

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 WAVE 2 - 20TH SEPTEMBER - 18TH OCTOBER 2021.

NATION	1
Base : All respondents	
NATION/ REGION	4
Base : All respondents	
URBANITY	10
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	13
Base : All respondents	
RESPONDENT'S AGE	17
Base : All respondents	
RESPONDENT'S GENDER	20
Base : All respondents	
RESPONDENT'S WORKING STATUS	23
Base : All respondents	
FURLOUGH STATUS - And are you currently on furlough? (SINGLE CODE)	29
Base : All respondents in full or part time employment	
S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)	32
Base : All respondents	
S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)	38
Base : All respondents who go online at least weekly	
IN6. Which if any of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE)	43
Base : All respondents	
COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	52
Base : All respondents	
IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE)	55
Base : All respondents	
COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS	61
Base : All respondents	
IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE)	64
Base : All respondents	
IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)	67
Base : All respondents who upload videos online that they have made themselves	
IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE)	73
Base : All respondents	
COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS	79
Base : All respondents	
SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS	82
Base : All respondents	
IN10. Moving on now to think about live streaming apps or sites. These let you watch videos 'live' at exactly the same time as they're being made. Which, if any, of these live streaming apps or sites do you use to watch live stream videos? (MULTI CODE)	85
Base : All respondents	

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COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	91
Base : All respondents	
IN11. And do you ever live stream your own videos? (SINGLE CODE)	94
Base : All respondents	
IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	97
Base : All respondents who live stream their own videos	
IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE)	100
Base : All respondents	
COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	106
Base : All respondents	
SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM	109
Base : All respondents	
IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE)	112
Base : All respondents	
COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA	118
Base : All respondents	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	121
Base : All respondents who use social media apps or sites	
IN14. And which one would you say is your main social media app or site – the one you use most often? (SINGLE CODE)	127
Base : All respondents	
IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE)	133
Base : All respondents who use social media apps or sites	
IN15B. Have you seen anything that upset or offended you in the last 12 months on any of the social media apps or sites you use? (SINGLE CODE)	136
Base : All respondents who use social media apps or sites	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA	139
Base : All respondents	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	145
Base : All respondents	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	148
Base : All respondents	
IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH	151
Base : All respondents	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	154
Base : All respondents	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	157
Base : All respondents	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	160
Base : All respondents	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	163
Base : All respondents	

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IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	166
Base : All respondents	
IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	169
Base : All respondents	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	172
Base : All respondents	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	175
Base : All respondents	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	178
Base : All respondents	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	181
Base : All respondents	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER	184
Base : All respondents	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	187
Base : All respondents	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	190
Base : All respondents	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	193
Base : All respondents	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO (ADDED AT WAVE 2)	196
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE	199
Base : All respondents	
IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE	205
Base : All respondents who use BitChute to watch or upload videos or clips	
IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION	208
Base : All respondents who use Dailymotion to watch or upload videos or clips	
IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH	211
Base : All respondents who use Dubsmash to watch or upload videos or clips	
IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK	214
Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM	217
Base : All respondents who use Instagram to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN	220
Base : All respondents who use LinkedIn for social media	
IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS	223
Base : All respondents who use OnlyFans to watch or upload videos or clips	
IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST	226
Base : All respondents who use Pinterest for social media	

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IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT	229
Base : All respondents who use Reddit for social media	
IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT	232
Base : All respondents who use Snapchat to watch or upload videos or clips or for social media	
IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK	235
Base : All respondents who use TikTok to watch or upload videos or clips, to watch or share live stream videos or for social media	
IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR	238
Base : All respondents who use Tumblr for social media	
IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH	241
Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos	
IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITTER	244
Base : All respondents who use Twitter for social media	
IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO	247
Base : All respondents who use Vimeo to watch or upload videos or clips	
IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW	250
Base : All respondents who use YouNow to watch or share live stream videos	
IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE	253
Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos	
IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO (ADDED AT WAVE 2)	256
Base : All respondents who use Yubo for social media	
IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)	259
Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media	
SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA	265
Base : All respondents	
SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA OR FOR MESSAGING/ CHAT/ CALLING	268
Base : All respondents	
IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on the these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)	280
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media	
IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)	284
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media	
IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)	288
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media	
IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)	292
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media	
IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)	295
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media	
IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)	300
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who consider the truthfulness of news content	
IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)	307
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media	

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IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)	310
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months	
IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)	313
Base : All respondents	
IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)	319
Base : All respondents	
IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)	322
Base : All respondents	
IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)	325
Base : All respondents	
IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to broaden my understanding or view of the world. (SINGLE CODE)	328
Base : All respondents	
G2. Which of the following types of games do you play? (MULTI CODE)	331
Base : All respondents who play games	
G2. Which of the following types of games do you play? (MULTI CODE)	340
Base : All respondents	
G3B. When you play games online, which of these describe how you play? (MULTI CODE)	349
Base : All respondents who play games online	
G3B. When you play games online, which of these describe how you play? (MULTI CODE)	352
Base : All respondents who play games	
G3B. When you play games online, which of these describe how you play? (MULTI CODE)	358
Base : All respondents	
Q1. Which one of these best describes how you feel about the time you spend watching videos online? (SINGLE CODE)	364
Base : All respondents who watch content on video sharing platforms	
Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites? (SINGLE CODE)	367
Base : All respondents who use social media apps or sites	
Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)	370
Base : All respondents who play games	
Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)	373
Base : All respondents	
C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)	376
Base : All respondents	
C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)	379
Base : All respondents	
C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)	382
Base : All respondents	
C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD	385
Base : All respondents	
C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)	388
Base : All respondents	

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C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)	397
Base : All respondents	
C7. Do you consider English to be your first or main language? (SINGLE CODE)	403
Base : All respondents	
C8. Which one of these options applies to your home? (SINGLE CODE)	406
Base : All respondents	
C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)	409
Base : All respondents	
C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	418
Base : All respondents	
C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)	427
Base : All respondents	
C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)	436
Base : All respondents	
FINANCIAL VULNERABILITY	441
Base : Those where it is possible to calculate the Financial Vulnerability Index	

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

NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
England	2343	364	424	418	432	356	350	2343	1126	1180	675	657	518	466	1332	984	2343
	84%	85%	85%	84%	84%	83%	82%	84%	84%	83%	87% bdf	82%	85%	80%	84% d	83%	84%
Scotland	244	36	38	47	46	38	39	244	118	123	54	81	59	50	135	109	244
	9%	8%	8%	9%	9%	9%	9%	9%	9%	9%	7%	10%	10%	9%	9%	9%	9%
Wales	137	19	27	23	22	22	24	137	61	76	33	43	18	42	76	61	137
	5%	4%	5%	5%	4%	5%	6%	5%	5%	5%	4%	5%	3%	7% aceg	5%	5%	5%
Northern Ireland	76	10	11	13	14	12	17	76	36	39	14	23	15	24	36	39	76
	3%	2%	2%	3%	3%	3%	4%	3%	3%	3%	2%	3%	2%	4% ae	2%	3%	3%

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

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

NATION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
England	2343	2343	-	-	-	2343	2088	256	391	1952	2343	660	1026	630	2343
	84%	100%	-%	-%	-%	84%	85%	78%	86%	83%	84%	84%	84%	83%	84%
		bcd				bcd	b								
Scotland	244	-	244	-	-	244	209	35	35	208	244	63	107	71	244
	9%	-%	100%	-%	-%	9%	8%	11%	8%	9%	9%	8%	9%	9%	9%
			acde			acd									
Wales	137	-	-	137	-	137	111	26	15	122	137	41	57	39	137
	5%	-%	-%	100%	-%	5%	4%	8%	3%	5%	5%	5%	5%	5%	5%
				abde		abd		a							
Northern Ireland	76	-	-	-	76	76	63	13	14	62	76	22	34	18	76
	3%	-%	-%	-%	100%	3%	3%	4%	3%	3%	3%	3%	3%	2%	3%
					abce	abc									

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

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

NATION

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
England	2343	419	947	525
	84%	84%	83%	85%
Scotland	244	38	104	53
	9%	8%	9%	9%
Wales	137	20	63	26
	5%	4%	5%	4%
Northern Ireland	76	21	29	15
	3%	4%	3%	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.

NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
North East	118	20	18	16	19	30	15	118	45	68	19	40	26	31	59	58	118
	4%	5%	4%	3%	4%	7%	3%	4%	3%	5%	2%	5%	4%	5%	4%	5%	4%
						cfg						a		a		a	
Yorkshire and Humberside	221	32	36	45	37	31	40	221	97	120	48	72	41	60	119	101	221
	8%	7%	7%	9%	7%	7%	9%	8%	7%	8%	6%	9%	7%	10%	8%	8%	8%
														a			
North West	330	44	55	63	62	58	47	330	172	154	99	88	59	80	187	139	330
	12%	10%	11%	13%	12%	13%	11%	12%	13%	11%	13%	11%	10%	14%	12%	12%	12%
West Midlands	281	28	56	60	53	36	46	281	145	135	89	69	69	52	158	121	281
	10%	7%	11%	12%	10%	8%	11%	10%	11%	10%	11%	9%	11%	9%	10%	10%	10%
				a													
East Midlands	201	19	40	38	49	28	27	201	105	95	47	57	52	45	104	97	201
	7%	4%	8%	8%	9%	7%	6%	7%	8%	7%	6%	7%	8%	8%	7%	8%	7%
					a												
East of England	209	36	38	33	41	30	30	209	83	118	54	58	58	32	111	90	209
	7%	8%	8%	7%	8%	7%	7%	7%	6%	8%	7%	7%	9%	6%	7%	8%	7%
													d				
South West	231	32	51	46	36	39	27	231	110	116	56	69	59	44	126	103	231
	8%	8%	10%	9%	7%	9%	6%	8%	8%	8%	7%	9%	10%	8%	8%	9%	8%
			f														
South East	392	62	58	57	76	68	71	392	167	221	114	106	94	77	220	171	392
	14%	14%	12%	11%	15%	16%	17%	14%	12%	16%	15%	13%	15%	13%	14%	14%	14%
							c			a							
London	361	90	71	60	59	36	46	361	203	153	149	99	60	44	248	104	361
	13%	21%	14%	12%	11%	8%	11%	13%	15%	11%	19%	12%	10%	8%	16%	9%	13%
		bcdefg	e					e	b		bcdfg	df			cdfg		df
Scotland	244	36	38	47	46	38	39	244	118	123	54	81	59	50	135	109	244
	9%	8%	8%	9%	9%	9%	9%	9%	9%	9%	7%	10%	10%	9%	9%	9%	9%

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

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

NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Wales	137	19	27	23	22	22	24	137	61	76	33	43	18	42	76	61	137
	5%	4%	5%	5%	4%	5%	6%	5%	5%	5%	4%	5%	3%	7%	5%	5%	5%
														aceg			
Northern Ireland	76	10	11	13	14	12	17	76	36	39	14	23	15	24	36	39	76
	3%	2%	2%	3%	3%	3%	4%	3%	3%	3%	2%	3%	2%	4%	2%	3%	3%
														ae			

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

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
North East	118	118	-	-	-	118	111	7	25	93	118	48	44	24	118
	4%	5%	-%	-%	-%	4%	4%	2%	5%	4%	4%	6%	4%	3%	4%
		bcd				bcd						bc			
Yorkshire and Humberside	221	221	-	-	-	221	197	24	40	182	221	65	96	60	221
	8%	9%	-%	-%	-%	8%	8%	7%	9%	8%	8%	8%	8%	8%	8%
		bcd				bcd									
North West	330	330	-	-	-	330	309	20	65	265	330	109	134	80	330
	12%	14%	-%	-%	-%	12%	13%	6%	14%	11%	12%	14%	11%	11%	12%
		bcde				bcd	b								
West Midlands	281	281	-	-	-	281	253	27	49	232	281	78	128	68	281
	10%	12%	-%	-%	-%	10%	10%	8%	11%	10%	10%	10%	10%	9%	10%
		bcd				bcd									
East Midlands	201	201	-	-	-	201	164	37	35	167	201	71	82	48	201
	7%	9%	-%	-%	-%	7%	7%	11%	8%	7%	7%	9%	7%	6%	7%
		bcd				bcd		a							
East of England	209	209	-	-	-	209	162	46	25	183	209	48	95	64	209
	7%	9%	-%	-%	-%	7%	7%	14%	6%	8%	7%	6%	8%	8%	7%
		bcd				bcd		a							
South West	231	231	-	-	-	231	197	33	33	198	231	59	95	76	231
	8%	10%	-%	-%	-%	8%	8%	10%	7%	8%	8%	7%	8%	10%	8%
		bcd				bcd									
South East	392	392	-	-	-	392	337	55	57	335	392	92	200	97	392
	14%	17%	-%	-%	-%	14%	14%	17%	13%	14%	14%	12%	16%	13%	14%
		bcde				bcd							a		
London	361	361	-	-	-	361	355	6	63	298	361	90	153	114	361
	13%	15%	-%	-%	-%	13%	14%	2%	14%	13%	13%	11%	13%	15%	13%
		bcde				bcd	b								

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

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Scotland	244	-	244	-	-	244	209	35	35	208	244	63	107	71	244
	9%	-%	100%	-%	-%	9%	8%	11%	8%	9%	9%	8%	9%	9%	9%
			acde			acd									
Wales	137	-	-	137	-	137	111	26	15	122	137	41	57	39	137
	5%	-%	-%	100%	-%	5%	4%	8%	3%	5%	5%	5%	5%	5%	5%
				abde		abd		a							
Northern Ireland	76	-	-	-	76	76	63	13	14	62	76	22	34	18	76
	3%	-%	-%	-%	100%	3%	3%	4%	3%	3%	3%	3%	3%	2%	3%
					abce	abc									

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

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

NATION/ REGION

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
North East	118	24	46	21
	4%	5%	4%	3%
Yorkshire and Humberside	221	39	110	39
	8%	8%	10%	6%
			c	
North West	330	57	125	84
	12%	11%	11%	14%
West Midlands	281	61	125	45
	10%	12%	11%	7%
		c	c	
East Midlands	201	35	83	51
	7%	7%	7%	8%
East of England	209	44	83	34
	7%	9%	7%	6%
South West	231	40	114	33
	8%	8%	10%	5%
			c	
South East	392	66	154	103
	14%	13%	13%	17%
London	361	54	108	113
	13%	11%	9%	18%
				ab
Scotland	244	38	104	53
	9%	8%	9%	9%
Wales	137	20	63	26
	5%	4%	5%	4%

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.

NATION/ REGION

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
		a	b	c
Significance Level: 95%				
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Northern Ireland	76	21	29	15
	3%	4%	3%	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.

URBANITY

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Urban	2470	398	465	452	461	362	331	2470	1201	1230	673	716	533	525	1389	1057	2470
	88%	93%	93%	90%	90%	84%	77%	88%	90%	87%	87%	89%	87%	90%	88%	89%	88%
		efg	efg	ef	ef	f		f									
Rural	330	31	35	48	53	67	97	330	139	188	104	87	77	57	190	135	330
	12%	7%	7%	10%	10%	16%	23%	12%	10%	13%	13%	11%	13%	10%	12%	11%	12%
						abcd	abcdeg	ab									

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

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

URBANITY

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Urban	2470	2088	209	111	63	2470	2470	-	409	2061	2470	680	1080	683	2470
	88%	89%	86%	81%	83%	88%	100%	-%	90%	88%	88%	87%	88%	90%	88%
		cd				cd	b								
Rural	330	256	35	26	13	330	-	330	45	284	330	106	144	75	330
	12%	11%	14%	19%	17%	12%	-%	100%	10%	12%	12%	13%	12%	10%	12%
				ae	ae			a							

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

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

URBANITY

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Urban	2470	454	994	532
	88%	91%	87%	86%
		c		
Rural	330	45	148	88
	12%	9%	13%	14%
				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.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
A	177	37	41	33	30	14	22	177	108	67	177	-	-	-	177	-	177
	6%	9%	8%	7%	6%	3%	5%	6%	8%	5%	23%	-%	-%	-%	11%	-%	6%
		e	e	e				e	b		bcdefg				bcdfg		bcdf
B	600	66	103	92	116	98	124	600	321	272	600	-	-	-	600	-	600
	21%	15%	21%	18%	23%	23%	29%	21%	24%	19%	77%	-%	-%	-%	38%	-%	21%
					a	a	abcg	a	b		bcdefg				bcdfg		bcdf
C1	803	115	147	155	154	121	110	803	364	430	-	803	-	-	803	-	803
	29%	27%	29%	31%	30%	28%	26%	29%	27%	30%	-%	100%	-%	-%	51%	-%	29%
												acdefg			acdfg		acdf
C2	610	106	114	111	117	92	70	610	293	311	-	-	610	-	-	610	610
	22%	25%	23%	22%	23%	21%	16%	22%	22%	22%	-%	-%	100%	-%	-%	51%	22%
		f	f	f	f			f					abdefg			abdeg	abde
D	290	48	48	66	48	50	29	290	144	140	-	-	-	290	-	290	290
	10%	11%	10%	13%	9%	12%	7%	10%	11%	10%	-%	-%	-%	50%	-%	24%	10%
		f		f		f		f						abcefg		abceg	abce
E	293	36	46	39	47	53	72	293	98	188	-	-	-	293	-	293	293
	10%	8%	9%	8%	9%	12%	17%	10%	7%	13%	-%	-%	-%	50%	-%	25%	10%
							abcdg			a				abcefg		abceg	abce
Don't know	28	20	1	4	2	1	1	28	13	11	-	-	-	-	-	-	28
	1%	5%	*%	1%	*%	*%	*%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%
		bcdefg															abdef

SUMMARY CODES

AB	776	103	144	126	146	112	146	776	429	338	776	-	-	-	776	-	776
	28%	24%	29%	25%	28%	26%	34%	28%	32%	24%	100%	-%	-%	-%	49%	-%	28%
							aceg		b		bcdefg				bcdfg		bcdf
C1C2	1413	222	261	266	271	213	181	1413	656	741	-	803	610	-	803	610	1413
	50%	52%	52%	53%	53%	50%	42%	50%	49%	52%	-%	100%	100%	-%	51%	51%	50%
		f	f	f	f	f		f				adefg	adefg		ad	ad	ad
DE	582	84	94	105	95	103	101	582	242	328	-	-	-	582	-	582	582
	21%	20%	19%	21%	18%	24%	24%	21%	18%	23%	-%	-%	-%	100%	-%	49%	21%
										a				abcefg		abceg	abce

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
A	177 6%	153 7%	13 5%	8 6%	3 3%	177 6%	163 7%	14 4%	25 5%	152 6%	177 6%	35 4%	76 6%	65 9% a	177 6%
B	600 21%	522 22% d	41 17%	25 18%	11 14%	600 21% d	510 21%	89 27% a	51 11%	548 23% a	600 21% a	154 20%	251 21%	193 25% abd	600 21%
C1	803 29%	657 28%	81 33%	43 31%	23 30%	803 29%	716 29%	87 26%	120 26%	683 29%	803 29%	210 27%	351 29%	236 31%	803 29%
C2	610 22%	518 22% c	59 24% c	18 13%	15 19%	610 22% c	533 22%	77 23%	121 27% b	489 21%	610 22%	163 21%	284 23%	157 21%	610 22%
D	290 10%	235 10%	25 10%	20 14%	10 13%	290 10%	264 11%	26 8%	59 13%	230 10%	290 10%	92 12%	122 10%	67 9%	290 10%
E	293 10%	231 10%	25 10%	23 17% ae	14 19% abe	293 10%	261 11%	32 10%	69 15% bc	223 10%	293 10%	120 15% bcd	125 10% c	38 5%	293 10% c
Don't know	28 1%	27 1%	- -%	* *%	1 1%	28 1%	24 1%	5 1%	9 2%	19 1%	28 1%	11 1%	14 1%	3 *%	28 1%
SUMMARY CODES															
AB	776 28%	675 29% bd	54 22%	33 24%	14 18%	776 28% d	673 27%	104 31%	76 17%	700 30% a	776 28% a	189 24%	328 27%	258 34% abd	776 28%
C1C2	1413 50%	1174 50%	140 57% ac	61 45%	38 50%	1413 50%	1249 51%	164 50%	241 53%	1172 50%	1413 50%	373 47%	635 52%	394 52%	1413 50%
DE	582 21%	466 20%	50 20%	42 31% abe	24 32% abe	582 21%	525 21%	57 17%	128 28% bc	454 19%	582 21%	213 27% bcd	247 20% c	105 14%	582 21% c

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
A	177	24	39	82
	6%	5%	3%	13%
				ab
B	600	47	230	234
	21%	9%	20%	38%
			a	ab
C1	803	98	385	190
	29%	20%	34%	31%
			a	a
C2	610	116	274	95
	22%	23%	24%	15%
		c	c	
D	290	93	123	15
	10%	19%	11%	2%
		bc	c	
E	293	118	88	4
	10%	24%	8%	1%
		bc	c	
Don't know	28	1	2	-
	1%	*%	*%	-%
SUMMARY CODES				
AB	776	72	269	316
	28%	14%	24%	51%
			a	ab
C1C2	1413	215	659	285
	50%	43%	58%	46%
			ac	

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.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
DE	582	212	211	18
	21%	42%	19%	3%
		bc	c	

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.

RESPONDENT'S AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
16-24 years	429	429	-	-	-	-	-	429	205	201	103	115	106	84	218	190	429
	15%	100%	-%	-%	-%	-%	-%	15%	15%	14%	13%	14%	17%	14%	14%	16%	15%
		bcdefg						bcdef									
25-34 years	500	-	500	-	-	-	-	500	244	247	144	147	114	94	291	207	500
	18%	-%	100%	-%	-%	-%	-%	18%	18%	17%	19%	18%	19%	16%	18%	17%	18%
			acdefg					acdef									
35-44 years	500	-	-	500	-	-	-	500	234	260	126	155	111	105	281	216	500
	18%	-%	-%	100%	-%	-%	-%	18%	17%	18%	16%	19%	18%	18%	18%	18%	18%
				abdefg				abdef									
45-54 years	514	-	-	-	514	-	-	514	244	269	146	154	117	95	300	212	514
	18%	-%	-%	-%	100%	-%	-%	18%	18%	19%	19%	19%	19%	16%	19%	18%	18%
					abcefg			abcef									
55-64 years	429	-	-	-	-	429	-	429	212	214	112	121	92	103	233	195	429
	15%	-%	-%	-%	-%	100%	-%	15%	16%	15%	14%	15%	15%	18%	15%	16%	15%
						abcdfg		abcdf									
65+	429	-	-	-	-	-	429	429	202	226	146	110	70	101	256	172	429
	15%	-%	-%	-%	-%	-%	100%	15%	15%	16%	19%	14%	12%	17%	16%	14%	15%
							abcdeg	abcde			bcf			c	c		
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g																	

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

RESPONDENT'S AGE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
16-24 years	429	364	36	19	10	429	398	31	91	338	429	102	205	121	429
	15%	16%	15%	14%	13%	15%	16%	9%	20%	14%	15%	13%	17%	16%	15%
							b		b						
25-34 years	500	424	38	27	11	500	465	35	91	409	500	96	221	181	500
	18%	18%	16%	20%	15%	18%	19%	11%	20%	17%	18%	12%	18%	24%	18%
							b						a	abd	a
35-44 years	500	418	47	23	13	500	452	48	106	394	500	114	213	170	500
	18%	18%	19%	17%	17%	18%	18%	14%	23%	17%	18%	15%	17%	22%	18%
									bc					abd	
45-54 years	514	432	46	22	14	514	461	53	89	426	514	135	212	161	514
	18%	18%	19%	16%	18%	18%	19%	16%	19%	18%	18%	17%	17%	21%	18%
55-64 years	429	356	38	22	12	429	362	67	55	374	429	142	180	97	429
	15%	15%	16%	16%	16%	15%	15%	20%	12%	16%	15%	18%	15%	13%	15%
							a					c			
65+	429	350	39	24	17	429	331	97	23	405	429	196	191	28	429
	15%	15%	16%	17%	22%	15%	13%	30%	5%	17%	15%	25%	16%	4%	15%
					ae		a			a	a	bcd	c		c

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

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

RESPONDENT'S AGE

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
16-24 years	429	103	104	59
	15%	21%	9%	9%
		bc		
25-34 years	500	109	193	101
	18%	22%	17%	16%
		b		
35-44 years	500	116	212	92
	18%	23%	19%	15%
		c		
45-54 years	514	78	224	136
	18%	16%	20%	22%
				a
55-64 years	429	63	193	117
	15%	13%	17%	19%
				a
65+	429	31	217	116
	15%	6%	19%	19%
			a	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.

RESPONDENT'S GENDER

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Man (AMENDED AT WAVE 2)	1341	205	244	234	244	212	202	1341	1341	-	429	364	293	242	793	535	1341
	48%	48%	49%	47%	48%	49%	47%	48%	100%	-%	55%	45%	48%	42%	50%	45%	48%
									b		bcdfg				df		d
Woman (AMENDED AT WAVE 2)	1418	201	247	260	269	214	226	1418	-	1418	338	430	311	328	769	639	1418
	51%	47%	49%	52%	52%	50%	53%	51%	-%	100%	44%	54%	51%	56%	49%	54%	51%
										a		a	a	aeg	ae		a
Non-binary (ADDED AT WAVE 2)	26	15	5	5	1	-	-	26	-	-	8	4	6	7	13	13	26
	1%	3%	1%	1%	*%	-%	-%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%
		cdefg	f	f													
Prefer to use another term	6	5	-	-	-	1	-	6	-	-	-	-	*	1	-	1	6
	*%	1%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	*%	*%
		cfg															
Prefer not to say	10	4	4	*	-	2	*	10	-	-	-	5	-	4	5	4	10
	*%	1%	1%	*%	-%	*%	*%	*%	-%	-%	-%	1%	-%	1%	*%	*%	*%

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

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

RESPONDENT'S GENDER

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Man (AMENDED AT WAVE 2)	1341	1126	118	61	36	1341	1201	139	187	1154	1341	357	601	373	1341
	48%	48%	48%	45%	47%	48%	49%	42%	41%	49%	48%	45%	49%	49%	48%
										a	a				
Woman (AMENDED AT WAVE 2)	1418	1180	123	76	39	1418	1230	188	258	1160	1418	421	603	372	1418
	51%	50%	51%	55%	52%	51%	50%	57%	57%	49%	51%	54%	49%	49%	51%
								a	b						
Non-binary (ADDED AT WAVE 2)	26	24	2	*	*	26	25	1	3	23	26	2	12	12	26
	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%	2%	1%
														a	
Prefer to use another term	6	5	-	-	1	6	5	1	3	3	6	3	1	2	6
	*%	*%	-%	-%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
Prefer not to say	10	9	1	*	*	10	10	1	5	6	10	3	6	*	10
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%
									b						

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

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

RESPONDENT'S GENDER

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Man (AMENDED AT WAVE 2)	1341	211	548	359
	48%	42%	48%	58%
				ab
Woman (AMENDED AT WAVE 2)	1418	277	581	259
	51%	56%	51%	42%
		c	c	
Non-binary (ADDED AT WAVE 2)	26	6	9	2
	1%	1%	1%	*%
Prefer to use another term	6	*	-	-
	*%	*%	-%	-%
Prefer not to say	10	3	3	-
	*%	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.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
In full time employment	1321	143	343	306	313	195	21	1321	815	501	479	433	300	103	912	403	1321
	47%	33%	69%	61%	61%	46%	5%	47%	61%	35%	62%	54%	49%	18%	58%	34%	47%
		f	acdefg	aefg	aefg	af		af	b		bcdg	dfg	df		cdg	d	df
In part time employment	492	90	80	106	92	87	37	492	155	323	107	133	135	116	241	251	492
	18%	21%	16%	21%	18%	20%	9%	18%	12%	23%	14%	17%	22%	20%	15%	21%	18%
		f	f	f	f	f		f		a			abeg	ae		abeg	a
Retired	411	-	2	-	11	47	350	411	189	222	144	114	61	91	259	152	411
	15%	-%	*%	-%	2%	11%	82%	15%	14%	16%	19%	14%	10%	16%	16%	13%	15%
					ac	abcd	abcdeg	abcd			bcdg			c	cf		c
Full-time responsibility for home/ family	188	19	22	40	61	38	7	188	19	166	19	19	60	90	38	150	188
	7%	4%	4%	8%	12%	9%	2%	7%	1%	12%	2%	2%	10%	15%	2%	13%	7%
		f	f	f	abfg	abf		f		a			abeg	abceg		abeg	abe
Unemployed	178	30	43	33	24	43	6	178	84	90	9	17	20	131	26	151	178
	6%	7%	9%	7%	5%	10%	1%	6%	6%	6%	1%	2%	3%	23%	2%	13%	6%
		f	f	f	f	dfg		f					a	abcefg		abceg	abce
A student	142	131	5	4	1	-	-	142	53	80	13	79	28	16	92	44	142
	5%	31%	1%	1%	*%	-%	-%	5%	4%	6%	2%	10%	5%	3%	6%	4%	5%
		bcdg	f					bcdg				acdefg	a		adf	a	ad
Other	58	12	4	8	9	17	7	58	20	32	5	8	6	30	13	37	58
	2%	3%	1%	2%	2%	4%	2%	2%	1%	2%	1%	1%	1%	5%	1%	3%	2%
						bg								abcefg		abce	ae
Prefer not to say	10	3	1	2	2	1	*	10	5	4	-	-	*	4	-	5	10
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	-%	*%	*%
														be		e	

SUMMARY CODES

WORKING	1813	232	423	412	405	283	58	1813	971	823	586	566	435	219	1152	654	1813
	65%	54%	85%	82%	79%	66%	13%	65%	72%	58%	75%	71%	71%	38%	73%	55%	65%
		f	aefg	aefg	aefg	af		af	b		dfg	dfg	dfg		dfg	d	df

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
NOT WORKING	977	193	76	85	107	145	371	977	365	590	191	237	175	359	427	534	977
	35%	45%	15%	17%	21%	34%	87%	35%	27%	42%	25%	29%	29%	62%	27%	45%	35%
		bcd				bcd	abcdeg	bcd		a				abcefg		abceg	abce

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
In full time employment	1321	1114	119	59	29	1321	1207	114	205	1116	1321	277	577	460	1321
	47%	48%	49%	43%	38%	47%	49%	35%	45%	48%	47%	35%	47%	61%	47%
		d	d			d	b						a	abd	a
In part time employment	492	419	40	19	13	492	430	62	99	394	492	134	204	150	492
	18%	18%	17%	14%	18%	18%	17%	19%	22%	17%	18%	17%	17%	20%	18%
									b						
Retired	411	340	36	23	13	411	313	99	27	384	411	186	186	28	411
	15%	14%	15%	17%	17%	15%	13%	30%	6%	16%	15%	24%	15%	4%	15%
								a		a	a	bcd	c		c
Full-time responsibility for home/ family	188	156	18	7	7	188	165	23	43	145	188	59	85	38	188
	7%	7%	7%	5%	9%	7%	7%	7%	9%	6%	7%	8%	7%	5%	7%
									b						
Unemployed	178	139	14	19	7	178	169	9	43	135	178	63	82	31	178
	6%	6%	6%	14%	9%	6%	7%	3%	9%	6%	6%	8%	7%	4%	6%
				abe			b		b			c	c		c
A student	142	121	11	5	4	142	130	11	27	114	142	41	58	42	142
	5%	5%	5%	4%	5%	5%	5%	3%	6%	5%	5%	5%	5%	6%	5%
Other	58	46	5	5	2	58	50	8	8	51	58	22	24	10	58
	2%	2%	2%	4%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%
Prefer not to say	10	8	-	*	1	10	5	4	4	6	10	3	6	-	10
	*%	*%	-%	*%	2%	*%	*%	1%	1%	*%	*%	*%	1%	-%	*%
					ae			a							
SUMMARY CODES															
WORKING	1813	1534	160	78	42	1813	1637	176	303	1510	1813	412	781	610	1813
	65%	65%	65%	57%	56%	65%	66%	53%	67%	64%	65%	52%	64%	80%	65%
		cd	d			d	b						a	abd	a

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
NOT WORKING	977	802	84	59	32	977	828	150	148	830	977	371	436	149	977
	35%	34%	35%	43%	43%	35%	34%	45%	33%	35%	35%	47%	36%	20%	35%
				a	ae			a				bcd	c		c

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
In full time employment	1321	155	556	416
	47%	31%	49%	67%
			a	ab
In part time employment	492	128	217	64
	18%	26%	19%	10%
		bc	c	
Retired	411	32	222	99
	15%	6%	19%	16%
			a	a
Full-time responsibility for home/ family	188	65	66	19
	7%	13%	6%	3%
		bc	c	
Unemployed	178	79	39	4
	6%	16%	3%	1%
		bc	c	
A student	142	35	24	10
	5%	7%	2%	2%
		bc		
Other	58	5	17	8
	2%	1%	2%	1%
Prefer not to say	10	1	1	-
	*%	*%	*%	-%

SUMMARY CODES

WORKING	1813	283	772	479
	65%	57%	68%	77%
			a	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.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
NOT WORKING	977	215	369	140
	35%	43%	32%	23%
		bc	c	

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.

FURLOUGH STATUS - And are you currently on furlough? (SINGLE CODE)

Base : All respondents in full or part time employment

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1645	200	360	401	339	267	78	1645	868	764	496	538	325	282	1034	607	1645
Effective Weighted Sample	1140	137	254	286	233	189	52	1140	606	525	356	372	239	191	727	410	1140
Total	1813	232	423	412	405	283	58	1813	971	823	586	566	435	219	1152	654	1813
Yes	151	20	73	35	18	4	**	151	99	45	80	22	33	15	102	49	151
	8%	9%	17%	8%	5%	2%	**	8%	10%	5%	14%	4%	8%	7%	9%	7%	8%
		e	acdeg	e				de	b		bcdefg		b		b	b	b
No	1625	194	340	375	381	278	**	1625	850	765	492	538	385	203	1030	588	1625
	90%	84%	80%	91%	94%	98%	**	90%	88%	93%	84%	95%	89%	92%	89%	90%	90%
				ab	abg	abcdg		ab		a		acefg		a	a	a	a
Don't know	33	18	7	3	5	-	**	33	19	14	14	6	12	1	19	14	33
	2%	8%	2%	1%	1%	-%	**	2%	2%	2%	2%	1%	3%	1%	2%	2%	2%
		bcdeg															
Prefer not to say	4	-	4	-	-	-	**	4	4	-	-	-	4	-	-	4	4
	*%	-%	1%	-%	-%	-%	**	*%	*%	-%	-%	-%	1%	-%	-%	1%	*%
													e				

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

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

FURLOUGH STATUS - And are you currently on furlough? (SINGLE CODE)

Base : All respondents in full or part time employment

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1645	1152	165	160	168	1645	1466	179	245	1400	1645	328	733	577	1645
Effective Weighted Sample	1140	904	127	91	109	1140	1024	117	164	981	1140	225	501	416	1140
Total	1813	1534	160	78	42	1813	1637	176	303	1510	1813	412	781	610	1813
Yes	151	139	5	5	2	151	147	4	24	127	151	31	67	54	151
	8%	9%	3%	6%	5%	8%	9%	3%	8%	8%	8%	7%	9%	9%	8%
		b				b	b								
No	1625	1362	155	69	39	1625	1457	169	264	1361	1625	365	695	555	1625
	90%	89%	97%	89%	93%	90%	89%	96%	87%	90%	90%	89%	89%	91%	90%
			ace				a								
Don't know	33	29	-	4	1	33	31	3	15	19	33	16	16	2	33
	2%	2%	-%	5%	2%	2%	2%	1%	5%	1%	2%	4%	2%	-%	2%
				b					bc			c	c		c
Prefer not to say	4	4	-	-	-	4	4	-	-	4	4	-	4	-	4
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

FURLOUGH STATUS - And are you currently on furlough? (SINGLE CODE)

Base : All respondents in full or part time employment

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1645	236	694	449
Effective Weighted Sample	1140	169	474	310
Total	1813	283	772	479
Yes	151	36	78	23
	8%	13%	10%	5%
		c	c	
No	1625	237	685	449
	90%	84%	89%	94%
				ab
Don't know	33	10	10	4
	2%	3%	1%	1%
		c		
Prefer not to say	4	-	-	4
	*0%	-%	-%	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
None	26	5	3	4	4	6	3	26	5	21	5	-	-	21	5	21	26
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	-%	-%	4%	*%	2%	1%
										a				abcefg		bce	be
Up to 2 hours	116	31	22	16	21	7	20	116	56	59	29	30	12	37	59	49	116
	4%	7%	4%	3%	4%	2%	5%	4%	4%	4%	4%	4%	2%	6%	4%	4%	4%
		ceg	e				e	e						bceg			
3 to 5 hours	355	70	67	57	59	35	66	355	152	193	95	52	100	102	147	202	355
	13%	16%	13%	11%	12%	8%	15%	13%	11%	14%	12%	7%	16%	17%	9%	17%	13%
		e	e				e	e			b		be	abeg	b	abeg	be
6 to 8 hours	279	52	51	47	42	37	50	279	119	156	77	75	69	56	152	125	279
	10%	12%	10%	9%	8%	9%	12%	10%	9%	11%	10%	9%	11%	10%	10%	11%	10%
9 to 11 hours	311	45	39	71	64	44	48	311	132	177	67	108	75	59	175	134	311
	11%	10%	8%	14%	12%	10%	11%	11%	10%	12%	9%	13%	12%	10%	11%	11%	11%
				b								a					
12 to 15 hours	189	16	29	27	33	30	55	189	95	94	57	59	41	32	116	73	189
	7%	4%	6%	5%	6%	7%	13%	7%	7%	7%	7%	7%	7%	6%	7%	6%	7%
							abcdeg	a									
16 to 22 hours	307	14	45	61	57	57	72	307	151	154	95	94	63	56	188	118	307
	11%	3%	9%	12%	11%	13%	17%	11%	11%	11%	12%	12%	10%	10%	12%	10%	11%
			a	a	a	a	abdg	a									
23 to 30 hours	514	73	103	84	92	102	60	514	273	237	151	169	109	84	320	193	514
	18%	17%	21%	17%	18%	24%	14%	18%	20%	17%	19%	21%	18%	14%	20%	16%	18%
			f			acfg		f	b		d	df			df		d
Over 30 hours	660	114	139	128	125	106	48	660	342	299	197	202	127	127	399	254	660
	24%	27%	28%	26%	24%	25%	11%	24%	26%	21%	25%	25%	21%	22%	25%	21%	24%
		f	f	f	f	f		f	b						f		
Don't know/ unsure	44	9	3	4	17	6	6	44	15	27	5	14	14	9	19	23	44
	2%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%
					bcg								a				

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
SUMMARY CODES																	
0 to 8 hours	775	158	142	125	126	85	139	775	333	430	205	157	181	216	362	397	775
	28%	37%	28%	25%	25%	20%	32%	28%	25%	30%	26%	20%	30%	37%	23%	33%	28%
		bcdeg	e				cde	e		a	b		be	abceg		abeg	be
9 to 22 hours	807	75	113	159	154	130	176	807	378	425	218	261	178	147	479	325	807
	29%	17%	23%	32%	30%	30%	41%	29%	28%	30%	28%	33%	29%	25%	30%	27%	29%
				ab	ab	ab	abcdeg	ab				df			d		
23+ hours	1174	187	242	212	217	208	108	1174	615	536	348	371	236	211	719	447	1174
	42%	44%	48%	42%	42%	49%	25%	42%	46%	38%	45%	46%	39%	36%	45%	37%	42%
		f	fg	f	f	fg		f	b		df	cdf			cdf		df

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
None	26 1%	20 1%	- -%	3 2% b	3 3% abe	26 1%	21 1%	5 1%	13 3% bc	13 1%	26 1%	16 2% bcd	2 *% c	4 1% c	26 1% b
Up to 2 hours	116 4%	108 5% b	4 1%	2 1%	3 4%	116 4%	101 4%	15 5%	36 8% bc	80 3%	116 4%	71 9% bcd	29 2% c	11 1% c	116 4% bc
3 to 5 hours	355 13%	309 13% b	17 7%	19 14% b	10 14% b	355 13% b	315 13%	39 12%	100 22% bc	255 11%	355 13%	172 22% bcd	147 12% c	32 4% c	355 13% c
6 to 8 hours	279 10%	240 10%	21 9%	11 8%	7 9%	279 10%	240 10%	40 12%	44 10%	235 10%	279 10%	104 13% cd	136 11% c	35 5% c	279 10% c
9 to 11 hours	311 11%	277 12%	19 8%	9 7%	5 7%	311 11%	272 11%	38 12%	51 11%	260 11%	311 11%	81 10%	144 12% c	79 10% c	311 11% c
12 to 15 hours	189 7%	153 7%	19 8%	11 8%	5 7%	189 7%	162 7%	28 8%	23 5%	167 7%	189 7%	44 6%	103 8% c	40 5% c	189 7% c
16 to 22 hours	307 11%	241 10%	37 15% a	17 12%	12 15% a	307 11%	262 11%	44 13%	39 9%	268 11%	307 11%	82 10%	144 12% c	80 11% c	307 11% c
23 to 30 hours	514 18%	424 18%	52 21%	24 17%	14 19%	514 18%	453 18%	61 18%	57 13%	457 19% a	514 18% a	85 11%	235 19% a	193 25% abd	514 18% a
Over 30 hours	660 24%	531 23%	73 30% ade	41 30%	16 21%	660 24%	601 24% b	59 18%	84 19%	576 25% a	660 24%	112 14%	266 22% a	279 37% abd	660 24% a
Don't know/ unsure	44 2%	41 2%	2 1%	* *% c	1 1%	44 2%	43 2%	1 *% c	8 2%	36 2%	44 2%	20 3% c	18 1% c	5 1% c	44 2% c

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
SUMMARY CODES															
0 to 8 hours	775	676	42	35	23	775	677	99	193	583	775	362	314	82	775
	28%	29%	17%	25%	30%	28%	27%	30%	42%	25%	28%	46%	26%	11%	28%
		b			b	b			bc			bcd	c		c
9 to 22 hours	807	671	76	37	22	807	696	110	112	694	807	207	391	200	807
	29%	29%	31%	27%	29%	29%	28%	33%	25%	30%	29%	26%	32%	26%	29%
													ac		
23+ hours	1174	954	125	65	30	1174	1054	120	142	1032	1174	197	500	472	1174
	42%	41%	51%	47%	40%	42%	43%	36%	31%	44%	42%	25%	41%	62%	42%
			ade							a	a		a	abd	a

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
None	26	6	-	5
	1%	1%	-%	1%
		b		b
Up to 2 hours	116	17	43	14
	4%	3%	4%	2%
3 to 5 hours	355	75	112	76
	13%	15%	10%	12%
		b		
6 to 8 hours	279	46	124	59
	10%	9%	11%	9%
9 to 11 hours	311	50	129	74
	11%	10%	11%	12%
12 to 15 hours	189	28	86	49
	7%	6%	8%	8%
16 to 22 hours	307	46	135	82
	11%	9%	12%	13%
23 to 30 hours	514	86	228	116
	18%	17%	20%	19%
Over 30 hours	660	140	274	140
	24%	28%	24%	23%
Don't know/ unsure	44	5	11	4
	2%	1%	1%	1%
SUMMARY CODES				
0 to 8 hours	775	144	279	155
	28%	29%	24%	25%

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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
9 to 22 hours	807	124	350	205
	29%	25%	31%	33%
				a
23+ hours	1174	226	502	256
	42%	45%	44%	41%

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.

