64	20	23	21	45	43	66	111
	4%	7%	4%	6%	3%	4%	2%	4%	4%	5%	3%	3%	4%	8%	3%	6%	4%
		dfg		dfg				f						abceg	abeg	e	

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Very confident	1990	1669	176	91	54	1990	1712	279	210	1780	325	874	780	1990	286	778	697
	74%	73%	78%	72%	71%	74%	73%	81%	62%	75%	61%	74%	81%	74%	67%	75%	82%
								a		a		a	abd	a		a	ab
Fairly confident	545	462	36	29	18	545	502	43	76	469	124	254	161	545	103	220	131
	20%	20%	16%	22%	24%	20%	21%	13%	22%	20%	23%	21%	17%	20%	24%	21%	15%
					b		b				c	c		c	c	c	
Neither confident nor not confident	102	85	11	4	2	102	91	12	33	70	51	34	14	102	22	21	22
	4%	4%	5%	3%	3%	4%	4%	3%	10%	3%	10%	3%	1%	4%	5%	2%	3%
									b		bcd			c	bc		
Not very confident	33	29	1	1	1	33	29	4	10	22	12	12	6	33	9	15	3
	1%	1%	*%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%	1%	*%
									b		c			c	c		*%
Not at all confident	10	8	1	1	1	10	8	2	2	8	7	3	*	10	1	5	*
	*%	*%	*%	1%	1%	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%	*%
											bcd						
Don't know	9	8	1	-	-	9	7	2	3	6	8	-	-	9	3	*	1
	*%	*%	*%	-%	-%	*%	*%	1%	1%	*%	2%	-%	-%	*%	1%	*%	*%
									b		bcd			b			
Prefer not to say	11	10	*	*	-	11	7	4	4	7	2	7	2	11	-	-	-
	*%	*%	*%	*%	-%	*%	*%	1%	1%	*%	*%	1%	*%	*%	-%	-%	-%
									b								
SUMMARY CODES																	
TOTAL CONFIDENT	2535	2131	213	120	72	2535	2213	322	286	2250	449	1129	940	2535	389	998	828
	94%	94%	94%	95%	95%	94%	94%	93%	85%	95%	85%	95%	98%	94%	92%	96%	97%
										a		a	abd	a		a	a
TOTAL NOT CONFIDENT	43	37	2	2	2	43	37	6	12	30	19	15	6	43	10	20	3
	2%	2%	1%	2%	2%	2%	2%	2%	4%	1%	4%	1%	1%	2%	2%	2%	*%
									b		bcd			c	c		

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
TOTAL NEITHER/ DON'T KNOW	111	93	12	4	2	111	97	14	36	75	59	34	14	111	25	22	23
	4%	4%	5%	3%	3%	4%	4%	4%	11% b	3%	11% bcd	3%	1%	4% c	6% bc	2%	3%

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Very confident	1990	547	1021	397	1990	587	1322	1250	688
	74%	84%	74%	65%	74%	66%	81%	76%	73%
		bcd	c		c		a		
Fairly confident	545	90	293	149	545	223	266	297	215
	20%	14%	21%	24%	20%	25%	16%	18%	23%
			a	ad	a	b			a
Neither confident nor not confident	102	5	45	46	102	54	30	57	27
	4%	1%	3%	7%	4%	6%	2%	3%	3%
			a	abd	a	b			
Not very confident	33	4	18	10	33	20	8	19	10
	1%	1%	1%	2%	1%	2%	*%	1%	1%
						b			
Not at all confident	10	-	1	8	10	7	2	7	*
	*%	-%	*%	1%	*%	1%	*%	*%	*%
				abd		b			
Don't know	9	2	1	4	9	2	1	2	2
	*%	*%	*%	1%	*%	*%	*%	*%	*%
				b					
Prefer not to say	11	2	3	-	11	1	-	6	2
	*%	*%	*%	-%	*%	*%	-%	*%	*%
SUMMARY CODES									
TOTAL CONFIDENT	2535	637	1314	546	2535	809	1588	1546	903
	94%	98%	95%	89%	94%	90%	98%	94%	96%
		bcd	c		c		a		
TOTAL NOT CONFIDENT	43	4	19	18	43	27	9	27	11
	2%	1%	1%	3%	2%	3%	1%	2%	1%
				abd		b			

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
TOTAL NEITHER/ DON'T KNOW	111	7	46	50	111	56	30	59	28
	4%	1%	3%	8%	4%	6%	2%	4%	3%
			a	abd	a	b			

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

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Yes – (English is first/ main language)	2517	284	466	410	450	428	479	2517	1210	1288	732	764	514	498	1496	1012	2517
	93%	88%	93%	88%	94%	97%	98%	93%	94%	92%	94%	93%	92%	93%	94%	92%	93%
			ac		ac	abcg	abcdg	ac	b								
No	168	37	33	51	24	13	9	168	67	101	40	51	44	33	91	77	168
	6%	11%	7%	11%	5%	3%	2%	6%	5%	7%	5%	6%	8%	6%	6%	7%	6%
		bdefg	ef	bdefg	f			ef									
Prefer not to say	15	3	2	2	6	1	-	15	5	8	3	2	3	4	6	7	15
	1%	1%	*%	1%	1%	*%	-%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
					f												

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

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Yes – (English is first/ main language)	2517	2113	215	118	72	2517	2184	333	301	2216	476	1107	911	2517	390	981	819
	93%	93%	95%	93%	95%	93%	93%	96%	89%	94%	90%	93%	95%	93%	92%	94%	96%
								a		a		a		a		a	
No	168	146	11	7	4	168	157	11	32	136	42	77	49	168	35	58	35
	6%	6%	5%	6%	5%	6%	7%	3%	9%	6%	8%	6%	5%	6%	8%	6%	4%
							b		b						c		
Prefer not to say	15	13	1	2	-	15	13	2	5	10	12	*	2	15	*	1	-
	1%	1%	*%	1%	-%	1%	1%	*%	1%	*%	2%	*%	*%	1%	*%	*%	-%
									b		bcd			b			

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Yes – (English is first/ main language)	2517	606	1301	569	2517	841	1523	1540	880
	93%	93%	94%	93%	93%	94%	94%	94%	93%
No	168	41	75	45	168	53	98	95	59
	6%	6%	5%	7%	6%	6%	6%	6%	6%
Prefer not to say	15	2	6	*	15	1	7	3	4
	1%	*%	*%	*%	1%	*%	*%	*%	*%

