

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)	
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Base : All parents of children aged 3-17	
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Base : Those whose child plays games	
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Base : All parents of children aged 3-17	

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Base : Children aged 8-17 who play games online	
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Base : All children aged 8-17	
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Base : All children aged 8-17	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites	
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Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos	
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Base : Children aged 13-17 who go online	

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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online who have ever used AI technology	
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Base : Children aged 13-17 who go online who have ever used AI technology	
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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : Children aged 13-17 who go online	
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Base : All children aged 8-17	
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Base : Children aged 8-17 opting to answer these questions	
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Base : Children aged 8-17 opting to answer these questions	
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Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them	
QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE) .....	304
Base : Children aged 8-17 opting to answer these questions	
QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE) .....	310
Base : All children aged 8-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	

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Base : All parents of children aged 3-17	
C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE) .....	344
Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 3-17	
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Base : All parents of children aged 8-17	
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Base : Those where it is possible to calculate the Financial Vulnerability Index	

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**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
North East	129 4%	10 8%	16 3%	4 4%	7 2%	4 4%	14 4%	9 7%	20 4%	7 5%	19 4%	3 3%	11 3%
Yorkshire and Humberside	283 8%	11 9%	31 6%	12 13% b	15 4%	14 13%	36 11%	9 7%	55 10%	4 2%	48 10% a	9 10%	30 9%
North West	385 11%	13 11%	57 12%	14 15%	31 9%	11 10%	32 9%	20 15%	65 12%	17 10%	61 12%	9 10%	41 13%
West Midlands	317 9%	10 8%	44 9%	8 8%	34 10%	5 5%	22 7%	7 5%	63 11%	11 7%	64 13%	6 6%	25 8%
East Midlands	245 7%	8 6%	32 7%	7 7%	28 8%	10 10%	20 6%	9 6%	42 8%	16 9%	39 8%	8 8%	14 4%
East of England	327 10%	24 19% b	50 10%	8 9%	33 10%	9 9%	29 8%	6 4%	52 9%	20 12%	41 8%	10 10%	30 9%
South West	272 8%	7 6%	35 7%	5 5%	24 7%	3 3%	24 7%	22 16% b	46 8%	11 6%	42 8%	13 13% b	23 7%
South East	477 14%	17 14%	46 10%	9 10%	54 16%	23 21%	49 14%	21 15%	61 11%	33 20%	65 13%	10 10%	69 21% a
London	456 13%	7 6%	95 20% a	13 14%	55 16%	12 11%	61 18%	10 7%	71 13%	30 18% b	49 10%	10 11%	28 8%
Wales	153 5%	7 5%	22 5%	5 6%	15 5%	7 7%	14 4%	6 5%	22 4%	5 3%	23 5%	5 5%	17 5%

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

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**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Scotland	255	7	38	5	30	5	32	13	38	8	37	10	25
	8%	6%	8%	5%	9%	5%	9%	10%	7%	5%	7%	11%	8%
Northern Ireland	106	3	16	3	13	3	12	3	15	5	14	3	14
	3%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%	3%	4%

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

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**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
North East	129	5	16	5	6	2	3	7	5	4	4	18	6	4	12	12
	4%	4%	6%	2%	6%	1%	2%	7%	3%	3%	2%	6%	4%	3%	4%	6%
Yorkshire and Humberside	283	13	14	11	10	6	6	10	22	17	24	25	9	13	30	9
	8%	9%	5%	6%	10%	4%	4%	9%	12%	12%	14%	8%	5%	9%	10%	4%
											c					
North West	385	12	35	21	10	18	15	13	21	8	19	53	11	18	31	28
	11%	8%	14%	11%	9%	12%	10%	11%	12%	6%	11%	17%	6%	12%	11%	14%
											c					
West Midlands	317	17	21	15	12	14	13	8	11	6	16	35	16	18	43	13
	9%	12%	8%	8%	11%	9%	9%	7%	6%	4%	9%	11%	9%	12%	15%	6%
												c				
East Midlands	245	11	17	16	12	16	9	9	19	3	14	24	10	17	24	12
	7%	7%	6%	9%	11%	11%	6%	8%	11%	2%	8%	8%	6%	11%	8%	6%
								c	c							
East of England	327	25	30	23	14	18	11	15	16	7	20	26	8	19	27	10
	10%	17%	12%	12%	13%	12%	7%	13%	9%	5%	12%	9%	5%	13%	9%	5%
								c			c			c		
South West	272	5	19	19	5	8	13	7	12	8	15	30	18	10	22	17
	8%	4%	7%	10%	5%	5%	9%	7%	6%	6%	9%	10%	10%	7%	8%	8%
South East	477	11	22	23	10	26	22	16	26	23	22	35	29	18	45	34
	14%	8%	9%	12%	9%	17%	15%	14%	14%	17%	13%	12%	17%	12%	15%	17%
London	456	27	38	32	11	17	32	13	23	34	15	21	33	14	18	41
	13%	18%	15%	17%	10%	11%	22%	12%	13%	25%	9%	7%	19%	9%	6%	20%
							ab			ab			ab			ab
Wales	153	6	15	6	6	7	8	6	8	6	7	13	7	5	13	8
	5%	4%	6%	3%	6%	5%	5%	5%	4%	5%	4%	4%	4%	4%	4%	4%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Scotland	255	8	23	13	7	16	11	6	15	12	10	23	18	8	22	13
	8%	5%	9%	7%	6%	11%	8%	5%	8%	9%	6%	8%	10%	5%	8%	6%
Northern Ireland	106	6	9	3	6	4	5	2	5	7	5	3	9	6	7	5
	3%	4%	3%	2%	6%	3%	4%	2%	3%	5%	3%	1%	5%	4%	2%	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
North East	129 4%	3 3%	8 4%	2 2%
Yorkshire and Humberside	283 8%	7 7%	22 12%	7 7%
North West	385 11%	10 9%	21 11%	17 16%
West Midlands	317 9%	13 12%	13 7%	6 5%
East Midlands	245 7%	7 6%	7 4%	6 5%
East of England	327 10%	7 7%	27 14%	9 8%
South West	272 8%	10 10%	18 9%	7 6%
South East	477 14%	21 20%	37 19%	19 17%
London	456 13%	9 8%	10 5%	17 15%
Wales	153 5%	7 6%	6 3%	7 6%
Scotland	255 8%	7 7%	14 7%	11 10%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c	
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Northern Ireland	106	4	7	4
	3%	4%	3%	4%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QF. URBANITY**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Large city	1071	27	191	30	112	24	112	31	177	50	166	25	87
	31%	21%	40%	32%	33%	23%	33%	23%	32%	30%	33%	27%	27%
			a										
Smaller city or large town	818	36	142	27	72	30	90	31	128	31	109	21	67
	24%	29%	29%	29%	21%	28%	26%	23%	23%	19%	22%	22%	20%
Medium town	620	26	57	11	70	21	59	27	113	38	82	17	67
	18%	21%	12%	12%	21%	20%	17%	20%	21%	23%	16%	18%	21%
			b										
Small town	509	24	52	15	53	14	48	22	74	25	76	16	59
	15%	19%	11%	16%	16%	13%	14%	16%	14%	15%	15%	17%	18%
			b										
Rural area	388	12	41	9	31	17	36	22	55	22	69	16	46
	11%	10%	8%	10%	9%	16%	10%	17%	10%	13%	14%	17%	14%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QF. URBANITY**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Large city	1071	41	84	87	22	48	67	25	50	57	43	81	72	48	86	74
	31%	28%	32%	47%	20%	32%	46%	22%	27%	42%	25%	26%	41%	33%	29%	37%
				ab		a	ab			ab			ab			
Smaller city or large town	818	54	78	50	28	40	22	33	57	25	44	84	25	27	71	36
	24%	37%	30%	27%	26%	27%	15%	30%	31%	18%	26%	27%	14%	18%	24%	18%
					c	c		c	c		c	c				
Medium town	620	23	40	16	18	28	28	25	30	23	43	71	25	23	58	31
	18%	15%	15%	9%	17%	19%	19%	22%	16%	17%	25%	23%	14%	15%	20%	15%
											c	c				
Small town	509	15	33	24	28	19	21	15	32	15	30	34	26	25	46	26
	15%	10%	13%	13%	25%	13%	15%	13%	17%	11%	18%	11%	15%	17%	16%	13%
					bc											
Rural area	388	14	24	10	13	15	8	14	14	15	11	37	27	25	33	35
	11%	9%	9%	5%	12%	10%	5%	13%	8%	11%	6%	12%	15%	17%	11%	17%
					c								a			

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QF. URBANITY**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Large city	1071	30	40	38
	31%	28%	21%	34%
				b
Smaller city or large town	818	22	42	20
	24%	21%	22%	19%
Medium town	620	22	42	16
	18%	21%	22%	15%
Small town	509	18	36	20
	15%	17%	19%	18%
Rural area	388	14	31	16
	11%	13%	16%	14%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
A	350 10%	10 8%	82 17% a	6 7%	38 11%	10 9%	46 13%	6 5%	53 10%	17 10%	36 7%	3 3%	23 7%
B	613 18%	14 11%	98 20% a	6 6%	70 21% a	16 15%	60 17%	19 14%	95 17%	17 11%	115 23% a	14 14%	65 20%
C1	881 26%	20 16%	112 23%	23 25%	104 31%	30 29%	100 29%	27 20%	132 24%	53 32%	129 26%	23 24%	95 29%
C2	757 22%	24 19%	107 22%	16 17%	67 20%	16 15%	66 19%	35 26%	137 25%	37 22%	118 24%	22 23%	76 23%
D	462 14%	23 18% b	47 10%	20 22%	47 14%	12 12%	45 13%	23 17%	84 15%	23 14%	71 14%	12 12%	42 13%
E	330 10%	31 25% b	37 8%	21 23% b	13 4%	21 20% b	25 7%	24 18% b	47 9%	19 12%	33 7%	21 22% b	24 7%
Don't know	13 *%	4 3% b	* *% b	- -%	- -%	- -%	3 1%	* *% b	* *% b	- -%	- -%	* *% b	- -%
<b>SUMMARY</b>													
AB	963 28%	24 19%	180 37% a	12 13%	109 32% a	26 25%	106 31%	25 19%	147 27%	35 21%	152 30%	17 18%	88 27%
DE	791 23%	54 43% b	84 17%	41 44% b	60 18%	33 32% b	71 21%	47 35% b	131 24%	43 26%	104 21%	33 34% b	66 20%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
ABC1	1845	43	291	35	213	56	206	52	279	87	280	40	183
	54%	35%	60%	38%	63%	53%	60%	39%	51%	52%	56%	42%	56%
			a		a				a				a
C2DE	1548	78	190	57	126	49	136	82	268	79	222	55	142
	45%	62%	39%	62%	37%	47%	40%	61%	49%	48%	44%	58%	44%
		b		b				b				b	

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
A	350 10%	2 1%	19 7% a	73 39% ab	3 2%	11 7%	32 22% ab	8 7%	9 5%	40 30% ab	7 4%	12 4%	40 23% ab	8 5%	15 5%	33 16% ab
B	613 18%	17 11%	44 17%	53 28% ab	8 7%	23 15%	44 30% ab	13 12%	18 10%	44 32% ab	11 7%	43 14%	60 34% ab	14 9%	43 14%	69 35% ab
C1	881 26%	28 19%	66 25%	36 19%	23 21%	53 35% a	47 32% a	26 23%	68 37% ac	31 23%	29 17%	87 28% a	40 23%	32 22%	88 30%	50 25%
C2	757 22%	35 24% c	74 29% c	20 11%	25 23% c	34 22% c	17 11%	18 16%	44 24% c	17 12%	42 25%	92 30% c	28 16%	29 20%	86 29%	46 23%
D	462 14%	24 17% c	34 13% c	2 1%	28 26% c	26 17% c	5 4%	21 19% c	33 18% c	3 2%	50 29% bc	46 15% c	4 2%	38 26% bc	47 16% c	2 1%
E	330 10%	40 27% bc	20 8% c	2 1%	22 20% bc	4 3%	2 1%	26 23% bc	10 6% c	1 1%	30 18% bc	27 9% c	3 2%	26 18% bc	16 5% c	1 1%
Don't know	13 *%	1 1%	2 1%	3 1%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	* *%	- -%	- -%	- -%	- -%
<b>SUMMARY</b>																
AB	963 28%	19 13%	63 24% a	125 67% ab	11 10%	34 22% a	76 51% ab	21 19%	26 14%	84 62% ab	19 11%	55 18%	100 57% ab	22 15%	58 20%	102 51% ab
DE	791 23%	64 44% bc	54 21% c	3 2%	50 46% bc	31 20% c	7 5%	46 42% bc	43 24% c	4 3%	80 47% bc	73 24% c	7 4%	64 44% bc	63 21% c	4 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
ABC1	1845	47	129	161	34	86	123	47	94	115	48	142	139	54	146	152
	54%	32%	50%	86%	31%	57%	84%	42%	52%	85%	28%	46%	80%	37%	49%	76%
		a	ab		a	ab		ab		ab		a	ab		a	ab
C2DE	1548	98	128	24	76	64	24	64	87	21	123	164	35	93	149	49
	45%	67%	50%	13%	69%	43%	16%	58%	48%	15%	72%	54%	20%	63%	51%	24%
		bc	c		bc	c		c	c		bc	c		bc	c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
A	350 10%	3 3%	4 2%	19 17% ab
B	613 18%	15 14%	20 10%	43 39% ab
C1	881 26%	15 14%	73 38% ac	27 25% a
C2	757 22%	25 23%	52 27% c	18 16%
D	462 14%	21 20% c	29 15% c	3 3%
E	330 10%	27 25% bc	14 7% c	- -%
Don't know	13 *%	* *%	- -%	- -%
<b>SUMMARY</b>				
AB	963 28%	18 17%	24 13%	63 57% ab
DE	791 23%	48 45% bc	43 22% c	3 3%

Columns Tested: 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.

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
ABC1	1845	33	97	90
	54%	31%	51%	81%
			a	ab
C2DE	1548	72	94	21
	45%	68%	49%	19%
		bc	c	

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Boy, aged 3-5	334	85	230	-	-	-	-	-	-	-	-	-	-
	10%	68%	48%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		b											
Boy, aged 6-7	232	-	-	57	165	-	-	-	-	-	-	-	-
	7%	-%	-%	61%	49%	-%	-%	-%	-%	-%	-%	-%	-%
				b									
Boy, aged 8-9	239	-	-	-	-	53	176	-	-	-	-	-	-
	7%	-%	-%	-%	-%	50%	51%	-%	-%	-%	-%	-%	-%
Boy, aged 10-12	358	-	-	-	-	-	-	78	270	-	-	-	-
	11%	-%	-%	-%	-%	-%	-%	58%	49%	-%	-%	-%	-%
Boy, aged 13-15	358	-	-	-	-	-	-	-	-	84	257	-	-
	11%	-%	-%	-%	-%	-%	-%	-%	-%	51%	51%	-%	-%
Boy, aged 16-17	225	-	-	-	-	-	-	-	-	-	-	46	174
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	49%	54%
Girl, aged 3-5	314	40	252	-	-	-	-	-	-	-	-	-	-
	9%	32%	52%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
			a										
Girl, aged 6-7	218	-	-	36	174	-	-	-	-	-	-	-	-
	6%	-%	-%	39%	51%	-%	-%	-%	-%	-%	-%	-%	-%
				a									
Girl, aged 8-9	232	-	-	-	-	53	169	-	-	-	-	-	-
	7%	-%	-%	-%	-%	50%	49%	-%	-%	-%	-%	-%	-%
Girl, aged 10-12	345	-	-	-	-	-	-	56	278	-	-	-	-
	10%	-%	-%	-%	-%	-%	-%	42%	51%	-%	-%	-%	-%
Girl, aged 13-15	338	-	-	-	-	-	-	-	-	82	245	-	-
	10%	-%	-%	-%	-%	-%	-%	-%	-%	49%	49%	-%	-%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Girl, aged 16-17	212	-	-	-	-	-	-	-	-	-	-	49	151
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	51%	46%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Boy, aged 3-5	334	67	142	94	-	-	-	-	-	-	-	-	-	-	-	-
	10%	46%	55%	50%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Boy, aged 6-7	232	-	-	-	58	93	61	-	-	-	-	-	-	-	-	-
	7%	-%	-%	-%	53%	62%	41%	-%	-%	-%	-%	-%	-%	-%	-%	-%
						c										
Boy, aged 8-9	239	-	-	-	-	-	-	54	95	72	-	-	-	-	-	-
	7%	-%	-%	-%	-%	-%	-%	49%	52%	53%	-%	-%	-%	-%	-%	-%
Boy, aged 10-12	358	-	-	-	-	-	-	-	-	-	85	160	88	-	-	-
	11%	-%	-%	-%	-%	-%	-%	-%	-%	-%	50%	52%	50%	-%	-%	-%
Boy, aged 13-15	358	-	-	-	-	-	-	-	-	-	-	-	-	71	146	117
	11%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	48%	50%	58%
Boy, aged 16-17	225	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Girl, aged 3-5	314	79	116	94	-	-	-	-	-	-	-	-	-	-	-	-
	9%	54%	45%	50%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Girl, aged 6-7	218	-	-	-	51	57	86	-	-	-	-	-	-	-	-	-
	6%	-%	-%	-%	47%	38%	59%	-%	-%	-%	-%	-%	-%	-%	-%	-%
							b									
Girl, aged 8-9	232	-	-	-	-	-	-	57	87	63	-	-	-	-	-	-
	7%	-%	-%	-%	-%	-%	-%	51%	48%	47%	-%	-%	-%	-%	-%	-%
Girl, aged 10-12	345	-	-	-	-	-	-	-	-	-	85	146	87	-	-	-
	10%	-%	-%	-%	-%	-%	-%	-%	-%	-%	50%	48%	50%	-%	-%	-%
Girl, aged 13-15	338	-	-	-	-	-	-	-	-	-	-	-	-	77	149	85
	10%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	52%	50%	42%
Girl, aged 16-17	212	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**AGE GROUP AND GENDER OF CHILD**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Boy, aged 3-5	334 10%	- -%	- -%	- -%
Boy, aged 6-7	232 7%	- -%	- -%	- -%
Boy, aged 8-9	239 7%	- -%	- -%	- -%
Boy, aged 10-12	358 11%	- -%	- -%	- -%
Boy, aged 13-15	358 11%	- -%	- -%	- -%
Boy, aged 16-17	225 7%	52 49%	101 53%	59 54%
Girl, aged 3-5	314 9%	- -%	- -%	- -%
Girl, aged 6-7	218 6%	- -%	- -%	- -%
Girl, aged 8-9	232 7%	- -%	- -%	- -%
Girl, aged 10-12	345 10%	- -%	- -%	- -%
Girl, aged 13-15	338 10%	- -%	- -%	- -%
Girl, aged 16-17	212 6%	54 51%	91 47%	51 46%

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Boy	1747	85	230	57	165	53	176	78	270	84	257	46	174
	51%	68%	48%	61%	49%	50%	51%	58%	49%	51%	51%	49%	54%
		b		b									
Girl	1659	40	252	36	174	53	169	56	278	82	245	49	151
	49%	32%	52%	39%	51%	50%	49%	42%	51%	49%	49%	51%	46%
			a		a								

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**GENDER OF CHILD**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Boy	1747	67	142	94	58	93	61	54	95	72	85	160	88	71	146	117
	51%	46%	55%	50%	53%	62%	41%	49%	52%	53%	50%	52%	50%	48%	50%	58%
						c										
Girl	1659	79	116	94	51	57	86	57	87	63	85	146	87	77	149	85
	49%	54%	45%	50%	47%	38%	59%	51%	48%	47%	50%	48%	50%	52%	50%	42%
							b									

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**GENDER OF CHILD**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Boy	1747	52	101	59
	51%	49%	53%	54%
Girl	1659	54	91	51
	49%	51%	47%	46%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 6**

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

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

Base : Those whose child ever goes online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3318	98	398	114	416	117	403	108	449	131	428	117	413
Effective Weighted Sample	2575	78	313	90	332	96	327	89	365	106	339	97	332
Total	3312	113	432	90	326	104	338	134	548	166	503	95	326
Add funny filters to a photo	1390	**	218	46	163	44	133	59	219	75	186	42	108
	42%	**	51%	52%	50%	42%	39%	44%	40%	45%	37%	44%	33%
Make a drawing or picture online, or use colouring apps	1380	**	371	61	225	38	117	41	168	44	111	24	41
	42%	**	86%	68%	69%	37%	34%	30%	31%	26%	22%	25%	13%
												b	
(AGED 6-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	913	**	-	46	178	24	110	46	159	55	137	33	104
	28%	**	-%	51%	55%	23%	33%	34%	29%	33%	27%	35%	32%
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	678	**	-	-	-	23	77	31	178	58	164	34	100
	20%	**	-%	-%	-%	22%	23%	23%	32%	35%	33%	36%	31%
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	475	**	-	-	-	16	49	27	102	38	131	24	77
	14%	**	-%	-%	-%	15%	15%	20%	19%	23%	26%	25%	24%
(AGED 8-17 ONLY) Make an animation, meme or gif	445	**	-	-	-	23	53	31	142	28	88	12	55
	13%	**	-%	-%	-%	22%	16%	23%	26%	17%	18%	12%	17%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 6**

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

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

Base : Those whose child ever goes online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3318	98	398	114	416	117	403	108	449	131	428	117	413
Effective Weighted Sample	2575	78	313	90	332	96	327	89	365	106	339	97	332
Total	3312	113	432	90	326	104	338	134	548	166	503	95	326
(AGED 6-17 ONLY) Coding/ programming	304	**	-	13	36	11	27	20	83	22	47	13	22
	9%	**	-%	14%	11%	10%	8%	15%	15%	13%	9%	14%	7%
												b	
(AGED 8-17 ONLY) Make or edit music online	304	**	-	-	-	14	20	24	77	30	74	13	36
	9%	**	-%	-%	-%	13%	6%	18%	14%	18%	15%	13%	11%
													b
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	232	**	-	-	-	12	20	9	58	25	46	17	36
	7%	**	-%	-%	-%	12%	6%	6%	11%	15%	9%	17%	11%
(AGED 13-17 ONLY) Review or rate something online	213	**	-	-	-	-	-	-	-	20	90	20	75
	6%	**	-%	-%	-%	-%	-%	-%	-%	12%	18%	22%	23%
(AGED 8-17 ONLY) Create an online photo book or calendar	203	**	-	-	-	11	19	8	47	14	47	12	31
	6%	**	-%	-%	-%	11%	6%	6%	9%	8%	9%	13%	10%
(AGED 8-17 ONLY) Make a vlog	134	**	-	-	-	9	13	16	29	17	24	7	12
	4%	**	-%	-%	-%	9%	4%	12%	5%	10%	5%	7%	4%
								b		b			
(AGED 13-17 ONLY) Make a website/ app or game	103	**	-	-	-	-	-	-	-	21	51	5	20
	3%	**	-%	-%	-%	-%	-%	-%	-%	12%	10%	6%	6%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 6**

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

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

Base : Those whose child ever goes online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3318	98	398	114	416	117	403	108	449	131	428	117	413
Effective Weighted Sample	2575	78	313	90	332	96	327	89	365	106	339	97	332
Total	3312	113	432	90	326	104	338	134	548	166	503	95	326
(AGED 13-17 ONLY) Write blogs or articles	68 2%	** **	- -%	- -%	- -%	- -%	- -%	- -%	- -%	13 8%	27 5%	6 6%	17 5%
(AGED 13-17 ONLY) Make a podcast	45 1%	** **	- -%	- -%	- -%	- -%	- -%	- -%	- -%	7 4%	25 5%	3 3%	8 3%
None of these	584 18%	** **	31 7%	11 12%	36 11%	16 15%	85 25%	31 23%	99 18%	24 14%	110 22%	16 17%	88 27%
Don't know	72 2%	** **	2 *%	1 1%	5 2%	9 8%	3 1%	- -%	14 3%	2 1%	14 3%	1 1%	4 1%
						b							
<b>SUMMARY</b>													
ANY OF THESE CREATIVE ACTIVITIES	2656 80%	** **	399 92%	78 87%	285 87%	80 77%	250 74%	103 77%	435 79%	140 84%	379 75%	79 83%	234 72%
												b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 6**

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

Base : Those whose child ever goes online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	3318	110	225	152	132	181	191	122	200	175	130	233	171	118	239	177
Effective Weighted Sample	2575	86	173	125	107	145	149	104	163	138	110	200	125	97	194	136
Total	3312	125	239	173	104	149	140	110	180	133	171	306	175	147	295	201
Add funny filters to a photo	1390	65	117	88	54	72	75	50	76	49	55	131	76	57	110	90
	42%	52%	49%	51%	52%	48%	53%	46%	42%	37%	32%	43%	44%	38%	37%	45%
Make a drawing or picture online, or use colouring apps	1380	104	207	145	63	98	112	38	67	46	48	82	64	40	55	57
	42%	84%	87%	83%	60%	66%	80%	35%	37%	35%	28%	27%	37%	27%	19%	28%
							ab									b
(AGED 6-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	913	-	-	-	51	74	90	27	54	51	49	85	65	23	90	73
	28%	-%	-%	-%	49%	50%	65%	24%	30%	39%	29%	28%	37%	16%	30%	36%
							ab			a					a	a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	678	-	-	-	-	-	-	17	41	35	47	88	59	40	96	80
	20%	-%	-%	-%	-%	-%	-%	16%	23%	27%	28%	29%	34%	27%	33%	40%
										a						a
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	475	-	-	-	-	-	-	19	28	20	36	48	40	23	80	58
	14%	-%	-%	-%	-%	-%	-%	17%	16%	15%	21%	16%	23%	15%	27%	29%
															a	a
(AGED 8-17 ONLY) Make an animation, meme or gif	445	-	-	-	-	-	-	22	30	24	44	74	55	17	49	48
	13%	-%	-%	-%	-%	-%	-%	20%	17%	18%	26%	24%	32%	11%	17%	24%
																a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 6**

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

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

Base : Those whose child ever goes online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3318	110	225	152	132	181	191	122	200	175	130	233	171	118	239	177
Effective Weighted Sample	2575	86	173	125	107	145	149	104	163	138	110	200	125	97	194	136
Total	3312	125	239	173	104	149	140	110	180	133	171	306	175	147	295	201
(AGED 6-17 ONLY) Coding/programming	304	-	-	-	11	18	18	8	18	13	19	52	33	6	32	30
	9%	-%	-%	-%	10%	12%	13%	8%	10%	10%	11%	17%	19%	4%	11%	15%
															a	a
(AGED 8-17 ONLY) Make or edit music online	304	-	-	-	-	-	-	8	15	11	22	43	38	22	45	35
	9%	-%	-%	-%	-%	-%	-%	8%	8%	9%	13%	14%	22%	15%	15%	17%
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	232	-	-	-	-	-	-	6	8	16	16	24	24	6	32	29
	7%	-%	-%	-%	-%	-%	-%	5%	5%	12%	9%	8%	14%	4%	11%	14%
										b						a
(AGED 13-17 ONLY) Review or rate something online	213	-	-	-	-	-	-	-	-	-	-	-	-	22	39	48
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	15%	13%	24%
																b
(AGED 8-17 ONLY) Create an online photo book or calendar	203	-	-	-	-	-	-	8	16	10	15	21	21	9	22	26
	6%	-%	-%	-%	-%	-%	-%	7%	9%	7%	9%	7%	12%	6%	8%	13%
(AGED 8-17 ONLY) Make a vlog	134	-	-	-	-	-	-	3	10	10	3	31	12	9	17	14
	4%	-%	-%	-%	-%	-%	-%	3%	6%	7%	2%	10%	7%	6%	6%	7%
												a				
(AGED 13-17 ONLY) Make a website/app or game	103	-	-	-	-	-	-	-	-	-	-	-	-	13	27	31
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	9%	9%	16%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 6**

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

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

Base : Those whose child ever goes online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3318	110	225	152	132	181	191	122	200	175	130	233	171	118	239	177
Effective Weighted Sample	2575	86	173	125	107	145	149	104	163	138	110	200	125	97	194	136
Total	3312	125	239	173	104	149	140	110	180	133	171	306	175	147	295	201
(AGED 13-17 ONLY) Write blogs or articles	68 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	11 7%	16 6%	15 8%
(AGED 13-17 ONLY) Make a podcast	45 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	4 3%	14 5%	12 6%
None of these	584 18%	11 9%	17 7%	13 7%	18 17% c	17 11%	10 7%	21 19%	37 20%	30 23%	37 22% c	62 20% c	20 11%	32 22%	62 21%	32 16%
Don't know	72 2%	- -%	2 1%	4 2%	3 3% c	2 1%	- -%	4 4%	4 2%	3 2%	2 1%	11 4%	2 1%	3 2%	8 3%	2 1%
<b>SUMMARY</b>																
ANY OF THESE CREATIVE ACTIVITIES	2656 80%	114 91%	221 92%	156 90%	83 80%	130 87%	130 93% a	85 77%	139 77%	100 76%	132 77%	233 76%	153 88% ab	112 76%	226 76%	167 83%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 6**

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

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

Base : Those whose child ever goes online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3318	139	214	155
Effective Weighted Sample	2575	118	175	123
Total	3312	106	192	110
Add funny filters to a photo	1390 42%	38 36%	67 35%	41 37%
Make a drawing or picture online, or use colouring apps	1380 42%	14 13%	27 14%	22 20%
(AGED 6-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	913 28%	37 35%	55 29%	39 35%
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	678 20%	36 34%	52 27%	44 40% b
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	475 14%	27 25%	43 22%	25 23%
(AGED 8-17 ONLY) Make an animation, meme or gif	445 13%	18 17%	25 13%	22 20%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 6**

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

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

Base : Those whose child ever goes online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3318	139	214	155
Effective Weighted Sample	2575	118	175	123
Total	3312	106	192	110
(AGED 6-17 ONLY) Coding/ programming	304	8	13	15
	9%	7%	7%	14%
(AGED 8-17 ONLY) Make or edit music online	304	20	17	14
	9%	19%	9%	13%
		b		
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	232	12	21	18
	7%	12%	11%	17%
(AGED 13-17 ONLY) Review or rate something online	213	25	33	33
	6%	23%	17%	30%
				b
(AGED 8-17 ONLY) Create an online photo book or calendar	203	14	17	15
	6%	13%	9%	13%
(AGED 8-17 ONLY) Make a vlog	134	4	6	9
	4%	3%	3%	8%
(AGED 13-17 ONLY) Make a website/ app or game	103	11	10	7
	3%	10%	5%	6%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 6**

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

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

Base : Those whose child ever goes online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3318	139	214	155
Effective Weighted Sample	2575	118	175	123
Total	3312	106	192	110
(AGED 13-17 ONLY) Write blogs or articles	68 2%	5 5%	7 4%	11 10% b
(AGED 13-17 ONLY) Make a podcast	45 1%	2 2%	4 2%	6 5%
None of these	584 18%	19 18%	54 28% a	21 19%
Don't know	72 2%	2 2%	4 2%	1 1%
<b>SUMMARY</b>				
ANY OF THESE CREATIVE ACTIVITIES	2656 80%	85 80% b	134 70%	89 80% b

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
WhatsApp	2004 59%	31 24%	157 32%	18 19%	130 38%	53 50%	150 43%	93 69%	393 72%	133 80%	419 83%	85 89%	272 84%
Snapchat	1323 39%	20 16%	84 17%	15 17%	59 18%	26 24%	76 22%	54 40%	220 40%	112 67%	312 62%	70 73%	222 68%
TikTok (Direct messaging)	982 29%	5 4%	52 11%	14 16%	39 11%	26 24%	58 17%	45 33%	192 35%	80 48%	234 47%	52 55%	132 41%
(Facebook) Messenger	923 27%	17 14%	55 11%	9 10%	59 17%	28 27%	72 21%	22 16%	147 27%	63 38%	200 40%	57 59%	148 46%
Instagram (Direct)	872 26%	14 11%	59 12%	9 10%	45 13%	11 11%	54 16%	26 19%	126 23%	68 41%	200 40%	53 56%	170 52%
FaceTime	814 24%	16 13%	72 15%	10 11%	49 14%	22 21%	63 18%	45 33%	157 29%	43 26%	157 31%	41 43%	105 32%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685 20%	10 8%	43 9%	3 3%	35 10%	16 15%	47 14%	30 23%	119 22%	50 30%	154 31%	41 43%	115 35%
Zoom	266 8%	4 3%	22 5%	4 4%	21 6%	10 10%	26 8%	6 4%	53 10%	14 9%	59 12%	7 8%	30 9%
Microsoft Teams	264 8%	4 3%	9 2%	1 2%	18 5%	6 6%	22 6%	9 6%	42 8%	16 10%	60 12%	15 16%	46 14%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Discord	251 7%	3 3%	13 3%	3 3%	8 2%	7 7%	16 5%	15 11%	40 7%	14 9%	60 12%	18 18%	44 13%
Telegram	210 6%	5 4%	25 5%	4 4%	20 6%	4 4%	16 5%	4 3%	28 5%	12 7%	44 9%	10 11%	30 9%
Skype	203 6%	5 4%	21 4%	4 5%	11 3%	9 8%	15 4%	5 4%	33 6%	14 9%	39 8%	4 4%	29 9%
Viber	83 2%	4 3%	6 1%	1 1%	6 2%	8 7%	5 1%	3 3%	11 2%	8 5%	16 3%	2 2%	10 3%
Kik	59 2%	5 4%	10 2%	3 3%	3 1%	4 4%	3 1%	- -%	11 2%	2 1%	5 1%	1 1%	7 2%
Signal	58 2%	2 2%	13 3%	* *%	4 1%	1 1%	1 *%	2 1%	7 1%	2 1%	8 2%	4 4%	10 3%
Child sends messages or makes video/ voice calls on other apps/ sites	72 2%	4 3%	12 2%	3 3%	10 3%	3 3%	6 2%	6 5%	7 1%	4 2%	5 1%	1 1%	3 1%
Child does not send messages or make video or voice calls on ANY apps/ sites	628 18%	53 42%	200 41%	47 51%	135 40%	32 30%	86 25%	8 6%	31 6%	- -%	3 1%	1 1%	2 *%
Don't know	24 1%	3 2%	9 2%	1 1%	- -%	- -%	2 *%	1 1%	1 *%	2 1%	2 *%	- -%	- -%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
<b>SUMMARY</b>													
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2754	69	274	44	204	74	258	124	516	165	498	94	324
	81%	56%	57%	48%	60%	70%	75%	93%	94%	99%	99%	99%	100%
					a								
Base for stats	3406	125	482	92	339	106	345	134	548	166	503	96	326
Mean number of apps/ sites (out of 16)	2.7	1.2	1.4	1.1	1.5	2.2	1.8	2.7	2.9	3.8	3.9	4.8	4.2
												b	
Standard deviation	2.44	1.79	2.02	1.77	2.18	2.77	1.91	1.87	2.08	2.22	2.37	1.99	2.44
Standard error	.04	.17	.10	.16	.11	.25	.09	.18	.10	.19	.11	.18	.12

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
WhatsApp	2004	37	80	73	38	43	58	55	90	57	124	218	126	111	251	167
	59%	25%	31%	39% a	35%	29%	40% b	50%	49%	42%	73%	71%	72%	75%	85% a	83%
Snapchat	1323	21	47	45	16	27	32	33	35	29	75	124	66	97	166	139
	39%	15%	18%	24%	14%	18%	22%	30% b	19%	21%	44%	41%	38%	66%	56%	69% b
TikTok (Direct messaging)	982	12	25	28	10	22	25	25	28	32	70	103	62	78	121	110
	29%	8%	10%	15%	9%	14%	17%	22%	16%	23%	41%	34%	36%	53%	41%	55% b
(Facebook) Messenger	923	20	26	27	14	21	32	25	40	38	56	65	45	65	103	86
	27%	14%	10%	15%	13%	14%	22%	23%	22%	28%	33% b	21%	26%	44%	35%	43%
Instagram (Direct)	872	23	28	24	10	18	27	13	21	31	31	67	52	58	104	105
	26%	16%	11%	13%	9%	12%	18% a	12%	11%	23% ab	18%	22%	30% a	39%	35%	52% b
FaceTime	814	13	41	34	11	16	31	21	30	37	40	102	56	46	72	66
	24%	9%	16%	18% a	10%	10%	21% ab	18%	16%	27% b	24%	33%	32%	31%	24%	33%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685	5	26	19	8	11	19	13	25	23	42	70	34	43	86	67
	20%	4%	10%	10%	7%	7%	13%	12%	14%	17%	25%	23%	20%	29%	29%	33%
Zoom	266	4	10	13	5	10	9	12	10	14	13	20	23	12	22	35
	8%	2%	4%	7%	4%	6%	6%	10%	5%	10%	8%	7%	13%	8%	7%	17% ab
Microsoft Teams	264	2	7	4	5	5	5	7	12	11	11	25	14	27	27	21
	8%	2%	3%	2%	5%	4%	4%	6%	6%	8%	6%	8%	8%	18% b	9%	10%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Discord	251 7%	3 2%	3 1%	10 6% b	2 2%	4 3%	5 3%	6 6%	7 4%	9 7%	26 15% bc	18 6%	9 5%	14 9%	28 10%	35 17% b
Telegram	210 6%	2 2%	12 5%	17 9% a	6 6%	4 3%	14 9% b	6 5%	5 3%	9 7%	6 3%	9 3%	18 11% ab	15 10%	14 5%	28 14% b
Skype	203 6%	2 1%	11 4%	15 8% a	3 2%	4 3%	9 6%	8 7%	10 5%	6 5%	1 1%	20 7% a	17 10% a	10 7%	17 6%	24 12% b
Viber	83 2%	* *%	4 1%	6 3%	3 3%	- -%	4 3% b	6 6%	3 2%	4 3%	7 4%	3 1%	4 2%	4 2%	8 3%	11 6%
Kik	59 2%	* *%	9 3%	7 4%	2 2%	2 1%	2 1%	4 4%	2 1%	1 1%	5 3%	2 1%	3 2%	1 1%	3 1%	4 2%
Signal	58 2%	2 1%	6 2%	7 4%	2 2%	* *%	2 2%	1 1%	- -%	* *%	4 2%	3 1%	2 1%	- -%	6 2%	4 2%
Child sends messages or makes video/ voice calls on other apps/ sites	72 2%	2 2%	5 2%	6 3%	5 4%	3 2%	7 5%	4 4%	3 2%	4 3%	3 2%	2 1%	9 5% b	4 3%	3 1%	3 1%
Child does not send messages or make video or voice calls on ANY apps/ sites	628 18%	68 47%	98 38%	69 37%	50 45%	61 40%	53 36%	25 23%	50 27%	27 20%	10 6%	21 7% c	2 1%	2 1%	- -%	2 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Don't know	24	3	5	2	1	-	-	*	-	1	-	1	-	1	4	-
	1%	2%	2%	1%	1%	-%	-%	-%	-%	1%	-%	-%	-%	1%	1%	-%

**SUMMARY**

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

	2754	75	156	117	59	90	94	86	133	108	161	284	172	144	291	199
	81%	51%	60%	62%	54%	60%	64%	77%	73%	80%	94%	93%	99%	98%	99%	99%
Base for stats	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Mean number of apps/ sites (out of 16)	2.7	1.0	1.3	1.8	1.3	1.3	1.9	2.2	1.7	2.2	3.0	2.8	3.1	4.0	3.5	4.5
				ab			ab			b						b
Standard deviation	2.44	1.43	1.98	2.31	2.01	1.62	2.63	2.75	1.92	2.09	1.97	1.97	2.33	2.29	2.04	2.66
Standard error	.04	.13	.13	.18	.17	.12	.19	.25	.13	.16	.17	.13	.18	.21	.13	.20

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
WhatsApp	2004 59%	85 81%	164 86%	96 87%
Snapchat	1323 39%	80 76%	133 70%	70 64%
TikTok (Direct messaging)	982 29%	60 56%	73 38%	49 44%
(Facebook) Messenger	923 27%	57 54%	96 50%	46 42%
Instagram (Direct)	872 26%	50 48%	100 52%	66 60%
FaceTime	814 24%	35 33%	66 34%	40 36%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685 20%	38 36%	80 42%	34 31%
Zoom	266 8%	8 7%	15 8%	15 14%
Microsoft Teams	264 8%	17 16%	25 13%	16 15%
Discord	251 7%	19 18%	29 15%	11 10%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Telegram	210 6%	8 8%	13 7%	17 15% b
Skype	203 6%	7 6%	16 8%	13 12%
Viber	83 2%	3 3%	6 3%	3 3%
Kik	59 2%	2 2%	5 3%	2 1%
Signal	58 2%	2 2%	9 5%	2 2%
Child sends messages or makes video/ voice calls on other apps/ sites	72 2%	3 3% b	- -%	1 1%
Child does not send messages or make video or voice calls on ANY apps/ sites	628 18%	- -%	2 1%	- -%
Don't know	24 1%	- -%	- -%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110

**SUMMARY**

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

2754	106	190	110
81%	100%	99%	100%

Base for stats	3406	106	192	110
Mean number of apps/ sites (out of 16)	2.7	4.5	4.3	4.4
Standard deviation	2.44	2.23	2.50	2.25
Standard error	.04	.19	.17	.18

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
YouTube/ YouTube Kids	2855 84%	102 81%	397 82%	90 97%	297 88%	98 93%	304 88%	112 84%	459 84%	132 79%	417 83%	80 83%	259 80%
TikTok	1495 44%	9 7%	71 15%	16 17%	80 24%	39 37%	105 30%	70 52%	302 55%	109 66%	337 67%	73 76%	225 69%
Instagram	874 26%	18 14%	77 16%	9 9%	48 14%	16 15%	43 12%	26 20%	125 23%	63 38%	192 38%	58 61%	163 50%
Snapchat	778 23%	11 9%	52 11%	8 8%	35 10%	14 13%	47 14%	35 26%	121 22%	62 37%	194 39%	45 47%	120 37%
Facebook (inc. Facebook Gaming)	650 19%	8 7%	53 11%	12 13%	47 14%	21 20%	47 14%	12 9%	107 19%	37 22%	152 30%	33 35%	91 28%
Pinterest	229 7%	6 5%	18 4%	6 6%	14 4%	11 11%	15 4%	5 4%	44 8%	20 12%	53 10%	9 9%	25 8%
Twitch	203 6%	2 1%	17 4%	1 1%	10 3%	6 5%	12 4%	9 7%	31 6%	19 12%	56 11%	12 12%	24 7%
Vimeo	90 3%	2 1%	9 2%	3 3%	6 2%	3 2%	4 1%	5 4%	14 3%	9 5%	15 3%	5 5%	13 4%
GoNoodle	71 2%	6 5%	17 4%	4 5%	9 3%	4 4%	5 1%	2 2%	11 2%	4 2%	4 1%	1 1%	2 1%
Triller	68 2%	- -%	14 3%	2 2%	6 2%	2 2%	3 1%	2 1%	11 2%	5 3%	16 3%	2 2%	4 1%
Dailymotion	53 2%	4 3%	7 1%	* *%	4 1%	2 2%	- -%	3 2%	12 2%	2 1%	11 2%	3 3%	6 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Fruitlab	39 1%	2 1%	13 3%	1 1%	7 2%	2 2%	* *% b	- -%	3 1%	2 1%	3 1%	* *% b	2 1%
GROM social	37 1%	2 1%	8 2%	3 4%	4 1%	3 3%	2 1%	1 1%	3 1%	2 1%	4 1%	- -%	2 1%
Imgur	28 1%	2 1%	1 *% b	* *% b	3 1%	3 3%	2 1%	- -%	4 1%	3 2%	4 1%	- -%	2 1%
Child watches videos on other apps/sites	112 3%	6 5%	22 5%	1 2%	7 2%	3 3%	14 4%	7 5%	16 3%	4 2%	15 3%	4 4%	7 2%
Child does not watch videos on ANY apps/sites	130 4%	9 7%	40 8%	1 1%	21 6% a	1 1%	16 5%	2 2%	8 2%	1 *% b	16 3%	1 1%	5 1%
Don't know	9 *% b	1 1%	2 *% b	- -%	- -%	- -%	- -%	- -%	* *% b	- -%	1 *% b	- -%	- -%
<b>SUMMARY</b>													
ANY APPS/ SITES USED TO WATCH VIDEOS	3267 96%	115 92%	440 91%	92 99% b	318 94%	104 99%	329 95%	132 98%	539 98%	166 100%	486 97%	94 99%	321 99%
Base for stats	3406	125	482	92	339	106	345	134	548	166	503	96	326
Mean number of apps/ sites (out of 15)	2.2	1.4	1.6	1.7	1.7	2.2 b	1.7	2.2	2.3	2.8	2.9	3.4 b	2.9
Standard deviation	1.70	1.01	1.63	1.59	1.43	1.98	1.26	1.28	1.54	1.82	1.89	1.58	1.68
Standard error	.03	.10	.08	.15	.07	.18	.06	.12	.07	.16	.09	.15	.08

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
YouTube/ YouTube Kids	2855	118	213	154	97	134	131	105	157	118	141	248	155	113	241	172
	84%	81%	82%	82%	89%	89%	89%	95%	86%	87%	82%	81%	89%	77%	82%	85%
								bc								
TikTok	1495	14	34	39	20	30	49	37	60	48	108	163	89	97	196	130
	44%	9%	13%	21%	19%	20%	33%	33%	33%	36%	63%	53%	51%	66%	67%	65%
				a			ab									
Instagram	874	19	37	42	11	18	30	14	19	29	26	66	52	48	109	93
	26%	13%	14%	22%	10%	12%	20%	13%	10%	21%	15%	22%	30%	32%	37%	46%
							ab			b			a			a
Snapchat	778	14	29	26	7	14	22	15	26	19	41	57	51	61	99	88
	23%	10%	11%	14%	7%	9%	15%	14%	14%	14%	24%	19%	29%	41%	34%	44%
							a						b			
Facebook (inc. Facebook Gaming)	650	10	20	34	13	15	32	19	25	23	36	50	35	42	81	68
	19%	7%	8%	18%	12%	10%	21%	17%	14%	17%	21%	16%	20%	28%	27%	34%
				ab			b									
Pinterest	229	6	7	10	2	4	13	11	4	9	9	20	16	13	27	24
	7%	4%	3%	5%	2%	3%	9%	10%	2%	7%	5%	6%	9%	9%	9%	12%
							ab	b								
Twitch	203	2	10	8	1	1	9	5	8	5	15	7	16	17	22	32
	6%	1%	4%	4%	1%	1%	6%	5%	4%	4%	9%	2%	9%	12%	8%	16%
							ab				b		b			b
Vimeo	90	2	5	4	2	2	5	3	1	3	5	6	8	2	8	12
	3%	1%	2%	2%	2%	2%	4%	3%	1%	2%	3%	2%	5%	1%	3%	6%
GoNoodle	71	3	9	12	5	3	5	1	2	6	3	2	7	-	4	4
	2%	2%	3%	6%	4%	2%	3%	1%	1%	4%	2%	1%	4%	-%	1%	2%
Triller	68	1	4	9	-	4	4	2	-	4	2	2	7	3	3	16
	2%	1%	2%	5%	-%	2%	3%	2%	-%	3%	1%	1%	4%	2%	1%	8%
										b						ab

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Dailymotion	53 2%	1 1%	8 3%	2 1%	1 1%	- -%	2 2%	1 1%	1 1%	- -%	2 1%	7 2%	6 3%	- -%	3 1%	7 4%
Fruitlab	39 1%	2 1%	3 1%	10 5% b	- -%	3 2%	6 4% a	1 1%	1 1%	* *%	1 1%	2 1%	1 *%	- -%	2 1%	3 2%
GROM social	37 1%	- -%	2 1%	7 4% a	2 2%	3 2%	3 2%	2 2%	1 1%	3 2%	- -%	3 1%	2 1%	1 1%	2 1%	3 1%
Imgur	28 1%	- -%	3 1%	- -%	- -%	2 1%	2 1%	2 2%	1 1%	3 2%	2 1%	- -%	2 1%	1 1%	3 1%	3 2%
Child watches videos on other apps/ sites	112 3%	7 5%	9 3%	10 5%	3 3%	2 1%	1 1%	4 4%	10 5%	4 3%	3 2%	9 3%	7 4%	6 4%	6 2%	6 3%
Child does not watch videos on ANY apps/ sites	130 4%	14 10%	19 7%	14 8%	4 4%	7 4%	10 7%	2 1%	11 6%	4 3%	5 3%	4 1%	1 1%	7 5% b	2 1%	6 3%
Don't know	9 *%	1 1%	2 1%	- -%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	1 1%	1 *%	- -%
<b>SUMMARY</b>																
ANY APPS/ SITES USED TO WATCH VIDEOS	3267 96%	131 90%	238 92%	173 92%	104 95%	144 96%	137 93%	109 99%	171 94%	131 97%	165 97%	302 99%	174 99%	139 95%	291 99% a	196 97%
Base for stats	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Mean number of apps/ sites (out of 15)	2.2	1.4	1.5	1.9 ab	1.5	1.6	2.1 ab	2.0	1.7	2.0	2.3	2.1	2.6 b	2.7	2.7	3.3 ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Standard deviation	1.70	1.02	1.59	1.76	1.17	1.19	1.93	1.99	1.31	1.54	1.54	1.25	1.78	1.63	1.64	2.23
Standard error	.03	.09	.10	.14	.10	.09	.14	.18	.09	.11	.14	.08	.14	.15	.11	.17