S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)

Base : All respondents who go online at least weekly

		AGE							GENDER		SEG							
		Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%			a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total		2950	428	449	525	465	469	614	2950	1404	1508	750	854	502	821	1604	1323	2950
Effective Weighted Sample		1921	280	303	358	304	319	398	1921	917	980	511	575	355	508	1084	824	1921
Total		2731	415	494	492	493	417	420	2731	1321	1370	766	790	596	552	1556	1148	2731
1	(1.0)	42 2%	3 1%	1 *%	2 *%	5 1%	2 1%	28 7%	42 2%	13 1%	26 2%	6 1%	4 *%	10 2%	20 4%	10 1%	29 3%	42 2%
		abcdeg							abeg							abe		be
2	(2.0)	68 2%	2 *%	1 *%	3 1%	17 4%	10 2%	35 8%	68 2%	27 2%	41 3%	23 3%	23 3%	5 1%	16 3%	46 3%	21 2%	68 2%
		abc							ab	abcdeg	abc	c	c	c	c	c		
3	(3.0)	101 4%	3 1%	8 2%	16 3%	10 2%	24 6%	41 10%	101 4%	49 4%	52 4%	29 4%	30 4%	20 3%	22 4%	59 4%	42 4%	101 4%
									abd	abcdeg	a							
4	(4.0)	109 4%	12 3%	9 2%	13 3%	14 3%	21 5%	41 10%	109 4%	43 3%	65 5%	32 4%	25 3%	32 5%	21 4%	56 4%	53 5%	109 4%
									b	abcdeg								
5	(5.0)	187 7%	25 6%	17 3%	24 5%	33 7%	38 9%	50 12%	187 7%	92 7%	93 7%	53 7%	55 7%	37 6%	39 7%	108 7%	76 7%	187 7%
									bc	abcdg	b							
6	(6.0)	281 10%	39 10%	44 9%	48 10%	52 11%	53 13%	45 11%	281 10%	133 10%	140 10%	64 8%	75 9%	54 9%	84 15%	138 9%	138 12%	281 10%
									abceg							ae		
7	(7.0)	417 15%	61 15%	62 12%	68 14%	89 18%	66 16%	71 17%	417 15%	209 16%	206 15%	115 15%	137 17%	81 14%	78 14%	252 16%	159 14%	417 15%
8	(8.0)	570 21%	89 22%	105 21%	115 23%	100 20%	106 25%	55 13%	570 21%	273 21%	289 21%	145 19%	181 23%	146 24%	93 17%	326 21%	239 21%	570 21%
									f	f	f		d	d				d
9	(9.0)	501 18%	100 24%	121 25%	105 21%	91 19%	51 12%	32 8%	501 18%	256 19%	238 17%	161 21%	140 18%	120 20%	77 14%	302 19%	197 17%	501 18%
									efg	efg	ef	f	d	d		d		d
10	(10.0)	455 17%	81 19%	126 26%	98 20%	82 17%	46 11%	22 5%	455 17%	226 17%	220 16%	140 18%	119 15%	91 15%	103 19%	259 17%	194 17%	455 17%
									ef	defg	ef	f						

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

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

S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)

Base : All respondents who go online at least weekly

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2950	428	449	525	465	469	614	2950	1404	1508	750	854	502	821	1604	1323	2950
Effective Weighted Sample	1921	280	303	358	304	319	398	1921	917	980	511	575	355	508	1084	824	1921
Total	2731	415	494	492	493	417	420	2731	1321	1370	766	790	596	552	1556	1148	2731
Mean score	7.4	7.9	8.2	7.8	7.4	7.0	5.6	7.4	7.5	7.2	7.5	7.4	7.5	7.1	7.4	7.3	7.4
		defg	cdefg	defg	ef	f		ef	b		d	d	d		d		d
Standard deviation	2.19	1.78	1.71	1.91	2.10	2.09	2.54	2.19	2.11	2.26	2.19	2.08	2.09	2.41	2.14	2.26	2.19
Standard error	.04	.09	.08	.08	.10	.10	.10	.04	.06	.06	.08	.07	.09	.08	.05	.06	.04

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

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

S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)

Base : All respondents who go online at least weekly

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET				
		Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%			a	b	c	d	e	a	b	a	b	c	(1-4) a	(5-8) b	(9-13) c	d
Unweighted total		2950	2059	300	299	292	2950	2549	401	405	2545	2950	773	1351	797	2950
Effective Weighted Sample		1921	1506	221	140	181	1921	1678	244	259	1673	1921	484	870	552	1921
Total		2731	2282	242	134	72	2731	2407	324	434	2296	2731	749	1203	750	2731
1	(1.0)	42 2%	41 2% b	- -%	- -%	1 1%	42 2%	27 1%	15 5% a	4 1%	37 2%	42 2%	27 4% bcd	6 1%	2 *%	42 2% bc
2	(2.0)	68 2%	54 2%	3 1%	6 5%	5 7% abe	68 2%	59 2%	9 3%	11 2%	57 2%	68 2%	44 6% bcd	18 2% c	2 *%	68 2% c
3	(3.0)	101 4%	79 3%	12 5%	6 5%	4 5%	101 4%	74 3%	26 8% a	19 4%	82 4%	101 4%	53 7% bcd	29 2%	14 2%	101 4% c
4	(4.0)	109 4%	92 4%	10 4%	5 3%	2 3%	109 4%	91 4%	18 6%	15 4%	94 4%	109 4%	59 8% bcd	38 3% c	10 1%	109 4% c
5	(5.0)	187 7%	158 7%	13 6%	12 9%	3 4%	187 7%	159 7%	28 9%	26 6%	161 7%	187 7%	83 11% bcd	85 7% c	17 2%	187 7% c
6	(6.0)	281 10%	238 10%	25 10%	7 6%	10 13% c	281 10%	243 10%	38 12%	60 14% b	221 10%	281 10%	101 14% cd	141 12% c	38 5%	281 10% c
7	(7.0)	417 15%	349 15%	41 17%	15 11%	11 16%	417 15%	360 15%	57 18%	75 17%	342 15%	417 15%	131 17% c	202 17% c	82 11%	417 15% c
8	(8.0)	570 21%	482 21%	43 18%	28 21%	18 24%	570 21%	509 21%	62 19%	94 22%	477 21%	570 21%	108 14%	282 23% a	177 24% a	570 21% a
9	(9.0)	501 18%	421 18% d	50 21% d	22 17%	8 11%	501 18% d	463 19% b	38 12%	77 18%	424 18%	501 18%	80 11%	226 19% a	195 26% abd	501 18% a

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

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

S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)

Base : All respondents who go online at least weekly

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%	Total	a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2950	2059	300	299	292	2950	2549	401	405	2545	2950	773	1351	797	2950
Effective Weighted Sample	1921	1506	221	140	181	1921	1678	244	259	1673	1921	484	870	552	1921
Total	2731	2282	242	134	72	2731	2407	324	434	2296	2731	749	1203	750	2731
10	(10.0)	455	368	45	32	11	455	422	54	401	455	64	176	214	455
	17%	16%	18%	24%	15%	17%	18%	10%	13%	17%	17%	9%	15%	29%	17%
				ae			b			a			a	abd	a
Mean score	7.4	7.3	7.5	7.5	7.0	7.4	7.5	6.5	7.2	7.4	7.4	6.2	7.5	8.4	7.4
		d	d			d	b						a	abd	a
Standard deviation	2.19	2.19	2.04	2.33	2.39	2.19	2.14	2.45	2.09	2.21	2.19	2.43	1.92	1.62	2.19
Standard error	.04	.05	.12	.13	.14	.04	.04	.12	.10	.04	.04	.09	.05	.06	.04

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

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

S1A. What number from 1 to 10 best describes you, where 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific and 10 is someone who is always online for social media or messaging, watching online videos, finding information online and so on? (SINGLE CODE)

Base : All respondents who go online at least weekly

		FINANCIAL VULNERABILITY INDEX			
		Total	MOST	POTEN- TIALY	LEAST
Significance Level: 95%			a	b	c
Unweighted total		2950	533	1227	635
Effective Weighted Sample		1921	341	789	427
Total		2731	488	1131	610
1	(1.0)	42	4	17	10
		2%	1%	2%	2%
2	(2.0)	68	9	31	22
		2%	2%	3%	4%
3	(3.0)	101	5	51	30
		4%	1%	5%	5%
				a	a
4	(4.0)	109	13	45	23
		4%	3%	4%	4%
5	(5.0)	187	33	77	41
		7%	7%	7%	7%
6	(6.0)	281	63	106	64
		10%	13%	9%	11%
7	(7.0)	417	67	168	86
		15%	14%	15%	14%
8	(8.0)	570	90	248	134
		21%	18%	22%	22%
9	(9.0)	501	98	210	108
		18%	20%	19%	18%
10	(10.0)	455	105	177	93
		17%	22%	16%	15%
			bc		
Mean score		7.4	7.7	7.3	7.2
			bc		
Standard deviation		2.19	2.00	2.23	2.28
Standard error		.04	.09	.06	.09
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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
WhatsApp	2022	310	425	405	377	285	220	2022	896	1100	582	616	429	381	1198	809	2022
	72%	72%	85%	81%	73%	66%	51%	72%	67%	78%	75%	77%	70%	65%	76%	68%	72%
		f	defg	defg	f	f	ef			a	df	cdg			cdg		df
(Facebook) Messenger	1590	213	326	315	307	223	206	1590	668	897	412	450	347	367	862	714	1590
	57%	50%	65%	63%	60%	52%	48%	57%	50%	63%	53%	56%	57%	63%	55%	60%	57%
			defg	defg	af		af			a				abeg		ae	
Instagram (Direct)	1025	326	273	184	144	71	26	1025	444	551	316	290	221	179	606	399	1025
	37%	76%	55%	37%	28%	17%	6%	37%	33%	39%	41%	36%	36%	31%	38%	33%	37%
		bcdefg	cdg	def	ef	f		def		a	df				df		d
FaceTime	843	198	191	146	144	95	70	843	324	504	272	234	183	145	506	328	843
	30%	46%	38%	29%	28%	22%	16%	30%	24%	36%	35%	29%	30%	25%	32%	27%	30%
		bcdefg	cdg	ef	f	f		ef		a	bdfg				df		d
Snapchat	714	304	193	100	82	31	4	714	320	374	208	186	171	135	394	306	714
	26%	71%	39%	20%	16%	7%	1%	26%	24%	26%	27%	23%	28%	23%	25%	26%	26%
		bcdefg	cdg	ef	ef	f		cdef									
Zoom	671	97	134	129	115	100	96	671	325	337	272	184	142	70	456	212	671
	24%	23%	27%	26%	22%	23%	22%	24%	24%	24%	35%	23%	23%	12%	29%	18%	24%
											bcdefg	df	df		bcdefg	d	df
Microsoft Teams	639	136	156	117	133	72	25	639	302	318	242	228	94	65	470	159	639
	23%	32%	31%	23%	26%	17%	6%	23%	23%	22%	31%	28%	15%	11%	30%	13%	23%
		cefg	cefg	ef	ef	f		ef			cdg	cdg			cdg		cd
iMessage (by Apple)	505	139	129	79	88	44	27	505	196	300	181	123	119	78	304	196	505
	18%	32%	26%	16%	17%	10%	6%	18%	15%	21%	23%	15%	19%	13%	19%	16%	18%
		cdg	cdg	ef	ef	f		ef		a	bdfg		d		bd		d
Skype	480	62	117	84	82	75	59	480	270	203	209	117	89	60	325	149	480
	17%	15%	23%	17%	16%	18%	14%	17%	20%	14%	27%	15%	15%	10%	21%	12%	17%
			acdfg						b		bcdefg	d	d		bcdefg		df
Discord	260	125	75	28	24	6	3	260	153	96	90	69	59	34	160	93	260
	9%	29%	15%	6%	5%	1%	1%	9%	11%	7%	12%	9%	10%	6%	10%	8%	9%
		bcdefg	cdg	ef	ef			cdef	b		df		d		d		d

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Google Chat/ Google Meet/ Google Duo	229	44	70	50	41	18	6	229	124	100	99	46	57	25	145	82	229
	8%	10%	14%	10%	8%	4%	1%	8%	9%	7%	13%	6%	9%	4%	9%	7%	8%
		ef	defg	ef	ef	f		ef			bdefg		bd		bd	d	bd
Telegram	193	24	50	67	26	19	8	193	114	78	76	54	32	30	130	62	193
	7%	6%	10%	13%	5%	4%	2%	7%	9%	5%	10%	7%	5%	5%	8%	5%	7%
		f	adefg	adefg	f	f		f	b		cdfg				df		
Viber	139	28	48	28	19	9	7	139	86	52	57	20	38	18	78	56	139
	5%	6%	10%	6%	4%	2%	2%	5%	6%	4%	7%	3%	6%	3%	5%	5%	5%
		ef	cdefg	ef				ef	b		bdefg		bd		b	b	b
WeChat	111	21	48	23	14	3	2	111	61	48	50	23	27	11	73	38	111
	4%	5%	10%	5%	3%	1%	*%	4%	5%	3%	6%	3%	5%	2%	5%	3%	4%
		ef	acdefg	ef	f			ef			bdfg		d		d		d
Kik	107	32	37	19	14	5	1	107	50	50	40	20	25	22	60	47	107
	4%	7%	7%	4%	3%	1%	*%	4%	4%	4%	5%	2%	4%	4%	4%	4%	4%
		cdefg	cdefg	ef	f			ef			b						
Signal	72	17	28	16	3	4	2	72	48	23	29	21	13	9	49	21	72
	3%	4%	6%	3%	1%	1%	*%	3%	4%	2%	4%	3%	2%	2%	3%	2%	3%
		def	defg	def				df	b		df						
Slack	65	10	27	15	6	6	1	65	32	31	33	14	11	8	46	19	65
	2%	2%	5%	3%	1%	1%	*%	2%	2%	2%	4%	2%	2%	1%	3%	2%	2%
		f	defg	f				f			bcdfg						
Clubhouse (ADDED AT WAVE 2)	54	8	30	12	2	*	-	54	35	16	20	7	17	10	27	27	54
	2%	2%	6%	2%	*%	*%	-%	2%	3%	1%	3%	1%	3%	2%	2%	2%	2%
		ef	acdefg	def				ef	b		b		b				
I send messages, chat or make video/ voice calls on other apps/ sites	119	30	23	27	13	13	13	119	51	63	26	30	23	33	55	56	119
	4%	7%	5%	5%	2%	3%	3%	4%	4%	4%	3%	4%	4%	6%	4%	5%	4%
		defg		d										e			

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2621	426	497	491	478	382	348	2621	1236	1348	729	762	575	529	1491	1104	2621
	94%	99%	99%	98%	93%	89%	81%	94%	92%	95%	94%	95%	94%	91%	94%	93%	94%
		defg	defg	defg	f	f		ef		a		d			d		d
I do not send messages, chat or make video or voice calls on any apps/ sites	171	3	3	9	35	42	79	171	103	65	44	41	32	52	85	83	171
	6%	1%	1%	2%	7%	10%	18%	6%	8%	5%	6%	5%	5%	9%	5%	7%	6%
					abc	abcg	abcdeg	abc	b					bceg			
Don't know	8	-	-	-	2	5	2	8	2	5	3	*	3	1	3	4	8
	*%	-%	-%	-%	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
						cg											
Mean number of apps/ sites used (out of 19)	3.5	5.0	4.8	3.7	3.2	2.5	1.8	3.5	3.4	3.6	4.1	3.4	3.4	2.9	3.8	3.2	3.5
		cdefg	cdefg	def	ef	f		def		a	bcdefg	df	df		bcdfg	d	df
Standard deviation	2.64	2.60	3.00	2.57	2.32	1.99	1.53	2.64	2.70	2.57	2.88	2.36	2.69	2.46	2.65	2.59	2.64
Standard error	.05	.12	.14	.11	.11	.09	.06	.05	.07	.07	.10	.08	.12	.08	.07	.07	.05
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g																	

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
WhatsApp	2022 72%	1701 73%	163 67%	101 73%	58 77% b	2022 72%	1800 73%	222 67%	352 77% b	1670 71%	2022 72%	445 57%	916 75% a	651 86% abd	2022 72% a
(Facebook) Messenger	1590 57%	1286 55%	168 69% ae	89 65% a	47 62%	1590 57%	1407 57%	183 56%	264 58%	1327 57%	1590 57%	338 43%	715 58% a	525 69% abd	1590 57% a
Instagram (Direct)	1025 37%	861 37%	88 36%	49 36%	26 35%	1025 37%	930 38% b	95 29%	190 42% b	835 36%	1025 37%	151 19%	448 37% a	426 56% abd	1025 37% a
FaceTime	843 30%	696 30%	79 32%	46 34%	22 29%	843 30%	761 31%	83 25%	120 26%	723 31%	843 30%	146 19%	384 31% a	312 41% abd	843 30% a
Snapchat	714 26%	586 25%	71 29%	36 26%	21 28%	714 26%	663 27% b	52 16%	138 30% b	576 25%	714 26%	127 16%	306 25% a	281 37% abd	714 26% a
Zoom	671 24%	567 24%	54 22%	29 21%	20 27%	671 24%	597 24%	74 22%	56 12%	616 26% a	671 24% a	86 11%	277 23% a	307 41% abd	671 24% a
Microsoft Teams	639 23%	541 23% d	57 24% d	30 22% d	10 13%	639 23% d	582 24% b	57 17%	67 15%	572 24% a	639 23% a	69 9%	273 22% a	296 39% abd	639 23% a
iMessage (by Apple)	505 18%	413 18%	56 23% a	23 16%	13 18%	505 18%	456 18%	49 15%	68 15%	437 19%	505 18%	81 10%	210 17% a	214 28% abd	505 18% a
Skype	480 17%	412 18%	40 16%	17 12%	11 14%	480 17%	432 17%	48 15%	54 12%	426 18% a	480 17% a	66 8%	195 16% a	217 29% abd	480 17% a
Discord	260 9%	215 9%	24 10%	15 11%	5 7%	260 9%	243 10% b	17 5%	20 4%	239 10% a	260 9% a	33 4%	116 9% a	111 15% abd	260 9% a

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Google Chat/ Google Meet/ Google Duo	229 8%	189 8%	23 9%	13 9%	4 6%	229 8%	211 9%	18 5%	26 6%	203 9%	229 8%	19 2%	73 6% a	136 18% abd	229 8% ab
Telegram	193 7%	169 7%	15 6%	5 3%	5 7%	193 7%	187 8% b	6 2%	23 5%	170 7%	193 7%	23 3%	69 6% a	100 13% abd	193 7% a
Viber	139 5%	123 5%	10 4%	4 3%	3 3%	139 5%	130 5%	8 3%	21 5%	118 5%	139 5%	25 3%	63 5%	51 7% a	139 5%
WeChat	111 4%	94 4%	12 5%	3 2%	2 3%	111 4%	103 4%	8 2%	12 3%	98 4%	111 4%	13 2%	33 3%	65 9% abd	111 4% a
Kik	107 4%	92 4%	9 4%	4 3%	2 3%	107 4%	104 4% b	4 1%	17 4%	90 4%	107 4%	18 2%	53 4%	36 5% a	107 4%
Signal	72 3%	63 3%	6 2%	2 1%	1 1%	72 3%	71 3% b	1 *%	6 1%	65 3%	72 3%	11 1%	26 2%	34 5% abd	72 3%
Slack	65 2%	61 3%	2 1%	1 1%	1 1%	65 2%	62 3%	3 1%	1 *%	64 3% a	65 2% a	3 *%	23 2% a	39 5% abd	65 2% a
Clubhouse (ADDED AT WAVE 2)	54 2%	51 2%	1 *%	1 1%	1 1%	54 2%	51 2%	3 1%	4 1%	50 2%	54 2%	5 1%	18 1%	30 4% abd	54 2%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
I send messages, chat or make video/ voice calls on other apps/ sites	119 4%	89 4%	18 8% ae	9 6%	3 4%	119 4%	100 4%	19 6%	26 6%	93 4%	119 4%	29 4%	35 3%	53 7% abd	119 4%
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2621 94%	2187 93%	236 97%	128 93%	71 94%	2621 94%	2325 94% b	296 90%	440 97% bc	2181 93%	2621 94%	671 85%	1177 96% ad	752 99% abd	2621 94% a
I do not send messages, chat or make video or voice calls on any apps/ sites	171 6%	148 6%	8 3%	9 7%	5 6%	171 6%	137 6%	33 10% a	9 2%	161 7% a	171 6% a	108 14% bcd	45 4% c	7 1%	171 6% bc
Don't know	8 *%	8 *%	- -%	* *%	* *%	8 *%	8 *%	1 *%	5 1% bc	3 *%	8 *%	6 1% bc	1 *%	- -%	8 *%
Mean number of apps/ sites used (out of 19)	3.5	3.5	3.7	3.5	3.4	3.5	3.6 b	2.9	3.2	3.6 a	3.5 a	2.1	3.5 a	5.1 abd	3.5 a
Standard deviation	2.64	2.67	2.56	2.33	2.42	2.64	2.69	2.14	2.29	2.70	2.64	1.84	2.28	3.01	2.64
Standard error	.05	.06	.15	.13	.14	.05	.05	.11	.11	.05	.05	.06	.06	.11	.05

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
WhatsApp	2022	346	824	487
	72%	69%	72%	79%
				ab
(Facebook) Messenger	1590	309	698	319
	57%	62%	61%	51%
		c	c	
Instagram (Direct)	1025	212	385	197
	37%	42%	34%	32%
		bc		
FaceTime	843	160	318	188
	30%	32%	28%	30%
Snapchat	714	175	240	117
	26%	35%	21%	19%
		bc		
Zoom	671	103	289	179
	24%	21%	25%	29%
				a
Microsoft Teams	639	106	222	197
	23%	21%	19%	32%
				ab
iMessage (by Apple)	505	88	202	127
	18%	18%	18%	20%
Skype	480	94	186	114
	17%	19%	16%	18%
Discord	260	54	78	46
	9%	11%	7%	7%
		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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Google Chat/ Google Meet/ Google Duo	229	43	99	43
	8%	9%	9%	7%
Telegram	193	46	82	43
	7%	9%	7%	7%
Viber	139	39	45	24
	5%	8%	4%	4%
		bc		
WeChat	111	24	53	23
	4%	5%	5%	4%
Kik	107	32	38	22
	4%	6%	3%	4%
		b		
Signal	72	17	28	19
	3%	3%	2%	3%
Slack	65	10	29	14
	2%	2%	3%	2%
Clubhouse (ADDED AT WAVE 2)	54	14	24	13
	2%	3%	2%	2%
I send messages, chat or make video/ voice calls on other apps/ sites	119	23	47	19
	4%	5%	4%	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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	2621	471	1067	578
	94%	94%	93%	93%
I do not send messages, chat or make video or voice calls on any apps/ sites	171	27	73	41
	6%	5%	6%	7%
Don't know	8	1	2	1
	*%	*%	*%	*%
Mean number of apps/ sites used (out of 19)	3.5	3.8	3.4	3.5
		b		
Standard deviation	2.64	2.92	2.63	2.60
Standard error	.05	.12	.07	.10
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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
None used	179	3	3	9	37	47	81	179	105	70	47	41	35	53	89	88	179
	6%	1%	1%	2%	7%	11%	19%	6%	8%	5%	6%	5%	6%	9%	6%	7%	6%
					abc	abcg	abcdeg	abc	b					beg			
Only one site or app used	476	24	33	76	107	109	126	476	256	220	102	148	103	123	250	225	476
	17%	6%	7%	15%	21%	26%	30%	17%	19%	15%	13%	18%	17%	21%	16%	19%	17%
				ab	ab	abcg	abcdg	ab	b			a		aeg	a	a	
More than one site or app used	2145	401	464	416	370	272	221	2145	979	1128	627	614	472	406	1241	879	2145
	77%	94%	93%	83%	72%	64%	52%	77%	73%	80%	81%	76%	77%	70%	79%	74%	77%
		cdefg	cdefg	defg	ef	f		ef		a	dfg	d	d		df		d
Mean number of apps/ sites used (out of 19)	3.5	5.0	4.8	3.7	3.2	2.5	1.8	3.5	3.4	3.6	4.1	3.4	3.4	2.9	3.8	3.2	3.5
		cdefg	cdefg	def	ef	f		def		a	bcdefg	df	df		bcdefg	d	df
Standard deviation	2.64	2.60	3.00	2.57	2.32	1.99	1.53	2.64	2.70	2.57	2.88	2.36	2.69	2.46	2.65	2.59	2.64
Standard error	.05	.12	.14	.11	.11	.09	.06	.05	.07	.07	.10	.08	.12	.08	.07	.07	.05

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
None used	179	156	8	10	5	179	145	34	14	164	179	114	46	7	179
	6%	7%	3%	7%	6%	6%	6%	10%	3%	7%	6%	15%	4%	1%	6%
								a		a	a	bcd	c		bc
Only one site or app used	476	393	51	19	13	476	422	55	89	388	476	227	191	45	476
	17%	17%	21%	14%	17%	17%	17%	17%	19%	17%	17%	29%	16%	6%	17%
												bcd	c		c
More than one site or app used	2145	1795	184	108	58	2145	1904	241	352	1793	2145	445	986	706	2145
	77%	77%	76%	79%	77%	77%	77%	73%	77%	76%	77%	57%	81%	93%	77%
													ad	abd	a
Mean number of apps/ sites used (out of 19)	3.5	3.5	3.7	3.5	3.4	3.5	3.6	2.9	3.2	3.6	3.5	2.1	3.5	5.1	3.5
							b			a	a		a	abd	a
Standard deviation	2.64	2.67	2.56	2.33	2.42	2.64	2.69	2.14	2.29	2.70	2.64	1.84	2.28	3.01	2.64
Standard error	.05	.06	.15	.13	.14	.05	.05	.11	.11	.05	.05	.06	.06	.11	.05

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%				
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
None used	179	28	75	42
	6%	6%	7%	7%
Only one site or app used	476	80	204	92
	17%	16%	18%	15%
More than one site or app used	2145	391	863	486
	77%	78%	76%	78%
Mean number of apps/ sites used (out of 19)	3.5	3.8	3.4	3.5
		b		
Standard deviation	2.64	2.92	2.63	2.60
Standard error	.05	.12	.07	.10

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
YouTube	2140	383	431	399	396	314	216	2140	1082	1018	598	610	473	435	1208	908	2140
	76%	89%	86%	80%	77%	73%	50%	76%	81%	72%	77%	76%	78%	75%	76%	76%	76%
		cdefg	cdefg	ef	f	f		f	b								
Facebook (inc. Facebook Gaming)	1232	171	276	278	234	159	114	1232	540	680	329	341	283	275	670	558	1232
	44%	40%	55%	56%	46%	37%	27%	44%	40%	48%	42%	42%	46%	47%	42%	47%	44%
		f	adefg	adefg	ef	f		ef		a							
Instagram	1105	310	311	212	163	75	34	1105	457	619	327	324	257	182	651	438	1105
	39%	72%	62%	42%	32%	18%	8%	39%	34%	44%	42%	40%	42%	31%	41%	37%	39%
		bcdefg	cdefg	def	ef	f		def		a	df	d	d		df	d	d
TikTok	826	279	227	145	122	42	10	826	350	454	231	215	202	167	446	369	826
	30%	65%	45%	29%	24%	10%	2%	30%	26%	32%	30%	27%	33%	29%	28%	31%	30%
		bcdefg	cdefg	ef	ef	f		def		a			b				
Snapchat	599	255	183	83	54	22	2	599	260	322	177	161	148	109	338	256	599
	21%	60%	37%	17%	11%	5%	0%	21%	19%	23%	23%	20%	24%	19%	21%	22%	21%
		bcdefg	cdefg	def	ef	f		cdef					d				
Twitch	247	106	72	36	22	10	2	247	169	64	84	56	59	39	140	98	247
	9%	25%	14%	7%	4%	2%	0%	9%	13%	4%	11%	7%	10%	7%	9%	8%	9%
		bcdefg	cdefg	ef	f	f		def	b		bd						
Vimeo	138	16	36	34	31	13	9	138	85	52	64	25	33	12	90	45	138
	5%	4%	7%	7%	6%	3%	2%	5%	6%	4%	8%	3%	5%	2%	6%	4%	5%
			ef	ef	f			f	b		bdefg		d		bdf		d
Dailymotion	109	16	35	21	21	13	3	109	68	37	40	23	23	22	62	45	109
	4%	4%	7%	4%	4%	3%	1%	4%	5%	3%	5%	3%	4%	4%	4%	4%	4%
		f	efg	f	f	f		f	b								
OnlyFans	50	18	18	12	2	-	1	50	29	21	12	15	10	13	27	23	50
	2%	4%	4%	2%	0%	0%	0%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%
		defg	defg	def				ef									
BitChute	41	11	19	8	4	-	-	41	23	18	14	8	10	9	22	19	41
	1%	3%	4%	2%	1%	0%	0%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%
		ef	defg	ef				ef									

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Dubsmash	39	7	23	6	3	-	-	39	24	15	15	7	11	5	22	16	39
	1%	2%	5%	1%	1%	-%	-%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%
		ef	cdefg	ef				ef									
I watch videos/ clips on other apps/ sites	64	7	12	15	7	15	8	64	37	25	18	15	19	11	34	30	64
	2%	2%	2%	3%	1%	3%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2454	429	491	468	453	352	262	2454	1220	1192	679	707	550	491	1386	1041	2454
	88%	100%	98%	94%	88%	82%	61%	88%	91%	84%	87%	88%	90%	84%	88%	87%	88%
		bcdefg	cdefg	defg	ef	f		ef	b				d				
I do not watch videos/ clips on any apps/ sites	338	-	9	32	58	76	162	338	117	220	97	94	57	89	190	146	338
	12%	-%	2%	6%	11%	18%	38%	12%	9%	16%	12%	12%	9%	15%	12%	12%	12%
			a	ab	abc	abcdg	abcdeg	abc		a				c			
Don't know	9	-	-	-	4	-	5	9	3	5	1	2	3	2	3	5	9
	*%	-%	-%	-%	1%	-%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
							g										
Mean number of apps/ sites used (out of 12)	2.4	3.7	3.3	2.5	2.1	1.5	.9	2.4	2.3	2.3	2.5	2.2	2.5	2.2	2.3	2.4	2.4
		bcdefg	cdefg	def	ef	f		def			bd		bd		d	d	d
Standard deviation	1.77	1.63	1.79	1.64	1.55	1.26	.95	1.77	1.78	1.76	1.81	1.67	1.86	1.74	1.74	1.81	1.77
Standard error	.03	.08	.08	.07	.07	.06	.04	.03	.05	.04	.07	.06	.08	.06	.04	.05	.03

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
YouTube	2140	1788	195	101	57	2140	1910	230	329	1811	2140	432	987	713	2140
	76%	76%	80%	73%	75%	76%	77%	70%	72%	77%	76%	55%	81%	94%	76%
							b						ad	abd	a
Facebook (inc. Facebook Gaming)	1232	1013	121	64	34	1232	1108	125	219	1014	1232	206	564	462	1232
	44%	43%	50%	46%	45%	44%	45%	38%	48%	43%	44%	26%	46%	61%	44%
							b						a	abd	a
Instagram	1105	928	95	55	26	1105	1005	100	184	921	1105	155	493	457	1105
	39%	40%	39%	40%	35%	39%	41%	30%	40%	39%	39%	20%	40%	60%	39%
							b						a	abd	a
TikTok	826	683	74	46	22	826	768	59	143	683	826	117	375	334	826
	30%	29%	31%	34%	29%	30%	31%	18%	31%	29%	30%	15%	31%	44%	30%
							b						a	abd	a
Snapchat	599	501	55	28	15	599	562	37	97	502	599	98	258	243	599
	21%	21%	23%	20%	20%	21%	23%	11%	21%	21%	21%	13%	21%	32%	21%
							b						a	abd	a
Twitch	247	202	30	10	5	247	225	23	30	217	247	33	85	129	247
	9%	9%	12%	8%	7%	9%	9%	7%	7%	9%	9%	4%	7%	17%	9%
													a	abd	a
Vimeo	138	126	7	2	3	138	128	10	9	129	138	10	40	88	138
	5%	5%	3%	2%	4%	5%	5%	3%	2%	6%	5%	1%	3%	12%	5%
										a	a		a	abd	ab
Dailymotion	109	95	10	2	2	109	101	9	9	100	109	12	34	63	109
	4%	4%	4%	1%	3%	4%	4%	3%	2%	4%	4%	1%	3%	8%	4%
														abd	a
OnlyFans	50	44	4	2	1	50	47	3	5	46	50	7	17	27	50
	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	4%	2%
														abd	

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
BitChute	41 1%	38 2%	1 *%	2 2%	* *%	41 1%	40 2%	1 *%	2 1%	39 2%	41 1%	6 1%	14 1%	21 3% abd	41 1%
Dubsmash	39 1%	36 2%	1 1%	1 *%	1 1%	39 1%	38 2%	1 *%	3 1%	36 2%	39 1%	1 *%	16 1% a	22 3% abd	39 1% a
I watch videos/ clips on other apps/ sites	64 2%	53 2%	5 2%	3 2%	2 3%	64 2%	54 2%	10 3%	5 1%	58 2%	64 2%	11 1%	29 2%	24 3%	64 2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2454 88%	2056 88% c	220 90% c	112 81%	66 87%	2454 88% c	2190 89% b	263 80%	409 90%	2045 87%	2454 88%	558 71%	1139 93% ad	749 99% abd	2454 88% a
I do not watch videos/ clips on any apps/ sites	338 12%	282 12%	20 8%	25 19% abe	10 13%	338 12%	273 11%	64 19% a	45 10%	292 12%	338 12%	220 28% bcd	84 7% c	10 1%	338 12% bc
Don't know	9 *%	6 *%	3 1% ae	- -%	* *%	9 *%	6 *%	2 1%	1 *%	8 *%	9 *%	8 1% bcd	1 *%	- -%	9 *%
Mean number of apps/ sites used (out of 12)	2.4	2.3	2.5	2.3	2.2	2.4	2.4 b	1.8	2.3	2.4	2.4	1.4	2.4 a	3.4 abd	2.4 a
Standard deviation	1.77	1.78	1.68	1.71	1.71	1.77	1.78	1.57	1.58	1.80	1.77	1.35	1.53	1.90	1.77
Standard error	.03	.04	.10	.10	.10	.03	.03	.08	.08	.04	.03	.05	.04	.07	.03

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
YouTube	2140	411	859	469
	76%	82%	75%	76%
		bc		
Facebook (inc. Facebook Gaming)	1232	248	546	244
	44%	50%	48%	39%
		c	c	
Instagram	1105	221	413	233
	39%	44%	36%	38%
		b		
TikTok	826	205	289	142
	30%	41%	25%	23%
		bc		
Snapchat	599	147	212	103
	21%	30%	19%	17%
		bc		
Twitch	247	44	86	48
	9%	9%	8%	8%
Vimeo	138	24	63	25
	5%	5%	6%	4%
Dailymotion	109	24	52	20
	4%	5%	5%	3%
OnlyFans	50	16	20	10
	2%	3%	2%	2%
BitChute	41	12	21	6
	1%	2%	2%	1%
Dubsmash	39	14	12	5
	1%	3%	1%	1%
		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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
I watch videos/ clips on other apps/ sites	64	15	24	16
	2%	3%	2%	3%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	2454	460	983	538
	88%	92%	86%	87%
		bc		
I do not watch videos/ clips on any apps/ sites	338	38	158	79
	12%	8%	14%	13%
			a	a
Don't know	9	1	1	2
	*%	*%	*%	*%
Mean number of apps/ sites used (out of 12)	2.4	2.8	2.3	2.1
		bc		
Standard deviation	1.77	1.85	1.79	1.69
Standard error	.03	.08	.05	.07
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.

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
None used	346	-	9	32	62	76	167	346	121	226	97	96	60	91	193	151	346
	12%	-%	2%	6%	12%	18%	39%	12%	9%	16%	13%	12%	10%	16%	12%	13%	12%
			a	ab	abc	abcdg	abcdeg	abc		a				c			
Only one site or app used	703	47	61	114	150	174	157	703	408	292	174	226	162	137	400	299	703
	25%	11%	12%	23%	29%	41%	37%	25%	30%	21%	22%	28%	27%	24%	25%	25%	25%
				ab	ab	abcdg	abcdg	ab	b			a					
More than one site or app used	1751	381	430	354	302	179	104	1751	812	900	504	482	388	354	986	742	1751
	63%	89%	86%	71%	59%	42%	24%	63%	61%	64%	65%	60%	64%	61%	62%	62%	63%
		cdefg	cdefg	defg	ef	f		ef									
Mean number of apps/ sites used (out of 12)	2.4	3.7	3.3	2.5	2.1	1.5	.9	2.4	2.3	2.3	2.5	2.2	2.5	2.2	2.3	2.4	2.4
		bcdefg	cdefg	def	ef	f		def			bd		bd		d	d	d
Standard deviation	1.77	1.63	1.79	1.64	1.55	1.26	.95	1.77	1.78	1.76	1.81	1.67	1.86	1.74	1.74	1.81	1.77
Standard error	.03	.08	.08	.07	.07	.06	.04	.03	.05	.04	.07	.06	.08	.06	.04	.05	.03

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

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
None used	346	287	24	25	10	346	280	66	46	300	346	228	85	10	346
	12%	12%	10%	19%	13%	12%	11%	20%	10%	13%	12%	29%	7%	1%	12%
				abe				a				bcd	c		bc
Only one site or app used	703	598	60	24	21	703	609	93	125	578	703	275	321	101	703
	25%	26%	24%	18%	27%	25%	25%	28%	28%	25%	25%	35%	26%	13%	25%
		c			c							bcd	c		c
More than one site or app used	1751	1457	161	88	45	1751	1581	170	284	1467	1751	283	818	648	1751
	63%	62%	66%	64%	60%	63%	64%	52%	62%	63%	63%	36%	67%	85%	63%
							b						ad	abd	a
Mean number of apps/ sites used (out of 12)	2.4	2.3	2.5	2.3	2.2	2.4	2.4	1.8	2.3	2.4	2.4	1.4	2.4	3.4	2.4
							b						a	abd	a
Standard deviation	1.77	1.78	1.68	1.71	1.71	1.77	1.78	1.57	1.58	1.80	1.77	1.35	1.53	1.90	1.77
Standard error	.03	.04	.10	.10	.10	.03	.03	.08	.08	.04	.03	.05	.04	.07	.03

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

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

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
None used	346	39	159	82
	12%	8%	14%	13%
			a	a
Only one site or app used	703	101	286	189
	25%	20%	25%	30%
				ab
More than one site or app used	1751	359	696	349
	63%	72%	61%	56%
		bc		
Mean number of apps/ sites used (out of 12)	2.4	2.8	2.3	2.1
		bc		
Standard deviation	1.77	1.85	1.79	1.69
Standard error	.03	.08	.05	.07
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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Yes	834	203	248	185	113	55	28	834	438	383	284	203	189	149	487	338	834
	30%	47%	50%	37%	22%	13%	7%	30%	33%	27%	37%	25%	31%	26%	31%	28%	30%
		cdefg	cdefg	defg	ef	f		def	b		bdefg				bd		b
No	1946	221	250	315	391	371	399	1946	893	1026	489	590	418	431	1080	848	1946
	70%	51%	50%	63%	76%	86%	93%	70%	67%	72%	63%	74%	68%	74%	68%	71%	70%
				ab	abcg	abcdg	abcdeg	abc		a		ae		aeg	a	a	a
Don't know	20	5	1	-	10	3	1	20	10	9	3	10	3	3	13	6	20
	1%	1%	*%	-%	2%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		c			cfg												

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Yes	834	724	56	38	15	834	774	60	144	689	834	136	364	333	834
	30%	31%	23%	28%	20%	30%	31%	18%	32%	29%	30%	17%	30%	44%	30%
		bd				bd	b						a	abd	a
No	1946	1602	185	99	60	1946	1679	267	304	1642	1946	641	850	424	1946
	70%	68%	76%	72%	80%	70%	68%	81%	67%	70%	70%	82%	69%	56%	70%
			ae		ae			a				bcd	c		c
Don't know	20	17	2	-	*	20	17	3	6	14	20	9	9	2	20
	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Yes	834	190	330	153
	30%	38%	29%	25%
		bc		
No	1946	306	808	464
	70%	61%	71%	75%
			a	a
Don't know	20	3	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.

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	813	209	208	191	98	64	43	813	414	385	249	208	155	194	457	349	813
Effective Weighted Sample	563	140	157	135	66	44	27	563	293	260	180	143	117	125	323	236	563
Total	834	203	248	185	113	55	28	834	438	383	284	203	189	149	487	338	834
YouTube	438	110	150	87	**	**	**	438	282	145	163	103	95	70	266	165	438
	53%	54%	60%	47%	**	**	**	53%	65%	38%	57%	51%	50%	47%	55%	49%	53%
			c						b								
Instagram	437	113	151	94	**	**	**	437	215	218	157	113	101	61	270	162	437
	52%	56%	61%	51%	**	**	**	52%	49%	57%	55%	56%	54%	41%	56%	48%	52%
									d		d	d			d		d
Facebook (inc. Facebook Gaming)	377	44	116	91	**	**	**	377	169	206	135	78	87	78	213	164	377
	45%	22%	47%	49%	**	**	**	45%	39%	54%	47%	39%	46%	52%	44%	49%	45%
			a	a				a		a				b			
TikTok	321	117	102	53	**	**	**	321	146	171	112	71	77	58	182	135	321
	39%	58%	41%	29%	**	**	**	39%	33%	45%	39%	35%	41%	39%	38%	40%	39%
		bcg	c					c		a							
Snapchat	271	101	88	41	**	**	**	271	135	132	107	58	57	45	165	102	271
	32%	50%	35%	22%	**	**	**	32%	31%	34%	38%	29%	30%	30%	34%	30%	32%
		bcg	c					c									
Twitch	79	25	28	13	**	**	**	79	60	19	33	13	20	12	46	33	79
	9%	12%	11%	7%	**	**	**	9%	14%	5%	12%	7%	11%	8%	10%	10%	9%
									b								
Vimeo	57	10	22	11	**	**	**	57	29	23	31	9	11	5	40	16	57
	7%	5%	9%	6%	**	**	**	7%	7%	6%	11%	4%	6%	3%	8%	5%	7%
											bdf						
OnlyFans	51	10	28	11	**	**	**	51	31	19	16	11	11	12	27	23	51
	6%	5%	11%	6%	**	**	**	6%	7%	5%	6%	5%	6%	8%	6%	7%	6%
			ag														
Dailymotion	46	7	28	5	**	**	**	46	24	21	21	3	18	5	24	22	46
	5%	3%	11%	3%	**	**	**	5%	5%	6%	7%	1%	9%	3%	5%	7%	5%
			acg								b		bd			b	b
Dubsmash	30	3	18	8	**	**	**	30	15	14	7	9	10	3	16	14	30
	4%	2%	7%	4%	**	**	**	4%	4%	4%	3%	4%	5%	2%	3%	4%	4%
			ag														

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

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

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	813	209	208	191	98	64	43	813	414	385	249	208	155	194	457	349	813
Effective Weighted Sample	563	140	157	135	66	44	27	563	293	260	180	143	117	125	323	236	563
Total	834	203	248	185	113	55	28	834	438	383	284	203	189	149	487	338	834
BitChute	28	3	16	7	**	**	**	28	17	11	10	3	11	4	13	15	28
	3%	1%	7%	4%	**	**	**	3%	4%	3%	3%	1%	6%	3%	3%	4%	3%
			a										b				
I upload videos I have made myself to other apps/ sites	21	-	4	4	**	**	**	21	13	8	6	6	7	3	11	10	21
	3%	-%	2%	2%	**	**	**	3%	3%	2%	2%	3%	4%	2%	2%	3%	3%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	830	202	248	183	**	**	**	830	434	383	284	202	189	146	486	335	830
	100%	100%	100%	99%	**	**	**	100%	99%	100%	100%	100%	100%	99%	100%	99%	100%
Don't know	4	1	-	2	**	**	**	4	4	-	-	*	-	2	*	2	4
	*%	*%	-%	1%	**	**	**	*%	1%	-%	-%	*%	-%	1%	*%	1%	*%

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	813	587	74	86	66	813	743	70	124	689	813	113	359	340	813
Effective Weighted Sample	563	455	56	64	54	563	516	48	86	479	563	80	242	243	563
Total	834	724	56	38	15	834	774	60	144	689	834	136	364	333	834
YouTube	438	392	**	**	**	438	410	**	66	372	438	64	195	180	438
	53%	54%	**	**	**	53%	53%	**	46%	54%	53%	47%	53%	54%	53%
Instagram	437	383	**	**	**	437	409	**	76	361	437	58	175	205	437
	52%	53%	**	**	**	52%	53%	**	53%	52%	52%	42%	48%	62% abd	52%
Facebook (inc. Facebook Gaming)	377	327	**	**	**	377	351	**	75	303	377	53	160	164	377
	45%	45%	**	**	**	45%	45%	**	52%	44%	45%	39%	44%	49%	45%
TikTok	321	280	**	**	**	321	306	**	58	263	321	47	143	131	321
	39%	39%	**	**	**	39%	40%	**	41%	38%	39%	35%	39%	39%	39%
Snapchat	271	233	**	**	**	271	256	**	41	229	271	33	113	125	271
	32%	32%	**	**	**	32%	33%	**	28%	33%	32%	24%	31%	38% a	32%
Twitch	79	70	**	**	**	79	78	**	5	74	79	7	38	33	79
	9%	10%	**	**	**	9%	10%	**	4%	11% a	9%	5%	11%	10%	9%
Vimeo	57	55	**	**	**	57	56	**	1	56	57	1	29	27	57
	7%	8%	**	**	**	7%	7%	**	1%	8% a	7% a	1%	8% a	8% a	7% a
OnlyFans	51	47	**	**	**	51	50	**	1	50	51	10	21	20	51
	6%	6%	**	**	**	6%	6%	**	1%	7% a	6% a	7%	6%	6%	6%
Dailymotion	46	41	**	**	**	46	45	**	5	41	46	8	18	20	46
	5%	6%	**	**	**	5%	6%	**	3%	6%	5%	6%	5%	6%	5%
Dubsmash	30	25	**	**	**	30	29	**	2	28	30	5	9	16	30
	4%	3%	**	**	**	4%	4%	**	1%	4%	4%	3%	3%	5%	4%
BitChute	28	27	**	**	**	28	26	**	1	26	28	3	9	15	28
	3%	4%	**	**	**	3%	3%	**	1%	4%	3%	3%	3%	4%	3%

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	813	587	74	86	66	813	743	70	124	689	813	113	359	340	813
Effective Weighted Sample	563	455	56	64	54	563	516	48	86	479	563	80	242	243	563
Total	834	724	56	38	15	834	774	60	144	689	834	136	364	333	834
I upload videos I have made myself to other apps/ sites	21	18	**	**	**	21	18	**	2	19	21	2	8	11	21
	3%	2%	**	**	**	3%	2%	**	1%	3%	3%	1%	2%	3%	3%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	830	721	**	**	**	830	770	**	144	686	830	133	364	333	830
	100%	100%	**	**	**	100%	100%	**	100%	99%	100%	98%	100% a	100% a	100% a
Don't know	4	3	**	**	**	4	4	**	*	4	4	3	*	-	4
	*%	*%	**	**	**	*%	*%	**	*%	1%	*%	2% bcd	*%	-%	*%

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

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

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

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

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	813	182	315	140
Effective Weighted Sample	563	126	221	94
Total	834	190	330	153
YouTube	438	98	182	72
	53%	52%	55%	47%
Instagram	437	104	175	83
	52%	55%	53%	54%
Facebook (inc. Facebook Gaming)	377	107	145	71
	45%	56%	44%	46%
		b		
TikTok	321	83	111	50
	39%	44%	34%	33%
Snapchat	271	75	99	55
	32%	39%	30%	36%
Twitch	79	16	32	18
	9%	8%	10%	12%
Vimeo	57	9	24	19
	7%	4%	7%	13%
				a
OnlyFans	51	10	23	13
	6%	5%	7%	8%
Dailymotion	46	15	14	12
	5%	8%	4%	8%
Dubsmash	30	6	12	6
	4%	3%	4%	4%
BitChute	28	6	11	7
	3%	3%	3%	5%

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.