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

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

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Being bought on mortgage	658	66	130	179	170	80	33	658	309	345	240	252	118	48	492	165	658
	24%	20%	26%	39%	35%	18%	7%	24%	24%	25%	31%	31%	21%	9%	31%	15%	24%
		f	ef	abefg	abefg	f		ef			cdfg	cdfg	df		cdfg	d	df
Owned outright by the household	927	57	103	85	109	209	365	927	444	483	361	248	161	156	608	317	927
	34%	18%	20%	18%	23%	47%	75%	34%	35%	35%	47%	30%	29%	29%	38%	29%	34%
					abcdg	abcdg	abcd				bcdefg				bcdefg		cdf
Rented from Local Authority/ Housing Association/ Trust	474	74	96	68	95	97	44	474	236	232	44	105	135	187	149	322	474
	18%	23%	19%	15%	20%	22%	9%	18%	18%	17%	6%	13%	24%	35%	9%	29%	18%
		cfg	f	f	f	cf		f				ae	abeg	abcefg	a	abeg	abe
Rented from private landlord	521	76	151	113	92	50	40	521	258	255	110	177	128	107	287	234	521
	19%	23%	30%	24%	19%	11%	8%	19%	20%	18%	14%	22%	23%	20%	18%	21%	19%
		ef	defg	efg	ef			ef				a	ae	a	a	a	a
Something else	34	7	11	6	3	-	7	34	7	26	9	7	10	7	16	18	34
	1%	2%	2%	1%	1%	-%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%
		e	e	e			e	e		a							
Don't know	41	26	6	3	5	2	-	41	11	30	4	16	4	14	20	18	41
	2%	8%	1%	1%	1%	1%	0%	2%	1%	2%	1%	2%	1%	3%	1%	2%	2%
		bcdefg	f		f			f		a		a		ac			a
Prefer not to say	45	17	6	10	7	5	-	45	17	25	8	13	6	16	21	21	45
	2%	5%	1%	2%	2%	1%	0%	2%	1%	2%	1%	2%	1%	3%	1%	2%	2%
		bcdefg	f	f	f			f						ace			

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

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

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Being bought on mortgage	658	545	57	32	23	658	573	85	68	590	75	248	335	658	71	214	320
	24%	24%	25%	25%	30%	24%	24%	25%	20%	25%	14%	21%	35%	24%	17%	21%	37%
					ae							a	abd	ab			ab
Owned outright by the household	927	767	86	45	29	927	773	155	72	855	213	446	256	927	101	389	339
	34%	34%	38%	36%	38%	34%	33%	45%	21%	36%	40%	38%	27%	34%	24%	37%	40%
								a		a	cd	c		c		a	a
Rented from Local Authority/ Housing Association/ Trust	474	399	46	21	9	474	433	41	91	383	121	207	140	474	154	183	54
	18%	18%	20%	16%	11%	18%	18%	12%	27%	16%	23%	17%	15%	18%	36%	18%	6%
		d	d			d	b		b		bcd			bc	c		
Rented from private landlord	521	457	26	25	13	521	474	47	81	441	79	232	207	521	81	237	132
	19%	20%	12%	20%	17%	19%	20%	14%	24%	19%	15%	20%	22%	19%	19%	23%	15%
		b		b		b	b					a	a	a		c	
Something else	34	31	2	-	*	34	31	2	1	32	11	12	11	34	9	10	5
	1%	1%	1%	-%	*%	1%	1%	1%	*%	1%	2%	1%	1%	1%	2%	1%	1%
														c			
Don't know	41	35	4	2	1	41	32	9	11	30	14	22	5	41	5	4	4
	2%	2%	2%	1%	1%	2%	1%	3%	3%	1%	3%	2%	1%	2%	1%	*%	*%
									b		c	c		c			
Prefer not to say	45	36	5	2	1	45	39	6	13	31	17	18	8	45	3	3	1
	2%	2%	2%	2%	2%	2%	2%	2%	4%	1%	3%	1%	1%	2%	1%	*%	*%
									b		bcd						

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

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Being bought on mortgage	658	146	375	133	658	157	460	284	357
	24%	22%	27%	22%	24%	18%	28%	17%	38%
			ac				a		a
Owned outright by the household	927	334	481	102	927	271	618	693	212
	34%	51%	35%	17%	34%	30%	38%	42%	22%
		bcd	c		c		a	b	
Rented from Local Authority/ Housing Association/ Trust	474	55	213	200	474	245	195	278	168
	18%	8%	15%	33%	18%	27%	12%	17%	18%
			a	abd	a	b			
Rented from private landlord	521	89	272	154	521	179	317	313	190
	19%	14%	20%	25%	19%	20%	19%	19%	20%
			a	abd	a				
Something else	34	10	15	9	34	16	16	26	6
	1%	1%	1%	1%	1%	2%	1%	2%	1%
Don't know	41	9	10	7	41	15	9	27	4
	2%	1%	1%	1%	2%	2%	1%	2%	1%
						b		b	*
Prefer not to say	45	7	15	10	45	11	13	18	7
	2%	1%	1%	2%	2%	1%	1%	1%	1%

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Your mental health? Anxiety, depression, or trauma-related conditions, for example	402	86	80	83	63	68	23	402	158	235	66	120	86	129	186	215	402
	15%	26%	16%	18%	13%	15%	5%	15%	12%	17%	9%	15%	15%	24%	12%	20%	15%
		bcdefg	f	f	f	f		f		a		a	a	abceg	a	abeg	ae
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	238	14	39	29	39	57	61	238	107	130	51	51	53	83	102	136	238
	9%	4%	8%	6%	8%	13%	13%	9%	8%	9%	7%	6%	9%	16%	6%	12%	9%
						abcdg	abcg	a					e	abceg		abeg	be
Eyesight? Poor vision, colour blindness, partial sight, or are blind	180	47	37	25	29	16	25	180	85	93	53	42	31	53	96	84	180
	7%	15%	7%	5%	6%	4%	5%	7%	7%	7%	7%	5%	6%	10%	6%	8%	7%
		bcdefg	e					e						bceg			
Hearing? Poor hearing, partial hearing, or are d/Deaf	168	7	17	25	21	35	62	168	91	77	39	53	27	48	93	75	168
	6%	2%	3%	5%	4%	8%	13%	6%	7%	5%	5%	7%	5%	9%	6%	7%	6%
				a		ab	abcdeg	ab						aceg			
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	164	35	44	35	23	20	8	164	75	83	27	36	52	49	63	100	164
	6%	11%	9%	7%	5%	4%	2%	6%	6%	6%	4%	4%	9%	9%	4%	9%	6%
		defg	defg	f	f	f		f					abeg	abeg		abeg	ae

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g		a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
Breathing? Breathlessness or chest pains	146	22	22	23	11	34	34	146	71	71	27	38	34	47	66	81	146	
	5%	7%	4%	5%	2%	8%	7%	5%	6%	5%	4%	5%	6%	9%	4%	7%	5%	
		d			d	d	d						abeg		abeg			
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	139	14	19	18	22	28	38	139	54	85	27	30	31	50	57	81	139	
	5%	4%	4%	4%	5%	6%	8%	5%	4%	6%	3%	4%	6%	9%	4%	7%	5%	
						bc							abceg		abeg	e		
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	129	32	39	32	19	4	2	129	57	64	28	39	31	30	67	61	129	
	5%	10%	8%	7%	4%	1%	*%	5%	4%	5%	4%	5%	6%	6%	4%	6%	5%	
		defg	defg	ef	ef			ef										
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	95	16	18	13	14	24	11	95	43	52	28	21	17	30	49	46	95	
	4%	5%	4%	3%	3%	5%	2%	4%	3%	4%	4%	3%	3%	6%	3%	4%	4%	
					f									be				
Difficulty with speech? e.g. due to stroke, stutter or stammer	34	9	12	7	3	2	*	34	18	15	14	7	7	7	21	13	34	
	1%	3%	2%	2%	1%	*%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	
		defg	ef	f				f										