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
YouTube/ YouTube Kids	2855 84%	81 77%	160 83%	90 82%
TikTok	1495 44%	77 73%	137 71%	76 69%
Instagram	874 26%	50 47%	96 50%	68 62% ab
Snapchat	778 23%	44 42%	69 36%	50 46%
Facebook (inc. Facebook Gaming)	650 19%	46 43% bc	46 24%	34 31%
Pinterest	229 7%	11 10%	9 5%	13 12% b
Twitch	203 6%	12 11%	11 6%	12 11%
Vimeo	90 3%	3 3%	7 4%	7 7%
GoNoodle	71 2%	- -%	1 1%	2 2%
Triller	68 2%	1 1%	3 2%	3 3%
Dailymotion	53 2%	1 1%	4 2%	3 2%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Fruitlab	39 1%	- -%	2 1%	1 1%
GROM social	37 1%	1 1%	- -%	1 1%
Imgur	28 1%	1 1%	1 *%	1 1%
Child watches videos on other apps/sites	112 3%	4 3%	3 2%	1 1%
Child does not watch videos on ANY apps/ sites	130 4%	1 1%	2 1%	1 1%
Don't know	9 *%	- -%	- -%	- -%

**SUMMARY**

ANY APPS/ SITES USED TO WATCH VIDEOS	3267 96%	105 99%	190 99%	110 99%
Base for stats	3406	106	192	110
Mean number of apps/ sites (out of 15)	2.2	3.1	2.9	3.3
				b
Standard deviation	1.70	1.58	1.58	1.82
Standard error	.03	.13	.11	.15

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Yes	1106 32%	18 14%	79 16%	14 15%	60 18%	34 32%	62 18%	64 47%	228 42%	87 52%	236 47%	46 48%	134 41%
No	2278 67%	105 84%	402 83%	79 85%	278 82%	71 68%	283 82%	69 51%	317 58%	77 46%	265 53%	49 51%	190 58%
Don't know	22 1%	2 2%	1 *%	- -%	1 *%	- -%	- -%	2 1%	3 1%	3 2%	2 *%	1 1%	1 *%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Yes	1106 32%	28 19%	36 14%	34 18%	19 17%	19 13%	38 26% b	22 20%	47 26%	31 23%	79 46%	131 43%	80 46%	56 38%	149 50%	107 53% a
No	2278 67%	116 80%	222 86%	150 80%	90 82%	131 87% c	110 74%	89 80%	134 74%	104 77%	90 53%	174 57%	93 53%	91 62% bc	142 48%	94 47%
Don't know	22 1%	2 1%	1 *%	3 2%	1 1%	- -%	- -%	- -%	1 1%	- -%	2 1%	1 *%	2 1%	- -%	5 2%	- -%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Yes	1106 32%	52 49%	75 39%	51 46%
No	2278 67%	54 51%	116 60%	59 54%
Don't know	22 1%	- -%	1 1%	* *%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 10**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b
Significance Level: 95%													
Unweighted total	1106	17	79	19	84	38	80	52	187	67	210	58	172
Effective Weighted Sample	853	14	60	14	67	33	64	42	150	55	165	49	140
Total	1106	18	79	14	60	34	62	64	228	87	236	46	134
TikTok	670 61%	**	**	**	**	**	**	**	144 63%	**	168 71%	**	93 69%
YouTube/ YouTube Kids	514 46%	**	**	**	**	**	**	**	114 50%	**	85 36%	**	49 36%
Snapchat	423 38%	**	**	**	**	**	**	**	74 33%	**	111 47%	**	62 46%
Instagram	398 36%	**	**	**	**	**	**	**	60 27%	**	107 46%	**	64 48%
Facebook (inc. Facebook Gaming)	333 30%	**	**	**	**	**	**	**	62 27%	**	84 36%	**	46 34%
Pinterest	89 8%	**	**	**	**	**	**	**	18 8%	**	20 8%	**	9 7%
Twitch	63 6%	**	**	**	**	**	**	**	15 7%	**	15 6%	**	9 7%
Vimeo	37 3%	**	**	**	**	**	**	**	6 3%	**	8 3%	**	2 1%
Triller	33 3%	**	**	**	**	**	**	**	2 1%	**	6 3%	**	2 1%
Imgur	26 2%	**	**	**	**	**	**	**	8 3%	**	3 1%	**	2 1%
GoNoodle	26 2%	**	**	**	**	**	**	**	7 3%	**	1 *%	**	1 1%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 10**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b
Significance Level: 95%													
Unweighted total	1106	17	79	19	84	38	80	52	187	67	210	58	172
Effective Weighted Sample	853	14	60	14	67	33	64	42	150	55	165	49	140
Total	1106	18	79	14	60	34	62	64	228	87	236	46	134
Fruitlab	25 2%	**	**	**	**	**	**	**	3 1%	**	1 *%	**	2 1%
Dailymotion	20 2%	**	**	**	**	**	**	**	6 3%	**	3 1%	**	1 1%
GROM social	19 2%	**	**	**	**	**	**	**	2 1%	**	1 *%	**	2 1%
Child uploads videos to other apps/ sites	27 2%	**	**	**	**	**	**	**	4 2%	**	7 3%	**	3 2%
Don't know	5 *%	**	**	**	**	**	**	**	- -%	**	- -%	**	* *%
<b>SUMMARY</b>													
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101 100%	**	**	**	**	**	**	**	228 100%	**	236 100%	**	134 100%
Base for stats	1106	**	**	**	**	**	**	**	228	**	236	**	134
Mean number of apps/ sites (out of 15)	2.4	**	**	**	**	**	**	**	2.3	**	2.6	**	2.6
Standard deviation	1.78	**	**	**	**	**	**	**	1.53	**	1.82	**	1.59
Standard error	.05	**	**	**	**	**	**	**	.11	**	.13	**	.12

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 10**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	b	c
Significance Level: 95%																
Unweighted total	1106	26	42	29	23	30	52	25	52	44	60	98	80	48	118	102
Effective Weighted Sample	853	19	31	25	17	22	43	22	43	37	51	84	57	40	97	77
Total	1106	28	36	34	19	19	38	22	47	31	79	131	80	56	149	107
TikTok	670	**	**	**	**	**	**	**	**	**	**	**	**	**	96	75
	61%	**	**	**	**	**	**	**	**	**	**	**	**	**	64%	70%
YouTube/ YouTube Kids	514	**	**	**	**	**	**	**	**	**	**	**	**	**	65	45
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	44%	42%
Snapchat	423	**	**	**	**	**	**	**	**	**	**	**	**	**	46	59
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	31%	55%
															b	b
Instagram	398	**	**	**	**	**	**	**	**	**	**	**	**	**	55	58
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	37%	54%
															b	b
Facebook (inc. Facebook Gaming)	333	**	**	**	**	**	**	**	**	**	**	**	**	**	48	47
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	32%	44%
Pinterest	89	**	**	**	**	**	**	**	**	**	**	**	**	**	10	10
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	7%	10%
Twitch	63	**	**	**	**	**	**	**	**	**	**	**	**	**	6	8
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	8%
Vimeo	37	**	**	**	**	**	**	**	**	**	**	**	**	**	5	8
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	8%
Triller	33	**	**	**	**	**	**	**	**	**	**	**	**	**	3	5
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	5%
Imgur	26	**	**	**	**	**	**	**	**	**	**	**	**	**	1	2
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	2%
GoNoodle	26	**	**	**	**	**	**	**	**	**	**	**	**	**	2	1
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 10**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	b	c
Significance Level: 95%																
Unweighted total	1106	26	42	29	23	30	52	25	52	44	60	98	80	48	118	102
Effective Weighted Sample	853	19	31	25	17	22	43	22	43	37	51	84	57	40	97	77
Total	1106	28	36	34	19	19	38	22	47	31	79	131	80	56	149	107
Fruitlab	25	**	**	**	**	**	**	**	**	**	**	**	**	**	3	2
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	2%
Dailymotion	20	**	**	**	**	**	**	**	**	**	**	**	**	**	5	3
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	3%
GROM social	19	**	**	**	**	**	**	**	**	**	**	**	**	**	1	3
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	3%
Child uploads videos to other apps/ sites	27	**	**	**	**	**	**	**	**	**	**	**	**	**	6	2
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	2%
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	2	-
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	-%
<b>SUMMARY</b>																
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101	**	**	**	**	**	**	**	**	**	**	**	**	**	147	107
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	99%	100%
Base for stats	1106	**	**	**	**	**	**	**	**	**	**	**	**	**	149	107
Mean number of apps/ sites (out of 15)	2.4	**	**	**	**	**	**	**	**	**	**	**	**	**	2.4	3.1
																b
Standard deviation	1.78	**	**	**	**	**	**	**	**	**	**	**	**	**	1.54	2.11
Standard error	.05	**	**	**	**	**	**	**	**	**	**	**	**	**	.14	.21
Columns Tested: a,b,c - a,b,c - a,b,c - a,b,c - a,b,c																

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 10**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%				
Unweighted total	1106	66	85	75
Effective Weighted Sample	853	57	69	63
Total	1106	52	75	51
TikTok	670 61%	**	**	**
YouTube/ YouTube Kids	514 46%	**	**	**
Snapchat	423 38%	**	**	**
Instagram	398 36%	**	**	**
Facebook (inc. Facebook Gaming)	333 30%	**	**	**
Pinterest	89 8%	**	**	**
Twitch	63 6%	**	**	**
Vimeo	37 3%	**	**	**
Triller	33 3%	**	**	**
Imgur	26 2%	**	**	**
GoNoodle	26 2%	**	**	**
Fruitlab	25 2%	**	**	**

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 10**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%				
Unweighted total	1106	66	85	75
Effective Weighted Sample	853	57	69	63
Total	1106	52	75	51
Dailymotion	20 2%	**	**	**
GROM social	19 2%	**	**	**
Child uploads videos to other apps/ sites	27 2%	**	**	**
Don't know	5 *%	**	**	**

**SUMMARY**

ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101 100%	**	**	**
Base for stats	1106	**	**	**
Mean number of apps/ sites (out of 15)	2.4	**	**	**
Standard deviation	1.78	**	**	**
Standard error	.05	**	**	**

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
TikTok	670 20%	1 1%	31 6%	5 5%	29 9%	16 16%	31 9%	40 30%	144 26%	58 35%	168 34%	30 31%	93 29%
YouTube/ YouTube Kids	514 15%	9 7%	53 11%	9 10%	31 9%	23 22%	41 12%	23 17%	114 21%	37 22%	85 17%	14 14%	49 15%
Snapchat	423 12%	9 8%	22 5%	8 9%	20 6%	10 10%	19 6%	20 15%	74 14%	33 20%	111 22%	24 26%	62 19%
Instagram	398 12%	6 5%	34 7%	5 5%	20 6%	8 7%	16 5%	9 7%	60 11%	29 17%	107 21%	26 27%	64 20%
Facebook (inc. Facebook Gaming)	333 10%	3 3%	32 7%	6 6%	16 5%	11 10%	18 5%	6 5%	62 11%	26 15%	84 17%	14 15%	46 14%
Pinterest	89 3%	3 3%	11 2%	2 2%	4 1%	5 5%	4 1%	3 2%	18 3%	5 3%	20 4%	2 2%	9 3%
Twitch	63 2%	- -%	4 1%	* *%	1 *%	2 2%	5 1%	2 1%	15 3%	5 3%	15 3%	3 3%	9 3%
Vimeo	37 1%	* *%	7 2%	2 2%	1 *%	3 3%	2 *%	- -%	6 1%	5 3%	8 2%	1 1%	2 1%
Triller	33 1%	1 1%	6 1%	1 1%	3 1%	3 3%	2 1%	- -%	2 *%	1 1%	6 1%	* *%	2 1%
Imgur	26 1%	2 1%	1 *%	1 1%	1 *%	3 3%	- -%	- -%	8 1%	3 2%	3 1%	- -%	2 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
GoNoodle	26 1%	2 1%	5 1%	2 2%	2 1%	1 1%	1 *%	- -%	7 1%	2 1%	1 *%	- -%	1 *%
Fruitlab	25 1%	1 1%	3 1%	1 1%	1 *%	2 2%	- -%	3 2%	3 1%	6 4%	1 *%	- -%	2 1%
Dailymotion	20 1%	- -%	1 *%	* *%	1 *%	1 1%	* *%	2 1%	6 1%	3 2%	3 1%	- -%	1 *%
GROM social	19 1%	2 1%	2 *%	2 2%	2 *%	3 3%	1 *%	- -%	2 *%	2 1%	1 *%	- -%	2 1%
Child uploads videos to other apps/ sites	27 1%	- -%	7 1%	* *%	2 1%	1 1%	2 1%	1 1%	4 1%	- -%	7 1%	1 1%	3 1%
Don't know	5 *%	2 1%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	* *%
<b>SUMMARY</b>													
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101 32%	17 13%	79 16%	14 15%	60 18%	34 32%	62 18%	64 47%	228 42%	85 51%	236 47%	46 48%	134 41%
DO NOT UPLOAD VIDEOS ONLINE	2300 68%	107 86%	403 84%	79 85%	279 82%	71 68%	283 82%	71 53%	320 58%	80 48%	267 53%	50 52%	191 59%
Base for stats	3406	125	482	92	339	106	345	134	548	166	503	96	326
Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b													

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Mean number of apps/ sites (out of 15)	.8	.3	.5	.5	.4	.9	.4	.8	1.0	1.3	1.2	1.2	1.1
Standard deviation	1.53	.98	1.38	1.66	1.20	2.01	1.12	1.20	1.50	1.69	1.81	1.56	1.63
Standard error	.03	.09	.07	.15	.06	.18	.05	.12	.07	.15	.09	.14	.08

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
TikTok	670 20%	5 3%	8 3%	20 11% ab	5 5%	8 6%	23 16% ab	12 11%	18 10%	18 13%	59 35%	79 26%	45 26%	41 28%	96 32%	75 37%
YouTube/ YouTube Kids	514 15%	22 15% b	20 8%	23 12%	11 10%	11 7%	21 14%	16 15%	32 17%	20 15%	32 19%	57 18%	47 27%	16 11%	65 22% a	45 22% a
Snapchat	423 12%	9 6%	11 4%	12 6%	5 5%	8 5%	17 12% b	8 7%	14 7%	8 6%	32 19% b	33 11%	25 14%	30 20%	46 16%	59 29% b
Instagram	398 12%	10 7%	10 4%	21 11% b	6 6%	5 4%	15 10% b	5 5%	8 4%	11 8%	13 7%	31 10%	24 14%	19 13%	55 19%	58 29% ab
Facebook (inc. Facebook Gaming)	333 10%	6 4%	11 4%	20 11% b	5 5%	4 3%	13 9% b	9 8%	10 6%	11 8%	19 11%	27 9%	23 13%	16 11%	48 16%	47 23% a
Pinterest	89 3%	5 3%	5 2%	5 2%	1 1%	2 1%	5 3%	5 5% b	1 1%	3 2%	5 3%	8 3%	8 5%	3 2%	10 3%	10 5%
Twitch	63 2%	2 1%	1 *% *	* *% *	- -% -	- -% -	2 1%	2 2%	3 2%	1 1%	2 1%	6 2%	7 4%	6 4%	6 2%	8 4%
Vimeo	37 1%	2 1%	3 1%	3 2%	* *% *	1 1%	1 1%	2 2%	- -% -	2 2%	2 1%	1 *% *	3 2%	- -% -	5 2%	8 4% a
Triller	33 1%	1 1%	2 1%	4 2%	- -% -	1 1%	3 2%	1 1%	1 1%	3 2%	- -% -	- -% -	2 1%	1 1%	3 1%	5 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Imgur	26 1%	- -%	1 *%	2 1%	- -%	1 *%	2 1%	1 1%	1 1%	1 1%	- -%	4 1%	4 2%	3 2%	1 *%	2 1%
GoNoodle	26 1%	- -%	4 2%	2 1%	1 1%	1 1%	3 2%	1 1%	1 1%	- -%	2 1%	3 1%	2 1%	- -%	2 1%	1 1%
Fruitlab	25 1%	- -%	4 1%	- -%	- -%	1 1%	2 1%	1 1%	1 1%	- -%	2 1%	2 *%	3 2%	2 1%	3 1%	2 1%
Dailymotion	20 1%	- -%	1 *%	- -%	- -%	- -%	2 1%	1 1%	* *%	- -%	- -%	2 1%	6 3%	- -%	5 2%	3 1%
GROM social	19 1%	- -%	3 1%	* *%	2 2%	- -%	2 1%	1 1%	1 1%	2 1%	- -%	- -%	2 1%	- -%	1 *%	3 1%
Child uploads videos to other apps/ sites	27 1%	- -%	3 1%	4 2%	2 2%	- -%	1 1%	1 1%	1 1%	- -%	* *%	3 1%	1 *%	- -%	6 2%	2 1%
Don't know	5 *%	2 1%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%

**SUMMARY**

ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101 32%	26 18%	36 14%	34 18%	19 17%	19 13%	38 26%	22 20%	47 26%	31 23%	79 46%	131 43%	80 46%	56 38%	147 50%	107 53%
DO NOT UPLOAD VIDEOS ONLINE	2300 68%	118 81%	223 86%	153 82%	91 83%	131 87%	110 74%	89 80%	135 74%	104 77%	92 54%	175 57%	94 54%	91 62%	146 50%	94 47%
Base for stats	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 11**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Mean number of apps/ sites (out of 15)	.8	.4	.3	.6	.4	.3	.7	.6	.5	.6	1.0	.8	1.2	.9	1.2	1.6
Standard deviation	1.53	1.15	1.31	1.47	1.01	.97	1.88	1.78	1.25	1.33	1.41	1.27	1.76	1.52	1.61	2.17
Standard error	.03	.10	.08	.12	.09	.07	.13	.16	.09	.10	.12	.08	.13	.14	.10	.16

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 11**

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
TikTok	670 20%	40 38% b	48 25%	30 28%
YouTube/ YouTube Kids	514 15%	16 15%	30 16%	17 15%
Snapchat	423 12%	26 25%	36 19%	21 19%
Instagram	398 12%	17 16%	32 17%	39 35% ab
Facebook (inc. Facebook Gaming)	333 10%	17 16%	25 13%	18 17%
Pinterest	89 3%	2 2%	4 2%	5 5%
Twitch	63 2%	2 2%	4 2%	5 4%
Vimeo	37 1%	2 2%	1 *%	- -%
Triller	33 1%	- -%	2 1%	- -%
Imgur	26 1%	- -%	2 1%	- -%
GoNoodle	26 1%	- -%	1 *%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 11**

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Fruitlab	25 1%	- -%	2 1%	- -%
Dailymotion	20 1%	- -%	1 *%	- -%
GROM social	19 1%	- -%	2 1%	- -%
Child uploads videos to other apps/ sites	27 1%	2 2%	1 *%	1 1%
Don't know	5 *%	* *%	- -%	- -%

**SUMMARY**

ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101 32%	51 49%	75 39%	51 46%
DO NOT UPLOAD VIDEOS ONLINE	2300 68%	54 51%	117 61%	60 54%
Base for stats	3406	106	192	110
Mean number of apps/ sites (out of 15)	.8	1.2	1.0	1.2
Standard deviation	1.53	1.53	1.63	1.69
Standard error	.03	.13	.11	.14

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 12**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3274	98	405	114	407	117	395	106	442	130	417	117	405
Effective Weighted Sample	2539	77	318	90	324	96	321	88	359	105	329	97	326
Total	3267	115	440	92	318	104	329	132	539	166	486	94	321
Funny videos/ jokes/ pranks/ challenges	2223 68%	** **	212 48%	58 63%	196 62%	70 67%	248 75%	100 76%	396 73%	115 69%	363 75%	74 78%	250 78%
Cartoons/ animations/ mini-movies or songs	1835 56%	** **	334 76%	68 74%	240 75%	61 58%	225 68%	71 53%	287 53%	66 40%	196 40%	40 43%	103 32%
Music videos	1645 50%	** **	149 34%	41 44%	138 43%	52 49%	159 48%	70 53%	294 55%	82 50%	313 64%	63 67%	210 66%
Videos that help them to learn new things or help with their schoolwork or homework	1572 48%	** **	220 50%	46 50%	164 52%	43 41%	148 45%	53 40%	265 49%	81 49%	238 49%	45 48%	169 53%
Game tutorials/ walk-throughs/ watching other people play games	1424 44%	** **	114 26%	46 50%	138 43%	54 51%	171 52%	75 57%	238 44%	82 49%	238 49%	49 52%	148 46%
'How-to' videos or tutorials about hobbies/ things they are interested in	1275 39%	** **	105 24%	38 41%	140 44%	36 34%	133 41%	69 53%	228 42%	63 38%	220 45%	49 52%	136 42%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 12**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3274	98	405	114	407	117	395	106	442	130	417	117	405
Effective Weighted Sample	2539	77	318	90	324	96	321	88	359	105	329	97	326
Total	3267	115	440	92	318	104	329	132	539	166	486	94	321
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1238	**	57	26	82	39	115	67	231	91	260	66	149
	38%	**	13%	28%	26%	38%	35%	50%	43%	55%	54%	70%	46%
												b	
Film trailers, clips of programmes, 'best-bits' or programme highlights	1092	**	69	23	76	27	111	43	189	62	216	52	174
	33%	**	16%	25%	24%	26%	34%	32%	35%	37%	44%	55%	54%
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1051	**	120	42	119	46	120	63	153	52	160	32	94
	32%	**	27%	45%	37%	44%	36%	48%	28%	32%	33%	34%	29%
								b					
Whole programmes or films	983	**	100	34	97	36	97	37	143	51	168	43	126
	30%	**	23%	37%	31%	34%	29%	28%	26%	31%	35%	46%	39%
Sports/ football clips or interviews	818	**	52	13	63	20	88	19	136	34	200	29	122
	25%	**	12%	14%	20%	19%	27%	14%	25%	20%	41%	31%	38%
								a		a			
Other types of video	51	**	7	1	6	2	2	3	13	-	7	4	2
	2%	**	2%	1%	2%	2%	1%	2%	2%	-%	1%	5%	1%
												b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 12**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3274	98	405	114	407	117	395	106	442	130	417	117	405
Effective Weighted Sample	2539	77	318	90	324	96	321	88	359	105	329	97	326
Total	3267	115	440	92	318	104	329	132	539	166	486	94	321
Don't know	20	**	3	2	1	-	4	*	1	-	2	-	1
	1%	**	1%	2%	*%	-%	1%	*%	*%	-%	*%	-%	*%
Base for stats	3267	**	440	92	318	104	329	132	539	166	486	94	321
Mean number of types of video watched (out of 12)	4.7	**	3.5	4.7	4.6	4.7	4.9	5.1	4.8	4.7	5.3	5.8	5.2
			a		b						a	b	
Standard deviation	2.35	**	2.00	2.36	2.24	2.26	2.27	2.35	2.18	2.33	2.56	2.19	2.29
Standard error	.04	**	.10	.22	.11	.21	.11	.23	.10	.20	.13	.20	.11

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 12**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3274	114	226	152	132	177	186	123	191	174	127	229	169	113	236	174
Effective Weighted Sample	2539	90	173	123	107	141	144	104	157	139	107	196	124	92	192	133
Total	3267	131	238	173	104	144	137	109	171	131	165	302	174	139	291	196
Funny videos/ jokes/ pranks/ challenges	2223	63	126	89	63	87	91	80	135	94	133	209	136	87	222	152
	68%	48%	53%	51%	61%	60%	67%	73%	79%	72%	80%	69%	78%	62%	76%	78%
											b			a	a	
Cartoons/ animations/ mini-movies or songs	1835	92	173	142	80	106	107	63	111	94	90	152	96	63	108	77
	56%	70%	73%	82%	77%	74%	78%	58%	65%	71%	54%	50%	55%	45%	37%	39%
				a						a						
Music videos	1645	42	65	60	48	59	62	60	87	50	92	171	91	79	175	121
	50%	32%	27%	35%	46%	41%	45%	55%	51%	38%	55%	57%	52%	57%	60%	62%
								c	c							
Videos that help them to learn new things or help with their schoolwork or homework	1572	52	113	98	44	74	79	53	66	64	78	125	95	46	151	120
	48%	40%	47%	56%	42%	52%	57%	49%	39%	49%	47%	41%	55%	33%	52%	61%
				a			a						b		a	a
Game tutorials/ walk-throughs/ watching other people play games	1424	28	59	52	46	78	55	55	92	72	82	126	87	57	146	114
	44%	21%	25%	30%	45%	54%	40%	50%	54%	55%	50%	42%	50%	41%	50%	58%
						c										a
'How-to' videos or tutorials about hobbies/ things they are interested in	1275	16	49	64	43	56	68	37	75	45	73	126	89	44	134	102
	39%	12%	20%	37%	42%	39%	49%	34%	44%	34%	44%	42%	51%	32%	46%	52%
				ab											a	a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 12**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3274	114	226	152	132	177	186	123	191	174	127	229	169	113	236	174
Effective Weighted Sample	2539	90	173	123	107	141	144	104	157	139	107	196	124	92	192	133
Total	3267	131	238	173	104	144	137	109	171	131	165	302	174	139	291	196
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1238 38%	16 12%	33 14%	24 14%	27 26%	42 29%	36 27%	47 43%	60 35%	41 32%	65 39%	149 49%	75 43%	64 46%	157 54%	111 57%
Film trailers, clips of programmes, 'best-bits' or programme highlights	1092 33%	9 7%	37 15% a	35 20% a	21 20%	30 21%	41 30%	29 27%	56 33%	50 38%	60 36%	97 32%	63 36%	39 28%	115 39%	111 57% ab
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1051 32%	21 16%	69 29% a	48 28%	42 41%	61 43%	44 32%	44 41%	75 44% c	40 30%	52 32%	95 31%	56 32%	34 24%	91 31%	74 38% a
Whole programmes or films	983 30%	22 17%	61 26%	38 22%	30 28%	52 36%	49 36%	28 25%	65 38% a	36 27%	42 26%	77 25%	50 28%	34 24%	104 36%	68 35%
Sports/ football clips or interviews	818 25%	5 4%	23 10%	34 19% ab	15 15%	29 20%	32 24%	23 21%	44 26%	43 33% a	43 26%	65 22%	45 26%	43 31%	93 32%	91 46% ab
Other types of video	51 2%	* *%	7 3%	4 2%	2 1%	- -%	4 3%	2 2%	2 1%	- -%	* *%	7 2%	4 2%	- -%	- -%	7 3% b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 12**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3274	114	226	152	132	177	186	123	191	174	127	229	169	113	236	174
Effective Weighted Sample	2539	90	173	123	107	141	144	104	157	139	107	196	124	92	192	133
Total	3267	131	238	173	104	144	137	109	171	131	165	302	174	139	291	196
Don't know	20	-	1	-	2	*	-	-	1	4	-	1	-	-	-	-
	1%	-%	*%	-%	2%	*%	-%	-%	1%	3%	-%	*%	-%	-%	-%	-%
Base for stats	3267	131	238	173	104	144	137	109	171	131	165	302	174	139	291	196
Mean number of types of video watched (out of 12)	4.7	2.8	3.4	4.0	4.4	4.7	4.9	4.8	5.1	4.8	4.9	4.6	5.1	4.2	5.1	5.9
			a	ab								b		a	ab	
Standard deviation	2.35	1.48	1.96	2.19	2.23	2.15	2.37	2.19	2.35	2.18	2.07	2.25	2.19	2.19	2.34	2.79
Standard error	.04	.14	.13	.18	.19	.16	.17	.20	.17	.17	.18	.15	.17	.21	.15	.21
Columns Tested:		a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 12**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	POTENTIALITY		
		MOST a	TOTAL b	LEAST c
Significance Level: 95%				
Unweighted total	3274	138	210	153
Effective Weighted Sample	2539	117	172	122
Total	3267	105	190	110
Funny videos/ jokes/ pranks/ challenges	2223 68%	84 80%	144 76%	86 78%
Cartoons/ animations/ mini-movies or songs	1835 56%	38 36%	66 35%	37 34%
Music videos	1645 50%	65 62%	132 70%	73 67%
Videos that help them to learn new things or help with their schoolwork or homework	1572 48%	48 45%	99 52%	61 56%
Game tutorials/ walk-throughs/ watching other people play games	1424 44%	51 48%	86 45%	58 53%
'How-to' videos or tutorials about hobbies/ things they are interested in	1275 39%	58 56%	72 38%	48 44%
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1238 38%	50 48%	100 53%	61 56%

Columns Tested: 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.

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
		a	b	c
Significance Level: 95%				
Unweighted total	3274	138	210	153
Effective Weighted Sample	2539	117	172	122
Total	3267	105	190	110
Film trailers, clips of programmes, 'best-bits' or programme highlights	1092 33%	49 47%	113 60% a	58 53%
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1051 32%	28 27%	56 30%	41 37%
Whole programmes or films	983 30%	41 39%	77 41%	45 41%
Sports/ football clips or interviews	818 25%	33 32%	66 35%	47 43%
Other types of video	51 2%	1 1%	3 2%	2 2%
Don't know	20 1%	- -%	- -%	* *%
Base for stats	3267	105	190	110
Mean number of types of video watched (out of 12)	4.7	5.2	5.3	5.6
Standard deviation	2.35	2.50	2.10	2.29
Standard error	.04	.21	.14	.19
Columns Tested: a,b,c				

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 13**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2855	102	397	90	297	98	304	112	459	132	417	80	259
	84%	81%	82%	97%	88%	93%	88%	84%	84%	79%	83%	83%	80%
				b									
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	514	9	53	9	31	23	41	23	114	37	85	14	49
	15%	7%	11%	10%	9%	22%	12%	17%	21%	22%	17%	14%	15%
						b							
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2894	102	404	90	299	99	306	116	465	140	419	80	260
	85%	82%	84%	98%	88%	93%	89%	86%	85%	84%	83%	84%	80%
				b									
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	512	23	78	2	40	7	39	18	83	26	84	15	65
	15%	18%	16%	2%	12%	7%	11%	14%	15%	16%	17%	16%	20%
					a								

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 13**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2855	118	213	154	97	134	131	105	157	118	141	248	155	113	241	172
	84%	81%	82%	82%	89%	89%	89%	95%	86%	87%	82%	81%	89%	77%	82%	85%
								bc								
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	514	22	20	23	11	11	21	16	32	20	32	57	47	16	65	45
	15%	15%	8%	12%	10%	7%	14%	15%	17%	15%	19%	18%	27%	11%	22%	22%
		b												a	a	
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2894	122	214	156	98	136	133	105	159	119	142	254	158	115	246	176
	85%	83%	83%	83%	90%	90%	90%	95%	87%	88%	83%	83%	90%	78%	84%	88%
								b								
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	512	25	44	32	11	15	15	6	23	16	28	52	17	32	48	25
	15%	17%	17%	17%	10%	10%	10%	5%	13%	12%	17%	17%	10%	22%	16%	12%
									a							

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

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2855 84%	81 77%	160 83%	90 82%
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	514 15%	16 15%	30 16%	17 15%
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2894 85%	82 77%	160 84%	91 82%
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	512 15%	24 23%	31 16%	20 18%

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 14**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
YouTube (Live)	1631 48%	44 35%	204 42%	33 36%	152 45%	49 46%	174 50%	64 47%	294 54%	86 51%	260 52%	50 52%	158 48%
TikTok (Live)	1049 31%	8 6%	61 13%	11 12%	48 14%	25 23%	68 20%	40 30%	181 33%	83 50%	246 49%	60 63%	167 51%
												b	
Instagram (Live)	625 18%	9 7%	62 13%	7 8%	38 11%	14 13%	31 9%	15 11%	88 16%	36 22%	143 28%	36 38%	118 36%
Facebook (Live)	554 16%	14 11%	53 11%	6 6%	33 10%	20 19%	43 13%	12 9%	87 16%	35 21%	133 27%	20 21%	72 22%
Snapchat (Live)	474 14%	12 9%	40 8%	5 6%	15 4%	12 11%	31 9%	19 14%	80 15%	34 20%	115 23%	29 30%	68 21%
Twitch	188 6%	2 1%	12 3%	2 2%	13 4%	6 5%	15 4%	8 6%	30 6%	19 11%	40 8%	11 12%	23 7%
Telegram (Live)	109 3%	1 1%	17 4%	6 7%	9 3%	6 6%	5 1%	- -	16 3%	5 3%	25 5%	4 4%	11 3%
						b							
Yubo	52 2%	2 1%	10 2%	2 2%	4 1%	2 2%	2 *	3 2%	11 2%	3 2%	6 1%	1 1%	2 1%
YouNow	30 1%	- -	7 1%	3 4%	4 1%	2 2%	1 *	1 1%	2 *	2 1%	2 *	1 1%	2 1%
						b							
Child watches live streamed videos on other apps/ sites	47 1%	1 1%	14 3%	1 1%	2 1%	- -	7 2%	2 1%	2 *	2 1%	4 1%	3 3%	6 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 14**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Child does not watch live streamed videos on ANY apps/ sites	1101	67	242	54	166	45	118	38	137	26	92	11	61
	32%	54%	50%	58%	49%	42%	34%	28%	25%	16%	18%	12%	19%
Don't know	56	1	-	1	8	2	13	4	10	4	3	-	5
	2%	1%	-%	1%	2%	2%	4%	3%	2%	2%	1%	-%	1%

**SUMMARY**

ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2250	57	240	38	165	58	214	92	401	136	407	84	259
	66%	45%	50%	41%	48%	55%	62%	69%	73%	82%	81%	88%	80%
Base for stats	3406	125	482	92	339	106	345	134	548	166	503	96	326
Mean number of apps/ sites (out of 10)	1.4	.7	1.0	.8	.9	1.3	1.1	1.2	1.4	1.8	1.9	2.2	1.9
Standard deviation	1.51	1.14	1.50	1.55	1.34	1.66	1.24	1.14	1.35	1.50	1.65	1.59	1.53
Standard error	.03	.11	.07	.14	.06	.15	.06	.11	.06	.13	.08	.15	.08

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 14**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
YouTube (Live)	1631	65	99	93	45	56	75	62	87	70	102	147	99	78	150	110
	48%	44%	38%	49% b	41%	37%	51% b	56%	48%	51%	60% b	48%	57%	53%	51%	54%
TikTok (Live)	1049	6	26	40	12	18	32	29	36	33	76	85	54	56	154	106
	31%	4%	10%	21% ab	11%	12%	22% ab	26%	20%	24%	44% bc	28%	31%	38%	52% a	53% a
Instagram (Live)	625	17	17	37	11	13	23	14	14	22	19	47	35	31	63	78
	18%	11%	7%	20% b	10%	8%	16%	13%	7%	16% b	11%	15%	20%	21%	21%	39% ab
Facebook (Live)	554	14	27	28	8	7	25	17	20	27	21	42	35	33	63	70
	16%	10%	10%	15%	7%	5%	17% ab	16%	11%	20% b	12%	14%	20%	23%	21%	35% ab
Snapchat (Live)	474	13	18	19	5	6	13	11	18	14	27	45	25	35	54	54
	14%	9%	7%	10%	4%	4%	9%	10%	10%	11%	16%	15%	14%	24%	18%	27%
Twitch	188	2	6	6	3	4	7	8	7	8	8	13	15	12	23	22
	6%	1%	2%	3%	3%	3%	5%	7%	4%	6%	5%	4%	9%	8%	8%	11%
Telegram (Live)	109	3	3	13	6	4	6	6	2	5	3	6	7	6	7	17
	3%	2%	1%	7% b	5%	3%	4%	6% b	1%	4%	2%	2%	4%	4%	2%	9% b
Yubo	52	2	4	6	1	1	4	1	1	1	6	4	4	3	2	4
	2%	2%	1%	3%	1%	1%	2%	1%	1%	1%	4%	1%	2%	2%	1%	2%
YouNow	30	-	2	4	3	2	3	1	1	1	-	1	2	-	3	2
	1%	-%	1%	2%	3%	1%	2%	1%	1%	*%	-%	*%	1%	-%	1%	1%
Child watches live streamed videos on other apps/ sites	47	4	6	5	3	-	1	*	3	2	3	-	-	-	*	6
	1%	3%	2%	3%	2%	-%	1%	*%	2%	1%	2%	-%	-%	-%	*%	3% b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 14**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Child does not watch live streamed videos on ANY apps/ sites	1101	67	134	87	54	85	65	34	68	46	27	87	47	22	53	34
	32%	46%	52%	46%	50%	56%	44%	30%	37%	34%	16%	29%	27%	15%	18%	17%
						c						a	a			
Don't know	56	1	2	-	3	3	3	1	5	6	3	7	3	2	1	2
	2%	1%	1%	-%	3%	2%	2%	1%	3%	5%	2%	2%	1%	2%	1%	1%
<b>SUMMARY</b>																
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2250	78	122	101	52	63	79	76	110	83	141	212	125	123	241	165
	66%	53%	47%	54%	48%	42%	54%	69%	60%	61%	83%	69%	71%	83%	82%	82%
						b					bc					
Base for stats	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Mean number of apps/ sites (out of 10)	1.4	.9	.8	1.3	.9	.7	1.3	1.4	1.0	1.3	1.6	1.3	1.6	1.7	1.8	2.3
			ab				ab	b		b	b		b		ab	
Standard deviation	1.51	1.11	1.25	1.85	1.33	1.19	1.73	1.59	1.23	1.48	1.19	1.25	1.51	1.28	1.45	1.93
Standard error	.03	.10	.08	.14	.11	.09	.12	.14	.09	.11	.10	.08	.12	.12	.09	.15
Columns Tested:	a,b,c - a,b,c - a,b,c - a,b,c - a,b,c															

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 14**

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
YouTube (Live)	1631 48%	54 51%	91 47%	56 51%
TikTok (Live)	1049 31%	68 65%	95 50%	59 53%
Instagram (Live)	625 18%	30 29%	69 36%	50 46%
Facebook (Live)	554 16%	25 24%	35 18%	31 29%
Snapchat (Live)	474 14%	27 26%	43 22%	28 26%
Twitch	188 6%	15 14%	10 5%	9 8%
Telegram (Live)	109 3%	4 3%	5 3%	5 5%
Yubo	52 2%	- -%	- -%	2 2%
YouNow	30 1%	1 1%	- -%	1 1%
Child watches live streamed videos on other apps/ sites	47 1%	3 3%	3 2%	2 2%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 14**

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Child does not watch live streamed videos on ANY apps/ sites	1101 32%	12 11%	39 20% a	15 13%
Don't know	56 2%	- -%	4 2%	- -%

**SUMMARY**

ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2250 66%	94 89% b	149 78%	96 87%
Base for stats	3406	106	192	110
Mean number of apps/ sites (out of 10)	1.4	2.2	1.8	2.2 b
Standard deviation	1.51	1.48	1.52	1.55
Standard error	.03	.13	.10	.12
Columns Tested: a,b,c				

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Yes	545 16%	10 8%	62 13%	10 11%	34 10%	20 19%	25 7%	23 17%	108 20%	47 28%	97 19%	20 20%	60 18%
No	2835 83%	112 90%	418 87%	82 89%	304 89%	86 81%	318 92%	110 82%	437 80%	119 72%	402 80%	76 80%	263 81%
Don't know	26 1%	3 2%	2 *%	- -%	2 1%	- -%	2 *%	2 1%	3 1%	- -%	4 1%	- -%	3 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 15**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Yes	545 16%	18 12%	27 10%	27 14%	11 10%	10 7%	25 17%	10 9%	16 9%	20 15%	29 17%	59 19%	40 23%	34 23%	54 18%	53 26%
No	2835 83%	126 86%	228 88%	158 84%	99 90%	140 93%	121 82%	101 91%	166 91%	115 85%	138 81%	247 81%	133 76%	113 77%	237 80%	148 74%
Don't know	26 1%	2 1%	4 1%	2 1%	- -%	* *%	1 1%	- -%	1 1%	1 1%	3 2%	- -%	2 1%	- -%	4 1%	- -%

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



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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Yes	545 16%	26 25%	36 19%	20 18%
No	2835 83%	79 75%	155 81%	90 81%
Don't know	26 1%	1 1%	1 *%	* *%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
TikTok	1496 44%	13 10%	69 14%	14 15%	68 20%	39 37%	114 33%	73 54%	290 53%	105 63%	351 70%	68 71%	239 73%
Snapchat	1307 38%	17 14%	72 15%	15 16%	43 13%	24 23%	76 22%	58 44%	246 45%	98 59%	322 64%	68 71%	225 69%
Instagram	1164 34%	22 18%	78 16%	9 10%	41 12%	24 23%	72 21%	31 23%	172 31%	79 48%	270 54%	76 80%	248 76%
Facebook	1038 30%	13 10%	66 14%	8 8%	48 14%	28 27%	87 25%	29 22%	168 31%	76 46%	242 48%	60 63%	178 55%
Pinterest	329 10%	7 5%	25 5%	4 4%	15 4%	9 8%	20 6%	9 7%	65 12%	28 17%	74 15%	16 17%	52 16%
X/ Twitter	203 6%	1 1%	7 1%	3 3%	9 3%	5 5%	14 4%	5 4%	15 3%	11 7%	61 12%	11 12%	53 16%
Reddit	146 4%	- -%	9 2%	3 3%	6 2%	6 6%	8 2%	4 3%	26 5%	6 3%	40 8%	6 6%	27 8%
BeReal	123 4%	3 2%	6 1%	1 1%	3 1%	6 6%	3 1%	3 2%	14 3%	12 7%	35 7%	10 10%	23 7%
Threads	107 3%	- -%	6 1%	2 2%	8 2%	2 2%	6 2%	- -%	18 3%	4 2%	30 6%	7 7%	22 7%
Wink	72 2%	2 1%	16 3%	1 1%	8 2%	4 4%	12 4%	1 1%	6 1%	5 3%	8 2%	1 1%	5 2%
Tumblr	69 2%	- -%	5 1%	2 2%	4 1%	3 3%	1 *%	5 3%	14 3%	2 1%	19 4%	1 1%	9 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
HiPal	40 1%	2 1%	10 2%	2 2%	6 2%	3 3%	2 1%	- -%	5 1%	3 2%	3 1%	* *%	2 1%
Amino	28 1%	- -%	4 1%	1 1%	1 *%	2 1%	- -%	1 1%	3 1%	4 2%	3 1%	- -%	4 1%
YuBo	28 1%	1 1%	8 2%	2 2%	2 *%	2 2%	2 1%	- -%	5 1%	* *%	2 *%	2 3%	1 *%
Child uses other social media apps/ sites	118 3%	2 2%	20 4%	3 4%	10 3%	8 7%	15 4%	9 6%	22 4%	5 3%	13 3%	2 2%	6 2%
Child does not use ANY social media apps/ sites	1050 31%	78 62%	297 62%	59 64%	214 63%	41 38%	146 42%	25 19%	100 18%	13 8%	22 4%	3 3%	7 2%
Don't know	26 1%	4 3%	5 1%	1 1%	2 1%	- -%	6 2%	- -%	2 *%	- -%	2 *%	- -%	- -%
<b>SUMMARY</b>													
ANY SOCIAL MEDIA APPS/ SITES USED	2330 68%	44 35%	180 37%	32 35%	123 36%	65 62%	193 56%	110 81%	445 81%	154 92%	479 95%	92 97%	318 98%
Base for stats	3406	125	482	92	339	106	345	134	548	166	503	96	326
Mean number of apps/ sites (out of 16)	1.8	.7	.8	.8	.8	1.6	1.3	1.7	2.0	2.6	2.9	3.4	3.4
Standard deviation	1.87	1.14	1.55	1.67	1.54	2.06	1.56	1.30	1.53	1.62	1.85	1.52	1.63
Standard error	.03	.11	.07	.16	.07	.19	.08	.13	.07	.14	.09	.14	.08

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
TikTok	1496 44%	13 9%	33 13%	39 21% a	16 14%	27 18%	41 28% ab	48 43%	65 36%	47 34%	99 58%	159 52%	97 56%	99 67%	193 65%	143 71%
Snapchat	1307 38%	23 16%	36 14%	36 19%	15 14%	14 9%	29 20% b	34 30%	38 21%	29 21%	82 48%	129 42%	82 47%	87 59%	169 57%	135 67%
Instagram	1164 34%	26 17%	36 14%	39 21%	12 11%	16 10%	26 17%	27 24%	32 18%	42 31% b	38 22%	89 29%	73 42% ab	66 45%	147 50%	118 59% a
Facebook	1038 30%	14 9%	24 9%	41 22% ab	10 9%	15 10%	32 22% ab	28 25%	39 22%	48 35% b	51 30%	81 26%	64 37%	63 43%	135 46%	111 55%
Pinterest	329 10%	8 5%	11 4%	13 7%	6 6%	2 1%	10 7% b	12 11% b	7 4%	8 6%	17 10%	26 9%	25 14%	10 7%	47 16% a	37 18% a
X/ Twitter	203 6%	1 1%	3 1%	4 2%	3 3%	3 2%	6 4%	4 4%	7 4%	10 7%	5 3%	6 2%	10 5%	11 7%	21 7%	40 20% ab
Reddit	146 4%	* *%	4 1%	5 3%	2 2%	3 2%	5 3%	5 4%	5 3%	5 3%	8 4%	11 4%	12 7%	* *%	16 5% a	24 12% ab
BeReal	123 4%	- -%	4 1%	5 2%	* *%	1 1%	4 3%	5 4% b	1 1%	3 2%	7 4%	5 2%	5 3%	14 9%	17 6%	10 5%
Threads	107 3%	- -%	2 1%	4 2%	2 2%	- -%	8 5% b	2 2%	2 1%	4 3%	2 1%	8 3%	6 3%	1 *%	12 4%	21 10% ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Wink	72 2%	6 4%	4 2%	8 4%	2 1%	2 2%	5 4%	2 2%	5 3%	9 6%	4 3%	2 1%	* *%	2 1%	4 1%	7 4%
Tumblr	69 2%	2 1%	1 *%	2 1%	- -%	2 1%	6 4%	1 1%	1 1%	3 2%	2 1%	10 3%	6 4%	4 3%	4 1%	13 6% b
HiPal	40 1%	- -%	6 2%	6 3%	- -%	3 2%	4 3%	1 1%	2 1%	2 2%	1 1%	1 *%	1 1%	1 1%	2 1%	3 2%
Amino	28 1%	- -%	2 1%	1 1%	- -%	1 1%	3 2%	1 1%	- -%	1 1%	- -%	3 1%	2 1%	3 2%	2 1%	2 1%
YuBo	28 1%	2 1%	5 2%	3 2%	* *%	1 1%	2 1%	1 1%	1 1%	2 1%	2 1%	1 *%	2 1%	- -%	1 *%	2 1%
Child uses other social media apps/ sites	118 3%	2 1%	12 5%	8 4%	4 4%	5 3%	4 2%	7 6%	9 5%	7 5%	11 7%	10 3%	7 4%	- -%	17 6%	2 1%
Child does not use ANY social media apps/ sites	1050 31%	88 60%	162 63%	105 56%	70 64%	99 66%	81 55%	37 33%	80 44%	48 35%	28 16%	59 19%	27 15%	10 6%	12 4%	10 5%
Don't know	26 1%	5 4%	3 1%	2 1%	1 1%	* *%	1 1%	1 1%	2 1%	2 1%	2 1%	- -%	- -%	- -%	2 1%	- -%
<b>SUMMARY</b>																
ANY SOCIAL MEDIA APPS/ SITES USED	2330 68%	53 36%	94 36%	80 43%	39 36%	51 34%	65 44%	72 65%	100 55%	86 63%	141 83%	247 81%	148 85%	138 94%	282 95%	191 95%
Base for stats	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Columns Tested: a,b,c - a,b,c - a,b,c - a,b,c - a,b,c																

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Mean number of apps/ sites (out of 16)	1.8	.7	.7	1.1	.7	.6	1.2	1.6	1.2	1.6	1.9	1.8	2.2	2.4	2.7	3.3
Standard deviation	1.87	1.11	1.48	1.72	1.19	1.19	2.18	2.00	1.51	1.80	1.42	1.43	1.63	1.44	1.60	2.20
Standard error	.03	.10	.10	.13	.10	.09	.16	.18	.11	.13	.12	.09	.12	.13	.10	.17

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 16**

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
TikTok	1496 44%	80 76%	137 71%	79 71%
Snapchat	1307 38%	76 72%	131 68%	76 69%
Instagram	1164 34%	77 73%	143 75%	89 81%
Facebook	1038 30%	67 63%	108 56%	59 54%
Pinterest	329 10%	21 20%	27 14%	20 18%
X/ Twitter	203 6%	13 13%	31 16%	18 17%
Reddit	146 4%	11 11%	10 5%	11 10%
BeReal	123 4%	6 6%	15 8%	9 9%
Threads	107 3%	4 4%	14 7%	10 9%
Wink	72 2%	2 2%	4 2%	2 2%
Tumblr	69 2%	3 3%	4 2%	2 2%
HiPal	40 1%	* *%	1 1%	1 1%

Columns Tested: 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.