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

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

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
		a	b	c
Significance Level: 95%				
Unweighted total	813	182	315	140
Effective Weighted Sample	563	126	221	94
Total	834	190	330	153
I upload videos I have made myself to other apps/ sites	21	7	9	5
	3%	4%	3%	3%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	830	188	329	153
	100%	99%	100%	100%
Don't know	4	2	*	-
	*%	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
YouTube	438	110	150	87	58	27	7	438	282	145	163	103	95	70	266	165	438
	16%	26%	30%	17%	11%	6%	2%	16%	21%	10%	21%	13%	16%	12%	17%	14%	16%
		cdefg	cdefg	def	ef	f		def	b		bcdefg				bd		d
Instagram	437	113	151	94	54	18	6	437	215	218	157	113	101	61	270	162	437
	16%	26%	30%	19%	11%	4%	1%	16%	16%	15%	20%	14%	17%	10%	17%	14%	16%
		cdefg	cdefg	def	ef	f		def			bdfg		d		df		d
Facebook (inc. Facebook Gaming)	377	44	116	91	75	33	18	377	169	206	135	78	87	78	213	164	377
	13%	10%	23%	18%	15%	8%	4%	13%	13%	14%	17%	10%	14%	13%	13%	14%	13%
		f	adefg	aefg	ef	f		ef			beg		b		b	b	b
TikTok	321	117	102	53	41	5	3	321	146	171	112	71	77	58	182	135	321
	11%	27%	20%	11%	8%	1%	1%	11%	11%	12%	14%	9%	13%	10%	12%	11%	11%
		bcdefg	cdefg	ef	ef			ef			bd						
Snapchat	271	101	88	41	34	6	1	271	135	132	107	58	57	45	165	102	271
	10%	24%	18%	8%	7%	1%	0%	10%	10%	9%	14%	7%	9%	8%	10%	9%	10%
		cdefg	cdefg	ef	ef			ef			bcdfg				b		
Twitch	79	25	28	13	11	2	1	79	60	19	33	13	20	12	46	33	79
	3%	6%	6%	3%	2%	0%	0%	3%	4%	1%	4%	2%	3%	2%	3%	3%	3%
		cdefg	cdefg	ef	f			ef	b		bd						
Vimeo	57	10	22	11	11	3	*	57	29	23	31	9	11	5	40	16	57
	2%	2%	4%	2%	2%	1%	0%	2%	2%	2%	4%	1%	2%	1%	3%	1%	2%
		f	efg	f	f			f			bdfg				bd		
OnlyFans	51	10	28	11	1	-	-	51	31	19	16	11	11	12	27	23	51
	2%	2%	6%	2%	0%	0%	0%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%
		def	acdefg	def				def									
Dailymotion	46	7	28	5	6	-	-	46	24	21	21	3	18	5	24	22	46
	2%	2%	6%	1%	1%	0%	0%	2%	2%	1%	3%	0%	3%	1%	1%	2%	2%
		ef	acdefg	f	f			ef			bd		bd		b	b	b
Dubsmash	30	3	18	8	-	-	-	30	15	14	7	9	10	3	16	14	30
	1%	1%	4%	2%	0%	0%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
			adefg	def				f									

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
BitChute	28	3	16	7	2	-	*	28	17	11	10	3	11	4	13	15	28
	1%	1%	3%	1%	*%	-%	*%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%
			adefg	ef									b				
I upload videos I have made myself to other apps/ sites	21	-	4	4	3	5	4	21	13	8	6	6	7	3	11	10	21
	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	830	202	248	183	113	55	28	830	434	383	284	202	189	146	486	335	830
	30%	47%	50%	37%	22%	13%	7%	30%	32%	27%	37%	25%	31%	25%	31%	28%	30%
		cdefg	cdefg	defg	ef	f		def	b		bdefg				bd		bd
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1946	221	250	315	391	371	399	1946	893	1026	489	590	418	431	1080	848	1946
	70%	51%	50%	63%	76%	86%	93%	70%	67%	72%	63%	74%	68%	74%	68%	71%	70%
				ab	abcg	abcdg	abcdeg	abc		a		ae		aeg	a	a	a
Don't know	24	6	1	2	10	3	1	24	14	9	3	10	3	5	14	9	24
	1%	1%	*%	*%	2%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
					bf												
Mean number of apps/ sites used (out of 12)	.8	1.3	1.5	.9	.6	.2	.1	.8	.8	.7	1.0	.6	.8	.6	.8	.7	.8
		cdefg	cdefg	def	ef	f		def	b		bcdefg		bd		bd	b	bd
Standard deviation	1.54	1.76	2.08	1.51	1.39	.75	.42	1.54	1.64	1.44	1.70	1.29	1.70	1.41	1.52	1.57	1.54
Standard error	.03	.08	.10	.07	.06	.03	.02	.03	.04	.04	.06	.04	.08	.05	.04	.04	.03

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
YouTube	438 16% bd	392 17% bd	24 10%	16 12%	6 8%	438 16% bd	410 17% b	29 9%	66 15%	372 16%	438 16%	64 8%	195 16% a	180 24% abd	438 16% a
Instagram	437 16% d	383 16% d	28 11%	19 14%	7 9%	437 16% d	409 17% b	28 8%	76 17%	361 15%	437 16%	58 7%	175 14% a	205 27% abd	437 16% a
Facebook (inc. Facebook Gaming)	377 13%	327 14%	23 9%	18 13%	9 12%	377 13%	351 14% b	27 8%	75 16%	303 13%	377 13%	53 7%	160 13% a	164 22% abd	377 13% a
TikTok	321 11%	280 12%	25 10%	10 8%	6 8%	321 11%	306 12% b	15 4%	58 13%	263 11%	321 11%	47 6%	143 12% a	131 17% abd	321 11% a
Snapchat	271 10%	233 10%	22 9%	10 7%	5 7%	271 10%	256 10% b	15 5%	41 9%	229 10%	271 10%	33 4%	113 9% a	125 16% abd	271 10% a
Twitch	79 3%	70 3%	2 1%	5 4%	1 2%	79 3%	78 3% b	1 *% b	5 1%	74 3%	79 3%	7 1%	38 3% a	33 4% a	79 3% a
Vimeo	57 2%	55 2%	1 1%	1 1%	* *% b	57 2%	56 2%	1 *% b	1 *% b	56 2% a	57 2% a	1 *% b	29 2% a	27 4% ad	57 2% a
OnlyFans	51 2% b	47 2% b	- -%	3 2%	1 1%	51 2% b	50 2% b	1 *% b	1 *% b	50 2% a	51 2%	10 1%	21 2%	20 3%	51 2%
Dailymotion	46 2%	41 2%	4 2%	- -%	1 1%	46 2%	45 2%	1 *% b	5 1%	41 2%	46 2%	8 1%	18 1%	20 3%	46 2%
Dubsmash	30 1%	25 1%	4 2%	* *% b	1 1%	30 1%	29 1%	1 *% b	2 *% b	28 1%	30 1%	5 1%	9 1%	16 2% ab	30 1%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
BitChute	28 1%	27 1%	1 *%	- -%	- -%	28 1%	26 1%	2 1%	1 *%	26 1%	28 1%	3 *%	9 1%	15 2% ab	28 1%
I upload videos I have made myself to other apps/ sites	21 1%	18 1%	- -%	3 2%	1 1%	21 1%	18 1%	3 1%	2 *%	19 1%	21 1%	2 *%	8 1%	11 1% a	21 1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	830 30%	721 31% bd	56 23%	38 28%	15 19%	830 30% bd	770 31% b	60 18%	144 32%	686 29%	830 30%	133 17%	364 30% a	333 44% abd	830 30% a
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1946 70%	1602 68%	185 76% ae	99 72%	60 80% ae	1946 70%	1679 68%	267 81% a	304 67%	1642 70%	1946 70%	641 82% bcd	850 69% c	424 56%	1946 70% c
Don't know	24 1%	20 1%	2 1%	* *%	1 1%	24 1%	21 1%	3 1%	7 1%	17 1%	24 1%	12 2% c	9 1%	2 *%	24 1%
Mean number of apps/ sites used (out of 12)	.8	.8 bd	.5	.6	.5	.8 bd	.8 b	.4	.7	.8	.8	.4	.7 a	1.2 abd	.8 a
Standard deviation	1.54	1.59	1.21	1.25	1.22	1.54	1.59	1.00	1.34	1.58	1.54	1.00	1.45	1.98	1.54
Standard error	.03	.03	.07	.07	.07	.03	.03	.05	.07	.03	.03	.04	.04	.07	.03

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
YouTube	438	98	182	72
	16%	20%	16%	12%
		c	c	
Instagram	437	104	175	83
	16%	21%	15%	13%
		bc		
Facebook (inc. Facebook Gaming)	377	107	145	71
	13%	21%	13%	11%
		bc		
TikTok	321	83	111	50
	11%	17%	10%	8%
		bc		
Snapchat	271	75	99	55
	10%	15%	9%	9%
		bc		
Twitch	79	16	32	18
	3%	3%	3%	3%
Vimeo	57	9	24	19
	2%	2%	2%	3%
OnlyFans	51	10	23	13
	2%	2%	2%	2%
Dailymotion	46	15	14	12
	2%	3%	1%	2%
		b		
Dubsmash	30	6	12	6
	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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
BitChute	28	6	11	7
	1%	1%	1%	1%
I upload videos I have made myself to other apps/ sites	21	7	9	5
	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	830	188	329	153
	30%	38%	29%	25%
		bc		
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	1946	306	808	464
	70%	61%	71%	75%
			a	a
Don't know	24	5	5	2
	1%	1%	*%	*%
Mean number of apps/ sites used (out of 12)	.8	1.1	.7	.7
		bc		
Standard deviation	1.54	1.80	1.53	1.50
Standard error	.03	.08	.04	.06
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.

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
None used	1970	226	252	317	401	374	400	1970	906	1035	493	601	421	436	1093	857	1970
	70%	53%	50%	63%	78%	87%	93%	70%	68%	73%	63%	75%	69%	75%	69%	72%	70%
				ab	abcg	abcdg	abcdeg	abc		a		aeg		aeg	a	a	a
Only one site or app used	275	49	63	67	46	28	22	275	157	114	77	78	61	56	155	117	275
	10%	11%	13%	13%	9%	7%	5%	10%	12%	8%	10%	10%	10%	10%	10%	10%	10%
		ef	ef	efg	f			f	b								
More than one site or app used	555	153	186	116	67	27	6	555	277	269	206	125	128	90	331	219	555
	20%	36%	37%	23%	13%	6%	1%	20%	21%	19%	27%	16%	21%	16%	21%	18%	20%
		cdefg	cdefg	def	ef	f		def			bdefg		bd		bd		bd
Mean number of apps/ sites used (out of 12)	.8	1.3	1.5	.9	.6	.2	.1	.8	.8	.7	1.0	.6	.8	.6	.8	.7	.8
		cdefg	cdefg	def	ef	f		def	b		bcdefg		bd		bd	b	bd
Standard deviation	1.54	1.76	2.08	1.51	1.39	.75	.42	1.54	1.64	1.44	1.70	1.29	1.70	1.41	1.52	1.57	1.54
Standard error	.03	.08	.10	.07	.06	.03	.02	.03	.04	.04	.06	.04	.08	.05	.04	.04	.03

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

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
None used	1970	1622	188	99	61	1970	1700	270	311	1659	1970	653	859	426	1970
	70%	69%	77%	72%	81%	70%	69%	82%	68%	71%	70%	83%	70%	56%	70%
			ae		ae			a				bcd	c		c
Only one site or app used	275	239	17	15	4	275	246	29	54	220	275	58	127	89	275
	10%	10%	7%	11%	6%	10%	10%	9%	12%	9%	10%	7%	10%	12%	10%
														a	
More than one site or app used	555	482	40	23	10	555	524	31	90	465	555	75	237	243	555
	20%	21%	16%	17%	14%	20%	21%	9%	20%	20%	20%	10%	19%	32%	20%
		d				d	b						a	abd	a
Mean number of apps/ sites used (out of 12)	.8	.8	.5	.6	.5	.8	.8	.4	.7	.8	.8	.4	.7	1.2	.8
		bd				bd	b						a	abd	a
Standard deviation	1.54	1.59	1.21	1.25	1.22	1.54	1.59	1.00	1.34	1.58	1.54	1.00	1.45	1.98	1.54
Standard error	.03	.03	.07	.07	.07	.03	.03	.05	.07	.03	.03	.04	.04	.07	.03

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

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

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
None used	1970	311	813	466
	70%	62%	71%	75%
			a	a
Only one site or app used	275	42	120	56
	10%	8%	10%	9%
More than one site or app used	555	145	210	97
	20%	29%	18%	16%
		bc		
Mean number of apps/ sites used (out of 12)	.8	1.1	.7	.7
		bc		
Standard deviation	1.54	1.80	1.53	1.50
Standard error	.03	.08	.04	.06
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 USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2454	429	491	468	453	352	262	2454	1220	1192	679	707	550	491	1386	1041	2454
	88%	100%	98%	94%	88%	82%	61%	88%	91%	84%	87%	88%	90%	84%	88%	87%	88%
		bcdefg	cdefg	defg	ef	f		ef	b				d				
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	830	202	248	183	113	55	28	830	434	383	284	202	189	146	486	335	830
	30%	47%	50%	37%	22%	13%	7%	30%	32%	27%	37%	25%	31%	25%	31%	28%	30%
		cdefg	cdefg	defg	ef	f		def	b		bdefg				bd		bd
TOTAL - EITHER OF THESE ACTIVITIES	2462	429	492	471	453	354	263	2462	1222	1198	681	711	552	491	1392	1043	2462
	88%	100%	98%	94%	88%	83%	61%	88%	91%	85%	88%	89%	90%	84%	88%	87%	88%
		bcdefg	cdefg	defg	f	f		ef	b			d	d		d		d
TOTAL - BOTH OF THESE ACTIVITIES	822	202	247	180	113	53	27	822	432	377	282	198	187	146	480	333	822
	29%	47%	49%	36%	22%	12%	6%	29%	32%	27%	36%	25%	31%	25%	30%	28%	29%
		cdefg	cdefg	defg	ef	f		def	b		bdefg		b		bd		b
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	338	-	8	29	62	74	165	338	119	219	95	92	58	91	187	149	338
	12%	-%	2%	6%	12%	17%	39%	12%	9%	15%	12%	11%	10%	16%	12%	13%	12%
			a	ab	abc	abcg	abcdeg	abc		a				bceg			

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

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

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2454	2056	220	112	66	2454	2190	263	409	2045	2454	558	1139	749	2454
	88%	88%	90%	81%	87%	88%	89%	80%	90%	87%	88%	71%	93%	99%	88%
		c	c			c	b						ad	abd	a
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	830	721	56	38	15	830	770	60	144	686	830	133	364	333	830
	30%	31%	23%	28%	19%	30%	31%	18%	32%	29%	30%	17%	30%	44%	30%
		bd				bd	b						a	abd	a
TOTAL - EITHER OF THESE ACTIVITIES	2462	2062	220	114	66	2462	2197	265	410	2052	2462	560	1144	749	2462
	88%	88%	90%	83%	87%	88%	89%	80%	90%	87%	88%	71%	94%	99%	88%
			c				b						ad	abd	a
TOTAL - BOTH OF THESE ACTIVITIES	822	715	56	36	15	822	764	58	143	679	822	131	358	333	822
	29%	31%	23%	26%	19%	29%	31%	18%	31%	29%	29%	17%	29%	44%	29%
		bd				bd	b						a	abd	a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	338	281	24	23	10	338	274	65	45	293	338	226	79	10	338
	12%	12%	10%	17%	13%	12%	11%	20%	10%	13%	12%	29%	6%	1%	12%
				b				a				bcd	c		bc

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

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

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	2454	460	983	538
	88%	92% bc	86%	87%
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	830	188	329	153
	30%	38% bc	29%	25%
TOTAL - EITHER OF THESE ACTIVITIES	2462	460	985	541
	88%	92% bc	86%	87%
TOTAL - BOTH OF THESE ACTIVITIES	822	188	327	150
	29%	38% bc	29%	24%
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	338	39	157	78
	12%	8%	14% a	13% 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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Significance Level: 95%																	
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
YouTube (Live)	1048	250	246	201	198	108	45	1048	604	421	310	276	250	198	586	448	1048
	37%	58%	49%	40%	38%	25%	10%	37%	45%	30%	40%	34%	41%	34%	37%	38%	37%
		bcdefg	cdefg	ef	ef	f		ef	b		d		bd				
Facebook (Live)	847	114	216	196	186	90	45	847	392	441	247	201	226	168	448	394	847
	30%	27%	43%	39%	36%	21%	10%	30%	29%	31%	32%	25%	37%	29%	28%	33%	30%
		f	aefg	aefg	aefg	f		ef			b		bdeg			be	b
Instagram (Live)	755	243	226	139	101	38	7	755	333	404	234	218	182	115	452	297	755
	27%	57%	45%	28%	20%	9%	2%	27%	25%	29%	30%	27%	30%	20%	29%	25%	27%
		bcdefg	cdefg	def	ef	f		def			df	d	d		d	d	d
TikTok (LIVE)	527	184	138	100	76	25	2	527	236	277	154	125	140	103	278	242	527
	19%	43%	28%	20%	15%	6%	1%	19%	18%	20%	20%	16%	23%	18%	18%	20%	19%
		bcdefg	cdefg	ef	ef	f		ef					be			b	
Twitch	293	131	87	42	19	11	2	293	205	71	89	75	68	50	163	119	293
	10%	31%	17%	8%	4%	3%	*%	10%	15%	5%	11%	9%	11%	9%	10%	10%	10%
		bcdefg	cdefg	def	f	f		def	b								
YouNow	54	16	17	12	7	-	2	54	30	24	26	8	11	9	33	20	54
	2%	4%	3%	2%	1%	-%	1%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%
		efg	ef	ef	e			ef			b						
I watch live streamed videos on other apps/ sites	61	6	10	15	8	12	8	61	36	25	15	19	15	11	34	27	61
	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1655	384	397	345	287	162	81	1655	854	766	463	449	412	310	912	722	1655
	59%	89%	79%	69%	56%	38%	19%	59%	64%	54%	60%	56%	68%	53%	58%	61%	59%
		bcdefg	cdefg	defg	ef	f		ef	b		d		abdefg			d	d
I do not watch live streamed videos on any apps/ sites	1054	40	99	137	208	245	325	1054	446	600	291	317	187	252	608	439	1054
	38%	9%	20%	27%	40%	57%	76%	38%	33%	42%	37%	39%	31%	43%	38%	37%	38%
			a	ab	abc	abcdg	abcdeg	abc		a	c	c		cfg	c	c	c

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Don't know	92	5	5	19	19	22	23	92	40	52	22	38	11	21	60	31	92
	3%	1%	1%	4%	4%	5%	5%	3%	3%	4%	3%	5%	2%	4%	4%	3%	3%
				ab	ab	ab	ab	ab				cf					
Mean number of apps/ sites used (out of 7)	1.3	2.2	1.9	1.4	1.2	.7	.3	1.3	1.4	1.2	1.4	1.1	1.5	1.1	1.3	1.3	1.3
		bcdefg	cdefg	defg	ef	f		ef	b		bd		bdefg		bd	bd	bd
Standard deviation	1.39	1.36	1.43	1.34	1.34	1.06	.61	1.39	1.41	1.37	1.47	1.28	1.44	1.36	1.38	1.41	1.39
Standard error	.03	.06	.07	.06	.06	.05	.02	.03	.04	.03	.05	.04	.06	.05	.03	.04	.03

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
YouTube (Live)	1048	875	103	44	25	1048	959	89	157	891	1048	156	440	451	1048
	37%	37%	42%	32%	33%	37%	39%	27%	35%	38%	37%	20%	36%	59%	37%
							b						a	abd	a
Facebook (Live)	847	692	94	38	23	847	766	81	165	682	847	119	385	343	847
	30%	30%	39%	27%	31%	30%	31%	25%	36%	29%	30%	15%	31%	45%	30%
			ace				b		bc				a	abd	a
Instagram (Live)	755	647	59	31	18	755	710	45	140	614	755	91	334	330	755
	27%	28%	24%	23%	24%	27%	29%	14%	31%	26%	27%	12%	27%	43%	27%
							b						a	abd	a
TikTok (LIVE)	527	436	51	27	13	527	491	36	106	421	527	74	236	217	527
	19%	19%	21%	20%	17%	19%	20%	11%	23%	18%	19%	9%	19%	29%	19%
							b		b				a	abd	a
Twitch	293	245	27	14	7	293	268	25	41	252	293	46	107	139	293
	10%	10%	11%	10%	9%	10%	11%	8%	9%	11%	10%	6%	9%	18%	10%
														abd	a
YouNow	54	48	3	2	1	54	51	3	2	52	54	9	24	21	54
	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	3%	2%
									*	a				a	
I watch live streamed videos on other apps/ sites	61	55	4	2	1	61	50	10	3	58	61	9	33	19	61
	2%	2%	2%	1%	1%	2%	2%	3%	1%	2%	2%	1%	3%	3%	2%
													a		
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1655	1372	166	76	40	1655	1516	139	304	1350	1655	282	742	630	1655
	59%	59%	68%	55%	53%	59%	61%	42%	67%	58%	59%	36%	61%	83%	59%
			acde				b		bc				a	abd	a

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
I do not watch live streamed videos on any apps/ sites	1054	893	70	56	34	1054	874	179	128	926	1054	466	438	118	1054
	38%	38%	29%	41%	45%	38%	35%	54%	28%	39%	38%	59%	36%	16%	38%
		b		b	b	b		a		a	a	bcd	c		c
Don't know	92	78	7	5	2	92	80	12	23	69	92	38	43	11	92
	3%	3%	3%	4%	2%	3%	3%	4%	5%	3%	3%	5%	4%	1%	3%
												c	c		c
Mean number of apps/ sites used (out of 7)	1.3	1.3	1.4	1.1	1.1	1.3	1.3	.9	1.4	1.3	1.3	.6	1.3	2.0	1.3
			cd				b						a	abd	a
Standard deviation	1.39	1.41	1.31	1.27	1.35	1.39	1.40	1.24	1.31	1.41	1.39	1.05	1.34	1.45	1.39
Standard error	.03	.03	.08	.07	.08	.03	.03	.06	.06	.03	.03	.04	.04	.05	.03

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

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

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

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
YouTube (Live)	1048	230	385	212
	37%	46%	34%	34%
		bc		
Facebook (Live)	847	185	340	170
	30%	37%	30%	28%
		bc		
Instagram (Live)	755	175	259	158
	27%	35%	23%	26%
		bc		
TikTok (LIVE)	527	139	163	89
	19%	28%	14%	14%
		bc		
Twitch	293	64	106	44
	10%	13%	9%	7%
		c		
YouNow	54	15	20	14
	2%	3%	2%	2%
I watch live streamed videos on other apps/ sites	61	10	30	11
	2%	2%	3%	2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	1655	358	615	326
	59%	72%	54%	53%
		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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
I do not watch live streamed videos on any apps/ sites	1054 38%	130 26%	487 43% a	275 44% a
Don't know	92 3%	10 2%	40 4%	18 3%
Mean number of apps/ sites used (out of 7)	1.3	1.6 bc	1.1	1.1
Standard deviation	1.39	1.43	1.37	1.36
Standard error	.03	.06	.04	.05
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.

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
None used	1145	45	103	155	227	267	348	1145	486	652	313	355	198	272	668	470	1145
	41%	11%	21%	31%	44%	62%	81%	41%	36%	46%	40%	44%	32%	47%	42%	39%	41%
		a	ab	abc	abcdg	abcdeg	abc			a	c	c		acfg	c	c	c
Only one site or app used	622	104	113	138	117	92	58	622	336	277	151	171	171	119	322	290	622
	22%	24%	23%	28%	23%	21%	14%	22%	25%	20%	19%	21%	28%	20%	20%	24%	22%
		f	f	fg	f	f		f	b				abdeg			ae	
More than one site or app used	1033	280	283	206	171	70	22	1033	518	489	313	277	241	191	590	432	1033
	37%	65%	57%	41%	33%	16%	5%	37%	39%	34%	40%	35%	40%	33%	37%	36%	37%
		bcdefg	cdefg	def	ef	f		ef			bd		d				
Mean number of apps/ sites used (out of 7)	1.3	2.2	1.9	1.4	1.2	.7	.3	1.3	1.4	1.2	1.4	1.1	1.5	1.1	1.3	1.3	1.3
		bcdefg	cdefg	defg	ef	f		ef	b		bd		bdefg		bd	bd	bd
Standard deviation	1.39	1.36	1.43	1.34	1.34	1.06	.61	1.39	1.41	1.37	1.47	1.28	1.44	1.36	1.38	1.41	1.39
Standard error	.03	.06	.07	.06	.06	.05	.02	.03	.04	.03	.05	.04	.06	.05	.03	.04	.03

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

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
None used	1145	971	78	61	36	1145	954	191	151	995	1145	503	481	129	1145
	41%	41%	32%	45%	47%	41%	39%	58%	33%	42%	41%	64%	39%	17%	41%
		b		b	b	b		a		a	a	bcd	c		c
Only one site or app used	622	516	67	25	14	622	572	50	132	489	622	148	292	182	622
	22%	22%	28%	18%	18%	22%	23%	15%	29%	21%	22%	19%	24%	24%	22%
			cd				b		bc				a	a	
More than one site or app used	1033	856	99	51	26	1033	944	88	172	861	1033	134	450	448	1033
	37%	37%	41%	37%	35%	37%	38%	27%	38%	37%	37%	17%	37%	59%	37%
							b						a	abd	a
Mean number of apps/ sites used (out of 7)	1.3	1.3	1.4	1.1	1.1	1.3	1.3	.9	1.4	1.3	1.3	.6	1.3	2.0	1.3
			cd				b						a	abd	a
Standard deviation	1.39	1.41	1.31	1.27	1.35	1.39	1.40	1.24	1.31	1.41	1.39	1.05	1.34	1.45	1.39
Standard error	.03	.03	.08	.07	.08	.03	.03	.06	.06	.03	.03	.04	.04	.05	.03

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

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

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
None used	1145	141	527	293
	41%	28%	46%	47%
			a	a
Only one site or app used	622	115	248	121
	22%	23%	22%	20%
More than one site or app used	1033	243	367	205
	37%	49%	32%	33%
		bc		
Mean number of apps/ sites used (out of 7)	1.3	1.6	1.1	1.1
		bc		
Standard deviation	1.39	1.43	1.37	1.36
Standard error	.03	.06	.04	.05
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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Yes	460	114	148	108	62	21	7	460	273	179	200	84	108	66	284	174	460
	16%	27%	30%	22%	12%	5%	2%	16%	20%	13%	26%	10%	18%	11%	18%	15%	16%
		defg	cdefg	defg	ef	f		def	b		bcdefg		bd		bdf	b	bd
No	2313	304	351	384	449	405	420	2313	1058	1222	569	713	495	513	1282	1007	2313
	83%	71%	70%	77%	87%	94%	98%	83%	79%	86%	73%	89%	81%	88%	81%	84%	83%
					abcg	abcdg	abcdeg	abc		a		acefg	a	aceg	a	a	a
Don't know	27	10	1	8	3	3	1	27	10	17	7	7	7	4	13	11	27
	1%	2%	*%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bfg		bf													

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Yes	460	403	27	22	9	460	440	20	88	372	460	87	208	165	460
	16%	17%	11%	16%	12%	16%	18%	6%	19%	16%	16%	11%	17%	22%	16%
		b				b	b						a	abd	a
No	2313	1916	216	115	66	2313	2004	309	360	1953	2313	682	1009	590	2313
	83%	82%	89%	84%	87%	83%	81%	94%	79%	83%	83%	87%	82%	78%	83%
			ae					a				bcd	c		c
Don't know	27	25	1	1	1	27	26	1	7	20	27	17	7	3	27
	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	2%	1%	*%	1%
												bcd			

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Yes	460	112	181	86
	16%	22%	16%	14%
		bc		
No	2313	384	957	530
	83%	77%	84%	86%
			a	a
Don't know	27	3	4	3
	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.

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

Base : All respondents who live stream their own videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	a	b	a	~b	~c	~d	e	f	g
Unweighted total	390	105	111	99	44	20	11	390	227	154	143	78	87	79	221	166	390
Effective Weighted Sample	274	68	85	74	31	11	8	274	163	104	108	53	63	52	160	113	274
Total	460	114	148	108	62	21	7	460	273	179	200	84	108	66	284	174	460
Facebook (Live)	248	25	86	**	**	**	**	248	128	116	103	**	**	**	148	100	248
	54%	22%	58%	**	**	**	**	54%	47%	65%	51%	**	**	**	52%	57%	54%
		a						a		a							
Instagram (Live)	243	55	90	**	**	**	**	243	146	94	111	**	**	**	161	81	243
	53%	49%	61%	**	**	**	**	53%	53%	52%	55%	**	**	**	56%	47%	53%
YouTube (Live)	216	43	79	**	**	**	**	216	141	72	110	**	**	**	138	78	216
	47%	38%	53%	**	**	**	**	47%	52%	40%	55%	**	**	**	48%	45%	47%
TikTok (LIVE)	168	41	59	**	**	**	**	168	90	76	78	**	**	**	107	61	168
	37%	36%	40%	**	**	**	**	37%	33%	43%	39%	**	**	**	38%	35%	37%
Twitch	91	37	34	**	**	**	**	91	70	20	37	**	**	**	53	38	91
	20%	32%	23%	**	**	**	**	20%	26%	11%	19%	**	**	**	19%	22%	20%
		g							b								
YouNow	37	10	19	**	**	**	**	37	20	15	18	**	**	**	21	16	37
	8%	9%	12%	**	**	**	**	8%	7%	9%	9%	**	**	**	7%	9%	8%
I post or share my own live streamed videos to other apps/ sites	18	-	1	**	**	**	**	18	9	8	8	**	**	**	8	9	18
	4%	-%	*%	**	**	**	**	4%	3%	5%	4%	**	**	**	3%	5%	4%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	458	112	148	**	**	**	**	458	270	179	200	**	**	**	284	172	458
	99%	98%	100%	**	**	**	**	99%	99%	100%	100%	**	**	**	100%	99%	99%
Don't know	3	2	-	**	**	**	**	3	3	-	-	**	**	**	1	2	3
	1%	2%	-%	**	**	**	**	1%	1%	-%	-%	**	**	**	*%	1%	1%

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

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

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

Base : All respondents who live stream their own videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	390	287	29	41	33	390	368	22	71	319	390	64	176	150	390
Effective Weighted Sample	274	227	21	20	26	274	259	15	47	227	274	46	123	106	274
Total	460	403	27	22	9	460	440	20	88	372	460	87	208	165	460
Facebook (Live)	248	218	**	**	**	248	236	**	**	202	248	**	106	102	248
	54%	54%	**	**	**	54%	54%	**	**	54%	54%	**	51%	62%	54%
Instagram (Live)	243	219	**	**	**	243	230	**	**	196	243	**	107	93	243
	53%	54%	**	**	**	53%	52%	**	**	53%	53%	**	51%	56%	53%
YouTube (Live)	216	191	**	**	**	216	209	**	**	174	216	**	105	87	216
	47%	47%	**	**	**	47%	47%	**	**	47%	47%	**	50%	53%	47%
TikTok (LIVE)	168	150	**	**	**	168	160	**	**	133	168	**	68	70	168
	37%	37%	**	**	**	37%	36%	**	**	36%	37%	**	33%	42%	37%
Twitch	91	78	**	**	**	91	88	**	**	82	91	**	36	40	91
	20%	19%	**	**	**	20%	20%	**	**	22%	20%	**	17%	24%	20%
YouNow	37	33	**	**	**	37	36	**	**	37	37	**	18	13	37
	8%	8%	**	**	**	8%	8%	**	**	10%	8%	**	8%	8%	8%
I post or share my own live streamed videos to other apps/ sites	18	17	**	**	**	18	16	**	**	17	18	**	9	7	18
	4%	4%	**	**	**	4%	4%	**	**	4%	4%	**	4%	4%	4%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	458	401	**	**	**	458	437	**	**	371	458	**	206	165	458
	99%	99%	**	**	**	99%	99%	**	**	100%	99%	**	99%	100%	99%
Don't know	3	2	**	**	**	3	3	**	**	1	3	**	2	1	3
	1%	1%	**	**	**	1%	1%	**	**	*%	1%	**	1%	*%	1%

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

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

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

Base : All respondents who live stream their own videos

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	b	~c
Unweighted total	390	89	155	60
Effective Weighted Sample	274	62	111	44
Total	460	112	181	86
Facebook (Live)	248	**	101	**
	54%	**	56%	**
Instagram (Live)	243	**	97	**
	53%	**	54%	**
YouTube (Live)	216	**	93	**
	47%	**	51%	**
TikTok (LIVE)	168	**	62	**
	37%	**	34%	**
Twitch	91	**	33	**
	20%	**	18%	**
YouNow	37	**	10	**
	8%	**	5%	**
I post or share my own live streamed videos to other apps/ sites	18	**	13	**
	4%	**	7%	**
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	458	**	181	**
	99%	**	100%	**
Don't know	3	**	-	**
	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Facebook (Live)	248	25	86	71	47	16	4	248	128	116	103	45	65	35	148	100	248
	9%	6%	17%	14%	9%	4%	1%	9%	10%	8%	13%	6%	11%	6%	9%	8%	9%
		f	defg	defg	ef	f		ef			bdefg		bd		bd	b	bd
Instagram (Live)	243	55	90	55	34	8	1	243	146	94	111	50	58	23	161	81	243
	9%	13%	18%	11%	7%	2%	*%	9%	11%	7%	14%	6%	9%	4%	10%	7%	9%
		defg	cdefg	def	ef	f		ef	b		bcdefg		d		bdf	d	d
YouTube (Live)	216	43	79	40	42	11	2	216	141	72	110	27	52	26	138	78	216
	8%	10%	16%	8%	8%	3%	*%	8%	10%	5%	14%	3%	9%	5%	9%	7%	8%
		ef	acdefg	ef	ef	f		ef	b		bcdefg		bd		bd	b	bd
TikTok (LIVE)	168	41	59	39	28	*	*	168	90	76	78	29	42	19	107	61	168
	6%	10%	12%	8%	5%	*%	*%	6%	7%	5%	10%	4%	7%	3%	7%	5%	6%
		efg	defg	ef	ef			ef			bdefg		bd		bd		bd
Twitch	91	37	34	13	7	-	-	91	70	20	37	16	23	15	53	38	91
	3%	9%	7%	3%	1%	-%	-%	3%	5%	1%	5%	2%	4%	3%	3%	3%	3%
		cdefg	cdefg	ef	ef			ef	b		b						
YouNow	37	10	19	5	3	-	-	37	20	15	18	4	12	4	21	16	37
	1%	2%	4%	1%	1%	-%	-%	1%	1%	1%	2%	*%	2%	1%	1%	1%	1%
		def	cdefg	f				ef			bd		b				
I post or share my own live streamed videos to other apps/ sites	18	-	1	9	4	1	3	18	9	8	8	-	6	3	8	9	18
	1%	-%	*%	2%	1%	*%	1%	1%	1%	1%	1%	-%	1%	*%	1%	1%	1%
				abeg							b		b			b	
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	458	112	148	108	62	20	7	458	270	179	200	83	106	66	284	172	458
	16%	26%	30%	22%	12%	5%	2%	16%	20%	13%	26%	10%	17%	11%	18%	14%	16%
		defg	cdefg	defg	ef	f		def	b		bcdefg		bd		bdf	b	bd
DO NOT LIVE STREAM THEIR OWN VIDEOS	2313	304	351	384	449	405	420	2313	1058	1222	569	713	495	513	1282	1007	2313
	83%	71%	70%	77%	87%	94%	98%	83%	79%	86%	73%	89%	81%	88%	81%	84%	83%
					abcg	abcdg	abcddeg	abc		a		acefg	a	aceg	a	a	a

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

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

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Don't know	30	12	1	8	3	4	1	30	13	17	7	7	9	4	14	13	30
	1%	3%	*%	2%	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
		bdfg		bf													
Mean number of apps/ sites used (out of 7)	.4	.5	.7	.5	.3	.1	*	.4	.4	.3	.6	.2	.4	.2	.4	.3	.4
		defg	acdefg	defg	ef	f		ef	b		bcdefg		bdf		bdf	bd	bd
Standard deviation	.97	1.02	1.33	1.06	.99	.42	.22	.97	1.06	.88	1.19	.72	1.09	.73	1.00	.94	.97
Standard error	.02	.05	.06	.05	.05	.02	.01	.02	.03	.02	.04	.02	.05	.03	.02	.03	.02

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Facebook (Live)	248	218	14	10	5	248	236	12	46	202	248	40	106	102	248
	9%	9%	6%	8%	7%	9%	10%	4%	10%	9%	9%	5%	9%	13%	9%
							b						a	abd	a
Instagram (Live)	243	219	10	11	3	243	230	13	47	196	243	43	107	93	243
	9%	9%	4%	8%	4%	9%	9%	4%	10%	8%	9%	6%	9%	12%	9%
		bd				bd	b						a	abd	a
YouTube (Live)	216	191	15	7	4	216	209	7	43	174	216	24	105	87	216
	8%	8%	6%	5%	5%	8%	8%	2%	9%	7%	8%	3%	9%	11%	8%
							b						a	ad	a
TikTok (LIVE)	168	150	13	3	3	168	160	9	35	133	168	31	68	70	168
	6%	6%	5%	2%	3%	6%	6%	3%	8%	6%	6%	4%	6%	9%	6%
		c				c	b							abd	
Twitch	91	78	6	4	2	91	88	3	9	82	91	15	36	40	91
	3%	3%	2%	3%	3%	3%	4%	1%	2%	3%	3%	2%	3%	5%	3%
							b							abd	
YouNow	37	33	1	2	1	37	36	1	*	37	37	6	18	13	37
	1%	1%	*%	1%	1%	1%	1%	*%	*%	2%	1%	1%	1%	2%	1%
I post or share my own live streamed videos to other apps/ sites	18	17	1	*	*	18	16	3	2	17	18	2	9	7	18
	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	458	401	26	22	9	458	437	20	86	371	458	87	206	165	458
	16%	17%	11%	16%	12%	16%	18%	6%	19%	16%	16%	11%	17%	22%	16%
		b				b	b						a	abd	a
DO NOT LIVE STREAM THEIR OWN VIDEOS	2313	1916	216	115	66	2313	2004	309	360	1953	2313	682	1009	590	2313
	83%	82%	89%	84%	87%	83%	81%	94%	79%	83%	83%	87%	82%	78%	83%
			ae					a				bcd	c		c

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Don't know	30	27	1	1	1	30	28	1	9	21	30	17	9	4	30
	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	2%	1%	1%	1%
												bc			
Mean number of apps/ sites used (out of 7)	.4	.4	.2	.3	.2	.4	.4	.1	.4	.4	.4	.2	.4	.5	.4
		bd				bd	b						a	abd	a
Standard deviation	.97	1.00	.81	.72	.80	.97	1.00	.67	.95	.98	.97	.67	.95	1.23	.97
Standard error	.02	.02	.05	.04	.05	.02	.02	.03	.05	.02	.02	.02	.03	.04	.02

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Facebook (Live)	248	71	101	47
	9%	14%	9%	8%
		bc		
Instagram (Live)	243	63	97	45
	9%	13%	8%	7%
		bc		
YouTube (Live)	216	58	93	39
	8%	12%	8%	6%
		c		
TikTok (LIVE)	168	60	62	21
	6%	12%	5%	3%
		bc		
Twitch	91	22	33	17
	3%	4%	3%	3%
YouNow	37	7	10	14
	1%	1%	1%	2%
I post or share my own live streamed videos to other apps/ sites	18	2	13	2
	1%	*%	1%	*%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	458	112	181	84
	16%	22%	16%	14%
		bc		
DO NOT LIVE STREAM THEIR OWN VIDEOS	2313	384	957	530
	83%	77%	84%	86%
			a	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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Don't know	30	3	4	5
	1%	1%	*%	1%
Mean number of apps/ sites used (out of 7)	.4	.6	.4	.3
		bc		
Standard deviation	.97	1.21	.98	.86
Standard error	.02	.05	.03	.03

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
None used	2342	317	352	392	453	409	421	2342	1071	1239	576	720	504	516	1296	1020	2342
	84%	74%	70%	78%	88%	95%	98%	84%	80%	87%	74%	90%	83%	89%	82%	86%	84%
				b	abcg	abcdg	abcdeg	abc		a		acefg	a	aceg	a	ae	a
Only one site or app used	167	60	39	36	19	8	4	167	97	66	64	35	33	34	99	67	167
	6%	14%	8%	7%	4%	2%	1%	6%	7%	5%	8%	4%	5%	6%	6%	6%	6%
		bcdefg	def	def	f			ef	b		b						
More than one site or app used	291	52	109	72	43	12	3	291	173	113	137	48	73	32	185	105	291
	10%	12%	22%	14%	8%	3%	1%	10%	13%	8%	18%	6%	12%	6%	12%	9%	10%
		ef	acdefg	defg	ef	f		ef	b		bcdefg		bd		bdf	d	bd
Mean number of apps/ sites used (out of 7)	.4	.5	.7	.5	.3	.1	*	.4	.4	.3	.6	.2	.4	.2	.4	.3	.4
		defg	acdefg	defg	ef	f		ef	b		bcdefg		bdf		bdf	bd	bd
Standard deviation	.97	1.02	1.33	1.06	.99	.42	.22	.97	1.06	.88	1.19	.72	1.09	.73	1.00	.94	.97
Standard error	.02	.05	.06	.05	.05	.02	.01	.02	.03	.02	.04	.02	.05	.03	.02	.03	.02

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
None used	2342	1942	218	116	67	2342	2033	310	368	1974	2342	698	1018	594	2342
	84%	83%	89%	84%	88%	84%	82%	94%	81%	84%	84%	89%	83%	78%	84%
			ae					a				bcd	c		c
Only one site or app used	167	146	6	10	5	167	160	6	33	133	167	41	81	44	167
	6%	6%	3%	7%	6%	6%	6%	2%	7%	6%	6%	5%	7%	6%	6%
		b				b	b								
More than one site or app used	291	255	20	12	4	291	277	14	53	238	291	46	124	121	291
	10%	11%	8%	9%	6%	10%	11%	4%	12%	10%	10%	6%	10%	16%	10%
		d					b						a	abd	a
Mean number of apps/ sites used (out of 7)	.4	.4	.2	.3	.2	.4	.4	.1	.4	.4	.4	.2	.4	.5	.4
		bd				bd	b						a	abd	a
Standard deviation	.97	1.00	.81	.72	.80	.97	1.00	.67	.95	.98	.97	.67	.95	1.23	.97
Standard error	.02	.02	.05	.04	.05	.02	.02	.03	.05	.02	.02	.02	.03	.04	.02

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
None used	2342	387	961	535
	84%	78%	84%	86%
			a	a
Only one site or app used	167	27	67	26
	6%	5%	6%	4%
More than one site or app used	291	85	114	58
	10%	17%	10%	9%
		bc		
Mean number of apps/ sites used (out of 7)	.4	.6	.4	.3
		bc		
Standard deviation	.97	1.21	.98	.86
Standard error	.02	.05	.03	.03
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 USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1655	384	397	345	287	162	81	1655	854	766	463	449	412	310	912	722	1655
	59%	89%	79%	69%	56%	38%	19%	59%	64%	54%	60%	56%	68%	53%	58%	61%	59%
		bcdefg	cdefg	defg	ef	f		ef	b		d		abdefg			d	d
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	458	112	148	108	62	20	7	458	270	179	200	83	106	66	284	172	458
	16%	26%	30%	22%	12%	5%	2%	16%	20%	13%	26%	10%	17%	11%	18%	14%	16%
		defg	cdefg	defg	ef	f		def	b		bcdefg		bd		bdf	b	bd
TOTAL - EITHER OF THESE ACTIVITIES	1668	384	402	349	290	162	82	1668	856	778	468	451	417	311	919	728	1668
	60%	90%	80%	70%	56%	38%	19%	60%	64%	55%	60%	56%	68%	53%	58%	61%	60%
		bcdefg	cdefg	defg	ef	f		ef	b		d		abdefg			d	d
TOTAL - BOTH OF THESE ACTIVITIES	444	112	143	104	59	20	6	444	268	167	196	81	101	65	276	166	444
	16%	26%	29%	21%	12%	5%	1%	16%	20%	12%	25%	10%	17%	11%	17%	14%	16%
		defg	cdefg	defg	ef	f		def	b		bcdefg		bd		bdf	b	bd
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1132	45	98	151	225	267	346	1132	485	640	308	352	193	271	660	464	1132
	40%	10%	20%	30%	44%	62%	81%	40%	36%	45%	40%	44%	32%	47%	42%	39%	40%
			a	ab	abc	abcdg	abcdeg	abc		a	c	c		acfg	c	c	c

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

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

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1655	1372	166	76	40	1655	1516	139	304	1350	1655	282	742	630	1655
	59%	59%	68%	55%	53%	59%	61%	42%	67%	58%	59%	36%	61%	83%	59%
			acde				b		bc				a	abd	a
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	458	401	26	22	9	458	437	20	86	371	458	87	206	165	458
	16%	17%	11%	16%	12%	16%	18%	6%	19%	16%	16%	11%	17%	22%	16%
		b				b	b						a	abd	a
TOTAL - EITHER OF THESE ACTIVITIES	1668	1385	166	76	40	1668	1528	140	304	1364	1668	285	749	634	1668
	60%	59%	68%	56%	53%	60%	62%	43%	67%	58%	60%	36%	61%	84%	60%
			acde				b		bc				a	abd	a
TOTAL - BOTH OF THESE ACTIVITIES	444	388	26	21	9	444	426	18	86	358	444	84	199	161	444
	16%	17%	11%	16%	12%	16%	17%	6%	19%	15%	16%	11%	16%	21%	16%
		b				b	b						a	abd	a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1132	958	78	61	35	1132	943	189	151	981	1132	500	475	125	1132
	40%	41%	32%	44%	47%	40%	38%	57%	33%	42%	40%	64%	39%	16%	40%
		b		b	b	b		a		a	a	bcd	c		c

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

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

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	1655 59%	358 72% bc	615 54%	326 53%
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	458 16%	112 22% bc	181 16%	84 14%
TOTAL - EITHER OF THESE ACTIVITIES	1668 60%	360 72% bc	622 54%	330 53%
TOTAL - BOTH OF THESE ACTIVITIES	444 16%	110 22% bc	174 15%	81 13%
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	1132 40%	139 28%	520 46% a	290 47% 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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Facebook	1862	229	347	366	376	299	246	1862	827	1018	495	548	407	401	1043	808	1862
	67%	53%	69%	73%	73%	70%	58%	67%	62%	72%	64%	68%	67%	69%	66%	68%	67%
			af	afg	afg	af		af		a							
Instagram	1365	347	347	258	238	125	50	1365	578	756	394	413	306	233	807	539	1365
	49%	81%	69%	52%	46%	29%	12%	49%	43%	53%	51%	51%	50%	40%	51%	45%	49%
		bcdefg	cdefg	ef	ef	f		ef		a	df	df	d		df		d
Twitter	907	172	182	181	188	133	50	907	477	408	290	277	183	145	567	328	907
	32%	40%	36%	36%	37%	31%	12%	32%	36%	29%	37%	34%	30%	25%	36%	27%	32%
		efg	f	f	f	f		f	b		cdfg	df			cdfg		df
TikTok	712	243	174	136	117	31	11	712	289	404	184	202	180	130	386	310	712
	25%	57%	35%	27%	23%	7%	3%	25%	22%	29%	24%	25%	29%	22%	24%	26%	25%
		bcdefg	cdefg	ef	ef	f		ef		a			d				
Snapchat	707	297	189	102	85	30	4	707	292	394	193	193	172	134	386	306	707
	25%	69%	38%	20%	17%	7%	1%	25%	22%	28%	25%	24%	28%	23%	24%	26%	25%
		bcdefg	cdefg	ef	ef	f		cdef		a							
Pinterest	522	119	111	97	98	64	33	522	122	391	151	138	128	97	289	225	522
	19%	28%	22%	19%	19%	15%	8%	19%	9%	28%	19%	17%	21%	17%	18%	19%	19%
		cdefg	ef	f	f	f		f		a							
LinkedIn	433	52	82	87	99	75	39	433	232	200	196	146	45	37	342	82	433
	15%	12%	16%	17%	19%	17%	9%	15%	17%	14%	25%	18%	7%	6%	22%	7%	15%
			f	f	af	f		f			bcdfg	cdf			cdfg		cdf
Reddit	309	99	95	65	31	13	5	309	179	119	103	99	60	39	202	98	309
	11%	23%	19%	13%	6%	3%	1%	11%	13%	8%	13%	12%	10%	7%	13%	8%	11%
		cdefg	cdefg	def	f			def	b		df	df			df		df
Tumblr	110	39	29	19	15	5	3	110	47	53	34	30	26	19	64	44	110
	4%	9%	6%	4%	3%	1%	1%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%
		cdefg	ef	ef	f			ef									
Yubo (ADDED AT WAVE 2)	58	24	25	4	4	-	-	58	25	29	16	11	23	8	27	31	58
	2%	6%	5%	1%	1%	-%	-%	2%	2%	2%	2%	1%	4%	1%	2%	3%	2%
		cdefg	cdefg					ef					bdeg				

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
I use other social media apps or sites	49	6	8	13	3	9	8	49	29	18	14	12	15	7	26	22	49
	2%	1%	2%	3%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%
				d													
USE ANY OF THESE APPS SITES FOR SOCIAL MEDIA	2468	421	488	470	446	358	286	2468	1168	1258	677	717	550	497	1394	1047	2468
	88%	98%	98%	94%	87%	83%	67%	88%	87%	89%	87%	89%	90%	85%	88%	88%	88%
		cdefg	cdefg	defg	f	f		ef					d				
None/ I do not use any social media apps or sites	310	4	9	26	63	66	141	310	164	146	93	80	54	81	173	135	310
	11%	1%	2%	5%	12%	15%	33%	11%	12%	10%	12%	10%	9%	14%	11%	11%	11%
				ab	abc	abcg	abcdeg	abc						bc			
Don't know	22	4	3	4	5	5	2	22	8	14	7	6	6	4	13	9	22
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
ONLY USES FACEBOOK	463	7	38	82	87	102	148	463	215	248	97	116	111	138	213	249	463
	17%	2%	8%	16%	17%	24%	35%	17%	16%	18%	12%	14%	18%	24%	13%	21%	17%
			a	ab	ab	abcdg	abcdeg	ab					ae	abeg		abeg	ae
Mean number of apps/ sites used (out of 11)	2.5	3.8	3.2	2.7	2.4	1.8	1.0	2.5	2.3	2.7	2.7	2.6	2.5	2.1	2.6	2.3	2.5
		bcdefg	cdefg	ef	ef	f		ef		a	dfg	df	d		df	d	df
Standard deviation	1.94	1.99	1.89	1.85	1.86	1.51	1.06	1.94	1.86	1.98	1.99	1.89	1.98	1.79	1.94	1.90	1.94
Standard error	.04	.10	.09	.08	.09	.07	.04	.04	.05	.05	.07	.06	.09	.06	.05	.05	.04

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Facebook	1862 67%	1533 65%	183 75% ae	96 70%	51 68%	1862 67%	1639 66%	223 68%	309 68%	1553 66%	1862 67%	416 53%	847 69% a	589 78% abd	1862 67% a
Instagram	1365 49%	1153 49%	115 47%	62 45%	34 46%	1365 49%	1234 50% b	131 40%	233 51%	1132 48%	1365 49%	236 30%	598 49% a	530 70% abd	1365 49% a
Twitter	907 32%	742 32%	99 41% ae	43 31%	24 31%	907 32%	833 34% b	74 22%	108 24%	799 34% a	907 32% a	111 14%	382 31% a	411 54% abd	907 32% a
TikTok	712 25%	595 25%	68 28%	33 24%	16 21%	712 25%	654 26% b	59 18%	131 29%	581 25%	712 25%	100 13%	303 25% a	309 41% abd	712 25% a
Snapchat	707 25%	586 25%	65 27%	37 27%	19 25%	707 25%	653 26% b	54 16%	146 32% bc	561 24%	707 25%	119 15%	312 26% a	276 36% abd	707 25% a
Pinterest	522 19%	433 18%	51 21%	23 17%	16 21%	522 19%	459 19%	63 19%	65 14%	457 20% a	522 19%	72 9%	208 17% a	237 31% abd	522 19% a
LinkedIn	433 15%	376 16%	28 12%	20 14%	8 11%	433 15%	390 16%	43 13%	33 7%	400 17% a	433 15% a	49 6%	167 14% a	217 29% abd	433 15% a
Reddit	309 11%	252 11%	37 15%	13 9%	7 10%	309 11%	285 12% b	23 7%	16 4%	293 12% a	309 11% a	31 4%	116 10% a	160 21% abd	309 11% a
Tumblr	110 4%	91 4%	13 5%	4 3%	2 2%	110 4%	104 4%	6 2%	17 4%	93 4%	110 4%	20 3%	33 3%	57 8% abd	110 4%
Yubo (ADDED AT WAVE 2)	58 2%	48 2%	5 2%	3 2%	1 2%	58 2%	56 2%	2 1%	8 2%	49 2%	58 2%	14 2%	22 2%	22 3%	58 2%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
I use other social media apps or sites	49 2%	42 2%	1 *%	3 2%	4 5% abe	49 2%	44 2%	5 1%	9 2%	40 2%	49 2%	11 1%	24 2%	14 2%	49 2%
USE ANY OF THESE APPS SITES FOR SOCIAL MEDIA	2468 88%	2069 88%	217 89%	119 86%	64 85%	2468 88%	2195 89% b	273 83%	411 90%	2057 88%	2468 88%	587 75%	1127 92% ad	738 97% abd	2468 88% a
None/ I do not use any social media apps or sites	310 11%	257 11%	23 9%	18 13%	11 15%	310 11%	253 10%	57 17% a	39 9%	270 12%	310 11%	188 24% bcd	86 7% c	20 3%	310 11% bc
Don't know	22 1%	17 1%	4 2%	1 *%	- -%	22 1%	22 1%	* *%	5 1%	18 1%	22 1%	10 1% c	11 1%	1 *%	22 1%
ONLY USES FACEBOOK	463 17%	377 16%	44 18%	28 20%	14 19%	463 17%	390 16%	73 22% a	83 18%	380 16%	463 17%	177 22% cd	228 19% c	51 7%	463 17% c
Mean number of apps/ sites used (out of 11)	2.5	2.5	2.7	2.4	2.4	2.5	2.6 b	2.1	2.4	2.5	2.5	1.5	2.5 a	3.7 abd	2.5 a
Standard deviation	1.94	1.91	2.15	1.94	1.97	1.94	1.95	1.74	1.75	1.97	1.94	1.48	1.67	2.10	1.94
Standard error	.04	.04	.12	.11	.11	.04	.04	.09	.09	.04	.04	.05	.05	.07	.04

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Facebook	1862	348	825	385
	67%	70%	72%	62%
		c	c	
Instagram	1365	268	527	283
	49%	54%	46%	46%
		bc		
Twitter	907	161	368	219
	32%	32%	32%	35%
TikTok	712	172	247	116
	25%	34%	22%	19%
		bc		
Snapchat	707	170	242	120
	25%	34%	21%	19%
		bc		
Pinterest	522	95	203	115
	19%	19%	18%	18%
LinkedIn	433	51	171	152
	15%	10%	15%	25%
			a	ab
Reddit	309	48	127	71
	11%	10%	11%	11%
Tumblr	110	22	43	17
	4%	4%	4%	3%
Yubo (ADDED AT WAVE 2)	58	14	20	5
	2%	3%	2%	1%
		c		

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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
I use other social media apps or sites	49	9	22	9
	2%	2%	2%	1%
USE ANY OF THESE APPS SITES FOR SOCIAL MEDIA	2468	464	1016	520
	88%	93%	89%	84%
		bc	c	
None/ I do not use any social media apps or sites	310	33	120	98
	11%	7%	11%	16%
			a	ab
Don't know	22	2	6	1
	1%	*%	1%	*%
ONLY USES FACEBOOK	463	75	225	90
	17%	15%	20%	14%
			c	
Mean number of apps/ sites used (out of 11)	2.5	2.7	2.4	2.4
		bc		
Standard deviation	1.94	1.85	1.92	1.93
Standard error	.04	.08	.05	.08
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.