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	895	148	169	141	136	155	146	895	402	483	197	251	195	249	448	444	895
	33%	46%	34%	30%	28%	35%	30%	33%	31%	35%	25%	31%	35%	47%	28%	41%	33%
		bcdefg										a	ae	abcefg		abeg	ae
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1628	141	294	290	315	264	324	1628	805	812	545	514	335	231	1059	565	1628
	60%	44%	59%	62%	66%	60%	66%	60%	63%	58%	70%	63%	60%	43%	66%	52%	60%
			a	a	ab	a	abg	a	b		bcdfg	df	df		cdfg	d	df
Don't know	95	22	23	15	10	13	11	95	46	49	16	32	17	28	48	46	95
	4%	7%	5%	3%	2%	3%	2%	4%	4%	3%	2%	4%	3%	5%	3%	4%	4%
		cdefg										a		ae		a	
Prefer not to say	83	12	16	19	19	10	6	83	28	53	17	21	14	27	38	41	83
	3%	4%	3%	4%	4%	2%	1%	3%	2%	4%	2%	3%	3%	5%	2%	4%	3%
		f		f	f					a				abeg			

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Your mental health? Anxiety, depression, or trauma-related conditions, for example	402	334	37	17	13	402	356	45	67	335	68	169	163	402	94	165	68
	15%	15%	16%	14%	18%	15%	15%	13%	20%	14%	13%	14%	17%	15%	22%	16%	8%
									b						bc	c	
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	238	193	23	14	8	238	204	35	37	202	67	111	56	238	60	100	47
	9%	8%	10%	11%	11%	9%	9%	10%	11%	9%	13%	9%	6%	9%	14%	10%	6%
											cd	c		c	bc	c	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	180	152	12	9	7	180	158	21	31	149	40	72	64	180	55	52	37
	7%	7%	5%	7%	9%	7%	7%	6%	9%	6%	8%	6%	7%	7%	13%	5%	4%
															bc		
Hearing? Poor hearing, partial hearing, or are d/Deaf	168	140	13	9	6	168	139	29	18	149	43	77	45	168	28	62	50
	6%	6%	6%	7%	8%	6%	6%	8%	5%	6%	8%	7%	5%	6%	7%	6%	6%
											c						

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	164 6%	137 6%	17 7%	7 5%	4 5%	164 6%	149 6%	15 4%	25 7%	139 6%	23 4%	85 7%	55 6%	164 6%	35 8%	67 6%	27 3%
Breathing? Breathlessness or chest pains	146 5%	116 5%	18 8%	7 6%	5 7%	146 5%	128 5%	19 5%	24 7%	122 5%	38 7%	59 5%	47 5%	146 5%	35 8%	57 5%	26 3%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	139 5%	109 5%	13 6%	11 9%	6 8%	139 5%	104 4%	35 10%	19 6%	121 5%	29 6%	65 5%	44 5%	139 5%	30 7%	56 5%	26 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	129 5%	106 5%	13 6%	6 5%	3 4%	129 5%	118 5%	11 3%	7 2%	122 5%	13 2%	56 5%	59 6%	129 5%	33 8%	43 4%	28 3%

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	95 4%	81 4%	8 3%	4 3%	3 4%	95 4%	86 4%	10 3%	15 4%	81 3%	23 4%	45 4%	27 3%	95 4%	17 4%	41 4%	20 2%
Difficulty with speech? e.g. due to stroke, stutter or stammer	34 1%	29 1%	2 1%	2 2%	1 2%	34 1%	33 1%	1 *%	7 2%	27 1%	9 2%	12 1%	13 1%	34 1%	15 3%	11 1%	3 *%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	895 33%	742 33%	74 33%	48 38%	31 41%	895 33%	777 33%	117 34%	134 40%	761 32%	205 39%	401 34%	282 29%	895 33%	198 47%	364 35%	190 22%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1628 60%	1375 61%	141 62%	71 56%	41 54%	1628 60%	1423 60%	205 59%	165 49%	1462 62%	267 50%	714 60%	637 66%	1628 60%	191 45%	642 62%	633 74%
Don't know	95 4%	84 4%	5 2%	3 3%	2 3%	95 4%	77 3%	18 5%	16 5%	79 3%	37 7%	37 3%	20 2%	95 4%	28 7%	16 2%	18 2%

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Prefer not to say	83	70	7	4	2	83	78	5	23	60	21	33	23	83	8	17	12
	3%	3%	3%	3%	3%	3%	3%	1%	7%	3%	4%	3%	2%	3%	2%	2%	1%

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Your mental health? Anxiety, depression, or trauma-related conditions, for example	402	60	173	161	402	402	-	273	115
	15%	9%	13%	26%	15%	45%	-%	17%	12%
				abd	a	b		b	
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	238	43	115	78	238	238	-	153	72
	9%	7%	8%	13%	9%	27%	-%	9%	8%
				abd		b			
Eyesight? Poor vision, colour blindness, partial sight, or are blind	180	44	86	49	180	180	-	109	65
	7%	7%	6%	8%	7%	20%	-%	7%	7%
						b			
Hearing? Poor hearing, partial hearing, or are d/ Deaf	168	47	84	36	168	168	-	122	40
	6%	7%	6%	6%	6%	19%	-%	7%	4%
						b		b	

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	164 6%	29 4%	64 5%	67 11% abd	164 6%	164 18% b	- -%	95 6%	58 6%
Breathing? Breathlessness or chest pains	146 5%	24 4%	62 5%	58 9% abd	146 5%	146 16% b	- -%	93 6%	42 4%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	139 5%	23 4%	62 5%	50 8% abd	139 5%	139 16% b	- -%	107 7% b	29 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	129 5%	32 5%	53 4%	41 7% b	129 5%	129 14% b	- -%	74 5%	47 5%

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	95 4%	18 3%	48 4%	28 5%	95 4%	95 11% b	- -%	55 3%	33 4%
Difficulty with speech? e.g. due to stroke, stutter or stammer	34 1%	8 1%	17 1%	8 1%	34 1%	34 4% b	- -%	11 1%	18 2% a
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	895 33%	175 27%	417 30%	290 47% abd	895 33% a	895 100% b	- -%	584 36% b	272 29%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1628 60%	448 69% cd	891 65% cd	271 44%	1628 60% c	- -%	1628 100% a	969 59%	618 66% a
Don't know	95 4%	16 3%	40 3%	26 4%	95 4%	- -%	- -%	43 3%	37 4%

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Prefer not to say	83	9	34	27	83	-	-	42	17
	3%	1%	2%	4%	3%	-%	-%	3%	2%
				ab	a				