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Amino	28 1%	1 1%	2 1%	1 1%
YuBo	28 1%	- -%	2 1%	1 1%
Child uses other social media apps/ sites	118 3%	2 2%	3 2%	3 3%
Child does not use ANY social media apps/ sites	1050 31%	1 1%	7 3%	1 1%
Don't know	26 1%	- -%	- -%	- -%

**SUMMARY**

ANY SOCIAL MEDIA APPS/ SITES USED	2330 68%	105 99%	185 97%	109 99%
Base for stats	3406	106	192	110
Mean number of apps/ sites (out of 16)	1.8	3.4	3.3	3.5
Standard deviation	1.87	1.57	1.66	1.54
Standard error	.03	.13	.11	.12

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 17**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	~b	~a	~b	~a	~b	~a	~b
Unweighted total	441	36	173	43	167	-	-	-	-	-	-	-	-
Effective Weighted Sample	344	31	137	33	137	-	-	-	-	-	-	-	-
Total	402	44	180	32	123	-	-	-	-	-	-	-	-
My child uses these social media apps/ sites independently	101	**	29	**	43	**	**	**	**	**	**	**	**
	25%	**	16%	**	35%	**	**	**	**	**	**	**	**
I use these social media apps/ sites on behalf of my child	120	**	64	**	23	**	**	**	**	**	**	**	**
	30%	**	36%	**	18%	**	**	**	**	**	**	**	**
We use these social media apps/ sites together	174	**	81	**	58	**	**	**	**	**	**	**	**
	43%	**	45%	**	47%	**	**	**	**	**	**	**	**
Don't know	7	**	6	**	-	**	**	**	**	**	**	**	**
	2%	**	3%	**	-%	**	**	**	**	**	**	**	**

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 17**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																
Unweighted total	441	51	91	70	48	70	93	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	344	38	72	60	38	55	78	-	-	-	-	-	-	-	-	-
Total	402	53	94	80	39	51	65	-	-	-	-	-	-	-	-	-
My child uses these social media apps/ sites independently	101 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I use these social media apps/ sites on behalf of my child	120 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
We use these social media apps/ sites together	174 43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		~a	~b	~c
Unweighted total	441	-	-	-
Effective Weighted Sample	344	-	-	-
Total	402	-	-	-
My child uses these social media apps/ sites independently	101 25%	**	**	**
I use these social media apps/ sites on behalf of my child	120 30%	**	**	**
We use these social media apps/ sites together	174 43%	**	**	**
Don't know	7 2%	**	**	**

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 18**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2754	69	274	44	204	74	258	124	516	165	498	94	324
	81%	56%	57%	48%	60%	70%	75%	93%	94%	99%	99%	99%	100%
				a									
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3270	115	440	92	318	104	329	132	540	166	487	94	322
	96%	92%	91%	99%	94%	99%	95%	98%	98%	100%	97%	99%	99%
				b									
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2260	57	242	38	166	59	215	94	404	136	407	84	259
	66%	45%	50%	42%	49%	56%	62%	70%	74%	82%	81%	88%	80%
USE SOCIAL MEDIA APPS/ SITES	2330	44	180	32	123	65	193	110	445	154	479	92	318
	68%	35%	37%	35%	36%	62%	56%	81%	81%	92%	95%	97%	98%
ANY OF THESE	3321	117	453	92	320	105	335	134	541	166	503	94	326
	98%	94%	94%	99%	94%	100%	97%	100%	99%	100%	100%	99%	100%
				b									
NONE OF THESE	85	8	29	1	19	*	10	-	6	-	-	1	-
	2%	6%	6%	1%	6%	*%	3%	-%	1%	-%	-%	1%	-%
				a									
ALL OF THESE	1869	28	138	23	101	46	149	87	359	131	393	82	255
	55%	23%	29%	25%	30%	43%	43%	64%	65%	79%	78%	86%	78%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 18**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2754 81%	75 51%	156 60%	117 62%	59 54%	90 60%	94 64%	86 77%	133 73%	108 80%	161 94%	284 93%	172 99% b	144 98%	291 99%	199 99%
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3270 96%	131 90%	238 92%	173 92%	104 95%	144 96%	137 93%	109 99%	171 94%	131 97%	165 97%	302 99%	174 99%	139 95%	293 99% a	196 97%
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2260 66%	78 53%	124 48%	101 54%	53 48%	64 42%	79 54%	77 69%	111 61%	83 61%	143 84% bc	215 70%	125 71%	123 83%	241 82%	165 82%
USE SOCIAL MEDIA APPS/ SITES	2330 68%	53 36%	94 36%	80 43%	39 36%	51 34%	65 44%	72 65%	100 55%	86 63%	141 83%	247 81%	148 85%	138 94%	282 95%	191 95%
ANY OF THESE	3321 98%	134 92%	246 95%	180 96%	104 95%	145 96%	138 94%	111 100% b	173 95%	135 100% b	167 98%	303 99%	175 100%	147 100%	295 100%	201 100%
NONE OF THESE	85 2%	12 8%	13 5%	8 4%	6 5%	6 4%	9 6%	- -%	10 5% ac	1 *%	4 2%	3 1%	- -%	- -%	- -%	- -%
ALL OF THESE	1869 55%	37 26%	64 25%	68 36% b	28 25%	40 26%	58 39% ab	58 52%	74 40%	66 49%	127 74% b	194 63%	113 65%	111 75%	234 79%	162 80%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 18**

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2754 81%	106 100%	190 99%	110 100%
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3270 96%	105 99%	190 99%	110 99%
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2260 66%	94 89%	149 78%	96 87%
USE SOCIAL MEDIA APPS/ SITES	2330 68%	105 99%	185 97%	109 99%
ANY OF THESE	3321 98%	106 100%	192 100%	110 100%
NONE OF THESE	85 2%	- -%	- -%	- -%
ALL OF THESE	1869 55%	92 87%	144 75%	96 87%
		b	b	b

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 19**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2395	36	173	43	167	82	267	87	385	123	414	115	407
Effective Weighted Sample	1864	31	137	33	137	70	218	73	313	99	327	95	328
Total	2400	44	180	32	123	75	220	110	469	155	482	93	320
Yes	1907	**	136	**	101	**	179	**	380	131	369	68	242
	79%	**	75%	**	82%	**	81%	**	81%	85%	77%	73%	76%
No	482	**	44	**	22	**	40	**	87	24	111	25	76
	20%	**	25%	**	18%	**	18%	**	19%	15%	23%	27%	24%
Don't know	11	**	-	**	*	**	1	**	1	-	1	-	2
	*%	**	-%	**	*%	**	*%	**	*%	-%	*%	-%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 19**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2395	51	91	70	48	70	93	94	133	118	111	201	146	114	231	170
Effective Weighted Sample	1864	38	72	60	38	55	78	81	111	95	94	170	109	94	187	129
Total	2400	53	94	80	39	51	65	85	120	88	147	260	151	141	283	189
Yes	1907	**	**	**	**	**	**	**	96	74	131	206	123	110	219	154
	79%	**	**	**	**	**	**	**	80%	85%	89%	79%	81%	78%	77%	81%
											b					
No	482	**	**	**	**	**	**	**	24	13	16	53	28	30	64	34
	20%	**	**	**	**	**	**	**	20%	15%	11%	20%	19%	21%	23%	18%
Don't know	11	**	**	**	**	**	**	**	1	-	-	1	-	1	-	1
	*%	**	**	**	**	**	**	**	1%	-%	-%	1%	-%	1%	-%	1%

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



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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2395	138	209	154
Effective Weighted Sample	1864	117	171	122
Total	2400	105	186	110
Yes	1907 79%	88 84%	134 72%	83 75%
		b		
No	482 20%	16 15%	50 27%	27 25%
			a	
Don't know	11 *%	1 1%	1 1%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 20**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2395	36	173	43	167	82	267	87	385	123	414	115	407
Effective Weighted Sample	1864	31	137	33	137	70	218	73	313	99	327	95	328
Total	2400	44	180	32	123	75	220	110	469	155	482	93	320
Strongly disagree	160 7%	** **	16 9%	** **	9 7%	** **	18 8%	** **	33 7%	6 4%	12 2%	6 7%	11 3%
Slightly disagree	339 14%	** **	12 7%	** **	14 11%	** **	40 18%	** **	76 16%	26 17%	63 13%	16 17%	37 12%
Neither agree nor disagree	650 27%	** **	35 19%	** **	32 26%	** **	54 24%	** **	135 29%	49 32%	125 26%	29 32%	96 30%
Slightly agree	782 33%	** **	77 43%	** **	35 28%	** **	73 33%	** **	150 32%	41 27%	171 35%	28 30%	119 37%
Strongly agree	442 18%	** **	39 22%	** **	33 27%	** **	36 16%	** **	71 15%	28 18%	107 22%	14 15%	55 17%
Don't know	26 1%	** **	1 1%	** **	1 1%	** **	- -%	** **	3 1%	5 3%	5 1%	- -%	2 1%
<b>SUMMARY CODES</b>													
TOTAL DISAGREE	500 21%	** **	28 15%	** **	23 18%	** **	58 26%	** **	109 23%	32 21%	74 15%	22 23%	48 15%
TOTAL AGREE	1224 51%	** **	116 64%	** **	68 55%	** **	109 49%	** **	221 47%	69 45%	278 58%	42 45%	174 54%
TOTAL NEITHER/ DON'T KNOW	676 28%	** **	37 20%	** **	33 27%	** **	54 24%	** **	138 30%	54 35%	129 27%	29 32%	98 31%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 20**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2395	51	91	70	48	70	93	94	133	118	111	201	146	114	231	170
Effective Weighted Sample	1864	38	72	60	38	55	78	81	111	95	94	170	109	94	187	129
Total	2400	53	94	80	39	51	65	85	120	88	147	260	151	141	283	189
Strongly disagree	160 7%	**	**	**	**	**	**	**	12 10%	6 7%	16 11%	24 9%	8 5%	3 2%	9 3%	5 3%
Slightly disagree	339 14%	**	**	**	**	**	**	**	23 19%	12 13%	18 12%	45 17%	30 20%	27 19%	45 16%	16 8%
Neither agree nor disagree	650 27%	**	**	**	**	**	**	**	32 26%	14 16%	51 35%	80 31%	34 22%	50 35%	69 25%	38 20%
Slightly agree	782 33%	**	**	**	**	**	**	**	38 32%	32 37%	38 26%	67 26%	58 38%	41 29%	96 34%	75 39%
Strongly agree	442 18%	**	**	**	**	**	**	**	13 11%	24 27%	24 16%	42 16%	18 12%	19 14%	59 21%	53 28%
Don't know	26 1%	**	**	**	**	**	**	**	2 2%	- -	- -	2 1%	4 3%	2 1%	4 2%	2 1%
<b>SUMMARY CODES</b>																
TOTAL DISAGREE	500 21%	**	**	**	**	**	**	**	35 29%	17 20%	34 23%	68 26%	38 25%	29 21%	54 19%	21 11%
TOTAL AGREE	1224 51%	**	**	**	**	**	**	**	52 43%	56 64%	62 42%	109 42%	76 50%	60 43%	155 55%	128 68%
TOTAL NEITHER/ DON'T KNOW	676 28%	**	**	**	**	**	**	**	34 28%	14 16%	51 35%	82 32%	38 25%	52 37%	74 26%	40 21%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 20**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2395	138	209	154
Effective Weighted Sample	1864	117	171	122
Total	2400	105	186	110
Strongly disagree	160 7%	7 7%	5 3%	4 4%
Slightly disagree	339 14%	14 13%	24 13%	18 16%
Neither agree nor disagree	650 27%	28 26%	62 33%	30 27%
Slightly agree	782 33%	42 40%	65 35%	34 31%
Strongly agree	442 18%	15 15%	30 16%	23 21%
Don't know	26 1%	- -%	- -%	1 1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	500 21%	21 20%	30 16%	22 20%
TOTAL AGREE	1224 51%	57 54%	95 51%	58 52%
TOTAL NEITHER/ DON'T KNOW	676 28%	28 26%	62 33%	30 28%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 21**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Yes – there is a minimum age requirement	2812	104	395	82	282	92	279	119	445	137	402	86	280
	83%	83%	82%	89%	83%	87%	81%	88%	81%	82%	80%	90%	86%
No – there is not a minimum age requirement	269	10	46	3	28	3	28	8	43	15	51	4	19
	8%	8%	10%	3%	8%	3%	8%	6%	8%	9%	10%	4%	6%
Don't know	324	11	40	8	30	11	37	8	60	15	50	5	27
	10%	9%	8%	8%	9%	10%	11%	6%	11%	9%	10%	6%	8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 21**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Yes – there is a minimum age requirement	2812	123	207	157	97	133	113	86	149	114	131	258	152	116	234	166
	83%	84%	80%	84%	89%	89%	77%	77%	82%	84%	77%	84%	87%	78%	79%	82%
					c	c							a			
No – there is not a minimum age requirement	269	16	19	20	6	8	16	9	11	11	12	25	13	13	27	26
	8%	11%	7%	11%	5%	6%	11%	8%	6%	8%	7%	8%	7%	9%	9%	13%
Don't know	324	7	33	10	7	9	18	16	22	10	27	23	9	19	34	9
	10%	5%	13%	5%	6%	6%	12%	14%	12%	7%	16%	8%	5%	13%	12%	5%
			ac								bc			c	c	

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

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Yes – there is a minimum age requirement	2812 83%	93 88%	165 86%	99 90%
No – there is not a minimum age requirement	269 8%	4 3%	12 6%	6 6%
Don't know	324 10%	9 9%	15 8%	5 5%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 22**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	~a	b	a	b	a	b
Unweighted total	2825	88	358	102	356	106	330	94	375	109	348	107	349
Effective Weighted Sample	2191	70	283	80	283	87	268	78	301	87	273	88	283
Total	2812	104	395	82	282	92	279	119	445	137	402	86	280
Age under 10	104	**	20	5	12	8	26	**	12	-	5	-	-
	4%	**	5%	6%	4%	9%	9%	**	3%	-%	1%	-%	-%
Aged 10	59	**	10	1	4	1	6	**	22	3	10	-	1
	2%	**	3%	2%	2%	1%	2%	**	5%	2%	2%	-%	*%
Aged 11	29	**	2	-	2	-	5	**	12	-	4	3	-
	1%	**	*%	-%	1%	-%	2%	**	3%	-%	1%	4%	-%
												b	
Aged 12	212	**	33	7	22	10	30	**	41	10	28	5	4
	8%	**	8%	8%	8%	11%	11%	**	9%	8%	7%	5%	1%
												b	
Aged 13	1130	**	131	28	100	42	101	**	195	68	195	37	116
	40%	**	33%	34%	35%	46%	36%	**	44%	50%	49%	43%	42%
Aged 14	252	**	24	12	36	9	22	**	25	15	46	7	34
	9%	**	6%	15%	13%	10%	8%	**	6%	11%	11%	8%	12%
Aged 15	88	**	15	3	8	-	7	**	9	10	7	1	18
	3%	**	4%	4%	3%	-%	3%	**	2%	8%	2%	1%	6%
										b			a
Aged 16	443	**	77	14	42	10	33	**	57	11	45	24	71
	16%	**	19%	17%	15%	11%	12%	**	13%	8%	11%	28%	25%
Aged 17	11	**	-	-	-	-	3	**	5	-	-	-	3
	*%	**	-%	-%	-%	-%	1%	**	1%	-%	-%	-%	1%
Aged 18 or over	208	**	54	6	26	4	23	**	28	2	20	5	9
	7%	**	14%	7%	9%	5%	8%	**	6%	1%	5%	5%	3%
Don't know	277	**	31	7	30	7	24	**	39	17	41	5	24
	10%	**	8%	9%	11%	7%	9%	**	9%	13%	10%	6%	9%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 22**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	~a	b	a	b	a	b
Unweighted total	2825	88	358	102	356	106	330	94	375	109	348	107	349
Effective Weighted Sample	2191	70	283	80	283	87	268	78	301	87	273	88	283
Total	2812	104	395	82	282	92	279	119	445	137	402	86	280
<b>SUMMARY</b>													
AWARE OF MINIMUM AGE REQUIREMENT	2812	**	395	82	282	92	279	**	445	137	402	86	280
	100%	**	100%	100%	100%	100%	100%	**	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1130	**	131	28	100	42	101	**	195	68	195	37	116
	40%	**	33%	34%	35%	46%	36%	**	44%	50%	49%	43%	42%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	**	65	13	40	19	67	**	87	14	47	8	5
	14%	**	16%	16%	14%	21%	24%	**	20%	10%	12%	9%	2%
												b	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	**	169	35	112	24	87	**	124	37	118	36	135
	36%	**	43%	42%	40%	26%	31%	**	28%	27%	29%	42%	48%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	**	265	55	182	50	178	**	251	68	206	49	164
	60%	**	67%	66%	65%	54%	64%	**	56%	50%	51%	57%	58%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 22**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	a	b	c	~a	b	c
Significance Level: 95%																
Unweighted total	2825	109	191	136	122	160	155	97	167	149	104	197	151	93	193	149
Effective Weighted Sample	2191	86	147	112	99	127	119	82	136	120	86	169	109	76	154	113
Total	2812	123	207	157	97	133	113	86	149	114	131	258	152	116	234	166
Age under 10	104	5	10	11	4	5	9	**	13	13	-	7	8	**	2	2
	4%	4%	5%	7%	4%	4%	8%	**	8%	11%	-%	3%	5%	**	1%	1%
													a			
Aged 10	59	1	5	3	3	1	1	**	2	2	9	7	7	**	3	10
	2%	1%	3%	2%	3%	1%	1%	**	2%	2%	7%	3%	4%	**	1%	6%
															b	
Aged 11	29	-	*	1	-	-	2	**	-	3	4	7	2	**	*	1
	1%	-%	*%	1%	-%	-%	2%	**	-%	3%	3%	3%	1%	**	*%	1%
Aged 12	212	8	9	16	6	11	9	**	19	9	8	31	14	**	22	10
	8%	6%	4%	10%	6%	8%	8%	**	13%	8%	6%	12%	9%	**	10%	6%
Aged 13	1130	45	67	52	36	50	42	**	66	34	56	117	64	**	128	81
	40%	37%	32%	33%	37%	38%	37%	**	44%	30%	43%	45%	42%	**	55%	49%
									c							
Aged 14	252	11	15	4	13	14	15	**	13	14	3	18	12	**	23	13
	9%	9%	7%	3%	13%	10%	13%	**	8%	12%	3%	7%	8%	**	10%	8%
Aged 15	88	4	9	4	2	4	5	**	2	2	3	5	2	**	4	5
	3%	4%	4%	2%	2%	3%	4%	**	2%	2%	3%	2%	1%	**	2%	3%
Aged 16	443	27	38	33	14	22	13	**	12	12	27	25	21	**	23	15
	16%	22%	18%	21%	15%	17%	11%	**	8%	11%	21%	10%	14%	**	10%	9%
											b					
Aged 17	11	-	-	-	-	-	-	**	1	1	1	1	1	**	-	-
	*%	-%	-%	-%	-%	-%	-%	**	*%	1%	1%	*%	1%	**	-%	-%
Aged 18 or over	208	7	35	26	10	11	9	**	10	11	6	15	12	**	8	9
	7%	6%	17%	17%	11%	8%	8%	**	7%	10%	4%	6%	8%	**	3%	6%
			a	a												

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 22**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	a	b	c	~a	b	c
Significance Level: 95%																
Unweighted total	2825	109	191	136	122	160	155	97	167	149	104	197	151	93	193	149
Effective Weighted Sample	2191	86	147	112	99	127	119	82	136	120	86	169	109	76	154	113
Total	2812	123	207	157	97	133	113	86	149	114	131	258	152	116	234	166
Don't know	277	15	19	6	9	16	9	**	11	13	13	26	9	**	19	19
	10%	12%	9%	4%	9%	12%	8%	**	7%	11%	10%	10%	6%	**	8%	11%
		c														
<b>SUMMARY</b>																
AWARE OF MINIMUM AGE REQUIREMENT	2812	123	207	157	97	133	113	**	149	114	131	258	152	**	234	166
	100%	100%	100%	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	**	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1130	45	67	52	36	50	42	**	66	34	56	117	64	**	128	81
	40%	37%	32%	33%	37%	38%	37%	**	44%	30%	43%	45%	42%	**	55%	49%
									c							
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	14	25	32	14	17	21	**	34	27	21	51	31	**	28	23
	14%	11%	12%	20%	14%	13%	18%	**	23%	23%	16%	20%	20%	**	12%	14%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	50	96	67	39	51	41	**	38	40	41	64	49	**	58	42
	36%	40%	47%	43%	40%	38%	36%	**	25%	35%	31%	25%	32%	**	25%	26%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	78	140	105	61	83	71	**	83	80	75	141	88	**	106	84
	60%	63%	68%	67%	63%	62%	63%	**	56%	70%	57%	55%	58%	**	45%	51%
										b						

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 22**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2825	120	183	136
Effective Weighted Sample	2191	102	151	109
Total	2812	93	165	99
Age under 10	104 4%	- -%	- -%	- -%
Aged 10	59 2%	- -%	- -%	- -%
Aged 11	29 1%	- -%	2 1%	1 1%
Aged 12	212 8%	5 6%	1 1%	2 2%
Aged 13	1130 40%	37 40%	67 41%	42 43%
Aged 14	252 9%	12 13%	18 11%	11 11%
Aged 15	88 3%	5 6%	7 4%	6 6%
Aged 16	443 16%	25 27%	47 28%	23 23%
Aged 17	11 *%	1 1%	1 *%	1 1%
Aged 18 or over	208 7%	1 1%	8 5%	4 4%
Don't know	277 10%	5 6%	15 9%	9 9%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 22**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2825	120	183	136
Effective Weighted Sample	2191	102	151	109
Total	2812	93	165	99
<b>SUMMARY</b>				
AWARE OF MINIMUM AGE REQUIREMENT	2812 100%	93 100%	165 100%	99 100%
AWARE AND GIVES THE CORRECT AGE (13)	1130 40%	37 40%	67 41%	42 43%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403 14%	5 6%	3 2%	3 3%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001 36%	45 48%	80 49%	45 45%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682 60%	55 60%	98 59%	57 57%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Age under 10	104 3%	6 5%	20 4%	5 5%	12 4%	8 8%	26 8%	3 2%	12 2%	- -%	5 1%	- -%	- -%
Aged 10	59 2%	- -%	10 2%	1 1%	4 1%	1 1%	6 2%	- -%	22 4%	3 2%	10 2%	- -%	1 *%
Aged 11	29 1%	- -%	2 *%	- -%	2 1%	- -%	5 2%	* *%	12 2%	- -%	4 1%	3 3%	- -%
Aged 12	212 6%	4 3%	33 7%	7 7%	22 6%	10 10%	30 9%	14 10%	41 7%	10 6%	28 6%	5 5%	4 1%
Aged 13	1130 33%	37 30%	131 27%	28 30%	100 29%	42 40%	101 29%	51 38%	195 36%	68 41%	195 39%	37 39%	116 36%
Aged 14	252 7%	6 5%	24 5%	12 13%	36 11%	9 9%	22 6%	8 6%	25 5%	15 9%	46 9%	7 7%	34 11%
Aged 15	88 3%	4 3%	15 3%	3 3%	8 2%	- -%	7 2%	3 2%	9 2%	10 6%	7 1%	1 1%	18 6%
Aged 16	443 13%	21 16%	77 16%	14 15%	42 12%	10 10%	33 10%	19 14%	57 10%	11 6%	45 9%	24 25%	71 22%
Aged 17	11 *%	- -%	- -%	- -%	- -%	- -%	3 1%	- -%	5 1%	- -%	- -%	- -%	3 1%
Aged 18 or over	208 6%	15 12%	54 11%	6 6%	26 8%	4 4%	23 7%	5 4%	28 5%	2 1%	20 4%	5 5%	9 3%
Don't know	277 8%	11 9%	31 6%	7 8%	30 9%	7 6%	24 7%	16 12%	39 7%	17 10%	41 8%	5 5%	24 7%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
<b>SUMMARY</b>													
AWARE OF MINIMUM AGE REQUIREMENT	2812	104	395	82	282	92	279	119	445	137	402	86	280
	83%	83%	82%	89%	83%	87%	81%	88%	81%	82%	80%	90%	86%
AWARE AND GIVES THE CORRECT AGE (13)	1130	37	131	28	100	42	101	51	195	68	195	37	116
	33%	30%	27%	30%	29%	40%	29%	38%	36%	41%	39%	39%	36%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	10	65	13	40	19	67	17	87	14	47	8	5
	12%	8%	13%	14%	12%	18%	19%	13%	16%	8%	9%	8%	1%
												b	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	46	169	35	112	24	87	35	124	37	118	36	135
	29%	37%	35%	38%	33%	23%	25%	26%	23%	22%	23%	38%	41%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	67	265	55	182	50	178	67	251	68	206	49	164
	49%	53%	55%	59%	54%	47%	52%	50%	46%	41%	41%	52%	50%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	269	10	46	3	28	3	28	8	43	15	51	4	19
	8%	8%	10%	3%	8%	3%	8%	6%	8%	9%	10%	4%	6%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	324	11	40	8	30	11	37	8	60	15	50	5	27
	10%	9%	8%	8%	9%	10%	11%	6%	11%	9%	10%	6%	8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Age under 10	104 3%	5 4%	10 4%	11 6%	4 4%	5 3%	9 6%	7 6%	13 7%	13 10%	- -%	7 2%	8 5%	- -%	2 1%	2 1%
Aged 10	59 2%	1 1%	5 2%	3 1%	3 3%	1 1%	1 1%	1 1%	2 1%	2 2%	9 5%	7 2%	7 4%	- -%	3 1%	10 5%
Aged 11	29 1%	- -%	* *%	1 1%	- -%	- -%	2 1%	2 2%	- -%	3 2%	4 2%	7 2%	2 1%	2 1%	* *%	1 1%
Aged 12	212 6%	8 5%	9 3%	16 9%	6 6%	11 7%	9 6%	9 8%	19 11%	9 6%	8 5%	31 10%	14 8%	4 3%	22 8%	10 5%
Aged 13	1130 33%	45 31%	67 26%	52 28%	36 33%	50 33%	42 29%	30 27%	66 36%	34 25%	56 33%	117 38%	64 37%	53 36%	128 43%	81 40%
Aged 14	252 7%	11 7%	15 6%	4 2%	13 11%	14 9%	15 10%	4 4%	13 7%	14 10%	3 2%	18 6%	12 7%	22 15%	23 8%	13 6%
Aged 15	88 3%	4 3%	9 4%	4 2%	2 2%	4 3%	5 3%	3 2%	2 1%	2 2%	3 2%	5 2%	2 1%	6 4%	4 1%	5 2%
Aged 16	443 13%	27 19%	38 15%	33 18%	14 13%	22 15%	13 9%	16 14%	12 7%	12 9%	27 16%	25 8%	21 12%	12 8%	23 8%	15 8%
Aged 17	11 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	1 *%	1 1%	1 1%	1 *%	1 1%	- -%	- -%	- -%
Aged 18 or over	208 6%	7 5%	35 14%	26 14%	10 9%	11 7%	9 6%	7 6%	10 6%	11 8%	6 3%	15 5%	12 7%	1 1%	8 3%	9 5%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Don't know	277	15	19	6	9	16	9	6	11	13	13	26	9	16	19	19
	8%	10%	7%	3%	8%	10%	6%	6%	6%	9%	8%	9%	5%	11%	7%	9%
		c														
<b>SUMMARY</b>																
AWARE OF MINIMUM AGE REQUIREMENT	2812	123	207	157	97	133	113	86	149	114	131	258	152	116	234	166
	83%	84%	80%	84%	89%	89%	77%	77%	82%	84%	77%	84%	87%	78%	79%	82%
					c	c							a			
AWARE AND GIVES THE CORRECT AGE (13)	1130	45	67	52	36	50	42	30	66	34	56	117	64	53	128	81
	33%	31%	26%	28%	33%	33%	29%	27%	36%	25%	33%	38%	37%	36%	43%	40%
									c							
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	14	25	32	14	17	21	19	34	27	21	51	31	6	28	23
	12%	9%	9%	17%	13%	11%	14%	17%	19%	20%	12%	17%	17%	4%	10%	12%
				b												a
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	50	96	67	39	51	41	30	38	40	41	64	49	41	58	42
	29%	34%	37%	36%	35%	34%	28%	27%	21%	30%	24%	21%	28%	28%	20%	21%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	78	140	105	61	83	71	56	83	80	75	141	88	63	106	84
	49%	53%	54%	56%	56%	55%	48%	50%	46%	59%	44%	46%	51%	43%	36%	42%
										b						
SAY THERE IS NO MINIMUM AGE REQUIREMENT	269	16	19	20	6	8	16	9	11	11	12	25	13	13	27	26
	8%	11%	7%	11%	5%	6%	11%	8%	6%	8%	7%	8%	7%	9%	9%	13%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	324	7	33	10	7	9	18	16	22	10	27	23	9	19	34	9
	10%	5%	13%	5%	6%	6%	12%	14%	12%	7%	16%	8%	5%	13%	12%	5%
			ac								bc			c	c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 23**

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Age under 10	104	-	-	-
	3%	-%	-%	-%
Aged 10	59	-	-	-
	2%	-%	-%	-%
Aged 11	29	-	2	1
	1%	-%	1%	1%
Aged 12	212	5	1	2
	6%	5%	1%	2%
		b		
Aged 13	1130	37	67	42
	33%	35%	35%	38%
Aged 14	252	12	18	11
	7%	11%	9%	10%
Aged 15	88	5	7	6
	3%	5%	4%	5%
Aged 16	443	25	47	23
	13%	23%	24%	20%
Aged 17	11	1	1	1
	*%	1%	*%	1%
Aged 18 or over	208	1	8	4
	6%	1%	4%	4%
Don't know	277	5	15	9
	8%	5%	8%	8%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
<b>SUMMARY</b>				
AWARE OF MINIMUM AGE REQUIREMENT	2812	93	165	99
	83%	88%	86%	90%
AWARE AND GIVES THE CORRECT AGE (13)	1130	37	67	42
	33%	35%	35%	38%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	5	3	3
	12%	5%	1%	3%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	45	80	45
	29%	42%	42%	41%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	55	98	57
	49%	52%	51%	52%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	269	4	12	6
	8%	3%	6%	6%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	324	9	15	5
	10%	9%	8%	5%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 24**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2395	36	173	43	167	82	267	87	385	123	414	115	407
Effective Weighted Sample	1864	31	137	33	137	70	218	73	313	99	327	95	328
Total	2400	44	180	32	123	75	220	110	469	155	482	93	320
Age under 10	96 4%	** **	16 9%	** **	12 10%	** **	24 11%	** **	12 3%	- -%	5 1%	- -%	- -%
Aged 10	53 2%	** **	7 4%	** **	1 1%	** **	5 2%	** **	22 5%	3 2%	10 2%	- -%	1 **
Aged 11	26 1%	** **	* *%	** **	1 1%	** **	5 2%	** **	12 3%	- -%	4 1%	3 3%	- -%
Aged 12	148 6%	** **	14 8%	** **	7 6%	** **	22 10%	** **	39 8%	7 4%	28 6%	5 5%	4 1%
Aged 13	798 33%	** **	43 24%	** **	33 27%	** **	56 25%	** **	158 34%	66 43%	190 39%	37 40%	114 36%
Aged 14	162 7%	** **	4 2%	** **	5 4%	** **	12 5%	** **	19 4%	15 10%	46 9%	7 7%	34 11%
Aged 15	64 3%	** **	7 4%	** **	6 5%	** **	3 2%	** **	7 2%	9 6%	7 1%	1 1%	18 6%
Aged 16	268 11%	** **	13 7%	** **	12 9%	** **	15 7%	** **	42 9%	9 6%	43 9%	22 24%	71 22%
Aged 17	9 *%	** **	- -%	** **	- -%	** **	1 *%	** **	5 1%	- -%	- -%	- -%	3 1%
Aged 18 or over	134 6%	** **	24 13%	** **	10 8%	** **	14 6%	** **	24 5%	2 1%	19 4%	5 5%	9 3%
Don't know	200 8%	** **	17 9%	** **	10 8%	** **	16 7%	** **	33 7%	16 10%	35 7%	5 6%	22 7%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 24**

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

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

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2395	36	173	43	167	82	267	87	385	123	414	115	407
Effective Weighted Sample	1864	31	137	33	137	70	218	73	313	99	327	95	328
Total	2400	44	180	32	123	75	220	110	469	155	482	93	320
<b>SUMMARY</b>													
AWARE OF MINIMUM AGE REQUIREMENT	1959	**	145	**	97	**	174	**	373	126	386	85	275
	82%	**	80%	**	79%	**	79%	**	80%	82%	80%	91%	86%
AWARE AND GIVES THE CORRECT AGE (13)	798	**	43	**	33	**	56	**	158	66	190	37	114
	33%	**	24%	**	27%	**	25%	**	34%	43%	39%	40%	36%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	**	37	**	22	**	57	**	85	10	47	8	5
	13%	**	20%	**	18%	**	26%	**	18%	6%	10%	8%	1%
												b	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	**	48	**	32	**	44	**	98	35	115	35	135
	27%	**	27%	**	26%	**	20%	**	21%	22%	24%	37%	42%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	**	102	**	64	**	118	**	216	60	196	48	161
	48%	**	57%	**	52%	**	53%	**	46%	39%	41%	51%	50%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	217	**	28	**	17	**	19	**	43	15	51	4	19
	9%	**	16%	**	13%	**	9%	**	9%	10%	11%	4%	6%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	224	**	7	**	9	**	28	**	53	13	44	4	26
	9%	**	4%	**	7%	**	13%	**	11%	9%	9%	5%	8%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 24**

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

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2395	51	91	70	48	70	93	94	133	118	111	201	146	114	231	170
Effective Weighted Sample	1864	38	72	60	38	55	78	81	111	95	94	170	109	94	187	129
Total	2400	53	94	80	39	51	65	85	120	88	147	260	151	141	283	189
Age under 10	96 4%	** **	** **	** **	** **	** **	** **	** **	13 11%	12 14%	- -%	7 3%	8 5% a	- -%	2 1%	2 1%
Aged 10	53 2%	** **	** **	** **	** **	** **	** **	** **	2 2%	2 3%	9 6%	7 3%	7 4%	- -%	3 1%	10 5% ab
Aged 11	26 1%	** **	** **	** **	** **	** **	** **	** **	- -%	3 4% b	4 3%	7 3%	2 1%	2 1%	* *%	1 1%
Aged 12	148 6%	** **	** **	** **	** **	** **	** **	** **	14 11%	5 6%	5 3%	27 10% a	14 9%	4 3%	21 7%	8 4%
Aged 13	798 33%	** **	** **	** **	** **	** **	** **	** **	38 32%	21 24%	50 34%	89 34%	53 35%	49 34%	126 45%	80 42%
Aged 14	162 7%	** **	** **	** **	** **	** **	** **	** **	8 6%	6 7%	3 2%	14 5%	7 5%	22 16% c	23 8%	13 7%
Aged 15	64 3%	** **	** **	** **	** **	** **	** **	** **	1 1%	2 2%	3 2%	3 1%	2 1%	6 4%	3 1%	5 3%
Aged 16	268 11%	** **	** **	** **	** **	** **	** **	** **	6 5%	6 7%	18 12%	24 9%	16 11%	12 9%	23 8%	12 6%
Aged 17	9 *%	** **	** **	** **	** **	** **	** **	** **	- -%	- -%	1 1%	1 *%	1 1%	- -%	- -%	- -%
Aged 18 or over	134 6%	** **	** **	** **	** **	** **	** **	** **	6 5%	6 7%	4 3%	13 5%	12 8%	1 1%	8 3%	8 4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 24**

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

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2395	51	91	70	48	70	93	94	133	118	111	201	146	114	231	170
Effective Weighted Sample	1864	38	72	60	38	55	78	81	111	95	94	170	109	94	187	129
Total	2400	53	94	80	39	51	65	85	120	88	147	260	151	141	283	189
Don't know	200	**	**	**	**	**	**	**	8	8	13	24	8	14	18	17
	8%	**	**	**	**	**	**	**	7%	9%	9%	9%	5%	10%	6%	9%
<b>SUMMARY</b>																
AWARE OF MINIMUM AGE REQUIREMENT	1959	**	**	**	**	**	**	**	96	71	111	216	129	110	227	156
	82%	**	**	**	**	**	**	**	80%	81%	75%	83%	85%	77%	80%	82%
AWARE AND GIVES THE CORRECT AGE (13)	798	**	**	**	**	**	**	**	38	21	50	89	53	49	126	80
	33%	**	**	**	**	**	**	**	32%	24%	34%	34%	35%	34%	45%	42%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	**	**	**	**	**	**	**	28	23	18	48	31	6	27	21
	13%	**	**	**	**	**	**	**	24%	26%	12%	18%	20%	4%	9%	11%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	**	**	**	**	**	**	**	21	19	30	55	39	41	56	38
	27%	**	**	**	**	**	**	**	18%	22%	20%	21%	25%	29%	20%	20%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	**	**	**	**	**	**	**	58	50	61	127	77	61	101	76
	48%	**	**	**	**	**	**	**	48%	57%	41%	49%	51%	43%	36%	40%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	217	**	**	**	**	**	**	**	7	8	12	24	13	13	27	26
	9%	**	**	**	**	**	**	**	5%	9%	8%	9%	8%	9%	9%	14%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	224	**	**	**	**	**	**	**	18	8	24	20	9	19	29	7
	9%	**	**	**	**	**	**	**	15%	10%	16%	8%	6%	13%	10%	4%
											bc			c	c	

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 24**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2395	138	209	154
Effective Weighted Sample	1864	117	171	122
Total	2400	105	186	110
Age under 10	96 4%	- -%	- -%	- -%
Aged 10	53 2%	- -%	- -%	- -%
Aged 11	26 1%	- -%	2 1%	1 1%
Aged 12	148 6%	5 5%	1 1%	2 2%
Aged 13	798 33%	37 36%	65 35%	42 38%
Aged 14	162 7%	12 12%	18 9%	11 10%
Aged 15	64 3%	5 5%	7 4%	6 5%
Aged 16	268 11%	24 23%	46 25%	23 21%
Aged 17	9 *%	1 1%	1 *%	1 1%
Aged 18 or over	134 6%	1 1%	8 5%	4 4%
Don't know	200 8%	5 5%	13 7%	9 8%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 24**

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

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

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2395	138	209	154
Effective Weighted Sample	1864	117	171	122
Total	2400	105	186	110
<b>SUMMARY</b>				
AWARE OF MINIMUM AGE REQUIREMENT	1959	92	160	99
	82%	88%	86%	90%
AWARE AND GIVES THE CORRECT AGE (13)	798	37	65	42
	33%	36%	35%	38%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	5	3	3
	13%	5%	2%	3%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	44	79	45
	27%	42%	43%	41%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	55	95	57
	48%	52%	51%	52%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	217	4	12	6
	9%	3%	6%	6%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	224	9	14	5
	9%	9%	8%	5%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 25**

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	1960	27	135	39	130	69	206	76	315	102	338	105	344
Effective Weighted Sample	1527	23	109	30	108	59	169	64	253	81	264	86	279
Total	1959	33	145	30	97	61	174	97	373	126	386	85	275
Age under 10	96	**	16	**	12	**	24	**	12	-	5	-	-
	5%	**	11%	**	13%	**	14%	**	3%	-%	1%	-%	-%
Aged 10	53	**	7	**	1	**	5	**	22	3	10	-	1
	3%	**	5%	**	2%	**	3%	**	6%	3%	3%	-%	*%
Aged 11	26	**	*	**	1	**	5	**	12	-	4	3	-
	1%	**	*%	**	1%	**	3%	**	3%	-%	1%	4%	-%
												b	
Aged 12	148	**	14	**	7	**	22	**	39	7	28	5	4
	8%	**	9%	**	7%	**	12%	**	10%	5%	7%	5%	1%
												b	
Aged 13	798	**	43	**	33	**	56	**	158	66	190	37	114
	41%	**	29%	**	34%	**	32%	**	42%	52%	49%	44%	41%
Aged 14	162	**	4	**	5	**	12	**	19	15	46	7	34
	8%	**	2%	**	5%	**	7%	**	5%	12%	12%	8%	13%
Aged 15	64	**	7	**	6	**	3	**	7	9	7	1	18
	3%	**	5%	**	6%	**	2%	**	2%	7%	2%	1%	7%
										b			a
Aged 16	268	**	13	**	12	**	15	**	42	9	43	22	71
	14%	**	9%	**	12%	**	9%	**	11%	7%	11%	26%	26%
Aged 17	9	**	-	**	-	**	1	**	5	-	-	-	3
	*%	**	-%	**	-%	**	*%	**	1%	-%	-%	-%	1%
Aged 18 or over	134	**	24	**	10	**	14	**	24	2	19	5	9
	7%	**	17%	**	10%	**	8%	**	6%	1%	5%	6%	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 25**

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	1960	27	135	39	130	69	206	76	315	102	338	105	344
Effective Weighted Sample	1527	23	109	30	108	59	169	64	253	81	264	86	279
Total	1959	33	145	30	97	61	174	97	373	126	386	85	275
Don't know	200	**	17	**	10	**	16	**	33	16	35	5	22
	10%	**	12%	**	11%	**	10%	**	9%	12%	9%	6%	8%
<b>SUMMARY</b>													
AWARE OF MINIMUM AGE REQUIREMENT	1959	**	145	**	97	**	174	**	373	126	386	85	275
	100%	**	100%	**	100%	**	100%	**	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	798	**	43	**	33	**	56	**	158	66	190	37	114
	41%	**	29%	**	34%	**	32%	**	42%	52%	49%	44%	41%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	**	37	**	22	**	57	**	85	10	47	8	5
	17%	**	25%	**	22%	**	33%	**	23%	8%	12%	9%	2%
												b	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	**	48	**	32	**	44	**	98	35	115	35	135
	33%	**	33%	**	33%	**	26%	**	26%	27%	30%	41%	49%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	**	102	**	64	**	118	**	216	60	196	48	161
	59%	**	71%	**	66%	**	68%	**	58%	48%	51%	56%	59%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 25**

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	~c	~a	b	c	~a	b	c
Significance Level: 95%																
Unweighted total	1960	43	68	54	39	57	74	70	108	93	87	168	126	89	188	143
Effective Weighted Sample	1527	31	56	47	32	44	64	60	89	76	72	142	93	73	150	107
Total	1959	43	74	64	33	42	52	63	96	71	111	216	129	110	227	156
Age under 10	96	**	**	**	**	**	**	**	13	**	**	7	8	**	2	2
	5%	**	**	**	**	**	**	**	13%	**	**	3%	6%	**	1%	1%
Aged 10	53	**	**	**	**	**	**	**	2	**	**	7	7	**	3	10
	3%	**	**	**	**	**	**	**	2%	**	**	3%	5%	**	1%	6% b
Aged 11	26	**	**	**	**	**	**	**	-	**	**	7	2	**	*	1
	1%	**	**	**	**	**	**	**	-%	**	**	3%	1%	**	%	1%
Aged 12	148	**	**	**	**	**	**	**	14	**	**	27	14	**	21	8
	8%	**	**	**	**	**	**	**	14%	**	**	13%	11%	**	9%	5%
Aged 13	798	**	**	**	**	**	**	**	38	**	**	89	53	**	126	80
	41%	**	**	**	**	**	**	**	40%	**	**	41%	41%	**	56%	51%
Aged 14	162	**	**	**	**	**	**	**	8	**	**	14	7	**	23	13
	8%	**	**	**	**	**	**	**	8%	**	**	6%	5%	**	10%	8%
Aged 15	64	**	**	**	**	**	**	**	1	**	**	3	2	**	3	5
	3%	**	**	**	**	**	**	**	1%	**	**	2%	2%	**	1%	3%
Aged 16	268	**	**	**	**	**	**	**	6	**	**	24	16	**	23	12
	14%	**	**	**	**	**	**	**	7%	**	**	11%	13%	**	10%	8%
Aged 17	9	**	**	**	**	**	**	**	-	**	**	1	1	**	-	-
	%	**	**	**	**	**	**	**	-%	**	**	%	1%	**	-%	-%
Aged 18 or over	134	**	**	**	**	**	**	**	6	**	**	13	12	**	8	8
	7%	**	**	**	**	**	**	**	6%	**	**	6%	9%	**	3%	5%
Don't know	200	**	**	**	**	**	**	**	8	**	**	24	8	**	18	17
	10%	**	**	**	**	**	**	**	8%	**	**	11%	6%	**	8%	11%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 25**

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	~c	~a	b	c	~a	b	c
Significance Level: 95%																
Unweighted total	1960	43	68	54	39	57	74	70	108	93	87	168	126	89	188	143
Effective Weighted Sample	1527	31	56	47	32	44	64	60	89	76	72	142	93	73	150	107
Total	1959	43	74	64	33	42	52	63	96	71	111	216	129	110	227	156
<b>SUMMARY</b>																
AWARE OF MINIMUM AGE REQUIREMENT	1959	**	**	**	**	**	**	**	96	**	**	216	129	**	227	156
	100%	**	**	**	**	**	**	**	100%	**	**	100%	100%	**	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	798	**	**	**	**	**	**	**	38	**	**	89	53	**	126	80
	41%	**	**	**	**	**	**	**	40%	**	**	41%	41%	**	56%	51%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	**	**	**	**	**	**	**	28	**	**	48	31	**	27	21
	17%	**	**	**	**	**	**	**	30%	**	**	22%	24%	**	12%	14%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	**	**	**	**	**	**	**	21	**	**	55	39	**	56	38
	33%	**	**	**	**	**	**	**	22%	**	**	25%	30%	**	25%	24%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	**	**	**	**	**	**	**	58	**	**	127	77	**	101	76
	59%	**	**	**	**	**	**	**	60%	**	**	59%	59%	**	44%	49%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 25**

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

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	1960	119	179	135
Effective Weighted Sample	1527	101	147	108
Total	1959	92	160	99
Age under 10	96 5%	- -%	- -%	- -%
Aged 10	53 3%	- -%	- -%	- -%
Aged 11	26 1%	- -%	2 1%	1 1%
Aged 12	148 8%	5 6%	1 1%	2 2%
Aged 13	798 41%	37 41%	65 41%	42 42%
Aged 14	162 8%	12 13%	18 11%	11 11%
Aged 15	64 3%	5 6%	7 4%	6 6%
Aged 16	268 14%	24 26%	46 29%	23 23%
Aged 17	9 *%	1 1%	1 *%	1 1%
Aged 18 or over	134 7%	1 1%	8 5%	4 4%
Don't know	200 10%	5 6%	13 8%	9 9%

Columns Tested: 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.