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
None used	332	8	12	30	68	71	143	332	172	159	99	86	60	85	185	145	332
	12%	2%	2%	6%	13%	17%	33%	12%	13%	11%	13%	11%	10%	15%	12%	12%	12%
				ab	abc	abcg	abcdeg	abc						c			
Only one site or app used	719	52	89	133	124	141	180	719	384	330	164	194	172	183	358	355	719
	26%	12%	18%	27%	24%	33%	42%	26%	29%	23%	21%	24%	28%	31%	23%	30%	26%
			a	ab	a	abdg	abcdeg	ab	b				ae	abeg		abeg	a
More than one site or app used	1749	369	399	337	322	216	106	1749	784	928	513	523	378	314	1037	692	1749
	62%	86%	80%	67%	63%	50%	25%	62%	59%	65%	66%	65%	62%	54%	66%	58%	62%
		bcdefg	cdefg	ef	ef	f		ef		a	df	df	d		df		df
Mean number of apps/ sites used (out of 11)	2.5	3.8	3.2	2.7	2.4	1.8	1.0	2.5	2.3	2.7	2.7	2.6	2.5	2.1	2.6	2.3	2.5
		bcdefg	cdefg	ef	ef	f		ef		a	dfg	df	d		df	d	df
Standard deviation	1.94	1.99	1.89	1.85	1.86	1.51	1.06	1.94	1.86	1.98	1.99	1.89	1.98	1.79	1.94	1.90	1.94
Standard error	.04	.10	.09	.08	.09	.07	.04	.04	.05	.05	.07	.06	.09	.06	.05	.05	.04

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

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
None used	332	274	27	19	11	332	275	57	44	288	332	199	96	21	332
	12%	12%	11%	14%	15%	12%	11%	17%	10%	12%	12%	25%	8%	3%	12%
								a				bcd	c		bc
Only one site or app used	719	598	63	38	21	719	623	96	140	579	719	289	332	86	719
	26%	26%	26%	27%	27%	26%	25%	29%	31%	25%	26%	37%	27%	11%	26%
									b			bcd	c		c
More than one site or app used	1749	1471	153	81	44	1749	1572	177	271	1478	1749	298	795	652	1749
	62%	63%	63%	59%	57%	62%	64%	54%	59%	63%	62%	38%	65%	86%	62%
							b						a	abd	a
Mean number of apps/ sites used (out of 11)	2.5	2.5	2.7	2.4	2.4	2.5	2.6	2.1	2.4	2.5	2.5	1.5	2.5	3.7	2.5
							b						a	abd	a
Standard deviation	1.94	1.91	2.15	1.94	1.97	1.94	1.95	1.74	1.75	1.97	1.94	1.48	1.67	2.10	1.94
Standard error	.04	.04	.12	.11	.11	.04	.04	.09	.09	.04	.04	.05	.05	.07	.04

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

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

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
None used	332	35	126	99
	12%	7%	11%	16%
			a	ab
Only one site or app used	719	117	318	140
	26%	24%	28%	23%
			c	
More than one site or app used	1749	346	698	380
	62%	69%	61%	61%
		bc		
Mean number of apps/ sites used (out of 11)	2.5	2.7	2.4	2.4
		bc		
Standard deviation	1.94	1.85	1.92	1.93
Standard error	.04	.08	.05	.08
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.

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

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2640	429	442	500	419	404	446	2640	1216	1384	661	762	462	730	1423	1192	2640
Effective Weighted Sample	1724	281	297	344	275	276	300	1724	799	900	454	513	328	449	966	745	1724
Total	2468	421	488	470	446	358	286	2468	1168	1258	677	717	550	497	1394	1047	2468
Facebook	1245	55	169	258	290	243	230	1245	548	694	313	331	284	313	644	597	1245
	50%	13%	35%	55%	65%	68%	80%	50%	47%	55%	46%	46%	52%	63%	46%	57%	50%
			a	ab	abcg	abcg	abcdeg	ab		a				abcefg		abeg	e
Instagram	485	143	175	80	53	21	13	485	218	250	149	157	110	59	306	169	485
	20%	34%	36%	17%	12%	6%	4%	20%	19%	20%	22%	22%	20%	12%	22%	16%	20%
		cdefg	cdefg	ef	ef			def			df	df	d		df	d	df
Twitter	205	17	37	46	46	46	12	205	143	57	60	73	44	28	133	72	205
	8%	4%	8%	10%	10%	13%	4%	8%	12%	5%	9%	10%	8%	6%	10%	7%	8%
				af	af	abfg		af		b		df			df		d
TikTok	166	80	35	31	18	1	*	166	64	91	38	50	35	36	88	71	166
	7%	19%	7%	7%	4%	1%	1%	7%	5%	7%	6%	7%	6%	7%	6%	7%	7%
		bcdefg	ef	ef	ef			ef									
Snapchat	146	89	36	8	9	4	1	146	61	81	45	34	36	28	78	64	146
	6%	21%	7%	2%	2%	1%	1%	6%	5%	6%	7%	5%	6%	6%	6%	6%	6%
		bcdefg	cdef		f			cdef									
Reddit	58	17	17	18	4	2	-	58	41	16	13	20	14	7	34	21	58
	2%	4%	3%	4%	1%	1%	1%	2%	4%	1%	2%	3%	2%	1%	2%	2%	2%
		def	def	def				f	b								
LinkedIn	54	3	5	4	13	18	11	54	45	9	27	23	3	1	50	3	54
	2%	1%	1%	1%	3%	5%	4%	2%	4%	1%	4%	3%	1%	1%	4%	1%	2%
						abcg	abc		b		cdfg	cdf			cdfg		cdf
Pinterest	47	5	4	13	6	10	9	47	16	32	15	12	9	11	27	20	47
	2%	1%	1%	3%	1%	3%	3%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%
							b										
Yubo (ADDED AT WAVE 2)	29	4	6	5	2	7	6	29	19	10	11	6	7	5	17	12	29
	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Tumblr	9	2	3	1	2	*	-	9	3	5	3	1	2	2	4	5	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

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

Base : All respondents who use social media apps or sites

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Significance Level: 95%																	
Unweighted total	2640	429	442	500	419	404	446	2640	1216	1384	661	762	462	730	1423	1192	2640
Effective Weighted Sample	1724	281	297	344	275	276	300	1724	799	900	454	513	328	449	966	745	1724
Total	2468	421	488	470	446	358	286	2468	1168	1258	677	717	550	497	1394	1047	2468
Other social media app or site	9	1	-	3	1	2	2	9	5	3	1	3	2	3	3	5	9
	*%	*%	-%	1%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
Don't know	17	5	2	3	3	3	1	17	5	12	3	6	4	3	9	8	17
	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%

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

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

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

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2640	1835	270	269	266	2640	2299	341	379	2261	2640	596	1248	778	2640
Effective Weighted Sample	1724	1352	200	129	180	1724	1517	210	242	1493	1724	373	804	539	1724
Total	2468	2069	217	119	64	2468	2195	273	411	2057	2468	587	1127	738	2468
Facebook	1245	1019	123	66	37	1245	1076	169	214	1031	1245	324	596	314	1245
	50%	49%	57%	56%	57% a	50%	49%	62% a	52%	50%	50%	55% c	53% c	43%	50% c
Instagram	485	419	35	22	9	485	443	42	91	394	485	102	214	170	485
	20%	20%	16%	18%	14%	20%	20%	15%	22%	19%	20%	17%	19%	23% a	20%
Twitter	205	168	22	9	6	205	190	15	13	192	205	32	82	89	205
	8%	8%	10%	8%	9%	8%	9%	6%	3%	9% a	8% a	5%	7%	12% abd	8%
TikTok	166	146	10	6	3	166	159	6	42	123	166	46	49	71	166
	7%	7%	5%	5%	5%	7%	7% b	2%	10% bc	6%	7%	8% b	4%	10% bd	7% b
Snapchat	146	119	14	9	3	146	137	9	26	119	146	25	92	29	146
	6%	6%	7%	8%	5%	6%	6%	3%	6%	6%	6%	4%	8% acd	4%	6%
Reddit	58	50	5	1	1	58	53	5	2	55	58	13	26	19	58
	2%	2%	2%	1%	2%	2%	2%	2%	1%	3% a	2%	2%	2%	3%	2%
LinkedIn	54	51	2	1	1	54	42	12	2	52	54	7	23	24	54
	2%	2%	1%	1%	1%	2%	2%	4% a	1%	3%	2%	1%	2%	3% a	2%
Pinterest	47	40	3	2	2	47	39	8	5	42	47	17	16	12	47
	2%	2%	2%	2%	3%	2%	2%	3%	1%	2%	2%	3%	1%	2%	2%
Yubo (ADDED AT WAVE 2)	29	25	1	2	2	29	27	1	11	17	29	16	10	2	29
	1%	1%	%	2%	2%	1%	1%	1%	3% bc	1%	1%	3% bcd	1%	%	1%
Tumblr	9	8	*	-	*	9	7	2	3	6	9	3	1	5	9
	%	%	%	%	%	%	%	1%	1%	%	%	%	%	1%	%

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

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

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

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2640	1835	270	269	266	2640	2299	341	379	2261	2640	596	1248	778	2640
Effective Weighted Sample	1724	1352	200	129	180	1724	1517	210	242	1493	1724	373	804	539	1724
Total	2468	2069	217	119	64	2468	2195	273	411	2057	2468	587	1127	738	2468
Other social media app or site	9	9	-	-	-	9	8	1	-	9	9	1	6	2	9
	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%
Don't know	17	15	1	1	*	17	14	3	-	17	17	3	11	3	17
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	*%	1%

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

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

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

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2640	495	1085	538
Effective Weighted Sample	1724	316	697	367
Total	2468	464	1016	520
Facebook	1245	232	573	261
	50%	50%	56%	50%
Instagram	485	85	191	114
	20%	18%	19%	22%
Twitter	205	32	89	61
	8%	7%	9%	12%
			a	
TikTok	166	44	46	16
	7%	9%	5%	3%
		bc		
Snapchat	146	43	30	14
	6%	9%	3%	3%
		bc		
Reddit	58	7	21	12
	2%	2%	2%	2%
LinkedIn	54	5	22	24
	2%	1%	2%	5%
			ab	
Pinterest	47	5	21	10
	2%	1%	2%	2%
Yubo (ADDED AT WAVE 2)	29	5	10	3
	1%	1%	1%	1%
Tumblr	9	4	3	-
	*%	1%	*%	-%
Other social media app or site	9	1	6	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.

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

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2640	495	1085	538
Effective Weighted Sample	1724	316	697	367
Total	2468	464	1016	520
Don't know	17	1	6	6
	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Facebook	1245	55	169	258	290	243	230	1245	548	694	313	331	284	313	644	597	1245
	44%	13%	34%	52%	56%	57%	54%	44%	41%	49%	40%	41%	47%	54%	41%	50%	44%
		a	abg	abg	abg	abg	abg	ab	a	a	a	a	a	abceg	abeg	abeg	abeg
Instagram	485	143	175	80	53	21	13	485	218	250	149	157	110	59	306	169	485
	17%	33%	35%	16%	10%	5%	3%	17%	16%	18%	19%	20%	18%	10%	19%	14%	17%
		cdefg	cdefg	def	ef			def			df	df	d		df	d	df
Twitter	205	17	37	46	46	46	12	205	143	57	60	73	44	28	133	72	205
	7%	4%	7%	9%	9%	11%	3%	7%	11%	4%	8%	9%	7%	5%	8%	6%	7%
			f	af	af	afg		af	b		d	df			df		d
TikTok	166	80	35	31	18	1	*	166	64	91	38	50	35	36	88	71	166
	6%	19%	7%	6%	4%	1%	1%	6%	5%	6%	5%	6%	6%	6%	6%	6%	6%
		bcdefg	ef	ef	ef			ef									
Snapchat	146	89	36	8	9	4	1	146	61	81	45	34	36	28	78	64	146
	5%	21%	7%	2%	2%	1%	1%	5%	5%	6%	6%	4%	6%	5%	5%	5%	5%
		bcdefg	cdef	f	f			cdef									
Reddit	58	17	17	18	4	2	-	58	41	16	13	20	14	7	34	21	58
	2%	4%	3%	4%	1%	1%	1%	2%	3%	1%	2%	3%	2%	1%	2%	2%	2%
		def	def	def				ef	b								
LinkedIn	54	3	5	4	13	18	11	54	45	9	27	23	3	1	50	3	54
	2%	1%	1%	1%	2%	4%	3%	2%	3%	1%	3%	3%	1%	1%	3%	1%	2%
						abcg			b		cdfg	cdf			cdfg		cdf
Pinterest	47	5	4	13	6	10	9	47	16	32	15	12	9	11	27	20	47
	2%	1%	1%	3%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
Yubo (ADDED AT WAVE 2)	29	4	6	5	2	7	6	29	19	10	11	6	7	5	17	12	29
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Tumblr	9	2	3	1	2	*	-	9	3	5	3	1	2	2	4	5	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other social media app or site	9	1	-	3	1	2	2	9	5	3	1	3	2	3	3	5	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2451	416	486	466	443	355	284	2451	1163	1246	674	711	546	494	1385	1040	2451
	88%	97%	97%	93%	86%	83%	66%	88%	87%	88%	87%	88%	89%	85%	88%	87%	88%
		cdefg	cdefg	defg	f	f		ef					d				
DO NOT USE SOCIAL MEDIA SITES OR APPS	310	4	9	26	63	66	141	310	164	146	93	80	54	81	173	135	310
	11%	1%	2%	5%	12%	15%	33%	11%	12%	10%	12%	10%	9%	14%	11%	11%	11%
				ab	abc	abcg	abcdeg	abc						bc			
Don't know	39	8	5	7	8	8	3	39	13	26	9	12	10	7	22	17	39
	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Facebook	1245 44%	1019 44%	123 50%	66 48%	37 48%	1245 44%	1076 44%	169 51% a	214 47%	1031 44%	1245 44%	324 41%	596 49% acd	314 41%	1245 44%
Instagram	485 17%	419 18%	35 14%	22 16%	9 12%	485 17%	443 18% b	42 13%	91 20%	394 17%	485 17%	102 13%	214 17% a	170 22% abd	485 17% a
Twitter	205 7%	168 7%	22 9%	9 7%	6 7%	205 7%	190 8%	15 5%	13 3%	192 8% a	205 7% a	32 4%	82 7% a	89 12% abd	205 7% a
TikTok	166 6%	146 6%	10 4%	6 4%	3 4%	166 6%	159 6% b	6 2%	42 9% bc	123 5%	166 6%	46 6%	49 4%	71 9% abd	166 6% b
Snapchat	146 5%	119 5%	14 6%	9 7%	3 4%	146 5%	137 6%	9 3%	26 6%	119 5%	146 5%	25 3%	92 8% acd	29 4%	146 5%
Reddit	58 2%	50 2%	5 2%	1 1%	1 2%	58 2%	53 2%	5 1%	2 1%	55 2%	58 2%	13 2%	26 2%	19 2%	58 2%
LinkedIn	54 2%	51 2%	2 1%	1 1%	1 1%	54 2%	42 2%	12 4% a	2 *%	52 2%	54 2%	7 1%	23 2%	24 3% a	54 2%
Pinterest	47 2%	40 2%	3 1%	2 2%	2 3%	47 2%	39 2%	8 2%	5 1%	42 2%	47 2%	17 2%	16 1%	12 2%	47 2%
Yubo (ADDED AT WAVE 2)	29 1%	25 1%	1 *%	2 1%	2 2%	29 1%	27 1%	1 *%	11 2% bc	17 1%	29 1%	16 2% bc	10 1%	2 *%	29 1%
Tumblr	9 *%	8 *%	* *%	- -%	* *%	9 *%	7 *%	2 *%	3 1%	6 *%	9 *%	3 *%	1 *%	5 1%	9 *%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Other social media app or site	9 *%	9 *%	- -%	- -%	- -%	9 *%	8 *%	1 *%	- -%	9 *%	9 *%	1 *%	6 *%	2 *%	9 *%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2451 88%	2054 88%	215 88%	118 86%	64 84%	2451 88%	2181 88% b	270 82%	411 90%	2040 87%	2451 88%	584 74%	1116 91% ad	735 97% abd	2451 88% a
DO NOT USE SOCIAL MEDIA SITES OR APPS	310 11%	257 11%	23 9%	18 13%	11 15%	310 11%	253 10%	57 17% a	39 9%	270 12%	310 11%	188 24% bcd	86 7% c	20 3%	310 11% bc
Don't know	39 1%	32 1%	6 2%	1 1%	* *%	39 1%	36 1%	3 1%	5 1%	35 1%	39 1%	14 2%	22 2% c	4 1%	39 1%

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Facebook	1245	232	573	261
	44%	46%	50%	42%
			c	
Instagram	485	85	191	114
	17%	17%	17%	18%
Twitter	205	32	89	61
	7%	6%	8%	10%
TikTok	166	44	46	16
	6%	9%	4%	3%
		bc		
Snapchat	146	43	30	14
	5%	9%	3%	2%
		bc		
Reddit	58	7	21	12
	2%	2%	2%	2%
LinkedIn	54	5	22	24
	2%	1%	2%	4%
				ab
Pinterest	47	5	21	10
	2%	1%	2%	2%
Yubo (ADDED AT WAVE 2)	29	5	10	3
	1%	1%	1%	*%
Tumblr	9	4	3	-
	*%	1%	*%	-%
Other social media app or site	9	1	6	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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	2451	463	1010	515
	88%	93%	88%	83%
		bc	c	
DO NOT USE SOCIAL MEDIA SITES OR APPS	310	33	120	98
	11%	7%	11%	16%
			a	ab
Don't know	39	2	12	7
	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.

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

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2640	429	442	500	419	404	446	2640	1216	1384	661	762	462	730	1423	1192	2640
Effective Weighted Sample	1724	281	297	344	275	276	300	1724	799	900	454	513	328	449	966	745	1724
Total	2468	421	488	470	446	358	286	2468	1168	1258	677	717	550	497	1394	1047	2468
I often share, post or comment on social media sites or apps	707	170	174	143	116	69	35	707	317	373	225	173	155	147	398	302	707
	29%	40%	36%	31%	26%	19%	12%	29%	27%	30%	33%	24%	28%	30%	29%	29%	29%
		cdefg	defg	ef	f	f		ef			b						b
I sometimes share, post or comment on social media sites or apps	773	106	167	151	147	106	97	773	368	394	205	235	178	149	441	327	773
	31%	25%	34%	32%	33%	30%	34%	31%	31%	31%	30%	33%	32%	30%	32%	31%	31%
			a		a		a	a									
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1480	276	341	294	263	175	131	1480	685	767	430	408	332	297	839	629	1480
	60%	66%	70%	63%	59%	49%	46%	60%	59%	61%	64%	57%	60%	60%	60%	60%	60%
		ef	defg	ef	ef			ef			b						
I usually just 'like' things on social media sites or apps	514	106	95	89	91	76	57	514	229	276	122	183	106	99	305	205	514
	21%	25%	19%	19%	20%	21%	20%	21%	20%	22%	18%	26%	19%	20%	22%	20%	21%
												acdfg					
I tend to only read things on these sites or apps and rarely like or post anything	446	34	50	82	84	101	96	446	238	203	120	117	104	96	237	200	446
	18%	8%	10%	17%	19%	28%	34%	18%	20%	16%	18%	16%	19%	19%	17%	19%	18%
				ab	ab	abcdg	abcdg	ab	b								
Don't know	28	5	3	5	7	6	2	28	16	12	5	8	7	6	13	14	28
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

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

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2640	1835	270	269	266	2640	2299	341	379	2261	2640	596	1248	778	2640
Effective Weighted Sample	1724	1352	200	129	180	1724	1517	210	242	1493	1724	373	804	539	1724
Total	2468	2069	217	119	64	2468	2195	273	411	2057	2468	587	1127	738	2468
I often share, post or comment on social media sites or apps	707 29%	593 29%	66 30%	33 28%	15 23%	707 29%	650 30% b	56 21%	149 36% bc	558 27%	707 29%	133 23%	292 26%	281 38% abd	707 29% a
I sometimes share, post or comment on social media sites or apps	773 31%	632 31%	74 34%	46 39%	21 32%	773 31%	698 32%	76 28%	117 29%	656 32%	773 31%	171 29%	379 34%	222 30%	773 31%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1480 60%	1225 59%	140 65%	79 67% d	36 56%	1480 60%	1348 61% b	132 48%	266 65%	1214 59%	1480 60%	305 52%	671 60% a	503 68% abd	1480 60% a
I usually just 'like' things on social media sites or apps	514 21%	432 21%	46 21%	21 17%	15 24%	514 21%	444 20%	70 26%	77 19%	437 21%	514 21%	127 22%	230 20%	154 21%	514 21%
I tend to only read things on these sites or apps and rarely like or post anything	446 18%	387 19%	30 14%	18 15%	11 18%	446 18%	378 17%	68 25% a	60 15%	386 19%	446 18%	139 24% cd	216 19% c	80 11%	446 18% c
Don't know	28 1%	25 1%	1 1%	* **%	2 3%	28 1%	26 1%	3 1%	8 2%	20 1%	28 1%	16 3% bcd	10 1%	1 **%	28 1% c

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

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

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

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2640	495	1085	538
Effective Weighted Sample	1724	316	697	367
Total	2468	464	1016	520
I often share, post or comment on social media sites or apps	707 29%	176 38% bc	276 27%	119 23%
I sometimes share, post or comment on social media sites or apps	773 31%	122 26%	347 34% a	173 33% a
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	1480 60%	298 64% c	623 61%	293 56%
I usually just 'like' things on social media sites or apps	514 21%	102 22%	198 20%	108 21%
I tend to only read things on these sites or apps and rarely like or post anything	446 18%	61 13%	192 19% a	115 22% a
Don't know	28 1%	3 1%	2 *%	4 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.

IN15B. Have you seen anything that upset or offended you in the last 12 months on any of the social media apps or sites you use? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2640	429	442	500	419	404	446	2640	1216	1384	661	762	462	730	1423	1192	2640
Effective Weighted Sample	1724	281	297	344	275	276	300	1724	799	900	454	513	328	449	966	745	1724
Total	2468	421	488	470	446	358	286	2468	1168	1258	677	717	550	497	1394	1047	2468
Yes - often	331	83	95	75	52	14	11	331	174	151	118	78	68	63	196	131	331
	13%	20%	20%	16%	12%	4%	4%	13%	15%	12%	17%	11%	12%	13%	14%	13%	13%
		defg	defg	ef	ef			ef			bdfg						
Yes - sometimes	676	136	187	143	101	69	39	676	309	352	206	196	159	115	402	274	676
	27%	32%	38%	31%	23%	19%	14%	27%	26%	28%	30%	27%	29%	23%	29%	26%	27%
		def	cdefg	def	f			ef			d				d		
Yes - rarely	560	102	96	111	106	86	60	560	242	307	146	164	116	131	310	246	560
	23%	24%	20%	24%	24%	24%	21%	23%	21%	24%	22%	23%	21%	26%	22%	24%	23%
TOTAL- YES	1568	321	378	330	258	169	111	1568	726	811	470	438	343	309	908	651	1568
	64%	76%	77%	70%	58%	47%	39%	64%	62%	64%	69%	61%	62%	62%	65%	62%	64%
		defg	cdefg	defg	ef	f		ef			bcdg						
No, never	813	79	102	124	176	169	163	813	414	391	189	260	189	165	449	354	813
	33%	19%	21%	26%	39%	47%	57%	33%	35%	31%	28%	36%	34%	33%	32%	34%	33%
				a	abcg	abcg	abcdeg	abc				a				a	a
Don't know	88	21	8	16	12	20	12	88	29	56	18	19	18	24	38	42	88
	4%	5%	2%	3%	3%	5%	4%	4%	2%	4%	3%	3%	3%	5%	3%	4%	4%
		b				b				a				e			

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

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

IN15B. Have you seen anything that upset or offended you in the last 12 months on any of the social media apps or sites you use? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2640	1835	270	269	266	2640	2299	341	379	2261	2640	596	1248	778	2640
Effective Weighted Sample	1724	1352	200	129	180	1724	1517	210	242	1493	1724	373	804	539	1724
Total	2468	2069	217	119	64	2468	2195	273	411	2057	2468	587	1127	738	2468
Yes - often	331	276	30	19	7	331	311	21	52	279	331	65	127	139	331
	13%	13%	14%	16%	11%	13%	14%	8%	13%	14%	13%	11%	11%	19%	13%
							b							abd	
Yes - sometimes	676	579	50	32	16	676	627	49	119	557	676	119	306	248	676
	27%	28%	23%	27%	25%	27%	29%	18%	29%	27%	27%	20%	27%	34%	27%
							b						a	abd	a
Yes - rarely	560	452	55	37	17	560	487	74	87	473	560	109	271	180	560
	23%	22%	25%	31%	26%	23%	22%	27%	21%	23%	23%	19%	24%	24%	23%
				ae									a	a	
TOTAL - YES	1568	1306	135	88	40	1568	1425	143	258	1309	1568	294	703	568	1568
	64%	63%	62%	74%	62%	64%	65%	52%	63%	64%	64%	50%	62%	77%	64%
				abde			b						a	abd	a
No, never	813	682	79	28	24	813	689	124	135	678	813	264	374	162	813
	33%	33%	36%	24%	37%	33%	31%	45%	33%	33%	33%	45%	33%	22%	33%
		c	c		c	c	a					bcd	c		c
Don't know	88	81	3	3	1	88	82	6	18	70	88	29	50	8	88
	4%	4%	1%	2%	1%	4%	4%	2%	4%	3%	4%	5%	4%	1%	4%
		d										c	c		c

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

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

IN15B. Have you seen anything that upset or offended you in the last 12 months on any of the social media apps or sites you use? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2640	495	1085	538
Effective Weighted Sample	1724	316	697	367
Total	2468	464	1016	520
Yes - often	331	66	125	63
	13%	14%	12%	12%
Yes - sometimes	676	161	261	133
	27%	35%	26%	26%
		bc		
Yes - rarely	560	103	250	112
	23%	22%	25%	21%
TOTAL - YES	1568	330	637	307
	64%	71%	63%	59%
		bc		
No, never	813	121	355	209
	33%	26%	35%	40%
		a	a	
Don't know	88	13	24	4
	4%	3%	2%	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 TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
YouTube	2237	407	456	424	404	320	225	2237	1143	1053	628	642	494	449	1270	943	2237
	80%	95%	91%	85%	79%	75%	53%	80%	85%	74%	81%	80%	81%	77%	80%	79%	80%
Facebook		cdefg	cdefg	defg	f	f		ef	b								
	2004	267	400	397	383	302	256	2004	911	1070	549	571	447	421	1120	868	2004
	72%	62%	80%	79%	74%	70%	60%	72%	68%	75%	71%	71%	73%	72%	71%	73%	72%
			aefg	aefg	af	af		af		a							
Instagram	1504	382	383	297	255	133	53	1504	668	805	445	437	345	258	882	603	1504
	54%	89%	77%	59%	50%	31%	12%	54%	50%	57%	57%	54%	57%	44%	56%	51%	54%
		bcdefg	cdefg	defg	ef	f		ef		a	df	d	d		df	d	d
TikTok	975	313	268	180	146	54	14	975	437	512	287	248	237	185	535	423	975
	35%	73%	54%	36%	28%	13%	3%	35%	33%	36%	37%	31%	39%	32%	34%	35%	35%
		bcdefg	cdefg	def	ef	f		def			b		bd				
Twitter	907	172	182	181	188	133	50	907	477	408	290	277	183	145	567	328	907
	32%	40%	36%	36%	37%	31%	12%	32%	36%	29%	37%	34%	30%	25%	36%	27%	32%
		efg	f	f	f	f		f	b		cdfg	df			cdfg		df
Snapchat	805	327	223	122	94	35	4	805	345	437	227	218	200	146	444	346	805
	29%	76%	45%	24%	18%	8%	1%	29%	26%	31%	29%	27%	33%	25%	28%	29%	29%
		bcdefg	cdefg	ef	ef	f		def		a			d				
Pinterest	522	119	111	97	98	64	33	522	122	391	151	138	128	97	289	225	522
	19%	28%	22%	19%	19%	15%	8%	19%	9%	28%	19%	17%	21%	17%	18%	19%	19%
		cdefg	ef	f	f	f		f		a							
LinkedIn	433	52	82	87	99	75	39	433	232	200	196	146	45	37	342	82	433
	15%	12%	16%	17%	19%	17%	9%	15%	17%	14%	25%	18%	7%	6%	22%	7%	15%
			f	f	af	f		f			bcdfg	cdf			cdfg		cdf
Twitch	399	161	124	61	35	16	2	399	277	105	137	94	92	62	231	154	399
	14%	38%	25%	12%	7%	4%	*%	14%	21%	7%	18%	12%	15%	11%	15%	13%	14%
		bcdefg	cdefg	def	f	f		def	b		bdf		d		d		d
Reddit	309	99	95	65	31	13	5	309	179	119	103	99	60	39	202	98	309
	11%	23%	19%	13%	6%	3%	1%	11%	13%	8%	13%	12%	10%	7%	13%	8%	11%
		cdefg	cdefg	def	f			def	b		df	df			df		df

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

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

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Vimeo	164	22	44	39	34	15	9	164	97	63	80	30	37	14	110	51	164
	6%	5%	9%	8%	7%	4%	2%	6%	7%	4%	10%	4%	6%	2%	7%	4%	6%
		f	efg	ef	f			f	b		bcdefg		d		bdf		bd
Dailymotion	137	21	52	22	26	13	3	137	80	52	53	24	35	24	77	59	137
	5%	5%	10%	4%	5%	3%	1%	5%	6%	4%	7%	3%	6%	4%	5%	5%	5%
		f	acdefg	f	f	f		f	b		b		b				b
Tumblr	110	39	29	19	15	5	3	110	47	53	34	30	26	19	64	44	110
	4%	9%	6%	4%	3%	1%	1%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%
		cdefg	ef	ef	f			ef									
OnlyFans	75	20	35	16	3	-	1	75	42	32	24	21	14	17	44	30	75
	3%	5%	7%	3%	1%	-%	1%	3%	3%	2%	3%	3%	2%	3%	3%	3%	3%
		def	cdefg	def				def									
YouNow	72	20	29	14	8	-	2	72	39	31	35	10	18	10	45	27	72
	3%	5%	6%	3%	1%	-%	1%	3%	3%	2%	4%	1%	3%	2%	3%	2%	3%
		defg	cdefg	ef	e			ef			bdfg				b		
Yubo (ADDED AT WAVE 2)	58	24	25	4	4	-	-	58	25	29	16	11	23	8	27	31	58
	2%	6%	5%	1%	1%	-%	-%	2%	2%	2%	2%	1%	4%	1%	2%	3%	2%
		cdefg	cdefg					ef					bdeg				
BitChute	57	11	28	12	6	-	*	57	31	26	21	10	16	9	31	25	57
	2%	3%	6%	2%	1%	-%	1%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%
		ef	cdefg	ef				ef									
Dubsmash	53	8	30	12	3	-	-	53	29	24	20	12	15	5	32	20	53
	2%	2%	6%	2%	1%	-%	-%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%
		ef	acdefg	ef				ef			d						
ANY OF THESE	2636	429	500	491	486	396	334	2636	1276	1319	717	764	589	539	1481	1128	2636
	94%	100%	100%	98%	95%	93%	78%	94%	95%	93%	92%	95%	97%	93%	94%	95%	94%
		cdefg	cdefg	defg	f	f		f	b				ade				
NONE OF THESE	164	-	-	9	28	32	95	164	65	99	59	39	21	43	98	64	164
	6%	-%	-%	2%	5%	7%	22%	6%	5%	7%	8%	5%	3%	7%	6%	5%	6%
				ab	abc	abc	abcdeg	abc		a	c			c	c		

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
YouTube	2237	1870	201	106	59	2237	1995	241	357	1880	2237	462	1035	732	2237
	80%	80%	82%	78%	79%	80%	81%	73%	79%	80%	80%	59%	85%	96%	80%
							b						ad	abd	a
Facebook	2004	1664	186	98	55	2004	1774	230	348	1656	2004	469	910	613	2004
	72%	71%	76%	72%	73%	72%	72%	70%	77%	71%	72%	60%	74%	81%	72%
									b				a	abd	a
Instagram	1504	1270	127	70	37	1504	1364	140	256	1248	1504	273	663	567	1504
	54%	54%	52%	51%	48%	54%	55%	42%	56%	53%	54%	35%	54%	75%	54%
							b						a	abd	a
TikTok	975	823	77	51	24	975	905	70	187	788	975	154	459	363	975
	35%	35%	31%	37%	32%	35%	37%	21%	41%	34%	35%	20%	37%	48%	35%
							b		bc				a	abd	a
Twitter	907	742	99	43	24	907	833	74	108	799	907	111	382	411	907
	32%	32%	41%	31%	31%	32%	34%	22%	24%	34%	32%	14%	31%	54%	32%
			ae				b			a	a		a	abd	a
Snapchat	805	671	71	42	21	805	746	59	159	646	805	143	356	306	805
	29%	29%	29%	30%	28%	29%	30%	18%	35%	28%	29%	18%	29%	40%	29%
							b		bc				a	abd	a
Pinterest	522	433	51	23	16	522	459	63	65	457	522	72	208	237	522
	19%	18%	21%	17%	21%	19%	19%	19%	14%	20%	19%	9%	17%	31%	19%
										a			a	abd	a
LinkedIn	433	376	28	20	8	433	390	43	33	400	433	49	167	217	433
	15%	16%	12%	14%	11%	15%	16%	13%	7%	17%	15%	6%	14%	29%	15%
										a	a		a	abd	a
Twitch	399	337	36	18	8	399	366	33	58	341	399	66	157	175	399
	14%	14%	15%	13%	11%	14%	15%	10%	13%	15%	14%	8%	13%	23%	14%
							b						a	abd	a
Reddit	309	252	37	13	7	309	285	23	16	293	309	31	116	160	309
	11%	11%	15%	9%	10%	11%	12%	7%	4%	12%	11%	4%	10%	21%	11%
							b			a	a		a	abd	a

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Vimeo	164 6%	151 6% bc	7 3%	3 2%	3 4%	164 6%	154 6% b	10 3%	9 2%	155 7% a	164 6% a	11 1%	57 5% a	96 13% abd	164 6% a
Dailymotion	137 5%	119 5% c	14 6% c	2 1%	3 4%	137 5% c	128 5%	9 3%	14 3%	123 5%	137 5%	20 3%	45 4%	71 9% abd	137 5% a
Tumblr	110 4%	91 4%	13 5%	4 3%	2 2%	110 4%	104 4%	6 2%	17 4%	93 4%	110 4%	20 3%	33 3%	57 8% abd	110 4%
OnlyFans	75 3%	66 3%	4 1%	4 3%	1 2%	75 3%	72 3%	3 1%	5 1%	70 3%	75 3%	14 2%	30 2%	31 4% a	75 3%
YouNow	72 3%	65 3%	4 2%	3 2%	1 1%	72 3%	69 3%	3 1%	2 *	70 3% a	72 3% a	15 2%	34 3%	24 3%	72 3%
Yubo (ADDED AT WAVE 2)	58 2%	48 2%	5 2%	3 2%	1 2%	58 2%	56 2%	2 1%	8 2%	49 2%	58 2%	14 2%	22 2%	22 3%	58 2%
BitChute	57 2%	53 2%	1 *%	2 2%	* *%	57 2%	54 2%	3 1%	4 1%	53 2%	57 2%	10 1%	21 2%	26 3% ab	57 2%
Dubsmash	53 2%	47 2%	5 2%	1 1%	1 1%	53 2%	53 2% b	1 *% b	4 1%	49 2%	53 2%	5 1%	22 2%	25 3% ad	53 2%
ANY OF THESE	2636 94%	2207 94% c	234 96% c	123 89%	72 95%	2636 94% c	2335 95% b	301 91%	439 97%	2197 94%	2636 94%	664 85%	1196 98% ad	757 100% abd	2636 94% a
NONE OF THESE	164 6%	136 6%	10 4%	15 11% abe	4 5%	164 6%	135 5%	29 9% a	16 3%	148 6%	164 6%	121 15% bcd	27 2% c	2 *% bc	164 6% bc

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
YouTube	2237	428	902	485
	80%	86%	79%	78%
		bc		
Facebook	2004	375	870	415
	72%	75%	76%	67%
		c	c	
Instagram	1504	293	581	317
	54%	59%	51%	51%
		bc		
TikTok	975	227	350	169
	35%	46%	31%	27%
		bc		
Twitter	907	161	368	219
	32%	32%	32%	35%
Snapchat	805	188	280	144
	29%	38%	25%	23%
		bc		
Pinterest	522	95	203	115
	19%	19%	18%	18%
LinkedIn	433	51	171	152
	15%	10%	15%	25%
			a	ab
Twitch	399	73	146	75
	14%	15%	13%	12%
Reddit	309	48	127	71
	11%	10%	11%	11%
Vimeo	164	26	73	38
	6%	5%	6%	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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Dailymotion	137	32	61	27
	5%	6%	5%	4%
Tumblr	110	22	43	17
	4%	4%	4%	3%
OnlyFans	75	18	30	20
	3%	4%	3%	3%
YouNow	72	19	23	21
	3%	4%	2%	3%
Yubo (ADDED AT WAVE 2)	58	14	20	5
	2%	3%	2%	1%
		c		
BitChute	57	14	26	12
	2%	3%	2%	2%
Dubsmash	53	16	15	11
	2%	3%	1%	2%
		b		
ANY OF THESE	2636	485	1078	566
	94%	97%	94%	91%
		bc	c	
NONE OF THESE	164	13	63	54
	6%	3%	6%	9%
			a	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	11	1	6	2	1	-	-	11	6	4	4	-	5	1	4	6	11
	*%	*%	1%	*%	*%	-%	-%	*%	*%	*%	1%	-%	1%	*%	*%	1%	*%
			efg										b				
USE MORE THAN ONE PROFILE	3	3	-	-	-	-	-	3	-	3	-	-	-	3	-	3	3
	*%	1%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
		g												e			
USE BUT DON'T HAVE A PROFILE	43	7	22	10	5	-	*	43	25	19	17	10	11	5	27	17	43
	2%	2%	4%	2%	1%	-%	*%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%
		ef	adefg	ef				ef									
DON'T USE THIS APP/ SITE	2743	418	472	488	509	429	428	2743	1309	1392	755	793	594	573	1548	1167	2743
	98%	97%	94%	98%	99%	100%	100%	98%	98%	98%	97%	99%	97%	98%	98%	98%	98%
				b	b	abcb	abcb	b									

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	11	10	*	-	-	11	11	-	-	11	11	1	2	8	11
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	1%	*%
														ab	
USE MORE THAN ONE PROFILE	3	3	-	-	-	3	3	-	-	3	3	-	-	3	3
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	43	40	1	2	*	43	41	3	4	40	43	9	19	15	43
	2%	2%	*%	2%	*%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%
DON'T USE THIS APP/ SITE	2743	2290	243	135	76	2743	2416	327	451	2292	2743	776	1202	733	2743
	98%	98%	100%	98%	100%	98%	98%	99%	99%	98%	98%	99%	98%	97%	98%
												c	c		

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	11	5	2	*
	*%	1%	*%	*%
		bc		
USE MORE THAN ONE PROFILE	3	-	3	-
	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	43	8	22	12
	2%	2%	2%	2%
DON'T USE THIS APP/ SITE	2743	485	1116	607
	98%	97%	98%	98%

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	23	1	13	4	3	2	-	23	18	4	5	4	9	4	9	12	23
	1%	*%	3%	1%	1%	*%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
			aefg						b								
USE MORE THAN ONE PROFILE	4	3	-	1	-	-	-	4	1	3	-	-	-	4	-	4	4
	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	-%	-%	-%	1%	-%	*%	*%
														eg			
USE BUT DON'T HAVE A PROFILE	110	16	40	17	23	12	3	110	61	45	48	20	26	17	67	43	110
	4%	4%	8%	3%	4%	3%	1%	4%	5%	3%	6%	2%	4%	3%	4%	4%	4%
		f	acefg	f	f	f		f			bdfg						
DON'T USE THIS APP/ SITE	2663	408	448	478	488	415	426	2663	1261	1366	724	779	575	558	1503	1133	2663
	95%	95%	90%	96%	95%	97%	99%	95%	94%	96%	93%	97%	94%	96%	95%	95%	95%
		b		b	b	b	abcdeg	b		a		acg					

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	23	21	*	*	1	23	21	2	1	22	23	1	6	16	23
	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	*%	*%	2%	1%
														abd	
USE MORE THAN ONE PROFILE	4	4	-	-	-	4	4	-	-	4	4	-	1	3	4
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	110	94	14	1	2	110	104	6	13	97	110	19	38	52	110
	4%	4%	6%	1%	2%	4%	4%	2%	3%	4%	4%	2%	3%	7%	4%
			c											abd	
DON'T USE THIS APP/ SITE	2663	2225	230	136	73	2663	2342	321	441	2222	2663	766	1178	688	2663
	95%	95%	94%	99%	96%	95%	95%	97%	97%	95%	95%	97%	96%	91%	95%
				abe								cd	c		c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	23	9	6	4
	1%	2%	1%	1%
		b		
USE MORE THAN ONE PROFILE	4	-	4	-
	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	110	23	50	23
	4%	5%	4%	4%
DON'T USE THIS APP/ SITE	2663	466	1081	592
	95%	94%	95%	96%

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.

IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	13	3	8	2	-	-	-	13	8	5	3	2	5	4	5	8	13
	*%	1%	2%	*%	-%	-%	-%	*%	1%	*%	*%	*%	1%	1%	*%	1%	*%
			defg														
USE MORE THAN ONE PROFILE	1	-	*	-	1	-	-	1	1	*	1	-	-	*	1	*	1
	*%	-%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	39	5	22	10	2	-	-	39	20	18	17	10	10	1	27	11	39
	1%	1%	4%	2%	*%	-%	-%	1%	1%	1%	2%	1%	2%	*%	2%	1%	1%
		f	adefg	ef				ef			d	d	d		d		d
DON'T USE THIS APP/ SITE	2747	420	470	488	511	429	429	2747	1312	1394	756	791	595	577	1547	1172	2747
	98%	98%	94%	98%	99%	100%	100%	98%	98%	98%	97%	98%	98%	99%	98%	98%	98%
		b		b	b	abcb	abcb	b						a			

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

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

IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	13	13	*	-	-	13	13	-	1	12	13	-	1	12	13
	*%	1%	*%	-%	-%	*%	1%	-%	*%	1%	*%	-%	*%	2%	*%
														abd	
USE MORE THAN ONE PROFILE	1	1	-	-	-	1	1	-	-	1	1	-	1	*	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	39	33	4	1	1	39	38	1	4	35	39	5	20	12	39
	1%	1%	2%	1%	1%	1%	2%	*%	1%	2%	1%	1%	2%	2%	1%
DON'T USE THIS APP/ SITE	2747	2296	239	136	75	2747	2418	329	451	2296	2747	780	1201	734	2747
	98%	98%	98%	99%	99%	98%	98%	100%	99%	98%	98%	99%	98%	97%	98%
								a				c			c

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

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

IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	13	7	6	*
	*%	1%	1%	*%
		c		
USE MORE THAN ONE PROFILE	1	-	*	-
	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	39	9	9	10
	1%	2%	1%	2%
DON'T USE THIS APP/ SITE	2747	483	1126	609
	98%	97%	99%	98%
			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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	1605	192	265	326	334	266	222	1605	717	878	409	481	364	340	891	704	1605
	57%	45%	53%	65%	65%	62%	52%	57%	53%	62%	53%	60%	60%	58%	56%	59%	57%
		a	a	abfg	abfg	abf		af		a		a	a		a		
USE MORE THAN ONE PROFILE	140	17	47	33	23	18	3	140	47	89	40	39	25	35	80	60	140
	5%	4%	9%	7%	4%	4%	1%	5%	3%	6%	5%	5%	4%	6%	5%	5%	5%
		f	adefg	f	f	f		f		a							
DON'T KNOW HOW MANY PROFILES	14	2	2	1	4	2	3	14	3	8	5	2	2	5	7	7	14
	*%	*%	*%	*%	1%	*%	1%	*%	*%	1%	1%	*%	*%	1%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	245	56	86	37	22	16	27	245	144	95	94	49	56	42	143	98	245
	9%	13%	17%	7%	4%	4%	6%	9%	11%	7%	12%	6%	9%	7%	9%	8%	9%
		cdefg	cdefg	e				de	b		bdfg				b		b
DON'T USE THIS APP/ SITE	796	162	100	103	131	126	173	796	430	348	228	232	163	161	459	324	796
	28%	38%	20%	21%	26%	30%	40%	28%	32%	25%	29%	29%	27%	28%	29%	27%	28%
		bcdeg				bc	bcdeg	bc	b								

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	1605	1315	161	84	45	1605	1402	203	263	1342	1605	346	739	510	1605
	57%	56%	66%	61%	60%	57%	57%	62%	58%	57%	57%	44%	60%	67%	57%
			ae										a	abd	a
USE MORE THAN ONE PROFILE	140	121	11	5	4	140	127	13	27	114	140	21	62	58	140
	5%	5%	4%	3%	6%	5%	5%	4%	6%	5%	5%	3%	5%	8%	5%
													a	abd	a
DON'T KNOW HOW MANY PROFILES	14	13	-	*	*	14	12	1	5	8	14	9	3	-	14
	*%	1%	-%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	-%	*%
												c			
USE BUT DON'T HAVE A PROFILE	245	216	14	9	6	245	232	12	53	191	245	94	106	45	245
	9%	9%	6%	7%	8%	9%	9%	4%	12%	8%	9%	12%	9%	6%	9%
							b					bcd			c
DON'T USE THIS APP/ SITE	796	679	58	39	20	796	697	99	106	690	796	316	313	146	796
	28%	29%	24%	28%	27%	28%	28%	30%	23%	29%	28%	40%	26%	19%	28%
										a		bcd	c		c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	1605	295	720	334
	57%	59%	63%	54%
			c	
USE MORE THAN ONE PROFILE	140	25	68	23
	5%	5%	6%	4%
DON'T KNOW HOW MANY PROFILES	14	4	3	5
	*%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	245	51	79	53
	9%	10%	7%	9%
		b		
DON'T USE THIS APP/ SITE	796	124	272	204
	28%	25%	24%	33%
				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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	935	196	223	198	197	89	32	935	402	518	251	296	218	164	546	382	935
	33%	46%	45%	40%	38%	21%	8%	33%	30%	37%	32%	37%	36%	28%	35%	32%	33%
		efg	efg	efg	ef	f		ef		a		d	d		d		d
USE MORE THAN ONE PROFILE	242	115	73	27	16	8	3	242	83	151	69	70	55	42	139	98	242
	9%	27%	15%	5%	3%	2%	1%	9%	6%	11%	9%	9%	9%	7%	9%	8%	9%
		bcdefg	cdefg	ef	f			cdef		a							
DON'T KNOW HOW MANY PROFILES	16	6	5	5	-	-	-	16	8	8	2	3	8	3	5	11	16
	1%	1%	1%	1%	-%	-%	-%	1%	1%	1%	-%	-%	1%	-%	-%	1%	1%
		def	f	f									ae				
USE BUT DON'T HAVE A PROFILE	311	65	82	68	42	36	17	311	174	128	124	68	64	49	192	113	311
	11%	15%	16%	14%	8%	8%	4%	11%	13%	9%	16%	9%	10%	8%	12%	9%	11%
		defg	defg	def	f	f		f	b		bcdefg				bd		
DON'T USE THIS APP/ SITE	1296	46	117	203	259	296	376	1296	673	613	332	366	265	324	698	589	1296
	46%	11%	23%	41%	50%	69%	88%	46%	50%	43%	43%	46%	43%	56%	44%	49%	46%
			a	ab	abc	abcdg	abcdeg	abc	b					abcefg		ae	

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	935	776	86	48	25	935	841	94	157	778	935	140	421	373	935
	33%	33%	35%	35%	34%	33%	34%	29%	34%	33%	33%	18%	34%	49%	33%
													a	abd	a
USE MORE THAN ONE PROFILE	242	211	17	10	4	242	219	23	34	209	242	34	103	105	242
	9%	9%	7%	7%	6%	9%	9%	7%	7%	9%	9%	4%	8%	14%	9%
													a	abd	a
DON'T KNOW HOW MANY PROFILES	16	13	2	-	*	16	14	2	8	8	16	9	1	5	16
	1%	1%	1%	-%	*%	1%	1%	1%	2%	*%	1%	1%	*%	1%	1%
									bc			b			
USE BUT DON'T HAVE A PROFILE	311	270	22	12	6	311	291	21	58	253	311	91	137	83	311
	11%	12%	9%	9%	9%	11%	12%	6%	13%	11%	11%	12%	11%	11%	11%
							b								
DON'T USE THIS APP/ SITE	1296	1073	117	67	39	1296	1106	190	199	1098	1296	512	560	192	1296
	46%	46%	48%	49%	52%	46%	45%	58%	44%	47%	46%	65%	46%	25%	46%
								a				bcd	c		c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	935	192	372	200
	33%	38%	33%	32%
USE MORE THAN ONE PROFILE	242	53	88	37
	9%	11%	8%	6%
		c		
DON'T KNOW HOW MANY PROFILES	16	2	4	3
	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	311	46	118	77
	11%	9%	10%	12%
DON'T USE THIS APP/ SITE	1296	206	561	303
	46%	41%	49%	49%
			a	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	315	31	58	55	73	66	32	315	175	139	146	110	34	21	256	56	315
	11%	7%	12%	11%	14%	15%	7%	11%	13%	10%	19%	14%	6%	4%	16%	5%	11%
					af	afg		af	b		bcdg	cdf			cdg		cdf
USE MORE THAN ONE PROFILE	9	3	2	2	3	1	-	9	5	4	6	1	-	3	7	3	9
	*%	1%	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	-%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	3	2	-	-	1	-	-	3	3	-	-	-	1	2	-	3	3
	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	106	16	23	30	22	8	7	106	49	57	44	35	10	11	79	21	106
	4%	4%	5%	6%	4%	2%	2%	4%	4%	4%	6%	4%	2%	2%	5%	2%	4%
			f	ef	f			f			cdf	cdf			cdf		cdf
DON'T USE THIS APP/ SITE	2367	377	418	413	416	354	390	2367	1108	1218	580	658	565	545	1238	1110	2367
	85%	88%	84%	83%	81%	83%	91%	85%	83%	86%	75%	82%	93%	94%	78%	93%	85%
		d					bcdeg				a	abeg	abeg		abeg	abeg	ae

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	315	273	22	14	7	315	279	35	16	298	315	28	123	164	315
	11%	12%	9%	10%	10%	11%	11%	11%	4%	13%	11%	4%	10%	22%	11%
										a	a		a	abd	a
USE MORE THAN ONE PROFILE	9	8	1	-	-	9	9	-	-	9	9	1	4	5	9
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	1%	*%
DON'T KNOW HOW MANY PROFILES	3	2	1	-	-	3	3	-	-	3	3	-	1	2	3
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	106	93	5	6	1	106	98	7	16	89	106	20	40	46	106
	4%	4%	2%	5%	1%	4%	4%	2%	4%	4%	4%	3%	3%	6%	4%
		d												abd	
DON'T USE THIS APP/ SITE	2367	1967	216	118	68	2367	2080	287	422	1945	2367	736	1056	542	2367
	85%	84%	88%	86%	89%	85%	84%	87%	93%	83%	85%	94%	86%	71%	85%
									bc			bcd	c		c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	315	35	126	118
	11%	7%	11%	19%
			a	ab
USE MORE THAN ONE PROFILE	9	-	4	4
	*%	-%	*%	1%
DON'T KNOW HOW MANY PROFILES	3	1	1	-
	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	106	15	40	30
	4%	3%	3%	5%
DON'T USE THIS APP/ SITE	2367	448	971	467
	85%	90%	85%	75%
		bc	c	

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	27	8	12	6	1	-	-	27	15	11	5	6	7	9	11	16	27
	1%	2%	2%	1%	*%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		def	defg	f				f									
USE MORE THAN ONE PROFILE	7	1	4	1	-	-	-	7	7	-	3	3	-	1	5	1	7
	*%	*%	1%	*%	-%	-%	-%	*%	1%	-%	*%	*%	-%	*%	*%	*%	*%
									b								
USE BUT DON'T HAVE A PROFILE	41	11	19	9	1	-	1	41	20	21	16	12	7	7	28	13	41
	1%	3%	4%	2%	*%	-%	*%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%
		def	defg	ef				ef									
DON'T USE THIS APP/ SITE	2725	408	465	484	512	429	428	2725	1298	1386	753	783	596	566	1535	1162	2725
	97%	95%	93%	97%	99%	100%	100%	97%	97%	98%	97%	97%	98%	97%	97%	97%	97%
				b	abcg	abcg	abcg	b									

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	27	23	2	*	1	27	26	*	2	25	27	1	10	16	27
	1%	1%	1%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	2% abd	1%
USE MORE THAN ONE PROFILE	7	7	-	-	*	7	7	-	*	7	7	1	4	2	7
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	41	36	1	3	*	41	39	3	3	39	41	12	15	14	41
	1%	2%	*%	2%	*%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%
DON'T USE THIS APP/ SITE	2725	2277	240	134	74	2725	2399	327	450	2275	2725	771	1194	728	2725
	97%	97%	99%	97%	98%	97%	97%	99%	99%	97%	97%	98% c	98%	96%	97%

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	27	6	15	2
	1%	1%	1%	*%
USE MORE THAN ONE PROFILE	7	1	6	-
	*%	*%	1%	-%
USE BUT DON'T HAVE A PROFILE	41	11	9	18
	1%	2%	1%	3%
			b	
DON'T USE THIS APP/ SITE	2725	481	1112	600
	97%	96%	97%	97%

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	292	79	50	57	60	28	17	292	55	232	73	84	74	58	157	132	292
	10%	19%	10%	11%	12%	6%	4%	10%	4%	16%	9%	10%	12%	10%	10%	11%	10%
		bcdefg	f	ef	ef			ef		a							
USE MORE THAN ONE PROFILE	12	4	5	3	*	-	-	12	7	2	4	1	4	2	5	6	12
	*%	1%	1%	1%	*%	-%	-%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%
		f	f														
DON'T KNOW HOW MANY PROFILES	4	*	-	4	-	-	-	4	-	4	-	1	-	*	1	*	4
	*%	*%	-%	1%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%
				g													
USE BUT DON'T HAVE A PROFILE	214	35	56	34	37	36	16	214	60	152	74	52	50	36	126	87	214
	8%	8%	11%	7%	7%	8%	4%	8%	4%	11%	10%	6%	8%	6%	8%	7%	8%
		f	cfg		f	f		f		a	d						
DON'T USE THIS APP/ SITE	2278	309	389	403	417	364	395	2278	1219	1027	625	665	482	485	1290	968	2278
	81%	72%	78%	81%	81%	85%	92%	81%	91%	72%	81%	83%	79%	83%	82%	81%	81%
				a	a	ab	abcdeg	a	b								

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	292	239	29	13	10	292	257	35	29	263	292	30	114	146	292
	10%	10%	12%	9%	14%	10%	10%	11%	6%	11%	10%	4%	9%	19%	10%
										a	a		a	abd	a
USE MORE THAN ONE PROFILE	12	10	2	-	*	12	11	1	2	10	12	3	2	7	12
	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%
														b	
DON'T KNOW HOW MANY PROFILES	4	4	-	*	-	4	4	-	3	2	4	2	3	-	4
	*%	*%	-%	*%	-%	*%	*%	-%	1%	*%	*%	*%	*%	-%	*%
									b						
USE BUT DON'T HAVE A PROFILE	214	180	20	10	5	214	187	27	31	183	214	38	90	84	214
	8%	8%	8%	7%	7%	8%	8%	8%	7%	8%	8%	5%	7%	11%	8%
														abd	a
DON'T USE THIS APP/ SITE	2278	1910	193	114	60	2278	2011	267	390	1888	2278	714	1015	522	2278
	81%	82%	79%	83%	79%	81%	81%	81%	86%	80%	81%	91%	83%	69%	81%
									b			bcd	c		c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	292	53	109	66
	10%	11%	10%	11%
USE MORE THAN ONE PROFILE	12	3	5	1
	*%	1%	*%	*%
DON'T KNOW HOW MANY PROFILES	4	-	-	1
	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	214	38	89	46
	8%	8%	8%	7%
DON'T USE THIS APP/ SITE	2278	404	939	505
	81%	81%	82%	82%

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	168	56	53	35	13	10	2	168	110	54	59	56	29	20	114	49	168
	6%	13%	11%	7%	3%	2%	*%	6%	8%	4%	8%	7%	5%	3%	7%	4%	6%
		cdefg	defg	def	f	f		def	b		df	df			df		df
USE MORE THAN ONE PROFILE	15	8	7	-	1	-	-	15	8	4	6	4	2	2	11	5	15
	1%	2%	1%	-%	*%	-%	-%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
		cdefg	cef														
DON'T KNOW HOW MANY PROFILES	5	5	-	-	-	-	-	5	3	3	-	1	-	5	1	5	5
	*%	1%	-%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%
		cdefg												aeg			
USE BUT DON'T HAVE A PROFILE	120	30	36	30	17	3	3	120	59	58	38	39	28	11	77	40	120
	4%	7%	7%	6%	3%	1%	1%	4%	4%	4%	5%	5%	5%	2%	5%	3%	4%
		defg	defg	ef	ef			ef			d	d	d		d		d
DON'T USE THIS APP/ SITE	2491	329	405	435	483	416	423	2491	1162	1299	673	704	550	544	1377	1094	2491
	89%	77%	81%	87%	94%	97%	99%	89%	87%	92%	87%	88%	90%	93%	87%	92%	89%
				ab	abcg	abcg	abcdg	ab		a				abeg		abeg	

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	168	137	19	9	4	168	155	13	8	161	168	12	63	93	168
	6%	6%	8%	7%	5%	6%	6%	4%	2%	7%	6%	2%	5%	12%	6%
										a	a		a	abd	a
USE MORE THAN ONE PROFILE	15	14	1	-	1	15	12	3	-	15	15	1	5	9	15
	1%	1%	*%	-%	1%	1%	1%	1%	-%	1%	1%	*%	*%	1%	1%
														a	
DON'T KNOW HOW MANY PROFILES	5	5	-	-	1	5	5	-	-	5	5	1	2	3	5
	*%	*%	-%	-%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	120	96	17	4	2	120	112	7	8	112	120	18	46	55	120
	4%	4%	7%	3%	3%	4%	5%	2%	2%	5%	4%	2%	4%	7%	4%
			a							a	a			abd	a
DON'T USE THIS APP/ SITE	2491	2091	207	124	68	2491	2185	306	439	2052	2491	754	1107	599	2491
	89%	89%	85%	91%	90%	89%	88%	93%	96%	88%	89%	96%	90%	79%	89%
								a	bc			bcd	c		c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	168	30	63	39
	6%	6%	5%	6%
USE MORE THAN ONE PROFILE	15	1	3	7
	1%	*%	*%	1%
DON'T KNOW HOW MANY PROFILES	5	2	3	1
	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	120	15	58	24
	4%	3%	5%	4%
DON'T USE THIS APP/ SITE	2491	450	1015	548
	89%	90%	89%	89%

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	530	227	130	81	71	19	3	530	219	297	131	156	133	105	286	239	530
	19%	53%	26%	16%	14%	5%	1%	19%	16%	21%	17%	19%	22%	18%	18%	20%	19%
		bcdefg	cdefg	ef	ef	f		def		a							
USE MORE THAN ONE PROFILE	68	34	26	4	4	-	-	68	32	35	29	8	19	10	36	29	68
	2%	8%	5%	1%	1%	-%	-%	2%	2%	2%	4%	1%	3%	2%	2%	2%	2%
		cdefg	cdefg					ef			b		b		b	b	b
DON'T KNOW HOW MANY PROFILES	4	2	-	2	-	-	-	4	1	3	-	2	2	-	2	2	4
	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	203	65	66	35	20	15	1	203	94	102	68	53	46	30	120	76	203
	7%	15%	13%	7%	4%	4%	*%	7%	7%	7%	9%	7%	8%	5%	8%	6%	7%
		cdefg	cdefg	ef	f	f		def			d						
DON'T USE THIS APP/ SITE	1995	101	277	378	420	394	425	1995	995	981	549	586	410	436	1135	846	1995
	71%	24%	55%	76%	82%	92%	99%	71%	74%	69%	71%	73%	67%	75%	72%	71%	71%
			a	ab	abg	abcdg	abcdeg	ab	b					c			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	530	431	56	31	13	530	493	37	91	439	530	81	232	217	530
	19%	18%	23%	22%	18%	19%	20%	11%	20%	19%	19%	10%	19%	29%	19%
							b						a	abd	a
USE MORE THAN ONE PROFILE	68	62	3	2	1	68	68	1	17	51	68	19	25	24	68
	2%	3%	1%	1%	2%	2%	3%	*%	4%	2%	2%	2%	2%	3%	2%
							b								
DON'T KNOW HOW MANY PROFILES	4	2	2	-	-	4	2	2	1	3	4	1	1	2	4
	*%	*%	1%	-%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%
			ae					a							
USE BUT DON'T HAVE A PROFILE	203	176	11	9	6	203	183	19	50	152	203	42	98	63	203
	7%	8%	4%	7%	8%	7%	7%	6%	11%	6%	7%	5%	8%	8%	7%
									bc						
DON'T USE THIS APP/ SITE	1995	1672	173	96	55	1995	1725	270	295	1700	1995	642	868	453	1995
	71%	71%	71%	70%	72%	71%	70%	82%	65%	72%	71%	82%	71%	60%	71%
							a			a	a	bcd	c		c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	530	127	191	83
	19%	26%	17%	13%
		bc		
USE MORE THAN ONE PROFILE	68	15	21	12
	2%	3%	2%	2%
DON'T KNOW HOW MANY PROFILES	4	-	-	-
	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	203	46	68	48
	7%	9%	6%	8%
		b		
DON'T USE THIS APP/ SITE	1995	311	862	475
	71%	62%	75%	77%
		a	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	517	175	131	101	84	19	6	517	228	278	122	157	124	107	279	230	517
	18%	41%	26%	20%	16%	4%	1%	18%	17%	20%	16%	20%	20%	18%	18%	19%	18%
		bcdefg	defg	ef	ef	f		ef									
USE MORE THAN ONE PROFILE	75	46	22	5	2	-	-	75	28	42	18	13	29	16	30	44	75
	3%	11%	4%	1%	*%	-%	-%	3%	2%	3%	2%	2%	5%	3%	2%	4%	3%
		bcdefg	cdef	f				def					abeg			be	
DON'T KNOW HOW MANY PROFILES	6	5	1	-	-	-	-	6	4	2	3	-	2	1	3	3	6
	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
		cfg															
USE BUT DON'T HAVE A PROFILE	376	87	113	74	60	35	8	376	176	189	144	79	82	62	223	145	376
	13%	20%	23%	15%	12%	8%	2%	13%	13%	13%	19%	10%	14%	11%	14%	12%	13%
		defg	cdefg	ef	f	f		ef			bcdefg				b		b
DON'T USE THIS APP/ SITE	1825	116	232	320	368	374	414	1825	904	906	489	555	373	397	1044	770	1825
	65%	27%	46%	64%	72%	87%	97%	65%	67%	64%	63%	69%	61%	68%	66%	65%	65%
			a	ab	abcg	abcdg	abcdeg	ab				ac		c			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	517	430	51	26	10	517	480	37	94	422	517	69	224	224	517
	18%	18%	21% d	19%	13%	18%	19% b	11%	21%	18%	18%	9%	18% a	30% abd	18% a
USE MORE THAN ONE PROFILE	75	62	9	2	3	75	67	8	10	66	75	13	34	28	75
	3%	3%	4%	2%	4%	3%	3%	3%	2%	3%	3%	2%	3%	4% a	3%
DON'T KNOW HOW MANY PROFILES	6	6	-	-	-	6	6	-	2	4	6	2	4	-	6
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	*%	*%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	376	326	17	23	11	376	352	24	80	296	376	69	197	110	376
	13%	14% b	7%	16% b	15% b	13% b	14% b	7%	18% b	13%	13%	9%	16% a	15% a	13% a
DON'T USE THIS APP/ SITE	1825	1520	167	87	52	1825	1565	260	268	1557	1825	632	765	396	1825
	65%	65%	69%	63%	68%	65%	63%	79% a	59%	66% a	65% a	80% bcd	63% c	52%	65% c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	517	136	176	81
	18%	27%	15%	13%
		bc		
USE MORE THAN ONE PROFILE	75	23	23	7
	3%	5%	2%	1%
		bc		
DON'T KNOW HOW MANY PROFILES	6	2	2	-
	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	376	67	148	81
	13%	14%	13%	13%
DON'T USE THIS APP/ SITE	1825	271	792	451
	65%	54%	69%	73%
		a	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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	46	12	15	11	6	*	2	46	21	24	14	17	9	6	31	15	46
	2%	3%	3%	2%	1%	*%	*%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%
		ef	ef	ef				e									
USE MORE THAN ONE PROFILE	16	10	1	2	2	1	-	16	5	7	6	1	3	4	7	8	16
	1%	2%	*%	*%	*%	*%	-%	1%	*%	*%	1%	*%	1%	1%	*%	1%	1%
		bcdefg															
DON'T KNOW HOW MANY PROFILES	3	2	*	-	-	-	-	3	2	*	2	*	-	-	3	-	3
	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	46	15	13	7	7	4	1	46	19	22	12	11	14	9	23	22	46
	2%	4%	3%	1%	1%	1%	*%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%
		efg	f					f									
DON'T USE THIS APP/ SITE	2690	390	471	481	499	424	425	2690	1293	1365	742	774	584	563	1516	1148	2690
	96%	91%	94%	96%	97%	99%	99%	96%	96%	96%	96%	96%	96%	97%	96%	96%	96%
				a	a	abcg	abcdg	a									

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	46	39	6	*	1	46	44	2	5	40	46	7	14	25	46
	2%	2%	2%	*%	1%	2%	2%	1%	1%	2%	2%	1%	1%	3%	2%
														abd	
USE MORE THAN ONE PROFILE	16	12	4	-	-	16	14	2	-	16	16	1	2	13	16
	1%	*%	2%	-%	-%	1%	1%	1%	-%	1%	1%	*%	*%	2%	1%
			ae											abd	
DON'T KNOW HOW MANY PROFILES	3	2	-	*	-	3	3	-	-	3	3	2	-	*	3
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	46	39	3	3	1	46	43	3	12	34	46	10	17	19	46
	2%	2%	1%	2%	1%	2%	2%	1%	3%	1%	2%	1%	1%	2%	2%
DON'T USE THIS APP/ SITE	2690	2252	231	133	74	2690	2366	324	438	2252	2690	766	1190	702	2690
	96%	96%	95%	97%	98%	96%	96%	98%	96%	96%	96%	97%	97%	92%	96%
												c	c		c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	46	15	16	10
	2%	3%	1%	2%
USE MORE THAN ONE PROFILE	16	1	8	1
	1%	*%	1%	*%
DON'T KNOW HOW MANY PROFILES	3	*	-	-
	*%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	46	6	20	6
	2%	1%	2%	1%
DON'T USE THIS APP/ SITE	2690	476	1098	602
	96%	96%	96%	97%

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	169	78	45	27	14	3	2	169	118	40	49	46	38	30	95	68	169
	6%	18%	9%	5%	3%	1%	*%	6%	9%	3%	6%	6%	6%	5%	6%	6%	6%
		bcdefg	defg	ef	ef			def	b								
USE MORE THAN ONE PROFILE	23	16	*	4	2	1	-	23	13	8	7	4	5	4	11	10	23
	1%	4%	*%	1%	*%	*%	-%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
		bcdefg															
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-	-	-	2	-	2	-	1	-	*	1	*	2
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	206	66	78	30	20	12	*	206	145	56	80	43	49	27	123	76	206
	7%	15%	16%	6%	4%	3%	*%	7%	11%	4%	10%	5%	8%	5%	8%	6%	7%
		cdefg	cdefg	ef	f	f		def	b		bdfg		d		d		d
DON'T USE THIS APP/ SITE	2401	268	376	439	479	413	426	2401	1064	1313	640	709	518	520	1348	1038	2401
	86%	62%	75%	88%	93%	96%	100%	86%	79%	93%	82%	88%	85%	89%	85%	87%	86%
			a	ab	abcg	abcg	abcdeg	ab		a		a		aceg		a	

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	169	138	20	7	4	169	150	18	20	149	169	22	59	87	169
	6%	6%	8%	5%	5%	6%	6%	6%	4%	6%	6%	3%	5%	12% abd	6% a
USE MORE THAN ONE PROFILE	23	21	1	*	*	23	23	-	4	19	23	2	15	6	23
	1%	1%	*%	*%	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	2	1	-	*	-	2	2	-	-	2	2	*	1	-	2
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	206	176	15	10	4	206	191	14	35	171	206	41	82	82	206
	7%	8%	6%	8%	5%	7%	8%	4%	8%	7%	7%	5%	7%	11% abd	7%
DON'T USE THIS APP/ SITE	2401	2007	208	119	67	2401	2104	297	397	2004	2401	719	1066	584	2401
	86%	86%	85%	87%	89%	86%	85%	90% a	87%	85%	86%	92% bcd	87% c	77%	86% c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	169	35	65	25
	6%	7%	6%	4%
USE MORE THAN ONE PROFILE	23	5	5	7
	1%	1%	*%	1%
DON'T KNOW HOW MANY PROFILES	2	-	-	1
	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	206	32	76	42
	7%	7%	7%	7%
DON'T USE THIS APP/ SITE	2401	426	996	544
	86%	85%	87%	88%

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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	618	102	99	138	141	97	40	618	319	285	193	189	125	104	382	229	618
	22%	24%	20%	28%	27%	23%	9%	22%	24%	20%	25%	24%	20%	18%	24%	19%	22%
		f	f	bfg	bfg	f		f	b		df	df			df		d
USE MORE THAN ONE PROFILE	72	24	21	7	11	7	1	72	35	31	20	28	12	9	48	22	72
	3%	6%	4%	1%	2%	2%	*%	3%	3%	2%	3%	4%	2%	2%	3%	2%	3%
		cdefg	cf		f	f		f				df					
DON'T KNOW HOW MANY PROFILES	8	4	-	3	-	2	-	8	1	6	-	*	*	5	*	5	8
	*%	1%	-%	1%	-%	*%	-%	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%
														ae			
USE BUT DON'T HAVE A PROFILE	210	42	62	33	37	27	9	210	121	86	78	59	45	27	137	72	210
	7%	10%	12%	7%	7%	6%	2%	7%	9%	6%	10%	7%	7%	5%	9%	6%	7%
		f	cdefg	f	f	f		f	b		df				df		d
DON'T USE THIS APP/ SITE	1893	257	318	319	326	295	378	1893	864	1010	486	526	427	437	1012	864	1893
	68%	60%	64%	64%	63%	69%	88%	68%	64%	71%	63%	66%	70%	75%	64%	73%	68%
						a	abcdeg	a		a			ae	abeg		abeg	ae

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	618	495	71	34	17	618	558	59	61	557	618	68	257	291	618
	22%	21%	29%	25%	23%	22%	23%	18%	13%	24%	22%	9%	21%	38%	22%
			ae							a	a		a	abd	a
USE MORE THAN ONE PROFILE	72	57	8	4	2	72	70	1	4	67	72	5	27	40	72
	3%	2%	3%	3%	3%	3%	3%	*%	1%	3%	3%	1%	2%	5%	3%
							b						a	abd	a
DON'T KNOW HOW MANY PROFILES	8	7	*	-	1	8	8	-	3	5	8	*	5	3	8
	*%	*%	*%	-%	1%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	210	182	20	4	4	210	197	13	39	170	210	39	94	78	210
	7%	8%	8%	3%	5%	7%	8%	4%	9%	7%	7%	5%	8%	10%	7%
							b						a	ad	a
DON'T USE THIS APP/ SITE	1893	1602	144	95	52	1893	1637	256	347	1546	1893	674	841	348	1893
	68%	68%	59%	69%	69%	68%	66%	78%	76%	66%	68%	86%	69%	46%	68%
		b				b		a	bc			bcd	c		c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	618	108	264	150
	22%	22%	23%	24%
USE MORE THAN ONE PROFILE	72	11	34	14
	3%	2%	3%	2%
DON'T KNOW HOW MANY PROFILES	8	2	3	-
	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	210	40	67	55
	7%	8%	6%	9%
			b	
DON'T USE THIS APP/ SITE	1893	338	773	400
	68%	68%	68%	65%

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	22	1	7	10	3	1	-	22	14	5	11	5	5	1	16	6	22
	1%	*%	1%	2%	1%	*%	-%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%
			f	ae fg							d						
USE MORE THAN ONE PROFILE	8	3	3	-	1	-	-	8	4	4	3	1	-	4	4	4	8
	*%	1%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	134	18	34	30	30	15	9	134	79	54	66	24	33	9	90	42	134
	5%	4%	7%	6%	6%	3%	2%	5%	6%	4%	9%	3%	5%	2%	6%	3%	5%
			f	f	f			f	b		bdefg		d		bdf	d	d
DON'T USE THIS APP/ SITE	2636	407	456	461	480	413	420	2636	1244	1355	697	773	573	569	1470	1141	2636
	94%	95%	91%	92%	93%	96%	98%	94%	93%	96%	90%	96%	94%	98%	93%	96%	94%
						bc	abcdg	b		a		aeg	a	aceg	a	ae	a

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	22	20	1	1	1	22	21	1	-	22	22	-	4	18	22
	1%	1%	*%	*%	1%	1%	1%	*%	-%	1%	1%	-%	*%	2% abd	1% a
USE MORE THAN ONE PROFILE	8	8	-	-	-	8	8	-	1	7	8	-	3	4	8
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	134	123	6	2	2	134	125	9	9	126	134	11	49	74	134
	5%	5%	3%	2%	3%	5%	5%	3%	2%	5% a	5% a	1%	4% a	10% abd	5% a
DON'T USE THIS APP/ SITE	2636	2192	237	134	73	2636	2316	320	445	2191	2636	774	1166	663	2636
	94%	94%	97% a	98% a	96%	94%	94%	97% a	98% bc	93%	94%	99% bcd	95% c	87%	94% c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	22	6	6	6
	1%	1%	1%	1%
USE MORE THAN ONE PROFILE	8	2	4	-
	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	134	17	63	31
	5%	3%	5%	5%
DON'T USE THIS APP/ SITE	2636	473	1069	582
	94%	95%	94%	94%

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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	15	4	6	5	-	-	-	15	9	6	6	-	6	3	6	9	15
	1%	1%	1%	1%	-%	-%	-%	1%	1%	*%	1%	-%	1%	1%	*%	1%	1%
			def	f							b		b			b	
USE MORE THAN ONE PROFILE	7	4	3	-	-	-	-	7	3	2	2	1	2	2	3	4	7
	*%	1%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	50	12	19	8	8	-	2	50	26	23	27	9	10	4	36	14	50
	2%	3%	4%	2%	1%	-%	1%	2%	2%	2%	3%	1%	2%	1%	2%	1%	2%
		ef	efg	e	e			e			bdfg				d		
DON'T USE THIS APP/ SITE	2728	409	471	486	507	429	426	2728	1302	1386	742	793	592	573	1535	1165	2728
	97%	95%	94%	97%	99%	100%	99%	97%	97%	98%	96%	99%	97%	98%	97%	98%	97%
				b	ab	abcdg	abcg	ab				ae		a		a	a

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	15 1%	14 1%	* *%	* *%	- -%	15 1%	15 1%	- -%	- -%	15 1%	15 1%	- -%	5 *%	10 1% abd	15 1%
USE MORE THAN ONE PROFILE	7 *%	6 *%	- -%	1 1%	- -%	7 *%	7 *%	- -%	- -%	7 *%	7 *%	- -%	7 1%	- -%	7 *%
USE BUT DON'T HAVE A PROFILE	50 2%	44 2%	3 1%	1 1%	1 1%	50 2%	47 2%	3 1%	2 *%	48 2%	50 2%	15 2%	22 2%	13 2%	50 2%
DON'T USE THIS APP/ SITE	2728 97%	2278 97%	240 98%	135 98%	75 99%	2728 97%	2401 97%	327 99%	453 100% bc	2275 97%	2728 97%	771 98%	1189 97%	735 97%	2728 97%

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	15	4	7	3
	1%	1%	1%	*%
USE MORE THAN ONE PROFILE	7	4	1	2
	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	50	11	15	16
	2%	2%	1%	3%
DON'T USE THIS APP/ SITE	2728	480	1119	599
	97%	96%	98%	97%

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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	889	199	224	190	178	67	32	889	507	369	232	267	202	179	499	381	889
	32%	46%	45%	38%	35%	16%	7%	32%	38%	26%	30%	33%	33%	31%	32%	32%	32%
		cdefg	defg	efg	ef	f		ef	b								
USE MORE THAN ONE PROFILE	140	75	29	20	9	6	*	140	84	46	45	31	30	26	76	56	140
	5%	18%	6%	4%	2%	1%	*%	5%	6%	3%	6%	4%	5%	4%	5%	5%	5%
		bcdefg	def	ef	f	f		def	b								
DON'T KNOW HOW MANY PROFILES	23	7	5	2	1	5	2	23	12	11	7	2	9	4	9	14	23
	1%	2%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%
													b			b	
USE BUT DON'T HAVE A PROFILE	1185	126	198	212	216	241	191	1185	539	628	344	341	252	240	685	492	1185
	42%	29%	40%	42%	42%	56%	45%	42%	40%	44%	44%	43%	41%	41%	43%	41%	42%
			a	a	a	abcdfg	a	a									
DON'T USE THIS APP/ SITE	563	22	44	76	110	109	203	563	198	365	148	162	116	133	310	249	563
	20%	5%	9%	15%	21%	25%	47%	20%	15%	26%	19%	20%	19%	23%	20%	21%	20%
				ab	abc	abcg	abcdeg	abc		a							

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	889	747	80	40	22	889	809	80	113	776	889	129	376	384	889
	32%	32%	33%	29%	29%	32%	33%	24%	25%	33%	32%	16%	31%	51%	32%
							b			a	a		a	abd	a
USE MORE THAN ONE PROFILE	140	117	13	7	2	140	130	10	11	129	140	30	56	54	140
	5%	5%	5%	5%	3%	5%	5%	3%	2%	6%	5%	4%	5%	7%	5%
										a				ab	
DON'T KNOW HOW MANY PROFILES	23	19	2	2	1	23	22	1	14	9	23	16	4	2	23
	1%	1%	1%	1%	1%	1%	1%	*%	3%	*%	1%	2%	*%	*%	1%
									bc			bcd			
USE BUT DON'T HAVE A PROFILE	1185	987	106	57	35	1185	1035	150	219	965	1185	287	598	292	1185
	42%	42%	43%	41%	46%	42%	42%	45%	48%	41%	42%	37%	49%	38%	42%
									b				acd		a
DON'T USE THIS APP/ SITE	563	473	43	31	16	563	475	88	98	465	563	323	189	27	563
	20%	20%	18%	22%	21%	20%	19%	27%	21%	20%	20%	41%	15%	4%	20%
							a					bcd	c		bc

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	889	199	343	179
	32%	40%	30%	29%
		bc		
USE MORE THAN ONE PROFILE	140	25	55	19
	5%	5%	5%	3%
DON'T KNOW HOW MANY PROFILES	23	10	3	-
	1%	2%	*%	-%
		bc		
USE BUT DON'T HAVE A PROFILE	1185	193	500	287
	42%	39%	44%	46%
				a
DON'T USE THIS APP/ SITE	563	71	240	135
	20%	14%	21%	22%
			a	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.

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO (ADDED AT WAVE 2)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USE ONE PROFILE	21	13	6	2	-	-	-	21	8	12	3	7	8	3	10	11	21
	1%	3%	1%	*%	-%	-%	-%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%
		cdefg	def														
USE MORE THAN ONE PROFILE	5	2	2	1	-	-	-	5	3	1	2	1	2	*	3	2	5
	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	32	9	17	1	4	-	-	32	14	16	11	3	13	5	14	18	32
	1%	2%	3%	*%	1%	-%	-%	1%	1%	1%	1%	*%	2%	1%	1%	2%	1%
		cef	cdefg					f					be			b	
DON'T USE THIS APP/ SITE	2742	405	475	496	510	429	429	2742	1315	1389	760	793	587	574	1553	1161	2742
	98%	94%	95%	99%	99%	100%	100%	98%	98%	98%	98%	99%	96%	99%	98%	97%	98%
				ab	ab	abg	abg	ab				c		c	c		c

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

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO (ADDED AT WAVE 2)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USE ONE PROFILE	21	16	4	1	*	21	21	-	1	20	21	5	5	11	21
	1%	1%	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%	*%	1%	1%
														b	
USE MORE THAN ONE PROFILE	5	4	-	1	*	5	5	-	*	5	5	*	3	2	5
	*%	*%	-%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	32	29	2	*	1	32	30	2	7	25	32	9	13	10	32
	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
DON'T USE THIS APP/ SITE	2742	2295	238	135	74	2742	2414	328	446	2296	2742	771	1202	737	2742
	98%	98%	98%	98%	98%	98%	98%	99%	98%	98%	98%	98%	98%	97%	98%

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

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO (ADDED AT WAVE 2)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USE ONE PROFILE	21	10	2	1
	1%	2%	*%	*%
		bc		
USE MORE THAN ONE PROFILE	5	-	4	-
	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	32	4	13	5
	1%	1%	1%	1%
DON'T USE THIS APP/ SITE	2742	485	1122	614
	98%	97%	98%	99%
			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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
BitChute	3 *% g	3 1% g	- -%	- -%	- -%	- -%	- -%	3 *%	- -%	3 *%	- -%	- -%	- -%	3 *% e	- -%	3 *%	3 *%
Dailymotion	4 *%	3 1%	- -%	1 *%	- -%	- -%	- -%	4 *%	1 *%	3 *%	- -%	- -%	- -%	4 1% eg	- -%	4 *%	4 *%
Dubsmash	1 *%	- -%	* *%	- -%	1 *%	- -%	- -%	1 *%	1 *%	* *%	1 *%	- -%	- -%	* *%	1 *%	* *%	1 *%
Facebook	140 5% f	17 4% f	47 9% adefg	33 7% f	23 4% f	18 4% f	3 1% f	140 5% f	47 3% f	89 6% a	40 5% f	39 5% f	25 4% f	35 6% f	80 5% f	60 5% f	140 5% f
Instagram	242 9% bcdefg	115 27% bcdefg	73 15% cdefg	27 5% ef	16 3% f	8 2% f	3 1% f	242 9% cdef	83 6% f	151 11% a	69 9% f	70 9% f	55 9% f	42 7% f	139 9% f	98 8% f	242 9% f
LinkedIn	9 *%	3 1%	2 *%	2 *%	3 1%	1 *%	- -%	9 *%	5 *%	4 *%	6 1%	1 *%	- -%	3 *%	7 *%	3 *%	9 *%
OnlyFans	7 *%	1 *%	4 1%	1 *%	- -%	- -%	- -%	7 *%	7 1% b	- -%	3 *%	3 *%	- -%	1 *%	5 *%	1 *%	7 *%
Pinterest	12 *%	4 1% f	5 1% f	3 1%	* *%	- -%	- -%	12 *%	7 1%	2 *%	4 *%	1 *%	4 1%	2 *%	5 *%	6 *%	12 *%
Reddit	15 1% cdefg	8 2% cdefg	7 1% cef	- -%	1 *%	- -%	- -%	15 1%	8 1%	4 *%	6 1%	4 1%	2 *%	2 *%	11 1%	5 *%	15 1%
Snapchat	68 2% cdefg	34 8% cdefg	26 5% cdefg	4 1%	4 1%	- -%	- -%	68 2% ef	32 2%	35 2%	29 4% b	8 1%	19 3% b	10 2%	36 2% b	29 2% b	68 2% b
TikTok	75 3% bcdefg	46 11% bcdefg	22 4% cdef	5 1% f	2 *%	- -%	- -%	75 3% def	28 2%	42 3%	18 2%	13 2%	29 5% abeg	16 3%	30 2%	44 4% be	75 3%

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Tumblr	16 1%	10 2%	1 *%	2 *%	2 *%	1 *%	- -%	16 1%	5 *%	7 *%	6 1%	1 *%	3 1%	4 1%	7 *%	8 1%	16 1%
		bcdefg															
Twitch	23 1%	16 4%	* *%	4 1%	2 *%	1 *%	- -%	23 1%	13 1%	8 1%	7 1%	4 *%	5 1%	4 1%	11 1%	10 1%	23 1%
		bcdefg															
Twitter	72 3%	24 6%	21 4%	7 1%	11 2%	7 2%	1 *%	72 3%	35 3%	31 2%	20 3%	28 4%	12 2%	9 2%	48 3%	22 2%	72 3%
		cdefg										df					
Vimeo	8 *%	3 1%	3 1%	- -%	1 *%	- -%	- -%	8 *%	4 *%	4 *%	3 *%	1 *%	- -%	4 1%	4 *%	4 *%	8 *%
YouNow	7 *%	4 1%	3 1%	- -%	- -%	- -%	- -%	7 *%	3 *%	2 *%	2 *%	1 *%	2 *%	2 *%	3 *%	4 *%	7 *%
YouTube	140 5%	75 18%	29 6%	20 4%	9 2%	6 1%	* *%	140 5%	84 6%	46 3%	45 6%	31 4%	30 5%	26 4%	76 5%	56 5%	140 5%
		bcdefg															
Yubo (ADDED AT WAVE 2)	5 *%	2 *%	2 *%	1 *%	- -%	- -%	- -%	5 *%	3 *%	1 *%	2 *%	1 *%	2 *%	* *%	3 *%	2 *%	5 *%
ANY OF THESE	542 19%	211 49%	162 32%	76 15%	55 11%	32 7%	7 2%	542 19%	241 18%	282 20%	166 21%	144 18%	123 20%	98 17%	310 20%	222 19%	542 19%
		bcdefg															
NONE OF THESE	2258 81%	218 51%	338 68%	424 85%	460 89%	397 93%	422 98%	2258 81%	1100 82%	1135 80%	610 79%	659 82%	486 80%	484 83%	1269 80%	971 81%	2258 81%
			a	ab	abg	abcg	abcdeg	ab									

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
BitChute	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	3 *%
Dailymotion	4 *%	4 *%	- -%	- -%	- -%	4 *%	4 *%	- -%	- -%	4 *%	4 *%	- -%	1 *%	3 *%	4 *%
Dubsmash	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	* *%	1 *%
Facebook	140 5%	121 5%	11 4%	5 3%	4 6%	140 5%	127 5%	13 4%	27 6%	114 5%	140 5%	21 3%	62 5% a	58 8% abd	140 5% a
Instagram	242 9%	211 9%	17 7%	10 7%	4 6%	242 9%	219 9%	23 7%	34 7%	209 9%	242 9%	34 4%	103 8% a	105 14% abd	242 9% a
LinkedIn	9 *%	8 *%	1 *%	- -%	- -%	9 *%	9 *%	- -%	- -%	9 *%	9 *%	1 *%	4 *%	5 1%	9 *%
OnlyFans	7 *%	7 *%	- -%	- -%	* *%	7 *%	7 *%	- -%	* *%	7 *%	7 *%	1 *%	4 *%	2 *%	7 *%
Pinterest	12 *%	10 *%	2 1%	- -%	* *%	12 *%	11 *%	1 *%	2 *%	10 *%	12 *%	3 *%	2 *%	7 1% b	12 *%
Reddit	15 1%	14 1%	1 *%	- -%	1 1%	15 1%	12 1%	3 1%	- -%	15 1%	15 1%	1 *%	5 *%	9 1% a	15 1%
Snapchat	68 2%	62 3%	3 1%	2 1%	1 2%	68 2%	68 3% b	1 *%	17 4%	51 2%	68 2%	19 2%	25 2%	24 3%	68 2%
TikTok	75 3%	62 3%	9 4%	2 2%	3 4%	75 3%	67 3%	8 3%	10 2%	66 3%	75 3%	13 2%	34 3%	28 4% a	75 3%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Tumblr	16 1%	12 *%	4 2% ae	- -%	- -%	16 1%	14 1%	2 1%	- -%	16 1%	16 1%	1 *%	2 *%	13 2% abd	16 1%
Twitch	23 1%	21 1%	1 *%	* *%	* 1%	23 1%	23 1%	- -%	4 1%	19 1%	23 1%	2 *%	15 1%	6 1%	23 1%
Twitter	72 3%	57 2%	8 3%	4 3%	2 3%	72 3%	70 3% b	1 *%	4 1%	67 3%	72 3%	5 1%	27 2% a	40 5% abd	72 3% a
Vimeo	8 *%	8 *%	- -%	- -%	- -%	8 *%	8 *%	- -%	1 *%	7 *%	8 *%	- -%	3 *%	4 1%	8 *%
YouNow	7 *%	6 *%	- -%	1 1%	- -%	7 *%	7 *%	- -%	- -%	7 *%	7 *%	- -%	7 1%	- -%	7 *%
YouTube	140 5%	117 5%	13 5%	7 5%	2 3%	140 5%	130 5%	10 3%	11 2%	129 6% a	140 5%	30 4%	56 5%	54 7% ab	140 5%
Yubo (ADDED AT WAVE 2)	5 *%	4 *%	- -%	1 1%	* *%	5 *%	5 *%	- -%	* *%	5 *%	5 *%	* *%	3 *%	2 *%	5 *%
ANY OF THESE	542 19%	469 20%	38 16%	23 17%	12 16%	542 19%	501 20% b	41 13%	82 18%	461 20%	542 19%	90 11%	251 20% a	202 27% abd	542 19% a
NONE OF THESE	2258 81%	1874 80%	206 84%	114 83%	64 84%	2258 81%	1969 80%	288 87% a	373 82%	1884 80%	2258 81%	696 89% bcd	973 80% c	556 73%	2258 81% c

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
BitChute	3	-	3	-
	*%	-%	*%	-%
Dailymotion	4	-	4	-
	*%	-%	*%	-%
Dubsmash	1	-	*	-
	*%	-%	*%	-%
Facebook	140	25	68	23
	5%	5%	6%	4%
Instagram	242	53	88	37
	9%	11%	8%	6%
		c		
LinkedIn	9	-	4	4
	*%	-%	*%	1%
OnlyFans	7	1	6	-
	*%	*%	1%	-%
Pinterest	12	3	5	1
	*%	1%	*%	*%
Reddit	15	1	3	7
	1%	*%	*%	1%
Snapchat	68	15	21	12
	2%	3%	2%	2%
TikTok	75	23	23	7
	3%	5%	2%	1%
		bc		
Tumblr	16	1	8	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 TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Twitch	23	5	5	7
	1%	1%	*%	1%
Twitter	72	11	34	14
	3%	2%	3%	2%
Vimeo	8	2	4	-
	*%	*%	*%	-%
YouNow	7	4	1	2
	*%	1%	*%	*%
YouTube	140	25	55	19
	5%	5%	5%	3%
Yubo (ADDED AT WAVE 2)	5	-	4	-
	*%	-%	*%	-%
ANY OF THESE	542	113	207	97
	19%	23%	18%	16%
		c		
NONE OF THESE	2258	386	935	522
	81%	77%	82%	84%
			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.