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2095	177	316	346	394	400	463	2095	991	1089	551	639	440	456	1190	896	2095
	78%	55%	63%	75%	82%	90%	95%	78%	77%	78%	71%	78%	78%	85%	75%	82%	78%
		a	ab	abc	abcdg	abcdeg	ab				a	a	abceg		aeg	a	
WHITE - Irish	27	4	4	4	5	6	4	27	11	16	12	11	2	2	23	4	27
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	f	f	*	*	f	*	1%
WHITE - Gypsy, Traveller or Irish Traveller	3	2	1	-	-	-	-	3	2	1	-	1	*	1	1	2	3
	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
WHITE - Any other White background	84	20	12	23	11	9	10	84	31	53	24	25	19	15	49	35	84
	3%	6%	2%	5%	2%	2%	2%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%
		bdefg		ef													
MIXED - White and Black Caribbean	28	8	9	4	4	3	-	28	12	16	14	6	5	3	20	7	28
	1%	2%	2%	1%	1%	1%	-%	1%	1%	1%	2%	1%	1%	*	1%	1%	1%
		fg	f					f			f						
MIXED - White and Black African	28	5	17	2	3	1	-	28	16	12	13	8	5	2	20	7	28
	1%	2%	3%	1%	1%	*%	-%	1%	1%	1%	2%	1%	1%	*	1%	1%	1%
		f	cdefg								d						
MIXED - White and Asian	22	4	9	4	3	2	-	22	15	7	7	9	6	1	16	6	22
	1%	1%	2%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
		f	f														
MIXED - Any other mixed/ multiple ethnic background	17	6	6	5	-	-	-	17	7	9	7	4	1	5	11	6	17
	1%	2%	1%	1%	-%	-%	-%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
		defg	df														

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
ASIAN AND BRITISH ASIAN - Indian	77 3%	18 6% efg	16 3% f	15 3% f	16 3% f	9 2%	4 1%	77 3% f	39 3%	38 3%	29 4%	24 3%	14 3%	10 2%	53 3%	24 2%	77 3%
ASIAN AND BRITISH ASIAN - Pakistani	50 2%	17 5% cdefg	17 3% efg	9 2% ef	7 1% ef	- -%	- -%	50 2% ef	22 2%	29 2%	13 2%	17 2%	14 3%	6 1%	30 2%	20 2%	50 2%
ASIAN AND BRITISH ASIAN - Chinese	28 1%	4 1%	6 1%	6 1%	6 1%	2 1%	4 1%	28 1%	18 1%	10 1%	16 2% df	7 1%	5 1%	1 *%	22 1% d	6 1%	28 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	15 1%	5 2% def	6 1% ef	4 1%	* *% *	- -%	- -%	15 1%	2 *% a	13 1% a	5 1%	4 *% *	4 1%	2 *% *	9 1%	6 1%	15 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	18 1%	6 2% efg	7 1% e	3 1%	1 *% *	* *% *	1 *% *	18 1%	10 1%	8 1%	7 1%	4 1%	* *% *	7 1% c	11 1%	7 1%	18 1%
BLACK AND BLACK BRITISH - African	133 5%	35 11% cdefg	57 11% cdefg	24 5% ef	16 3% ef	1 *% *	1 *% *	133 5% ef	71 6%	60 4%	58 8% bdfg	38 5% d	27 5% d	9 2%	96 6% df	37 3%	133 5% d
BLACK AND BLACK BRITISH - Caribbean	27 1%	2 1%	7 1%	6 1%	6 1%	4 1%	2 *% *	27 1%	13 1%	14 1%	10 1%	6 1%	1 *% *	9 2% c	17 1%	11 1%	27 1%

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	14 1%	* *% f	6 1% f	4 1%	3 1%	1 *% f	- -%	14 1%	11 1% b	3 *% b	4 *% b	3 *% b	4 1% c	4 1% d	7 *% e	8 1% f	14 1% g
OTHER ETHNIC GROUP - Arab	11 *% defg	2 1%	2 *% f	2 *% f	- -% f	4 1% f	1 *% f	11 *% f	4 *% f	6 *% f	1 *% f	2 *% f	5 1% e	2 *% f	3 *% f	7 1% f	11 *% g
OTHER ETHNIC GROUP - Any other ethnic background	9 *% defg	4 1% defg	3 1% defg	1 *% defg	- -% defg	- -% defg	- -% defg	9 *% defg	3 *% defg	6 *% defg	1 *% defg	3 *% defg	5 1% d	- -% defg	4 *% defg	5 *% defg	9 *% defg
Prefer not to say	14 1%	3 1%	2 *% defg	4 1% defg	4 1% defg	- -% defg	- -% defg	14 1% defg	5 *% defg	7 *% defg	3 *% defg	7 1% defg	3 1% defg	- -% defg	10 1% defg	3 *% defg	14 1% defg

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2095	1738	190	110	58	2095	1776	319	244	1851	441	923	710	2095	306	858	663
	78%	77%	84%	86%	76%	78%	75%	92%	72%	78%	83%	78%	74%	78%	72%	83%	78%
			ade	ade				a		a	bcd	c		c		ac	
WHITE - Irish	27	14	4	-	9	27	21	6	2	25	5	13	9	27	1	12	8
	1%	1%	2%	-%	13%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%
			c		abce												
WHITE - Gypsy, Traveller or Irish Traveller	3	2	1	-	*	3	3	-	2	1	2	1	-	3	2	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	1%	*%	*%	*%	-%	*%	*%	-%	-%
									b								
WHITE - Any other White background	84	70	7	3	4	84	77	7	20	64	11	35	37	84	10	35	22
	3%	3%	3%	3%	5%	3%	3%	2%	6%	3%	2%	3%	4%	3%	2%	3%	3%
									b								
MIXED - White and Black Caribbean	28	28	-	-	-	28	24	4	6	23	6	7	15	28	7	10	5
	1%	1%	-%	-%	-%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%
													b				
MIXED - White and Black African	28	24	3	1	*	28	28	-	8	20	3	16	9	28	4	7	13
	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	*%	1%	1%	1%	1%	1%	2%
									b								
MIXED - White and Asian	22	20	1	1	-	22	21	1	3	19	1	10	11	22	4	8	10
	1%	1%	1%	1%	-%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
MIXED - Any other mixed/ multiple ethnic background	17 1%	16 1%	1 **%	- -%	1 1%	17 1%	14 1%	3 1%	4 1%	13 1%	2 **%	11 1%	4 **%	17 1%	1 **%	5 **%	6 1%
ASIAN AND BRITISH ASIAN - Indian	77 3%	73 3%	2 1%	1 1%	1 1%	77 3%	76 3%	1 **%	6 2%	71 3%	7 1%	31 3%	38 4%	77 3%	13 3%	27 3%	19 2%
		bcd				bd	b					a					
ASIAN AND BRITISH ASIAN - Pakistani	50 2%	47 2%	3 1%	- -%	- -%	50 2%	48 2%	2 1%	10 3%	41 2%	14 3%	22 2%	15 2%	50 2%	23 5%	13 1%	7 1%
		cd	c			cd									bc		
ASIAN AND BRITISH ASIAN - Chinese	28 1%	21 1%	5 2%	1 1%	* 1%	28 1%	28 1%	- -%	* **%	28 1%	8 1%	9 1%	11 1%	28 1%	3 1%	7 1%	15 2%
																	b
ASIAN AND BRITISH ASIAN- Bangladeshi	15 1%	14 1%	- -%	1 1%	- -%	15 1%	15 1%	- -%	3 1%	12 1%	- -%	11 1%	4 **%	15 1%	5 1%	3 **%	5 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	18 1%	16 1%	1 1%	- -%	1 1%	18 1%	18 1%	- -%	2 1%	16 1%	1 **%	7 1%	11 1%	18 1%	6 1%	6 1%	2 **%
															c		
BLACK AND BLACK BRITISH - African	133 5%	119 5%	7 3%	6 5%	1 2%	133 5%	131 6%	2 1%	16 5%	117 5%	12 2%	62 5%	60 6%	133 5%	21 5%	36 3%	58 7%
		d		d		d	b					a	a	a			b
BLACK AND BLACK BRITISH - Caribbean	27 1%	27 1%	- -%	* **%	* **%	27 1%	27 1%	- -%	2 1%	25 1%	6 1%	9 1%	11 1%	27 1%	6 1%	6 1%	8 1%