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

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	1960	119	179	135
Effective Weighted Sample	1527	101	147	108
Total	1959	92	160	99
<b>SUMMARY</b>				
AWARE OF MINIMUM AGE REQUIREMENT	1959 100%	92 100%	160 100%	99 100%
AWARE AND GIVES THE CORRECT AGE (13)	798 41%	37 41%	65 41%	42 42%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323 17%	5 6%	3 2%	3 3%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637 33%	44 48%	79 50%	45 45%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160 59%	55 59%	95 59%	57 58%

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 26**

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

**QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Strongly disagree	1022 30%	52 42%	205 43%	36 39%	138 41%	30 28%	98 28%	31 23%	112 20%	39 24%	114 23%	24 26%	99 30%
Slightly disagree	640 19%	16 13%	98 20%	22 24%	64 19%	19 18%	63 18%	13 10%	68 12%	42 25%	101 20%	35 37%	71 22%
Neither agree nor disagree	467 14%	20 16%	41 8%	8 9%	31 9%	14 14%	45 13%	23 17%	88 16%	28 17%	79 16%	11 11%	49 15%
Slightly agree	833 24%	26 20%	88 18%	15 16%	65 19%	22 21%	98 28%	43 32%	184 34%	29 17%	136 27%	19 19%	82 25%
Strongly agree	412 12%	9 7%	46 9%	12 13%	34 10%	18 17%	41 12%	24 18%	92 17%	25 15%	72 14%	7 7%	24 7%
Don't know	31 1%	2 2%	5 1%	- -%	7 2%	3 3%	- -%	- -%	4 1%	2 1%	1 *%	- -%	1 *%

**SUMMARY CODES**

TOTAL DISAGREE	1662 49%	68 54%	303 63%	58 63%	202 60%	48 46%	161 47%	44 33%	180 33%	82 49%	215 43%	60 62%	170 52%
TOTAL AGREE	1246 37%	34 27%	134 28%	26 28%	99 29%	40 38%	139 40%	67 50%	275 50%	54 33%	208 41%	25 26%	106 33%
TOTAL NEITHER/ DON'T KNOW	498 15%	23 18%	46 9%	8 9%	38 11%	17 16%	45 13%	23 17%	92 17%	31 18%	80 16%	11 11%	49 15%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 26**

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

**QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Strongly disagree	1022	58	105	78	43	64	57	27	55	33	33	70	33	40	66	45
	30%	39%	41%	42%	39%	42%	39%	24%	30%	24%	19%	23%	19%	27%	22%	23%
Slightly disagree	640	29	44	39	24	31	28	18	31	34	24	39	19	34	71	39
	19%	20%	17%	21%	22%	21%	19%	16%	17%	25%	14%	13%	11%	23%	24%	19%
Neither agree nor disagree	467	20	22	21	10	14	16	19	25	9	34	47	18	20	45	34
	14%	14%	9%	11%	9%	9%	11%	17%	13%	6%	20%	15%	10%	13%	15%	17%
								c	c		c					
Slightly agree	833	22	65	28	17	27	29	32	52	34	45	100	72	34	79	46
	24%	15%	25%	15%	16%	18%	20%	28%	28%	25%	26%	33%	41%	23%	27%	23%
			ac									a				
Strongly agree	412	14	20	19	13	13	14	14	19	25	32	51	31	18	34	37
	12%	10%	8%	10%	12%	9%	9%	12%	11%	19%	19%	17%	18%	12%	11%	18%
										b						
Don't know	31	4	3	4	2	2	3	2	1	-	2	-	2	2	1	-
	1%	3%	1%	2%	2%	1%	2%	2%	1%	-%	1%	-%	1%	1%	*%	-%
<b>SUMMARY CODES</b>																
TOTAL DISAGREE	1662	87	149	117	67	95	85	45	86	67	57	109	52	74	137	84
	49%	59%	58%	62%	61%	63%	58%	40%	47%	49%	33%	36%	30%	50%	46%	42%
TOTAL AGREE	1246	36	85	47	30	40	43	45	71	60	77	150	103	52	112	82
	37%	25%	33%	25%	28%	27%	29%	41%	39%	44%	45%	49%	59%	35%	38%	41%
													a			
TOTAL NEITHER/ DON'T KNOW	498	24	25	24	12	16	19	21	26	9	36	47	19	22	46	34
	15%	16%	10%	13%	11%	10%	13%	19%	14%	6%	21%	15%	11%	15%	15%	17%
								c	c		c					

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 26**

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

**QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
		a	b	c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Strongly disagree	1022 30%	30 28%	55 29%	30 27%
Slightly disagree	640 19%	18 17%	59 31%	27 25%
			a	
Neither agree nor disagree	467 14%	21 20%	23 12%	14 12%
Slightly agree	833 24%	25 23%	45 23%	27 25%
Strongly agree	412 12%	12 11%	10 5%	12 11%
Don't know	31 1%	1 1%	- -%	- -%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	1662 49%	48 45%	114 60%	57 52%
			a	
TOTAL AGREE	1246 37%	37 35%	55 29%	39 36%
TOTAL NEITHER/ DON'T KNOW	498 15%	21 20%	23 12%	14 12%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 27**

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

**QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?**

Base : All parents who are unaware of a minimum age requirement or mention an incorrect age

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	~a	b	~a	b
Unweighted total	2281	77	322	83	300	71	297	67	274	78	260	72	270
Effective Weighted Sample	1787	61	256	65	241	61	240	57	233	64	209	58	217
Total	2276	88	351	65	240	64	244	83	353	98	307	59	209
Strongly disagree	684 30%	** **	155 44%	** **	100 42%	** **	70 29%	** **	73 21%	** **	62 20%	** **	62 30%
Slightly disagree	400 18%	** **	67 19%	** **	43 18%	** **	43 18%	** **	50 14%	** **	48 16%	** **	41 19%
Neither agree nor disagree	355 16%	** **	35 10%	** **	24 10%	** **	32 13%	** **	63 18%	** **	64 21%	** **	33 16%
Slightly agree	511 22%	** **	51 14%	** **	42 18%	** **	68 28%	** **	107 30%	** **	77 25%	** **	57 27%
Strongly agree	301 13%	** **	40 11%	** **	24 10%	** **	31 13%	** **	57 16%	** **	55 18%	** **	16 8%
Don't know	26 1%	** **	3 1%	** **	6 2%	** **	- -%	** **	4 1%	** **	1 *%	** **	1 *%
<b>SUMMARY CODES</b>													
TOTAL DISAGREE	1083 48%	** **	223 63%	** **	143 60%	** **	113 46%	** **	123 35%	** **	110 36%	** **	103 49%
TOTAL AGREE	812 36%	** **	91 26%	** **	67 28%	** **	99 41%	** **	164 46%	** **	132 43%	** **	73 35%
TOTAL NEITHER/ DON'T KNOW	381 17%	** **	38 11%	** **	30 12%	** **	32 13%	** **	67 19%	** **	65 21%	** **	34 16%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 27**

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

**QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?**

Base : All parents who are unaware of a minimum age requirement or mention an incorrect age

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	~c	~a	b	c
Significance Level: 95%																
Unweighted total	2281	88	179	122	92	124	141	92	132	135	82	144	99	77	138	102
Effective Weighted Sample	1787	70	141	98	74	98	110	78	109	106	72	125	79	63	114	80
Total	2276	101	192	135	74	100	105	81	117	101	114	189	111	95	167	120
Strongly disagree	684	**	82	52	**	42	41	**	34	27	**	46	**	**	32	25
	30%	**	43%	38%	**	42%	39%	**	29%	26%	**	24%	**	**	19%	21%
Slightly disagree	400	**	32	30	**	19	20	**	26	21	**	24	**	**	25	18
	18%	**	17%	22%	**	19%	19%	**	22%	20%	**	13%	**	**	15%	15%
Neither agree nor disagree	355	**	20	15	**	10	14	**	16	6	**	32	**	**	40	27
	16%	**	10%	11%	**	10%	13%	**	13%	6%	**	17%	**	**	24%	22%
Slightly agree	511	**	39	21	**	18	19	**	29	26	**	61	**	**	44	26
	22%	**	20%	16%	**	18%	18%	**	25%	25%	**	32%	**	**	26%	21%
Strongly agree	301	**	18	15	**	9	8	**	12	22	**	27	**	**	26	25
	13%	**	9%	11%	**	9%	8%	**	10%	22%	**	14%	**	**	16%	21%
Don't know	26	**	1	2	**	2	2	**	1	-	**	-	**	**	*	-
	1%	**	*%	1%	**	2%	2%	**	1%	-%	**	-%	**	**	*%	-%
<b>SUMMARY CODES</b>																
TOTAL DISAGREE	1083	**	114	82	**	61	62	**	59	47	**	70	**	**	57	43
	48%	**	59%	61%	**	61%	59%	**	51%	47%	**	37%	**	**	34%	36%
TOTAL AGREE	812	**	57	36	**	28	27	**	41	48	**	88	**	**	70	50
	36%	**	30%	27%	**	28%	26%	**	35%	47%	**	46%	**	**	42%	42%
TOTAL NEITHER/ DON'T KNOW	381	**	21	17	**	12	16	**	17	6	**	32	**	**	40	27
	17%	**	11%	13%	**	12%	15%	**	14%	6%	**	17%	**	**	24%	22%

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

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

**QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?**

Base : All parents who are unaware of a minimum age requirement or mention an incorrect age

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		~a	b	~c
Unweighted total	2281	94	143	91
Effective Weighted Sample	1787	81	115	72
Total	2276	68	125	68
Strongly disagree	684	**	35	**
	30%	**	28%	**
Slightly disagree	400	**	35	**
	18%	**	28%	**
Neither agree nor disagree	355	**	16	**
	16%	**	13%	**
Slightly agree	511	**	33	**
	22%	**	27%	**
Strongly agree	301	**	5	**
	13%	**	4%	**
Don't know	26	**	-	**
	1%	**	-%	**
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	1083	**	70	**
	48%	**	56%	**
TOTAL AGREE	812	**	39	**
	36%	**	31%	**
TOTAL NEITHER/ DON'T KNOW	381	**	16	**
	17%	**	13%	**

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 28**

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

**QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2395	36	173	43	167	82	267	87	385	123	414	115	407
Effective Weighted Sample	1864	31	137	33	137	70	218	73	313	99	327	95	328
Total	2400	44	180	32	123	75	220	110	469	155	482	93	320
Strongly disagree	482 20%	** **	43 24%	** **	19 15%	** **	29 13%	** **	69 15%	30 20%	102 21%	24 26%	94 30%
Slightly disagree	448 19%	** **	35 20%	** **	21 17%	** **	36 16%	** **	50 11%	42 27%	101 21%	34 37%	70 22%
Neither agree nor disagree	379 16%	** **	26 14%	** **	16 13%	** **	35 16%	** **	78 17%	27 17%	71 15%	10 11%	49 15%
Slightly agree	724 30%	** **	49 27%	** **	47 38%	** **	85 39%	** **	177 38%	29 19%	136 28%	18 19%	82 26%
Strongly agree	353 15%	** **	27 15%	** **	18 15%	** **	36 16%	** **	90 19%	24 15%	70 15%	7 7%	24 7%
Don't know	15 1%	** **	- -%	** **	1 1%	** **	- -%	** **	4 1%	2 1%	1 *%	- -%	1 *%
<b>SUMMARY CODES</b>													
TOTAL DISAGREE	929 39%	** **	78 43%	** **	40 33%	** **	65 30%	** **	119 25%	73 47%	203 42%	58 63%	165 51%
TOTAL AGREE	1077 45%	** **	76 42%	** **	66 53%	** **	121 55%	** **	267 57%	53 34%	206 43%	24 26%	106 33%
TOTAL NEITHER/ DON'T KNOW	394 16%	** **	26 14%	** **	17 14%	** **	35 16%	** **	82 18%	29 19%	72 15%	10 11%	49 15%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 28**

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

**QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2395	51	91	70	48	70	93	94	133	118	111	201	146	114	231	170
Effective Weighted Sample	1864	38	72	60	38	55	78	81	111	95	94	170	109	94	187	129
Total	2400	53	94	80	39	51	65	85	120	88	147	260	151	141	283	189
Strongly disagree	482	**	**	**	**	**	**	**	21	11	25	43	14	34	60	37
	20%	**	**	**	**	**	**	**	17%	13%	17%	17%	9%	24%	21%	19%
Slightly disagree	448	**	**	**	**	**	**	**	20	17	20	28	15	34	71	39
	19%	**	**	**	**	**	**	**	17%	20%	13%	11%	10%	24%	25%	21%
Neither agree nor disagree	379	**	**	**	**	**	**	**	21	5	30	45	18	20	38	33
	16%	**	**	**	**	**	**	**	17%	5%	20%	17%	12%	14%	13%	17%
									c							
Slightly agree	724	**	**	**	**	**	**	**	44	30	41	94	72	34	79	46
	30%	**	**	**	**	**	**	**	37%	34%	28%	36%	47%	24%	28%	24%
													a			
Strongly agree	353	**	**	**	**	**	**	**	13	25	29	49	31	18	34	35
	15%	**	**	**	**	**	**	**	11%	28%	20%	19%	21%	13%	12%	19%
									b							
Don't know	15	**	**	**	**	**	**	**	1	-	2	-	2	2	1	-
	1%	**	**	**	**	**	**	**	1%	-%	2%	-%	1%	1%	1%	-%
<b>SUMMARY CODES</b>																
TOTAL DISAGREE	929	**	**	**	**	**	**	**	41	28	45	72	29	68	132	76
	39%	**	**	**	**	**	**	**	34%	32%	31%	28%	19%	48%	47%	40%
TOTAL AGREE	1077	**	**	**	**	**	**	**	58	54	70	143	103	52	112	81
	45%	**	**	**	**	**	**	**	48%	62%	48%	55%	68%	37%	40%	43%
									b				ab			
TOTAL NEITHER/ DON'T KNOW	394	**	**	**	**	**	**	**	22	5	32	45	19	22	39	33
	16%	**	**	**	**	**	**	**	18%	5%	22%	17%	13%	15%	14%	17%
									c							

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 28**

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

**QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2395	138	209	154
Effective Weighted Sample	1864	117	171	122
<b>Total</b>	<b>2400</b>	<b>105</b>	<b>186</b>	<b>110</b>
Strongly disagree	482 20%	30 29%	50 27%	30 27%
Slightly disagree	448 19%	18 17%	59 32%	27 24%
Neither agree nor disagree	379 16%	20 19%	23 12%	14 13%
Slightly agree	724 30%	25 23%	44 24%	27 25%
Strongly agree	353 15%	12 11%	10 5%	12 11%
Don't know	15 1%	1 1%	- -%	- -%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	929 39%	48 46%	109 59%	57 52%
TOTAL AGREE	1077 45%	37 35%	54 29%	39 36%
TOTAL NEITHER/ DON'T KNOW	394 16%	21 20%	23 12%	14 13%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
YouTube/ YouTube Kids	3008 88%	104 83%	420 87%	90 98%	305 90%	100 95%	317 92%	121 90%	489 89%	145 87%	432 86%	85 89%	279 86%
WhatsApp	2004 59%	31 24%	157 32%	18 19%	130 38%	53 50%	150 43%	93 69%	393 72%	133 80%	419 83%	85 89%	272 84%
TikTok	1831 54%	22 17%	103 21%	25 27%	103 30%	47 45%	138 40%	78 58%	351 64%	129 77%	406 81%	82 86%	266 82%
Snapchat	1573 46%	23 19%	111 23%	20 21%	68 20%	31 29%	98 28%	63 47%	283 52%	121 73%	357 71%	78 82%	257 79%
Instagram (inc. Instagram Direct)	1377 40%	27 22%	113 23%	12 13%	69 20%	28 26%	84 24%	40 30%	203 37%	96 58%	307 61%	80 83%	261 80%
Facebook (inc. Messenger)	1336 39%	32 25%	104 22%	17 19%	88 26%	38 36%	109 32%	43 32%	212 39%	95 57%	273 54%	66 69%	203 62%
FaceTime	814 24%	16 13%	72 15%	10 11%	49 14%	22 21%	63 18%	45 33%	157 29%	43 26%	157 31%	41 43%	105 32%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685 20%	10 8%	43 9%	3 3%	35 10%	16 15%	47 14%	30 23%	119 22%	50 30%	154 31%	41 43%	115 35%
Pinterest	418 12%	7 6%	40 8%	6 7%	21 6%	14 13%	24 7%	15 11%	79 14%	36 22%	88 17%	20 21%	57 18%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Twitch	292 9%	2 1%	24 5%	2 2%	17 5%	9 8%	21 6%	10 8%	50 9%	30 18%	68 14%	15 15%	34 10%
Zoom	266 8%	4 3%	22 5%	4 4%	21 6%	10 10%	26 8%	6 4%	53 10%	14 9%	59 12%	7 8%	30 9%
Microsoft Teams	264 8%	4 3%	9 2%	1 2%	18 5%	6 6%	22 6%	9 6%	42 8%	16 10%	60 12%	15 16%	46 14%
Discord	251 7%	3 3%	13 3%	3 3%	8 2%	7 7%	16 5%	15 11%	40 7%	14 9%	60 12%	18 18%	44 13%
Telegram	210 6%	5 4%	25 5%	4 4%	20 6%	4 4%	16 5%	4 3%	28 5%	12 7%	44 9%	10 11%	30 9%
Skype	203 6%	5 4%	21 4%	4 5%	11 3%	9 8%	15 4%	5 4%	33 6%	14 9%	39 8%	4 4%	29 9%
X/ Twitter	203 6%	1 1%	7 1%	3 3%	9 3%	5 5%	14 4%	5 4%	15 3%	11 7%	61 12%	11 12%	53 16%
Reddit	146 4%	- -%	9 2%	3 3%	6 2%	6 6%	8 2%	4 3%	26 5%	6 3%	40 8%	6 6%	27 8%
BeReal	123 4%	3 2%	6 1%	1 1%	3 1%	6 6%	3 1%	3 2%	14 3%	12 7%	35 7%	10 10%	23 7%
Vimeo	108 3%	2 2%	14 3%	4 4%	6 2%	4 4%	5 1%	5 4%	17 3%	11 7%	19 4%	5 5%	13 4%
Threads	107 3%	- -%	6 1%	2 2%	8 2%	2 2%	6 2%	- -%	18 3%	4 2%	30 6%	7 7%	22 7%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Viber	83 2%	4 3%	6 1%	1 1%	6 2%	8 7%	5 1%	3 3%	11 2%	8 5%	16 3%	2 2%	10 3%
GoNoodle	79 2%	6 5%	17 4%	5 5%	10 3%	4 4%	6 2%	2 2%	15 3%	4 2%	4 1%	1 1%	2 1%
Triller	78 2%	1 1%	14 3%	2 2%	7 2%	3 3%	4 1%	2 1%	11 2%	6 4%	16 3%	2 2%	4 1%
Wink	72 2%	2 1%	16 3%	1 1%	8 2%	4 4%	12 4%	1 1%	6 1%	5 3%	8 2%	1 1%	5 2%
Tumblr	69 2%	- -%	5 1%	2 2%	4 1%	3 3%	1 *% b	5 3%	14 3%	2 1%	19 4%	1 1%	9 3%
YuBo	67 2%	3 2%	16 3%	2 2%	5 1%	3 3%	3 1%	3 2%	13 2%	3 2%	6 1%	2 3%	3 1%
Dailymotion	65 2%	4 3%	7 1%	* *% b	4 1%	2 2%	* *% b	3 2%	16 3%	5 3%	13 3%	3 3%	6 2%
Kik	59 2%	5 4%	10 2%	3 3%	3 1%	4 4%	3 1%	- -%	11 2%	2 1%	5 1%	1 1%	7 2%
Signal	58 2%	2 2%	13 3%	* *% b	4 1%	1 1%	1 *% b	2 1%	7 1%	2 1%	8 2%	4 4%	10 3%
Fruitlab	56 2%	3 2%	14 3%	2 2%	7 2%	3 3%	* *% b	3 2%	7 1%	7 4%	3 1%	* *% b	2 1%
GROM social	47 1%	3 3%	8 2%	3 4%	5 1%	3 3%	3 1%	1 1%	6 1%	3 2%	4 1%	- -%	4 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Imgur	43 1%	3 3% b	1 *%	1 1%	3 1%	4 4% b	2 1%	- -%	12 2%	5 3%	5 1%	- -%	4 1%
HiPal	40 1%	2 1%	10 2%	2 2%	6 2%	3 3% b	2 1%	- -%	5 1%	3 2%	3 1%	* *%	2 1%
YouNow	30 1%	- -%	7 1%	3 4%	4 1%	2 2% b	1 *%	1 1%	2 *%	2 1%	2 *%	1 1%	2 1%
Amino	28 1%	- -%	4 1%	1 1%	1 *%	2 1% b	- -%	1 1%	3 1%	4 2%	3 1%	- -%	4 1%
NONE OF THESE	104 3%	11 9%	38 8%	1 1%	21 6% a	1 1%	12 3%	- -%	8 1%	- -%	2 *%	1 1%	- -%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
YouTube/ YouTube Kids	3008	124	225	162	100	137	135	107	164	125	155	266	161	124	254	179
	88%	85%	87%	86%	92%	91%	92%	96%	90%	92%	91%	87%	92%	84%	86%	89%
WhatsApp	2004	37	80	73	38	43	58	55	90	57	124	218	126	111	251	167
	59%	25%	31%	39%	35%	29%	40%	50%	49%	42%	73%	71%	72%	75%	85%	83%
				a			b							a		
TikTok	1831	23	54	55	30	40	59	52	76	62	120	187	112	120	229	164
	54%	16%	21%	29%	27%	26%	40%	47%	42%	46%	70%	61%	64%	81%	78%	82%
				a			ab									
Snapchat	1573	34	57	52	19	31	39	40	45	42	94	151	91	107	194	153
	46%	23%	22%	28%	17%	21%	26%	36%	25%	31%	55%	49%	52%	73%	66%	76%
																b
Instagram (inc. Instagram Direct)	1377	33	53	56	18	25	39	30	34	50	50	107	80	81	176	131
	40%	22%	21%	30%	17%	17%	27%	27%	19%	37%	29%	35%	46%	55%	60%	65%
							ab			b			ab			
Facebook (inc. Messenger)	1336	36	47	56	23	29	49	32	57	58	68	110	74	77	154	122
	39%	24%	18%	30%	21%	20%	33%	29%	31%	43%	40%	36%	42%	52%	52%	61%
				b			ab			ab						
FaceTime	814	13	41	34	11	16	31	21	30	37	40	102	56	46	72	66
	24%	9%	16%	18%	10%	10%	21%	18%	16%	27%	24%	33%	32%	31%	24%	33%
				a			ab			b						
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685	5	26	19	8	11	19	13	25	23	42	70	34	43	86	67
	20%	4%	10%	10%	7%	7%	13%	12%	14%	17%	25%	23%	20%	29%	29%	33%
Pinterest	418	14	14	19	6	6	16	14	10	13	20	33	34	18	53	43
	12%	10%	6%	10%	6%	4%	11%	12%	6%	9%	12%	11%	19%	12%	18%	21%
							b	b					b			

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Twitch	292 9%	4 3%	12 5%	10 5%	3 3%	4 3%	11 7%	10 9%	13 7%	10 7%	20 12% b	16 5%	21 12% b	22 15%	35 12%	40 20% b
Zoom	266 8%	4 2%	10 4%	13 7%	5 4%	10 6%	9 6%	12 10%	10 5%	14 10%	13 8%	20 7%	23 13%	12 8%	22 7%	35 17% ab
Microsoft Teams	264 8%	2 2%	7 3%	4 2%	5 5%	5 4%	5 4%	7 6%	12 6%	11 8%	11 6%	25 8%	14 8%	27 18% b	27 9%	21 10%
Discord	251 7%	3 2%	3 1%	10 6% b	2 2%	4 3%	5 3%	6 6%	7 4%	9 7%	26 15% bc	18 6%	9 5%	14 9%	28 10%	35 17% b
Telegram	210 6%	2 2%	12 5%	17 9% a	6 6%	4 3%	14 9% b	6 5%	5 3%	9 7%	6 3%	9 3%	18 11% ab	15 10%	14 5%	28 14% b
Skype	203 6%	2 1%	11 4%	15 8% a	3 2%	4 3%	9 6%	8 7%	10 5%	6 5%	1 1%	20 7% a	17 10% a	10 7%	17 6%	24 12% b
X/ Twitter	203 6%	1 1%	3 1%	4 2%	3 3%	3 2%	6 4%	4 4%	7 4%	10 7%	5 3%	6 2%	10 5%	11 7%	21 7%	40 20% ab
Reddit	146 4%	* *%	4 1%	5 3%	2 2%	3 2%	5 3%	5 4%	5 3%	5 3%	8 4%	11 4%	12 7%	* *%	16 5% a	24 12% ab
BeReal	123 4%	- -%	4 1%	5 2%	* *%	1 1%	4 3%	5 4%	1 1%	3 2%	7 4%	5 2%	5 3%	14 9%	17 6%	10 5%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Vimeo	108 3%	3 2%	6 2%	7 4%	2 2%	3 2%	5 4%	3 3%	1 *%	6 4% b	5 3%	7 2%	10 6%	2 1%	11 4%	15 7% a
Threads	107 3%	- -%	2 1%	4 2%	2 2%	- -%	8 5% b	2 2%	2 1%	4 3%	2 1%	8 3%	6 3%	1 *%	12 4%	21 10% ab
Viber	83 2%	* *%	4 1%	6 3%	3 3%	- -%	4 3% b	6 6%	3 2%	4 3%	7 4%	3 1%	4 2%	4 2%	8 3%	11 6%
GoNoodle	79 2%	3 2%	9 3%	12 6%	6 5%	3 2%	6 4%	2 2%	3 2%	6 4%	3 2%	6 2%	7 4%	- -%	4 1%	4 2%
Triller	78 2%	1 1%	5 2%	9 5%	- -%	4 2%	4 3%	2 2%	1 1%	5 4%	2 1%	2 1%	7 4% b	3 2%	6 2%	16 8% ab
Wink	72 2%	6 4%	4 2%	8 4%	2 1%	2 2%	5 4%	2 2%	5 3%	9 6%	4 3%	2 1%	* *%	2 1%	4 1%	7 4%
Tumblr	69 2%	2 1%	1 *%	2 1%	- -%	2 1%	6 4% a	1 1%	1 1%	3 2%	2 1%	10 3%	6 4%	4 3%	4 1%	13 6% b
YuBo	67 2%	4 3%	6 2%	8 4%	1 1%	1 1%	4 3%	1 1%	2 1%	2 2%	6 4%	5 2%	4 2%	3 2%	3 1%	4 2%
Dailymotion	65 2%	1 1%	8 3%	2 1%	1 1%	- -%	2 2%	1 1%	1 1%	- -%	2 1%	9 3%	9 5%	- -%	8 3%	9 4% a
Kik	59 2%	* *%	9 3%	7 4%	2 2%	2 1%	2 1%	4 4%	2 1%	1 1%	5 3%	2 1%	3 2%	1 1%	3 1%	4 2%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Signal	58 2%	2 1%	6 2%	7 4%	2 2%	* *%	2 2%	1 1%	- -%	* *%	4 2%	3 1%	2 1%	- -%	6 2%	4 2%
Fruitlab	56 2%	2 1%	6 2%	10 5%	- -%	4 2%	6 4%	1 1%	2 1%	* *%	3 2%	3 1%	4 2%	2 1%	3 1%	4 2%
GROM social	47 1%	- -%	4 1%	7 4%	2 2%	3 2%	3 2%	2 2%	1 1%	3 2%	- -%	3 1%	4 2%	1 1%	3 1%	5 2%
Imgur	43 1%	- -%	3 1%	2 1%	- -%	3 2%	2 1%	2 2%	1 1%	3 3%	2 1%	4 1%	6 3%	4 3%	3 1%	3 2%
HiPal	40 1%	- -%	6 2%	6 3%	- -%	3 2%	4 3%	1 1%	2 1%	2 2%	1 1%	1 *%	1 1%	1 1%	2 1%	3 2%
YouNow	30 1%	- -%	2 1%	4 2%	3 3%	2 1%	3 2%	1 1%	1 1%	1 *%	- -%	1 *%	2 1%	- -%	3 1%	2 1%
Amino	28 1%	- -%	2 1%	1 1%	- -%	1 1%	3 2%	1 1%	- -%	1 1%	- -%	3 1%	2 1%	3 2%	2 1%	2 1%
NONE OF THESE	104 3%	15 10%	15 6%	13 7%	6 5%	6 4%	10 6%	- -%	10 5%	2 2%	4 2%	3 1%	- -%	- -%	2 1%	- -%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
YouTube/ YouTube Kids	3008 88%	91 86%	169 88%	95 86%
WhatsApp	2004 59%	85 81%	164 86%	96 87%
TikTok	1831 54%	93 88%	157 82%	91 83%
Snapchat	1573 46%	88 84%	151 79%	87 79%
Instagram (inc. Instagram Direct)	1377 40%	83 78%	150 78%	97 88%
Facebook (inc. Messenger)	1336 39%	74 70%	119 62%	71 64%
FaceTime	814 24%	35 33%	66 34%	40 36%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685 20%	38 36%	80 42%	34 31%
Pinterest	418 12%	23 21%	29 15%	25 23%
Twitch	292 9%	18 17%	15 8%	13 12%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Zoom	266 8%	8 7%	15 8%	15 14%
Microsoft Teams	264 8%	17 16%	25 13%	16 15%
Discord	251 7%	19 18%	29 15%	11 10%
Telegram	210 6%	8 8%	13 7%	17 15% b
Skype	203 6%	7 6%	16 8%	13 12%
X/ Twitter	203 6%	13 13%	31 16%	18 17%
Reddit	146 4%	11 11%	10 5%	11 10%
BeReal	123 4%	6 6%	15 8%	9 9%
Vimeo	108 3%	3 3%	7 4%	7 7%
Threads	107 3%	4 4%	14 7%	10 9%
Viber	83 2%	3 3%	6 3%	3 3%
GoNoodle	79 2%	- -%	1 1%	2 2%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
<b>Total</b>	<b>3406</b>	<b>106</b>	<b>192</b>	<b>110</b>
Triller	78 2%	1 1%	3 2%	3 3%
Wink	72 2%	2 2%	4 2%	2 2%
Tumblr	69 2%	3 3%	4 2%	2 2%
YuBo	67 2%	- -%	2 1%	3 3%
Dailymotion	65 2%	1 1%	4 2%	3 2%
Kik	59 2%	2 2%	5 3%	2 1%
Signal	58 2%	2 2%	9 5%	2 2%
Fruitlab	56 2%	- -%	2 1%	1 1%
GROM social	47 1%	1 1%	2 1%	1 1%
Imgur	43 1%	1 1%	2 1%	1 1%
HiPal	40 1%	* *%	1 1%	1 1%
YouNow	30 1%	1 1%	- -%	1 1%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 29**

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

**OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Amino	28 1%	1 1%	2 1%	1 1%
NONE OF THESE	104 3%	- -%	- -%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 30**

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

**SUMMARY TO SHOW USE OF THE TOP FIVE APPS/ SITES ACROSS ALL CATEGORIES**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
YouTube	3008	104	420	90	305	100	317	121	489	145	432	85	279
	88%	83%	87%	98%	90%	95%	92%	90%	89%	87%	86%	89%	86%
WhatsApp	2004	31	157	18	130	53	150	93	393	133	419	85	272
	59%	24%	32%	19%	38%	50%	43%	69%	72%	80%	83%	89%	84%
TikTok	1831	22	103	25	103	47	138	78	351	129	406	82	266
	54%	17%	21%	27%	30%	45%	40%	58%	64%	77%	81%	86%	82%
Snapchat	1573	23	111	20	68	31	98	63	283	121	357	78	257
	46%	19%	23%	21%	20%	29%	28%	47%	52%	73%	71%	82%	79%
Instagram (inc. Instagram Direct)	1377	27	113	12	69	28	84	40	203	96	307	80	261
	40%	22%	23%	13%	20%	26%	24%	30%	37%	58%	61%	83%	80%
ANY OF THESE	3279	113	441	92	315	104	330	133	538	166	496	94	324
	96%	90%	92%	99%	93%	98%	96%	99%	98%	100%	99%	99%	100%
ALL OF THESE	704	6	35	3	23	13	29	18	89	57	199	53	150
	21%	5%	7%	3%	7%	12%	9%	14%	16%	34%	40%	55%	46%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 30**

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

**SUMMARY TO SHOW USE OF THE TOP FIVE APPS/ SITES ACROSS ALL CATEGORIES**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
YouTube	3008	124	225	162	100	137	135	107	164	125	155	266	161	124	254	179
	88%	85%	87%	86%	92%	91%	92%	96%	90%	92%	91%	87%	92%	84%	86%	89%
WhatsApp	2004	37	80	73	38	43	58	55	90	57	124	218	126	111	251	167
	59%	25%	31%	39%	35%	29%	40%	50%	49%	42%	73%	71%	72%	75%	85%	83%
				a			b							a		
TikTok	1831	23	54	55	30	40	59	52	76	62	120	187	112	120	229	164
	54%	16%	21%	29%	27%	26%	40%	47%	42%	46%	70%	61%	64%	81%	78%	82%
				a			ab									
Snapchat	1573	34	57	52	19	31	39	40	45	42	94	151	91	107	194	153
	46%	23%	22%	28%	17%	21%	26%	36%	25%	31%	55%	49%	52%	73%	66%	76%
																b
Instagram (inc. Instagram Direct)	1377	33	53	56	18	25	39	30	34	50	50	107	80	81	176	131
	40%	22%	21%	30%	17%	17%	27%	27%	19%	37%	29%	35%	46%	55%	60%	65%
							ab			b			ab			
ANY OF THESE	3279	131	239	174	104	142	138	111	172	131	165	301	175	147	288	201
	96%	90%	92%	93%	95%	94%	94%	100%	94%	97%	97%	98%	100%	100%	98%	100%
								b					a			
ALL OF THESE	704	6	16	21	3	5	18	14	14	18	29	43	39	48	106	89
	21%	4%	6%	11%	3%	3%	12%	12%	8%	13%	17%	14%	22%	33%	36%	44%
				a			ab									

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 30**

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

**SUMMARY TO SHOW USE OF THE TOP FIVE APPS/ SITES ACROSS ALL CATEGORIES**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
YouTube	3008 88%	91 86%	169 88%	95 86%
WhatsApp	2004 59%	85 81%	164 86%	96 87%
TikTok	1831 54%	93 88%	157 82%	91 83%
Snapchat	1573 46%	88 84%	151 79%	87 79%
Instagram (inc. Instagram Direct)	1377 40%	83 78%	150 78%	97 88%
				b
ANY OF THESE	3279 96%	106 100%	192 100%	109 99%
ALL OF THESE	704 21%	53 50%	84 44%	62 56%
				b

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 31**

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

**SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
YouTube/ YouTube Kids	3008 88%	104 83%	420 87%	90 98% b	305 90%	100 95%	317 92%	121 90%	489 89%	145 87%	432 86%	85 89%	279 86%
WhatsApp	2004 59%	31 24%	157 32%	18 19%	130 38% a	53 50%	150 43%	93 69%	393 72%	133 80%	419 83%	85 89%	272 84%
TikTok	1831 54%	22 17%	103 21%	25 27%	103 30%	47 45%	138 40%	78 58%	351 64%	129 77%	406 81%	82 86%	266 82%
Snapchat	1573 46%	23 19%	111 23%	20 21%	68 20%	31 29%	98 28%	63 47%	283 52%	121 73%	357 71%	78 82%	257 79%
Instagram (inc. Instagram Direct)	1377 40%	27 22%	113 23%	12 13%	69 20%	28 26%	84 24%	40 30%	203 37%	96 58%	307 61%	80 83%	261 80%
Facebook (inc. Messenger)	1336 39%	32 25%	104 22%	17 19%	88 26%	38 36%	109 32%	43 32%	212 39%	95 57%	273 54%	66 69%	203 62%
Pinterest	418 12%	7 6%	40 8%	6 7%	21 6%	14 13%	24 7%	15 11%	79 14%	36 22%	88 17%	20 21%	57 18%
Twitch	292 9%	2 1%	24 5%	2 2%	17 5%	9 8%	21 6%	10 8%	50 9%	30 18%	68 14%	15 15%	34 10%
Discord	251 7%	3 3%	13 3%	3 3%	8 2%	7 7%	16 5%	15 11%	40 7%	14 9%	60 12%	18 18%	44 13%
X/ Twitter	203 6%	1 1%	7 1%	3 3%	9 3%	5 5%	14 4%	5 4%	15 3%	11 7%	61 12%	11 12%	53 16%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 31**

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

**SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Reddit	146 4%	- -%	9 2%	3 3%	6 2%	6 6%	8 2%	4 3%	26 5%	6 3%	40 8%	6 6%	27 8%
BeReal	123 4%	3 2%	6 1%	1 1%	3 1%	6 6%	3 1%	3 2%	14 3%	12 7%	35 7%	10 10%	23 7%
Vimeo	108 3%	2 2%	14 3%	4 4%	6 2%	4 4%	5 1%	5 4%	17 3%	11 7%	19 4%	5 5%	13 4%
Threads	107 3%	- -%	6 1%	2 2%	8 2%	2 2%	6 2%	- -%	18 3%	4 2%	30 6%	7 7%	22 7%
Triller	78 2%	1 1%	14 3%	2 2%	7 2%	3 3%	4 1%	2 1%	11 2%	6 4%	16 3%	2 2%	4 1%
Wink	72 2%	2 1%	16 3%	1 1%	8 2%	4 4%	12 4%	1 1%	6 1%	5 3%	8 2%	1 1%	5 2%
Tumblr	69 2%	- -%	5 1%	2 2%	4 1%	3 3%	1 *%	5 3%	14 3%	2 1%	19 4%	1 1%	9 3%
YuBo	67 2%	3 2%	16 3%	2 2%	5 1%	3 3%	3 1%	3 2%	13 2%	3 2%	6 1%	2 3%	3 1%
Dailymotion	65 2%	4 3%	7 1%	* *%	4 1%	2 2%	* *%	3 2%	16 3%	5 3%	13 3%	3 3%	6 2%
Kik	59 2%	5 4%	10 2%	3 3%	3 1%	4 4%	3 1%	- -%	11 2%	2 1%	5 1%	1 1%	7 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 31**

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

**SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Signal	58 2%	2 2%	13 3%	* *%	4 1%	1 1%	1 *%	2 1%	7 1%	2 1%	8 2%	4 4%	10 3%
Fruitlab	56 2%	3 2%	14 3%	2 2%	7 2%	3 3%	* *% b	3 2%	7 1%	7 4%	3 1%	* *%	2 1%
Imgur	43 1%	3 3% b	1 *%	1 1%	3 1%	4 4% b	2 1%	- -%	12 2%	5 3%	5 1%	- -%	4 1%
YouNow	30 1%	- -%	7 1%	3 4%	4 1%	2 2% b	1 *%	1 1%	2 *%	2 1%	2 *%	1 1%	2 1%
NONE OF THESE	109 3%	11 9%	39 8%	1 1%	22 6% a	1 1%	13 4%	- -%	8 1%	- -%	2 *%	1 1%	- -%
ANY META APPS OR SITES	2442 72%	54 43%	213 44%	32 34%	164 48% a	69 66%	199 58%	107 80%	459 84%	159 95%	478 95%	93 98%	317 98%
Base for stats	3406	125	482	92	339	106	345	134	548	166	503	96	326
Mean number of apps/ sites (out of 24)	3.9	2.2	2.5	2.4	2.6	3.6 b	3.0	3.8	4.2	5.3	5.3	6.1	5.7
Standard deviation	2.82	2.23	2.70	2.69	2.47	3.35	2.17	2.02	2.53	2.44	2.71	2.00	2.33
Standard error	.05	.22	.13	.25	.12	.31	.11	.19	.12	.21	.13	.18	.11

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 31**

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

**SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
YouTube/ YouTube Kids	3008	124	225	162	100	137	135	107	164	125	155	266	161	124	254	179
	88%	85%	87%	86%	92%	91%	92%	96%	90%	92%	91%	87%	92%	84%	86%	89%
WhatsApp	2004	37	80	73	38	43	58	55	90	57	124	218	126	111	251	167
	59%	25%	31%	39%	35%	29%	40%	50%	49%	42%	73%	71%	72%	75%	85%	83%
				a			b								a	
TikTok	1831	23	54	55	30	40	59	52	76	62	120	187	112	120	229	164
	54%	16%	21%	29%	27%	26%	40%	47%	42%	46%	70%	61%	64%	81%	78%	82%
				a			ab									
Snapchat	1573	34	57	52	19	31	39	40	45	42	94	151	91	107	194	153
	46%	23%	22%	28%	17%	21%	26%	36%	25%	31%	55%	49%	52%	73%	66%	76%
																b
Instagram (inc. Instagram Direct)	1377	33	53	56	18	25	39	30	34	50	50	107	80	81	176	131
	40%	22%	21%	30%	17%	17%	27%	27%	19%	37%	29%	35%	46%	55%	60%	65%
							ab			b			ab			
Facebook (inc. Messenger)	1336	36	47	56	23	29	49	32	57	58	68	110	74	77	154	122
	39%	24%	18%	30%	21%	20%	33%	29%	31%	43%	40%	36%	42%	52%	52%	61%
				b			ab			ab						
Pinterest	418	14	14	19	6	6	16	14	10	13	20	33	34	18	53	43
	12%	10%	6%	10%	6%	4%	11%	12%	6%	9%	12%	11%	19%	12%	18%	21%
							b	b					b			
Twitch	292	4	12	10	3	4	11	10	13	10	20	16	21	22	35	40
	9%	3%	5%	5%	3%	3%	7%	9%	7%	7%	12%	5%	12%	15%	12%	20%
											b		b			b
Discord	251	3	3	10	2	4	5	6	7	9	26	18	9	14	28	35
	7%	2%	1%	6%	2%	3%	3%	6%	4%	7%	15%	6%	5%	9%	10%	17%
				b							bc					b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 31**

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

**SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
X/ Twitter	203 6%	1 1%	3 1%	4 2%	3 3%	3 2%	6 4%	4 4%	7 4%	10 7%	5 3%	6 2%	10 5%	11 7%	21 7%	40 20%
Reddit	146 4%	* *%	4 1%	5 3%	2 2%	3 2%	5 3%	5 4%	5 3%	5 3%	8 4%	11 4%	12 7%	* *%	16 5%	24 12%
BeReal	123 4%	- -%	4 1%	5 2%	* *%	1 1%	4 3%	5 4%	1 1%	3 2%	7 4%	5 2%	5 3%	14 9%	17 6%	10 5%
Vimeo	108 3%	3 2%	6 2%	7 4%	2 2%	3 2%	5 4%	3 3%	1 *%	6 4%	5 3%	7 2%	10 6%	2 1%	11 4%	15 7%
Threads	107 3%	- -%	2 1%	4 2%	2 2%	- -%	8 5%	2 2%	2 1%	4 3%	2 1%	8 3%	6 3%	1 *%	12 4%	21 10%
Triller	78 2%	1 1%	5 2%	9 5%	- -%	4 2%	4 3%	2 2%	1 1%	5 4%	2 1%	2 1%	7 4%	3 2%	6 2%	16 8%
Wink	72 2%	6 4%	4 2%	8 4%	2 1%	2 2%	5 4%	2 2%	5 3%	9 6%	4 3%	2 1%	* *%	2 1%	4 1%	7 4%
Tumblr	69 2%	2 1%	1 *%	2 1%	- -%	2 1%	6 4%	1 1%	1 1%	3 2%	2 1%	10 3%	6 4%	4 3%	4 1%	13 6%
YuBo	67 2%	4 3%	6 2%	8 4%	1 1%	1 1%	4 3%	1 1%	2 1%	2 2%	6 4%	5 2%	4 2%	3 2%	3 1%	4 2%
Dailymotion	65 2%	1 1%	8 3%	2 1%	1 1%	- -%	2 2%	1 1%	1 1%	- -%	2 1%	9 3%	9 5%	- -%	8 3%	9 4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 31**

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

**SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Kik	59 2%	* %	9 3%	7 4%	2 2%	2 1%	2 1%	4 4%	2 1%	1 1%	5 3%	2 1%	3 2%	1 1%	3 1%	4 2%
Signal	58 2%	2 1%	6 2%	7 4%	2 2%	* %	2 2%	1 1%	- %	* %	4 2%	3 1%	2 1%	- %	6 2%	4 2%
Fruitlab	56 2%	2 1%	6 2%	10 5%	- %	4 2%	6 4%	1 1%	2 1%	* %	3 2%	3 1%	4 2%	2 1%	3 1%	4 2%
Imgur	43 1%	- %	3 1%	2 1%	- %	3 2%	2 1%	2 2%	1 1%	3 3%	2 1%	4 1%	6 3%	4 3%	3 1%	3 2%
YouNow	30 1%	- %	2 1%	4 2%	3 3%	2 1%	3 2%	1 1%	1 1%	1 %	- %	1 %	2 1%	- %	3 1%	2 1%
NONE OF THESE	109 3%	15 10%	18 7%	13 7%	6 5%	7 4%	10 6%	- %	11 6%	2 2%	4 2%	3 1%	- %	- %	2 1%	- %
ANY META APPS OR SITES	2442 72%	61 42%	108 42%	101 54%	46 42%	66 44%	77 52%	70 63%	111 61%	86 64%	138 81%	255 83%	152 87%	136 92%	283 96%	191 95%
Base for stats	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Mean number of apps/ sites (out of 24)	3.9	2.2	2.4	3.1 ab	2.4	2.3	3.2 ab	3.5	2.9	3.5 b	4.3	3.9	4.5 b	4.9	5.1 ab	6.0 ab
Standard deviation	2.82	2.04	2.64	2.94	2.04	2.04	3.31	3.08	2.29	2.62	2.36	2.26	2.80	2.07	2.29	3.30
Standard error	.05	.18	.17	.23	.17	.15	.24	.28	.16	.20	.21	.15	.21	.19	.15	.25

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 31**

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

**SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
YouTube/ YouTube Kids	3008 88%	91 86%	169 88%	95 86%
WhatsApp	2004 59%	85 81%	164 86%	96 87%
TikTok	1831 54%	93 88%	157 82%	91 83%
Snapchat	1573 46%	88 84%	151 79%	87 79%
Instagram (inc. Instagram Direct)	1377 40%	83 78%	150 78%	97 88% b
Facebook (inc. Messenger)	1336 39%	74 70%	119 62%	71 64%
Pinterest	418 12%	23 21%	29 15%	25 23%
Twitch	292 9%	18 17%	15 8%	13 12%
Discord	251 7%	19 18%	29 15%	11 10%
X/ Twitter	203 6%	13 13%	31 16%	18 17%
Reddit	146 4%	11 11%	10 5%	11 10%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 31**

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

**SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
		a	b	c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
BeReal	123 4%	6 6%	15 8%	9 9%
Vimeo	108 3%	3 3%	7 4%	7 7%
Threads	107 3%	4 4%	14 7%	10 9%
Triller	78 2%	1 1%	3 2%	3 3%
Wink	72 2%	2 2%	4 2%	2 2%
Tumblr	69 2%	3 3%	4 2%	2 2%
YuBo	67 2%	- -%	2 1%	3 3%
Dailymotion	65 2%	1 1%	4 2%	3 2%
Kik	59 2%	2 2%	5 3%	2 1%
Signal	58 2%	2 2%	9 5%	2 2%
Fruitlab	56 2%	- -%	2 1%	1 1%
Imgur	43 1%	1 1%	2 1%	1 1%

Columns Tested: a,b,c



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

**SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
YouNow	30	1	-	1
	1%	1%	-%	1%
NONE OF THESE	109	-	-	-
	3%	-%	-%	-%
ANY META APPS OR SITES	2442	102	186	110
	72%	97%	97%	99%
Base for stats	3406	106	192	110
Mean number of apps/ sites (out of 24)	3.9	5.9	5.7	6.0
Standard deviation	2.82	2.16	2.36	2.15
Standard error	.05	.18	.16	.17

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
YouTube/ YouTube Kids	1428 42%	66 53%	231 48%	54 58%	164 48%	51 49%	133 39%	48 36%	211 39%	70 42%	191 38%	33 35%	113 35%
WhatsApp	1234 36%	11 9%	46 10%	4 4%	43 13%	24 23%	66 19%	68 51%	247 45%	101 61%	311 62%	66 69%	207 64%
TikTok	1217 36%	5 4%	46 10%	12 13%	57 17%	25 24%	73 21%	54 40%	233 42%	97 58%	294 58%	70 74%	205 63%
Snapchat	1145 34%	10 8%	39 8%	9 10%	33 10%	21 20%	64 19%	50 37%	194 35%	101 61%	298 59%	66 69%	221 68%
Instagram	948 28%	5 4%	45 9%	7 8%	31 9%	14 14%	47 14%	26 20%	127 23%	77 46%	245 49%	69 72%	222 68%
Facebook	886 26%	7 6%	45 9%	7 7%	30 9%	25 23%	60 17%	27 20%	141 26%	67 40%	213 42%	55 57%	175 54%
Pinterest	193 6%	4 3%	11 2%	2 2%	8 2%	6 6%	13 4%	8 6%	25 5%	24 15%	45 9%	10 10%	34 10%
Discord	140 4%	1 1%	3 1%	1 1%	4 1%	4 4%	8 2%	8 6%	18 3%	11 6%	33 7%	14 14%	30 9%
X/ Twitter	127 4%	- -%	3 1%	1 1%	4 1%	3 3%	8 2%	- -%	12 2%	5 3%	40 8%	7 8%	40 12%
Twitch	111 3%	- -%	6 1%	1 1%	9 3%	2 2%	7 2%	6 4%	13 2%	13 8%	28 6%	5 5%	18 6%
Reddit	69 2%	- -%	3 1%	1 2%	2 1%	3 3%	3 1%	1 1%	8 1%	1 1%	22 4%	2 2%	20 6%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
BeReal	66 2%	- -%	1 *%	1 1%	1 *%	2 2%	- -%	3 2%	4 1%	4 2%	23 5%	9 10%	15 5%
Threads	55 2%	- -%	2 *%	2 2%	4 1%	1 1%	4 1%	- -%	3 1%	2 1%	14 3%	4 4%	16 5%
Tumblr	29 1%	- -%	1 *%	1 1%	3 1%	1 1%	1 *%	3 2%	7 1%	* *%	4 1%	- -%	4 1%
Vimeo	29 1%	* *%	6 1%	1 1%	1 *%	1 1%	1 *%	- -%	3 1%	2 1%	8 2%	- -%	4 1%
Wink	28 1%	- -%	9 2%	* *%	3 1%	3 3%	5 1%	1 1%	- -%	- -%	3 1%	- -%	3 1%
Signal	24 1%	- -%	3 1%	* *%	1 *%	1 1%	1 *%	2 1%	6 1%	2 1%	3 1%	2 2%	3 1%
Fruitlab	22 1%	- -%	6 1%	1 1%	4 1%	2 2%	- -%	- -%	2 *%	2 1%	1 *%	- -%	1 *%
YuBo	22 1%	2 1%	3 1%	1 1%	2 1%	3 3%	* *%	- -%	4 1%	- -%	2 *%	2 3%	- -%
Triller	19 1%	- -%	4 1%	* *%	2 1%	2 2%	- -%	2 1%	- -%	2 1%	4 1%	- -%	2 1%
Kik	19 1%	- -%	2 *%	- -%	1 *%	2 2%	1 *%	- -%	2 *%	2 1%	3 1%	1 1%	3 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Imgur	14	2	1	-	1	1	-	-	4	2	1	-	1
	*%	1%	*%	-%	*%	1%	-%	-%	1%	1%	*%	-%	*%
YouNow	14	-	4	*	2	2	-	-	1	-	1	-	-
	*%	-%	1%	*%	1%	2%	-%	-%	*%	-%	*%	-%	-%
						b							
Dailymotion	12	-	1	-	1	1	-	-	3	1	2	-	1
	*%	-%	*%	-%	*%	1%	-%	-%	1%	1%	*%	-%	*%
Child does not have a profile on ANY of these	564	30	159	29	102	25	94	19	65	8	9	1	6
	17%	24%	33%	32%	30%	24%	27%	14%	12%	5%	2%	1%	2%
Don't know	37	2	5	1	3	-	7	1	4	2	8	-	2
	1%	2%	1%	1%	1%	-%	2%	1%	1%	1%	1%	-%	1%
<b>SUMMARY</b>													
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	109	11	39	1	22	1	13	-	8	-	2	1	-
	3%	9%	8%	1%	6%	1%	4%	-%	1%	-%	*%	1%	-%
					a								
CHILD HAS A PROFILE ON ANY OF THESE	2696	82	279	62	212	80	231	114	471	157	485	94	317
	79%	65%	58%	67%	62%	76%	67%	85%	86%	94%	96%	98%	97%
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1601	82	279	62	212	80	231	114	471	-	-	-	-
	47%	65%	58%	67%	62%	76%	67%	85%	86%	-%	-%	-%	-%
Base for stats	3406	125	482	92	339	106	345	134	548	166	503	96	326
Columns Tested: a,b - a,b - a,b - a,b - a,b - a,b													

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Mean number of apps/ sites (out of 24)	2.3	.9	1.1	1.2	1.2	1.9	1.4	2.3	2.3	3.5	3.6	4.3	4.1
Standard deviation	2.30	.98	1.80	1.76	1.89	2.65	1.63	1.70	1.82	2.14	2.48	1.86	2.34
Standard error	.04	.09	.09	.16	.09	.24	.08	.16	.09	.19	.12	.17	.12