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

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	47	8	20	12	6	-	1	47	28	19	15	9	10	13	24	23	47
Effective Weighted Sample	33	5	15	9	4	-	1	33	21	12	12	8	7	7	19	14	33
Total	57	11	28	12	6	-	*	57	31	26	21	10	16	9	31	25	57
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	47	41	2	3	1	47	43	4	3	44	47	7	19	21	47
Effective Weighted Sample	33	30	2	2	1	33	31	2	3	30	33	5	13	15	33
Total	57	53	1	2	*	57	54	3	4	53	57	10	21	26	57
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use BitChute to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	47	11	22	8
Effective Weighted Sample	33	8	18	5
Total	57	14	26	12
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

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.

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

Base : All respondents who use Dailymotion to watch or upload videos or clips

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	124	17	38	28	22	15	4	124	76	43	39	28	22	32	67	54	124
Effective Weighted Sample	84	11	27	20	17	11	4	84	50	30	29	19	18	19	47	36	84
Total	137	21	52	22	26	13	3	137	80	52	53	24	35	24	77	59	137
USE ONE PROFILE	23	**	**	**	**	**	**	23	**	**	**	**	**	**	**	**	23
	17%	**	**	**	**	**	**	17%	**	**	**	**	**	**	**	**	17%
USE MORE THAN ONE PROFILE	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**	4
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	3%
USE BUT DON'T HAVE A PROFILE	110	**	**	**	**	**	**	110	**	**	**	**	**	**	**	**	110
	81%	**	**	**	**	**	**	81%	**	**	**	**	**	**	**	**	81%

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

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

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

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	e	a	~b	~a	b	c	~a	~b	~c	d
Unweighted total	124	93	15	4	12	124	115	9	8	116	124	14	40	69	124
Effective Weighted Sample	84	69	12	3	11	84	78	6	6	78	84	9	28	47	84
Total	137	119	14	2	3	137	128	9	14	123	137	20	45	71	137
USE ONE PROFILE	23	**	**	**	**	23	21	**	**	22	23	**	**	**	23
	17%	**	**	**	**	17%	16%	**	**	18%	17%	**	**	**	17%
USE MORE THAN ONE PROFILE	4	**	**	**	**	4	4	**	**	4	4	**	**	**	4
	3%	**	**	**	**	3%	3%	**	**	3%	3%	**	**	**	3%
USE BUT DON'T HAVE A PROFILE	110	**	**	**	**	110	104	**	**	97	110	**	**	**	110
	81%	**	**	**	**	81%	81%	**	**	79%	81%	**	**	**	81%

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

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

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

Base : All respondents who use Dailymotion to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	124	25	57	22
Effective Weighted Sample	84	17	40	14
Total	137	32	61	27
USE ONE PROFILE	23	**	**	**
	17%	**	**	**
USE MORE THAN ONE PROFILE	4	**	**	**
	3%	**	**	**
USE BUT DON'T HAVE A PROFILE	110	**	**	**
	81%	**	**	**

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.

IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents who use Dubsmash to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	41	8	21	9	3	-	-	41	24	16	15	8	11	6	23	17	41
Effective Weighted Sample	31	5	17	7	3	-	-	31	18	13	13	7	8	3	19	12	31
Total	53	8	30	12	3	-	-	53	29	24	20	12	15	5	32	20	53
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents who use Dubsmash to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	41	33	5	2	1	41	40	1	4	37	41	5	18	17	41
Effective Weighted Sample	31	26	3	2	1	31	31	1	4	28	31	4	13	14	31
Total	53	47	5	1	1	53	53	1	4	49	53	5	22	25	53
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17C. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DUBSMASH

Base : All respondents who use Dubsmash to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	41	12	11	7
Effective Weighted Sample	31	9	9	5
Total	53	16	15	11
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

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.

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2201	278	374	433	367	347	402	2201	975	1206	547	620	386	635	1167	1021	2201
Effective Weighted Sample	1436	181	255	301	238	232	269	1436	639	786	375	412	274	401	786	644	1436
Total	2004	267	400	397	383	302	256	2004	911	1070	549	571	447	421	1120	868	2004
USE ONE PROFILE	1605	192	265	326	334	266	222	1605	717	878	409	481	364	340	891	704	1605
	80%	72%	66%	82%	87%	88%	87%	80%	79%	82%	75%	84%	81%	81%	80%	81%	80%
				ab	abg	abg	abg	ab				ae	a	a		a	a
USE MORE THAN ONE PROFILE	140	17	47	33	23	18	3	140	47	89	40	39	25	35	80	60	140
	7%	6%	12%	8%	6%	6%	1%	7%	5%	8%	7%	7%	6%	8%	7%	7%	7%
		f	defg	f	f	f		f		a							
DON'T KNOW HOW MANY PROFILES	14	2	2	1	4	2	3	14	3	8	5	2	2	5	7	7	14
	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	245	56	86	37	22	16	27	245	144	95	94	49	56	42	143	98	245
	12%	21%	22%	9%	6%	5%	10%	12%	16%	9%	17%	9%	12%	10%	13%	11%	12%
		cdefg	cdefg				e	de	b		bdefg				b		b

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2201	1497	233	238	233	2201	1906	295	321	1880	2201	502	1030	654	2201
Effective Weighted Sample	1436	1104	169	152	162	1436	1262	175	203	1247	1436	314	665	449	1436
Total	2004	1664	186	98	55	2004	1774	230	348	1656	2004	469	910	613	2004
USE ONE PROFILE	1605	1315	161	84	45	1605	1402	203	263	1342	1605	346	739	510	1605
	80%	79%	87%	85%	82%	80%	79%	88%	75%	81%	80%	74%	81%	83%	80%
			ae					a					a	a	a
USE MORE THAN ONE PROFILE	140	121	11	5	4	140	127	13	27	114	140	21	62	58	140
	7%	7%	6%	5%	8%	7%	7%	6%	8%	7%	7%	4%	7%	9%	7%
														a	
DON'T KNOW HOW MANY PROFILES	14	13	-	*	*	14	12	1	5	8	14	9	3	-	14
	1%	1%	-%	*%	*%	1%	1%	1%	2%	*%	1%	2%	*%	-%	1%
												bcd			
USE BUT DON'T HAVE A PROFILE	245	216	14	9	6	245	232	12	53	191	245	94	106	45	245
	12%	13%	8%	9%	10%	12%	13%	5%	15%	12%	12%	20%	12%	7%	12%
		b					b					bcd	c		c

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

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

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

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

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2201	404	945	450
Effective Weighted Sample	1436	256	603	312
Total	2004	375	870	415
USE ONE PROFILE	1605	295	720	334
	80%	79%	83%	80%
USE MORE THAN ONE PROFILE	140	25	68	23
	7%	7%	8%	6%
DON'T KNOW HOW MANY PROFILES	14	4	3	5
	1%	1%	*%	1%
USE BUT DON'T HAVE A PROFILE	245	51	79	53
	12%	14%	9%	13%
		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.

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1475	387	338	313	217	135	85	1475	617	828	391	441	274	354	832	628	1475
Effective Weighted Sample	976	253	230	217	144	92	56	976	419	539	278	300	194	210	576	391	976
Total	1504	382	383	297	255	133	53	1504	668	805	445	437	345	258	882	603	1504
USE ONE PROFILE	935	196	223	198	197	89	**	935	402	518	251	296	218	164	546	382	935
	62%	51%	58%	66%	77%	67%	**	62%	60%	64%	56%	68%	63%	64%	62%	63%	62%
				a	abcg	a		a				a					
USE MORE THAN ONE PROFILE	242	115	73	27	16	8	**	242	83	151	69	70	55	42	139	98	242
	16%	30%	19%	9%	6%	6%	**	16%	12%	19%	15%	16%	16%	16%	16%	16%	16%
		bcdeg	cde					cde		a							
DON'T KNOW HOW MANY PROFILES	16	6	5	5	-	-	**	16	8	8	2	3	8	3	5	11	16
	1%	1%	1%	2%	-%	-%	**	1%	1%	1%	*%	1%	2%	1%	1%	2%	1%
													ae				
USE BUT DON'T HAVE A PROFILE	311	65	82	68	42	36	**	311	174	128	124	68	64	49	192	113	311
	21%	17%	21%	23%	17%	27%	**	21%	26%	16%	28%	16%	18%	19%	22%	19%	21%
						ad			b		bcdg				b		

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1475	1033	151	143	148	1475	1322	153	224	1251	1475	230	669	575	1475
Effective Weighted Sample	976	778	111	59	98	976	879	98	145	835	976	151	429	403	976
Total	1504	1270	127	70	37	1504	1364	140	256	1248	1504	273	663	567	1504
USE ONE PROFILE	935	776	86	48	25	935	841	94	157	778	935	140	421	373	935
	62%	61%	67%	69%	69%	62%	62%	67%	61%	62%	62%	51%	64% a	66% a	62% a
USE MORE THAN ONE PROFILE	242	211	17	10	4	242	219	23	34	209	242	34	103	105	242
	16%	17%	13%	14%	12%	16%	16%	17%	13%	17%	16%	12%	16%	19%	16%
DON'T KNOW HOW MANY PROFILES	16	13	2	-	*	16	14	2	8	8	16	9	1	5	16
	1%	1%	2%	-%	1%	1%	1%	1%	3% bc	1%	1%	3% bcd	*% c	1%	1%
USE BUT DON'T HAVE A PROFILE	311	270	22	12	6	311	291	21	58	253	311	91	137	83	311
	21%	21%	17%	17%	18%	21%	21%	15%	23%	20%	21%	33% bcd	21% c	15%	21% c

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

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

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

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

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1475	293	552	298
Effective Weighted Sample	976	191	363	207
Total	1504	293	581	317
USE ONE PROFILE	935	192	372	200
	62%	65%	64%	63%
USE MORE THAN ONE PROFILE	242	53	88	37
	16%	18%	15%	12%
DON'T KNOW HOW MANY PROFILES	16	2	4	3
	1%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	311	46	118	77
	21%	16%	20%	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.

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

Base : All respondents who use LinkedIn for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	a	b	~c	~d	e	~f	g
Unweighted total	431	51	81	84	79	73	63	431	235	195	193	148	32	53	341	85	431
Effective Weighted Sample	293	35	56	61	54	54	44	293	163	130	136	101	25	31	237	54	293
Total	433	52	82	87	99	75	39	433	232	200	196	146	45	37	342	82	433
USE ONE PROFILE	315	**	**	**	**	**	**	315	175	139	146	110	**	**	256	**	315
	73%	**	**	**	**	**	**	73%	75%	70%	74%	76%	**	**	75%	**	73%
USE MORE THAN ONE PROFILE	9	**	**	**	**	**	**	9	5	4	6	1	**	**	7	**	9
	2%	**	**	**	**	**	**	2%	2%	2%	3%	*%	**	**	2%	**	2%
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**	**	**	3	3	-	-	-	**	**	-	**	3
	1%	**	**	**	**	**	**	1%	1%	-%	-%	-%	**	**	-%	**	1%
USE BUT DON'T HAVE A PROFILE	106	**	**	**	**	**	**	106	49	57	44	35	**	**	79	**	106
	24%	**	**	**	**	**	**	24%	21%	28%	23%	24%	**	**	23%	**	24%

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

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

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

Base : All respondents who use LinkedIn for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	431	321	31	43	36	431	382	49	27	404	431	38	172	221	431
Effective Weighted Sample	293	242	23	27	29	293	261	33	19	275	293	26	113	158	293
Total	433	376	28	20	8	433	390	43	33	400	433	49	167	217	433
USE ONE PROFILE	315	273	**	**	**	315	279	**	**	298	315	**	123	164	315
	73%	72%	**	**	**	73%	72%	**	**	75%	73%	**	74%	76%	73%
USE MORE THAN ONE PROFILE	9	8	**	**	**	9	9	**	**	9	9	**	4	5	9
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%	2%	2%
DON'T KNOW HOW MANY PROFILES	3	2	**	**	**	3	3	**	**	3	3	**	1	2	3
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	**	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	106	93	**	**	**	106	98	**	**	89	106	**	40	46	106
	24%	25%	**	**	**	24%	25%	**	**	22%	24%	**	24%	21%	24%

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

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

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

Base : All respondents who use LinkedIn for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	b	c
Unweighted total	431	46	165	155
Effective Weighted Sample	293	30	112	109
Total	433	51	171	152
USE ONE PROFILE	315	**	126	118
	73%	**	74%	78%
USE MORE THAN ONE PROFILE	9	**	4	4
	2%	**	2%	3%
DON'T KNOW HOW MANY PROFILES	3	**	1	-
	1%	**	1%	-%
USE BUT DON'T HAVE A PROFILE	106	**	40	30
	24%	**	23%	20%

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.

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

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	65	19	26	15	4	-	1	65	45	19	19	20	9	17	39	26	65
Effective Weighted Sample	42	11	19	10	4	-	1	42	30	14	14	15	6	8	29	14	42
Total	75	20	35	16	3	-	1	75	42	32	24	21	14	17	44	30	75
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	65	47	7	6	5	65	62	3	7	58	65	11	25	29	65
Effective Weighted Sample	42	35	6	5	5	42	40	2	4	39	42	7	16	20	42
Total	75	66	4	4	1	75	72	3	5	70	75	14	30	31	75
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use OnlyFans to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	65	17	27	12
Effective Weighted Sample	42	10	19	9
Total	75	18	30	20
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

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.

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

Base : All respondents who use Pinterest for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	570	126	111	111	95	70	57	570	133	423	152	152	104	153	304	257	570
Effective Weighted Sample	378	83	76	77	61	49	42	378	85	284	109	102	75	99	211	161	378
Total	522	119	111	97	98	64	33	522	122	391	151	138	128	97	289	225	522
USE ONE PROFILE	292	79	50	57	**	**	**	292	55	232	73	84	74	58	157	132	292
	56%	67%	45%	59%	**	**	**	56%	45%	59%	48%	60%	58%	60%	54%	59%	56%
		b								a							
USE MORE THAN ONE PROFILE	12	4	5	3	**	**	**	12	7	2	4	1	4	2	5	6	12
	2%	4%	4%	3%	**	**	**	2%	6%	1%	3%	1%	3%	2%	2%	3%	2%
									b								
DON'T KNOW HOW MANY PROFILES	4	*	-	4	**	**	**	4	-	4	-	1	-	*	1	*	4
	1%	*%	-%	4%	**	**	**	1%	-%	1%	-%	1%	-%	*%	*%	*%	1%
				g													
USE BUT DON'T HAVE A PROFILE	214	35	56	34	**	**	**	214	60	152	74	52	50	36	126	87	214
	41%	29%	50%	35%	**	**	**	41%	49%	39%	49%	38%	39%	38%	44%	39%	41%
			ac					a									

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

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

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

Base : All respondents who use Pinterest for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	570	392	64	51	63	570	501	69	67	503	570	76	233	256	570
Effective Weighted Sample	378	292	48	25	42	378	330	48	42	337	378	50	150	174	378
Total	522	433	51	23	16	522	459	63	65	457	522	72	208	237	522
USE ONE PROFILE	292	239	**	**	**	292	257	**	**	263	292	**	114	146	292
	56%	55%	**	**	**	56%	56%	**	**	58%	56%	**	55%	61%	56%
USE MORE THAN ONE PROFILE	12	10	**	**	**	12	11	**	**	10	12	**	2	7	12
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	1%	3%	2%
DON'T KNOW HOW MANY PROFILES	4	4	**	**	**	4	4	**	**	2	4	**	3	-	4
	1%	1%	**	**	**	1%	1%	**	**	*%	1%	**	1%	-%	1%
USE BUT DON'T HAVE A PROFILE	214	180	**	**	**	214	187	**	**	183	214	**	90	84	214
	41%	41%	**	**	**	41%	41%	**	**	40%	41%	**	43%	36%	41%

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

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

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

Base : All respondents who use Pinterest for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	570	106	224	113
Effective Weighted Sample	378	68	152	76
Total	522	95	203	115
USE ONE PROFILE	292	53	109	66
	56%	56%	54%	57%
USE MORE THAN ONE PROFILE	12	3	5	1
	2%	3%	3%	1%
DON'T KNOW HOW MANY PROFILES	4	-	-	1
	1%	-%	-%	1%
USE BUT DON'T HAVE A PROFILE	214	38	89	46
	41%	41%	44%	41%

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.

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

Base : All respondents who use Reddit for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	~e	~f	g	a	b	~a	b	~c	~d	e	f	g
Unweighted total	327	113	91	72	29	15	7	327	186	124	96	114	46	63	210	109	327
Effective Weighted Sample	227	78	65	50	22	10	4	227	131	85	72	84	35	38	154	69	227
Total	309	99	95	65	31	13	5	309	179	119	103	99	60	39	202	98	309
USE ONE PROFILE	168	56	**	**	**	**	**	168	110	54	**	56	**	**	114	49	168
	55%	56%	**	**	**	**	**	55%	62%	46%	**	56%	**	**	57%	50%	55%
									b								
USE MORE THAN ONE PROFILE	15	8	**	**	**	**	**	15	8	4	**	4	**	**	11	5	15
	5%	8%	**	**	**	**	**	5%	4%	4%	**	4%	**	**	5%	5%	5%
DON'T KNOW HOW MANY PROFILES	5	5	**	**	**	**	**	5	3	3	**	1	**	**	1	5	5
	2%	5%	**	**	**	**	**	2%	1%	2%	**	1%	**	**	*%	5%	2%
															e		
USE BUT DON'T HAVE A PROFILE	120	30	**	**	**	**	**	120	59	58	**	39	**	**	77	40	120
	39%	31%	**	**	**	**	**	39%	33%	49%	**	39%	**	**	38%	40%	39%

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

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

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

Base : All respondents who use Reddit for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	327	219	45	31	32	327	298	29	20	307	327	28	124	174	327
Effective Weighted Sample	227	172	32	22	28	227	207	20	13	214	227	20	83	124	227
Total	309	252	37	13	7	309	285	23	16	293	309	31	116	160	309
USE ONE PROFILE	168	137	**	**	**	168	155	**	**	161	168	**	63	93	168
	55%	54%	**	**	**	55%	54%	**	**	55%	55%	**	54%	58%	55%
USE MORE THAN ONE PROFILE	15	14	**	**	**	15	12	**	**	15	15	**	5	9	15
	5%	6%	**	**	**	5%	4%	**	**	5%	5%	**	5%	6%	5%
DON'T KNOW HOW MANY PROFILES	5	5	**	**	**	5	5	**	**	5	5	**	2	3	5
	2%	2%	**	**	**	2%	2%	**	**	2%	2%	**	2%	2%	2%
USE BUT DON'T HAVE A PROFILE	120	96	**	**	**	120	112	**	**	112	120	**	46	55	120
	39%	38%	**	**	**	39%	39%	**	**	38%	39%	**	39%	34%	39%

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

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

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

Base : All respondents who use Reddit for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	b	~c
Unweighted total	327	52	122	69
Effective Weighted Sample	227	35	86	50
Total	309	48	127	71
USE ONE PROFILE	168	**	63	**
	55%	**	49%	**
USE MORE THAN ONE PROFILE	15	**	3	**
	5%	**	3%	**
DON'T KNOW HOW MANY PROFILES	5	**	3	**
	2%	**	2%	**
USE BUT DON'T HAVE A PROFILE	120	**	58	**
	39%	**	46%	**

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.

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

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	778	339	193	129	75	34	8	778	317	438	188	227	157	194	415	351	778
Effective Weighted Sample	512	225	130	90	47	24	7	512	214	283	138	152	112	110	288	217	512
Total	805	327	223	122	94	35	4	805	345	437	227	218	200	146	444	346	805
USE ONE PROFILE	530	227	130	81	**	**	**	530	219	297	131	156	133	105	286	239	530
	66%	69%	58%	66%	**	**	**	66%	64%	68%	58%	72%	67%	72%	64%	69%	66%
		b										a		a		a	
USE MORE THAN ONE PROFILE	68	34	26	4	**	**	**	68	32	35	29	8	19	10	36	29	68
	8%	10%	12%	3%	**	**	**	8%	9%	8%	13%	3%	10%	7%	8%	9%	8%
		c	c								b		b				b
DON'T KNOW HOW MANY PROFILES	4	2	-	2	**	**	**	4	1	3	-	2	2	-	2	2	4
	*%	1%	-%	2%	**	**	**	*%	*%	1%	-%	1%	1%	-%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	203	65	66	35	**	**	**	203	94	102	68	53	46	30	120	76	203
	25%	20%	30%	29%	**	**	**	25%	27%	23%	30%	24%	23%	21%	27%	22%	25%
			a														

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

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

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

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	778	527	79	81	91	778	706	72	138	640	778	130	339	309	778
Effective Weighted Sample	512	403	60	31	64	512	469	45	90	424	512	86	217	212	512
Total	805	671	71	42	21	805	746	59	159	646	805	143	356	306	805
USE ONE PROFILE	530	431	**	**	**	530	493	**	91	439	530	81	232	217	530
	66%	64%	**	**	**	66%	66%	**	57%	68%	66%	57%	65%	71%	66%
										a				a	
USE MORE THAN ONE PROFILE	68	62	**	**	**	68	68	**	17	51	68	19	25	24	68
	8%	9%	**	**	**	8%	9%	**	11%	8%	8%	13%	7%	8%	8%
DON'T KNOW HOW MANY PROFILES	4	2	**	**	**	4	2	**	1	3	4	1	1	2	4
	*%	*%	**	**	**	*%	*%	**	1%	*%	*%	1%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	203	176	**	**	**	203	183	**	50	152	203	42	98	63	203
	25%	26%	**	**	**	25%	25%	**	31%	24%	25%	29%	27%	20%	25%

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

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

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

Base : All respondents who use Snapchat to watch or upload videos or clips or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	778	176	265	126
Effective Weighted Sample	512	116	178	87
Total	805	188	280	144
USE ONE PROFILE	530	127	191	83
	66%	68%	68%	58%
USE MORE THAN ONE PROFILE	68	15	21	12
	8%	8%	7%	9%
DON'T KNOW HOW MANY PROFILES	4	-	-	-
	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	203	46	68	48
	25%	24%	24%	33%

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.

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	948	320	238	184	128	56	22	948	401	518	235	256	198	245	491	443	948
Effective Weighted Sample	627	213	158	129	82	39	12	627	273	335	174	170	140	141	342	276	627
Total	975	313	268	180	146	54	14	975	437	512	287	248	237	185	535	423	975
USE ONE PROFILE	517	175	131	101	84	**	**	517	228	278	122	157	124	107	279	230	517
	53%	56%	49%	56%	58%	**	**	53%	52%	54%	43%	63%	52%	58%	52%	55%	53%
												aeg		a	a	a	a
USE MORE THAN ONE PROFILE	75	46	22	5	2	**	**	75	28	42	18	13	29	16	30	44	75
	8%	15%	8%	3%	1%	**	**	8%	6%	8%	6%	5%	12%	8%	6%	10%	8%
		cdg	cd					cd					be			be	
DON'T KNOW HOW MANY PROFILES	6	5	1	-	-	**	**	6	4	2	3	-	2	1	3	3	6
	1%	2%	1%	-%	-%	**	**	1%	1%	*%	1%	-%	1%	*%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	376	87	113	74	60	**	**	376	176	189	144	79	82	62	223	145	376
	39%	28%	42%	41%	41%	**	**	39%	40%	37%	50%	32%	35%	34%	42%	34%	39%
			a	a	a			a			bcdgf				b		

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

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	948	662	87	97	102	948	865	83	159	789	948	135	435	378	948
Effective Weighted Sample	627	502	63	40	70	627	575	53	101	531	627	87	284	261	627
Total	975	823	77	51	24	975	905	70	187	788	975	154	459	363	975
USE ONE PROFILE	517	430	**	**	10	517	480	**	94	422	517	69	224	224	517
	53%	52%	**	**	42%	53%	53%	**	50%	54%	53%	45%	49%	62% abd	53%
USE MORE THAN ONE PROFILE	75	62	**	**	3	75	67	**	10	66	75	13	34	28	75
	8%	7%	**	**	11%	8%	7%	**	5%	8%	8%	9%	8%	8%	8%
DON'T KNOW HOW MANY PROFILES	6	6	**	**	-	6	6	**	2	4	6	2	4	-	6
	1%	1%	**	**	-%	1%	1%	**	1%	*%	1%	2% c	1%	-%	1%
USE BUT DON'T HAVE A PROFILE	376	326	**	**	11	376	352	**	80	296	376	69	197	110	376
	39%	40%	**	**	47%	39%	39%	**	43%	38%	39%	45% c	43% c	30%	39% c

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

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

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

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

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	948	216	337	152
Effective Weighted Sample	627	143	223	104
Total	975	227	350	169
USE ONE PROFILE	517	136	176	81
	53%	60%	50%	48%
USE MORE THAN ONE PROFILE	75	23	23	7
	8%	10%	7%	4%
DON'T KNOW HOW MANY PROFILES	6	2	2	-
	1%	1%	1%	-%
USE BUT DON'T HAVE A PROFILE	376	67	148	81
	39%	30%	42%	48%
			a	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.

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

Base : All respondents who use Tumblr for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	107	39	23	22	13	6	4	107	45	54	29	26	19	30	55	49	107
Effective Weighted Sample	74	28	17	13	11	4	2	74	30	38	24	19	15	17	42	30	74
Total	110	39	29	19	15	5	3	110	47	53	34	30	26	19	64	44	110
USE ONE PROFILE	46	**	**	**	**	**	**	46	**	**	**	**	**	**	**	**	46
	41%	**	**	**	**	**	**	41%	**	**	**	**	**	**	**	**	41%
USE MORE THAN ONE PROFILE	16	**	**	**	**	**	**	16	**	**	**	**	**	**	**	**	16
	15%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	**	15%
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**	3
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	2%
USE BUT DON'T HAVE A PROFILE	46	**	**	**	**	**	**	46	**	**	**	**	**	**	**	**	46
	42%	**	**	**	**	**	**	42%	**	**	**	**	**	**	**	**	42%

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

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

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

Base : All respondents who use Tumblr for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~a	~b	c	~a	~b	~c	d
Unweighted total	107	72	18	9	8	107	99	8	13	94	107	14	35	58	107
Effective Weighted Sample	74	56	14	7	7	74	69	7	9	66	74	11	23	42	74
Total	110	91	13	4	2	110	104	6	17	93	110	20	33	57	110
USE ONE PROFILE	46	**	**	**	**	46	**	**	**	**	46	**	**	**	46
	41%	**	**	**	**	41%	**	**	**	**	41%	**	**	**	41%
USE MORE THAN ONE PROFILE	16	**	**	**	**	16	**	**	**	**	16	**	**	**	16
	15%	**	**	**	**	15%	**	**	**	**	15%	**	**	**	15%
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**	3	**	**	**	**	3	**	**	**	3
	2%	**	**	**	**	2%	**	**	**	**	2%	**	**	**	2%
USE BUT DON'T HAVE A PROFILE	46	**	**	**	**	46	**	**	**	**	46	**	**	**	46
	42%	**	**	**	**	42%	**	**	**	**	42%	**	**	**	42%

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

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

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

Base : All respondents who use Tumblr for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	107	21	44	13
Effective Weighted Sample	74	13	31	10
Total	110	22	43	17
USE ONE PROFILE	46	**	**	**
	41%	**	**	**
USE MORE THAN ONE PROFILE	16	**	**	**
	15%	**	**	**
DON'T KNOW HOW MANY PROFILES	3	**	**	**
	2%	**	**	**
USE BUT DON'T HAVE A PROFILE	46	**	**	**
	42%	**	**	**

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.

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

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	a	b	a	~b	~c	~d	e	f	g
Unweighted total	389	169	115	61	28	12	4	389	258	109	112	97	74	96	209	170	389
Effective Weighted Sample	261	110	79	43	18	10	3	261	175	72	85	64	54	58	149	106	261
Total	399	161	124	61	35	16	2	399	277	105	137	94	92	62	231	154	399
USE ONE PROFILE	169	78	45	**	**	**	**	169	118	40	49	**	**	**	95	68	169
	42%	49%	37%	**	**	**	**	42%	43%	38%	36%	**	**	**	41%	44%	42%
USE MORE THAN ONE PROFILE	23	16	*	**	**	**	**	23	13	8	7	**	**	**	11	10	23
	6%	10%	*%	**	**	**	**	6%	5%	7%	5%	**	**	**	5%	6%	6%
		b						b									
DON'T KNOW HOW MANY PROFILES	2	2	-	**	**	**	**	2	-	2	-	**	**	**	1	*	2
	*%	1%	-%	**	**	**	**	*%	-%	2%	-%	**	**	**	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	206	66	78	**	**	**	**	206	145	56	80	**	**	**	123	76	206
	52%	41%	63%	**	**	**	**	52%	53%	54%	59%	**	**	**	53%	50%	52%
		a															

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

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

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

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	389	272	40	42	35	389	354	35	43	346	389	53	155	181	389
Effective Weighted Sample	261	204	31	30	29	261	240	21	30	235	261	37	98	128	261
Total	399	337	36	18	8	399	366	33	58	341	399	66	157	175	399
USE ONE PROFILE	169	138	**	**	**	169	150	**	**	149	169	**	59	87	169
	42%	41%	**	**	**	42%	41%	**	**	44%	42%	**	38%	50%	42%
USE MORE THAN ONE PROFILE	23	21	**	**	**	23	23	**	**	19	23	**	15	6	23
	6%	6%	**	**	**	6%	6%	**	**	6%	6%	**	9%	3%	6%
DON'T KNOW HOW MANY PROFILES	2	1	**	**	**	2	2	**	**	2	2	**	1	-	2
	*%	*%	**	**	**	*%	*%	**	**	*%	*%	**	1%	-%	*%
USE BUT DON'T HAVE A PROFILE	206	176	**	**	**	206	191	**	**	171	206	**	82	82	206
	52%	52%	**	**	**	52%	52%	**	**	50%	52%	**	52%	47%	52%

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

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

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

Base : All respondents who use Twitch to watch or upload videos or clips or to watch or share live stream videos

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	b	~c
Unweighted total	389	72	143	59
Effective Weighted Sample	261	48	96	44
Total	399	73	146	75
USE ONE PROFILE	169	**	65	**
	42%	**	44%	**
USE MORE THAN ONE PROFILE	23	**	5	**
	6%	**	4%	**
DON'T KNOW HOW MANY PROFILES	2	**	-	**
	*%	**	-%	**
USE BUT DON'T HAVE A PROFILE	206	**	76	**
	52%	**	52%	**

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.

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

Base : All respondents who use Twitter for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	979	189	171	202	182	141	94	979	500	456	284	293	158	233	577	391	979
Effective Weighted Sample	657	125	121	140	124	95	72	657	329	315	203	199	115	146	403	248	657
Total	907	172	182	181	188	133	50	907	477	408	290	277	183	145	567	328	907
USE ONE PROFILE	618	102	99	138	141	97	**	618	319	285	193	189	125	104	382	229	618
	68%	60%	54%	76%	75%	73%	**	68%	67%	70%	66%	68%	68%	72%	67%	70%	68%
				ab	ab	ab		b									
USE MORE THAN ONE PROFILE	72	24	21	7	11	7	**	72	35	31	20	28	12	9	48	22	72
	8%	14%	11%	4%	6%	5%	**	8%	7%	8%	7%	10%	7%	6%	9%	7%	8%
		cdeg	c														
DON'T KNOW HOW MANY PROFILES	8	4	-	3	-	2	**	8	1	6	-	*	*	5	*	5	8
	1%	2%	-%	1%	-%	1%	**	1%	*%	1%	-%	*%	*%	3%	*%	2%	1%
														abeg		e	
USE BUT DON'T HAVE A PROFILE	210	42	62	33	37	27	**	210	121	86	78	59	45	27	137	72	210
	23%	24%	34%	18%	19%	20%	**	23%	25%	21%	27%	21%	25%	18%	24%	22%	23%
				cdeg													

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

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

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

Base : All respondents who use Twitter for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	~d	e	a	~b	~a	b	c	a	b	c	d
Unweighted total	979	658	122	100	99	979	881	98	94	885	979	128	424	425	979
Effective Weighted Sample	657	497	92	57	66	657	596	61	62	600	657	89	278	290	657
Total	907	742	99	43	24	907	833	74	108	799	907	111	382	411	907
USE ONE PROFILE	618	495	71	34	**	618	558	**	**	557	618	68	257	291	618
	68%	67%	71%	80%	**	68%	67%	**	**	70%	68%	61%	67%	71%	68%
				a											
USE MORE THAN ONE PROFILE	72	57	8	4	**	72	70	**	**	67	72	5	27	40	72
	8%	8%	9%	9%	**	8%	8%	**	**	8%	8%	4%	7%	10%	8%
DON'T KNOW HOW MANY PROFILES	8	7	*	-	**	8	8	**	**	5	8	*	5	3	8
	1%	1%	*%	-%	**	1%	1%	**	**	1%	1%	*%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	210	182	20	4	**	210	197	**	**	170	210	39	94	78	210
	23%	25%	20%	11%	**	23%	24%	**	**	21%	23%	35%	24%	19%	23%
		c				c						cd			

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

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

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

Base : All respondents who use Twitter for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	979	168	399	220
Effective Weighted Sample	657	106	265	154
Total	907	161	368	219
USE ONE PROFILE	618	108	264	150
	68%	67%	72%	69%
USE MORE THAN ONE PROFILE	72	11	34	14
	8%	7%	9%	6%
DON'T KNOW HOW MANY PROFILES	8	2	3	-
	1%	1%	1%	-%
USE BUT DON'T HAVE A PROFILE	210	40	67	55
	23%	25%	18%	25%

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.

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

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	147	22	36	35	27	17	10	147	89	55	66	33	25	20	99	45	147
Effective Weighted Sample	102	13	26	26	19	12	6	102	63	36	47	23	20	12	70	30	102
Total	164	22	44	39	34	15	9	164	97	63	80	30	37	14	110	51	164
USE ONE PROFILE	22	**	**	**	**	**	**	22	**	**	**	**	**	**	**	**	22
	13%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	**	13%
USE MORE THAN ONE PROFILE	8	**	**	**	**	**	**	8	**	**	**	**	**	**	**	**	8
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	**	5%
USE BUT DON'T HAVE A PROFILE	134	**	**	**	**	**	**	134	**	**	**	**	**	**	**	**	134
	82%	**	**	**	**	**	**	82%	**	**	**	**	**	**	**	**	82%

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

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

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

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	~b	~c	d
Unweighted total	147	113	12	9	13	147	131	16	8	139	147	8	51	88	147
Effective Weighted Sample	102	88	11	8	12	102	92	13	7	95	102	6	33	63	102
Total	164	151	7	3	3	164	154	10	9	155	164	11	57	96	164
USE ONE PROFILE	22	20	**	**	**	22	21	**	**	22	22	**	**	**	22
	13%	13%	**	**	**	13%	14%	**	**	14%	13%	**	**	**	13%
USE MORE THAN ONE PROFILE	8	8	**	**	**	8	8	**	**	7	8	**	**	**	8
	5%	5%	**	**	**	5%	5%	**	**	4%	5%	**	**	**	5%
USE BUT DON'T HAVE A PROFILE	134	123	**	**	**	134	125	**	**	126	134	**	**	**	134
	82%	82%	**	**	**	82%	81%	**	**	81%	82%	**	**	**	82%

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

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

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

Base : All respondents who use Vimeo to watch or upload videos or clips

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	147	22	63	33
Effective Weighted Sample	102	17	42	23
Total	164	26	73	38
USE ONE PROFILE	22	**	**	**
	13%	**	**	**
USE MORE THAN ONE PROFILE	8	**	**	**
	5%	**	**	**
USE BUT DON'T HAVE A PROFILE	134	**	**	**
	82%	**	**	**

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.

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

Base : All respondents who use YouNow to watch or share live stream videos

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	55	18	19	12	5	-	1	55	31	23	24	9	13	9	33	22	55
Effective Weighted Sample	40	12	15	10	3	-	1	40	24	15	19	7	9	6	25	14	40
Total	72	20	29	14	8	-	2	72	39	31	35	10	18	10	45	27	72
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use YouNow to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	55	44	4	4	3	55	53	2	3	52	55	9	26	20	55
Effective Weighted Sample	40	34	2	3	3	40	38	1	3	38	40	7	19	14	40
Total	72	65	4	3	1	72	69	3	2	70	72	15	34	24	72
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents who use YouNow to watch or share live stream videos

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	55	12	20	14
Effective Weighted Sample	40	8	16	10
Total	72	19	23	21
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

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.

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

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2401	419	417	461	390	350	364	2401	1205	1156	616	693	407	663	1309	1070	2401
Effective Weighted Sample	1573	275	282	316	259	240	238	1573	789	759	426	470	293	404	894	667	1573
Total	2237	407	456	424	404	320	225	2237	1143	1053	628	642	494	449	1270	943	2237
USE ONE PROFILE	889	199	224	190	178	67	32	889	507	369	232	267	202	179	499	381	889
	40%	49%	49%	45%	44%	21%	14%	40%	44%	35%	37%	42%	41%	40%	39%	40%	40%
		efg	efg	ef	ef	f		ef	b								
USE MORE THAN ONE PROFILE	140	75	29	20	9	6	*	140	84	46	45	31	30	26	76	56	140
	6%	19%	6%	5%	2%	2%	*%	6%	7%	4%	7%	5%	6%	6%	6%	6%	6%
		bcdefg	def	f	f			def	b								
DON'T KNOW HOW MANY PROFILES	23	7	5	2	1	5	2	23	12	11	7	2	9	4	9	14	23
	1%	2%	1%	1%	*%	2%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%
													b			b	
USE BUT DON'T HAVE A PROFILE	1185	126	198	212	216	241	191	1185	539	628	344	341	252	240	685	492	1185
	53%	31%	43%	50%	54%	75%	85%	53%	47%	60%	55%	53%	51%	54%	54%	52%	53%
			a	a	ab	abcdg	abcdeg	ab		a							

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

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

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

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2401	1663	253	238	247	2401	2096	305	334	2067	2401	467	1150	775	2401
Effective Weighted Sample	1573	1229	192	110	153	1573	1385	191	217	1363	1573	297	738	537	1573
Total	2237	1870	201	106	59	2237	1995	241	357	1880	2237	462	1035	732	2237
USE ONE PROFILE	889	747	80	40	22	889	809	80	113	776	889	129	376	384	889
	40%	40%	40%	38%	36%	40%	41%	33%	32%	41%	40%	28%	36%	52%	40%
										a	a		a	abd	a
USE MORE THAN ONE PROFILE	140	117	13	7	2	140	130	10	11	129	140	30	56	54	140
	6%	6%	7%	7%	3%	6%	7%	4%	3%	7%	6%	6%	5%	7%	6%
										a					
DON'T KNOW HOW MANY PROFILES	23	19	2	2	1	23	22	1	14	9	23	16	4	2	23
	1%	1%	1%	2%	2%	1%	1%	1%	4%	*%	1%	4%	*%	*%	1%
									bc			bcd			
USE BUT DON'T HAVE A PROFILE	1185	987	106	57	35	1185	1035	150	219	965	1185	287	598	292	1185
	53%	53%	53%	53%	59%	53%	52%	62%	61%	51%	53%	62%	58%	40%	53%
								a	bc			cd	cd		c

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

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

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

Base : All respondents who use YouTube to watch or upload videos or clips or to watch or share live stream videos

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2401	459	960	512
Effective Weighted Sample	1573	292	627	349
Total	2237	428	902	485
USE ONE PROFILE	889	199	343	179
	40%	47%	38%	37%
		bc		
USE MORE THAN ONE PROFILE	140	25	55	19
	6%	6%	6%	4%
DON'T KNOW HOW MANY PROFILES	23	10	3	-
	1%	2%	*%	-%
		bc		
USE BUT DON'T HAVE A PROFILE	1185	193	500	287
	53%	45%	55%	59%
			a	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.

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO (ADDED AT WAVE 2)

Base : All respondents who use Yubo for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	56	31	17	5	3	-	-	56	21	31	13	13	16	13	26	29	56
Effective Weighted Sample	36	19	13	4	2	-	-	36	13	21	10	9	11	10	18	18	36
Total	58	24	25	4	4	-	-	58	25	29	16	11	23	8	27	31	58
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO (ADDED AT WAVE 2)

Base : All respondents who use Yubo for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~a	~b	~c	~d
Unweighted total	56	39	6	6	5	56	53	3	10	46	56	15	23	18	56
Effective Weighted Sample	36	27	5	4	4	36	34	3	6	30	36	10	15	11	36
Total	58	48	5	3	1	58	56	2	8	49	58	14	22	22	58
USE ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO (ADDED AT WAVE 2)

Base : All respondents who use Yubo for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		~a	~b	~c
Unweighted total	56	11	13	5
Effective Weighted Sample	36	7	10	3
Total	58	14	20	5
USE ONE PROFILE	**	**	**	**
	**	**	**	**
USE MORE THAN ONE PROFILE	**	**	**	**
	**	**	**	**
USE BUT DON'T HAVE A PROFILE	**	**	**	**
	**	**	**	**

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.

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	a	b	a	b	~c	d	e	f	g
Unweighted total	535	218	142	83	53	29	10	535	233	282	146	154	93	132	300	225	535
Effective Weighted Sample	366	146	102	60	38	18	4	366	158	195	103	106	72	87	207	153	366
Total	542	211	162	76	55	32	7	542	241	282	166	144	123	98	310	222	542
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	248	86	86	**	**	**	**	248	105	134	76	74	**	41	150	94	248
	46%	41%	53%	**	**	**	**	46%	44%	48%	46%	51%	**	42%	48%	43%	46%
I have separate account(s) for business purposes/ for promoting my business	164	38	58	**	**	**	**	164	82	78	63	45	**	22	108	55	164
	30%	18%	36%	**	**	**	**	30%	34%	28%	38%	31%	**	23%	35%	25%	30%
			a					a			df				df		
I have one account for my closest friends and another for my wider circle of friends	152	68	54	**	**	**	**	152	59	85	49	41	**	24	90	60	152
	28%	32%	33%	**	**	**	**	28%	25%	30%	30%	28%	**	24%	29%	27%	28%
I have different accounts for sharing/ posting my own content and for following other people	100	37	35	**	**	**	**	100	53	45	37	27	**	12	65	30	100
	18%	18%	22%	**	**	**	**	18%	22%	16%	23%	19%	**	12%	21%	14%	18%
I have more than one but I no longer use them all	92	38	20	**	**	**	**	92	42	43	27	22	**	13	49	41	92
	17%	18%	13%	**	**	**	**	17%	18%	15%	16%	15%	**	14%	16%	18%	17%
I have an account for my parents/ family to see	74	26	24	**	**	**	**	74	35	32	29	11	**	14	40	33	74
	14%	13%	15%	**	**	**	**	14%	15%	11%	17%	8%	**	14%	13%	15%	14%
											b						

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

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	~c	~d	~e	~f	g	a	b	a	b	~c	d	e	f	g
Unweighted total	535	218	142	83	53	29	10	535	233	282	146	154	93	132	300	225	535
Effective Weighted Sample	366	146	102	60	38	18	4	366	158	195	103	106	72	87	207	153	366
Total	542	211	162	76	55	32	7	542	241	282	166	144	123	98	310	222	542
I have a 'real' or authentic account and another that is my curated or photoshopped one	47	11	19	**	**	**	**	47	26	18	14	5	**	20	19	29	47
	9%	5%	12%	**	**	**	**	9%	11%	6%	8%	3%	**	21%	6%	13%	9%
														abeg		be	
Some other reason	14	6	1	**	**	**	**	14	4	9	3	4	**	4	7	6	14
	3%	3%	*%	**	**	**	**	3%	2%	3%	2%	3%	**	4%	2%	3%	3%
Don't know	21	9	7	**	**	**	**	21	11	9	2	1	**	7	3	15	21
	4%	4%	4%	**	**	**	**	4%	5%	3%	1%	1%	**	7%	1%	7%	4%
														be		be	

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

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	535	394	44	50	47	535	494	41	68	467	535	72	237	226	535
Effective Weighted Sample	366	299	37	23	34	366	338	29	48	320	366	49	164	161	366
Total	542	469	38	23	12	542	501	41	82	461	542	90	251	202	542
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	248	210	**	**	**	248	226	**	**	220	248	**	110	107	248
	46%	45%	**	**	**	46%	45%	**	**	48%	46%	**	44%	53%	46%
I have separate account(s) for business purposes/ for promoting my business	164	143	**	**	**	164	147	**	**	146	164	**	73	69	164
	30%	30%	**	**	**	30%	29%	**	**	32%	30%	**	29%	34%	30%
I have one account for my closest friends and another for my wider circle of friends	152	129	**	**	**	152	145	**	**	135	152	**	70	67	152
	28%	28%	**	**	**	28%	29%	**	**	29%	28%	**	28%	33%	28%
I have different accounts for sharing/ posting my own content and for following other people	100	83	**	**	**	100	94	**	**	93	100	**	51	42	100
	18%	18%	**	**	**	18%	19%	**	**	20%	18%	**	20%	21%	18%
I have more than one but I no longer use them all	92	77	**	**	**	92	87	**	**	87	92	**	40	44	92
	17%	16%	**	**	**	17%	17%	**	**	19%	17%	**	16%	22%	17%
I have an account for my parents/ family to see	74	69	**	**	**	74	72	**	**	66	74	**	40	26	74
	14%	15%	**	**	**	14%	14%	**	**	14%	14%	**	16%	13%	14%

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

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	~a	b	c	d
Unweighted total	535	394	44	50	47	535	494	41	68	467	535	72	237	226	535
Effective Weighted Sample	366	299	37	23	34	366	338	29	48	320	366	49	164	161	366
Total	542	469	38	23	12	542	501	41	82	461	542	90	251	202	542
I have a 'real' or authentic account and another that is my curated or photoshopped one	47	43	**	**	**	47	46	**	**	43	47	**	16	25	47
	9%	9%	**	**	**	9%	9%	**	**	9%	9%	**	7%	12%	9%
Some other reason	14	13	**	**	**	14	12	**	**	12	14	**	3	8	14
	3%	3%	**	**	**	3%	2%	**	**	3%	3%	**	1%	4%	3%
Don't know	21	20	**	**	**	21	21	**	**	13	21	**	8	2	21
	4%	4%	**	**	**	4%	4%	**	**	3%	4%	**	3%	1%	4%

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

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

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	~c
Unweighted total	535	112	193	92
Effective Weighted Sample	366	77	132	63
Total	542	113	207	97
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	248	52	99	**
	46%	46%	48%	**
I have separate account(s) for business purposes/ for promoting my business	164	27	78	**
	30%	24%	38%	**
		a		
I have one account for my closest friends and another for my wider circle of friends	152	29	56	**
	28%	26%	27%	**
I have different accounts for sharing/ posting my own content and for following other people	100	14	42	**
	18%	12%	20%	**
I have more than one but I no longer use them all	92	20	38	**
	17%	17%	18%	**
I have an account for my parents/ family to see	74	22	33	**
	14%	19%	16%	**

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.