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	14	14	-	*	-	14	14	-	3	12	2	6	7	14	5	1	6
	1%	1%	-%	*%	-%	1%	1%	-%	1%	*%	*%	*%	1%	1%	1%	*%	1%
OTHER ETHNIC GROUP - Arab	11	9	2	*	-	11	11	-	1	10	3	3	4	11	2	3	3
	*%	*%	1%	*%	-%	*%	*%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%
OTHER ETHNIC GROUP - Any other ethnic background	9	9	-	*	-	9	9	-	5	4	2	3	3	9	3	1	1
	*%	*%	-%	*%	-%	*%	*%	-%	1%	*%	*%	*%	*%	*%	1%	*%	*%
Prefer not to say	14	12	1	*	*	14	14	-	4	10	6	5	2	14	2	2	2
	1%	1%	*%	*%	*%	1%	1%	-%	1%	*%	1%	*%	*%	1%	1%	*%	*%

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2095	475	1087	498	2095	720	1250	1366	656
	78%	73%	79%	81%	78%	81%	77%	83%	70%
			a	a	a			b	
WHITE - Irish	27	6	15	5	27	8	17	18	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	3	1	1	1	3	2	-	2	1
	*%	*%	*%	*%	*%	*%	-%	*%	*%
WHITE - Any other White background	84	19	43	20	84	27	54	55	24
	3%	3%	3%	3%	3%	3%	3%	3%	3%
MIXED - White and Black Caribbean	28	3	15	9	28	8	17	10	16
	1%	*%	1%	1%	1%	1%	1%	1%	2%
									a
MIXED - White and Black African	28	14	12	1	28	8	19	10	15
	1%	2%	1%	*%	1%	1%	1%	1%	2%
		bcd							a
MIXED - White and Asian	22	11	9	2	22	4	17	9	13
	1%	2%	1%	*%	1%	*%	1%	1%	1%
		bc							a

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
MIXED - Any other mixed/ multiple ethnic background	17 1%	4 1%	4 *%	4 1%	17 1%	4 *%	7 *%	10 1%	5 1%
ASIAN AND BRITISH ASIAN - Indian	77 3%	23 4%	38 3%	14 2%	77 3%	21 2%	52 3%	40 2%	31 3%
ASIAN AND BRITISH ASIAN - Pakistani	50 2%	12 2%	19 1%	16 3%	50 2%	21 2%	24 1%	18 1%	29 3% a
ASIAN AND BRITISH ASIAN - Chinese	28 1%	10 1%	17 1%	2 *%	28 1%	11 1%	16 1%	14 1%	11 1%
ASIAN AND BRITISH ASIAN- Bangladeshi	15 1%	5 1%	9 1%	1 *%	15 1%	6 1%	7 *%	7 *%	8 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	18 1%	2 *%	9 1%	5 1%	18 1%	10 1%	8 1%	14 1%	3 *%
BLACK AND BLACK BRITISH - African	133 5%	48 7% cd	68 5% c	14 2%	133 5% c	26 3%	96 6% a	39 2%	85 9% a
BLACK AND BLACK BRITISH - Caribbean	27 1%	3 *%	12 1%	12 2% a	27 1%	4 *%	18 1%	10 1%	13 1%

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	14 1%	5 1%	7 *%	2 *%	14 1%	3 *%	11 1%	4 *%	11 1% a
OTHER ETHNIC GROUP - Arab	11 *%	5 1%	5 *%	1 *%	11 *%	2 *%	7 *%	4 *%	6 1%
OTHER ETHNIC GROUP - Any other ethnic background	9 *%	2 *%	7 1%	- -%	9 *%	4 *%	4 *%	4 *%	5 *%
Prefer not to say	14 1%	1 *%	5 *%	7 1% b	14 1%	4 *%	4 *%	5 *%	4 *%

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

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

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g		a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
Universal Credit (and household has other earnings).	273	46	59	49	73	37	9	273	89	180	50	61	60	101	111	161	273	
	10%	14%	12%	11%	15%	8%	2%	10%	7%	13%	6%	7%	11%	19%	7%	15%	10%	
		efg	f	f	efg	f		f		a			ae	abceg		abeg	abe	
Personal Independence Payment (PIP)	239	21	41	31	41	65	39	239	110	124	54	62	39	84	116	123	239	
	9%	7%	8%	7%	9%	15%	8%	9%	9%	9%	7%	8%	7%	16%	7%	11%	9%	
					abcdfg								abcefg		abce			
Universal Credit (and household has no other earnings).	155	24	34	43	32	20	2	155	72	81	28	21	31	73	49	105	155	
	6%	8%	7%	9%	7%	4%	*%	6%	6%	6%	4%	3%	6%	14%	3%	10%	6%	
		f	f	efg	f	f		f					be	abcefg		abceg	abe	
Employment and Support Allowance (ESA)	151	17	48	30	16	37	3	151	77	75	55	24	23	49	79	72	151	
	6%	5%	10%	6%	3%	8%	1%	6%	6%	5%	7%	3%	4%	9%	5%	7%	6%	
		f	adfg	df	f	dfg		f			bc			bceg	b	b	b	
Income Support	98	22	42	18	11	1	5	98	50	48	41	16	23	17	57	40	98	
	4%	7%	8%	4%	2%	*%	1%	4%	4%	3%	5%	2%	4%	3%	4%	4%	4%	
		defg	cdefg	ef	e			ef			b		b				b	
Carer's allowance	97	20	18	19	20	17	3	97	42	54	19	21	19	38	40	57	97	
	4%	6%	4%	4%	4%	4%	1%	4%	3%	4%	2%	3%	3%	7%	3%	5%	4%	
		fg	f	f	f	f		f						abceg		abe		
Pensions Credit (Guaranteed Credit)	63	11	18	11	6	3	14	63	33	30	34	9	3	16	44	19	63	
	2%	3%	4%	2%	1%	1%	3%	2%	3%	2%	4%	1%	1%	3%	3%	2%	2%	
		e	de				e				bcfg			bc	bc		c	
Income-based Jobseeker's Allowance	50	9	25	10	5	-	*	50	24	26	27	3	10	9	30	19	50	
	2%	3%	5%	2%	1%	-%	*%	2%	2%	2%	3%	*%	2%	2%	2%	2%	2%	
		ef	cdefg	ef				ef			befg		b	b	b	b	b	