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
YouTube/ YouTube Kids	1428 42%	80 55%	129 50%	92 49%	53 49%	78 52%	69 47%	47 43%	68 37%	55 40%	56 33%	109 36%	80 46%	52 35%	121 41%	88 44%
WhatsApp	1234 36%	14 9%	17 6%	29 15%	9 8%	14 9%	22 15%	28 25%	36 20%	25 19%	80 47%	149 49%	78 45%	77 52%	186 63%	129 64%
TikTok	1217 36%	4 3%	18 7%	33 17%	12 11%	22 15%	37 25%	29 26%	38 21%	31 23%	77 45%	127 41%	81 46%	90 61%	165 56%	119 59%
Snapchat	1145 34%	12 8%	19 8%	20 11%	11 10%	12 8%	22 15%	28 25%	29 16%	28 20%	63 37%	110 36%	62 35%	87 59%	158 54%	131 65%
Instagram	948 28%	10 7%	17 7%	21 11%	6 6%	13 8%	20 14%	14 13%	21 12%	30 22%	26 15%	73 24%	50 29%	62 42%	135 46%	113 56%
Facebook	886 26%	7 5%	17 7%	30 16%	7 7%	11 7%	21 14%	21 19%	29 16%	37 27%	42 24%	74 24%	51 29%	58 39%	122 41%	96 48%
Pinterest	193 6%	3 2%	6 2%	6 3%	2 2%	2 2%	6 4%	8 8%	4 2%	5 4%	4 2%	10 3%	15 8%	10 7%	28 9%	27 13%
Discord	140 4%	- -%	1 *%	3 2%	- -%	2 1%	4 2%	4 3%	2 1%	4 3%	18 11%	4 1%	1 1%	8 5%	14 5%	23 12%
X/ Twitter	127 4%	1 1%	1 *%	* *%	* *%	- -%	5 3%	4 4%	2 1%	5 4%	2 1%	6 2%	5 3%	4 3%	10 3%	31 16%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Twitch	111 3%	- -%	3 1%	3 2%	1 1%	3 2%	5 3%	4 4%	4 2%	1 1%	8 5%	1 *%	6 4%	7 5%	13 4%	21 11%
Reddit	69 2%	- -%	1 *%	1 1%	- -%	1 1%	3 2%	2 2%	1 *%	3 2%	2 1%	3 1%	5 3%	* *%	6 2%	14 7%
BeReal	66 2%	- -%	1 *%	- -%	- -%	1 1%	1 1%	1 1%	1 1%	- -%	4 2%	- -%	3 2%	5 3%	13 4%	6 3%
Threads	55 2%	- -%	1 *%	* *%	2 2%	- -%	5 3%	1 1%	- -%	3 2%	- -%	2 1%	1 *%	- -%	7 2%	11 6%
Tumblr	29 1%	- -%	1 *%	- -%	- -%	1 1%	4 3%	1 1%	- -%	2 1%	2 1%	2 1%	6 3%	- -%	* *%	6 3%
Vimeo	29 1%	2 1%	3 1%	1 1%	- -%	1 1%	2 1%	2 2%	- -%	1 1%	- -%	2 1%	1 1%	- -%	3 1%	7 3%
Wink	28 1%	2 1%	2 1%	5 2%	- -%	1 1%	2 2%	2 2%	2 1%	3 2%	1 1%	- -%	- -%	- -%	- -%	3 2%
Signal	24 1%	- -%	1 *%	2 1%	- -%	- -%	1 1%	1 1%	- -%	- -%	4 2%	3 1%	* *%	- -%	2 1%	3 1%
Fruitlab	22 1%	- -%	2 1%	4 2%	- -%	2 1%	4 3%	1 1%	1 1%	- -%	- -%	- -%	2 1%	- -%	2 1%	1 1%
YuBo	22 1%	- -%	4 2%	* *%	1 1%	1 1%	2 2%	1 1%	2 1%	- -%	4 2%	- -%	- -%	- -%	* *%	2 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Triller	19 1%	1 1%	1 *%	2 1%	- -%	1 *%	2 1%	2 2%	- -%	1 1%	- -%	- -%	2 1%	- -%	2 1%	4 2%
Kik	19 1%	- -%	1 *%	1 *%	- -%	- -%	1 1%	2 2%	2 1%	* *%	2 1%	- -%	- -%	- -%	2 1%	2 1%
Imgur	14 *%	- -%	3 1%	- -%	- -%	- -%	1 *%	1 1%	- -%	- -%	- -%	2 1%	1 1%	- -%	2 1%	1 1%
YouNow	14 *%	- -%	2 1%	2 1%	- -%	- -%	2 2%	1 1%	1 1%	- -%	- -%	- -%	1 1%	- -%	- -%	1 1%
Dailymotion	12 *%	- -%	1 *%	- -%	- -%	- -%	1 1%	1 1%	- -%	- -%	2 1%	- -%	1 1%	- -%	1 *%	2 1%
Child does not have a profile on ANY of these	564 17%	35 24%	83 32%	55 29%	39 35%	42 28%	43 29%	24 21%	47 26%	40 29%	19 11%	35 11%	22 13%	5 3%	7 3%	3 2%
Don't know	37 1%	2 2%	2 1%	3 1%	* *%	2 2%	- -%	* *%	5 3%	2 2%	* *%	5 2%	- -%	- -%	4 1%	2 1%
<b>SUMMARY</b>																
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	109 3%	15 10%	18 7%	13 7%	6 5%	7 4%	10 6%	- -%	11 6%	2 2%	4 2%	3 1%	- -%	- -%	2 1%	- -%
CHILD HAS A PROFILE ON ANY OF THESE	2696 79%	94 64%	155 60%	117 62%	65 59%	100 66%	94 64%	87 78%	119 65%	91 67%	147 86%	264 86%	152 87%	143 97%	282 96%	196 97%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1601	94	155	117	65	100	94	87	119	91	147	264	152	-	-	-
	47%	64%	60%	62%	59%	66%	64%	78%	65%	67%	86%	86%	87%	-%	-%	-%
								b								
Base for stats	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Mean number of apps/ sites (out of 24)	2.3	.9	1.0	1.4	1.0	1.1	1.6	1.9	1.3	1.7	2.3	2.2	2.6	3.1	3.4	4.2
				ab			ab	b		b			b			ab
Standard deviation	2.30	1.11	1.90	1.69	1.24	1.24	2.69	2.84	1.58	1.89	1.67	1.70	2.02	1.69	2.12	3.01
Standard error	.04	.10	.12	.13	.11	.09	.19	.25	.11	.14	.15	.11	.15	.16	.14	.23
Columns Tested:		a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
		a	b	c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
YouTube/ YouTube Kids	1428	46	59	40
	42%	43%	31%	36%
		b		
WhatsApp	1234	69	124	73
	36%	65%	64%	66%
TikTok	1217	79	116	70
	36%	75%	61%	64%
		b		
Snapchat	1145	77	128	73
	34%	73%	67%	66%
Instagram	948	69	125	84
	28%	65%	65%	76%
				b
Facebook	886	62	103	59
	26%	59%	54%	54%
Pinterest	193	12	15	14
	6%	11%	8%	13%
Discord	140	15	17	11
	4%	15%	9%	10%
X/ Twitter	127	10	20	17
	4%	10%	10%	15%
Twitch	111	8	7	7
	3%	8%	4%	6%
Reddit	69	8	5	7
	2%	7%	3%	7%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
BeReal	66 2%	4 4%	13 7%	6 5%
Threads	55 2%	3 3%	10 5%	8 7%
Tumblr	29 1%	2 2%	2 1%	* *%
Vimeo	29 1%	1 1%	2 1%	1 1%
Wink	28 1%	- -%	3 1%	- -%
Signal	24 1%	- -%	3 2%	1 1%
Fruitlab	22 1%	- -%	1 *%	* *%
YuBo	22 1%	- -%	1 1%	- -%
Triller	19 1%	- -%	2 1%	- -%
Kik	19 1%	- -%	3 2%	1 1%
Imgur	14 *%	- -%	1 *%	- -%
YouNow	14 *%	- -%	- -%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 32**

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

**QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Dailymotion	12 *%	- -%	1 *%	- -%
Child does not have a profile on ANY of these	564 17%	1 1%	3 1%	2 2%
Don't know	37 1%	* *%	1 1%	* *%

**SUMMARY**

CHILD DOES NOT USE ANY OF THESE APPS/ SITES	109 3%	- -%	- -%	- -%
CHILD HAS A PROFILE ON ANY OF THESE	2696 79%	104 99%	188 98%	107 97%
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1601 47%	- -%	- -%	- -%
Base for stats	3406	106	192	110
Mean number of apps/ sites (out of 24)	2.3	4.4	4.0	4.3
Standard deviation	2.30	2.17	2.24	2.23
Standard error	.04	.18	.15	.18

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QP20A/ QC20A. Thinking about these profiles that you have set up for your child / that you have, which one of these statements best describes what you usually do? The profile(s) show... (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents whose child has a registered profile on any sites/ apps used for social media, messaging, voice or video calling, watching or posting videos or watching livestreams

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2709	70	268	80	268	92	285	92	394	123	416	116	400
Effective Weighted Sample	2094	55	209	62	216	76	231	76	316	100	328	96	321
Total	2696	82	279	62	212	80	231	114	471	157	485	94	317
a photo of my child/ me, that anyone can see	421 16%	** **	23 8%	** **	20 9%	** **	23 10%	** **	75 16%	21 14%	108 22%	11 12%	77 24% a
a photo of my child/ me that only their friends/ my friends or contacts can see	797 30%	** **	53 19%	** **	34 16%	** **	57 25%	** **	161 34%	50 32%	176 36%	39 41%	126 40%
some type of avatar (cartoon style image of a person, animal or something else)	891 33%	** **	138 50%	** **	83 39%	** **	98 42%	** **	152 32%	39 25%	117 24%	30 32% b	60 19%
some other photo, picture, or image	288 11%	** **	19 7%	** **	17 8%	** **	17 7%	** **	57 12%	35 22% b	60 12%	12 13%	36 11%
no image/ it is just left blank	272 10%	** **	45 16%	** **	56 26%	** **	29 13%	** **	21 5%	9 6%	18 4%	2 2%	17 5%
Don't know	27 1%	** **	* *%	** **	2 1%	** **	6 3%	** **	4 1%	2 1%	5 1%	- -%	1 *%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

**QP20A/ QC20A. Thinking about these profiles that you have set up for your child / that you have, which one of these statements best describes what you usually do? The profile(s) show... (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents whose child has a registered profile on any sites/ apps used for social media, messaging, voice or video calling, watching or posting videos or watching livestreams

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2709	82	153	105	82	126	127	97	139	125	113	203	153	115	228	173
Effective Weighted Sample	2094	64	117	85	66	101	100	82	115	99	95	172	110	94	186	132
Total	2696	94	155	117	65	100	94	87	119	91	147	264	152	143	282	196
a photo of my child/ me, that anyone can see	421 16%	** **	14 9%	14 12%	** **	4 4%	19 21%	** **	14 11%	11 12%	19 13%	39 15%	31 20%	32 22%	58 20%	44 23%
a photo of my child/ me that only their friends/ my friends or contacts can see	797 30%	** **	22 14%	24 21%	** **	15 15%	18 19%	** **	30 25%	22 24%	44 30%	92 35%	50 33%	58 41%	99 35%	61 31%
some type of avatar (cartoon style image of a person, animal or something else)	891 33%	** **	72 46%	54 46%	** **	47 47%	33 35%	** **	51 43%	38 42%	58 39%	80 30%	57 38%	28 20%	71 25%	49 25%
some other photo, picture, or image	288 11%	** **	13 8%	11 9%	** **	6 6%	6 6%	** **	8 7%	11 12%	18 13%	33 13%	9 6%	19 13%	36 13%	31 16%
no image/ it is just left blank	272 10%	** **	34 22%	13 11%	** **	26 26%	18 19%	** **	14 11%	9 10%	7 5%	16 6%	4 3%	4 3%	16 6%	9 4%
Don't know	27 1%	** **	* *%	- -%	** **	2 2%	- -%	** **	3 2%	* *%	2 1%	3 1%	* *%	2 1%	2 1%	2 1%

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

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

**QP20A/ QC20A. Thinking about these profiles that you have set up for your child / that you have, which one of these statements best describes what you usually do? The profile(s) show... (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents whose child has a registered profile on any sites/ apps used for social media, messaging, voice or video calling, watching or posting videos or watching livestreams

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2709	136	209	151
Effective Weighted Sample	2094	116	171	120
Total	2696	104	188	107
a photo of my child/ me, that anyone can see	421 16%	27 26%	35 18%	27 25%
a photo of my child/ me that only their friends/ my friends or contacts can see	797 30%	38 36%	82 43%	41 38%
some type of avatar (cartoon style image of a person, animal or something else)	891 33%	25 24%	41 22%	23 22%
some other photo, picture, or image	288 11%	11 11%	22 12%	10 9%
no image/ it is just left blank	272 10%	4 4%	9 5%	6 6%
Don't know	27 1%	- -%	- -%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 34**

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

**QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3186	84	375	114	405	116	402	107	429	128	412	113	382
Effective Weighted Sample	2477	67	295	90	324	96	327	88	350	104	325	93	308
Total	3178	96	404	89	319	104	335	133	529	163	481	92	305
Creative and building games (e.g. Roblox, Minecraft)	1419 45%	** **	122 30%	45 50%	154 48%	59 57%	175 52%	84 63% b	267 51%	82 50%	205 43%	51 55% b	112 37%
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1116 35%	** **	29 7%	24 27%	69 22%	40 38%	114 34%	70 53% b	214 40%	81 50%	244 51%	49 54%	129 42%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1079 34%	** **	160 40%	33 37%	109 34%	43 41%	139 41%	39 30%	180 34%	40 24%	153 32%	30 32%	88 29%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1054 33%	** **	105 26%	30 34%	100 31%	35 34%	117 35%	59 44%	187 35%	46 28%	173 36%	32 35%	117 38%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	843 27%	** **	43 11%	15 17%	68 21%	28 27%	101 30%	28 21%	148 28%	39 24%	196 41% a	26 29%	110 36%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	821 26%	** **	61 15%	23 25%	54 17%	35 33%	93 28%	48 36%	151 29%	56 35%	142 29%	37 41% b	84 28%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 34**

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

**QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3186	84	375	114	405	116	402	107	429	128	412	113	382
Effective Weighted Sample	2477	67	295	90	324	96	327	88	350	104	325	93	308
Total	3178	96	404	89	319	104	335	133	529	163	481	92	305
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	808 25%	** **	40 10%	15 17%	40 13%	19 18%	74 22%	32 24%	141 27%	51 31%	183 38%	38 41%	146 48%
Playing against one other person (e.g. Words with Friends, Online chess)	736 23%	** **	48 12%	10 11%	47 15%	25 24%	73 22%	31 24%	139 26%	55 34%	153 32%	21 23%	90 29%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	563 18%	** **	61 15%	11 12%	64 20%	18 17%	74 22%	22 17%	125 24%	27 17%	85 18%	8 8%	45 15%
Makeovers (e.g. Glamm'd, Homescapes)	483 15%	** **	59 15%	14 16%	55 17%	28 27%	77 23%	20 15%	87 16%	21 13%	53 11%	11 12%	27 9%
Interactive stories (e.g. Episode, Chapters)	474 15%	** **	63 16%	15 17%	35 11%	13 13%	56 17%	20 15%	96 18%	29 18%	57 12%	13 15%	34 11%
Simulation experience (e.g. flying a plane)	454 14%	** **	58 14%	10 12%	38 12%	17 16%	41 12%	18 14%	86 16%	27 16%	80 17%	10 11%	45 15%
Other type of games	123 4%	** **	46 11%	4 4%	15 5%	1 1%	5 1%	3 2%	8 2%	1 1%	10 2%	1 1%	6 2%
Don't know	46 1%	** **	11 3%	2 3%	8 3%	3 3%	3 1%	- -%	2 *%	- -%	- -%	- -%	2 1%
Base for stats	3178	**	404	89	319	104	335	133	529	163	481	92	305

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 34**

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

**QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3186	84	375	114	405	116	402	107	429	128	412	113	382
Total	3178	96	404	89	319	104	335	133	529	163	481	92	305
Mean number of types (out of 13)	3.1	**	2.2	2.8	2.7	3.5	3.4	3.6	3.5	3.4	3.6	3.6	3.4
Standard deviation	2.05	**	1.64	1.90	1.85	2.40	1.98	2.01	2.05	2.04	2.21	1.81	2.16
Standard error	.04	**	.08	.18	.09	.22	.10	.19	.10	.18	.11	.17	.11

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 34**

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

**QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3186	105	200	147	135	176	186	123	198	174	124	224	166	116	230	170
Effective Weighted Sample	2477	82	154	121	109	141	145	105	162	138	105	192	123	96	186	130
Total	3178	118	207	170	107	145	136	110	178	132	164	295	173	145	282	192
Creative and building games (e.g. Roblox, Minecraft)	1419	33	59	58	47	70	73	53	94	72	76	174	89	67	125	88
	45%	28%	28%	34%	44%	48%	54%	48%	53%	55%	46%	59%	51%	46%	44%	46%
												a				
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1116	3	22	13	25	35	30	39	63	49	74	135	71	58	151	110
	35%	2%	11%	8%	23%	24%	22%	36%	35%	37%	45%	46%	41%	40%	53%	57%
			a												a	a
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1079	38	75	77	36	52	54	55	62	53	61	88	60	39	76	65
	34%	32%	36%	46%	34%	36%	39%	50%	35%	40%	37%	30%	35%	27%	27%	34%
								b								
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1054	24	56	48	27	56	46	40	54	56	58	98	77	41	95	77
	33%	20%	27%	28%	25%	39%	34%	37%	30%	43%	35%	33%	45%	28%	34%	40%
						a				b			b			
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	843	3	21	28	16	34	33	31	52	47	52	72	52	48	96	87
	27%	3%	10%	16%	15%	23%	24%	28%	29%	36%	32%	24%	30%	33%	34%	45%
			a	a												b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 34**

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

**QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3186	105	200	147	135	176	186	123	198	174	124	224	166	116	230	170
Effective Weighted Sample	2477	82	154	121	109	141	145	105	162	138	105	192	123	96	186	130
Total	3178	118	207	170	107	145	136	110	178	132	164	295	173	145	282	192
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	821 26%	14 12%	26 13%	32 19%	21 20%	22 15%	33 25%	37 34%	44 25%	43 32%	56 34%	86 29%	57 33%	29 20%	93 33%	75 39%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	808 25%	4 3%	18 9%	22 13%	7 7%	21 15%	26 19%	35 31%	27 15%	35 27%	54 33%	72 24%	44 25%	44 30%	103 36%	84 44%
Playing against one other person (e.g. Words with Friends, Online chess)	736 23%	8 7%	24 11%	29 17%	12 11%	14 10%	31 23%	23 21%	41 23%	37 28%	55 34%	73 25%	41 24%	50 34%	80 28%	75 39%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	563 18%	13 11%	27 13%	30 18%	19 18%	18 12%	36 26%	25 23%	32 18%	32 24%	32 20%	65 22%	45 26%	33 23%	40 14%	35 18%
Makeovers (e.g. Glamm'd, Homescapes)	483 15%	15 13%	37 18%	26 15%	17 16%	26 18%	24 17%	31 28%	41 23%	28 21%	24 14%	42 14%	35 20%	15 11%	33 12%	22 12%
Interactive stories (e.g. Episode, Chapters)	474 15%	14 11%	39 19%	28 17%	15 14%	15 11%	21 16%	19 17%	24 13%	26 20%	31 19%	42 14%	39 23%	28 19%	27 9%	31 16%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 34**

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

**QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3186	105	200	147	135	176	186	123	198	174	124	224	166	116	230	170
Effective Weighted Sample	2477	82	154	121	109	141	145	105	162	138	105	192	123	96	186	130
Total	3178	118	207	170	107	145	136	110	178	132	164	295	173	145	282	192
Simulation experience (e.g. flying a plane)	454	11	25	30	14	13	16	16	19	24	31	40	32	17	48	43
	14%	9%	12%	18%	13%	9%	12%	15%	11%	18%	19%	13%	19%	12%	17%	22%
Other type of games	123	15	28	15	7	1	4	1	3	1	-	8	1	4	2	3
	4%	13%	14%	9%	7%	1%	3%	1%	2%	1%	-%	3%	1%	3%	1%	2%
Don't know	46	8	4	6	4	3	-	1	4	-	-	-	-	-	-	-
	1%	6%	2%	3%	4%	2%	-%	1%	2%	-%	-%	-%	-%	-%	-%	-%
Base for stats	3178	118	207	170	107	145	136	110	178	132	164	295	173	145	282	192
Mean number of types (out of 13)	3.1	1.6	2.2	2.6	2.5	2.6	3.2	3.7	3.1	3.8	3.7	3.4	3.7	3.3	3.4	4.1
			a	ab			ab	b		b						ab
Standard deviation	2.05	1.15	1.62	1.75	1.76	1.47	2.26	2.25	1.84	2.23	2.17	1.82	2.16	2.13	1.94	2.45
Standard error	.04	.11	.11	.14	.15	.11	.17	.20	.13	.17	.20	.12	.17	.20	.13	.19

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 34**

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

**QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3186	130	198	148
Effective Weighted Sample	2477	110	162	118
Total	3178	99	179	107
Creative and building games (e.g. Roblox, Minecraft)	1419 45%	38 39%	83 46%	38 35%
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1116 35%	45 45%	81 45%	46 43%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1079 34%	28 28%	54 30%	37 35%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1054 33%	43 43%	63 35%	43 40%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	843 27%	30 30%	62 34%	41 38%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	821 26%	33 34%	53 30%	35 32%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 34**

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

**QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3186	130	198	148
Effective Weighted Sample	2477	110	162	118
Total	3178	99	179	107
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	808 25%	46 47%	84 47%	51 48%
Playing against one other person (e.g. Words with Friends, Online chess)	736 23%	34 35%	46 26%	27 26%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	563 18%	10 10%	27 15%	15 14%
Makeovers (e.g. Glamm'd, Homescapes)	483 15%	11 11%	12 7%	14 13%
Interactive stories (e.g. Episode, Chapters)	474 15%	11 11%	24 13%	13 12%
Simulation experience (e.g. flying a plane)	454 14%	13 13%	25 14%	18 17%
Other type of games	123 4%	1 1%	2 1%	3 3%
Don't know	46 1%	1 1%	- -%	- -%
Base for stats	3178	99	179	107

Columns Tested: 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.

**QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3186	130	198	148
Total	3178	99	179	107
Mean number of types (out of 13)	3.1	3.5	3.4	3.6
Standard deviation	2.05	2.21	2.10	2.11
Standard error	.04	.19	.15	.17

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 35**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : Those whose child plays games

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3186	84	375	114	405	116	402	107	429	128	412	113	382
Effective Weighted Sample	2477	67	295	90	324	96	327	88	350	104	325	93	308
Total	3178	96	404	89	319	104	335	133	529	163	481	92	305
Yes	2072	**	126	43	135	70	214	105	403	134	401	82	251
	65%	**	31%	48%	42%	67%	64%	79%	76%	82%	83%	89%	82%
No	1059	**	275	45	178	33	111	23	120	26	77	10	53
	33%	**	68%	50%	56%	31%	33%	17%	23%	16%	16%	11%	17%
Don't know	48	**	2	2	6	1	11	4	6	3	3	-	1
	2%	**	1%	2%	2%	1%	3%	3%	1%	2%	1%	-%	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 35**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : Those whose child plays games

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3186	105	200	147	135	176	186	123	198	174	124	224	166	116	230	170
Effective Weighted Sample	2477	82	154	121	109	141	145	105	162	138	105	192	123	96	186	130
Total	3178	118	207	170	107	145	136	110	178	132	164	295	173	145	282	192
Yes	2072	40	55	61	41	68	64	71	112	92	134	226	135	117	236	168
	65%	34%	27%	36%	38%	47%	47%	65%	63%	69%	82%	77%	78%	81%	84%	88%
No	1059	76	149	107	62	75	70	36	58	39	26	63	37	26	44	24
	33%	65%	72%	63%	58%	52%	52%	33%	33%	29%	16%	21%	22%	18%	16%	12%
Don't know	48	2	4	1	5	2	1	3	7	2	3	6	-	2	2	-
	2%	2%	2%	1%	4%	1%	1%	2%	4%	1%	2%	2%	-%	1%	1%	-%

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

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : Those whose child plays games

	<u>AGED 16-17 FINANCIAL VULNERABILITY INDEX</u>			
	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3186	130	198	148
Effective Weighted Sample	2477	110	162	118
Total	3178	99	179	107
Yes	2072 65%	86 87%	149 83%	87 81%
No	1059 33%	13 13%	30 17%	19 18%
Don't know	48 2%	1 1%	- -%	1 1%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 36**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Yes	2072	28	126	43	135	70	214	105	403	134	401	82	251
	61%	22%	26%	46%	40%	66%	62%	78%	74%	80%	80%	85%	77%
No	1059	65	275	45	178	33	111	23	120	26	77	10	53
	31%	52%	57%	48%	53%	31%	32%	17%	22%	16%	15%	11%	16%
Don't know	48	3	2	2	6	1	11	4	6	3	3	-	1
	1%	2%	*%	2%	2%	1%	3%	3%	1%	2%	1%	-%	*%
CHILD DOES NOT PLAY GAMES	228	29	78	3	20	2	9	2	19	4	22	4	21
	7%	23%	16%	3%	6%	2%	3%	1%	3%	2%	4%	4%	6%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 36**

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Yes	2072	40	55	61	41	68	64	71	112	92	134	226	135	117	236	168
	61%	27%	21%	33%	37%	45%	44%	64%	62%	68%	79%	74%	78%	80%	80%	84%
				b												
No	1059	76	149	107	62	75	70	36	58	39	26	63	37	26	44	24
	31%	52%	58%	57%	57%	50%	48%	33%	32%	28%	15%	21%	21%	18%	15%	12%
Don't know	48	2	4	1	5	2	1	3	7	2	3	6	-	2	2	-
	1%	1%	1%	1%	4%	1%	1%	2%	4%	1%	2%	2%	-%	1%	1%	-%
CHILD DOES NOT PLAY GAMES	228	28	51	18	2	6	12	1	5	4	7	11	2	2	13	9
	7%	19%	20%	9%	2%	4%	8%	1%	3%	3%	4%	4%	1%	2%	4%	4%
		c	c				a									

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

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

**QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Yes	2072 61%	86 81%	149 78%	87 79%
No	1059 31%	13 12%	30 16%	19 17%
Don't know	48 1%	1 1%	- -%	1 1%
CHILD DOES NOT PLAY GAMES	228 7%	6 6%	13 7%	3 3%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 37**

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

**QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	~a	b	~a	b	~a	b	a	b	~a	b
Unweighted total	2045	24	111	53	181	75	254	84	327	104	348	99	310
Effective Weighted Sample	1596	20	91	41	144	62	208	69	266	85	274	82	252
Total	2072	28	126	43	135	70	214	105	403	134	401	82	251
Playing on their own - against the games console/ computer or other device	1394	**	88	**	88	**	145	**	256	101	281	**	167
	67%	**	70%	**	66%	**	68%	**	64%	75%	70%	**	67%
Playing with or against someone they know/ that they have met in person	1486	**	60	**	76	**	153	**	316	109	307	**	196
	72%	**	47%	**	56%	**	71%	**	78%	82%	76%	**	78%
Playing with or against someone they do not know/ they have not met in person	648	**	19	**	32	**	65	**	122	38	137	**	90
	31%	**	15%	**	24%	**	31%	**	30%	29%	34%	**	36%
Don't know	15	**	2	**	-	**	1	**	2	-	2	**	2
	1%	**	1%	**	-%	**	1%	**	*%	-%	*%	**	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 37**

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

**QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	~a	b	c
Significance Level: 95%																
Unweighted total	2045	34	51	51	53	84	91	78	124	118	102	172	127	96	192	150
Effective Weighted Sample	1596	27	42	44	41	66	73	67	101	96	86	146	95	78	156	115
Total	2072	40	55	61	41	68	64	71	112	92	134	226	135	117	236	168
Playing on their own - against the games console/ computer or other device	1394	**	**	**	**	**	**	**	73	68	91	150	83	**	162	124
	67%	**	**	**	**	**	**	**	65%	74%	68%	67%	62%	**	69%	73%
Playing with or against someone they know/ that they have met in person	1486	**	**	**	**	**	**	**	76	63	102	175	105	**	188	140
	72%	**	**	**	**	**	**	**	67%	68%	76%	78%	78%	**	80%	83%
Playing with or against someone they do not know/ they have not met in person	648	**	**	**	**	**	**	**	41	34	38	75	49	**	80	56
	31%	**	**	**	**	**	**	**	37%	37%	28%	33%	36%	**	34%	33%
Don't know	15	**	**	**	**	**	**	**	2	-	-	4	-	**	1	-
	1%	**	**	**	**	**	**	**	2%	-%	-%	2%	-%	**	*%	-%

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



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

**QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : Those whose child plays games online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2045	110	165	117
Effective Weighted Sample	1596	94	135	95
Total	2072	86	149	87
Playing on their own - against the games console/ computer or other device	1394 67%	57 67%	96 64%	64 74%
Playing with or against someone they know/ that they have met in person	1486 72%	63 74%	115 77%	71 82%
Playing with or against someone they do not know/ they have not met in person	648 31%	36 42%	51 34%	34 39%
Don't know	15 1%	1 1%	1 1%	1 1%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 38**

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

**QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Playing on their own - against the games console/ computer or other device	1394 41%	16 13%	88 18%	25 27%	88 26%	49 47%	145 42%	74 55%	256 47%	101 60%	281 56%	55 58%	167 51%
Playing with or against someone they know/ that they have met in person	1486 44%	11 9%	60 12%	20 21%	76 22%	43 41%	153 44%	78 58%	316 58%	109 66%	307 61%	62 65%	196 60%
Playing with or against someone they do not know/ they have not met in person	648 19%	3 3%	19 4%	13 14%	32 10%	30 28%	65 19%	39 29%	122 22%	38 23%	137 27%	35 36%	90 28%
Don't know	15 *%	- -%	2 *%	1 1%	- -%	3 2%	1 *%	2 2%	2 *%	- -%	2 *%	1 1%	2 1%
CHILD DOES NOT PLAY GAMES ONLINE	1334 39%	97 78%	356 74%	50 54%	205 60%	36 34%	131 38%	29 22%	145 26%	33 20%	102 20%	14 15%	75 23%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 38**

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

**QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Playing on their own - against the games console/ computer or other device	1394 41%	24 17%	39 15%	42 23%	26 23%	45 30%	39 27%	49 44%	73 40%	68 50%	91 53%	150 49%	83 48%	83 56%	162 55%	124 62%
Playing with or against someone they know/ that they have met in person	1486 44%	14 10%	23 9%	35 18% b	27 24%	31 21%	37 25%	51 46%	76 42%	63 46%	102 60%	175 57%	105 60%	85 58%	188 64%	140 70%
Playing with or against someone they do not know/ they have not met in person	648 19%	4 2%	11 4%	7 4%	5 5%	20 13% a	17 12%	22 20%	41 23%	34 25%	38 22%	75 25%	49 28%	38 25%	80 27%	56 28%
Don't know	15 *%	- -%	- -%	2 1%	1 1%	* *%	- -%	1 1%	2 1%	- -%	- -%	4 1%	- -%	- -%	1 *%	- -%
CHILD DOES NOT PLAY GAMES ONLINE	1334 39%	107 73%	204 79%	126 67%	69 63%	82 55%	83 56%	40 36%	70 38%	44 32%	36 21%	80 26%	39 22%	30 20%	59 20%	33 16%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 38**

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

**QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Playing on their own - against the games console/ computer or other device	1394 41%	57 54%	96 50%	64 58%
Playing with or against someone they know/ that they have met in person	1486 44%	63 60%	115 60%	71 64%
Playing with or against someone they do not know/ they have not met in person	648 19%	36 34%	51 26%	34 31%
Don't know	15 *%	1 1%	1 *%	1 1%
CHILD DOES NOT PLAY GAMES ONLINE	1334 39%	20 19%	42 22%	24 21%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 39**

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

**QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)**

Base : Children aged 8-17 who play games online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	b	a	b	~a	b
Unweighted total	1661	-	-	-	-	75	254	84	327	104	348	99	310
Effective Weighted Sample	1301	-	-	-	-	62	208	69	266	85	274	82	252
Total	1724	-	-	-	-	70	214	105	403	134	401	82	251
Yes	1279	**	**	**	**	**	110	**	304	110	322	**	196
	74%	**	**	**	**	**	51%	**	75%	82%	80%	**	78%
No	435	**	**	**	**	**	103	**	95	22	79	**	53
	25%	**	**	**	**	**	48%	**	24%	17%	20%	**	21%
Don't know	9	**	**	**	**	**	1	**	4	2	-	**	2
	1%	**	**	**	**	**	1%	**	1%	1%	-%	**	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 39**

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

**QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)**

Base : Children aged 8-17 who play games online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	~a	b	c
Significance Level: 95%																
Unweighted total	1661	-	-	-	-	-	-	78	124	118	102	172	127	96	192	150
Effective Weighted Sample	1301	-	-	-	-	-	-	67	101	96	86	146	95	78	156	115
Total	1724	-	-	-	-	-	-	71	112	92	134	226	135	117	236	168
Yes	1279	**	**	**	**	**	**	**	59	54	100	171	101	**	194	138
	74%	**	**	**	**	**	**	**	53%	59%	74%	76%	74%	**	82%	82%
No	435	**	**	**	**	**	**	**	53	37	32	54	35	**	40	31
	25%	**	**	**	**	**	**	**	47%	40%	24%	24%	26%	**	17%	18%
Don't know	9	**	**	**	**	**	**	**	*	1	3	1	-	**	2	-
	1%	**	**	**	**	**	**	**	*%	1%	2%	1%	-%	**	1%	-%

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

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

**QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)**

Base : Children aged 8-17 who play games online

	<u>AGED 16-17 FINANCIAL VULNERABILITY INDEX</u>			
	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	1661	110	165	117
Effective Weighted Sample	1301	94	135	95
Total	1724	86	149	87
Yes	1279 74%	70 82%	113 76%	68 79%
No	435 25%	14 17%	36 24%	19 21%
Don't know	9 1%	1 2%	1 *%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 40**

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

**QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2259	-	-	-	-	119	413	108	449	131	428	118	413
Effective Weighted Sample	1761	-	-	-	-	98	335	89	365	106	339	98	332
Total	2307	-	-	-	-	106	345	134	548	166	503	96	326
Yes	1279	**	**	**	**	47	110	76	304	110	322	63	196
	55%	**	**	**	**	45%	32%	57%	55%	66%	64%	66%	60%
						b							
No	435	**	**	**	**	23	103	29	95	22	79	19	53
	19%	**	**	**	**	21%	30%	22%	17%	13%	16%	20%	16%
Don't know	9	**	**	**	**	-	1	-	4	2	-	-	2
	*%	**	**	**	**	-%	*%	-%	1%	1%	-%	-%	*%
										b			
CHILD DOES NOT PLAY GAMES ONLINE	584	**	**	**	**	36	131	29	145	33	102	14	75
	25%	**	**	**	**	34%	38%	22%	26%	20%	20%	15%	23%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 40**

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

**QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2259	-	-	-	-	-	-	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	1761	-	-	-	-	-	-	106	166	142	110	200	125	97	194	136
Total	2307	-	-	-	-	-	-	111	183	136	171	306	175	147	295	201
Yes	1279	**	**	**	**	**	**	42	59	54	100	171	101	94	194	138
	55%	**	**	**	**	**	**	38%	32%	40%	58%	56%	58%	64%	66%	69%
No	435	**	**	**	**	**	**	29	53	37	32	54	35	23	40	31
	19%	**	**	**	**	**	**	26%	29%	27%	19%	18%	20%	16%	14%	15%
Don't know	9	**	**	**	**	**	**	-	*	1	3	1	-	-	2	-
	*%	**	**	**	**	**	**	-%	*%	1%	2%	*%	-%	-%	1%	-%
CHILD DOES NOT PLAY GAMES ONLINE	584	**	**	**	**	**	**	40	70	44	36	80	39	30	59	33
	25%	**	**	**	**	**	**	36%	38%	32%	21%	26%	22%	20%	20%	16%

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

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

**QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)**

Base : All children aged 8-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2259	139	214	155
Effective Weighted Sample	1761	118	175	123
Total	2307	106	192	110
Yes	1279 55%	70 66%	113 59%	68 62%
No	435 19%	14 14%	36 19%	19 17%
Don't know	9 *%	1 1%	1 *%	- -%
CHILD DOES NOT PLAY GAMES ONLINE	584 25%	20 19%	42 22%	24 21%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 41**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	b	~a	b	~a	b
Unweighted total	1225	-	-	-	-	49	139	59	243	86	284	76	246
Effective Weighted Sample	957	-	-	-	-	41	112	49	200	69	223	62	198
Total	1279	-	-	-	-	47	110	76	304	110	322	63	196
People I am friends with/ people that I know outside of the game	1089	**	**	**	**	**	93	**	257	**	264	**	181
	85%	**	**	**	**	**	85%	**	85%	**	82%	**	92%
People that I only know through playing the game	542	**	**	**	**	**	49	**	122	**	140	**	77
	42%	**	**	**	**	**	44%	**	40%	**	43%	**	39%
Don't know	12	**	**	**	**	**	-	**	3	**	3	**	1
	1%	**	**	**	**	**	-%	**	1%	**	1%	**	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 41**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	b	~c	~a	b	c
Significance Level: 95%																
Unweighted total	1225	-	-	-	-	-	-	43	70	71	74	130	93	78	158	125
Effective Weighted Sample	957	-	-	-	-	-	-	38	56	57	64	110	70	63	129	96
Total	1279	-	-	-	-	-	-	42	59	54	100	171	101	94	194	138
People I am friends with/ people that I know outside of the game	1089	**	**	**	**	**	**	**	**	**	**	142	**	**	162	124
	85%	**	**	**	**	**	**	**	**	**	**	83%	**	**	84%	90%
People that I only know through playing the game	542	**	**	**	**	**	**	**	**	**	**	73	**	**	73	61
	42%	**	**	**	**	**	**	**	**	**	**	43%	**	**	38%	44%
Don't know	12	**	**	**	**	**	**	**	**	**	**	3	**	**	1	2
	1%	**	**	**	**	**	**	**	**	**	**	2%	**	**	1%	1%

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

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIALY</b> b	<b>LEAST</b> ~c
Significance Level: 95%				
Unweighted total	1225	88	127	94
Effective Weighted Sample	957	75	102	76
Total	1279	70	113	68
People I am friends with/ people that I know outside of the game	1089 85%	**	101 89%	**
People that I only know through playing the game	542 42%	**	47 41%	**
Don't know	12 1%	**	- -%	**

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 42**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	b	a	b	~a	b
Unweighted total	1661	-	-	-	-	75	254	84	327	104	348	99	310
Effective Weighted Sample	1301	-	-	-	-	62	208	69	266	85	274	82	252
Total	1724	-	-	-	-	70	214	105	403	134	401	82	251
People I am friends with/ people that I know outside of the game	1089 63%	**	**	**	**	**	93 43%	**	257 64%	93 69%	264 66%	**	181 72%
People that I only know through playing the game	542 31%	**	**	**	**	**	49 23%	**	122 30%	41 30%	140 35%	**	77 31%
Don't know	12 1%	**	**	**	**	**	- -%	**	3 1%	- -%	3 1%	**	1 *%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	445 26%	**	**	**	**	**	104 49%	**	99 25%	24 18%	79 20%	**	54 22%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 42**

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	~a	b	c
Significance Level: 95%																
Unweighted total	1661	-	-	-	-	-	-	78	124	118	102	172	127	96	192	150
Effective Weighted Sample	1301	-	-	-	-	-	-	67	101	96	86	146	95	78	156	115
Total	1724	-	-	-	-	-	-	71	112	92	134	226	135	117	236	168
People I am friends with/ people that I know outside of the game	1089	**	**	**	**	**	**	**	46	48	87	142	86	**	162	124
	63%	**	**	**	**	**	**	**	41%	53%	64%	63%	64%	**	69%	74%
People that I only know through playing the game	542	**	**	**	**	**	**	**	32	22	38	73	39	**	73	61
	31%	**	**	**	**	**	**	**	29%	24%	28%	32%	29%	**	31%	36%
Don't know	12	**	**	**	**	**	**	**	-	-	-	3	2	**	1	2
	1%	**	**	**	**	**	**	**	-%	-%	-%	1%	2%	**	*%	1%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	445	**	**	**	**	**	**	**	53	38	35	55	35	**	42	31
	26%	**	**	**	**	**	**	**	47%	41%	26%	24%	26%	**	18%	18%

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

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

**QC44. Who do you chat to through the game when you play games online? (MULTI CODE)**

Base : Children aged 8-17 who play games online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	1661	110	165	117
Effective Weighted Sample	1301	94	135	95
Total	1724	86	149	87
People I am friends with/ people that I know outside of the game	1089 63%	63 74%	101 68%	66 76%
People that I only know through playing the game	542 31%	30 35%	47 31%	29 33%
Don't know	12 1%	- -%	- -%	1 1%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	445 26%	16 18%	36 24%	19 21%

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 43**

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

**QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2259	-	-	-	-	119	413	108	449	131	428	118	413
Effective Weighted Sample	1761	-	-	-	-	98	335	89	365	106	339	98	332
Total	2307	-	-	-	-	106	345	134	548	166	503	96	326
Yes – there is a minimum age requirement	1736	**	**	**	**	70	211	100	380	142	413	80	279
	75%	**	**	**	**	66%	61%	75%	69%	86%	82%	84%	86%
No – there is not a minimum age requirement	112	**	**	**	**	5	23	10	34	7	17	1	7
	5%	**	**	**	**	5%	7%	7%	6%	4%	3%	1%	2%
Don't know	459	**	**	**	**	31	110	25	134	17	72	14	40
	20%	**	**	**	**	29%	32%	18%	24%	10%	14%	15%	12%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 43**

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

**QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2259	-	-	-	-	-	-	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	1761	-	-	-	-	-	-	106	166	142	110	200	125	97	194	136
Total	2307	-	-	-	-	-	-	111	183	136	171	306	175	147	295	201
Yes – there is a minimum age requirement	1736	**	**	**	**	**	**	73	112	81	125	205	136	127	248	162
	75%	**	**	**	**	**	**	65%	62%	59%	73%	67%	78%	86%	84%	80%
No – there is not a minimum age requirement	112	**	**	**	**	**	**	11	9	10	7	25	11	7	10	10
	5%	**	**	**	**	**	**	9%	5%	7%	4%	8%	6%	5%	3%	5%
Don't know	459	**	**	**	**	**	**	28	62	45	38	76	28	14	37	30
	20%	**	**	**	**	**	**	25%	34%	33%	22%	25%	16%	9%	12%	15%

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

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

**QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)**

Base : All children aged 8-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2259	139	214	155
Effective Weighted Sample	1761	118	175	123
Total	2307	106	192	110
Yes – there is a minimum age requirement	1736 75%	91 86%	164 86%	99 90%
No – there is not a minimum age requirement	112 5%	2 2%	2 1%	3 3%
Don't know	459 20%	13 12%	26 14%	8 8%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	2259	-	-	-	-	119	413	108	449	131	428	118	413
Effective Weighted Sample	1761	-	-	-	-	98	335	89	365	106	339	98	332
Total	2307	-	-	-	-	106	345	134	548	166	503	96	326
Age under 10	49	**	**	**	**	5	18	3	10	1	7	1	3
	2%	**	**	**	**	5%	5%	2%	2%	1%	1%	1%	1%
Aged 10	76	**	**	**	**	12	9	5	30	7	10	-	3
	3%	**	**	**	**	11%	3%	4%	5%	4%	2%	-%	1%
						b							
Aged 11	36	**	**	**	**	-	4	4	17	2	8	*	2
	2%	**	**	**	**	-%	1%	3%	3%	1%	2%	*%	1%
Aged 12	142	**	**	**	**	10	18	5	36	5	45	3	14
	6%	**	**	**	**	9%	5%	4%	7%	3%	9%	3%	4%
Aged 13	830	**	**	**	**	17	84	43	158	85	230	50	138
	36%	**	**	**	**	16%	24%	32%	29%	51%	46%	52%	42%
Aged 14	124	**	**	**	**	5	10	12	17	9	28	6	33
	5%	**	**	**	**	4%	3%	9%	3%	6%	6%	6%	10%
								b					
Aged 15	76	**	**	**	**	2	15	6	10	4	14	4	20
	3%	**	**	**	**	2%	4%	4%	2%	2%	3%	4%	6%
Aged 16	142	**	**	**	**	5	12	3	31	12	26	14	35
	6%	**	**	**	**	5%	4%	2%	6%	7%	5%	14%	11%
Aged 17	9	**	**	**	**	1	-	-	2	-	3	-	3
	*%	**	**	**	**	1%	-%	-%	*%	-%	1%	-%	1%
Aged 18 or over	52	**	**	**	**	4	12	6	15	1	8	-	5
	2%	**	**	**	**	4%	4%	5%	3%	*%	2%	-%	2%
Don't know	200	**	**	**	**	9	30	14	55	16	36	3	24
	9%	**	**	**	**	8%	9%	10%	10%	10%	7%	4%	7%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2259	-	-	-	-	119	413	108	449	131	428	118	413
Effective Weighted Sample	1761	-	-	-	-	98	335	89	365	106	339	98	332
Total	2307	-	-	-	-	106	345	134	548	166	503	96	326
<b>SUMMARY</b>													
AWARE OF MINIMUM AGE REQUIREMENT	1736	**	**	**	**	70	211	100	380	142	413	80	279
	75%	**	**	**	**	66%	61%	75%	69%	86%	82%	84%	86%
AWARE AND GIVES THE CORRECT AGE (13)	830	**	**	**	**	17	84	43	158	85	230	50	138
	36%	**	**	**	**	16%	24%	32%	29%	51%	46%	52%	42%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	303	**	**	**	**	27	49	17	93	16	69	4	21
	13%	**	**	**	**	25%	14%	12%	17%	10%	14%	4%	6%
						b							
AWARE BUT GIVES AN AGE OF 14 OR OLDER	403	**	**	**	**	17	50	27	75	25	78	23	96
	17%	**	**	**	**	16%	14%	20%	14%	15%	16%	24%	29%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	906	**	**	**	**	53	128	57	222	58	183	31	141
	39%	**	**	**	**	50%	37%	43%	41%	35%	36%	32%	43%
						b							a
SAY THERE IS NO MINIMUM AGE REQUIREMENT	112	**	**	**	**	5	23	10	34	7	17	1	7
	5%	**	**	**	**	5%	7%	7%	6%	4%	3%	1%	2%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	459	**	**	**	**	31	110	25	134	17	72	14	40
	20%	**	**	**	**	29%	32%	18%	24%	10%	14%	15%	12%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2259	-	-	-	-	-	-	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	1761	-	-	-	-	-	-	106	166	142	110	200	125	97	194	136
Total	2307	-	-	-	-	-	-	111	183	136	171	306	175	147	295	201
Age under 10	49	**	**	**	**	**	**	4	9	10	1	5	6	-	3	3
	2%	**	**	**	**	**	**	4%	5%	7%	1%	2%	4%	-%	1%	1%
Aged 10	76	**	**	**	**	**	**	6	11	3	5	14	13	2	6	8
	3%	**	**	**	**	**	**	6%	6%	2%	3%	5%	8%	1%	2%	4%
Aged 11	36	**	**	**	**	**	**	1	2	1	5	10	6	-	7	3
	2%	**	**	**	**	**	**	1%	1%	1%	3%	3%	4%	-%	2%	1%
Aged 12	142	**	**	**	**	**	**	7	11	7	9	20	10	9	23	17
	6%	**	**	**	**	**	**	7%	6%	5%	5%	7%	6%	6%	8%	8%
Aged 13	830	**	**	**	**	**	**	23	42	23	59	83	58	67	149	96
	36%	**	**	**	**	**	**	21%	23%	17%	35%	27%	33%	46%	51%	48%
Aged 14	124	**	**	**	**	**	**	3	5	7	9	12	11	12	14	9
	5%	**	**	**	**	**	**	3%	3%	5%	5%	4%	7%	8%	5%	4%
Aged 15	76	**	**	**	**	**	**	6	3	7	4	12	*	9	6	3
	3%	**	**	**	**	**	**	6%	2%	6%	2%	4%	*%	6%	2%	1%
												c				
Aged 16	142	**	**	**	**	**	**	2	10	5	8	11	9	9	14	10
	6%	**	**	**	**	**	**	2%	5%	4%	5%	3%	5%	6%	5%	5%
Aged 17	9	**	**	**	**	**	**	1	*	-	-	-	-	-	3	-
	*%	**	**	**	**	**	**	1%	*%	-%	-%	-%	-%	-%	1%	-%
Aged 18 or over	52	**	**	**	**	**	**	7	3	7	3	7	10	*	5	2
	2%	**	**	**	**	**	**	6%	2%	5%	2%	2%	6%	*%	2%	1%
Don't know	200	**	**	**	**	**	**	12	16	11	22	31	11	18	19	11
	9%	**	**	**	**	**	**	11%	9%	8%	13%	10%	6%	12%	6%	5%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2259	-	-	-	-	-	-	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	1761	-	-	-	-	-	-	106	166	142	110	200	125	97	194	136
Total	2307	-	-	-	-	-	-	111	183	136	171	306	175	147	295	201
<b>SUMMARY</b>																
AWARE OF MINIMUM AGE REQUIREMENT	1736	**	**	**	**	**	**	73	112	81	125	205	136	127	248	162
	75%	**	**	**	**	**	**	65%	62%	59%	73%	67%	78%	86%	84%	80%
													b			
AWARE AND GIVES THE CORRECT AGE (13)	830	**	**	**	**	**	**	23	42	23	59	83	58	67	149	96
	36%	**	**	**	**	**	**	21%	23%	17%	35%	27%	33%	46%	51%	48%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	303	**	**	**	**	**	**	19	33	21	20	50	36	11	39	31
	13%	**	**	**	**	**	**	17%	18%	15%	12%	16%	21%	7%	13%	15%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	403	**	**	**	**	**	**	19	21	26	23	41	30	31	41	24
	17%	**	**	**	**	**	**	17%	11%	19%	13%	13%	17%	21%	14%	12%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	906	**	**	**	**	**	**	49	70	57	65	122	78	60	99	65
	39%	**	**	**	**	**	**	45%	39%	42%	38%	40%	45%	41%	34%	32%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	112	**	**	**	**	**	**	11	9	10	7	25	11	7	10	10
	5%	**	**	**	**	**	**	9%	5%	7%	4%	8%	6%	5%	3%	5%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	459	**	**	**	**	**	**	28	62	45	38	76	28	14	37	30
	20%	**	**	**	**	**	**	25%	34%	33%	22%	25%	16%	9%	12%	15%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 44**

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

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	POTEN-		
		<b>MOST</b> a	<b>TIALLY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2259	139	214	155
Effective Weighted Sample	1761	118	175	123
Total	2307	106	192	110
Age under 10	49 2%	1 1%	2 1%	1 1%
Aged 10	76 3%	* *%	2 1%	* *%
Aged 11	36 2%	* *%	1 *%	- -%
Aged 12	142 6%	4 4%	9 4%	4 4%
Aged 13	830 36%	45 42%	86 45%	50 46%
Aged 14	124 5%	10 9%	15 8%	15 13%
Aged 15	76 3%	7 6%	11 6%	5 5%
Aged 16	142 6%	15 14%	23 12%	10 10%
Aged 17	9 *%	- -%	1 *%	2 2%
Aged 18 or over	52 2%	1 1%	1 1%	3 3%
Don't know	200 9%	8 8%	13 7%	8 7%

Columns Tested: 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.

**QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)**

Base : All children aged 8-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2259	139	214	155
Effective Weighted Sample	1761	118	175	123
Total	2307	106	192	110
<b>SUMMARY</b>				
AWARE OF MINIMUM AGE REQUIREMENT	1736 75%	91 86%	164 86%	99 90%
AWARE AND GIVES THE CORRECT AGE (13)	830 36%	45 42%	86 45%	50 46%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	303 13%	6 5%	13 7%	5 5%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	403 17%	32 30%	52 27%	35 32%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	906 39%	46 44%	78 41%	49 44%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	112 5%	2 2%	2 1%	3 3%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	459 20%	13 12%	26 14%	8 8%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 45**

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

**QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)**

Base : Children aged 8-17 who use any social media apps/ sites

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	1885	-	-	-	-	75	237	86	367	122	412	114	404
Effective Weighted Sample	1466	-	-	-	-	64	193	72	298	98	324	94	325
Total	1928	-	-	-	-	65	193	110	445	154	479	92	318
I share, comment or post things	562	**	**	**	**	**	22	**	107	59	154	38	117
	29%	**	**	**	**	**	11%	**	24%	38%	32%	41%	37%
I 'like' things and follow accounts, but don't really share, comment or post things	799	**	**	**	**	**	70	**	188	66	208	42	133
	41%	**	**	**	**	**	36%	**	42%	43%	43%	45%	42%
I only really read or watch things	550	**	**	**	**	**	98	**	145	30	111	12	68
	29%	**	**	**	**	**	51%	**	33%	19%	23%	14%	21%
Don't know	17	**	**	**	**	**	3	**	6	-	6	-	-
	1%	**	**	**	**	**	2%	**	1%	-%	1%	-%	-%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 45**

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

**QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)**

Base : Children aged 8-17 who use any social media apps/ sites

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1885	-	-	-	-	-	-	82	112	115	106	193	140	112	229	171
Effective Weighted Sample	1466	-	-	-	-	-	-	69	93	92	91	162	104	92	185	130
Total	1928	-	-	-	-	-	-	72	100	86	141	247	148	138	282	191
I share, comment or post things	562 29%	**	**	**	**	**	**	**	12	19	28	62	46	37	101	72
		**	**	**	**	**	**	**	12%	22%	20%	25%	31%	27%	36%	38%
I 'like' things and follow accounts, but don't really share, comment or post things	799 41%	**	**	**	**	**	**	**	38	26	64	100	57	62	115	85
		**	**	**	**	**	**	**	38%	30%	45%	40%	38%	45%	41%	44%
I only really read or watch things	550 29%	**	**	**	**	**	**	**	49	38	47	83	45	39	62	35
		**	**	**	**	**	**	**	49%	44%	33%	33%	31%	29%	22%	18%
Don't know	17 1%	**	**	**	**	**	**	**	1	3	3	4	-	-	4	-
		**	**	**	**	**	**	**	1%	3%	2%	1%	-%	-%	1%	-%

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

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

**QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)**

Base : Children aged 8-17 who use any social media apps/ sites

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	1885	138	207	153
Effective Weighted Sample	1466	117	169	122
Total	1928	105	185	109
I share, comment or post things	562 29%	36 34%	62 33%	52 48% ab
I 'like' things and follow accounts, but don't really share, comment or post things	799 41%	51 49%	82 44%	41 38%
I only really read or watch things	550 29%	18 17%	41 22%	16 14%
Don't know	17 1%	- -%	- -%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 46**

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

**QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)**

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b
Significance Level: 95%													
Unweighted total	573	-	-	-	-	20	32	26	89	46	147	45	150
Effective Weighted Sample	438	-	-	-	-	19	24	20	71	37	111	36	124
Total	562	-	-	-	-	18	22	31	107	59	154	38	117
Share things	433	**	**	**	**	**	**	**	**	**	122	**	99
	77%	**	**	**	**	**	**	**	**	**	79%	**	84%
Comment on things	480	**	**	**	**	**	**	**	**	**	132	**	105
	85%	**	**	**	**	**	**	**	**	**	86%	**	90%
Post things	413	**	**	**	**	**	**	**	**	**	110	**	88
	74%	**	**	**	**	**	**	**	**	**	71%	**	76%
Don't know	6	**	**	**	**	**	**	**	**	**	2	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 46**

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

**QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)**

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																
Unweighted total	573	-	-	-	-	-	-	11	15	26	22	49	42	31	83	74
Effective Weighted Sample	438	-	-	-	-	-	-	10	12	22	18	41	31	26	66	53
Total	562	-	-	-	-	-	-	10	12	19	28	62	46	37	101	72
Share things	433	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comment on things	480	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Post things	413	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

**QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)**

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIALY</b> ~b	<b>LEAST</b> ~c
Significance Level: 95%				
Unweighted total	573	45	68	76
Effective Weighted Sample	438	39	56	62
Total	562	36	62	52
Share things	433	**	**	**
	77%	**	**	**
Comment on things	480	**	**	**
	85%	**	**	**
Post things	413	**	**	**
	74%	**	**	**
Don't know	6	**	**	**
	1%	**	**	**

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 47**

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

**SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS**

Base : All children aged 8-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2259	-	-	-	-	119	413	108	449	131	428	118	413
Effective Weighted Sample	1761	-	-	-	-	98	335	89	365	106	339	98	332
Total	2307	-	-	-	-	106	345	134	548	166	503	96	326
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2131	**	**	**	**	74	258	124	516	165	498	94	324
	92%	**	**	**	**	70%	75%	93%	94%	99%	99%	99%	100%
USES ANY SOCIAL MEDIA APPS/ SITES	1928	**	**	**	**	65	193	110	445	154	479	92	318
	84%	**	**	**	**	62%	56%	81%	81%	92%	95%	97%	98%
EITHER OF THESE	2154	**	**	**	**	78	268	126	519	165	498	94	325
	93%	**	**	**	**	74%	78%	94%	95%	99%	99%	99%	100%
NEITHER OF THESE	153	**	**	**	**	27	77	8	29	2	5	1	1
	7%	**	**	**	**	26%	22%	6%	5%	1%	1%	1%	1%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 47**

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

**SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS**

Base : All children aged 8-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2259	-	-	-	-	-	-	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	1761	-	-	-	-	-	-	106	166	142	110	200	125	97	194	136
Total	2307	-	-	-	-	-	-	111	183	136	171	306	175	147	295	201
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2131	**	**	**	**	**	**	86	133	108	161	284	172	144	291	199
	92%	**	**	**	**	**	**	77%	73%	80%	94%	93%	99%	98%	99%	99%
													b			
USES ANY SOCIAL MEDIA APPS/ SITES	1928	**	**	**	**	**	**	72	100	86	141	247	148	138	282	191
	84%	**	**	**	**	**	**	65%	55%	63%	83%	81%	85%	94%	95%	95%
EITHER OF THESE	2154	**	**	**	**	**	**	89	141	112	162	285	172	146	292	199
	93%	**	**	**	**	**	**	80%	77%	83%	95%	93%	99%	99%	99%	99%
													b			
NEITHER OF THESE	153	**	**	**	**	**	**	22	41	23	9	21	2	2	3	2
	7%	**	**	**	**	**	**	20%	23%	17%	5%	7%	1%	1%	1%	1%
												c				

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

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

**SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS**

Base : All children aged 8-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2259	139	214	155
Effective Weighted Sample	1761	118	175	123
Total	2307	106	192	110
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2131 92%	106 100%	190 99%	110 100%
USES ANY SOCIAL MEDIA APPS/ SITES	1928 84%	105 99%	185 97%	109 99%
EITHER OF THESE	2154 93%	106 100%	191 100%	110 100%
NEITHER OF THESE	153 7%	- -%	1 *%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 48**

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

**QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	b	a	b	a	b	a	b
Unweighted total	2107	-	-	-	-	91	329	100	427	130	425	117	412
Effective Weighted Sample	1637	-	-	-	-	75	267	83	345	105	336	97	331
Total	2154	-	-	-	-	78	268	126	519	165	498	94	325
All the time	485	**	**	**	**	**	59	38	129	46	98	14	63
	23%	**	**	**	**	**	22%	30%	25%	28%	20%	15%	20%
Most of the time	1031	**	**	**	**	**	109	54	229	69	285	50	172
	48%	**	**	**	**	**	41%	43%	44%	42%	57%	53%	53%
											a		
Sometimes	542	**	**	**	**	**	70	29	135	46	100	29	87
	25%	**	**	**	**	**	26%	23%	26%	28%	20%	31%	27%
Never	35	**	**	**	**	**	10	2	7	*	7	2	2
	2%	**	**	**	**	**	4%	1%	1%	*%	1%	2%	1%
Don't know	61	**	**	**	**	**	18	3	20	3	7	-	1
	3%	**	**	**	**	**	7%	2%	4%	2%	1%	-%	*%
<b>SUMMARY</b>													
ALL OR MOST OF THE TIME	1516	**	**	**	**	**	169	92	358	115	383	64	235
	70%	**	**	**	**	**	63%	73%	69%	70%	77%	68%	72%
EVER	2058	**	**	**	**	**	239	121	492	161	483	93	322
	96%	**	**	**	**	**	89%	96%	95%	98%	97%	98%	99%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 48**

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

**QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2107	-	-	-	-	-	-	102	160	149	123	217	168	117	237	176
Effective Weighted Sample	1637	-	-	-	-	-	-	86	132	120	104	185	123	96	192	135
Total	2154	-	-	-	-	-	-	89	141	112	162	285	172	146	292	199
All the time	485	**	**	**	**	**	**	24	24	34	35	75	51	34	62	45
	23%	**	**	**	**	**	**	27%	17%	30%	22%	26%	29%	23%	21%	22%
Most of the time	1031	**	**	**	**	**	**	36	61	42	74	124	81	69	164	116
	48%	**	**	**	**	**	**	40%	43%	38%	46%	43%	47%	47%	56%	58%
Sometimes	542	**	**	**	**	**	**	25	42	24	47	72	31	34	57	37
	25%	**	**	**	**	**	**	28%	30%	22%	29%	25%	18%	23%	20%	18%
Never	35	**	**	**	**	**	**	3	6	2	4	4	1	3	4	-
	2%	**	**	**	**	**	**	3%	4%	2%	2%	1%	1%	2%	1%	-%
Don't know	61	**	**	**	**	**	**	1	9	9	3	10	8	5	5	2
	3%	**	**	**	**	**	**	1%	7%	8%	2%	4%	5%	3%	2%	1%

**SUMMARY**

ALL OR MOST OF THE TIME	1516	**	**	**	**	**	**	60	85	77	109	199	132	103	225	161
	70%	**	**	**	**	**	**	67%	60%	68%	67%	70%	77%	71%	77%	81%
EVER	2058	**	**	**	**	**	**	85	126	101	156	271	163	137	283	198
	96%	**	**	**	**	**	**	96%	89%	90%	96%	95%	95%	94%	97%	99%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 48**

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

**QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2107	139	213	155
Effective Weighted Sample	1637	118	174	123
Total	2154	106	191	110
All the time	485 23%	21 19%	26 14%	27 24% b
Most of the time	1031 48%	56 53%	95 50%	61 55%
Sometimes	542 25%	28 27%	67 35% c	22 20%
Never	35 2%	1 1%	3 1%	- -%
Don't know	61 3%	1 1%	- -%	1 1%
<b>SUMMARY</b>				
ALL OR MOST OF THE TIME	1516 70%	76 72%	121 64%	88 80% b
EVER	2058 96%	104 99%	188 99%	110 99%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 49**

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

**QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	2107	-	-	-	-	91	329	100	427	130	425	117	412
Effective Weighted Sample	1637	-	-	-	-	75	267	83	345	105	336	97	331
Total	2154	-	-	-	-	78	268	126	519	165	498	94	325
All the time	614 29%	** **	** **	** **	** **	** **	58 22%	26 21%	156 30%	65 39%	140 28%	26 27%	106 33%
Most of the time	823 38%	** **	** **	** **	** **	** **	81 30%	48 38%	191 37%	51 31%	230 46%	35 37%	134 41%
Sometimes	571 26%	** **	** **	** **	** **	** **	87 33%	44 35%	142 27%	33 20%	109 22%	29 31%	78 24%
Never	81 4%	** **	** **	** **	** **	** **	23 9%	3 2%	14 3%	11 7%	13 3%	4 4%	5 2%
Don't know	65 3%	** **	** **	** **	** **	** **	18 7%	5 4%	16 3%	5 3%	7 1%	1 1%	2 1%
<b>SUMMARY</b>													
ALL OR MOST OF THE TIME	1437 67%	** **	** **	** **	** **	** **	139 52%	74 59%	347 67%	116 70%	369 74%	61 64%	240 74%
EVER	2008 93%	** **	** **	** **	** **	** **	226 85%	118 94%	489 94%	149 90%	478 96%	90 95%	318 98%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 49**

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

**QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2107	-	-	-	-	-	-	102	160	149	123	217	168	117	237	176
Effective Weighted Sample	1637	-	-	-	-	-	-	86	132	120	104	185	123	96	192	135
Total	2154	-	-	-	-	-	-	89	141	112	162	285	172	146	292	199
All the time	614	**	**	**	**	**	**	18	23	32	39	89	52	49	86	61
	29%	**	**	**	**	**	**	20%	17%	29%	24%	31%	30%	34%	30%	31%
Most of the time	823	**	**	**	**	**	**	30	42	36	69	96	68	52	123	100
	38%	**	**	**	**	**	**	33%	30%	32%	43%	34%	39%	36%	42%	50%
																a
Sometimes	571	**	**	**	**	**	**	25	53	30	44	85	43	35	67	32
	26%	**	**	**	**	**	**	29%	38%	27%	27%	30%	25%	24%	23%	16%
Never	81	**	**	**	**	**	**	10	10	9	5	8	4	8	9	5
	4%	**	**	**	**	**	**	11%	7%	8%	3%	3%	2%	5%	3%	3%
Don't know	65	**	**	**	**	**	**	6	13	6	5	8	6	2	7	2
	3%	**	**	**	**	**	**	6%	9%	5%	3%	3%	3%	1%	2%	1%
<b>SUMMARY</b>																
ALL OR MOST OF THE TIME	1437	**	**	**	**	**	**	48	66	68	108	185	120	101	210	161
	67%	**	**	**	**	**	**	54%	46%	60%	67%	65%	70%	69%	72%	81%
																a
EVER	2008	**	**	**	**	**	**	73	119	98	153	270	163	136	276	193
	93%	**	**	**	**	**	**	83%	84%	87%	94%	94%	94%	94%	95%	97%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 49**

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

**QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2107	139	213	155
Effective Weighted Sample	1637	118	174	123
Total	2154	106	191	110
All the time	614 29%	37 35%	49 26%	39 35%
Most of the time	823 38%	37 35%	81 43%	41 37%
Sometimes	571 26%	28 26%	55 29%	27 25%
Never	81 4%	2 2%	4 2%	2 2%
Don't know	65 3%	1 1%	2 1%	1 1%
<b>SUMMARY</b>				
ALL OR MOST OF THE TIME	1437 67%	75 71%	131 68%	80 73%
EVER	2008 93%	103 97%	185 97%	107 97%

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 50**

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

**QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	b	a	b	a	b	a	b
Unweighted total	2107	-	-	-	-	91	329	100	427	130	425	117	412
Effective Weighted Sample	1637	-	-	-	-	75	267	83	345	105	336	97	331
Total	2154	-	-	-	-	78	268	126	519	165	498	94	325
All the time	518	**	**	**	**	**	60	27	138	31	117	17	83
	24%	**	**	**	**	**	22%	21%	27%	19%	24%	18%	25%
Most of the time	1068	**	**	**	**	**	104	60	240	92	269	51	193
	50%	**	**	**	**	**	39%	48%	46%	56%	54%	54%	59%
Sometimes	456	**	**	**	**	**	72	30	112	35	98	23	45
	21%	**	**	**	**	**	27%	24%	22%	22%	20%	24%	14%
												b	
Never	37	**	**	**	**	**	7	2	12	-	7	1	2
	2%	**	**	**	**	**	3%	1%	2%	-%	1%	1%	1%
Don't know	76	**	**	**	**	**	24	7	17	6	6	2	1
	4%	**	**	**	**	**	9%	6%	3%	4%	1%	2%	*%
<b>SUMMARY</b>													
ALL OR MOST OF THE TIME	1585	**	**	**	**	**	164	87	378	123	386	69	276
	74%	**	**	**	**	**	61%	69%	73%	75%	78%	73%	85%
												a	
EVER	2041	**	**	**	**	**	236	117	490	158	484	92	321
	95%	**	**	**	**	**	88%	93%	94%	96%	97%	97%	99%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 50**

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

**QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2107	-	-	-	-	-	-	102	160	149	123	217	168	117	237	176
Effective Weighted Sample	1637	-	-	-	-	-	-	86	132	120	104	185	123	96	192	135
Total	2154	-	-	-	-	-	-	89	141	112	162	285	172	146	292	199
All the time	518	**	**	**	**	**	**	24	32	32	39	80	46	31	63	53
	24%	**	**	**	**	**	**	26%	23%	28%	24%	28%	27%	21%	21%	26%
Most of the time	1068	**	**	**	**	**	**	34	57	37	81	129	82	71	167	111
	50%	**	**	**	**	**	**	38%	40%	33%	50%	45%	47%	49%	57%	56%
Sometimes	456	**	**	**	**	**	**	24	35	33	36	62	32	38	52	32
	21%	**	**	**	**	**	**	27%	25%	30%	23%	22%	19%	26%	18%	16%
Never	37	**	**	**	**	**	**	2	2	4	2	3	6	1	2	4
	2%	**	**	**	**	**	**	2%	1%	4%	1%	1%	4%	1%	1%	2%
Don't know	76	**	**	**	**	**	**	6	16	6	2	12	6	4	8	-
	4%	**	**	**	**	**	**	7%	11%	6%	1%	4%	4%	3%	3%	-%
														c	c	
<b>SUMMARY</b>																
ALL OR MOST OF THE TIME	1585	**	**	**	**	**	**	57	89	68	121	209	127	102	230	164
	74%	**	**	**	**	**	**	64%	63%	61%	75%	73%	74%	70%	79%	82%
																a
EVER	2041	**	**	**	**	**	**	81	124	102	157	270	160	140	282	196
	95%	**	**	**	**	**	**	91%	88%	90%	97%	95%	93%	96%	97%	98%

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

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

**QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2107	139	213	155
Effective Weighted Sample	1637	118	174	123
Total	2154	106	191	110
All the time	518	28	37	30
	24%	27%	19%	27%
Most of the time	1068	55	118	64
	50%	52%	62%	58%
Sometimes	456	20	34	15
	21%	19%	18%	14%
Never	37	1	1	1
	2%	1%	1%	1%
Don't know	76	2	1	1
	4%	1%	1%	1%
<b>SUMMARY</b>				
ALL OR MOST OF THE TIME	1585	83	155	93
	74%	79%	81%	85%
EVER	2041	104	189	108
	95%	98%	99%	98%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 51**

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

**QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	b	a	b	a	b	a	b
Unweighted total	2107	-	-	-	-	91	329	100	427	130	425	117	412
Effective Weighted Sample	1637	-	-	-	-	75	267	83	345	105	336	97	331
Total	2154	-	-	-	-	78	268	126	519	165	498	94	325
All the time	185	**	**	**	**	**	23	16	42	15	36	13	17
	9%	**	**	**	**	**	8%	12%	8%	9%	7%	13%	5%
												b	
Most of the time	343	**	**	**	**	**	35	23	94	27	72	14	47
	16%	**	**	**	**	**	13%	18%	18%	17%	14%	14%	14%
Sometimes	1314	**	**	**	**	**	152	69	299	110	324	65	219
	61%	**	**	**	**	**	57%	55%	58%	66%	65%	68%	67%
Never	165	**	**	**	**	**	28	9	50	3	33	3	28
	8%	**	**	**	**	**	10%	7%	10%	2%	7%	3%	9%
											a		a
Don't know	148	**	**	**	**	**	30	10	33	10	33	1	13
	7%	**	**	**	**	**	11%	8%	6%	6%	7%	1%	4%
<b>SUMMARY</b>													
ALL OR MOST OF THE TIME	528	**	**	**	**	**	58	38	136	43	108	26	64
	25%	**	**	**	**	**	22%	30%	26%	26%	22%	28%	20%
EVER	1842	**	**	**	**	**	210	107	435	152	432	91	283
	86%	**	**	**	**	**	78%	85%	84%	92%	87%	96%	87%
												b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 51**

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

**QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2107	-	-	-	-	-	-	102	160	149	123	217	168	117	237	176
Effective Weighted Sample	1637	-	-	-	-	-	-	86	132	120	104	185	123	96	192	135
Total	2154	-	-	-	-	-	-	89	141	112	162	285	172	146	292	199
All the time	185	**	**	**	**	**	**	15	9	10	21	29	12	7	21	19
	9%	**	**	**	**	**	**	17%	7%	9%	13%	10%	7%	4%	7%	10%
								b								
Most of the time	343	**	**	**	**	**	**	13	23	17	37	50	26	27	36	32
	16%	**	**	**	**	**	**	15%	16%	16%	23%	18%	15%	18%	12%	16%
Sometimes	1314	**	**	**	**	**	**	42	79	58	85	151	114	96	193	132
	61%	**	**	**	**	**	**	47%	56%	51%	52%	53%	66%	66%	66%	66%
													ab			
Never	165	**	**	**	**	**	**	8	13	13	12	29	13	10	20	5
	8%	**	**	**	**	**	**	9%	9%	12%	8%	10%	8%	7%	7%	3%
Don't know	148	**	**	**	**	**	**	11	17	13	6	26	7	6	21	11
	7%	**	**	**	**	**	**	12%	12%	12%	4%	9%	4%	4%	7%	5%
<b>SUMMARY</b>																
ALL OR MOST OF THE TIME	528	**	**	**	**	**	**	28	33	28	59	79	38	33	57	51
	25%	**	**	**	**	**	**	32%	23%	25%	36%	28%	22%	23%	20%	26%
											c					
EVER	1842	**	**	**	**	**	**	70	111	86	144	230	152	130	251	183
	86%	**	**	**	**	**	**	79%	79%	76%	89%	81%	88%	89%	86%	92%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 51**

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

**QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2107	139	213	155
Effective Weighted Sample	1637	118	174	123
Total	2154	106	191	110
All the time	185	12	11	5
	9%	11%	6%	4%
		c		
Most of the time	343	17	28	14
	16%	16%	15%	13%
Sometimes	1314	60	135	83
	61%	57%	70%	75%
		a	a	
Never	165	12	9	9
	8%	11%	5%	8%
		b		
Don't know	148	4	9	*
	7%	4%	5%	*%
		c	c	
<b>SUMMARY</b>				
ALL OR MOST OF THE TIME	528	30	39	19
	25%	28%	20%	17%
		c		
EVER	1842	89	173	101
	86%	84%	91%	92%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 52**

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

**QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	2107	-	-	-	-	91	329	100	427	130	425	117	412
Effective Weighted Sample	1637	-	-	-	-	75	267	83	345	105	336	97	331
Total	2154	-	-	-	-	78	268	126	519	165	498	94	325
All the time	296 14%	** **	** **	** **	** **	** **	34 13%	16 13%	60 11%	30 18%	66 13%	16 17%	45 14%
Most of the time	506 24%	** **	** **	** **	** **	** **	60 22%	34 27%	130 25%	35 21%	126 25%	22 23%	65 20%
Sometimes	829 38%	** **	** **	** **	** **	** **	85 32%	43 34%	196 38%	60 37%	203 41%	42 45%	148 46%
Never	337 16%	** **	** **	** **	** **	** **	45 17%	20 16%	94 18%	22 13%	80 16%	10 10%	50 16%
Don't know	186 9%	** **	** **	** **	** **	** **	44 16%	12 10%	39 7%	19 11%	22 4%	4 5%	16 5%
<b>SUMMARY</b>													
ALL OR MOST OF THE TIME	802 37%	** **	** **	** **	** **	** **	93 35%	50 40%	190 37%	64 39%	192 39%	38 40%	111 34%
EVER	1631 76%	** **	** **	** **	** **	** **	178 67%	93 74%	386 74%	125 76%	395 79%	81 85%	259 80%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 52**

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

**QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2107	-	-	-	-	-	-	102	160	149	123	217	168	117	237	176
Effective Weighted Sample	1637	-	-	-	-	-	-	86	132	120	104	185	123	96	192	135
Total	2154	-	-	-	-	-	-	89	141	112	162	285	172	146	292	199
All the time	296 14%	**	**	**	**	**	**	16 18%	13 9%	20 18%	24 15%	32 11%	19 11%	23 16%	37 13%	32 16%
Most of the time	506 24%	**	**	**	**	**	**	18 20%	27 19%	29 26%	47 29%	71 25%	44 25%	35 24%	68 23%	52 26%
Sometimes	829 38%	**	**	**	**	**	**	25 28%	47 33%	34 30%	63 39%	89 31%	76 44%	52 36%	120 41%	81 41%
Never	337 16%	**	**	**	**	**	**	20 22%	24 17%	9 8%	17 10%	71 25%	14 8%	33 22%	44 15%	25 12%
Don't know	186 9%	**	**	**	**	**	**	10 12%	30 21%	21 19%	12 7%	22 8%	20 12%	3 2%	23 8%	10 5%
<b>SUMMARY</b>																
ALL OR MOST OF THE TIME	802 37%	**	**	**	**	**	**	34 38%	40 28%	49 43%	71 44%	103 36%	63 36%	58 40%	104 36%	83 42%
EVER	1631 76%	**	**	**	**	**	**	59 66%	87 62%	82 73%	134 82%	192 67%	139 80%	110 76%	224 77%	165 83%

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



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

**QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)**

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2107	139	213	155
Effective Weighted Sample	1637	118	174	123
Total	2154	106	191	110
All the time	296 14%	20 19%	20 10%	21 19%
		b		b
Most of the time	506 24%	24 22%	33 17%	24 22%
Sometimes	829 38%	45 42%	104 55%	43 39%
			ac	
Never	337 16%	13 12%	23 12%	19 18%
Don't know	186 9%	4 4%	10 5%	3 3%
<b>SUMMARY</b>				
ALL OR MOST OF THE TIME	802 37%	43 41%	53 28%	44 40%
		b		b
EVER	1631 76%	88 83%	157 82%	88 80%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	1124	-	-	-	-	-	-	-	-	130	425	117	412
Effective Weighted Sample	865	-	-	-	-	-	-	-	-	105	336	97	331
Total	1125	-	-	-	-	-	-	-	-	165	498	94	325
Send supportive messages to friends if they are having a hard time	608 54%	** **	** **	** **	** **	** **	** **	** **	** **	73 44%	269 54%	56 60%	193 59%
Search out, share or discuss news stories with others on these apps and sites	282 25%	** **	** **	** **	** **	** **	** **	** **	** **	37 23%	122 25%	27 29%	85 26%
Write my own posts about causes I care about	250 22%	** **	** **	** **	** **	** **	** **	** **	** **	29 18%	107 21%	23 24%	84 26%
Follow activists and campaigners who talk about causes I care about	220 20%	** **	** **	** **	** **	** **	** **	** **	** **	32 19%	105 21%	17 18%	57 17%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	135 12%	** **	** **	** **	** **	** **	** **	** **	** **	21 12%	65 13%	11 12%	33 10%
ANY OF THESE	812 72%	** **	** **	** **	** **	** **	** **	** **	** **	118 72%	348 70%	73 78%	243 75%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	a	b	a	b
Unweighted total	1124	-	-	-	-	-	-	-	-	130	425	117	412
Effective Weighted Sample	865	-	-	-	-	-	-	-	-	105	336	97	331
Total	1125	-	-	-	-	-	-	-	-	165	498	94	325
None of these	285	**	**	**	**	**	**	**	**	42	137	20	77
	25%	**	**	**	**	**	**	**	**	25%	27%	22%	24%
Don't know	27	**	**	**	**	**	**	**	**	5	13	1	5
	2%	**	**	**	**	**	**	**	**	3%	3%	1%	2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																
Unweighted total	1124	-	-	-	-	-	-	-	-	-	-	-	-	117	237	176
Effective Weighted Sample	865	-	-	-	-	-	-	-	-	-	-	-	-	96	192	135
Total	1125	-	-	-	-	-	-	-	-	-	-	-	-	146	292	199
Send supportive messages to friends if they are having a hard time	608	**	**	**	**	**	**	**	**	**	**	**	**	59	143	126
	54%	**	**	**	**	**	**	**	**	**	**	**	**	41%	49%	63%
																ab
Search out, share or discuss news stories with others on these apps and sites	282	**	**	**	**	**	**	**	**	**	**	**	**	28	60	72
	25%	**	**	**	**	**	**	**	**	**	**	**	**	19%	20%	36%
																ab
Write my own posts about causes I care about	250	**	**	**	**	**	**	**	**	**	**	**	**	28	55	50
	22%	**	**	**	**	**	**	**	**	**	**	**	**	19%	19%	25%
Follow activists and campaigners who talk about causes I care about	220	**	**	**	**	**	**	**	**	**	**	**	**	26	47	60
	20%	**	**	**	**	**	**	**	**	**	**	**	**	18%	16%	30%
																ab
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	135	**	**	**	**	**	**	**	**	**	**	**	**	24	28	34
	12%	**	**	**	**	**	**	**	**	**	**	**	**	16%	10%	17%
																b

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																
Unweighted total	1124	-	-	-	-	-	-	-	-	-	-	-	-	117	237	176
Effective Weighted Sample	865	-	-	-	-	-	-	-	-	-	-	-	-	96	192	135
Total	1125	-	-	-	-	-	-	-	-	-	-	-	-	146	292	199
ANY OF THESE	812	**	**	**	**	**	**	**	**	**	**	**	**	101	192	160
	72%	**	**	**	**	**	**	**	**	**	**	**	**	70%	66%	80%
																b
None of these	285	**	**	**	**	**	**	**	**	**	**	**	**	43	87	39
	25%	**	**	**	**	**	**	**	**	**	**	**	**	29%	30%	20%
															c	
Don't know	27	**	**	**	**	**	**	**	**	**	**	**	**	1	12	-
	2%	**	**	**	**	**	**	**	**	**	**	**	**	1%	4%	-%
															c	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 53**

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

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	1124	139	213	155
Effective Weighted Sample	865	118	174	123
Total	1125	106	191	110
Send supportive messages to friends if they are having a hard time	608 54%	63 59%	106 55%	76 68%
		b		b
Search out, share or discuss news stories with others on these apps and sites	282 25%	32 31%	51 27%	30 27%
Write my own posts about causes I care about	250 22%	28 26%	43 22%	35 31%
Follow activists and campaigners who talk about causes I care about	220 20%	27 25%	22 11%	25 23%
		b		b
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	135 12%	14 13%	13 7%	15 14%
				b
ANY OF THESE	812 72%	84 79%	137 72%	91 83%
				b

Columns Tested: 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.

**QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)**

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	1124	139	213	155
Effective Weighted Sample	865	118	174	123
Total	1125	106	191	110
None of these	285	17	53	19
	25%	16%	27%	17%
			ac	
Don't know	27	5	2	*
	2%	4%	1%	*%
		bc		

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	b	a	b	a	b
Unweighted total	1988	-	-	-	-	92	285	92	394	123	416	116	400
Effective Weighted Sample	1542	-	-	-	-	76	231	76	316	100	328	96	321
Total	2024	-	-	-	-	80	231	114	471	157	485	94	317
I have an account just for my parents/ family to see	458 23%	** **	** **	** **	** **	** **	74 32%	** **	144 31%	27 17%	79 16%	15 16%	39 12%
I have one account for my closest friends and another for everyone else	392 19%	** **	** **	** **	** **	** **	27 12%	** **	81 17%	36 23%	128 26%	25 26%	51 16%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	303 15%	** **	** **	** **	** **	** **	27 12%	** **	77 16%	23 14%	73 15%	10 10%	53 17%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	219 11%	** **	** **	** **	** **	** **	12 5%	** **	42 9%	23 15%	71 15%	10 11%	30 9%
I have different accounts for sharing/ posting my own content and for following other people	185 9%	** **	** **	** **	** **	** **	16 7%	** **	36 8%	26 16%	46 10%	13 14%	22 7%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	1988	-	-	-	-	92	285	92	394	123	416	116	400
Effective Weighted Sample	1542	-	-	-	-	76	231	76	316	100	328	96	321
Total	2024	-	-	-	-	80	231	114	471	157	485	94	317
Something else	18 1%	**	**	**	**	**	1 1%	**	2 **	2 1%	3 1%	2 2%	6 2%
Don't know	46 2%	**	**	**	**	**	6 3%	**	11 2%	3 2%	7 1%	2 2%	5 2%
I don't have more than one profile	837 41%	**	**	**	**	**	94 41%	**	183 39%	65 41%	199 41%	39 42%	164 52%
<b>SUMMARY</b>													
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1142 56%	**	**	**	**	**	132 57%	**	276 59%	89 57%	278 57%	52 56%	148 47%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1988	-	-	-	-	-	-	97	139	125	113	203	153	115	228	173
Effective Weighted Sample	1542	-	-	-	-	-	-	82	115	99	95	172	110	94	186	132
Total	2024	-	-	-	-	-	-	87	119	91	147	264	152	143	282	196
I have an account just for my parents/ family to see	458 23%	**	**	**	**	**	**	**	33	24	56	76	38	32	42	33
		**	**	**	**	**	**	**	28%	27%	38%	29%	25%	22%	15%	17%
											c					
I have one account for my closest friends and another for everyone else	392 19%	**	**	**	**	**	**	**	16	11	27	42	27	39	70	53
		**	**	**	**	**	**	**	13%	13%	18%	16%	18%	27%	25%	27%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	303 15%	**	**	**	**	**	**	**	14	15	20	47	26	29	29	35
		**	**	**	**	**	**	**	12%	16%	13%	18%	17%	20%	10%	18%
														b		
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	219 11%	**	**	**	**	**	**	**	10	7	12	26	19	19	38	33
		**	**	**	**	**	**	**	8%	8%	8%	10%	12%	13%	14%	17%
I have different accounts for sharing/ posting my own content and for following other people	185 9%	**	**	**	**	**	**	**	6	11	14	20	15	13	37	20
		**	**	**	**	**	**	**	5%	12%	10%	7%	10%	9%	13%	10%
Something else	18 1%	**	**	**	**	**	**	**	2	-	-	-	2	2	1	2
		**	**	**	**	**	**	**	2%	-%	-%	-%	1%	1%	*%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 54**

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1988	-	-	-	-	-	-	97	139	125	113	203	153	115	228	173
Effective Weighted Sample	1542	-	-	-	-	-	-	82	115	99	95	172	110	94	186	132
Total	2024	-	-	-	-	-	-	87	119	91	147	264	152	143	282	196
Don't know	46	**	**	**	**	**	**	**	2	2	3	4	3	5	5	4
	2%	**	**	**	**	**	**	**	1%	3%	2%	2%	2%	3%	2%	2%
I don't have more than one profile	837	**	**	**	**	**	**	**	50	40	57	98	60	46	124	78
	41%	**	**	**	**	**	**	**	42%	44%	39%	37%	39%	32%	44%	40%

**SUMMARY**

ANY RESPONSES RELATING TO MORE THAN ONE PROFILE

	1142	**	**	**	**	**	**	**	67	49	87	161	90	92	154	114
	56%	**	**	**	**	**	**	**	56%	54%	59%	61%	59%	65%	54%	58%

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

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

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	1988	136	209	151
Effective Weighted Sample	1542	116	171	120
Total	2024	104	188	107
I have an account just for my parents/ family to see	458 23%	16 16%	22 12%	13 12%
I have one account for my closest friends and another for everyone else	392 19%	26 25%	30 16%	20 19%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	303 15%	23 22%	21 11%	19 18%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	219 11%	13 12%	15 8%	11 10%
I have different accounts for sharing/ posting my own content and for following other people	185 9%	15 15%	10 6%	12 11%
Something else	18 1%	- -%	6 3%	2 2%

Columns Tested: 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.

**QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)**

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	1988	136	209	151
Effective Weighted Sample	1542	116	171	120
Total	2024	104	188	107
Don't know	46 2%	1 1%	4 2%	2 1%
I don't have more than one profile	837 41%	39 37%	107 57%	50 46%
			a	

**SUMMARY**

ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1142 56%	65 62%	77 41%	56 52%
		b		

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 55**

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

**QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)**

Base : Children aged 13-17 who go online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	1129	-	-	-	-	-	-	-	-	131	428	117	413
Effective Weighted Sample	870	-	-	-	-	-	-	-	-	106	339	97	332
Total	1133	-	-	-	-	-	-	-	-	166	503	95	326
Agree	386	**	**	**	**	**	**	**	**	65	176	26	95
	34%	**	**	**	**	**	**	**	**	39%	35%	28%	29%
Neither agree nor disagree	275	**	**	**	**	**	**	**	**	38	110	33	89
	24%	**	**	**	**	**	**	**	**	23%	22%	34%	27%
Disagree	442	**	**	**	**	**	**	**	**	59	202	34	133
	39%	**	**	**	**	**	**	**	**	36%	40%	36%	41%
Don't know	30	**	**	**	**	**	**	**	**	4	14	2	10
	3%	**	**	**	**	**	**	**	**	2%	3%	3%	3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 55**

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

**QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)**

Base : Children aged 13-17 who go online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																
Unweighted total	1129	-	-	-	-	-	-	-	-	-	-	-	-	118	239	177
Effective Weighted Sample	870	-	-	-	-	-	-	-	-	-	-	-	-	97	194	136
Total	1133	-	-	-	-	-	-	-	-	-	-	-	-	147	295	201
Agree	386	**	**	**	**	**	**	**	**	**	**	**	**	59	99	76
	34%	**	**	**	**	**	**	**	**	**	**	**	**	40%	34%	38%
Neither agree nor disagree	275	**	**	**	**	**	**	**	**	**	**	**	**	28	76	38
	24%	**	**	**	**	**	**	**	**	**	**	**	**	19%	26%	19%
Disagree	442	**	**	**	**	**	**	**	**	**	**	**	**	55	114	84
	39%	**	**	**	**	**	**	**	**	**	**	**	**	38%	39%	42%
Don't know	30	**	**	**	**	**	**	**	**	**	**	**	**	5	6	4
	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	2%	2%

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

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

**QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)**

Base : Children aged 13-17 who go online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	1129	139	214	155
Effective Weighted Sample	870	118	175	123
Total	1133	106	192	110
Agree	386 34%	41 39%	48 25%	36 32%
Neither agree nor disagree	275 24%	31 29%	60 31%	26 24%
Disagree	442 39%	33 31%	78 41%	47 43%
Don't know	30 3%	1 1%	6 3%	2 1%

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 56**

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

**QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2246	-	-	-	-	117	403	108	449	131	428	117	413
Effective Weighted Sample	1752	-	-	-	-	96	327	89	365	106	339	97	332
Total	2298	-	-	-	-	104	338	134	548	166	503	95	326
Yes	1158	**	**	**	**	48	106	64	261	95	302	56	188
	50%	**	**	**	**	46%	31%	48%	48%	57%	60%	58%	58%
						b							
No	990	**	**	**	**	50	198	61	255	53	172	37	122
	43%	**	**	**	**	48%	58%	45%	47%	32%	34%	39%	37%
Don't know	151	**	**	**	**	6	35	10	32	19	29	3	16
	7%	**	**	**	**	6%	10%	7%	6%	11%	6%	3%	5%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 56**

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

**QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2246	-	-	-	-	-	-	122	200	175	130	233	171	118	239	177
Effective Weighted Sample	1752	-	-	-	-	-	-	104	163	138	110	200	125	97	194	136
Total	2298	-	-	-	-	-	-	110	180	133	171	306	175	147	295	201
Yes	1158	**	**	**	**	**	**	35	59	55	85	133	95	81	181	123
	50%	**	**	**	**	**	**	32%	33%	41%	50%	43%	54%	55%	61%	61%
No	990	**	**	**	**	**	**	70	104	63	81	157	64	58	89	70
	43%	**	**	**	**	**	**	64%	58%	47%	47%	51%	37%	39%	30%	35%
								c				c				
Don't know	151	**	**	**	**	**	**	5	17	15	5	17	16	8	25	8
	7%	**	**	**	**	**	**	5%	9%	11%	3%	5%	9%	5%	9%	4%
													a			

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

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

**QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)**

Base : Children aged 8-17 who go online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2246	139	214	155
Effective Weighted Sample	1752	118	175	123
Total	2298	106	192	110
Yes	1158 50%	68 64%	105 55%	68 62%
No	990 43%	36 34%	79 41%	37 34%
Don't know	151 7%	3 2%	8 4%	5 5%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 57**

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

**QC40. What have you used the AI technology for? (MULTI CODE)**

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b
Significance Level: 95%													
Unweighted total	1136	-	-	-	-	54	135	52	208	75	266	71	240
Effective Weighted Sample	885	-	-	-	-	46	109	42	171	61	208	60	197
Total	1158	-	-	-	-	48	106	64	261	95	302	56	188
For fun	558 48%	** **	** **	** **	** **	** **	47 45%	** **	127 49%	** **	151 50%	** **	79 42%
To learn	519 45%	** **	** **	** **	** **	** **	45 42%	** **	123 47%	** **	147 49%	** **	97 52%
For school	519 45%	** **	** **	** **	** **	** **	45 42%	** **	120 46%	** **	130 43%	** **	95 50%
To try it	364 31%	** **	** **	** **	** **	** **	21 19%	** **	68 26%	** **	102 34%	** **	74 39%
For other reasons	19 2%	** **	** **	** **	** **	** **	3 3%	** **	3 1%	** **	4 1%	** **	5 3%
Don't know	101 9%	** **	** **	** **	** **	** **	21 20%	** **	18 7%	** **	16 5%	** **	15 8%
NET 'FOR SCHOOL' OR 'TO LEARN'	728 63%	** **	** **	** **	** **	** **	59 56%	** **	170 65%	** **	199 66%	** **	126 67%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 57**

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

**QC40. What have you used the AI technology for? (MULTI CODE)**

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	b	~c	~a	b	c
Significance Level: 95%																
Unweighted total	1136	-	-	-	-	-	-	38	71	72	59	100	93	64	150	116
Effective Weighted Sample	885	-	-	-	-	-	-	32	58	59	52	85	70	54	121	86
Total	1158	-	-	-	-	-	-	35	59	55	85	133	95	81	181	123
For fun	558	**	**	**	**	**	**	**	**	**	**	62	**	**	88	70
	48%	**	**	**	**	**	**	**	**	**	**	47%	**	**	48%	56%
To learn	519	**	**	**	**	**	**	**	**	**	**	50	**	**	75	69
	45%	**	**	**	**	**	**	**	**	**	**	38%	**	**	41%	56% b
For school	519	**	**	**	**	**	**	**	**	**	**	65	**	**	79	63
	45%	**	**	**	**	**	**	**	**	**	**	49%	**	**	43%	51%
To try it	364	**	**	**	**	**	**	**	**	**	**	38	**	**	56	56
	31%	**	**	**	**	**	**	**	**	**	**	29%	**	**	31%	45% b
For other reasons	19	**	**	**	**	**	**	**	**	**	**	3	**	**	5	-
	2%	**	**	**	**	**	**	**	**	**	**	2%	**	**	3%	-%
Don't know	101	**	**	**	**	**	**	**	**	**	**	17	**	**	13	5
	9%	**	**	**	**	**	**	**	**	**	**	13%	**	**	7%	4%
NET 'FOR SCHOOL' OR 'TO LEARN'	728	**	**	**	**	**	**	**	**	**	**	84	**	**	114	87
	63%	**	**	**	**	**	**	**	**	**	**	63%	**	**	63%	71%

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

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

**QC40. What have you used the AI technology for? (MULTI CODE)**

Base : Children aged 8-17 who go online who have ever used AI technology

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIALY</b> b	<b>LEAST</b> ~c
Significance Level: 95%				
Unweighted total	1136	88	121	97
Effective Weighted Sample	885	76	100	79
Total	1158	68	105	68
For fun	558 48%	**	40 39%	**
To learn	519 45%	**	41 39%	**
For school	519 45%	**	54 52%	**
To try it	364 31%	**	43 41%	**
For other reasons	19 2%	**	6 6%	**
Don't know	101 9%	**	7 6%	**
NET 'FOR SCHOOL' OR 'TO LEARN'	728 63%	**	63 60%	**

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 58**

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

**QC41. Imagine that you read a news story online that says it has been written by AI. Which one of these best applies? "I would trust the AI generated news story..." (SINGLE CODE)**

Base : Children aged 13-17 who go online who have ever used AI technology

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b
Significance Level: 95%													
Unweighted total	675	-	-	-	-	-	-	-	-	75	266	71	240
Effective Weighted Sample	522	-	-	-	-	-	-	-	-	61	208	60	197
Total	666	-	-	-	-	-	-	-	-	95	302	56	188
More than one that was written by a person	112	**	**	**	**	**	**	**	**	**	48	**	22
	17%	**	**	**	**	**	**	**	**	**	16%	**	12%
The same as I would trust one written by a person	234	**	**	**	**	**	**	**	**	**	108	**	66
	35%	**	**	**	**	**	**	**	**	**	36%	**	35%
Less than one that was written by a person	237	**	**	**	**	**	**	**	**	**	112	**	80
	36%	**	**	**	**	**	**	**	**	**	37%	**	43%
Don't know	83	**	**	**	**	**	**	**	**	**	33	**	20
	12%	**	**	**	**	**	**	**	**	**	11%	**	10%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

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

**QC41. Imagine that you read a news story online that says it has been written by AI. Which one of these best applies? "I would trust the AI generated news story..." (SINGLE CODE)**

Base : Children aged 13-17 who go online who have ever used AI technology

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	b	c
Significance Level: 95%																
Unweighted total	675	-	-	-	-	-	-	-	-	-	-	-	-	64	150	116
Effective Weighted Sample	522	-	-	-	-	-	-	-	-	-	-	-	-	54	121	86
Total	666	-	-	-	-	-	-	-	-	-	-	-	-	81	181	123
More than one that was written by a person	112	**	**	**	**	**	**	**	**	**	**	**	**	**	31	33
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	26%
The same as I would trust one written by a person	234	**	**	**	**	**	**	**	**	**	**	**	**	**	65	36
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	36%	30%
Less than one that was written by a person	237	**	**	**	**	**	**	**	**	**	**	**	**	**	53	47
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	29%	38%
Don't know	83	**	**	**	**	**	**	**	**	**	**	**	**	**	33	7
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	6%

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



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

**QC41. Imagine that you read a news story online that says it has been written by AI. Which one of these best applies? "I would trust the AI generated news story..." (SINGLE CODE)**

Base : Children aged 13-17 who go online who have ever used AI technology

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIALY</b> b	<b>LEAST</b> ~c
Significance Level: 95%				
Unweighted total	675	88	121	97
Effective Weighted Sample	522	76	100	79
Total	666	68	105	68
More than one that was written by a person	112 17%	**	7 7%	**
The same as I would trust one written by a person	234 35%	**	35 34%	**
Less than one that was written by a person	237 36%	**	48 45%	**
Don't know	83 12%	**	15 14%	**

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 59**

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

**QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high'**  
(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	2246	-	-	-	-	117	403	108	449	131	428	117	413
Effective Weighted Sample	1752	-	-	-	-	96	327	89	365	106	339	97	332
Total	2298	-	-	-	-	104	338	134	548	166	503	95	326
Agree	770	**	**	**	**	43	65	49	165	76	184	37	117
	33%	**	**	**	**	42%	19%	36%	30%	45%	37%	38%	36%
						b							
Neither agree nor disagree	846	**	**	**	**	23	116	48	220	56	188	37	126
	37%	**	**	**	**	22%	34%	36%	40%	34%	37%	39%	39%
						a							
Disagree	611	**	**	**	**	28	133	35	152	30	119	20	82
	27%	**	**	**	**	27%	39%	26%	28%	18%	24%	21%	25%
						a							
Don't know	72	**	**	**	**	9	24	3	11	4	12	2	1
	3%	**	**	**	**	9%	7%	2%	2%	3%	2%	2%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

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

**QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2246	-	-	-	-	-	-	122	200	175	130	233	171	118	239	177
Effective Weighted Sample	1752	-	-	-	-	-	-	104	163	138	110	200	125	97	194	136
Total	2298	-	-	-	-	-	-	110	180	133	171	306	175	147	295	201
Agree	770	**	**	**	**	**	**	36	39	31	53	96	62	54	123	77
	33%	**	**	**	**	**	**	33%	22%	23%	31%	31%	35%	37%	42%	38%
Neither agree nor disagree	846	**	**	**	**	**	**	36	57	39	69	132	52	55	116	65
	37%	**	**	**	**	**	**	33%	32%	30%	40%	43%	30%	37%	39%	32%
Disagree	611	**	**	**	**	**	**	31	68	55	47	72	57	37	50	55
	27%	**	**	**	**	**	**	28%	38%	41%	27%	23%	33%	25%	17%	27%
Don't know	72	**	**	**	**	**	**	6	16	8	3	7	3	2	7	5
	3%	**	**	**	**	**	**	6%	9%	6%	2%	2%	2%	1%	2%	3%

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

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

**QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2246	139	214	155
Effective Weighted Sample	1752	118	175	123
Total	2298	106	192	110
Agree	770 33%	48 46%	68 35%	36 33%
Neither agree nor disagree	846 37%	37 35%	77 40%	44 40%
Disagree	611 27%	20 19%	47 24%	28 25%
Don't know	72 3%	1 1%	1 *%	2 1%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 60**