IN18. Which of these are reasons why you have more than one profile on the same site or app? (MULTI CODE)

Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	~c
Unweighted total	535	112	193	92
Effective Weighted Sample	366	77	132	63
Total	542	113	207	97
I have a 'real' or authentic account and another that is my curated or photoshopped one	47	11	25	**
	9%	10%	12%	**
Some other reason	14	*	5	**
	3%	*%	3%	**
Don't know	21	2	3	**
	4%	2%	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 USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
USES APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2621	426	497	491	478	382	348	2621	1236	1348	729	762	575	529	1491	1104	2621
	94%	99%	99%	98%	93%	89%	81%	94%	92%	95%	94%	95%	94%	91%	94%	93%	94%
		defg	defg	defg	f	f		ef		a		d			d		d
USES SOCIAL MEDIA APPS OR SITES	2468	421	488	470	446	358	286	2468	1168	1258	677	717	550	497	1394	1047	2468
	88%	98%	98%	94%	87%	83%	67%	88%	87%	89%	87%	89%	90%	85%	88%	88%	88%
		cdefg	cdefg	defg	f	f		ef					d				
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2462	429	492	471	453	354	263	2462	1222	1198	681	711	552	491	1392	1043	2462
	88%	100%	98%	94%	88%	83%	61%	88%	91%	85%	88%	89%	90%	84%	88%	87%	88%
		bcdefg	cdefg	defg	f	f		ef	b			d	d		d		d
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1668	384	402	349	290	162	82	1668	856	778	468	451	417	311	919	728	1668
	60%	90%	80%	70%	56%	38%	19%	60%	64%	55%	60%	56%	68%	53%	58%	61%	60%
		bcdefg	cdefg	defg	ef	f		ef	b		d		abdefg			d	d
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2735	429	500	498	503	416	389	2735	1310	1383	750	792	604	562	1543	1165	2735
	98%	100%	100%	100%	98%	97%	91%	98%	98%	98%	97%	99%	99%	97%	98%	98%	98%
		defg	defg	defg	f	f		f				ad	ad				
USES NONE OF THESE	65	-	-	2	12	13	39	65	31	35	26	11	6	20	37	27	65
	2%	-%	-%	2%	2%	3%	9%	2%	2%	2%	3%	1%	1%	3%	2%	2%	2%
				abc	abc	abc	abcdeg	abc			bc			bc			
USES ALL FOUR TYPES OF APPS/ SITES	1590	380	390	337	268	150	65	1590	806	752	454	430	394	292	884	686	1590
	57%	89%	78%	67%	52%	35%	15%	57%	60%	53%	58%	53%	65%	50%	56%	58%	57%
		bcdefg	cdefg	defg	ef	f		ef	b		d		bdefg		d	d	d

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

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

SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
USES APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2621 94%	2187 93%	236 97%	128 93%	71 94%	2621 94%	2325 94% b	296 90%	440 97% bc	2181 93%	2621 94%	671 85%	1177 96% ad	752 99% abd	2621 94% a
USES SOCIAL MEDIA APPS OR SITES	2468 88%	2069 88%	217 89%	119 86%	64 85%	2468 88%	2195 89% b	273 83%	411 90%	2057 88%	2468 88%	587 75%	1127 92% ad	738 97% abd	2468 88% a
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2462 88%	2062 88%	220 90% c	114 83%	66 87%	2462 88%	2197 89% b	265 80%	410 90%	2052 87%	2462 88%	560 71%	1144 94% ad	749 99% abd	2462 88% a
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1668 60%	1385 59%	166 68% acde	76 56%	40 53%	1668 60%	1528 62% b	140 43%	304 67% bc	1364 58%	1668 60%	285 36%	749 61% a	634 84% abd	1668 60% a
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2735 98%	2284 97%	241 99%	135 98%	75 99%	2735 98%	2417 98%	318 96%	450 99%	2284 97%	2735 98%	741 94%	1213 99% ad	757 100% ad	2735 98% a
USES NONE OF THESE	65 2%	59 3%	3 1%	2 2%	1 1%	65 2%	54 2%	12 4%	4 1%	61 3%	65 2%	44 6% bcd	10 1%	1 *% bc	65 2% bc
USES ALL FOUR TYPES OF APPS/ SITES	1590 57%	1322 56%	157 64% acde	73 53%	39 51%	1590 57%	1460 59% b	131 40%	292 64% bc	1298 55%	1590 57%	257 33%	716 59% a	617 81% abd	1590 57% a

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

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

SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
USES APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2621	471	1067	578
	94%	94%	93%	93%
USES SOCIAL MEDIA APPS OR SITES	2468	464	1016	520
	88%	93%	89%	84%
		bc	c	
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2462	460	985	541
	88%	92%	86%	87%
		bc		
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	1668	360	622	330
	60%	72%	54%	53%
		bc		
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	2735	494	1116	597
	98%	99%	98%	96%
		c		
USES NONE OF THESE	65	4	26	22
	2%	1%	2%	4%
				a
USES ALL FOUR TYPES OF APPS/ SITES	1590	344	600	316
	57%	69%	53%	51%
		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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
YouTube	2237	407	456	424	404	320	225	2237	1143	1053	628	642	494	449	1270	943	2237
	80%	95%	91%	85%	79%	75%	53%	80%	85%	74%	81%	80%	81%	77%	80%	79%	80%
		cdefg	cdefg	defg	f	f		ef	b								
Facebook	2085	293	413	413	389	311	266	2085	944	1110	568	594	459	446	1162	905	2085
	74%	68%	83%	83%	76%	73%	62%	74%	70%	78%	73%	74%	75%	77%	74%	76%	74%
			adefg	adefg	af	f		af		a							
WhatsApp	2022	310	425	405	377	285	220	2022	896	1100	582	616	429	381	1198	809	2022
	72%	72%	85%	81%	73%	66%	51%	72%	67%	78%	75%	77%	70%	65%	76%	68%	72%
		f	adefg	adefg	f	f		ef		a	df	cdfg			cdfg		df
Instagram	1530	385	389	306	256	140	54	1530	684	815	452	445	347	267	897	614	1530
	55%	90%	78%	61%	50%	33%	13%	55%	51%	57%	58%	55%	57%	46%	57%	52%	55%
		bcdefg	cdefg	defg	ef	f		ef		a	df	d	d		df	d	d
TikTok	975	313	268	180	146	54	14	975	437	512	287	248	237	185	535	423	975
	35%	73%	54%	36%	28%	13%	3%	35%	33%	36%	37%	31%	39%	32%	34%	35%	35%
		bcdefg	cdefg	def	ef	f		def			b		bd				
Twitter	907	172	182	181	188	133	50	907	477	408	290	277	183	145	567	328	907
	32%	40%	36%	36%	37%	31%	12%	32%	36%	29%	37%	34%	30%	25%	36%	27%	32%
		efg	f	f	f	f		f	b		cdfg	df			cdfg		df
Snapchat	877	344	240	135	111	41	6	877	386	469	260	231	211	158	492	369	877
	31%	80%	48%	27%	22%	10%	1%	31%	29%	33%	34%	29%	35%	27%	31%	31%	31%
		bcdefg	cdefg	ef	ef	f		def		a	d		d				
FaceTime	843	198	191	146	144	95	70	843	324	504	272	234	183	145	506	328	843
	30%	46%	38%	29%	28%	22%	16%	30%	24%	36%	35%	29%	30%	25%	32%	27%	30%
		bcdefg	cdefg	ef	f	f		ef		a	bdfg				df		d
Zoom	671	97	134	129	115	100	96	671	325	337	272	184	142	70	456	212	671
	24%	23%	27%	26%	22%	23%	22%	24%	24%	24%	35%	23%	23%	12%	29%	18%	24%
											bcdefg	df	df		bcdfg	d	df
Microsoft Teams	639	136	156	117	133	72	25	639	302	318	242	228	94	65	470	159	639
	23%	32%	31%	23%	26%	17%	6%	23%	23%	22%	31%	28%	15%	11%	30%	13%	23%
		cefg	cefg	ef	ef	f		ef			cdfg	cdfg			cdfg		cdf

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

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Pinterest	522	119	111	97	98	64	33	522	122	391	151	138	128	97	289	225	522
	19%	28%	22%	19%	19%	15%	8%	19%	9%	28%	19%	17%	21%	17%	18%	19%	19%
		cdefg	ef	f	f	f		f		a							
iMessage (by Apple)	505	139	129	79	88	44	27	505	196	300	181	123	119	78	304	196	505
	18%	32%	26%	16%	17%	10%	6%	18%	15%	21%	23%	15%	19%	13%	19%	16%	18%
		cdefg	cdefg	ef	ef	f		ef		a	bdfg		d		bd		d
Skype	480	62	117	84	82	75	59	480	270	203	209	117	89	60	325	149	480
	17%	15%	23%	17%	16%	18%	14%	17%	20%	14%	27%	15%	15%	10%	21%	12%	17%
			acdfg						b		bcdefg	d	d		bcdfg		df
LinkedIn	433	52	82	87	99	75	39	433	232	200	196	146	45	37	342	82	433
	15%	12%	16%	17%	19%	17%	9%	15%	17%	14%	25%	18%	7%	6%	22%	7%	15%
			f	f	af	f		f			bcdfg	cdf			cdfg		cdf
Twitch	399	161	124	61	35	16	2	399	277	105	137	94	92	62	231	154	399
	14%	38%	25%	12%	7%	4%	*%	14%	21%	7%	18%	12%	15%	11%	15%	13%	14%
		bcdefg	cdefg	def	f	f		def	b		bdf		d		d		d
Reddit	309	99	95	65	31	13	5	309	179	119	103	99	60	39	202	98	309
	11%	23%	19%	13%	6%	3%	1%	11%	13%	8%	13%	12%	10%	7%	13%	8%	11%
		cdefg	cdefg	def	f			def	b		df	df			df		df
Discord	260	125	75	28	24	6	3	260	153	96	90	69	59	34	160	93	260
	9%	29%	15%	6%	5%	1%	1%	9%	11%	7%	12%	9%	10%	6%	10%	8%	9%
		bcdefg	cdefg	ef	ef			cdef	b		df		d		d		d
Google Chat/ Google Meet/ Google Duo	229	44	70	50	41	18	6	229	124	100	99	46	57	25	145	82	229
	8%	10%	14%	10%	8%	4%	1%	8%	9%	7%	13%	6%	9%	4%	9%	7%	8%
		ef	defg	ef	ef	f		ef			bdefg		bd		bd	d	bd
Telegram	193	24	50	67	26	19	8	193	114	78	76	54	32	30	130	62	193
	7%	6%	10%	13%	5%	4%	2%	7%	9%	5%	10%	7%	5%	5%	8%	5%	7%
		f	adefg	adefg	f	f		f	b		cdfg				df		
Vimeo	164	22	44	39	34	15	9	164	97	63	80	30	37	14	110	51	164
	6%	5%	9%	8%	7%	4%	2%	6%	7%	4%	10%	4%	6%	2%	7%	4%	6%
		f	efg	ef	f			f	b		bcdefg		d		bdf		bd

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

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Viber	139	28	48	28	19	9	7	139	86	52	57	20	38	18	78	56	139
	5%	6%	10%	6%	4%	2%	2%	5%	6%	4%	7%	3%	6%	3%	5%	5%	5%
		ef	cdefg	ef				ef	b		bdefg		bd		b	b	b
Dailymotion	137	21	52	22	26	13	3	137	80	52	53	24	35	24	77	59	137
	5%	5%	10%	4%	5%	3%	1%	5%	6%	4%	7%	3%	6%	4%	5%	5%	5%
		f	acdefg	f	f	f		f	b		b		b				b
WeChat	111	21	48	23	14	3	2	111	61	48	50	23	27	11	73	38	111
	4%	5%	10%	5%	3%	1%	*%	4%	5%	3%	6%	3%	5%	2%	5%	3%	4%
		ef	acdefg	ef	f			ef			bdfg		d		d		d
Tumblr	110	39	29	19	15	5	3	110	47	53	34	30	26	19	64	44	110
	4%	9%	6%	4%	3%	1%	1%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%
		cdefg	ef	ef	f			ef									
Kik	107	32	37	19	14	5	1	107	50	50	40	20	25	22	60	47	107
	4%	7%	7%	4%	3%	1%	*%	4%	4%	4%	5%	2%	4%	4%	4%	4%	4%
		cdefg	cdefg	ef	f			ef			b						
OnlyFans	75	20	35	16	3	-	1	75	42	32	24	21	14	17	44	30	75
	3%	5%	7%	3%	1%	-%	*%	3%	3%	2%	3%	3%	2%	3%	3%	3%	3%
		def	cdefg	def				def									
YouNow	72	20	29	14	8	-	2	72	39	31	35	10	18	10	45	27	72
	3%	5%	6%	3%	1%	-%	1%	3%	3%	2%	4%	1%	3%	2%	3%	2%	3%
		defg	cdefg	ef	e			ef			bdfg				b		
Signal	72	17	28	16	3	4	2	72	48	23	29	21	13	9	49	21	72
	3%	4%	6%	3%	1%	1%	*%	3%	4%	2%	4%	3%	2%	2%	3%	2%	3%
		def	defg	def				df	b		df						
Slack	65	10	27	15	6	6	1	65	32	31	33	14	11	8	46	19	65
	2%	2%	5%	3%	1%	1%	*%	2%	2%	2%	4%	2%	2%	1%	3%	2%	2%
		f	defg	f				f			bcdfg						
Yubo (ADDED AT WAVE 2)	58	24	25	4	4	-	-	58	25	29	16	11	23	8	27	31	58
	2%	6%	5%	1%	1%	-%	-%	2%	2%	2%	2%	1%	4%	1%	2%	3%	2%
		cdefg	cdefg					ef					bdeg				

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
BitChute	57 2%	11 3% ef	28 6% cdefg	12 2% ef	6 1%	- -%	* *%	57 2% ef	31 2%	26 2%	21 3%	10 1%	16 3%	9 2%	31 2%	25 2%	57 2%
Clubhouse (ADDED AT WAVE 2)	54 2%	8 2% ef	30 6% acdefg	12 2% def	2 *%	* *%	- -%	54 2% ef	35 3% b	16 1%	20 3% b	7 1%	17 3% b	10 2%	27 2%	27 2%	54 2%
Dubsmash	53 2%	8 2% ef	30 6% acdefg	12 2% ef	3 1%	- -%	- -%	53 2% ef	29 2%	24 2%	20 3% d	12 2%	15 2%	5 1%	32 2%	20 2%	53 2%
Other sites/ apps used	5 *%	- -%	- -%	- -%	3 1%	1 *%	1 *%	5 *%	2 *%	3 *%	1 *%	2 *%	2 *%	- -%	3 *%	2 *%	5 *%
ANY OF THESE	2735 98% defg	429 100% defg	500 100% defg	498 100% defg	503 98% f	416 97% f	389 91%	2735 98% f	1310 98%	1383 98%	750 97%	792 99% ad	604 99% ad	562 97%	1543 98%	1165 98%	2735 98%
NONE OF THESE	65 2%	- -%	- -%	2 *%	12 2% abc	13 3% abc	39 9% abcdeg	65 2% abc	31 2%	35 2%	26 3% bc	11 1%	6 1%	20 3% bc	37 2%	27 2%	65 2%

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
YouTube	2237	1870	201	106	59	2237	1995	241	357	1880	2237	462	1035	732	2237
	80%	80%	82%	78%	79%	80%	81%	73%	79%	80%	80%	59%	85%	96%	80%
							b						ad	abd	a
Facebook	2085	1722	197	109	57	2085	1852	234	356	1729	2085	499	944	628	2085
	74%	73%	81%	79%	76%	74%	75%	71%	78%	74%	74%	64%	77%	83%	74%
			ae										a	abd	a
WhatsApp	2022	1701	163	101	58	2022	1800	222	352	1670	2022	445	916	651	2022
	72%	73%	67%	73%	77%	72%	73%	67%	77%	71%	72%	57%	75%	86%	72%
					b				b				a	abd	a
Instagram	1530	1294	128	72	37	1530	1388	143	262	1268	1530	280	675	574	1530
	55%	55%	53%	52%	49%	55%	56%	43%	58%	54%	55%	36%	55%	76%	55%
							b						a	abd	a
TikTok	975	823	77	51	24	975	905	70	187	788	975	154	459	363	975
	35%	35%	31%	37%	32%	35%	37%	21%	41%	34%	35%	20%	37%	48%	35%
							b		bc				a	abd	a
Twitter	907	742	99	43	24	907	833	74	108	799	907	111	382	411	907
	32%	32%	41%	31%	31%	32%	34%	22%	24%	34%	32%	14%	31%	54%	32%
			ae				b			a	a		a	abd	a
Snapchat	877	731	80	43	24	877	811	66	173	705	877	164	375	338	877
	31%	31%	33%	31%	31%	31%	33%	20%	38%	30%	31%	21%	31%	45%	31%
							b		bc				a	abd	a
FaceTime	843	696	79	46	22	843	761	83	120	723	843	146	384	312	843
	30%	30%	32%	34%	29%	30%	31%	25%	26%	31%	30%	19%	31%	41%	30%
													a	abd	a
Zoom	671	567	54	29	20	671	597	74	56	616	671	86	277	307	671
	24%	24%	22%	21%	27%	24%	24%	22%	12%	26%	24%	11%	23%	41%	24%
										a	a		a	abd	a
Microsoft Teams	639	541	57	30	10	639	582	57	67	572	639	69	273	296	639
	23%	23%	24%	22%	13%	23%	24%	17%	15%	24%	23%	9%	22%	39%	23%
		d	d	d		d	b			a	a		a	abd	a

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Pinterest	522	433	51	23	16	522	459	63	65	457	522	72	208	237	522
	19%	18%	21%	17%	21%	19%	19%	19%	14%	20%	19%	9%	17%	31%	19%
										a			a	abd	a
iMessage (by Apple)	505	413	56	23	13	505	456	49	68	437	505	81	210	214	505
	18%	18%	23%	16%	18%	18%	18%	15%	15%	19%	18%	10%	17%	28%	18%
			a										a	abd	a
Skype	480	412	40	17	11	480	432	48	54	426	480	66	195	217	480
	17%	18%	16%	12%	14%	17%	17%	15%	12%	18%	17%	8%	16%	29%	17%
										a	a		a	abd	a
LinkedIn	433	376	28	20	8	433	390	43	33	400	433	49	167	217	433
	15%	16%	12%	14%	11%	15%	16%	13%	7%	17%	15%	6%	14%	29%	15%
										a	a		a	abd	a
Twitch	399	337	36	18	8	399	366	33	58	341	399	66	157	175	399
	14%	14%	15%	13%	11%	14%	15%	10%	13%	15%	14%	8%	13%	23%	14%
							b						a	abd	a
Reddit	309	252	37	13	7	309	285	23	16	293	309	31	116	160	309
	11%	11%	15%	9%	10%	11%	12%	7%	4%	12%	11%	4%	10%	21%	11%
							b			a	a		a	abd	a
Discord	260	215	24	15	5	260	243	17	20	239	260	33	116	111	260
	9%	9%	10%	11%	7%	9%	10%	5%	4%	10%	9%	4%	9%	15%	9%
							b			a	a		a	abd	a
Google Chat/ Google Meet/ Google Duo	229	189	23	13	4	229	211	18	26	203	229	19	73	136	229
	8%	8%	9%	9%	6%	8%	9%	5%	6%	9%	8%	2%	6%	18%	8%
													a	abd	ab
Telegram	193	169	15	5	5	193	187	6	23	170	193	23	69	100	193
	7%	7%	6%	3%	7%	7%	8%	2%	5%	7%	7%	3%	6%	13%	7%
							b						a	abd	a

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Vimeo	164 6%	151 6% bc	7 3%	3 2%	3 4%	164 6%	154 6% b	10 3%	9 2%	155 7% a	164 6% a	11 1%	57 5% a	96 13% abd	164 6% a
Viber	139 5%	123 5%	10 4%	4 3%	3 3%	139 5%	130 5%	8 3%	21 5%	118 5%	139 5%	25 3%	63 5%	51 7% a	139 5%
Dailymotion	137 5%	119 5% c	14 6% c	2 1%	3 4%	137 5% c	128 5%	9 3%	14 3%	123 5%	137 5%	20 3%	45 4%	71 9% abd	137 5% a
WeChat	111 4%	94 4%	12 5%	3 2%	2 3%	111 4%	103 4%	8 2%	12 3%	98 4%	111 4%	13 2%	33 3%	65 9% abd	111 4% a
Tumblr	110 4%	91 4%	13 5%	4 3%	2 2%	110 4%	104 4%	6 2%	17 4%	93 4%	110 4%	20 3%	33 3%	57 8% abd	110 4%
Kik	107 4%	92 4%	9 4%	4 3%	2 3%	107 4%	104 4% b	4 1%	17 4%	90 4%	107 4%	18 2%	53 4%	36 5% a	107 4%
OnlyFans	75 3%	66 3%	4 1%	4 3%	1 2%	75 3%	72 3%	3 1%	5 1%	70 3%	75 3%	14 2%	30 2%	31 4% a	75 3%
YouNow	72 3%	65 3%	4 2%	3 2%	1 1%	72 3%	69 3%	3 1%	2 *%	70 3% a	72 3% a	15 2%	34 3%	24 3%	72 3%
Signal	72 3%	63 3%	6 2%	2 1%	1 1%	72 3%	71 3% b	1 *%	6 1%	65 3%	72 3%	11 1%	26 2%	34 5% abd	72 3%
Slack	65 2%	61 3%	2 1%	1 1%	1 1%	65 2%	62 3%	3 1%	1 *%	64 3% a	65 2% a	3 *%	23 2% a	39 5% abd	65 2% a

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Yubo (ADDED AT WAVE 2)	58 2%	48 2%	5 2%	3 2%	1 2%	58 2%	56 2%	2 1%	8 2%	49 2%	58 2%	14 2%	22 2%	22 3%	58 2%
BitChute	57 2%	53 2%	1 *%	2 2%	* *%	57 2%	54 2%	3 1%	4 1%	53 2%	57 2%	10 1%	21 2%	26 3% ab	57 2%
Clubhouse (ADDED AT WAVE 2)	54 2%	51 2%	1 *%	1 1%	1 1%	54 2%	51 2%	3 1%	4 1%	50 2%	54 2%	5 1%	18 1%	30 4% abd	54 2%
Dubsmash	53 2%	47 2%	5 2%	1 1%	1 1%	53 2%	53 2% b	1 *%	4 1%	49 2%	53 2%	5 1%	22 2%	25 3% ad	53 2%
Other sites/ apps used	5 *%	4 *%	- -%	1 1%	- -%	5 *%	5 *%	- -%	2 *%	4 *%	5 *%	4 1% b	- -%	- -%	5 *%
ANY OF THESE	2735 98%	2284 97%	241 99%	135 98%	75 99%	2735 98%	2417 98%	318 96%	450 99%	2284 97%	2735 98%	741 94%	1213 99% ad	757 100% ad	2735 98% a
NONE OF THESE	65 2%	59 3%	3 1%	2 2%	1 1%	65 2%	54 2%	12 4%	4 1%	61 3%	65 2%	44 6% bcd	10 1%	1 *%	65 2% bc

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

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

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
YouTube	2237	428	902	485
	80%	86%	79%	78%
		bc		
Facebook	2085	389	895	423
	74%	78%	78%	68%
		c	c	
WhatsApp	2022	346	824	487
	72%	69%	72%	79%
				ab
Instagram	1530	299	594	319
	55%	60%	52%	52%
		bc		
TikTok	975	227	350	169
	35%	46%	31%	27%
		bc		
Twitter	907	161	368	219
	32%	32%	32%	35%
Snapchat	877	202	303	159
	31%	41%	27%	26%
		bc		
FaceTime	843	160	318	188
	30%	32%	28%	30%
Zoom	671	103	289	179
	24%	21%	25%	29%
				a
Microsoft Teams	639	106	222	197
	23%	21%	19%	32%
				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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Pinterest	522	95	203	115
	19%	19%	18%	18%
iMessage (by Apple)	505	88	202	127
	18%	18%	18%	20%
Skype	480	94	186	114
	17%	19%	16%	18%
LinkedIn	433	51	171	152
	15%	10%	15%	25%
			a	ab
Twitch	399	73	146	75
	14%	15%	13%	12%
Reddit	309	48	127	71
	11%	10%	11%	11%
Discord	260	54	78	46
	9%	11%	7%	7%
		b		
Google Chat/ Google Meet/ Google Duo	229	43	99	43
	8%	9%	9%	7%
Telegram	193	46	82	43
	7%	9%	7%	7%
Vimeo	164	26	73	38
	6%	5%	6%	6%
Viber	139	39	45	24
	5%	8%	4%	4%
		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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Dailymotion	137	32	61	27
	5%	6%	5%	4%
WeChat	111	24	53	23
	4%	5%	5%	4%
Tumblr	110	22	43	17
	4%	4%	4%	3%
Kik	107	32	38	22
	4%	6%	3%	4%
		b		
OnlyFans	75	18	30	20
	3%	4%	3%	3%
YouNow	72	19	23	21
	3%	4%	2%	3%
Signal	72	17	28	19
	3%	3%	2%	3%
Slack	65	10	29	14
	2%	2%	3%	2%
Yubo (ADDED AT WAVE 2)	58	14	20	5
	2%	3%	2%	1%
		c		
BitChute	57	14	26	12
	2%	3%	2%	2%
Clubhouse (ADDED AT WAVE 2)	54	14	24	13
	2%	3%	2%	2%
Dubsmash	53	16	15	11
	2%	3%	1%	2%
		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.

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

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Other sites/ apps used	5	-	2	2
	%	%	%	%
ANY OF THESE	2735	494	1116	597
	98%	99%	98%	96%
		c		
NONE OF THESE	65	4	26	22
	2%	1%	2%	4%
			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.

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on the these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2944	439	456	532	472	466	579	2944	1389	1514	737	855	505	822	1592	1327	2944
Effective Weighted Sample	1918	288	306	363	311	318	376	1918	907	985	502	575	359	505	1076	829	1918
Total	2735	429	500	498	503	416	389	2735	1310	1383	750	792	604	562	1543	1165	2735
Strongly disagree	128	32	27	12	15	17	25	128	70	55	33	36	28	25	69	53	128
	5%	8%	5%	2%	3%	4%	6%	5%	5%	4%	4%	5%	5%	4%	4%	5%	5%
		cdg	c				cd										
Slightly disagree	238	55	43	33	31	38	39	238	123	107	80	68	47	38	149	85	238
	9%	13%	9%	7%	6%	9%	10%	9%	9%	8%	11%	9%	8%	7%	10%	7%	9%
		cdg									df						
Neither agree nor disagree	454	60	69	77	64	78	105	454	206	242	104	118	89	140	222	229	454
	17%	14%	14%	15%	13%	19%	27%	17%	16%	18%	14%	15%	15%	25%	14%	20%	17%
						d	abcdeg							abcefg		abce	
Slightly agree	950	108	173	192	186	164	129	950	439	499	262	285	216	183	547	400	950
	35%	25%	35%	38%	37%	39%	33%	35%	33%	36%	35%	36%	36%	33%	35%	34%	35%
			a	a	a	a	a	a									
Strongly agree	908	166	182	179	196	107	77	908	447	450	257	267	212	163	524	375	908
	33%	39%	36%	36%	39%	26%	20%	33%	34%	33%	34%	34%	35%	29%	34%	32%	33%
		ef	ef	ef	efg			ef							d		
Don't know	58	8	6	6	10	13	15	58	25	30	13	19	11	12	31	23	58
	2%	2%	1%	1%	2%	3%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
							bc										
SUMMARY CODES																	
TOTAL DISAGREE	366	87	70	45	46	54	64	366	193	162	114	104	75	63	218	138	366
	13%	20%	14%	9%	9%	13%	16%	13%	15%	12%	15%	13%	12%	11%	14%	12%	13%
		bdeg	c				cd	cd	b								
TOTAL AGREE	1858	274	355	371	382	271	206	1858	886	949	520	551	429	346	1071	775	1858
	68%	64%	71%	74%	76%	65%	53%	68%	68%	69%	69%	70%	71%	62%	69%	66%	68%
		f	f	aefg	aefg	f		f			d	d	d		d		d
TOTAL NEITHER/ DON'T KNOW	511	68	76	82	75	91	120	511	231	272	117	137	100	152	254	252	511
	19%	16%	15%	17%	15%	22%	31%	19%	18%	20%	16%	17%	17%	27%	16%	22%	19%
						bd	abcdeg							abcefg		abce	

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

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on the these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
Strongly disagree	128 5%	103 5%	12 5%	8 6%	5 6%	128 5%	113 5%	15 5%	23 5%	105 5%	128 5%	43 6%	49 4%	32 4%	128 5%
Slightly disagree	238 9%	191 8%	26 11%	12 9%	8 11%	238 9%	206 9%	32 10%	46 10%	192 8%	238 9%	91 12% bcd	106 9% c	35 5%	238 9% c
Neither agree nor disagree	454 17%	377 17%	46 19%	20 15%	11 15%	454 17%	405 17%	49 15%	93 21%	361 16%	454 17%	205 28% bcd	191 16% c	52 7%	454 17% c
Slightly agree	950 35%	797 35%	80 33%	48 35%	26 34%	950 35%	834 35%	116 36%	149 33%	801 35%	950 35%	209 28%	450 37% a	286 38% a	950 35% a
Strongly agree	908 33%	771 34%	73 30%	41 30%	23 30%	908 33%	805 33%	102 32%	124 28%	783 34% a	908 33%	155 21%	401 33% a	349 46% abd	908 33% a
Don't know	58 2%	44 2%	4 2%	7 5% ae	3 4%	58 2%	53 2%	4 1%	16 3%	42 2%	58 2%	38 5% bcd	15 1%	3 *%	58 2% c
SUMMARY CODES															
TOTAL DISAGREE	366 13%	294 13%	38 16%	20 15%	13 17%	366 13%	319 13%	47 15%	69 15%	297 13%	366 13%	134 18% bcd	156 13% c	67 9%	366 13% c
TOTAL AGREE	1858 68%	1568 69%	153 63%	88 65%	48 64%	1858 68%	1639 68%	218 69%	273 61%	1585 69% a	1858 68% a	364 49%	852 70% a	635 84% abd	1858 68% a

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

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on the these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
TOTAL NEITHER/ DON'T KNOW	511	421	50	27	14	511	458	53	108	403	511	243	206	55	511
	19%	18%	21%	20%	19%	19%	19%	17%	24% bc	18%	19%	33% bcd	17% c	7%	19% c

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

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

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on the these apps/ sites to control who sees the photos and videos I share (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2944	538	1206	620
Effective Weighted Sample	1918	344	776	416
Total	2735	494	1116	597
Strongly disagree	128	38	39	21
	5%	8%	3%	4%
		bc		
Slightly disagree	238	50	71	58
	9%	10%	6%	10%
		b		b
Neither agree nor disagree	454	89	178	82
	17%	18%	16%	14%
Slightly agree	950	159	408	216
	35%	32%	37%	36%
Strongly agree	908	152	404	209
	33%	31%	36%	35%
Don't know	58	7	16	11
	2%	1%	1%	2%
SUMMARY CODES				
TOTAL DISAGREE	366	87	110	79
	13%	18%	10%	13%
		b		
TOTAL AGREE	1858	311	812	425
	68%	63%	73%	71%
			a	a
TOTAL NEITHER/ DON'T KNOW	511	96	194	93
	19%	19%	17%	16%

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.

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2944	439	456	532	472	466	579	2944	1389	1514	737	855	505	822	1592	1327	2944
Effective Weighted Sample	1918	288	306	363	311	318	376	1918	907	985	502	575	359	505	1076	829	1918
Total	2735	429	500	498	503	416	389	2735	1310	1383	750	792	604	562	1543	1165	2735
Strongly disagree	310	32	42	43	62	71	60	310	185	118	96	73	72	61	169	133	310
	11%	8%	8%	9%	12%	17%	15%	11%	14%	9%	13%	9%	12%	11%	11%	11%	11%
						abcg	abcg		b								
Slightly disagree	347	62	68	52	50	56	59	347	163	175	100	104	73	67	204	141	347
	13%	14%	14%	11%	10%	13%	15%	13%	12%	13%	13%	13%	12%	12%	13%	12%	13%
						d											
Neither agree nor disagree	634	73	90	113	127	127	105	634	303	325	143	195	141	150	338	291	634
	23%	17%	18%	23%	25%	30%	27%	23%	23%	23%	19%	25%	23%	27%	22%	25%	23%
					ab	abcg	ab	ab				a		ae		a	
Slightly agree	779	150	174	153	146	96	61	779	356	409	194	236	175	170	430	345	779
	28%	35%	35%	31%	29%	23%	16%	28%	27%	30%	26%	30%	29%	30%	28%	30%	28%
		efg	efg	ef	f	f		ef									
Strongly agree	549	102	122	129	103	47	47	549	249	294	182	153	113	92	335	205	549
	20%	24%	24%	26%	20%	11%	12%	20%	19%	21%	24%	19%	19%	16%	22%	18%	20%
		ef	ef	efg	ef			ef			bdfg				df		
Don't know	117	9	6	9	16	20	57	117	53	63	35	31	29	21	66	50	117
	4%	2%	1%	2%	3%	5%	15%	4%	4%	5%	5%	4%	5%	4%	4%	4%	4%
						bc	abcdeg	bc									
SUMMARY CODES																	
TOTAL DISAGREE	656	94	110	95	112	126	119	656	349	293	196	177	145	129	373	274	656
	24%	22%	22%	19%	22%	30%	31%	24%	27%	21%	26%	22%	24%	23%	24%	24%	24%
						abcdg	abcdg	c	b								
TOTAL AGREE	1328	252	295	281	248	143	108	1328	605	703	376	389	288	262	765	550	1328
	49%	59%	59%	56%	49%	34%	28%	49%	46%	51%	50%	49%	48%	47%	50%	47%	49%
		defg	defg	efg	ef			ef		a							
TOTAL NEITHER/ DON'T KNOW	751	83	95	122	143	147	162	751	356	388	179	226	170	171	405	341	751
	27%	19%	19%	24%	28%	35%	42%	27%	27%	28%	24%	29%	28%	30%	26%	29%	27%
					ab	abcg	abcdg	ab						a		a	

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

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
Strongly disagree	310 11%	262 11%	26 11%	14 11%	8 10%	310 11%	265 11%	45 14%	57 13%	253 11%	310 11%	111 15% bcd	125 10%	69 9%	310 11%
Slightly disagree	347 13%	286 13%	35 15%	17 13%	9 11%	347 13%	308 13%	38 12%	55 12%	292 13%	347 13%	95 13%	165 14%	85 11%	347 13%
Neither agree nor disagree	634 23%	522 23%	56 23%	33 25%	22 30% ae	634 23%	551 23%	84 26%	118 26%	516 23%	634 23%	184 25%	288 24%	153 20%	634 23%
Slightly agree	779 28%	652 29%	72 30%	37 27%	19 25%	779 28%	712 29% b	67 21%	129 29%	650 28%	779 28%	170 23%	356 29% a	252 33% ad	779 28% a
Strongly agree	549 20%	462 20%	46 19%	25 19%	15 20%	549 20%	485 20%	64 20%	78 17%	471 21%	549 20%	122 16%	233 19%	193 25% abd	549 20%
Don't know	117 4%	101 4%	6 2%	8 6%	3 4%	117 4%	95 4%	21 7%	14 3%	103 5%	117 4%	60 8% bcd	46 4% c	6 1%	117 4% c
SUMMARY CODES															
TOTAL DISAGREE	656 24%	547 24%	61 25%	32 24%	16 21%	656 24%	573 24%	83 26%	112 25%	544 24%	656 24%	206 28% c	290 24%	153 20%	656 24%
TOTAL AGREE	1328 49%	1113 49%	118 49%	62 46%	34 45%	1328 49%	1197 50% b	130 41%	207 46%	1121 49%	1328 49%	292 39%	590 49% a	444 59% abd	1328 49% a

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

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
TOTAL NEITHER/ DON'T KNOW	751	623	62	41	25	751	646	105	132	619	751	243	334	160	751
	27%	27%	26%	30%	33%	27%	27%	33%	29%	27%	27%	33%	28%	21%	27%
								a				bcd	c		c

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

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

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2944	538	1206	620
Effective Weighted Sample	1918	344	776	416
Total	2735	494	1116	597
Strongly disagree	310	57	132	63
	11%	12%	12%	11%
Slightly disagree	347	51	133	96
	13%	10%	12%	16%
				ab
Neither agree nor disagree	634	109	259	130
	23%	22%	23%	22%
Slightly agree	779	145	336	163
	28%	29%	30%	27%
Strongly agree	549	110	216	124
	20%	22%	19%	21%
Don't know	117	22	40	21
	4%	5%	4%	3%
SUMMARY CODES				
TOTAL DISAGREE	656	108	265	160
	24%	22%	24%	27%
TOTAL AGREE	1328	255	551	287
	49%	52%	49%	48%
TOTAL NEITHER/ DON'T KNOW	751	132	299	151
	27%	27%	27%	25%
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.

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2944	439	456	532	472	466	579	2944	1389	1514	737	855	505	822	1592	1327	2944
Effective Weighted Sample	1918	288	306	363	311	318	376	1918	907	985	502	575	359	505	1076	829	1918
Total	2735	429	500	498	503	416	389	2735	1310	1383	750	792	604	562	1543	1165	2735
Strongly disagree	172 6%	37 9%	30 6%	12 2%	24 5%	26 6%	43 11%	172 6%	98 7%	69 5%	46 6%	41 5%	46 8%	37 7%	87 6%	84 7%	172 6%
		c	c			c	bcdeg	c	b								
Slightly disagree	158 6%	55 13%	22 4%	34 7%	22 4%	13 3%	14 4%	158 6%	95 7%	58 4%	36 5%	38 5%	54 9%	25 4%	74 5%	79 7%	158 6%
		bcdefg		e				e	b				abdeg				
Neither agree nor disagree	337 12%	45 10%	69 14%	64 13%	64 13%	47 11%	48 12%	337 12%	174 13%	157 11%	91 12%	89 11%	73 12%	81 14%	180 12%	153 13%	337 12%
Slightly agree	853 31%	120 28%	152 30%	154 31%	149 30%	157 38%	120 31%	853 31%	423 32%	417 30%	244 32%	260 33%	171 28%	172 31%	504 33%	343 29%	853 31%
						adg											
Strongly agree	1179 43%	166 39%	216 43%	231 46%	238 47%	172 41%	156 40%	1179 43%	501 38%	666 48%	322 43%	357 45%	251 42%	242 43%	679 44%	493 42%	1179 43%
					a					a							
Don't know	35 1%	5 1%	12 2%	4 1%	7 1%	1 *	8 2%	35 1%	18 1%	17 1%	12 2%	8 1%	9 2%	5 1%	20 1%	14 1%	35 1%
			e				e										
SUMMARY CODES																	
TOTAL DISAGREE	330 12%	92 21%	51 10%	46 9%	45 9%	39 9%	57 15%	330 12%	194 15%	127 9%	82 11%	79 10%	100 17%	62 11%	161 10%	162 14%	330 12%
		bcdefg					cde		b				abdeg			be	
TOTAL AGREE	2032 74%	286 67%	368 74%	385 77%	387 77%	329 79%	277 71%	2032 74%	924 71%	1083 78%	566 75%	617 78%	422 70%	414 74%	1183 77%	835 72%	2032 74%
				a	a	af		a		a		cf			cf		
TOTAL NEITHER/ DON'T KNOW	372 14%	50 12%	80 16%	67 14%	70 14%	48 12%	55 14%	372 14%	192 15%	173 13%	103 14%	96 12%	82 14%	86 15%	199 13%	168 14%	372 14%

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

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
Strongly disagree	172 6%	146 6%	13 6%	7 5%	6 8%	172 6%	150 6%	21 7%	27 6%	144 6%	172 6%	68 9% bcd	69 6%	33 4%	172 6%
Slightly disagree	158 6%	136 6%	17 7%	3 2%	2 3%	158 6%	146 6%	13 4%	33 7%	126 5%	158 6%	54 7% c	70 6%	31 4%	158 6%
Neither agree nor disagree	337 12%	282 12%	33 14%	15 11%	7 10%	337 12%	306 13%	30 10%	66 15%	271 12%	337 12%	141 19% bcd	131 11%	63 8%	337 12% c
Slightly agree	853 31%	715 31%	66 27%	48 36%	24 32%	853 31%	749 31%	104 33%	129 29%	724 32%	853 31%	218 29%	405 33%	222 29%	853 31%
Strongly agree	1179 43%	974 43%	111 46%	59 44%	35 46%	1179 43%	1035 43%	144 45%	189 42%	990 43%	1179 43%	243 33%	527 43% a	404 53% abd	1179 43% a
Don't know	35 1%	31 1%	1 *%	2 2%	1 1%	35 1%	31 1%	5 2%	7 2%	29 1%	35 1%	17 2% bc	11 1%	4 1%	35 1%
SUMMARY CODES															
TOTAL DISAGREE	330 12%	282 12%	30 12%	10 8%	8 11%	330 12%	296 12%	34 11%	60 13%	270 12%	330 12%	122 16% bcd	139 11%	64 8%	330 12% c
TOTAL AGREE	2032 74%	1689 74%	177 74%	108 80%	59 78%	2032 74%	1784 74%	249 78%	318 71%	1715 75%	2032 74%	462 62%	932 77% a	627 83% abd	2032 74% a

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

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
TOTAL NEITHER/ DON'T KNOW	372	313	34	17	8	372	337	35	73	300	372	158	142	67	372
	14%	14%	14%	13%	11%	14%	14%	11%	16%	13%	14%	21% bcd	12%	9%	14% c

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

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

IN19C. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites helps me to keep in touch with my family or friends (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2944	538	1206	620
Effective Weighted Sample	1918	344	776	416
Total	2735	494	1116	597
Strongly disagree	172	37	66	38
	6%	8%	6%	6%
Slightly disagree	158	21	59	34
	6%	4%	5%	6%
Neither agree nor disagree	337	77	90	79
	12%	16%	8%	13%
		b		b
Slightly agree	853	140	370	187
	31%	28%	33%	31%
Strongly agree	1179	211	522	256
	43%	43%	47%	43%
Don't know	35	8	10	3
	1%	2%	1%	*%
SUMMARY CODES				
TOTAL DISAGREE	330	58	125	72
	12%	12%	11%	12%
TOTAL AGREE	2032	351	891	443
	74%	71%	80%	74%
			ac	
TOTAL NEITHER/ DON'T KNOW	372	85	100	82
	14%	17%	9%	14%
		b		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.

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2944	439	456	532	472	466	579	2944	1389	1514	737	855	505	822	1592	1327	2944
Effective Weighted Sample	1918	288	306	363	311	318	376	1918	907	985	502	575	359	505	1076	829	1918
Total	2735	429	500	498	503	416	389	2735	1310	1383	750	792	604	562	1543	1165	2735
I often see views that I disagree with	533	89	137	117	97	50	43	533	280	239	159	157	92	122	315	213	533
	19%	21%	27%	23%	19%	12%	11%	19%	21%	17%	21%	20%	15%	22%	20%	18%	19%
		ef	defg	ef	ef			ef	b		c			c	c		
I sometimes see views that I disagree with	1427	211	265	260	297	222	172	1427	649	761	395	421	338	259	815	596	1427
	52%	49%	53%	52%	59%	53%	44%	52%	50%	55%	53%	53%	56%	46%	53%	51%	52%
			f	f	afg	f		f		a	d	d	d		d		d
I rarely see views that I disagree with	546	102	74	84	67	98	120	546	292	243	146	143	125	128	290	253	546
	20%	24%	15%	17%	13%	24%	31%	20%	22%	18%	20%	18%	21%	23%	19%	22%	20%
		bcd				bcd	abcdeg	bd	b								
Don't know	229	27	23	37	42	46	54	229	89	139	51	72	49	53	122	103	229
	8%	6%	5%	7%	8%	11%	14%	8%	7%	10%	7%	9%	8%	10%	8%	9%	8%
						ab	abcdg	b		a							

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

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
I often see views that I disagree with	533	435	49	37	12	533	477	56	84	448	533	102	212	218	533
	19%	19%	20%	27%	17%	19%	20%	18%	19%	20%	19%	14%	17%	29%	19%
				ade										abd	a
I sometimes see views that I disagree with	1427	1189	131	65	42	1427	1266	161	222	1205	1427	316	679	423	1427
	52%	52%	54%	48%	56%	52%	52%	51%	49%	53%	52%	43%	56%	56%	52%
													a	a	a
I rarely see views that I disagree with	546	469	42	21	14	546	471	74	83	462	546	202	246	94	546
	20%	21%	17%	16%	19%	20%	20%	23%	18%	20%	20%	27%	20%	12%	20%
												bcd	c		c
Don't know	229	191	20	12	6	229	202	27	61	168	229	122	77	22	229
	8%	8%	8%	9%	8%	8%	8%	8%	14%	7%	8%	17%	6%	3%	8%
									bc			bcd	c		c

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

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

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2944	538	1206	620
Effective Weighted Sample	1918	344	776	416
Total	2735	494	1116	597
I often see views that I disagree with	533	103	207	125
	19%	21%	19%	21%
I sometimes see views that I disagree with	1427	261	623	325
	52%	53%	56%	54%
I rarely see views that I disagree with	546	100	207	106
	20%	20%	19%	18%
Don't know	229	31	79	41
	8%	6%	7%	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.