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

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

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Pensions Credit (no Guaranteed Credit)	43	7	13	12	5	-	5	43	21	21	18	6	17	2	24	19	43
	2%	2%	3%	3%	1%	-%	1%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%
		e	e	e				e			bd		bd	*		d	d
Other	35	2	1	5	1	7	19	35	7	27	10	9	2	13	19	15	35
	1%	1%	*%	1%	*%	2%	4%	1%	1%	2%	1%	1%	*%	2%	1%	1%	1%
						b	abcdg	b		a				c			
RECEIVES ANY OF THESE BENEFITS	770	121	170	136	129	131	83	770	317	444	181	157	159	269	338	428	770
	29%	37%	34%	29%	27%	30%	17%	29%	25%	32%	23%	19%	28%	50%	21%	39%	29%
		cdefg	dfg	f	f	f		f		a			be	abcefg		abceg	abe
None of these - Do not receive any of these benefits	1747	159	292	294	322	289	390	1747	891	844	558	607	362	217	1165	579	1747
	65%	49%	58%	63%	67%	65%	80%	65%	70%	60%	72%	74%	64%	41%	73%	53%	65%
			a	a	ab	ab	abcdeg	ab	b		cdfg	cdfg	df		cdfg	d	df
Don't know	83	24	18	12	16	8	5	83	37	46	17	31	18	15	48	33	83
	3%	7%	4%	3%	3%	2%	1%	3%	3%	3%	2%	4%	3%	3%	3%	3%	3%
		bcdefg	f		f			f									
Prefer not to say	101	20	22	22	13	14	10	101	37	63	20	22	23	33	42	56	101
	4%	6%	4%	5%	3%	3%	2%	4%	3%	5%	3%	3%	4%	6%	3%	5%	4%
		df		f						a				abeg		abe	

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

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

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Universal Credit (and household has other earnings).	273 10%	231 10%	23 10%	12 9%	7 9%	273 10%	246 10%	28 8%	61 18% b	212 9%	51 10%	116 10%	103 11%	273 10%	101 24% bc	102 10% c	31 4%
Personal Independence Payment (PIP)	239 9%	197 9%	22 10%	12 9%	9 11%	239 9%	212 9%	27 8%	43 13% b	196 8%	51 10%	107 9%	80 8%	239 9%	64 15% bc	101 10% c	46 5%
Universal Credit (and household has no other earnings).	155 6%	130 6%	13 6%	8 6%	4 5%	155 6%	144 6%	11 3%	24 7%	131 6%	34 6%	60 5%	60 6%	155 6%	65 15% bc	58 6% c	14 2%
Employment and Support Allowance (ESA)	151 6%	128 6%	12 5%	7 5%	5 6%	151 6%	135 6%	16 5%	16 5%	135 6%	27 5%	67 6%	56 6%	151 6%	45 11% bc	50 5%	46 5%
Income Support	98 4%	82 4%	8 4%	4 3%	5 7% ace	98 4%	97 4%	2 1% b	13 4%	85 4%	14 3%	47 4%	37 4%	98 4%	31 7% bc	25 2%	32 4%
Carer's allowance	97 4%	77 3%	11 5%	6 5%	3 4%	97 4%	89 4%	8 2%	17 5%	80 3%	16 3%	45 4%	36 4%	97 4%	31 7% bc	42 4% c	12 1%
Pensions Credit (Guaranteed Credit)	63 2%	52 2%	5 2%	3 2%	4 5% ae	63 2%	59 3%	4 1%	11 3%	51 2%	16 3%	28 2%	19 2%	63 2%	12 3%	21 2%	23 3%
Income-based Jobseeker's Allowance	50 2%	45 2%	3 1%	2 1%	1 1%	50 2%	50 2% b	- -%	6 2%	44 2%	9 2%	22 2%	19 2%	50 2%	13 3%	17 2%	15 2%

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

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Pensions Credit (no Guaranteed Credit)	43	34	5	2	2	43	41	1	6	36	12	13	18	43	13	18	10
	2%	1%	2%	1%	2%	2%	2%	*%	2%	2%	2%	1%	2%	2%	3%	2%	1%
															c		
Other	35	26	5	2	1	35	31	4	5	30	10	14	8	35	5	17	4
	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	*%
																c	
RECEIVES ANY OF THESE BENEFITS	770	641	64	37	28	770	700	70	143	627	176	337	250	770	264	289	117
	29%	28%	28%	29%	37%	29%	30%	20%	42%	27%	33%	28%	26%	29%	62%	28%	14%
					abe		b		b		c				bc	c	
None of these - Do not receive any of these benefits	1747	1469	156	80	42	1747	1495	252	154	1592	309	765	661	1747	143	719	715
	65%	65%	69%	63%	55%	65%	63%	73%	46%	67%	58%	65%	69%	65%	34%	69%	84%
		d	d			d		a	a	a		a	ad	a		a	ab
Don't know	83	74	3	3	2	83	70	13	17	66	20	41	19	83	5	18	11
	3%	3%	1%	3%	3%	3%	3%	4%	5%	3%	4%	3%	2%	3%	1%	2%	1%
									b								
Prefer not to say	101	87	4	6	4	101	90	11	23	77	25	41	31	101	13	13	11
	4%	4%	2%	5%	6%	4%	4%	3%	7%	3%	5%	3%	3%	4%	3%	1%	1%
				b	b				b						bc		

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

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Universal Credit (and household has other earnings).	273	47	116	107	273	142	115	112	143
	10%	7%	8%	17%	10%	16%	7%	7%	15%
				abd		b			a
Personal Independence Payment (PIP)	239	39	116	80	239	169	66	152	79
	9%	6%	8%	13%	9%	19%	4%	9%	8%
				abd	a	b			
Universal Credit (and household has no other earnings).	155	30	47	76	155	108	41	69	80
	6%	5%	3%	12%	6%	12%	3%	4%	8%
				abd	b	b			a
Employment and Support Allowance (ESA)	151	44	66	41	151	100	47	81	65
	6%	7%	5%	7%	6%	11%	3%	5%	7%
						b			
Income Support	98	48	34	16	98	45	44	25	64
	4%	7%	2%	3%	4%	5%	3%	2%	7%
		bcd				b			a
Carer's allowance	97	17	42	37	97	53	38	43	50
	4%	3%	3%	6%	4%	6%	2%	3%	5%
				abd		b			a
Pensions Credit (Guaranteed Credit)	63	31	23	7	63	23	37	27	31
	2%	5%	2%	1%	2%	3%	2%	2%	3%
		bcd							a