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

**QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high' (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	2246	-	-	-	-	117	403	108	449	131	428	117	413
Effective Weighted Sample	1752	-	-	-	-	96	327	89	365	106	339	97	332
Total	2298	-	-	-	-	104	338	134	548	166	503	95	326
Agree	880	**	**	**	**	47	149	60	218	76	172	28	97
	38%	**	**	**	**	46%	44%	44%	40%	46%	34%	30%	30%
										b			
Neither agree nor disagree	752	**	**	**	**	24	96	30	178	57	186	38	116
	33%	**	**	**	**	23%	28%	22%	33%	34%	37%	40%	36%
Disagree	529	**	**	**	**	21	64	35	122	28	121	25	99
	23%	**	**	**	**	20%	19%	26%	22%	17%	24%	27%	31%
Don't know	137	**	**	**	**	12	29	9	29	5	23	4	13
	6%	**	**	**	**	11%	9%	7%	5%	3%	5%	4%	4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 60**

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

**QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? "My parent's screen time is too high" (SINGLE CODE)**

Base : Children aged 8-17 who go online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2246	-	-	-	-	-	-	122	200	175	130	233	171	118	239	177
Effective Weighted Sample	1752	-	-	-	-	-	-	104	163	138	110	200	125	97	194	136
Total	2298	-	-	-	-	-	-	110	180	133	171	306	175	147	295	201
Agree	880	**	**	**	**	**	**	43	86	63	66	130	73	57	100	83
	38%	**	**	**	**	**	**	39%	48%	48%	39%	43%	42%	39%	34%	41%
Neither agree nor disagree	752	**	**	**	**	**	**	32	45	33	55	84	55	46	128	61
	33%	**	**	**	**	**	**	29%	25%	25%	32%	27%	32%	31%	43%	30%
														ac		
Disagree	529	**	**	**	**	**	**	26	33	25	42	72	39	42	54	50
	23%	**	**	**	**	**	**	23%	18%	19%	25%	24%	22%	29%	18%	25%
														b		
Don't know	137	**	**	**	**	**	**	9	16	11	8	20	7	2	14	8
	6%	**	**	**	**	**	**	8%	9%	8%	5%	6%	4%	2%	5%	4%

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

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

**QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent’s screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? ‘My parent’s screen time is too high’ (SINGLE CODE)**

Base : Children aged 8-17 who go online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2246	139	214	155
Effective Weighted Sample	1752	118	175	123
Total	2298	106	192	110
Agree	880 38%	33 31%	56 29%	31 28%
Neither agree nor disagree	752 33%	39 37%	73 38%	43 39%
Disagree	529 23%	31 29%	52 27%	33 30%
Don't know	137 6%	2 2%	11 6%	3 3%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 61**

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

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH**

Base : Children aged 8-17 who go online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2246	-	-	-	-	117	403	108	449	131	428	117	413
Effective Weighted Sample	1752	-	-	-	-	96	327	89	365	106	339	97	332
Total	2298	-	-	-	-	104	338	134	548	166	503	95	326
BOTH CHILD AND PARENT TOO HIGH	461	**	**	**	**	26	39	35	101	50	109	16	61
	20%	**	**	**	**	25%	12%	26%	19%	30%	22%	17%	19%
						b							
BOTH CHILD AND PARENT NOT TOO HIGH	1109	**	**	**	**	39	163	61	266	65	256	47	173
	48%	**	**	**	**	38%	48%	45%	49%	39%	51%	49%	53%
										a			
CHILD TOO HIGH, PARENT NOT TOO HIGH	309	**	**	**	**	17	26	14	63	25	75	20	55
	13%	**	**	**	**	17%	8%	10%	12%	15%	15%	21%	17%
						b							
PARENT TOO HIGH, CHILD NOT TOO HIGH	420	**	**	**	**	21	110	25	117	26	63	12	36
	18%	**	**	**	**	20%	32%	19%	21%	15%	13%	12%	11%
							a						

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 61**

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

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH**

Base : Children aged 8-17 who go online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2246	-	-	-	-	-	-	122	200	175	130	233	171	118	239	177
Effective Weighted Sample	1752	-	-	-	-	-	-	104	163	138	110	200	125	97	194	136
Total	2298	-	-	-	-	-	-	110	180	133	171	306	175	147	295	201
BOTH CHILD AND PARENT TOO HIGH	461	**	**	**	**	**	**	21	25	20	31	62	40	37	67	53
	20%	**	**	**	**	**	**	19%	14%	15%	18%	20%	23%	25%	23%	26%
BOTH CHILD AND PARENT NOT TOO HIGH	1109	**	**	**	**	**	**	51	81	59	83	142	80	73	140	95
	48%	**	**	**	**	**	**	47%	45%	44%	48%	46%	46%	50%	47%	47%
CHILD TOO HIGH, PARENT NOT TOO HIGH	309	**	**	**	**	**	**	15	13	11	22	34	22	17	55	24
	13%	**	**	**	**	**	**	14%	7%	8%	13%	11%	13%	11%	19%	12%
PARENT TOO HIGH, CHILD NOT TOO HIGH	420	**	**	**	**	**	**	23	60	43	35	69	33	20	32	30
	18%	**	**	**	**	**	**	21%	33%	33%	21%	22%	19%	14%	11%	15%

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

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

**AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH**

Base : Children aged 8-17 who go online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2246	139	214	155
Effective Weighted Sample	1752	118	175	123
Total	2298	106	192	110
BOTH CHILD AND PARENT TOO HIGH	461 20%	22 21%	33 17%	19 18%
BOTH CHILD AND PARENT NOT TOO HIGH	1109 48%	46 44%	101 53%	62 57%
CHILD TOO HIGH, PARENT NOT TOO HIGH	309 13%	26 25%	34 18%	17 15%
PARENT TOO HIGH, CHILD NOT TOO HIGH	420 18%	11 11%	23 12%	12 11%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 62**

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

**QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)**

Base : Children aged 8-17 who go online using a smart phone

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	b	a	b	a	b
Unweighted total	1914	-	-	-	-	71	262	91	376	122	407	113	405
Effective Weighted Sample	1483	-	-	-	-	59	210	75	303	98	320	93	325
Total	1945	-	-	-	-	63	209	112	451	154	472	91	320
Yes - during lessons at school	1255	**	**	**	**	**	145	**	301	99	321	45	195
	65%	**	**	**	**	**	70%	**	67%	64%	68%	50%	61%
Yes - when I am in bed at night time	1132	**	**	**	**	**	157	**	320	77	266	37	108
	58%	**	**	**	**	**	75%	**	71%	50%	56%	41%	34%
Yes - when having meals	1117	**	**	**	**	**	141	**	275	81	296	38	163
	57%	**	**	**	**	**	68%	**	61%	52%	63%	41%	51%
Yes - all the time at school	1096	**	**	**	**	**	158	**	306	82	258	28	106
	56%	**	**	**	**	**	76%	**	68%	53%	55%	31%	33%
Yes - when doing homework	813	**	**	**	**	**	132	**	236	50	170	16	88
	42%	**	**	**	**	**	63%	**	52%	33%	36%	18%	28%
Yes - when spending time with my family	667	**	**	**	**	**	86	**	172	53	146	29	92
	34%	**	**	**	**	**	41%	**	38%	34%	31%	32%	29%
Yes - some other time	36	**	**	**	**	**	7	**	8	6	3	-	2
	2%	**	**	**	**	**	3%	**	2%	4%	1%	-%	1%
										b			
ANY RESTRICTIONS AT HOME	1621	**	**	**	**	**	194	**	408	121	394	60	224
	83%	**	**	**	**	**	93%	**	90%	79%	84%	66%	70%
ANY RESTRICTIONS AT SCHOOL	1598	**	**	**	**	**	184	**	398	127	393	59	227
	82%	**	**	**	**	**	88%	**	88%	82%	83%	64%	71%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 62**

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

**QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)**

Base : Children aged 8-17 who go online using a smart phone

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	b	a	b	a	b
Unweighted total	1914	-	-	-	-	71	262	91	376	122	407	113	405
Effective Weighted Sample	1483	-	-	-	-	59	210	75	303	98	320	93	325
Total	1945	-	-	-	-	63	209	112	451	154	472	91	320
ANY RESTRICTIONS TOTAL	1824	**	**	**	**	**	200	**	444	146	447	75	272
	94%	**	**	**	**	**	96%	**	98%	95%	95%	82%	85%
No – I can use my phone whenever I want	113	**	**	**	**	**	5	**	7	8	23	16	48
	6%	**	**	**	**	**	3%	**	2%	5%	5%	18%	15%
Don't know	7	**	**	**	**	**	3	**	-	-	2	-	1
	*%	**	**	**	**	**	2%	**	-%	-%	*%	-%	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 62**

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

**QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)**

Base : Children aged 8-17 who go online using a smart phone

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1914	-	-	-	-	-	-	83	128	113	106	200	142	110	225	170
Effective Weighted Sample	1483	-	-	-	-	-	-	72	105	88	89	168	104	90	183	129
Total	1945	-	-	-	-	-	-	76	112	79	139	253	144	134	277	191
Yes - during lessons at school	1255	**	**	**	**	**	**	**	80	50	91	160	97	86	182	132
	65%	**	**	**	**	**	**	**	71%	63%	66%	63%	67%	64%	66%	69%
Yes - when I am in bed at night time	1132	**	**	**	**	**	**	**	86	57	94	180	103	61	157	115
	58%	**	**	**	**	**	**	**	77%	72%	67%	71%	72%	46%	57%	60%
																a
Yes - when having meals	1117	**	**	**	**	**	**	**	70	53	76	145	92	78	162	120
	57%	**	**	**	**	**	**	**	63%	67%	55%	57%	64%	58%	58%	63%
Yes - all the time at school	1096	**	**	**	**	**	**	**	84	61	91	175	99	69	148	115
	56%	**	**	**	**	**	**	**	75%	76%	65%	69%	69%	51%	53%	60%
Yes - when doing homework	813	**	**	**	**	**	**	**	70	51	61	129	81	52	81	90
	42%	**	**	**	**	**	**	**	63%	64%	44%	51%	56%	38%	29%	47%
																b
Yes - when spending time with my family	667	**	**	**	**	**	**	**	43	29	47	88	55	43	89	65
	34%	**	**	**	**	**	**	**	38%	37%	34%	35%	38%	32%	32%	34%
Yes - some other time	36	**	**	**	**	**	**	**	4	3	7	2	6	2	3	2
	2%	**	**	**	**	**	**	**	3%	3%	5%	1%	4%	2%	1%	1%
ANY RESTRICTIONS AT HOME	1621	**	**	**	**	**	**	**	107	71	120	231	132	108	229	163
	83%	**	**	**	**	**	**	**	96%	90%	86%	91%	92%	81%	83%	85%
ANY RESTRICTIONS AT SCHOOL	1598	**	**	**	**	**	**	**	96	70	122	229	130	108	228	164
	82%	**	**	**	**	**	**	**	86%	88%	87%	90%	90%	80%	82%	86%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 62**

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

**QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)**

Base : Children aged 8-17 who go online using a smart phone

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1914	-	-	-	-	-	-	83	128	113	106	200	142	110	225	170
Effective Weighted Sample	1483	-	-	-	-	-	-	72	105	88	89	168	104	90	183	129
Total	1945	-	-	-	-	-	-	76	112	79	139	253	144	134	277	191
ANY RESTRICTIONS TOTAL	1824	**	**	**	**	**	**	**	110	76	137	249	142	130	262	180
	94%	**	**	**	**	**	**	**	98%	95%	99%	98%	99%	97%	95%	94%
No – I can use my phone whenever I want	113	**	**	**	**	**	**	**	1	2	2	3	2	4	13	11
	6%	**	**	**	**	**	**	**	*%	2%	1%	1%	1%	3%	5%	6%
Don't know	7	**	**	**	**	**	**	**	1	2	-	1	-	-	2	-
	*%	**	**	**	**	**	**	**	1%	2%	-%	*%	-%	-%	1%	-%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 62**

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

**QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)**

Base : Children aged 8-17 who go online using a smart phone

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	1914	135	212	149
Effective Weighted Sample	1483	114	173	118
Total	1945	103	190	106
Yes - during lessons at school	1255 65%	58 56%	105 55%	68 64%
Yes - when I am in bed at night time	1132 58%	36 35%	59 31%	46 44%
Yes - when having meals	1117 57%	43 42%	95 50%	54 51%
Yes - all the time at school	1096 56%	36 35%	54 28%	42 40%
Yes - when doing homework	813 42%	32 31%	38 20%	28 27%
Yes - when spending time with my family	667 34%	32 31%	63 33%	21 20%
Yes - some other time	36 2%	- -%	1 1%	1 1%
ANY RESTRICTIONS AT HOME	1621 83%	70 69%	132 69%	75 70%

Columns Tested: 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.

**QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)**

Base : Children aged 8-17 who go online using a smart phone

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	1914	135	212	149
Effective Weighted Sample	1483	114	173	118
Total	1945	103	190	106
ANY RESTRICTIONS AT SCHOOL	1598	67	130	81
	82%	65%	68%	77%
ANY RESTRICTIONS TOTAL	1824	86	162	92
	94%	83%	85%	87%
No – I can use my phone whenever I want	113	17	28	14
	6%	17%	15%	13%
Don't know	7	-	-	-
	*%	-%	-%	-%

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 63**

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

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 13-17 who go online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	a	b	a	b
Unweighted total	1129	-	-	-	-	-	-	-	-	131	428	117	413
Effective Weighted Sample	870	-	-	-	-	-	-	-	-	106	339	97	332
Total	1133	-	-	-	-	-	-	-	-	166	503	95	326
Relax	509	**	**	**	**	**	**	**	**	72	219	50	149
	45%	**	**	**	**	**	**	**	**	43%	44%	53%	46%
Improve my mood	359	**	**	**	**	**	**	**	**	56	144	41	102
	32%	**	**	**	**	**	**	**	**	34%	29%	43%	31%
												b	
Follow a fitness programme	210	**	**	**	**	**	**	**	**	29	99	11	67
	19%	**	**	**	**	**	**	**	**	17%	20%	12%	20%
Healthy eating	204	**	**	**	**	**	**	**	**	20	93	16	69
	18%	**	**	**	**	**	**	**	**	12%	19%	17%	21%
Sleep	195	**	**	**	**	**	**	**	**	34	89	20	40
	17%	**	**	**	**	**	**	**	**	21%	18%	22%	12%
												b	
Look up health symptoms	190	**	**	**	**	**	**	**	**	18	82	21	63
	17%	**	**	**	**	**	**	**	**	11%	16%	22%	19%
Look after my mental health	182	**	**	**	**	**	**	**	**	24	77	30	41
	16%	**	**	**	**	**	**	**	**	15%	15%	31%	13%
												b	
Get support when feeling anxious	159	**	**	**	**	**	**	**	**	28	64	27	31
	14%	**	**	**	**	**	**	**	**	17%	13%	29%	10%
												b	
ANY OF THESE	785	**	**	**	**	**	**	**	**	115	342	72	222
	69%	**	**	**	**	**	**	**	**	69%	68%	76%	68%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 63**

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

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 13-17 who go online

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	a	b	a	b
Unweighted total	1129	-	-	-	-	-	-	-	-	131	428	117	413
Effective Weighted Sample	870	-	-	-	-	-	-	-	-	106	339	97	332
Total	1133	-	-	-	-	-	-	-	-	166	503	95	326
None of these	322	**	**	**	**	**	**	**	**	46	149	23	98
	28%	**	**	**	**	**	**	**	**	28%	30%	24%	30%
Don't know	26	**	**	**	**	**	**	**	**	6	12	-	6
	2%	**	**	**	**	**	**	**	**	3%	2%	-%	2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 63**

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

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 13-17 who go online

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																
Unweighted total	1129	-	-	-	-	-	-	-	-	-	-	-	-	118	239	177
Effective Weighted Sample	870	-	-	-	-	-	-	-	-	-	-	-	-	97	194	136
Total	1133	-	-	-	-	-	-	-	-	-	-	-	-	147	295	201
Relax	509	**	**	**	**	**	**	**	**	**	**	**	**	62	130	92
	45%	**	**	**	**	**	**	**	**	**	**	**	**	42%	44%	46%
Improve my mood	359	**	**	**	**	**	**	**	**	**	**	**	**	41	88	70
	32%	**	**	**	**	**	**	**	**	**	**	**	**	28%	30%	35%
Follow a fitness programme	210	**	**	**	**	**	**	**	**	**	**	**	**	16	63	43
	19%	**	**	**	**	**	**	**	**	**	**	**	**	11%	21%	21%
														a	a	a
Healthy eating	204	**	**	**	**	**	**	**	**	**	**	**	**	24	53	36
	18%	**	**	**	**	**	**	**	**	**	**	**	**	17%	18%	18%
Sleep	195	**	**	**	**	**	**	**	**	**	**	**	**	30	60	34
	17%	**	**	**	**	**	**	**	**	**	**	**	**	20%	20%	17%
Look up health symptoms	190	**	**	**	**	**	**	**	**	**	**	**	**	24	42	30
	17%	**	**	**	**	**	**	**	**	**	**	**	**	16%	14%	15%
Look after my mental health	182	**	**	**	**	**	**	**	**	**	**	**	**	23	48	31
	16%	**	**	**	**	**	**	**	**	**	**	**	**	16%	16%	15%
Get support when feeling anxious	159	**	**	**	**	**	**	**	**	**	**	**	**	21	46	23
	14%	**	**	**	**	**	**	**	**	**	**	**	**	15%	16%	12%
ANY OF THESE	785	**	**	**	**	**	**	**	**	**	**	**	**	102	204	144
	69%	**	**	**	**	**	**	**	**	**	**	**	**	69%	69%	71%
None of these	322	**	**	**	**	**	**	**	**	**	**	**	**	43	81	57
	28%	**	**	**	**	**	**	**	**	**	**	**	**	29%	27%	28%
Don't know	26	**	**	**	**	**	**	**	**	**	**	**	**	3	10	1
	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	3%	1%

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

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

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 13-17 who go online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	1129	139	214	155
Effective Weighted Sample	870	118	175	123
Total	1133	106	192	110
Relax	509	59	89	49
	45%	56%	46%	45%
Improve my mood	359	40	62	42
	32%	38%	32%	38%
Follow a fitness programme	210	20	26	29
	19%	19%	14%	26%
				b
Healthy eating	204	28	27	24
	18%	27%	14%	22%
		b		
Sleep	195	23	24	14
	17%	21%	13%	12%
		b		
Look up health symptoms	190	24	37	21
	17%	23%	19%	19%
Look after my mental health	182	18	28	24
	16%	17%	15%	22%
Get support when feeling anxious	159	20	20	21
	14%	19%	10%	19%
		b		b
ANY OF THESE	785	81	127	82
	69%	77%	66%	75%
None of these	322	23	63	27
	28%	22%	33%	24%
			a	

Columns Tested: 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.

**QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)**

Base : Children aged 13-17 who go online

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	1129	139	214	155
Effective Weighted Sample	870	118	175	123
Total	1133	106	192	110
Don't know	26	2	3	1
	2%	1%	1%	1%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 64**

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

**QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.**

Base : All children aged 8-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2259	-	-	-	-	119	413	108	449	131	428	118	413
Effective Weighted Sample	1761	-	-	-	-	98	335	89	365	106	339	98	332
Total	2307	-	-	-	-	106	345	134	548	166	503	96	326
Yes, I will answer these questions	2074	**	**	**	**	96	311	119	496	147	454	92	287
	90%	**	**	**	**	90%	90%	89%	91%	89%	90%	96%	88%
												b	
No, I would prefer not to answer these questions	233	**	**	**	**	10	34	15	51	19	49	4	38
	10%	**	**	**	**	10%	10%	11%	9%	11%	10%	4%	12%
												a	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 64**

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

**QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.**

Base : All children aged 8-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2259	-	-	-	-	-	-	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	1761	-	-	-	-	-	-	106	166	142	110	200	125	97	194	136
Total	2307	-	-	-	-	-	-	111	183	136	171	306	175	147	295	201
Yes, I will answer these questions	2074	**	**	**	**	**	**	99	168	125	157	281	159	127	266	182
	90%	**	**	**	**	**	**	89%	92%	92%	92%	92%	91%	86%	90%	90%
No, I would prefer not to answer these questions	233	**	**	**	**	**	**	12	15	10	13	25	16	21	29	19
	10%	**	**	**	**	**	**	11%	8%	8%	8%	8%	9%	14%	10%	10%

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

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

**QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.**

Base : All children aged 8-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2259	139	214	155
Effective Weighted Sample	1761	118	175	123
Total	2307	106	192	110
Yes, I will answer these questions	2074 90%	97 92%	172 90%	101 91%
No, I would prefer not to answer these questions	233 10%	9 8%	19 10%	10 9%

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 65**

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

**QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	~a	b	a	b	a	b
Unweighted total	2024	-	-	-	-	109	369	95	407	117	385	113	360
Effective Weighted Sample	1579	-	-	-	-	90	300	78	330	94	305	94	292
Total	2074	-	-	-	-	96	311	119	496	147	454	92	287
Yes	1128	**	**	**	**	53	124	**	258	104	246	74	155
	54%	**	**	**	**	56%	40%	**	52%	71%	54%	81%	54%
						b				b		b	
No	799	**	**	**	**	36	156	**	213	33	169	14	118
	39%	**	**	**	**	38%	50%	**	43%	22%	37%	15%	41%
							a				a		a
Don't know	136	**	**	**	**	6	31	**	25	10	33	3	13
	7%	**	**	**	**	6%	10%	**	5%	7%	7%	4%	4%
Prefer not to say	11	**	**	**	**	-	-	**	1	-	5	-	1
	1%	**	**	**	**	-%	-%	**	*%	-%	1%	-%	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 65**

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

**QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2024	-	-	-	-	-	-	110	187	163	120	215	155	102	216	161
Effective Weighted Sample	1579	-	-	-	-	-	-	93	154	130	101	183	113	84	175	123
Total	2074	-	-	-	-	-	-	99	168	125	157	281	159	127	266	182
Yes	1128	**	**	**	**	**	**	47	68	60	75	151	98	67	153	113
	54%	**	**	**	**	**	**	48%	40%	48%	48%	54%	62% a	53%	57%	62%
No	799	**	**	**	**	**	**	45	85	54	76	113	55	50	89	58
	39%	**	**	**	**	**	**	46%	51%	43%	48% c	40%	35%	40%	33%	32%
Don't know	136	**	**	**	**	**	**	6	15	11	7	17	5	9	22	9
	7%	**	**	**	**	**	**	6%	9%	9%	4%	6%	3%	7%	8%	5%
Prefer not to say	11	**	**	**	**	**	**	-	-	-	-	1	1	-	2	2
	1%	**	**	**	**	**	**	-%	-%	-%	-%	*%	*%	-%	1%	1%

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

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

**QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2024	128	190	140
Effective Weighted Sample	1579	109	157	112
Total	2074	97	172	101
Yes	1128 54%	65 67%	98 57%	63 63%
No	799 39%	31 32%	63 36%	32 32%
Don't know	136 7%	1 1%	11 7% a	4 4%
Prefer not to say	11 1%	* *%	- -%	1 1%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 66**

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

**QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	~a	b	a	b	a	b
Unweighted total	2024	-	-	-	-	109	369	95	407	117	385	113	360
Effective Weighted Sample	1579	-	-	-	-	90	300	78	330	94	305	94	292
Total	2074	-	-	-	-	96	311	119	496	147	454	92	287
Yes	704	**	**	**	**	41	61	**	151	81	145	53	91
	34%	**	**	**	**	43%	20%	**	30%	55%	32%	58%	32%
						b				b		b	
No	1316	**	**	**	**	55	241	**	335	57	297	37	193
	63%	**	**	**	**	57%	77%	**	67%	39%	66%	41%	67%
							a				a	a	
Don't know	38	**	**	**	**	*	8	**	7	5	8	1	2
	2%	**	**	**	**	*%	3%	**	1%	3%	2%	1%	1%
Prefer not to say	17	**	**	**	**	-	1	**	4	4	4	-	1
	1%	**	**	**	**	-%	*%	**	1%	3%	1%	-%	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 66**

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

**QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2024	-	-	-	-	-	-	110	187	163	120	215	155	102	216	161
Effective Weighted Sample	1579	-	-	-	-	-	-	93	154	130	101	183	113	84	175	123
Total	2074	-	-	-	-	-	-	99	168	125	157	281	159	127	266	182
Yes	704	**	**	**	**	**	**	28	37	33	50	83	62	44	106	63
	34%	**	**	**	**	**	**	29%	22%	26%	32%	30%	39%	35%	40%	35%
No	1316	**	**	**	**	**	**	68	128	92	102	188	95	79	155	112
	63%	**	**	**	**	**	**	69%	76%	74%	65%	67%	60%	63%	58%	62%
Don't know	38	**	**	**	**	**	**	2	2	*	3	7	1	3	2	5
	2%	**	**	**	**	**	**	2%	1%	*%	2%	2%	1%	2%	1%	3%
Prefer not to say	17	**	**	**	**	**	**	-	-	-	2	3	-	-	3	2
	1%	**	**	**	**	**	**	-%	-%	-%	1%	1%	-%	-%	1%	1%

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

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

**QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)**

Base : Children aged 8-17 opting to answer these questions

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2024	128	190	140
Effective Weighted Sample	1579	109	157	112
Total	2074	97	172	101
Yes	704	46	58	37
	34%	47%	34%	37%
		b		
No	1316	49	113	62
	63%	51%	66%	61%
		a		
Don't know	38	2	1	1
	2%	2%	*%	1%
Prefer not to say	17	-	-	1
	1%	-%	-%	1%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 67**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b
Significance Level: 95%													
Unweighted total	700	-	-	-	-	49	74	47	125	65	130	66	119
Effective Weighted Sample	544	-	-	-	-	41	61	38	100	54	102	54	96
Total	704	-	-	-	-	41	61	56	151	81	145	53	91
On social media sites or apps (like TikTok, Instagram, Snapchat)	322 46%	**	**	**	**	**	**	**	60 40%	**	67 46%	**	58 64%
Face to face	303 43%	**	**	**	**	**	**	**	69 46%	**	55 38%	**	43 46%
By text or messaging apps (like WhatsApp)	302 43%	**	**	**	**	**	**	**	57 38%	**	69 48%	**	41 44%
In online games	283 40%	**	**	**	**	**	**	**	64 42%	**	54 37%	**	30 32%
Through other websites or apps	116 16%	**	**	**	**	**	**	**	29 19%	**	20 14%	**	11 12%
Through phone calls	109 15%	**	**	**	**	**	**	**	20 13%	**	23 16%	**	18 19%
Through video calls (like FaceTime or Zoom)	101 14%	**	**	**	**	**	**	**	24 16%	**	27 18%	**	9 10%
Through some other way	62 9%	**	**	**	**	**	**	**	15 10%	**	9 6%	**	8 9%
Don't know	5 1%	**	**	**	**	**	**	**	2 1%	**	- -%	**	1 1%
Prefer not to say	2 *%	**	**	**	**	**	**	**	- -%	**	2 1%	**	* *%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 67**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	b	~a	b	~a	b
Unweighted total	700	-	-	-	-	49	74	47	125	65	130	66	119
Effective Weighted Sample	544	-	-	-	-	41	61	38	100	54	102	54	96
Total	704	-	-	-	-	41	61	56	151	81	145	53	91
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**	**	**	**	**	139	**	136	**	86
	91%	**	**	**	**	**	**	**	92%	**	94%	**	95%
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**	**	**	**	**	113	**	114	**	74
	78%	**	**	**	**	**	**	**	75%	**	79%	**	81%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 67**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																
Unweighted total	700	-	-	-	-	-	-	30	46	42	41	64	61	37	90	60
Effective Weighted Sample	544	-	-	-	-	-	-	26	37	36	33	54	44	31	73	45
Total	704	-	-	-	-	-	-	28	37	33	50	83	62	44	106	63
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Face to face	303	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By text or messaging apps (like WhatsApp)	302	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In online games	283	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through other websites or apps	116	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through phone calls	109	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through video calls (like FaceTime or Zoom)	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through some other way	62	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Prefer not to say	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	0%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 67**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																
Unweighted total	700	-	-	-	-	-	-	30	46	42	41	64	61	37	90	60
Effective Weighted Sample	544	-	-	-	-	-	-	26	37	36	33	54	44	31	73	45
Total	704	-	-	-	-	-	-	28	37	33	50	83	62	44	106	63
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	91%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 67**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		~a	~b	~c
Unweighted total	700	59	67	54
Effective Weighted Sample	544	50	56	41
Total	704	46	58	37
On social media sites or apps (like TikTok, Instagram, Snapchat)	322 46%	**	**	**
Face to face	303 43%	**	**	**
By text or messaging apps (like WhatsApp)	302 43%	**	**	**
In online games	283 40%	**	**	**
Through other websites or apps	116 16%	**	**	**
Through phone calls	109 15%	**	**	**
Through video calls (like FaceTime or Zoom)	101 14%	**	**	**
Through some other way	62 9%	**	**	**
Don't know	5 1%	**	**	**
Prefer not to say	2 *%	**	**	**

Columns Tested: 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.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> ~a	<b>POTEN- TIALY</b> ~b	<b>LEAST</b> ~c
Significance Level: 95%				
Unweighted total	700	59	67	54
Effective Weighted Sample	544	50	56	41
Total	704	46	58	37
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**
	91%	**	**	**
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**
	78%	**	**	**

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 68**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	~a	b	a	b	a	b
Unweighted total	2024	-	-	-	-	109	369	95	407	117	385	113	360
Effective Weighted Sample	1579	-	-	-	-	90	300	78	330	94	305	94	292
Total	2074	-	-	-	-	96	311	119	496	147	454	92	287
On social media sites or apps (like TikTok, Instagram, Snapchat)	322 16%	** **	** **	** **	** **	13 13%	23 7%	** **	60 12%	43 29% b	67 15%	30 33% b	58 20%
Face to face	303 15%	** **	** **	** **	** **	16 16%	30 10%	** **	69 14%	36 24% b	55 12%	22 25% b	43 15%
By text or messaging apps (like WhatsApp)	302 15%	** **	** **	** **	** **	12 12% b	13 4%	** **	57 11%	45 31% b	69 15%	30 33% b	41 14%
In online games	283 14%	** **	** **	** **	** **	22 24% b	30 10%	** **	64 13%	32 21% b	54 12%	16 17%	30 10%
Through other websites or apps	116 6%	** **	** **	** **	** **	10 10% b	4 1%	** **	29 6%	15 10% b	20 4%	11 12% b	11 4%
Through phone calls	109 5%	** **	** **	** **	** **	11 11% b	6 2%	** **	20 4%	12 8%	23 5%	8 8%	18 6%
Through video calls (like FaceTime or Zoom)	101 5%	** **	** **	** **	** **	8 8% b	6 2%	** **	24 5%	17 12%	27 6%	4 4%	9 3%
Through some other way	62 3%	** **	** **	** **	** **	3 3%	4 1%	** **	15 3%	6 4%	9 2%	5 6%	8 3%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 68**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		~a	~b	~a	~b	a	b	~a	b	a	b	a	b
Unweighted total	2024	-	-	-	-	109	369	95	407	117	385	113	360
Effective Weighted Sample	1579	-	-	-	-	90	300	78	330	94	305	94	292
Total	2074	-	-	-	-	96	311	119	496	147	454	92	287
Don't know	5	**	**	**	**	1	-	**	2	-	-	-	1
	*%	**	**	**	**	1%	-%	**	*%	-%	-%	-%	*%
Prefer not to say	2	**	**	**	**	-	*	**	-	-	2	-	*
	*%	**	**	**	**	-%	*%	**	-%	-%	*%	-%	*%
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**	**	35	47	**	139	78	136	48	86
	31%	**	**	**	**	37%	15%	**	28%	53%	30%	53%	30%
						b				b		b	
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**	**	31	44	**	113	65	114	41	74
	26%	**	**	**	**	33%	14%	**	23%	44%	25%	45%	26%
						b				b		b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 68**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2024	-	-	-	-	-	-	110	187	163	120	215	155	102	216	161
Effective Weighted Sample	1579	-	-	-	-	-	-	93	154	130	101	183	113	84	175	123
Total	2074	-	-	-	-	-	-	99	168	125	157	281	159	127	266	182
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	**	**	**	**	**	**	7	13	16	21	29	24	25	46	38
	16%	**	**	**	**	**	**	8%	8%	13%	13%	10%	15%	19%	17%	21%
Face to face	303	**	**	**	**	**	**	13	18	14	28	31	30	26	39	23
	15%	**	**	**	**	**	**	13%	11%	11%	18%	11%	19%	20%	15%	13%
By text or messaging apps (like WhatsApp)	302	**	**	**	**	**	**	5	7	13	21	31	28	10	58	31
	15%	**	**	**	**	**	**	5%	4%	11%	13%	11%	18%	8%	22%	17%
									b						a	
In online games	283	**	**	**	**	**	**	14	19	16	19	39	30	10	44	26
	14%	**	**	**	**	**	**	14%	11%	13%	12%	14%	19%	8%	16%	15%
Through other websites or apps	116	**	**	**	**	**	**	6	2	5	12	15	13	2	16	14
	6%	**	**	**	**	**	**	6%	1%	4%	8%	5%	8%	2%	6%	8%
								b								
Through phone calls	109	**	**	**	**	**	**	2	4	10	4	11	12	10	14	12
	5%	**	**	**	**	**	**	2%	3%	8%	2%	4%	8%	8%	5%	6%
										b						
Through video calls (like FaceTime or Zoom)	101	**	**	**	**	**	**	7	3	3	6	13	6	9	14	20
	5%	**	**	**	**	**	**	7%	2%	3%	4%	5%	4%	7%	5%	11%
								b								
Through some other way	62	**	**	**	**	**	**	2	4	2	4	9	8	2	9	5
	3%	**	**	**	**	**	**	2%	2%	2%	2%	3%	5%	2%	3%	3%
Don't know	5	**	**	**	**	**	**	1	-	-	2	-	-	-	-	-
	*%	**	**	**	**	**	**	1%	-%	-%	1%	-%	-%	-%	-%	-%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 68**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2024	-	-	-	-	-	-	110	187	163	120	215	155	102	216	161
Effective Weighted Sample	1579	-	-	-	-	-	-	93	154	130	101	183	113	84	175	123
Total	2074	-	-	-	-	-	-	99	168	125	157	281	159	127	266	182
Prefer not to say	2	**	**	**	**	**	**	-	*	-	-	-	-	-	-	-
	*%	**	**	**	**	**	**	-%	*%	-%	-%	-%	-%	-%	-%	-%
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**	**	**	**	22	29	28	41	80	59	39	102	61
	31%	**	**	**	**	**	**	23%	17%	22%	26%	29%	37%	31%	38%	34%
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**	**	**	**	21	27	24	35	68	48	37	75	59
	26%	**	**	**	**	**	**	21%	16%	20%	22%	24%	30%	29%	28%	32%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 68**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2024	128	190	140
Effective Weighted Sample	1579	109	157	112
Total	2074	97	172	101
On social media sites or apps (like TikTok, Instagram, Snapchat)	322 16%	27 28%	36 21%	26 25%
Face to face	303 15%	19 20%	30 17%	13 13%
By text or messaging apps (like WhatsApp)	302 15%	24 24%	29 17%	18 18%
In online games	283 14%	20 20%	17 10%	9 9%
Through other websites or apps	116 6%	8 8%	10 6%	3 3%
Through phone calls	109 5%	9 9%	11 6%	6 6%
Through video calls (like FaceTime or Zoom)	101 5%	3 3%	6 3%	4 4%
Through some other way	62 3%	5 5%	4 2%	4 4%
Don't know	5 *%	- -%	1 *%	- -%
Prefer not to say	2 *%	- -%	- -%	- -%

Columns Tested: 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.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : Children aged 8-17 opting to answer these questions

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2024	128	190	140
Effective Weighted Sample	1579	109	157	112
Total	2074	97	172	101
SUMMARY - ANY COMMS TECHNOLOGY	642	43	55	36
	31%	44%	32%	36%
		b		
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	40	46	29
	26%	41%	27%	29%
		b		

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 69**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2259	-	-	-	-	119	413	108	449	131	428	118	413
Effective Weighted Sample	1761	-	-	-	-	98	335	89	365	106	339	98	332
Total	2307	-	-	-	-	106	345	134	548	166	503	96	326
On social media sites or apps (like TikTok, Instagram, Snapchat)	322 14%	** **	** **	** **	** **	13 12%	23 7%	18 14%	60 11%	43 26% b	67 13%	30 31% b	58 18%
Face to face	303 13%	** **	** **	** **	** **	16 15%	30 9%	24 18%	69 13%	36 21% b	55 11%	22 23% b	43 13%
By text or messaging apps (like WhatsApp)	302 13%	** **	** **	** **	** **	12 11% b	13 4%	29 22% b	57 10%	45 27% b	69 14%	30 32% b	41 12%
In online games	283 12%	** **	** **	** **	** **	22 21% b	30 9%	26 19%	64 12%	32 19% b	54 11%	16 17% b	30 9%
Through other websites or apps	116 5%	** **	** **	** **	** **	10 9% b	4 1%	11 8%	29 5%	15 9%	20 4%	11 12% b	11 3%
Through phone calls	109 5%	** **	** **	** **	** **	11 10% b	6 2%	7 5%	20 4%	12 7%	23 5%	8 8%	18 5%
Through video calls (like FaceTime or Zoom)	101 4%	** **	** **	** **	** **	8 8% b	6 2%	5 4%	24 4%	17 10%	27 5%	4 4%	9 3%
Through some other way	62 3%	** **	** **	** **	** **	3 3%	4 1%	9 7%	15 3%	6 4%	9 2%	5 5%	8 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 69**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2259	-	-	-	-	119	413	108	449	131	428	118	413
Effective Weighted Sample	1761	-	-	-	-	98	335	89	365	106	339	98	332
Total	2307	-	-	-	-	106	345	134	548	166	503	96	326
Don't know	5	**	**	**	**	1	-	-	2	-	-	-	1
	*%	**	**	**	**	1%	-%	-%	*%	-%	-%	-%	*%
Prefer not to say	2	**	**	**	**	-	*	-	-	-	2	-	*
	*%	**	**	**	**	-%	*%	-%	-%	-%	*%	-%	*%
OPTED NOT TO ANSWER THE QUESTION	233	**	**	**	**	10	34	15	51	19	49	4	38
	10%	**	**	**	**	10%	10%	11%	9%	11%	10%	4%	12%
													a
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**	**	35	47	51	139	78	136	48	86
	28%	**	**	**	**	34%	14%	38%	25%	47%	27%	51%	27%
						b		b		b		b	
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**	**	31	44	45	113	65	114	41	74
	24%	**	**	**	**	30%	13%	34%	21%	39%	23%	43%	23%
						b		b		b		b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 69**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2259	-	-	-	-	-	-	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	1761	-	-	-	-	-	-	106	166	142	110	200	125	97	194	136
Total	2307	-	-	-	-	-	-	111	183	136	171	306	175	147	295	201
On social media sites or apps (like TikTok, Instagram, Snapchat)	322 14%	**	**	**	**	**	**	7 7%	13 7%	16 12%	21 12%	29 10%	24 14%	25 17%	46 15%	38 19%
Face to face	303 13%	**	**	**	**	**	**	13 12%	18 10%	14 10%	28 17%	31 10%	30 17%	26 17%	39 13%	23 12%
By text or messaging apps (like WhatsApp)	302 13%	**	**	**	**	**	**	5 4%	7 4%	13 10%	21 12%	31 10%	28 16%	10 7%	58 20%	31 15%
In online games	283 12%	**	**	**	**	**	**	14 12%	19 10%	16 12%	19 11%	39 13%	30 17%	10 7%	44 15%	26 13%
Through other websites or apps	116 5%	**	**	**	**	**	**	6 6%	2 1%	5 4%	12 7%	15 5%	13 8%	2 2%	16 6%	14 7%
Through phone calls	109 5%	**	**	**	**	**	**	2 2%	4 2%	10 8%	4 2%	11 4%	12 7%	10 7%	14 5%	12 6%
Through video calls (like FaceTime or Zoom)	101 4%	**	**	**	**	**	**	7 6%	3 1%	3 3%	6 4%	13 4%	6 3%	9 6%	14 5%	20 10%
Through some other way	62 3%	**	**	**	**	**	**	2 1%	4 2%	2 2%	4 2%	9 3%	8 5%	2 1%	9 3%	5 3%
Don't know	5 *%	**	**	**	**	**	**	1 1%	- -%	- -%	2 1%	- -%	- -%	- -%	- -%	- -%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 69**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : All children aged 8-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2259	-	-	-	-	-	-	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	1761	-	-	-	-	-	-	106	166	142	110	200	125	97	194	136
Total	2307	-	-	-	-	-	-	111	183	136	171	306	175	147	295	201
Prefer not to say	2	**	**	**	**	**	**	-	*	-	-	-	-	-	-	-
	*%	**	**	**	**	**	**	-%	*%	-%	-%	-%	-%	-%	-%	-%
OPTED NOT TO ANSWER THE QUESTION	233	**	**	**	**	**	**	12	15	10	13	25	16	21	29	19
	10%	**	**	**	**	**	**	11%	8%	8%	8%	8%	9%	14%	10%	10%
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**	**	**	**	22	29	28	41	80	59	39	102	61
	28%	**	**	**	**	**	**	20%	16%	21%	24%	26%	34%	26%	34%	30%
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**	**	**	**	21	27	24	35	68	48	37	75	59
	24%	**	**	**	**	**	**	19%	15%	18%	20%	22%	27%	25%	25%	29%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 69**

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

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : All children aged 8-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
		a	b	c
Significance Level: 95%				
Unweighted total	2259	139	214	155
Effective Weighted Sample	1761	118	175	123
Total	2307	106	192	110
On social media sites or apps (like TikTok, Instagram, Snapchat)	322 14%	27 25%	36 19%	26 23%
Face to face	303 13%	19 18%	30 16%	13 12%
By text or messaging apps (like WhatsApp)	302 13%	24 22%	29 15%	18 16%
In online games	283 12%	20 18%	17 9%	9 8%
		bc		
Through other websites or apps	116 5%	8 8%	10 5%	3 3%
Through phone calls	109 5%	9 9%	11 6%	6 5%
Through video calls (like FaceTime or Zoom)	101 4%	3 3%	6 3%	4 4%
Through some other way	62 3%	5 5%	4 2%	4 4%
Don't know	5 *%	- -%	1 *%	- -%
Prefer not to say	2 *%	- -%	- -%	- -%

Columns Tested: 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.

**QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)**

Base : All children aged 8-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2259	139	214	155
Effective Weighted Sample	1761	118	175	123
Total	2307	106	192	110
OPTED NOT TO ANSWER THE QUESTION	233	9	19	10
	10%	8%	10%	9%
SUMMARY - ANY COMMS TECHNOLOGY	642	43	55	36
	28%	40%	29%	32%
		b		
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	40	46	29
	24%	38%	24%	26%
		b		

Columns Tested: a,b,c



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 70**

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
PRE-SCHOOL	261	50	196	-	-	-	-	-	-	-	-	-	-
	8%	40%	41%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
PRIMARY	1599	74	285	92	339	106	345	49	237	-	-	-	-
	47%	59%	59%	100%	100%	100%	100%	37%	43%	-%	-%	-%	-%
SECONDARY	1481	-	-	-	-	-	-	85	310	166	503	80	282
	43%	-%	-%	-%	-%	-%	-%	63%	57%	100%	100%	83%	87%
POST-SCHOOL	43	-	-	-	-	-	-	-	-	-	-	11	31
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	11%	9%
UNKNOWN	23	2	1	-	-	-	-	-	*	-	-	5	13
	1%	2%	*%	-%	-%	-%	-%	-%	*%	-%	-%	6%	4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 70**

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
PRE-SCHOOL	261	68	102	67	-	-	-	-	-	-	-	-	-	-	-	-
	8%	47%	40%	36%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
PRIMARY	1599	75	156	120	109	151	147	111	183	136	65	132	77	-	-	-
	47%	51%	60%	64%	100%	100%	100%	100%	100%	100%	38%	43%	44%	-%	-%	-%
SECONDARY	1481	-	-	-	-	-	-	-	-	-	106	175	97	147	295	201
	43%	-%	-%	-%	-%	-%	-%	-%	-%	-%	62%	57%	56%	100%	100%	100%
POST-SCHOOL	43	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
UNKNOWN	23	3	*	-	-	-	-	-	-	-	-	-	*	-	-	-
	1%	2%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 70**

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
PRE-SCHOOL	261	-	-	-
	8%	-%	-%	-%
PRIMARY	1599	-	-	-
	47%	-%	-%	-%
SECONDARY	1481	89	164	102
	43%	84%	86%	92%
POST-SCHOOL	43	13	19	6
	1%	12%	10%	5%
		c		
UNKNOWN	23	4	9	3
	1%	3%	5%	3%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 71**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Yes	3154	111	419	90	310	101	324	130	501	159	484	90	311
	93%	88%	87%	97%	91%	96%	94%	97%	91%	95%	96%	94%	95%
No	87	9	20	*	12	2	5	1	12	4	9	2	3
	3%	7%	4%	1%	4%	2%	1%	1%	2%	3%	2%	3%	1%
Child is bilingual/ trilingual – using English equally with one or more other languages	158	4	43	2	17	2	16	4	34	3	11	3	11
	5%	4%	9%	2%	5%	2%	5%	3%	6%	2%	2%	3%	3%
Prefer not to say	7	1	-	-	-	-	-	-	-	-	-	-	-
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 71**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Yes	3154	121	228	169	104	138	137	102	169	129	160	284	167	138	288	189
	93%	83%	88%	90%	95%	92%	93%	92%	92%	95%	94%	93%	96%	94%	98%	94%
No	87	8	12	4	3	6	2	4	5	1	*	8	1	5	3	6
	3%	6%	5%	2%	3%	4%	2%	3%	3%	1%	*%	2%	1%	3%	1%	3%
Child is bilingual/ trilingual – using English equally with one or more other languages	158	15	18	15	3	7	8	5	9	5	10	14	6	5	3	4
	5%	10%	7%	8%	2%	5%	5%	4%	5%	4%	6%	5%	3%	3%	1%	2%
Prefer not to say	7	1	-	-	-	-	-	-	-	1	-	-	-	-	-	2
	*%	1%	-%	-%	-%	-%	-%	-%	-%	1%	-%	-%	-%	-%	-%	1%

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

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Yes	3154	99	183	108
	93%	94%	95%	98%
No	87	2	4	*
	3%	2%	2%	*%
Child is bilingual/ trilingual – using English equally with one or more other languages	158	4	5	2
	5%	4%	3%	2%
Prefer not to say	7	-	-	-
	*%	-%	-%	-%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 72**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
<b>WHITE</b>													
English/ Welsh/ Scottish/ Northern Irish/ British	2491	100	290	73	226	83	258	120	397	139	394	83	239
	73%	80%	60%	79%	67%	79%	75%	89%	72%	84%	78%	86%	74%
		b	b	b	b	b	b	b	b	b	b	b	b
Irish	30	1	2	1	3	2	2	*	6	3	6	1	3
	1%	*%	*%	1%	1%	2%	1%	*%	1%	2%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	1	-	*	-	-	-	-	-	-	-	-	-	1
	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%
Any other White background	119	*	25	1	10	6	17	2	12	3	20	1	8
	3%	*%	5%	1%	3%	5%	5%	2%	2%	2%	4%	1%	2%
			a										
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>													
White and Black Caribbean	76	3	11	-	11	4	7	2	15	4	5	2	10
	2%	2%	2%	-%	3%	4%	2%	1%	3%	3%	1%	2%	3%
White and Black African	61	2	18	1	11	3	4	-	10	3	2	*	4
	2%	2%	4%	1%	3%	2%	1%	-%	2%	2%	*%	*%	1%
White and Asian	58	5	3	2	6	1	7	4	9	2	12	-	3
	2%	4%	1%	2%	2%	1%	2%	3%	2%	1%	2%	-%	1%
		b											

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 72**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Any other mixed/ multiple ethnic background	40 1%	2 2%	2 *%	2 3%	3 1%	- -%	4 1%	* *%	12 2%	- -%	7 1%	- -%	6 2%
<b>ASIAN AND BRITISH ASIAN</b>													
Indian	52 2%	* *%	13 3%	1 1%	4 1%	- -%	5 1%	* *%	18 3%	- -%	2 *%	- -%	7 2%
Pakistani	68 2%	5 4%	12 2%	1 1%	8 2%	2 2%	6 2%	2 1%	7 1%	5 3%	8 2%	- -%	7 2%
Bangladeshi	34 1%	- -%	5 1%	- -%	3 1%	- -%	3 1%	2 b	- -%	5 3%	6 1%	2 2%	3 1%
Chinese	19 1%	- -%	1 *%	- -%	1 *%	1 1%	1 *%	- -%	5 1%	- -%	1 *%	2 2%	4 1%
Any other Asian background	26 1%	2 2%	2 *%	3 3%	4 1%	- -%	3 1%	- -%	3 1%	- -%	4 1%	2 2%	3 1%
<b>BLACK AND BLACK BRITISH</b>													
Caribbean	28 1%	- -%	3 1%	2 2%	3 1%	1 1%	2 1%	- -%	1 *%	- -%	6 1%	2 2%	3 1%
African	242 7%	5 4%	76 16%	2 2%	36 11%	3 3%	18 5%	3 2%	43 8%	1 1%	27 5%	1 1%	16 5%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 72**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Any other Black/ African/ Caribbean background	33 1%	- -%	15 3%	- -%	6 2%	- -%	3 1%	- -%	3 *%	- -%	2 *%	- -%	5 1%
<b>OTHER ETHNIC GROUPS</b>													
Arab	6 *%	- -%	2 *%	- -%	- -%	- -%	1 *%	- -%	2 *%	1 1%	- -%	- -%	- -%
Any other ethnic background	11 *%	- -%	* *%	1 1%	1 *%	- -%	3 1%	- -%	3 1%	- -%	1 *%	- -%	1 *%
Prefer not to say	12 *%	- -%	1 *%	2 2%	3 1%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	3 1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 72**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
<b>WHITE</b>																
English/ Welsh/ Scottish/ Northern Irish/ British	2491	106	169	98	79	108	101	81	139	102	118	247	133	113	237	168
	73%	72%	66%	52%	72%	72%	69%	73%	76%	75%	69%	81%	76%	77%	81%	83%
		c	c									a				
Irish	30	-	2	1	2	2	*	1	3	1	2	3	2	2	3	3
	1%	-%	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Gypsy, Traveller or Irish Traveller	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Any other White background	119	7	13	8	2	6	2	2	15	2	*	7	5	4	9	8
	3%	5%	5%	5%	2%	4%	2%	1%	8%	2%	*%	2%	3%	3%	3%	4%
									ac							
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>																
White and Black Caribbean	76	4	5	5	4	4	3	4	5	1	4	5	7	2	7	*
	2%	3%	2%	3%	3%	3%	2%	3%	3%	1%	3%	2%	4%	1%	2%	*%
White and Black African	61	2	10	12	4	3	5	2	1	3	5	3	1	2	3	*
	2%	1%	4%	6%	4%	2%	3%	1%	1%	2%	3%	1%	1%	1%	1%	*%
White and Asian	58	1	4	2	1	5	1	2	4	2	2	7	3	2	7	4
	2%	1%	2%	1%	1%	3%	1%	2%	2%	2%	1%	2%	2%	1%	3%	2%
Any other mixed/ multiple ethnic background	40	-	-	2	1	2	1	*	1	2	7	-	5	1	5	1
	1%	-%	-%	1%	1%	2%	1%	*%	*%	2%	4%	-%	3%	1%	2%	1%
											b		b			

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 72**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
<b>ASIAN AND BRITISH ASIAN</b>																
Indian	52 2%	- -%	9 3%	4 2%	- -%	3 2%	1 1%	- -%	3 2%	2 1%	7 4%	4 1%	3 2%	- -%	- -%	- -%
Pakistani	68 2%	10 7%	6 2%	- -%	2 2%	3 2%	3 2%	6 5%	1 1%	- -%	2 1%	7 2%	2 1%	6 4%	2 1%	2 1%
Bangladeshi	34 1%	1 1%	4 2%	3 1%	1 1%	- -%	2 1%	- -%	2 1%	2 2%	2 1%	- -%	- -%	3 2%	3 1%	2 1%
Chinese	19 1%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	1 1%	1 1%	- -%	5 2%	- -%	- -%	- -%	2 1%
Any other Asian background	26 1%	* *%	2 1%	- -%	1 1%	2 1%	4 3%	1 1%	2 1%	- -%	2 1%	2 1%	- -%	2 1%	- -%	1 *%
<b>BLACK AND BLACK BRITISH</b>																
Caribbean	28 1%	- -%	- -%	1 1%	1 1%	2 1%	2 1%	- -%	- -%	3 2%	2 1%	2 1%	- -%	3 2%	2 1%	1 1%
African	242 7%	14 10%	31 12%	37 20%	7 6%	12 8%	17 11%	10 9%	3 2%	10 7%	14 8%	14 5%	12 7%	8 5%	12 4%	9 5%
Any other Black/ African/ Caribbean background	33 1%	- -%	3 1%	13 7%	- -%	- -%	4 3%	- -%	1 1%	1 1%	1 1%	- -%	1 1%	- -%	2 1%	- -%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 72**

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

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

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
<b>OTHER ETHNIC GROUPS</b>																
Arab	6	-	2	-	-	-	-	1	-	1	-	*	-	-	1	-
	*%	-%	1%	-%	-%	-%	-%	1%	-%	*%	-%	*%	-%	-%	*%	-%
Any other ethnic background	11	-	*	-	1	-	1	-	1	2	1	-	1	-	1	-
	*%	-%	*%	-%	1%	-%	1%	-%	*%	2%	1%	-%	1%	-%	*%	-%
Prefer not to say	12	-	1	-	2	-	-	2	-	-	1	-	*	-	-	-
	*%	-%	*%	-%	2%	-%	-%	2%	-%	-%	*%	-%	*%	-%	-%	-%

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

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

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
<b>WHITE</b>				
English/ Welsh/ Scottish/ Northern Irish/ British	2491 73%	74 70%	155 81%	84 76%
			a	
Irish	30 1%	1 1%	1 *%	1 1%
Gypsy, Traveller or Irish Traveller	1 *%	1 1%	- -%	- -%
Any other White background	119 3%	3 3%	3 2%	2 2%
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>				
White and Black Caribbean	76 2%	4 4%	5 2%	3 3%
White and Black African	61 2%	1 1%	3 2%	- -%
White and Asian	58 2%	1 1%	1 1%	2 1%
Any other mixed/ multiple ethnic background	40 1%	2 2%	4 2%	1 1%

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
<b>ASIAN AND BRITISH ASIAN</b>				
Indian	52 2%	3 3%	2 1%	2 1%
Pakistani	68 2%	3 3%	1 *%	2 2%
Bangladeshi	34 1%	2 1%	3 1%	- -%
Chinese	19 1%	- -%	2 1%	4 3%
Any other Asian background	26 1%	1 1%	2 1%	2 2%
<b>BLACK AND BLACK BRITISH</b>				
Caribbean	28 1%	1 1%	3 1%	1 1%
African	242 7%	6 6%	5 2%	7 6%
Any other Black/ African/ Caribbean background	33 1%	2 2%	3 1%	- -%
<b>OTHER ETHNIC GROUPS</b>				
Arab	6 *%	- -%	- -%	- -%

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

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Any other ethnic background	11 *%	1 1%	- -%	- -%
Prefer not to say	12 *%	1 1%	- -%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 73**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Hearing? Poor hearing, partial hearing, or are d/Deaf	64	15	-	10	-	15	-	5	-	13	-	5	-
	2%	12%	-%	11%	-%	14%	-%	4%	-%	8%	-%	5%	-%
		b		b		b		b		b		b	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	132	27	-	19	-	23	-	21	-	29	-	13	-
	4%	22%	-%	21%	-%	22%	-%	15%	-%	17%	-%	14%	-%
		b		b		b		b		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	53	11	-	6	-	9	-	10	-	13	-	3	-
	2%	9%	-%	6%	-%	9%	-%	7%	-%	8%	-%	3%	-%
		b		b		b		b		b		b	
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	54	12	-	7	-	10	-	7	-	14	-	5	-
	2%	9%	-%	8%	-%	9%	-%	5%	-%	8%	-%	5%	-%
		b		b		b		b		b		b	

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 73**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Breathing? Breathlessness or chest pains	52	10	-	4	-	7	-	9	-	11	-	11	-
	2%	8%	-%	5%	-%	7%	-%	7%	-%	7%	-%	11%	-%
		b		b		b		b		b		b	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	189	31	-	31	-	29	-	33	-	40	-	25	-
	6%	25%	-%	34%	-%	28%	-%	24%	-%	24%	-%	26%	-%
		b		b		b		b		b		b	
Difficulty with speech? e.g. due to a stroke, stutter or stammer	58	20	-	6	-	14	-	7	-	8	-	3	-
	2%	16%	-%	7%	-%	13%	-%	5%	-%	5%	-%	3%	-%
		b		b		b		b		b		b	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	342	58	-	46	-	61	-	76	-	56	-	44	-
	10%	46%	-%	50%	-%	57%	-%	57%	-%	34%	-%	46%	-%
		b		b		b		b		b		b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 73**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Their mental health? Anxiety, depression, or trauma-related conditions, for example	182 5%	8 6% b	- -%	7 8% b	- -%	20 19% b	- -%	36 27% b	- -%	62 37% b	- -%	49 51% b	- -%
Other illnesses/ conditions which impact or limit their daily activities	81 2%	20 16% b	- -%	11 12% b	- -%	4 4% b	- -%	18 13% b	- -%	21 12% b	- -%	8 8% b	- -%
Nothing – no impairments or conditions that impact or limit their daily activities	2542 75%	- -%	482 100% a	- -%	339 100% a	- -%	345 100% a	- -%	548 100% a	- -%	503 100% a	- -%	326 100% a
Don't know	72 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Prefer not to say	72 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
<b>SUMMARY</b>													
ANY IMPACTING OR LIMITING CONDITIONS	720 21%	125 100% b	- -%	92 100% b	- -%	106 100% b	- -%	134 100% b	- -%	166 100% b	- -%	96 100% b	- -%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 73**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
MULTIPLE IMPACTING OR LIMITING CONDITIONS	288	52	-	31	-	46	-	52	-	67	-	40	-
	8%	42%	-%	34%	-%	44%	-%	39%	-%	40%	-%	42%	-%
		b		b		b		b		b		b	

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 73**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Hearing? Poor hearing, partial hearing, or are d/Deaf	64 2%	6 4%	5 2%	2 1%	7 6%	1 *	2 1%	2 2%	7 4%	5 3%	2 1%	3 1%	- -%	5 4%	5 2%	2 1%
					bc											
Eyesight? Poor vision, colour blindness, partial sight, or are blind	132 4%	9 6%	14 5%	2 1%	7 7%	6 4%	4 3%	11 10%	6 3%	4 3%	9 5%	5 2%	6 3%	5 3%	17 6%	5 2%
		c	c					bc								
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	53 2%	2 1%	3 1%	3 2%	3 3%	2 2%	- -%	1 1%	3 2%	3 2%	3 2%	5 2%	2 1%	5 3%	6 2%	3 2%
					c											
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	54 2%	4 3%	5 2%	2 1%	3 3%	2 1%	2 1%	3 3%	3 2%	3 2%	* *%	3 1%	4 2%	2 2%	8 3%	4 2%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 73**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Breathing? Breathlessness or chest pains	52 2%	2 1%	8 3% c	- -%	- -%	2 2%	1 1%	3 2%	1 1%	4 3%	5 3%	3 1%	1 1%	2 1%	4 1%	4 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	189 6%	11 7% c	15 6% c	* *%*	12 11% c	11 8%	4 3%	13 12% bc	9 5%	5 3%	11 7%	14 4%	7 4%	5 4%	20 7%	9 5%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	58 2%	9 6% c	9 3%	2 1%	3 3%	1 1%	2 1%	4 4%	4 2%	5 4%	4 2%	2 1%	1 1%	2 1%	4 1%	3 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	342 10%	19 13% c	25 10% c	4 2%	18 17% c	17 11% c	7 5%	19 17% c	26 14% c	9 6%	19 11%	34 11%	15 9%	17 12%	22 7%	15 8%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	182 5%	- -%	6 2%	2 1%	3 3%	1 1%	3 2%	6 6% c	10 6% c	2 1%	9 5%	20 7%	4 2%	8 6%	39 13% ac	10 5%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 73**

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Other illnesses/ conditions which impact or limit their daily activities	81 2%	7 5%	7 3%	5 3%	3 3%	3 2%	4 3%	2 2%	2 1%	- -%	5 3%	9 3%	3 2%	4 3%	13 4%	2 1%
Nothing – no impairments or conditions that impact or limit their daily activities	2542 75%	97 66%	185 72%	169 90% ab	69 63%	111 74%	130 88% ab	70 63%	134 73%	115 85% ab	135 79%	233 76%	140 80%	99 67%	210 71%	156 78%
Don't know	72 2%	- -%	8 3%	2 1%	5 5% c	3 2%	1 1%	4 4%	2 1%	1 1%	2 1%	2 1%	4 2%	6 4%	6 2%	4 2%
Prefer not to say	72 2%	6 4%	9 4%	4 2%	- -%	5 3%	1 1%	4 4%	3 1%	1 1%	2 1%	6 2%	2 1%	2 1%	3 1%	3 2%
<b>SUMMARY</b>																
ANY IMPACTING OR LIMITING CONDITIONS	720 21%	44 30% c	56 22% c	12 6%	35 32% bc	31 20% c	16 11%	33 30% c	44 24% c	18 13%	31 18%	65 21%	29 17%	41 28%	76 26%	38 19%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	288 8%	14 10% c	25 10% c	6 3%	13 12% c	10 7%	6 4%	16 15%	16 9%	10 7%	18 11%	22 7%	8 5%	13 9%	36 12%	14 7%

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

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

**C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Hearing? Poor hearing, partial hearing, or are d/Deaf	64 2%	3 2%	2 1%	- -%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	132 4%	4 4%	4 2%	4 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	53 2%	- -%	3 2%	- -%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	54 2%	2 2%	2 1%	1 1%
Breathing? Breathlessness or chest pains	52 2%	3 3%	5 3%	* *%

Columns Tested: 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	189 6%	6 6%	10 5%	4 3%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	58 2%	1 1%	1 1%	- -%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	342 10%	12 11%	19 10%	10 9%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	182 5%	13 13%	23 12%	9 8%
Other illnesses/ conditions which impact or limit their daily activities	81 2%	1 1%	3 2%	2 2%

Columns Tested: 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Nothing – no impairments or conditions that impact or limit their daily activities	2542 75%	76 72%	145 76%	87 79%
Don't know	72 2%	4 4%	3 2%	1 1%
Prefer not to say	72 2%	1 1%	- -%	2 2%

**SUMMARY**

ANY IMPACTING OR LIMITING CONDITIONS	720 21%	24 23%	44 23%	20 18%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	288 8%	11 11%	16 8%	8 7%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 74**

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

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
16 to 24	10	*	3	2	3	2	-	-	-	-	-	-	-
	*%	*%	1%	2%	1%	2%	-%	-%	-%	-%	-%	-%	-%
				b									
25 to 34	970	83	276	45	118	42	106	32	121	18	57	3	15
	28%	66%	57%	49%	35%	39%	31%	24%	22%	11%	11%	3%	5%
				b									
35 to 44	1463	37	183	39	166	43	176	70	255	75	203	39	114
	43%	29%	38%	42%	49%	41%	51%	52%	46%	45%	40%	41%	35%
45 to 54	749	6	15	5	41	15	53	31	147	60	188	40	134
	22%	4%	3%	6%	12%	14%	15%	23%	27%	36%	37%	42%	41%
55 to 64	180	*	4	1	6	3	9	2	20	10	46	12	60
	5%	*%	1%	1%	2%	3%	3%	1%	4%	6%	9%	12%	18%
65 to 74	10	-	-	-	1	-	*	-	3	2	2	1	2
	*%	-%	-%	-%	*%	-%	*%	-%	1%	1%	*%	1%	1%
75 to 79	1	-	-	-	-	-	-	-	-	-	1	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%
Refused	22	-	2	*	3	1	-	-	1	2	5	1	2
	1%	-%	*%	*%	1%	1%	-%	-%	*%	1%	1%	1%	1%
Base for stats	3384	125	480	92	336	105	345	134	547	164	498	94	324
Mean age of parent	39.8	31.9	33.8	35.2	37.1	37.1	38.7	39.8	41.0	43.5	43.9	45.7	46.9
		a	a	a	a	a	a	a	a	a	a	a	a
Standard deviation	8.45	5.91	6.29	6.99	7.37	7.65	7.00	7.18	7.46	7.46	7.93	6.99	7.74
Standard error	.15	.57	.30	.65	.36	.70	.34	.69	.35	.65	.38	.65	.38

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 74**

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

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
16 to 24	10	2	1	-	-	3	2	-	*	-	-	-	-	-	-	-
	%	1%	1%	-%	-%	2%	1%	-%	%	-%	-%	-%	-%	-%	-%	-%
25 to 34	970	86	149	109	56	56	52	43	57	37	56	56	39	26	23	19
	28%	59%	58%	58%	51%	37%	35%	39%	31%	28%	33%	18%	22%	18%	8%	10%
					bc						b			b		
35 to 44	1463	48	97	75	42	72	75	56	84	76	76	148	83	56	118	98
	43%	32%	37%	40%	38%	48%	51%	51%	46%	56%	45%	48%	48%	38%	40%	49%
					a											
45 to 54	749	8	9	1	10	15	17	10	34	19	36	82	51	50	124	65
	22%	5%	3%	1%	9%	10%	12%	9%	19%	14%	21%	27%	29%	34%	42%	32%
		c							a							
55 to 64	180	2	*	2	2	3	1	1	7	3	3	18	1	9	25	19
	5%	1%	%	1%	1%	2%	1%	1%	4%	2%	2%	6%	1%	6%	9%	9%
												c				
65 to 74	10	-	-	-	-	1	-	-	-	-	-	1	-	-	3	-
	%	-%	-%	-%	-%	1%	-%	-%	-%	-%	-%	%	-%	-%	1%	-%
75 to 79	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	-%	-%
Refused	22	2	2	-	1	*	-	1	-	-	-	-	-	5	2	-
	1%	1%	1%	-%	1%	%	-%	1%	-%	-%	-%	-%	-%	4%	1%	-%
														bc		
Base for stats	3384	145	257	188	109	150	147	110	183	136	171	306	175	142	293	201
Mean age of parent	39.8	33.4	33.6	33.3	35.6	36.7	36.6	37.0	39.1	38.5	38.7	41.8	40.5	42.4	44.7	43.6
									a	a		a	a		a	
Standard deviation	8.45	6.61	5.95	6.13	7.07	7.54	6.87	6.30	7.64	6.27	6.92	7.66	6.78	8.33	7.61	7.43
Standard error	.15	.59	.38	.48	.60	.56	.49	.57	.54	.47	.61	.50	.52	.78	.49	.56

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 74**

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

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
16 to 24	10 *%	- -%	- -%	- -%
25 to 34	970 28%	7 7%	5 3%	6 6%
35 to 44	1463 43%	48 46%	71 37%	32 29%
		c		
45 to 54	749 22%	41 39%	74 39%	48 44%
55 to 64	180 5%	9 8%	41 21%	23 21%
			a	a
65 to 74	10 *%	1 1%	1 *%	1 1%
75 to 79	1 *%	- -%	- -%	- -%
Refused	22 1%	- -%	- -%	1 1%
Base for stats	3384	106	192	110
Mean age of parent	39.8	44.0	47.6	47.4
		a	a	
Standard deviation	8.45	7.40	7.45	7.73
Standard error	.15	.63	.51	.62

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 75**

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

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

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

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	2395	36	173	43	167	82	267	87	385	123	414	115	407
Effective Weighted Sample	1864	31	137	33	137	70	218	73	313	99	327	95	328
Total	2400	44	180	32	123	75	220	110	469	155	482	93	320
16 to 24	6	**	1	**	2	**	-	**	-	-	-	-	-
	%	**	1%	**	2%	**	-%	**	-%	-%	-%	-%	-%
25 to 34	600	**	122	**	61	**	72	**	108	18	57	2	15
	25%	**	68%	**	49%	**	33%	**	23%	11%	12%	2%	5%
35 to 44	996	**	52	**	47	**	106	**	226	71	192	39	112
	41%	**	29%	**	38%	**	48%	**	48%	46%	40%	43%	35%
45 to 54	614	**	5	**	11	**	34	**	116	54	180	39	130
	26%	**	3%	**	9%	**	15%	**	25%	35%	37%	42%	41%
55 to 64	164	**	-	**	2	**	8	**	16	10	46	11	59
	7%	**	-%	**	1%	**	4%	**	3%	7%	10%	12%	18%
65 to 74	6	**	-	**	-	**	*	**	1	-	2	1	2
	%	**	-%	**	-%	**	*%	**	*%	-%	*%	1%	1%
75 to 79	1	**	-	**	-	**	-	**	-	-	1	-	-
	%	**	-%	**	-%	**	-%	**	-%	-%	*%	-%	-%
Refused	13	**	-	**	1	**	-	**	1	2	3	1	2
	1%	**	-%	**	1%	**	-%	**	*%	1%	1%	1%	1%
Base for stats	2387	**	180	**	122	**	220	**	468	153	478	92	318
Mean age of parent	40.9	**	32.7	**	35.0	**	38.7	**	40.5	43.0	43.9	45.6	46.9
Standard deviation	8.51	**	5.68	**	7.21	**	7.51	**	7.28	7.13	8.01	6.87	7.76
Standard error	.17	**	.43	**	.56	**	.46	**	.37	.65	.39	.64	.39

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 75**

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

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

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

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2395	51	91	70	48	70	93	94	133	118	111	201	146	114	231	170
Effective Weighted Sample	1864	38	72	60	38	55	78	81	111	95	94	170	109	94	187	129
Total	2400	53	94	80	39	51	65	85	120	88	147	260	151	141	283	189
16 to 24	6	**	**	**	**	**	**	**	*	-	-	-	-	-	-	-
	%	**	**	**	**	**	**	**	%	-%	-%	-%	-%	-%	-%	-%
25 to 34	600	**	**	**	**	**	**	**	38	30	50	48	38	26	23	19
	25%	**	**	**	**	**	**	**	32%	34%	34%	19%	25%	19%	8%	10%
									b	b	b	b	b	b	b	b
35 to 44	996	**	**	**	**	**	**	**	55	43	65	127	72	54	113	91
	41%	**	**	**	**	**	**	**	46%	49%	44%	49%	48%	38%	40%	48%
45 to 54	614	**	**	**	**	**	**	**	19	12	30	68	40	48	118	61
	26%	**	**	**	**	**	**	**	16%	14%	20%	26%	26%	34%	42%	32%
55 to 64	164	**	**	**	**	**	**	**	7	2	3	14	1	8	25	19
	7%	**	**	**	**	**	**	**	6%	3%	2%	5%	1%	6%	9%	10%
									c	c	c	c	c	c	c	c
65 to 74	6	**	**	**	**	**	**	**	-	-	-	1	-	-	2	-
	%	**	**	**	**	**	**	**	-%	-%	-%	1%	-%	-%	1%	-%
75 to 79	1	**	**	**	**	**	**	**	-	-	-	-	-	1	-	-
	%	**	**	**	**	**	**	**	-%	-%	-%	-%	-%	1%	-%	-%
Refused	13	**	**	**	**	**	**	**	-	-	-	-	-	4	2	-
	1%	**	**	**	**	**	**	**	-%	-%	-%	-%	-%	3%	1%	-%
Base for stats	2387	**	**	**	**	**	**	**	120	88	147	260	151	138	281	189
Mean age of parent	40.9	**	**	**	**	**	**	**	39.1	38.0	38.5	41.6	39.9	42.2	44.6	43.5
											ac	ac	ac	a	a	a
Standard deviation	8.51	**	**	**	**	**	**	**	7.96	6.54	7.02	7.63	6.82	8.33	7.47	7.57
Standard error	.17	**	**	**	**	**	**	**	.69	.60	.67	.54	.56	.79	.49	.58
Columns Tested:		a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 75**

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

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

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

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	2395	138	209	154
Effective Weighted Sample	1864	117	171	122
Total	2400	105	186	110
16 to 24	6 *%	- -%	- -%	- -%
25 to 34	600 25%	7 6%	5 3%	6 6%
35 to 44	996 41%	48 46%	70 38%	32 29%
		c		
45 to 54	614 26%	41 39%	70 38%	48 44%
55 to 64	164 7%	9 8%	40 21%	22 20%
			a	a
65 to 74	6 *%	1 1%	1 *%	1 1%
75 to 79	1 *%	- -%	- -%	- -%
Refused	13 1%	- -%	- -%	1 1%
Base for stats	2387	105	186	109
Mean age of parent	40.9	44.1	47.5	47.4
			a	a
Standard deviation	8.51	7.37	7.45	7.73
Standard error	.17	.63	.52	.62

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 76**

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

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Man	1292	50	205	27	129	30	132	32	220	56	229	26	114
	38%	40%	43%	30%	38%	28%	38%	24%	40%	33%	46%	27%	35%
									a		a		
Woman	2107	75	277	65	207	76	212	103	325	111	274	70	212
	62%	60%	57%	70%	61%	72%	62%	76%	59%	66%	54%	73%	65%
								b		b			
Non-binary	4	-	-	-	1	-	-	-	2	*	-	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%
Prefer not to say	3	-	-	-	2	-	-	-	1	-	-	-	-
	*%	-%	-%	-%	1%	-%	-%	-%	*%	-%	-%	-%	-%

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 76**

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

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Man	1292	45	110	104	24	55	65	35	60	62	53	117	75	48	130	106
	38%	31%	42%	55%	21%	36%	44%	31%	33%	46%	31%	38%	43%	32%	44%	53%
				ab		a	a			ab						a
Woman	2107	101	149	84	84	96	81	76	122	73	117	188	98	100	165	95
	62%	69%	58%	45%	77%	64%	55%	69%	67%	54%	69%	61%	56%	68%	56%	47%
		c	c		bc			c	c					c		
Non-binary	4	-	-	-	1	-	-	-	-	-	-	1	1	-	*	-
	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	*%	1%	-%	*%	-%
Prefer not to say	3	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-
	*%	-%	-%	-%	1%	-%	1%	-%	-%	-%	*%	-%	-%	-%	-%	-%

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

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

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Man	1292	25	60	51
	38%	24%	32%	46%
				ab
Woman	2107	80	131	59
	62%	76%	68%	54%
		c	c	
Non-binary	4	-	-	-
	*%	-%	-%	-%
Prefer not to say	3	-	-	-
	*%	-%	-%	-%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 77**

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

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
In full time employment	2054	52	342	33	222	46	212	69	334	90	330	46	198
	60%	42%	71%	35%	65%	43%	62%	52%	61%	54%	66%	48%	61%
			a		a		a				a		a
In part time employment	676	22	63	20	76	24	77	26	121	35	104	12	63
	20%	18%	13%	22%	22%	23%	22%	20%	22%	21%	21%	13%	19%
Unemployed	160	16	21	9	7	9	11	8	28	10	16	7	14
	5%	13%	4%	10%	2%	9%	3%	6%	5%	6%	3%	7%	4%
		b		b		b							
A student	70	5	7	6	4	9	6	1	6	8	12	-	4
	2%	4%	1%	6%	1%	9%	2%	*%	1%	5%	2%	-%	1%
				b		b							
Full-time responsibility for home/ family	367	26	45	22	23	16	33	25	47	19	30	27	35
	11%	21%	9%	23%	7%	15%	10%	18%	9%	11%	6%	28%	11%
		b		b				b				b	
Retired	27	-	-	2	3	-	1	-	4	2	6	2	8
	1%	-%	-%	2%	1%	-%	*%	-%	1%	1%	1%	2%	2%
Other	42	2	4	2	2	2	5	5	7	3	6	2	3
	1%	1%	1%	2%	1%	2%	1%	4%	1%	2%	1%	2%	1%
Prefer not to say	10	2	1	-	3	-	*	-	2	-	-	-	1
	*%	2%	*%	-%	1%	-%	*%	-%	*%	-%	-%	-%	*%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 77**

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

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
In full time employment	2054	64	174	160	39	86	124	49	105	101	67	185	148	60	182	168
	60%	44%	67%	85%	36%	57%	84%	45%	57%	74%	39%	60%	85%	41%	62%	84%
		a	ab		a	ab		a	ab		a	ab		a	ab	
In part time employment	676	24	40	21	35	41	16	24	43	31	55	72	18	39	68	23
	20%	16%	15%	11%	32%	27%	11%	22%	23%	23%	33%	24%	10%	27%	23%	12%
					c	c					c	c		c	c	
Unemployed	160	23	7	-	5	6	-	14	5	-	17	14	4	15	8	2
	5%	16%	3%	-%	5%	4%	-%	12%	3%	-%	10%	4%	2%	10%	3%	1%
		bc			c	c		bc			c			bc		
A student	70	7	3	*	5	5	-	4	7	*	3	2	-	5	6	3
	2%	4%	1%	*%	4%	3%	-%	4%	4%	*%	2%	1%	-%	4%	2%	2%
		c			c	c		c	c							
Full-time responsibility for home/ family	367	28	30	7	22	11	7	17	20	2	22	28	4	23	21	3
	11%	19%	12%	4%	20%	7%	5%	16%	11%	2%	13%	9%	2%	16%	7%	2%
		c	c		bc			c	c		c	c		bc	c	
Retired	27	-	-	-	2	1	-	-	-	-	2	2	1	3	4	-
	1%	-%	-%	-%	1%	1%	-%	-%	-%	-%	1%	1%	*%	2%	1%	-%
Other	42	*	5	-	1	-	1	2	3	1	5	3	-	1	7	1
	1%	*%	2%	-%	1%	-%	1%	2%	2%	1%	3%	1%	-%	1%	2%	1%
Prefer not to say	10	1	-	-	-	1	-	-	*	-	-	-	-	-	-	-
	*%	1%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 77**

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

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
In full time employment	2054	43	111	90
	60%	40%	58%	82%
		a	ab	
In part time employment	676	22	40	10
	20%	21%	21%	9%
		c	c	
Unemployed	160	10	11	-
	5%	9%	6%	-%
		c	c	
A student	70	3	-	-
	2%	3%	-%	-%
		b		
Full-time responsibility for home/ family	367	26	24	7
	11%	25%	12%	6%
		bc		
Retired	27	3	3	3
	1%	3%	2%	3%
Other	42	-	3	-
	1%	-%	1%	-%
Prefer not to say	10	-	-	-
	*%	-%	-%	-%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 78**

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Income Support	178 5%	6 4%	51 11%	6 7%	17 5%	13 12%	8 2%	5 4%	28 5%	16 9%	6 1%	2 2%	9 3%
Income-based Jobseeker's Allowance	72 2%	- -%	20 4%	1 1%	2 1%	3 3%	2 *% b	7 5%	16 3%	6 3%	3 1%	2 2%	3 1%
Pensions Credit (Guaranteed Credit)	84 2%	6 5%	20 4%	2 2%	6 2%	6 5%	5 1%	3 3%	12 2%	2 1%	10 2%	4 4%	7 2%
Pensions Credit (no Guaranteed Credit)	39 1%	4 4%	3 1%	3 3%	1 *% b	2 2%	- -% b	3 2%	11 2%	3 2%	4 1%	- -% b	2 1%
Employment and Support Allowance (ESA)	198 6%	13 10%	36 7%	9 10%	14 4%	10 10%	18 5%	6 5%	27 5%	16 10%	19 4%	10 11%	12 4%
Universal Credit (and household has other earnings)	673 20%	39 31%	75 15%	24 25%	51 15%	31 29%	61 18%	42 31%	124 23%	54 33%	67 13%	26 27%	58 18%
Universal Credit (and household has no other earnings)	327 10%	26 21%	35 7%	24 26%	17 5%	23 21%	25 7%	24 18%	34 6%	21 13%	26 5%	22 23%	31 10%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 78**

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Personal Independence Payment (PIP)	290 9%	14 11% b	22 5%	21 23% b	14 4%	15 14% b	21 6%	21 15% b	38 7%	28 17% b	29 6%	24 25% b	33 10%
Carer's allowance	241 7%	25 20% b	29 6%	13 14% b	11 3%	22 21% b	9 3%	20 15% b	27 5%	28 17% b	20 4%	22 23% b	15 5%
Disability Living Allowance (DLA)	187 5%	20 16% b	8 2%	20 21% b	3 1%	26 25% b	9 2%	30 22% b	13 2%	27 16% b	9 2%	11 11% b	9 3%
Other	24 1%	1 1%	5 1%	2 3%	3 1%	3 2% b	- -%	- -%	4 1%	- -%	2 *%	- -%	2 1%
None of these - Do not receive any of these benefits	1819 53%	31 25%	279 58% a	20 22%	226 67% a	27 25%	224 65% a	37 28%	312 57% a	43 26%	339 67% a	25 27%	208 64% a
Don't know	46 1%	3 3%	2 1%	1 2% b	* *% b	2 1%	2 1%	- -%	5 1%	2 1%	8 2%	2 2%	3 1%
Prefer not to say	113 3%	4 4%	11 2%	5 6%	10 3%	6 6% b	5 1%	3 2%	16 3%	5 3%	17 3%	4 4% b	3 1%
<b>SUMMARY</b>													
ANY BENEFITS	1427 42%	86 69% b	190 39%	65 71% b	103 30%	71 68% b	114 33%	94 70% b	214 39%	116 69% b	139 28%	65 68% b	111 34%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 78**

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Income Support	178	23	19	19	5	9	10	9	3	12	9	13	12	9	8	6
	5%	16%	8%	10%	4%	6%	7%	8%	2%	9%	5%	4%	7%	6%	3%	3%
		b						b		b						
Income-based Jobseeker's Allowance	72	7	7	10	2	1	1	1	4	1	7	11	6	3	2	4
	2%	5%	3%	5%	2%	1%	1%	1%	2%	1%	4%	4%	3%	2%	1%	2%
Pensions Credit (Guaranteed Credit)	84	3	11	13	2	-	5	1	2	7	3	6	4	4	3	6
	2%	2%	4%	7%	2%	-%	3%	1%	1%	5%	2%	2%	3%	3%	1%	3%
							b									
Pensions Credit (no Guaranteed Credit)	39	5	3	1	1	2	1	1	2	1	4	9	2	-	3	4
	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%	1%	-%	1%	2%
Employment and Support Allowance (ESA)	198	7	12	29	7	6	10	10	6	13	14	10	9	12	14	10
	6%	5%	5%	15%	6%	4%	7%	9%	3%	9%	8%	3%	5%	8%	5%	5%
				ab						b						
Universal Credit (and household has other earnings)	673	52	45	14	26	40	7	30	52	8	65	77	16	55	53	5
	20%	35%	17%	7%	24%	26%	5%	27%	28%	6%	38%	25%	9%	37%	18%	3%
		bc	c		c	c		c	c		bc	c		bc	c	
Universal Credit (and household has no other earnings)	327	27	21	7	23	14	3	26	11	4	22	26	8	16	21	2
	10%	19%	8%	4%	21%	10%	2%	24%	6%	3%	13%	9%	4%	11%	7%	1%
		bc			bc	c		bc			c			c	c	
Personal Independence Payment (PIP)	290	19	12	5	11	17	4	13	17	5	25	28	6	22	24	9
	9%	13%	5%	3%	10%	11%	3%	12%	9%	4%	15%	9%	3%	15%	8%	5%
		bc			c	c		c			c	c		c		

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 78**

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Carer's allowance	241	19	20	8	12	5	7	10	12	7	26	13	5	20	17	4
	7%	13%	8%	4%	11%	3%	5%	9%	7%	5%	15%	4%	3%	14%	6%	2%
		c			b						bc			bc		
Disability Living Allowance (DLA)	187	13	12	*	8	6	6	10	13	7	18	13	6	13	12	11
	5%	9%	5%	*%	7%	4%	4%	9%	7%	5%	11%	4%	4%	9%	4%	5%
		c	c								bc					
Other	24	2	4	-	3	2	1	1	2	-	3	-	-	*	*	-
	1%	1%	1%	-%	3%	1%	*%	1%	1%	-%	2%	-%	-%	*%	*%	-%
None of these - Do not receive any of these benefits	1819	29	145	123	38	79	120	35	101	101	42	160	130	40	176	161
	53%	20%	56%	66%	34%	52%	81%	32%	55%	75%	25%	52%	74%	27%	60%	80%
		a	a	a	a	a	ab	a	a	ab	a	a	ab	a	a	ab
Don't know	46	1	1	4	1	1	1	1	1	1	2	5	1	3	5	3
	1%	1%	*%	2%	1%	*%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%
Prefer not to say	113	7	7	2	2	2	-	6	3	-	6	6	1	5	8	2
	3%	5%	3%	1%	2%	1%	-%	6%	2%	-%	4%	2%	1%	3%	3%	1%
								c								
<b>SUMMARY</b>																
ANY BENEFITS	1427	108	105	59	69	69	26	68	77	33	120	135	43	100	106	36
	42%	74%	41%	31%	63%	46%	18%	62%	42%	25%	70%	44%	24%	68%	36%	18%
		bc			bc	c		bc	c		bc	c		bc	c	

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

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

**C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Income Support	178	3	2	7
	5%	3%	1%	6%
				b
Income-based Jobseeker's Allowance	72	1	2	1
	2%	1%	1%	1%
Pensions Credit (Guaranteed Credit)	84	1	2	8
	2%	1%	1%	7%
				ab
Pensions Credit (no Guaranteed Credit)	39	1	-	1
	1%	1%	-%	1%
Employment and Support Allowance (ESA)	198	8	7	8
	6%	7%	4%	8%
Universal Credit (and household has other earnings)	673	32	41	9
	20%	30%	21%	8%
		c	c	
Universal Credit (and household has no other earnings)	327	25	23	2
	10%	23%	12%	2%
		bc	c	
Personal Independence Payment (PIP)	290	22	23	7
	9%	21%	12%	6%
		bc		

Columns Tested: 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Carer's allowance	241	15	12	7
	7%	14%	6%	6%
		b		
Disability Living Allowance (DLA)	187	7	8	3
	5%	6%	4%	3%
Other	24	-	2	1
	1%	-%	1%	1%
None of these - Do not receive any of these benefits	1819	37	110	84
	53%	35%	57%	76%
			a	ab
Don't know	46	2	1	-
	1%	2%	*%	-%
Prefer not to say	113	-	4	1
	3%	-%	2%	1%
<b>SUMMARY</b>				
ANY BENEFITS	1427	67	77	25
	42%	63%	40%	23%
		bc	c	

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 79**

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Up to £199 per week / Up to £10,399 per year	202	23	28	9	10	11	10	10	30	12	23	11	13
	6%	18%	6%	10%	3%	10%	3%	7%	6%	7%	5%	11%	4%
		b	b	b	b	b	b					b	
From £200 to £299 per week / From £10,400 to £15,599 per year	268	18	24	12	22	11	24	15	52	16	33	11	22
	8%	14%	5%	13%	7%	10%	7%	11%	9%	10%	7%	11%	7%
		b		b									
From £300 to £499 per week / From £15,600 to £25,999 per year	563	23	66	22	45	21	53	24	91	37	79	18	50
	17%	19%	14%	24%	13%	20%	15%	18%	17%	22%	16%	19%	15%
				b									
From £500 to £699 per week / From £26,000 to £36,399 per year	592	19	85	16	57	22	57	26	101	29	74	18	67
	17%	15%	18%	17%	17%	21%	16%	20%	18%	17%	15%	19%	20%
From £700 to £999 per week / From £36,400 to £51,999 per year	589	17	86	6	48	13	62	23	101	24	110	12	73
	17%	14%	18%	6%	14%	12%	18%	17%	19%	14%	22%	13%	22%
				a									a
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	472	7	66	10	72	6	58	21	80	27	63	10	37
	14%	6%	14%	11%	21%	6%	17%	15%	15%	16%	13%	10%	11%
			a		a		a						

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 79**

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 95%													
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
£1,500 and above per week / £78,000 and above per year	447	5	95	5	56	11	55	7	53	9	83	8	47
	13%	4%	20%	6%	17%	10%	16%	5%	10%	6%	16%	8%	14%
			a		a						a		
Don't know	116	7	18	4	10	8	19	4	9	7	13	2	4
	3%	6%	4%	4%	3%	7%	6%	3%	2%	4%	3%	2%	1%
Prefer not to say	158	6	13	8	18	3	7	5	31	5	24	5	13
	5%	5%	3%	8%	5%	3%	2%	4%	6%	3%	5%	5%	4%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 79**

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Up to £199 per week / Up to £10,399 per year	202 6%	52 35% bc	- -%	- -%	21 19% bc	- -%	- -%	22 20% bc	- -%	- -%	42 25% bc	- -%	- -%	39 27% bc	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	268 8%	20 14% c	24 9% c	- -%	26 23% bc	10 7% c	- -%	27 24% bc	10 5% c	- -%	38 22% bc	29 9% c	- -%	24 16% c	27 9% c	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	563 17%	56 38% bc	45 17% c	- -%	38 35% bc	33 22% c	- -%	41 37% bc	37 20% c	- -%	61 36% bc	58 19% c	- -%	61 41% bc	59 20% c	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	592 17%	18 13% c	89 35% ac	- -%	19 18% c	56 37% ac	- -%	15 14% c	68 37% ac	- -%	24 14% c	108 35% ac	- -%	16 11% c	92 31% ac	- -%
From £700 to £999 per week / From £36,400 to £51,999 per year	589 17%	* *% ac	100 39% ac	7 4%	6 5% c	51 34% ac	1 1%	6 5% ac	68 37% ac	3 2%	6 4% ac	111 36% ac	9 5%	7 5% ac	117 40% ac	12 6%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	472 14%	- -%	- -%	76 41% ab	- -%	- -%	83 57% ab	- -%	- -%	65 48% ab	- -%	- -%	104 60% ab	- -%	- -%	95 47% ab

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 79**

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
£1,500 and above per week / £78,000 and above per year	447	-	-	104	-	-	63	-	-	67	-	-	62	-	-	94
	13%	-%	-%	56%	-%	-%	43%	-%	-%	50%	-%	-%	35%	-%	-%	47%
			ab			ab			ab			ab			ab	
Don't know	116	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Prefer not to say	158	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	5%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

**C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Up to £199 per week / Up to £10,399 per year	202 6%	26 24% bc	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	268 8%	17 16% c	17 9% c	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	563 17%	35 33% bc	38 20% c	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	592 17%	22 21% c	63 33% ac	- -%
From £700 to £999 per week / From £36,400 to £51,999 per year	589 17%	6 6%	73 38% ac	6 5%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	472 14%	- -%	- -%	48 43% ab

Columns Tested: 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 one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIAL</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
£1,500 and above per week / £78,000 and above per year	447 13%	- -%	- -%	57 51% ab
Don't know	116 3%	- -%	- -%	- -%
Prefer not to say	158 5%	- -%	- -%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 80**

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

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3406	107	439	116	431	119	413	108	449	131	428	118	413
Effective Weighted Sample	2645	85	347	91	344	98	335	89	365	106	339	98	332
Total	3406	125	482	92	339	106	345	134	548	166	503	96	326
Doing well	744	30	151	13	83	27	83	20	104	36	95	13	60
	22%	24%	31%	14%	25%	26%	24%	15%	19%	22%	19%	14%	18%
				a									
Getting by	1680	56	218	39	179	34	167	65	293	81	280	43	165
	49%	45%	45%	42%	53%	32%	48%	48%	54%	49%	56%	45%	51%
						a							
Struggling	950	36	111	41	72	44	95	49	144	48	126	39	99
	28%	29%	23%	44%	21%	42%	28%	36%	26%	29%	25%	41%	30%
				b		b							
Don't know	14	2	2	-	1	-	*	-	2	-	-	-	-
	*%	2%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%
Prefer not to say	18	*	-	-	3	-	-	-	5	2	1	-	2
	1%	*%	-%	-%	1%	-%	-%	-%	1%	1%	*%	-%	1%

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 80**

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

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of children aged 3-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3406	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2645	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3406	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Doing well	744	32	56	91	14	20	60	18	29	61	18	39	68	18	33	80
	22%	22%	22%	48%	13%	13%	41%	17%	16%	45%	11%	13%	39%	12%	11%	40%
				ab			ab			ab			ab			ab
Getting by	1680	55	124	77	54	81	68	47	81	65	84	164	88	60	180	106
	49%	38%	48%	41%	50%	54%	46%	43%	45%	48%	49%	54%	50%	40%	61%	53%
															a	
Struggling	950	55	75	15	39	50	17	45	73	9	67	103	19	70	81	15
	28%	38%	29%	8%	36%	33%	12%	41%	40%	7%	39%	34%	11%	48%	27%	8%
		c	c		c	c		c	c		c	c		bc	c	
Don't know	14	2	2	4	2	-	-	-	-	*	2	-	-	-	-	-
	*%	1%	1%	2%	2%	-%	-%	-%	-%	*%	1%	-%	-%	-%	-%	-%
Prefer not to say	18	2	2	-	-	-	2	-	-	-	-	-	-	-	1	-
	1%	1%	1%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	*%	-%

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

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

**C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)**

Base : All parents of children aged 3-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3406	139	214	155
Effective Weighted Sample	2645	118	175	123
Total	3406	106	192	110
Doing well	744 22%	6 6%	19 10%	46 42% ab
Getting by	1680 49%	45 42%	105 55% a	52 47%
Struggling	950 28%	55 52% bc	68 35% c	13 11%
Don't know	14 *%	- -%	- -%	- -%
Prefer not to say	18 1%	- -%	- -%	- -%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 81**

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

**C11. How much help did your child receive in completing the questions today? (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	a	b	a	b
Unweighted total	2259	-	-	-	-	119	413	108	449	131	428	118	413
Effective Weighted Sample	1761	-	-	-	-	98	335	89	365	106	339	98	332
Total	2307	-	-	-	-	106	345	134	548	166	503	96	326
A lot	205	**	**	**	**	21	32	15	47	25	35	10	16
	9%	**	**	**	**	20%	9%	11%	9%	15%	7%	10%	5%
						b				b			
A moderate amount	329	**	**	**	**	22	67	32	73	27	58	13	23
	14%	**	**	**	**	21%	20%	24%	13%	16%	12%	13%	7%
								b					
A little	708	**	**	**	**	45	172	43	203	41	109	21	38
	31%	**	**	**	**	43%	50%	32%	37%	25%	22%	22%	12%
												b	
None at all	1064	**	**	**	**	17	73	45	225	74	301	52	249
	46%	**	**	**	**	16%	21%	33%	41%	44%	60%	54%	76%
											a		a

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

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 81**

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

**C11. How much help did your child receive in completing the questions today? (SINGLE CODE)**

Base : All parents of children aged 8-17

	Total	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	2259	-	-	-	-	-	-	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	1761	-	-	-	-	-	-	106	166	142	110	200	125	97	194	136
Total	2307	-	-	-	-	-	-	111	183	136	171	306	175	147	295	201
A lot	205 9%	**	**	**	**	**	**	17 16%	18 10%	17 13%	14 8%	28 9%	19 11%	15 10%	16 5%	24 12%
																b
A moderate amount	329 14%	**	**	**	**	**	**	21 19%	39 21%	23 17%	33 19%	55 18%	22 13%	25 17%	35 12%	19 9%
A little	708 31%	**	**	**	**	**	**	54 49%	93 51%	66 48%	46 27%	121 40%	60 34%	37 25%	51 17%	57 29%
												a				b
None at all	1064 46%	**	**	**	**	**	**	18 16%	33 18%	30 22%	78 46%	103 33%	74 42%	71 48%	193 65%	101 50%
											b				ac	

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

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

**C11. How much help did your child receive in completing the questions today? (SINGLE CODE)**

Base : All parents of children aged 8-17

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 95%				
Unweighted total	2259	139	214	155
Effective Weighted Sample	1761	118	175	123
Total	2307	106	192	110
A lot	205 9%	7 7%	7 4%	7 7%
A moderate amount	329 14%	11 10%	17 9%	9 8%
A little	708 31%	15 14%	24 12%	19 17%
None at all	1064 46%	73 69%	144 75%	75 68%

Columns Tested: a,b,c

**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 82**

All interviewing conducted using an online panel. Any break column with 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	AGED 3-5 IMPACTING OR LIMITING CONDITIONS		AGED 6-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-9 IMPACTING OR LIMITING CONDITIONS		AGED 10-12 IMPACTING OR LIMITING CONDITIONS		AGED 13-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 95%		~a	b	a	b	a	b	a	b	a	b	a	b
Unweighted total	3137	97	413	103	401	107	383	100	419	123	393	107	386
Effective Weighted Sample	2432	77	326	80	319	88	310	83	340	98	313	88	310
Total	3132	112	451	81	310	95	318	126	508	154	465	88	308
Most Financially Vulnerable	791	**	97	35	69	33	70	31	135	41	99	24	76
	25%	**	21%	43%	22%	35%	22%	25%	27%	26%	21%	28%	25%
				b		b							
Potentially Financially Vulnerable	1385	**	185	31	111	44	134	65	233	76	210	44	145
	44%	**	41%	38%	36%	46%	42%	52%	46%	49%	45%	50%	47%
Least Financially Vulnerable	956	**	169	16	130	18	115	29	140	38	156	20	87
	31%	**	38%	19%	42%	19%	36%	23%	28%	25%	34%	23%	28%
				a		a							

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



**PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.**

**Table 82**

All interviewing conducted using an online panel. Any break column with 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	AGED 3-5 FINANCIAL VULNERABILITY INDEX			AGED 6-7 FINANCIAL VULNERABILITY INDEX			AGED 8-9 FINANCIAL VULNERABILITY INDEX			AGED 10-12 FINANCIAL VULNERABILITY INDEX			AGED 13-15 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	3137	127	242	164	139	184	198	125	203	179	130	233	171	118	239	177
Effective Weighted Sample	2432	101	187	134	112	147	154	106	166	142	110	200	125	97	194	136
Total	3132	146	259	188	109	151	147	111	183	136	171	306	175	147	295	201
Most Financially Vulnerable	791	146	-	-	109	-	-	111	-	-	171	-	-	147	-	-
	25%	100%	-%	-%	100%	-%	-%	100%	-%	-%	100%	-%	-%	100%	-%	-%
		bc			bc			bc			bc			bc		
Potentially Financially Vulnerable	1385	-	259	-	-	151	-	-	183	-	-	306	-	-	295	-
	44%	-%	100%	-%	-%	100%	-%	-%	100%	-%	-%	100%	-%	-%	100%	-%
			ac			ac			ac			ac			ac	
Least Financially Vulnerable	956	-	-	188	-	-	147	-	-	136	-	-	175	-	-	201
	31%	-%	-%	100%	-%	-%	100%	-%	-%	100%	-%	-%	100%	-%	-%	100%
				ab			ab			ab			ab		ab	

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

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

**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

**AGED 16-17 FINANCIAL VULNERABILITY INDEX**

	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 95%		a	b	c
Unweighted total	3137	139	214	155
Effective Weighted Sample	2432	118	175	123
Total	3132	106	192	110
Most Financially Vulnerable	791	106	-	-
	25%	100%	-%	-%
		bc		
Potentially Financially Vulnerable	1385	-	192	-
	44%	-%	100%	-%
			ac	
Least Financially Vulnerable	956	-	-	110
	31%	-%	-%	100%
				ab

Columns Tested: a,b,c