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

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

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Income-based Jobseeker's Allowance	50 2%	25 4%	13 1%	12 2%	50 2%	35 4%	14 1%	9 1%	38 4%
		bd				b			a
Pensions Credit (no Guaranteed Credit)	43 2%	14 2%	17 1%	11 2%	43 2%	27 3%	13 1%	15 1%	25 3%
			a	a		b			a
Other	35 1%	2 *%	22 2%	11 2%	35 1%	26 3%	9 1%	23 1%	10 1%
			a	a		b			
RECEIVES ANY OF THESE BENEFITS	770 29%	156 24%	340 25%	265 43%	770 29%	457 51%	275 17%	385 23%	337 36%
				abd	ab	b			a
None of these - Do not receive any of these benefits	1747 65%	465 72%	976 71%	285 47%	1747 65%	377 42%	1296 80%	1153 70%	554 59%
		cd	cd		c		a	b	
Don't know	83 3%	14 2%	32 2%	23 4%	83 3%	30 3%	30 2%	49 3%	22 2%
						b			
Prefer not to say	101 4%	14 2%	34 2%	40 6%	101 4%	31 3%	27 2%	51 3%	30 3%
				abd		b			

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

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
Up to £199 per week / Up to £10,399 per year	187	28	38	30	33	41	16	187	88	99	19	35	31	101	55	132	187
	7%	9%	8%	6%	7%	9%	3%	7%	7%	7%	2%	4%	6%	19%	3%	12%	7%
		f	f		f	f		f					a	abcefg		abcefg	abe
From £200 to £299 per week / From £10,400 to £15,599 per year	223	29	36	27	33	50	47	223	106	115	29	36	56	101	64	157	223
	8%	9%	7%	6%	7%	11%	10%	8%	8%	8%	4%	4%	10%	19%	4%	14%	8%
						cd							abe	abcefg		abcefg	abe
From £300 to £499 per week / From £15,600 to £25,999 per year	422	37	62	73	71	80	99	422	203	215	61	135	116	109	197	226	422
	16%	12%	12%	16%	15%	18%	20%	16%	16%	15%	8%	17%	21%	20%	12%	21%	16%
						ab	abg					ae	aeg	aeg	a	abeg	ae
From £500 to £699 per week / From £26,000 to £36,399 per year	468	62	88	52	75	80	110	468	221	245	118	153	125	73	271	197	468
	17%	19%	18%	11%	16%	18%	23%	17%	17%	18%	15%	19%	22%	14%	17%	18%	17%
		c	c			c	cdg	c				d	adeg			d	
From £700 to £999 per week / From £36,400 to £51,999 per year	444	34	70	90	88	66	95	444	243	198	140	168	98	36	308	134	444
	16%	11%	14%	19%	18%	15%	20%	16%	19%	14%	18%	21%	17%	7%	19%	12%	16%
				ab	a		ab	a	b		df	dfg	df		dfg	d	df
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	350	30	89	75	63	43	52	350	166	184	152	133	54	12	284	66	350
	13%	9%	18%	16%	13%	10%	11%	13%	13%	13%	20%	16%	10%	2%	18%	6%	13%
			aefg	aef							cdfg	cdfg	df		cdfg	d	df

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

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
£1,500 and above per week / £78,000 and above per year	275	24	54	76	63	32	26	275	152	120	191	61	17	5	252	23	275
	10%	7%	11%	16%	13%	7%	5%	10%	12%	9%	25%	7%	3%	1%	16%	2%	10%
			f	abefg	aef			f	b		bcdefg	cdf	d		bcdfg		bcdf
Don't know/ Prefer not to say	331	79	65	41	54	50	42	331	104	221	65	97	64	97	162	161	331
	12%	24%	13%	9%	11%	11%	9%	12%	8%	16%	8%	12%	11%	18%	10%	15%	12%
		bcdefg						f	a		a		abceg		ae		a

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

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Up to £199 per week / Up to £10,399 per year	187	156	17	10	4	187	166	21	35	152	56	80	50	187	187	-	-
	7%	7%	8%	8%	5%	7%	7%	6%	10%	6%	11%	7%	5%	7%	44%	-%	-%
									b		bcd				bc		
From £200 to £299 per week / From £10,400 to £15,599 per year	223	184	21	12	6	223	190	33	37	185	81	86	54	223	64	145	-
	8%	8%	9%	9%	7%	8%	8%	10%	11%	8%	15%	7%	6%	8%	15%	14%	-%
											bcd			c	c	c	
From £300 to £499 per week / From £15,600 to £25,999 per year	422	361	31	18	12	422	384	39	62	360	83	204	131	422	102	302	-
	16%	16%	14%	14%	16%	16%	16%	11%	18%	15%	16%	17%	14%	16%	24%	29%	-%
							b					c			c	c	
From £500 to £699 per week / From £26,000 to £36,399 per year	468	386	42	26	14	468	396	72	43	425	82	225	161	468	51	354	57
	17%	17%	19%	21%	18%	17%	17%	21%	13%	18%	15%	19%	17%	17%	12%	34%	7%
								a		a					c	ac	
From £700 to £999 per week / From £36,400 to £51,999 per year	444	373	43	15	13	444	370	73	39	405	70	192	178	444	21	239	171
	16%	16%	19%	12%	17%	16%	16%	21%	12%	17%	13%	16%	18%	16%	5%	23%	20%
			c					a		a			a			a	a
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	350	288	34	16	12	350	311	40	26	325	34	153	163	350	-	-	350
	13%	13%	15%	13%	16%	13%	13%	11%	8%	14%	6%	13%	17%	13%	-%	-%	41%
										a		a	abd	a			ab

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
£1,500 and above per week / £78,000 and above per year	275 10%	238 10%	16 7%	13 11%	7 10%	275 10%	249 11%	25 7%	20 6%	255 11%	26 5%	92 8%	157 16%	275 10%	- -%	- -%	275 32%
										a			abd	ab			ab
Don't know/ Prefer not to say	331 12%	284 13%	23 10%	16 13%	8 10%	331 12%	289 12%	42 12%	76 22%	255 11%	99 19%	152 13%	68 7%	331 12%	- -%	- -%	- -%
									b		bcd	c		c			

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Up to £199 per week / Up to £10,399 per year	187 7%	25 4%	55 4%	104 17% abd	187 7% ab	102 11% b	62 4%	129 8% b	49 5%
From £200 to £299 per week / From £10,400 to £15,599 per year	223 8%	33 5%	103 7%	84 14% abd	223 8% a	116 13% b	99 6%	149 9% b	59 6%
From £300 to £499 per week / From £15,600 to £25,999 per year	422 16%	60 9%	238 17% a	121 20% ad	422 16% a	166 19% b	234 14%	258 16%	146 15%
From £500 to £699 per week / From £26,000 to £36,399 per year	468 17%	110 17%	267 19% c	91 15%	468 17%	160 18%	291 18%	323 20% b	140 15%
From £700 to £999 per week / From £36,400 to £51,999 per year	444 16%	94 14% c	293 21% acd	57 9%	444 16% c	108 12%	324 20% a	265 16%	166 18%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	350 13%	121 19% bcd	185 13% c	43 7%	350 13% c	83 9%	252 15% a	190 12%	150 16% a

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

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
£1,500 and above per week / £78,000 and above per year	275	158	96	19	275	46	222	111	161
	10%	24%	7%	3%	10%	5%	14%	7%	17%
		bcd	c		bc		a		a
Don't know/ Prefer not to say	331	50	145	94	331	116	143	213	74
	12%	8%	10%	15%	12%	13%	9%	13%	8%
				ab	a	b		b	

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

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

C13. How well would you say your household is managing financially at the moment? Would you say you are..? (SINGLE CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700	
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088	
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700	
Doing well	649	100	141	91	79	76	162	649	329	318	311	156	107	72	468	180	649	
	24%	31%	28%	20%	17%	17%	33%	24%	26%	23%	40%	19%	19%	14%	29%	16%	24%	
		cdeg	cde				cdeg	de			bcdefg	d	d		bcdfg		bcdf	
Getting by	1382	150	244	244	238	239	266	1382	677	695	359	471	327	224	829	551	1382	
	51%	46%	49%	53%	50%	54%	55%	51%	53%	50%	46%	58%	58%	42%	52%	50%	51%	
							a					adefg	adefg		ad	d	ad	
Struggling	614	55	110	124	150	119	56	614	255	350	100	171	122	216	271	338	614	
	23%	17%	22%	27%	31%	27%	12%	23%	20%	25%	13%	21%	22%	40%	17%	31%	23%	
		f	f	af	abfg	af		af		a		ae	ae	abcefg	a	abceg	ae	
Don't know	27	13	5	4	*	6	-	27	8	19	4	12	3	8	15	11	27	
	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	
		bcdefg				f												
Prefer not to say	28	6	3	2	12	2	4	28	12	15	2	8	3	14	10	16	28	
	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	
		c			bceg									abceg		ae		

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

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

C13. How well would you say your household is managing financially at the moment? Would you say you are..? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
Doing well	649	548	56	22	23	649	567	83	64	586	133	271	241	649	67	186	337
	24%	24%	25%	17%	31%	24%	24%	24%	19%	25%	25%	23%	25%	24%	16%	18%	39%
		c	c		ace	c				a							ab
Getting by	1382	1151	122	73	36	1382	1201	181	140	1242	228	641	499	1382	176	609	422
	51%	51%	54%	58%	47%	51%	51%	52%	41%	53%	43%	54%	52%	51%	42%	59%	49%
				ade						a		a	a	a		ac	a
Struggling	614	524	46	27	16	614	542	71	122	492	150	250	209	614	178	240	92
	23%	23%	20%	22%	21%	23%	23%	21%	36%	21%	28%	21%	22%	23%	42%	23%	11%
									b		bcd				bc	c	
Don't know	27	22	2	2	*	27	20	7	4	23	8	14	5	27	4	2	1
	1%	1%	1%	2%	*/	1%	1%	2%	1%	1%	1%	1%	*/	1%	1%	*/	*/
Prefer not to say	28	26	1	2	1	28	25	3	9	20	10	9	8	28	-	3	2
	1%	1%	*/	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	-%	*/	*/
									b								

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

C13. How well would you say your household is managing financially at the moment? Would you say you are..? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
Doing well	649	649	-	-	649	175	448	389	243
	24%	100%	-%	-%	24%	20%	28%	24%	26%
		bcd			bc		a		
Getting by	1382	-	1382	-	1382	417	891	868	458
	51%	-%	100%	-%	51%	47%	55%	53%	49%
			acd		ac		a		
Struggling	614	-	-	614	614	290	271	352	233
	23%	-%	-%	100%	23%	32%	17%	21%	25%
				abd	ab	b			
Don't know	27	-	-	-	27	8	6	16	3
	1%	-%	-%	-%	1%	1%	*%	1%	*%
					abc				
Prefer not to say	28	-	-	-	28	4	12	13	6
	1%	-%	-%	-%	1%	*%	1%	1%	1%
					abc				

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

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2326	257	420	445	393	363	448	2326	1148	1161	762	718	398	443	1480	841	2326
Effective Weighted Sample	1798	208	328	347	308	284	331	1798	892	894	582	560	323	342	1141	659	1798
Total	2318	232	422	414	420	388	443	2318	1149	1154	699	708	481	426	1408	906	2318
Most Financially Vulnerable	425	73	91	81	88	69	23	425	192	230	64	92	92	176	156	268	425
	18%	31%	22%	20%	21%	18%	5%	18%	17%	20%	9%	13%	19%	41%	11%	30%	18%
		bcdefg	f	f	f	f		f				a	abe	abcefg		abceg	abe
Potentially Financially Vulnerable	1039	100	160	160	169	196	253	1039	524	508	221	335	265	218	555	482	1039
	45%	43%	38%	39%	40%	51%	57%	45%	46%	44%	32%	47%	55%	51%	39%	53%	45%
						bcd	abcdg	bc				ae	abeg	aeg	a	abeg	ae
Least Financially Vulnerable	853	59	171	173	163	123	166	853	432	416	415	282	124	32	696	156	853
	37%	25%	40%	42%	39%	32%	38%	37%	38%	36%	59%	40%	26%	7%	49%	17%	37%
			ae	ae	a		a	a			bcdefg	cdf	df		bcdfg	d	cdf

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

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2326	1546	266	258	256	2326	2030	296	245	2081	397	1026	892	2326	409	1025	892
Effective Weighted Sample	1798	1381	222	249	224	1798	1572	227	188	1612	305	784	702	1798	317	806	677
Total	2318	1946	200	107	64	2318	2019	298	255	2063	417	1009	881	2318	425	1039	853
Most Financially Vulnerable	425	362	33	19	10	425	391	34	73	352	88	198	135	425	425	-	-
	18%	19%	17%	18%	16%	18%	19%	11%	29%	17%	21%	20%	15%	18%	100%	-%	-%
							b		b		c	c		bc			
Potentially Financially Vulnerable	1039	876	88	48	27	1039	881	158	124	916	227	457	352	1039	-	1039	-
	45%	45%	44%	45%	42%	45%	44%	53%	49%	44%	54%	45%	40%	45%	-%	100%	-%
							a				bcd	c		c		ac	
Least Financially Vulnerable	853	707	79	40	27	853	747	106	58	796	103	354	394	853	-	-	853
	37%	36%	39%	38%	42%	37%	37%	36%	23%	39%	25%	35%	45%	37%	-%	-%	100%
									a			a	abd	a			ab

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2326	590	1200	525	2326	784	1437	1495	805
Effective Weighted Sample	1798	451	938	401	1798	591	1126	1131	648
Total	2318	590	1207	509	2318	752	1466	1425	870
Most Financially Vulnerable	425	67	176	178	425	198	191	214	202
	18%	11%	15%	35%	18%	26%	13%	15%	23%
				abd	ab	b			a
Potentially Financially Vulnerable	1039	186	609	240	1039	364	642	689	350
	45%	32%	50%	47%	45%	48%	44%	48%	40%
			ad	a	a			b	
Least Financially Vulnerable	853	337	422	92	853	190	633	522	319
	37%	57%	35%	18%	37%	25%	43%	37%	37%
		bcd	c		c		a		

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