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2944	439	456	532	472	466	579	2944	1389	1514	737	855	505	822	1592	1327	2944
Effective Weighted Sample	1918	288	306	363	311	318	376	1918	907	985	502	575	359	505	1076	829	1918
Total	2735	429	500	498	503	416	389	2735	1310	1383	750	792	604	562	1543	1165	2735
Yes - all or most of the time	539	84	130	100	96	62	67	539	288	244	175	156	110	93	331	204	539
	20%	20%	26%	20%	19%	15%	17%	20%	22%	18%	23%	20%	18%	17%	21%	17%	20%
			defg					e	b		df				df		
Yes - sometimes	1146	181	206	243	215	187	116	1146	544	586	330	323	257	224	654	481	1146
	42%	42%	41%	49%	43%	45%	30%	42%	42%	42%	44%	41%	43%	40%	42%	41%	42%
		f	f	fg	f	f		f									
Yes - but not very often/ rarely	512	83	95	95	89	73	77	512	240	266	122	154	129	105	276	234	512
	19%	19%	19%	19%	18%	17%	20%	19%	18%	19%	16%	19%	21%	19%	18%	20%	19%
No - I don't tend to think about whether it is true or accurate	252	38	46	34	57	40	38	252	120	126	58	66	58	67	124	125	252
	9%	9%	9%	7%	11%	10%	10%	9%	9%	9%	8%	8%	10%	12%	8%	11%	9%
					c								ae			e	
I don't see news stories or articles on these types of apps or sites	168	11	5	10	25	40	77	168	76	90	47	55	24	41	102	66	168
	6%	2%	1%	2%	5%	10%	20%	6%	6%	7%	6%	7%	4%	7%	7%	6%	6%
					bc	abcdg	abcdeg	abc						c			
Don't know	119	32	19	17	20	15	15	119	42	71	18	38	24	31	56	55	119
	4%	8%	4%	3%	4%	4%	4%	4%	3%	5%	2%	5%	4%	5%	4%	5%	4%
		bcefg								a		a		a		a	
SUMMARY CODES																	
TOTAL - AT LEAST SOMETIMES	1685	265	336	343	311	249	182	1685	832	830	505	479	367	318	984	685	1685
	62%	62%	67%	69%	62%	60%	47%	62%	64%	60%	67%	61%	61%	57%	64%	59%	62%
		f	f	efg	f	f		f			bdfg				df		d

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

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2944	439	456	532	472	466	579	2944	1389	1514	737	855	505	822	1592	1327	2944
Effective Weighted Sample	1918	288	306	363	311	318	376	1918	907	985	502	575	359	505	1076	829	1918
Total	2735	429	500	498	503	416	389	2735	1310	1383	750	792	604	562	1543	1165	2735
TOTAL - EVER	2197	348	431	437	400	321	259	2197	1072	1096	627	633	496	423	1261	919	2197
	80%	81%	86%	88%	80%	77%	67%	80%	82%	79%	84%	80%	82%	75%	82%	79%	80%
		f	defg	adefg	f	f		f			df		d		d		d

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

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
Yes - all or most of the time	539	444	49	32	14	539	469	69	75	464	539	104	233	200	539
	20%	19%	20%	24%	19%	20%	19%	22%	17%	20%	20%	14%	19% a	26% abd	20% a
Yes - sometimes	1146	953	115	45	33	1146	1027	120	169	977	1146	236	521	385	1146
	42%	42%	48% c	34%	44%	42%	42%	38%	38%	43%	42%	32%	43% a	51% abd	42% a
Yes - but not very often/ rarely	512	430	44	27	11	512	440	71	92	420	512	153	239	119	512
	19%	19%	18%	20%	14%	19%	18%	22%	20%	18%	19%	21% c	20%	16%	19%
No - I don't tend to think about whether it is true or accurate	252	221	10	15	6	252	232	20	56	196	252	105	113	30	252
	9%	10% b	4%	11% b	8%	9% b	10%	6%	12% b	9%	9%	14% bcd	9% c	4%	9% c
I don't see news stories or articles on these types of apps or sites	168	137	15	10	6	168	136	31	15	153	168	87	65	9	168
	6%	6%	6%	7%	7%	6%	6%	10% a	3%	7% a	6%	12% bcd	5% c	1%	6% c
Don't know	119	99	8	6	6	119	112	7	44	74	119	57	42	15	119
	4%	4%	3%	4%	8% abe	4%	5%	2%	10% bc	3%	4%	8% bcd	3%	2%	4% c

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

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
SUMMARY CODES															
TOTAL - AT LEAST SOMETIMES	1685	1397	164	77	47	1685	1496	189	244	1441	1685	340	754	585	1685
	62%	61%	68% ac	57%	62%	62%	62%	59%	54%	63% a	62% a	46%	62% a	77% abd	62% a
TOTAL - EVER	2197	1826	208	105	58	2197	1936	260	336	1861	2197	493	993	704	2197
	80%	80%	86% acde	78%	77%	80%	80%	82%	75%	81% a	80% a	66%	82% a	93% abd	80% a

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

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

IN21. When you see a news story or article on these types of apps or sites do you ever think about whether it is truthful or accurate? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2944	538	1206	620
Effective Weighted Sample	1918	344	776	416
Total	2735	494	1116	597
Yes - all or most of the time	539	103	221	135
	20%	21%	20%	23%
Yes - sometimes	1146	218	495	257
	42%	44%	44%	43%
Yes - but not very often/ rarely	512	88	203	94
	19%	18%	18%	16%
No - I don't tend to think about whether it is true or accurate	252	42	85	59
	9%	9%	8%	10%
I don't see news stories or articles on these types of apps or sites	168	25	69	44
	6%	5%	6%	7%
Don't know	119	17	43	8
	4%	4%	4%	1%
		c	c	
SUMMARY CODES				
TOTAL - AT LEAST SOMETIMES	1685	321	716	392
	62%	65%	64%	66%
TOTAL - EVER	2197	410	919	486
	80%	83%	82%	81%

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.

IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2366	361	391	468	385	362	399	2366	1121	1216	619	685	414	633	1304	1047	2366
Effective Weighted Sample	1546	234	273	321	249	245	255	1546	736	790	421	463	293	395	882	654	1546
Total	2197	348	431	437	400	321	259	2197	1072	1096	627	633	496	423	1261	919	2197
Check if it was by a trustworthy organisation	936	148	183	193	195	107	109	936	487	441	297	273	193	167	570	360	936
	43%	43%	42%	44%	49%	33%	42%	43%	45%	40%	47%	43%	39%	40%	45%	39%	43%
		e	e	e	e		e	e	b		cdf				f		
Think about how likely it is for the story to be true	862	136	155	155	166	143	107	862	424	430	252	257	177	172	509	349	862
	39%	39%	36%	35%	42%	45%	41%	39%	39%	39%	40%	41%	36%	41%	40%	38%	39%
						bc											
Check to see if the same information appears anywhere else	807	117	154	165	147	131	92	807	367	430	245	252	165	142	496	307	807
	37%	34%	36%	38%	37%	41%	35%	37%	34%	39%	39%	40%	33%	34%	39%	33%	37%
										a		f			df		
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	766	127	164	140	148	94	93	766	385	367	245	246	155	112	490	267	766
	35%	37%	38%	32%	37%	29%	36%	35%	36%	33%	39%	39%	31%	26%	39%	29%	35%
			e								cdf	cdf			cdfg		df
Check if the story/ article was by an organisation I had heard of	749	142	170	140	135	85	76	749	361	375	243	225	145	126	469	271	749
	34%	41%	40%	32%	34%	27%	29%	34%	34%	34%	39%	36%	29%	30%	37%	30%	34%
		cefg	ef					e			cdf	f			cdf		f
Look at the comments/ what people have said about it	731	109	152	137	136	120	78	731	342	380	213	227	157	129	440	286	731
	33%	31%	35%	31%	34%	37%	30%	33%	32%	35%	34%	36%	32%	30%	35%	31%	33%
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g																	

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

IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2366	361	391	468	385	362	399	2366	1121	1216	619	685	414	633	1304	1047	2366
Effective Weighted Sample	1546	234	273	321	249	245	255	1546	736	790	421	463	293	395	882	654	1546
Total	2197	348	431	437	400	321	259	2197	1072	1096	627	633	496	423	1261	919	2197
Think about whether I trust the person who shared it	596	100	123	102	122	80	69	596	307	278	175	185	128	103	361	231	596
	27%	29%	29%	23%	31%	25%	27%	27%	29%	25%	28%	29%	26%	24%	29%	25%	27%
Use a fact checking website/ app like Full Fact (ADDED AT WAVE 2)	327	39	79	73	70	37	28	327	175	146	109	95	73	50	204	123	327
	15%	11%	18%	17%	18%	11%	11%	15%	16%	13%	17%	15%	15%	12%	16%	13%	15%
			aef	f	af						d				d		
Check to see if it is by someone who witnessed it	314	55	70	54	68	38	30	314	145	159	91	102	70	46	193	116	314
	14%	16%	16%	12%	17%	12%	12%	14%	14%	15%	14%	16%	14%	11%	15%	13%	14%
											d				d		
Some other check	18	1	2	5	5	4	2	18	11	7	6	8	-	5	13	5	18
	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	*%	1%
ANY OF THESE CHECKS MADE	1913	325	406	392	337	259	195	1913	961	927	561	541	447	350	1102	797	1913
	87%	93%	94%	90%	84%	80%	75%	87%	90%	85%	89%	85%	90%	83%	87%	87%	87%
		defg	cdefg	ef	f			ef	b		d		d		d		d
None of these/ I wouldn't tend to check the information in the article to see if it was true	222	12	20	30	56	50	54	222	89	130	57	69	38	58	126	95	222
	10%	3%	5%	7%	14%	16%	21%	10%	8%	12%	9%	11%	8%	14%	10%	10%	10%
					abc	abcg	abcdg	ab		a				acg			
Don't know	61	11	4	16	8	13	10	61	23	39	10	23	12	15	33	27	61
	3%	3%	1%	4%	2%	4%	4%	3%	2%	4%	2%	4%	2%	4%	3%	3%	3%
				b		b	b					a					

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

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

IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2366	1625	258	237	246	2366	2046	320	317	2049	2366	479	1133	744	2366
Effective Weighted Sample	1546	1198	189	124	164	1546	1355	191	198	1356	1546	301	732	515	1546
Total	2197	1826	208	105	58	2197	1936	260	336	1861	2197	493	993	704	2197
Check if it was by a trustworthy organisation	936	763	103	44	25	936	815	120	91	845	936	123	413	400	936
	43%	42%	50% a	43%	43%	43%	42%	46%	27%	45% a	43% a	25%	42% a	57% abd	43% a
Think about how likely it is for the story to be true	862	721	75	41	25	862	758	104	92	770	862	131	379	350	862
	39%	39%	36%	39%	43%	39%	39%	40%	27%	41% a	39% a	27%	38% a	50% abd	39% a
Check to see if the same information appears anywhere else	807	655	86	45	21	807	706	100	68	739	807	100	352	353	807
	37%	36%	41%	43%	37%	37%	36%	39%	20%	40% a	37% a	20%	35% a	50% abd	37% a
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	766	638	73	36	19	766	672	94	78	688	766	98	327	338	766
	35%	35%	35%	35%	33%	35%	35%	36%	23%	37% a	35% a	20%	33% a	48% abd	35% a
Check if the story/ article was by an organisation I had heard of	749	620	68	41	20	749	664	85	97	652	749	86	306	356	749
	34%	34%	33%	39%	34%	34%	34%	33%	29%	35%	34%	17%	31% a	51% abd	34% a

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

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

IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2366	1625	258	237	246	2366	2046	320	317	2049	2366	479	1133	744	2366
Effective Weighted Sample	1546	1198	189	124	164	1546	1355	191	198	1356	1546	301	732	515	1546
Total	2197	1826	208	105	58	2197	1936	260	336	1861	2197	493	993	704	2197
Look at the comments/ what people have said about it	731	606	76	29	20	731	647	84	85	646	731	113	311	305	731
	33%	33%	36%	28%	35%	33%	33%	32%	25%	35%	33%	23%	31%	43%	33%
										a	a		a	abd	a
Think about whether I trust the person who shared it	596	502	57	24	12	596	528	68	43	553	596	74	254	267	596
	27%	28%	28%	23%	21%	27%	27%	26%	13%	30%	27%	15%	26%	38%	27%
										a	a		a	abd	a
Use a fact checking website/ app like Full Fact (ADDED AT WAVE 2)	327	275	34	12	7	327	304	23	22	305	327	29	111	186	327
	15%	15%	16%	11%	12%	15%	16%	9%	7%	16%	15%	6%	11%	26%	15%
							b			a	a		a	abd	ab
Check to see if it is by someone who witnessed it	314	264	32	11	7	314	279	36	35	280	314	29	121	164	314
	14%	14%	16%	11%	13%	14%	14%	14%	10%	15%	14%	6%	12%	23%	14%
													a	abd	a
Some other check	18	13	4	2	1	18	18	1	2	17	18	3	9	7	18
	1%	1%	2%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
ANY OF THESE CHECKS MADE	1913	1592	183	91	48	1913	1697	216	288	1625	1913	379	869	661	1913
	87%	87%	88%	87%	83%	87%	88%	83%	86%	87%	87%	77%	88%	94%	87%
													a	abd	a

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

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

IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2366	1625	258	237	246	2366	2046	320	317	2049	2366	479	1133	744	2366
Effective Weighted Sample	1546	1198	189	124	164	1546	1355	191	198	1356	1546	301	732	515	1546
Total	2197	1826	208	105	58	2197	1936	260	336	1861	2197	493	993	704	2197
None of these/ I wouldn't tend to check the information in the article to see if it was true	222 10%	182 10%	19 9%	13 12%	8 14%	222 10%	185 10%	37 14% a	32 10%	190 10%	222 10%	90 18% bcd	97 10% c	32 5%	222 10% c
Don't know	61 3%	52 3%	6 3%	1 1%	2 3%	61 3%	54 3%	7 3%	16 5%	46 2%	61 3%	24 5% c	27 3%	11 2%	61 3%

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

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

IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2366	434	994	511
Effective Weighted Sample	1546	276	634	349
Total	2197	410	919	486
Check if it was by a trustworthy organisation	936	154	402	228
	43%	38%	44%	47%
				a
Think about how likely it is for the story to be true	862	165	365	216
	39%	40%	40%	44%
Check to see if the same information appears anywhere else	807	134	357	215
	37%	33%	39%	44%
				a
Consider how professional the article looks, e.g. any spelling mistakes, high quality images or videos?	766	135	307	191
	35%	33%	33%	39%
Check if the story/ article was by an organisation I had heard of	749	117	298	197
	34%	29%	32%	40%
				ab
Look at the comments/ what people have said about it	731	141	306	172
	33%	34%	33%	35%

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.

IN22. And which, if any, of these things have you ever done to check or verify the accuracy or truthfulness of the information in a news story you've seen on these apps or sites? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who consider the truthfulness of news content

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2366	434	994	511
Effective Weighted Sample	1546	276	634	349
Total	2197	410	919	486
Think about whether I trust the person who shared it	596	99	237	168
	27%	24%	26%	34%
				ab
Use a fact checking website/ app like Full Fact (ADDED AT WAVE 2)	327	55	150	65
	15%	14%	16%	13%
Check to see if it is by someone who witnessed it	314	65	116	77
	14%	16%	13%	16%
Some other check	18	3	7	7
	1%	1%	1%	1%
ANY OF THESE CHECKS MADE	1913	368	808	418
	87%	90%	88%	86%
None of these/ I wouldn't tend to check the information in the article to see if it was true	222	33	95	60
	10%	8%	10%	12%
Don't know	61	8	16	8
	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.

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2944	439	456	532	472	466	579	2944	1389	1514	737	855	505	822	1592	1327	2944
Effective Weighted Sample	1918	288	306	363	311	318	376	1918	907	985	502	575	359	505	1076	829	1918
Total	2735	429	500	498	503	416	389	2735	1310	1383	750	792	604	562	1543	1165	2735
Yes	1157	222	310	221	181	125	97	1157	618	518	362	343	238	204	705	442	1157
	42%	52%	62%	44%	36%	30%	25%	42%	47%	37%	48%	43%	39%	36%	46%	38%	42%
		defg	acdefg	def	f			def	b		cdfg	df			cdf		df
No	992	127	133	163	189	181	199	992	458	519	270	286	212	220	555	432	992
	36%	30%	27%	33%	38%	43%	51%	36%	35%	38%	36%	36%	35%	39%	36%	37%	36%
					ab	abcg	abcdeg	ab									
Don't know	586	79	57	114	132	110	93	586	234	346	118	164	153	138	282	291	586
	21%	19%	11%	23%	26%	26%	24%	21%	18%	25%	16%	21%	25%	25%	18%	25%	21%
		b		b	ab	abg	b	b		a		a	ae	ae		aeg	ae

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

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

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2944	2054	300	294	296	2944	2552	392	418	2526	2944	758	1359	802	2944
Effective Weighted Sample	1918	1504	220	133	181	1918	1682	237	268	1661	1918	476	876	555	1918
Total	2735	2284	241	135	75	2735	2417	318	450	2284	2735	741	1213	757	2735
Yes	1157	973	92	62	30	1157	1047	110	176	982	1157	198	527	431	1157
	42%	43%	38%	46%	41%	42%	43%	34%	39%	43%	42%	27%	43%	57%	42%
							b						a	abd	a
No	992	821	94	50	26	992	855	137	159	833	992	348	431	198	992
	36%	36%	39%	37%	35%	36%	35%	43%	35%	36%	36%	47%	36%	26%	36%
							a					bcd	c		c
Don't know	586	490	55	22	18	586	514	72	116	470	586	195	255	128	586
	21%	21%	23%	16%	24%	21%	21%	22%	26%	21%	21%	26%	21%	17%	21%
												bcd			c

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

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

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2944	538	1206	620
Effective Weighted Sample	1918	344	776	416
Total	2735	494	1116	597
Yes	1157	241	459	255
	42%	49%	41%	43%
		b		
No	992	155	408	239
	36%	31%	37%	40%
				a
Don't know	586	98	248	103
	21%	20%	22%	17%
			c	

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.

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1199	230	270	239	176	132	152	1199	635	546	333	357	206	294	690	500	1199
Effective Weighted Sample	791	151	191	163	114	87	102	791	420	358	229	243	147	179	470	316	791
Total	1157	222	310	221	181	125	97	1157	618	518	362	343	238	204	705	442	1157
I reported it to the site/ app	366	77	122	71	57	26	13	366	188	171	129	97	82	49	226	131	366
	32%	34%	39%	32%	31%	21%	13%	32%	30%	33%	36%	28%	35%	24%	32%	30%	32%
		ef	efg	f	f			ef			d		d		d		d
I commented on it to say it was incorrect/ misleading	363	57	111	72	65	38	21	363	197	159	139	80	84	58	220	142	363
	31%	26%	36%	32%	36%	30%	21%	31%	32%	31%	38%	23%	35%	28%	31%	32%	31%
			af		f			f			bdg		b		b	b	b
I shared it online and said it was incorrect/ misleading	228	50	81	40	27	18	11	228	142	79	88	58	49	29	146	78	228
	20%	22%	26%	18%	15%	15%	12%	20%	23%	15%	24%	17%	21%	14%	21%	18%	20%
		f	defg						b		bd						
I did something else	15	1	6	5	2	1	-	15	7	6	6	4	5	1	9	6	15
	1%	*%	2%	2%	1%	1%	-%	1%	1%	1%	2%	1%	2%	*%	1%	1%	1%
TOTAL - TOOK SOME ACTION	743	149	235	140	119	65	36	743	386	341	262	183	171	118	445	289	743
	64%	67%	76%	63%	65%	52%	37%	64%	62%	66%	72%	53%	72%	58%	63%	65%	64%
		ef	cefg	f	ef	f		ef			bdeg		bd		b	b	b
I didn't do anything/ I ignored it	401	70	72	77	63	60	60	401	223	173	99	156	67	79	255	146	401
	35%	31%	23%	35%	35%	48%	61%	35%	36%	33%	27%	45%	28%	39%	36%	33%	35%
				b	b	abcg	abcdg	b				acefg		a	a		a
Don't know	13	4	3	4	-	1	1	13	9	4	1	4	-	7	5	7	13
	1%	2%	1%	2%	-%	*%	1%	1%	1%	1%	*%	1%	-%	3%	1%	2%	1%
														aceg			

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

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1199	827	112	132	128	1199	1058	141	158	1041	1199	171	569	457	1199
Effective Weighted Sample	791	619	87	72	78	791	710	82	105	689	791	109	370	320	791
Total	1157	973	92	62	30	1157	1047	110	176	982	1157	198	527	431	1157
I reported it to the site/ app	366	314	28	19	5	366	333	34	56	310	366	42	139	185	366
	32%	32%	30%	31%	16%	32%	32%	31%	32%	32%	32%	21%	26%	43%	32%
		d	d	d		d								abd	a
I commented on it to say it was incorrect/ misleading	363	305	31	19	8	363	337	26	42	321	363	49	181	133	363
	31%	31%	34%	30%	27%	31%	32%	24%	24%	33%	31%	25%	34%	31%	31%
I shared it online and said it was incorrect/ misleading	228	202	12	11	2	228	213	15	36	192	228	41	103	84	228
	20%	21%	13%	18%	8%	20%	20%	14%	20%	20%	20%	21%	20%	19%	20%
		d				d									
I did something else	15	15	-	1	-	15	15	*	*	15	15	5	7	3	15
	1%	2%	-%	1%	-%	1%	1%	*%	*%	2%	1%	3%	1%	1%	1%
TOTAL - TOOK SOME ACTION	743	631	58	41	13	743	684	59	115	628	743	123	326	294	743
	64%	65%	63%	65%	44%	64%	65%	54%	65%	64%	64%	62%	62%	68%	64%
		d	d	d		d	b								
I didn't do anything/ I ignored it	401	329	34	22	16	401	351	50	61	340	401	68	197	135	401
	35%	34%	37%	35%	54%	35%	34%	45%	35%	35%	35%	34%	37%	31%	35%
					abce			a							
Don't know	13	12	1	-	1	13	13	1	-	13	13	7	4	2	13
	1%	1%	1%	-%	3%	1%	1%	1%	-%	1%	1%	3%	1%	1%	1%
												bc			

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

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

IN24. And what, if anything, did you do about this untrue or misleading news story? (MULTI CODE)

Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages, chat or making video/ voice calls or for social media who say they have seen an untrue/ misleading news story in the last 12 months

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1199	243	477	256
Effective Weighted Sample	791	157	315	167
Total	1157	241	459	255
I reported it to the site/ app	366	85	135	84
	32%	35%	29%	33%
I commented on it to say it was incorrect/ misleading	363	77	172	63
	31%	32%	38%	25%
			c	
I shared it online and said it was incorrect/ misleading	228	42	102	46
	20%	17%	22%	18%
I did something else	15	*	8	3
	1%	*%	2%	1%
TOTAL - TOOK SOME ACTION	743	163	310	147
	64%	67%	68%	58%
			c	
I didn't do anything/ I ignored it	401	74	148	106
	35%	31%	32%	42%
				ab
Don't know	13	5	1	2
	1%	2%	*%	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.

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	744 27%	101 24%	149 30%	142 28%	133 26%	101 24%	117 27%	744 27%	306 23%	426 30% a	237 31% df	216 27% d	166 27% d	124 21%	453 29% df	290 24%	744 27% d
Follow an online 'how to' tutorial to create or do something of your own	739 26%	136 32% ef	155 31% ef	150 30% ef	138 27% f	91 21%	70 16%	739 26% ef	347 26%	380 27%	227 29% df	236 29% df	158 26% d	115 20%	463 29% df	272 23%	739 26% df
Add filters to or edit photos	702 25%	192 45% bcdefg	178 36% defg	143 29% def	99 19% ef	53 12%	37 9%	702 25% def	269 20%	408 29% a	204 26%	194 24%	166 27%	127 22%	398 25%	293 25%	702 25%
Make a meme or gif	372 13%	91 21% cdefg	111 22% cdefg	71 14% ef	61 12% ef	28 7% f	9 2%	372 13% ef	211 16% b	151 11%	149 19% bcdefg	87 11%	71 12%	62 11%	236 15% bdf	133 11%	372 13%
Create an online photo book or calendar	261 9%	57 13% defg	56 11% f	63 13% defg	40 8% f	31 7% f	13 3%	261 9% f	115 9%	141 10%	108 14% bcdefg	71 9%	39 6%	39 7%	179 11% cdf	78 7%	261 9% f
Make or edit music online (such as editing/ cutting or mixing tracks)	229 8%	55 13% cdefg	91 18% cdefg	37 7% f	26 5% f	17 4% f	3 1%	229 8% ef	129 10% b	97 7%	74 9% d	52 6%	66 11% bd	32 5%	125 8%	98 8%	229 8% d
Create an online scrapbook of ideas, on sites like Pinterest	226 8%	69 16% cdefg	54 11% ef	48 10% ef	34 7% f	15 3%	6 2%	226 8% ef	64 5%	153 11% a	67 9%	65 8%	51 8%	40 7%	131 8%	90 8%	226 8%

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

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Write blogs or articles	217	50	87	38	22	16	5	217	121	87	109	33	39	35	142	74	217
	8%	12%	17%	8%	4%	4%	1%	8%	9%	6%	14%	4%	6%	6%	9%	6%	8%
		defg	acdefg	ef	f	f		def	b		bcdefg				bdf		b
Make or modify a website/ app or game	209	42	68	52	32	11	4	209	142	63	79	44	60	26	122	85	209
	7%	10%	14%	10%	6%	3%	1%	7%	11%	4%	10%	5%	10%	4%	8%	7%	7%
		ef	defg	def	ef			ef	b		bdg		bd		d	d	d
Make a podcast	156	42	57	31	21	4	1	156	85	64	77	26	29	24	103	53	156
	6%	10%	11%	6%	4%	1%	*%	6%	6%	5%	10%	3%	5%	4%	7%	4%	6%
		defg	cdefg	ef	ef			ef			bcdefg				b		b
ANY OF THESE	1695	365	390	331	259	183	167	1695	795	862	533	482	376	285	1015	661	1695
	61%	85%	78%	66%	50%	43%	39%	61%	59%	61%	69%	60%	62%	49%	64%	55%	61%
		bcdefg	cdefg	defg	f			def			bcdefg	d	df		dfg	d	df
None of these	1036	44	98	158	241	239	257	1036	510	523	237	299	216	278	536	494	1036
	37%	10%	20%	32%	47%	56%	60%	37%	38%	37%	30%	37%	35%	48%	34%	41%	37%
			a	ab	abcg	abcdg	abcdg	abc				a		abcefg		aeg	a
Don't know	69	20	13	11	14	7	4	69	36	33	7	22	17	19	29	36	69
	2%	5%	3%	2%	3%	2%	1%	2%	3%	2%	1%	3%	3%	3%	2%	3%	2%
		efg										a	a	a		a	a

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

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	744 27%	616 26%	69 28%	39 28%	20 26%	744 27%	646 26%	98 30%	65 14%	679 29% a	744 27% a	86 11%	323 26% a	334 44% abd	744 27% a
Follow an online 'how to' tutorial to create or do something of your own	739 26%	608 26%	76 31%	34 25%	21 28%	739 26%	661 27%	78 24%	66 14%	674 29% a	739 26% a	66 8%	325 27% a	349 46% abd	739 26% a
Add filters to or edit photos	702 25%	592 25% d	57 24%	39 29% d	14 18%	702 25% d	626 25%	77 23%	124 27%	579 25%	702 25%	89 11%	282 23% a	331 44% abd	702 25% a
Make a meme or gif	372 13%	322 14%	25 10%	17 13%	7 9%	372 13%	335 14%	37 11%	56 12%	316 13%	372 13%	39 5%	162 13% a	170 22% abd	372 13% a
Create an online photo book or calendar	261 9%	215 9%	27 11%	12 9%	6 8%	261 9%	232 9%	29 9%	34 7%	227 10%	261 9%	22 3%	90 7% a	149 20% abd	261 9% a
Make or edit music online (such as editing/ cutting or mixing tracks)	229 8%	195 8%	21 9%	9 7%	4 6%	229 8%	214 9% b	16 5%	22 5%	208 9% a	229 8% a	32 4%	101 8% a	96 13% abd	229 8% a
Columns Tested: a,b,c,d,e - a,b - a,b,c - a,b,c,d															

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Create an online scrapbook of ideas, on sites like Pinterest	226 8%	190 8%	22 9%	9 6%	5 6%	226 8%	203 8%	23 7%	24 5%	201 9%	226 8%	17 2%	76 6% a	132 17% abd	226 8% a
Write blogs or articles	217 8%	186 8% d	21 9% d	8 6%	3 4%	217 8% d	201 8%	16 5%	24 5%	193 8%	217 8%	23 3%	83 7% a	111 15% abd	217 8% a
Make or modify a website/ app or game	209 7%	183 8% d	16 7%	7 5%	2 3%	209 7% d	189 8%	20 6%	26 6%	183 8%	209 7%	34 4%	80 7%	95 12% abd	209 7% a
Make a podcast	156 6%	139 6% d	11 5%	5 4%	1 2%	156 6% d	146 6%	10 3%	19 4%	137 6%	156 6%	18 2%	66 5% a	72 10% abd	156 6% a
ANY OF THESE	1695 61%	1428 61%	142 58%	83 61%	42 55%	1695 61%	1516 61% b	179 54%	249 55%	1446 62% a	1695 61%	313 40%	765 63% a	614 81% abd	1695 61% a
None of these	1036 37%	856 37%	98 40%	52 38%	30 40%	1036 37%	891 36%	146 44% a	177 39%	859 37%	1036 37%	437 56% bcd	436 36% c	134 18%	1036 37% c
Don't know	69 2%	59 3%	4 2%	2 1%	4 5%	69 2%	64 3%	5 2%	29 6% bc	40 2%	69 2%	35 5% bcd	23 2%	11 1%	69 2%

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

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

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	744 27%	125 25%	345 30%	182 29%
Follow an online 'how to' tutorial to create or do something of your own	739 26%	142 28%	308 27%	176 28%
Add filters to or edit photos	702 25%	164 33%	268 24%	130 21%
		bc		
Make a meme or gif	372 13%	89 18%	148 13%	74 12%
		bc		
Create an online photo book or calendar	261 9%	52 10%	109 10%	61 10%
Make or edit music online (such as editing/ cutting or mixing tracks)	229 8%	57 11%	85 7%	47 8%
		b		
Create an online scrapbook of ideas, on sites like Pinterest	226 8%	47 9%	83 7%	46 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.

IN26. Moving on now, which if any of the following things do you do online? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Write blogs or articles	217	53	85	50
	8%	11%	7%	8%
Make or modify a website/ app or game	209	39	81	45
	7%	8%	7%	7%
Make a podcast	156	50	52	29
	6%	10%	5%	5%
		bc		
ANY OF THESE	1695	338	681	369
	61%	68%	60%	60%
		bc		
None of these	1036	145	445	247
	37%	29%	39%	40%
		a	a	
Don't know	69	16	15	3
	2%	3%	1%	1%
		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.

IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Strongly disagree	62 2%	22 5% bcdefg	8 2%	8 2%	10 2%	6 1%	8 2%	62 2%	44 3% b	13 1%	13 2%	20 2%	12 2%	12 2%	33 2%	24 2%	62 2%
Slightly disagree	112 4%	26 6% def	34 7% defg	26 5% ef	13 3%	9 2%	4 1%	112 4% f	71 5% b	39 3%	61 8% bcdefg	18 2%	19 3%	14 2%	79 5% bdf	33 3%	112 4% b
Neither agree nor disagree	294 11%	65 15% dfg	58 12% f	59 12% f	50 10% f	48 11% f	15 3%	294 11% f	135 10%	156 11%	65 8%	80 10%	59 10%	83 14% abceg	145 9%	142 12% a	294 11%
Slightly agree	765 27%	133 31% ef	179 36% cdefg	125 25%	144 28% f	94 22%	90 21%	765 27% ef	375 28%	378 27%	230 30%	202 25%	189 31% d	143 25%	432 27%	331 28%	765 27%
Strongly agree	1523 54%	171 40%	219 44%	274 55% ab	292 57% ab	261 61% abg	305 71% abcdeg	1523 54% ab	694 52%	810 57% a	400 52%	471 59% a	324 53%	317 54%	870 55%	641 54%	1523 54%
Don't know	43 2%	12 3% b	3 1%	8 2%	4 1%	10 2%	6 1%	43 2%	21 2%	22 2%	7 1%	12 2%	8 1%	14 2%	19 1%	22 2%	43 2%
SUMMARY CODES																	
TOTAL DISAGREE	174 6%	48 11% cdefg	42 8% def	34 7% ef	23 4%	15 3%	13 3%	174 6% ef	116 9% b	52 4%	75 10% bcdefg	38 5%	30 5%	26 4%	113 7% df	56 5%	174 6%
TOTAL AGREE	2288 82%	304 71% a	398 80% a	399 80% a	436 85% a	356 83% a	395 92% abcdeg	2288 82% a	1069 80%	1188 84% a	630 81%	673 84% d	513 84%	460 79%	1302 82%	972 82%	2288 82%
TOTAL NEITHER/ DON'T KNOW	338 12%	77 18% bdfg	60 12% f	67 13% f	55 11% f	58 14% f	21 5%	338 12% f	156 12%	178 13%	72 9%	92 12%	67 11%	97 17% abceg	164 10%	164 14% ae	338 12%

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

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

IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Strongly disagree	62 2%	47 2%	6 3%	7 5% ae	2 2%	62 2%	56 2%	6 2%	12 3%	51 2%	62 2%	25 3%	24 2%	13 2%	62 2%
Slightly disagree	112 4%	98 4%	8 3%	3 2%	4 5%	112 4%	100 4%	12 4%	38 8% bc	75 3%	112 4%	47 6% bcd	41 3%	24 3%	112 4%
Neither agree nor disagree	294 11%	248 11%	26 11%	10 7%	10 13%	294 11%	275 11% b	20 6%	72 16% bc	223 9%	294 11%	107 14% c	123 10%	60 8%	294 11%
Slightly agree	765 27%	648 28%	63 26%	37 27%	18 23%	765 27%	695 28% b	70 21%	129 28%	636 27%	765 27%	179 23%	360 29% a	217 29% a	765 27% a
Strongly agree	1523 54%	1267 54%	135 55%	79 58%	42 55%	1523 54%	1308 53%	214 65% a	194 43%	1328 57% a	1523 54% a	394 50%	667 55%	443 58% a	1523 54%
Don't know	43 2%	35 2%	6 2%	1 1%	1 1%	43 2%	36 1%	7 2%	10 2%	33 1%	43 2%	33 4% bcd	8 1%	1 *% c	43 2% c
SUMMARY CODES															
TOTAL DISAGREE	174 6%	144 6%	15 6%	10 7%	5 7%	174 6%	156 6%	18 6%	49 11% bc	125 5%	174 6%	72 9% bcd	65 5%	37 5%	174 6%
TOTAL AGREE	2288 82%	1915 82%	197 81%	116 84%	60 79%	2288 82%	2003 81%	284 86%	324 71%	1964 84% a	2288 82% a	573 73%	1027 84% a	660 87% ad	2288 82% a
TOTAL NEITHER/ DON'T KNOW	338 12%	284 12%	32 13%	11 8%	11 14%	338 12%	311 13% b	27 8%	82 18% bc	256 11%	338 12%	140 18% bcd	132 11%	61 8%	338 12% c

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

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

IN27D. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Websites and apps should be responsible for monitoring the content that is posted on their sites/ apps. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Strongly disagree	62 2%	13 3%	22 2%	9 1%
Slightly disagree	112 4%	27 5%	33 3%	22 4%
Neither agree nor disagree	294 11%	b 74 15%	87 8%	51 8%
Slightly agree	765 27%	135 27%	323 28%	160 26%
Strongly agree	1523 54%	245 49%	664 58%	374 60%
Don't know	43 2%	6 1%	13 1%	4 1%
SUMMARY CODES				
TOTAL DISAGREE	174 6%	40 8%	55 5%	31 5%
TOTAL AGREE	2288 82%	379 76%	986 86%	534 86%
TOTAL NEITHER/ DON'T KNOW	338 12%	80 16%	101 9%	55 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.

IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Strongly disagree	360 13%	37 9%	31 6%	42 8%	73 14% abc	79 19% abcg	98 23% abcdg	360 13% abc	195 15% b	164 12%	102 13%	101 13%	71 12%	80 14%	203 13%	151 13%	360 13%
Slightly disagree	415 15%	56 13%	60 12%	75 15%	72 14%	69 16%	82 19% abg	415 15%	206 15%	193 14%	119 15% c	130 16% c	64 11%	98 17% c	249 16% c	162 14%	415 15% c
Neither agree nor disagree	691 25%	76 18%	121 24%	123 25% a	132 26% a	118 27% a	122 28% a	691 25% a	303 23%	381 27% a	178 23%	190 24%	163 27%	155 27%	368 23%	317 27%	691 25%
Slightly agree	789 28%	147 34% efg	186 37% cdefg	147 29% f	143 28% f	105 25% f	61 14% f	789 28% f	370 28%	407 29%	214 28%	235 29%	185 30%	149 26%	449 28%	334 28%	789 28%
Strongly agree	482 17%	104 24% defg	91 18% ef	104 21% ef	89 17% ef	46 11%	48 11% ef	482 17% ef	237 18%	241 17%	148 19% d	134 17%	112 18%	82 14%	282 18%	194 16%	482 17%
Don't know	63 2%	8 2%	11 2%	9 2%	6 1%	12 3%	17 4% dg	63 2%	29 2%	31 2%	15 2%	13 2%	16 3%	17 3%	28 2%	33 3%	63 2%
SUMMARY CODES																	
TOTAL DISAGREE	775 28%	94 22%	91 18%	117 23%	144 28% b	148 35% abcg	180 42% abcdg	775 28% ab	401 30% b	357 25%	221 28% c	231 29% c	135 22%	178 31% c	452 29% c	314 26%	775 28% c
TOTAL AGREE	1272 45%	251 58% cdefg	277 55% defg	251 50% ef	233 45% ef	151 35% f	109 25% f	1272 45% ef	607 45%	649 46%	362 47% d	370 46% d	296 49% d	232 40%	731 46% d	528 44%	1272 45% d
TOTAL NEITHER/ DON'T KNOW	754 27%	84 20%	132 26%	132 26% a	137 27% a	129 30% a	139 32% ag	754 27% a	333 25%	412 29% a	194 25%	203 25%	178 29%	172 30%	396 25%	350 29% e	754 27%

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

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

IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Strongly disagree	360 13%	296 13%	29 12%	25 18%	11 14%	360 13%	307 12%	53 16%	37 8%	323 14% a	360 13% a	134 17% bcd	132 11%	87 12%	360 13%
Slightly disagree	415 15%	343 15%	44 18%	18 13%	10 14%	415 15%	358 15%	56 17%	56 12%	359 15%	415 15%	125 16%	185 15%	101 13%	415 15%
Neither agree nor disagree	691 25%	586 25%	60 25%	29 21%	17 22%	691 25%	618 25%	74 22%	123 27%	569 24%	691 25%	221 28% c	316 26% c	142 19%	691 25% c
Slightly agree	789 28%	651 28%	70 29%	46 33%	23 30%	789 28%	711 29%	78 24%	119 26%	670 29%	789 28%	158 20%	369 30% a	259 34% ad	789 28% a
Strongly agree	482 17%	412 18%	36 15%	20 14%	15 19%	482 17%	423 17%	59 18%	98 22% b	384 16%	482 17%	114 15%	204 17%	162 21% abd	482 17%
Don't know	63 2%	55 2%	6 2%	1 1%	* *% 2%	63 2%	53 2%	10 3%	22 5% bc	41 2%	63 2%	33 4% bcd	18 1%	9 1%	63 2%
SUMMARY CODES															
TOTAL DISAGREE	775 28%	639 27%	72 30%	42 31%	21 28%	775 28%	665 27%	110 33% a	93 21%	681 29% a	775 28% a	260 33% bcd	317 26%	188 25%	775 28%
TOTAL AGREE	1272 45%	1063 45%	106 43%	65 48%	37 49%	1272 45%	1135 46%	137 41%	217 48%	1054 45%	1272 45%	273 35%	572 47% a	420 55% abd	1272 45% a
TOTAL NEITHER/ DON'T KNOW	754 27%	641 27%	66 27%	30 22%	17 23%	754 27%	670 27%	83 25%	144 32% b	610 26%	754 27%	253 32% bcd	334 27% c	150 20%	754 27% c

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

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

IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I worry about whether something I say online could cause me problems in the future. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Strongly disagree	360	47	150	102
	13%	9%	13%	16%
				a
Slightly disagree	415	70	179	101
	15%	14%	16%	16%
Neither agree nor disagree	691	118	281	138
	25%	24%	25%	22%
Slightly agree	789	146	333	175
	28%	29%	29%	28%
Strongly agree	482	115	186	96
	17%	23%	16%	15%
		bc		
Don't know	63	5	13	8
	2%	1%	1%	1%
SUMMARY CODES				
TOTAL DISAGREE	775	116	329	203
	28%	23%	29%	33%
				a
TOTAL AGREE	1272	260	519	270
	45%	52%	45%	44%
		bc		
TOTAL NEITHER/ DON'T KNOW	754	122	294	146
	27%	25%	26%	24%

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.

IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Strongly disagree	207 7%	15 3%	11 2%	13 3%	37 7%	47 11%	84 20%	207 7%	105 8%	101 7%	68 9%	40 5%	31 5%	63 11%	109 7%	94 8%	207 7%
					abc	abcg	abcdeg	abc			bc			bceg		b	b
Slightly disagree	253 9%	21 5%	36 7%	41 8%	44 9%	56 13%	55 13%	253 9%	115 9%	136 10%	67 9%	75 9%	52 8%	59 10%	142 9%	110 9%	253 9%
						abcg	abcg	a									
Neither agree nor disagree	643 23%	81 19%	102 20%	104 21%	119 23%	108 25%	128 30%	643 23%	290 22%	345 24%	168 22%	169 21%	140 23%	157 27%	337 21%	297 25%	643 23%
							abcdg							abe			
Slightly agree	917 33%	154 36%	175 35%	176 35%	166 32%	135 32%	110 26%	917 33%	431 32%	476 34%	233 30%	287 36%	215 35%	177 30%	520 33%	392 33%	917 33%
		f	f	f				f				a					
Strongly agree	737 26%	143 33%	172 34%	154 31%	141 27%	78 18%	49 11%	737 26%	386 29%	332 23%	232 30%	221 28%	165 27%	110 19%	454 29%	275 23%	737 26%
		efg	efg	ef	ef	f		ef	b		df	d	d		df		d
Don't know	43 2%	15 3%	4 1%	10 2%	8 1%	4 1%	3 1%	43 2%	14 1%	28 2%	7 1%	11 1%	8 1%	17 3%	18 1%	24 2%	43 2%
		befg												aeg			
SUMMARY CODES																	
TOTAL DISAGREE	460 16%	36 8%	47 9%	55 11%	81 16%	104 24%	138 32%	460 16%	220 16%	237 17%	135 17%	116 14%	83 14%	122 21%	251 16%	205 17%	460 16%
					ab	abcdg	abcdeg	abc						bceg			
TOTAL AGREE	1654 59%	297 69%	347 69%	330 66%	307 60%	213 50%	159 37%	1654 59%	817 61%	808 57%	465 60%	508 63%	380 62%	287 49%	973 62%	667 56%	1654 59%
		defg	defg	efg	ef	f		ef			d	df	df		df	d	d
TOTAL NEITHER/ DON'T KNOW	686 25%	96 22%	106 21%	115 23%	127 25%	111 26%	131 31%	686 25%	304 23%	373 26%	176 23%	180 22%	147 24%	173 30%	355 22%	321 27%	686 25%
							abcg							abeg		e	

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

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

IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Strongly disagree	207 7%	166 7%	11 5%	21 15% abe	9 12% abe	207 7%	174 7%	32 10%	27 6%	180 8%	207 7%	105 13% bcd	78 6% c	14 2%	207 7% c
Slightly disagree	253 9%	217 9%	22 9%	8 6%	6 8%	253 9%	217 9%	36 11%	42 9%	211 9%	253 9%	105 13% bcd	108 9% c	38 5%	253 9% c
Neither agree nor disagree	643 23%	534 23%	67 27% d	29 21%	14 19%	643 23%	564 23%	79 24%	123 27%	520 22%	643 23%	226 29% bcd	285 23% c	119 16%	643 23% c
Slightly agree	917 33%	758 32%	86 35%	47 34%	25 34%	917 33%	817 33%	100 30%	145 32%	772 33%	917 33%	206 26%	444 36% a	260 34% a	917 33% a
Strongly agree	737 26%	630 27%	55 22%	32 23%	21 27%	737 26%	659 27%	78 24%	101 22%	636 27%	737 26%	124 16%	291 24% a	320 42% abd	737 26% a
Don't know	43 2%	38 2%	3 1%	1 1%	1 1%	43 2%	39 2%	4 1%	16 3% bc	27 1%	43 2%	19 2%	17 1%	7 1%	43 2%
SUMMARY CODES															
TOTAL DISAGREE	460 16%	383 16%	33 14%	29 21%	15 19%	460 16%	392 16%	68 21%	69 15%	390 17%	460 16%	210 27% bcd	186 15% c	53 7%	460 16% c
TOTAL AGREE	1654 59%	1389 59%	141 58%	79 57%	46 61%	1654 59%	1476 60%	178 54%	246 54%	1408 60%	1654 59%	330 42%	735 60% a	581 77% abd	1654 59% a
TOTAL NEITHER/ DON'T KNOW	686 25%	572 24%	70 29% d	30 22%	15 20%	686 25%	603 24%	84 25%	139 31% bc	547 23%	686 25%	245 31% bcd	303 25% c	125 17%	686 25% c

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

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

IN27G. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to learn a new skill. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Strongly disagree	207	25	85	56
	7%	5%	7%	9%
			a	
Slightly disagree	253	31	126	63
	9%	6%	11%	10%
			a	
Neither agree nor disagree	643	138	237	129
	23%	28%	21%	21%
		bc		
Slightly agree	917	163	390	203
	33%	33%	34%	33%
Strongly agree	737	131	297	164
	26%	26%	26%	27%
Don't know	43	11	8	4
	2%	2%	1%	1%
		b		
SUMMARY CODES				
TOTAL DISAGREE	460	56	211	119
	16%	11%	18%	19%
			a	a
TOTAL AGREE	1654	294	687	368
	59%	59%	60%	59%
TOTAL NEITHER/ DON'T KNOW	686	149	244	133
	25%	30%	21%	21%
		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.

IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to broaden my understanding or view of the world. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Strongly disagree	103 4%	11 2%	4 1%	12 2%	15 3%	27 6%	34 8%	103 4%	41 3%	59 4%	35 4%	20 2%	15 2%	33 6%	54 3%	48 4%	103 4%
						abcdg	abcdg	b						bceg			
Slightly disagree	148 5%	26 6%	29 6%	24 5%	17 3%	21 5%	32 8%	148 5%	66 5%	79 6%	51 7%	35 4%	29 5%	32 5%	86 5%	61 5%	148 5%
							d										
Neither agree nor disagree	641 23%	99 23%	96 19%	95 19%	112 22%	96 23%	141 33%	641 23%	299 22%	337 24%	138 18%	177 22%	155 25%	159 27%	315 20%	314 26%	641 23%
							abcdeg						ae	abeg		aeg	a
Slightly agree	1112 40%	147 34%	208 42%	206 41%	210 41%	188 44%	152 35%	1112 40%	515 38%	588 41%	293 38%	328 41%	256 42%	230 40%	621 39%	486 41%	1112 40%
						af											
Strongly agree	758 27%	131 30%	161 32%	155 31%	155 30%	93 22%	64 15%	758 27%	405 30%	335 24%	251 32%	232 29%	148 24%	120 21%	483 31%	268 23%	758 27%
		ef	ef	ef	ef	f		ef	b		cdg	df			cdg		df
Don't know	38 1%	15 3%	1 *%	8 2%	6 1%	3 1%	5 1%	38 1%	14 1%	20 1%	9 1%	11 1%	6 1%	8 1%	20 1%	14 1%	38 1%
		beg															
SUMMARY CODES																	
TOTAL DISAGREE	251 9%	37 9%	33 7%	36 7%	32 6%	48 11%	66 15%	251 9%	107 8%	138 10%	86 11%	55 7%	45 7%	65 11%	141 9%	109 9%	251 9%
						bd	abcdg				b			b			
TOTAL AGREE	1870 67%	278 65%	370 74%	361 72%	365 71%	281 66%	216 50%	1870 67%	920 69%	923 65%	544 70%	560 70%	404 66%	350 60%	1104 70%	754 63%	1870 67%
		f	aefg	afg	f	f		f			df	df			df		d
TOTAL NEITHER/ DON'T KNOW	679 24%	114 27%	97 19%	104 21%	118 23%	99 23%	147 34%	679 24%	313 23%	357 25%	146 19%	188 23%	161 26%	167 29%	335 21%	328 28%	679 24%
		b					abcdeg						ae	abeg		ae	a

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

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

IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to broaden my understanding or view of the world. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Strongly disagree	103 4%	85 4%	2 1%	12 9%	3 4%	103 4%	87 4%	16 5%	13 3%	89 4%	103 4%	51 6%	35 3%	8 1%	103 4%
		b		abe	b	b						bcd	c		c
Slightly disagree	148 5%	128 5%	6 2%	9 7%	5 6%	148 5%	121 5%	27 8%	17 4%	131 6%	148 5%	54 7%	69 6%	25 3%	148 5%
								a				c	c		
Neither agree nor disagree	641 23%	539 23%	62 26%	24 17%	15 20%	641 23%	574 23%	66 20%	138 30%	502 21%	641 23%	260 33%	275 22%	90 12%	641 23%
									bc			bcd	c		c
Slightly agree	1112 40%	929 40%	105 43%	53 39%	25 33%	1112 40%	977 40%	135 41%	183 40%	929 40%	1112 40%	286 36%	518 42%	305 40%	1112 40%
			d										a		
Strongly agree	758 27%	629 27%	66 27%	39 29%	25 33%	758 27%	680 28%	79 24%	91 20%	667 28%	758 27%	110 14%	319 26%	328 43%	758 27%
										a	a		a	abd	a
Don't know	38 1%	33 1%	2 1%	* **%	3 4%	38 1%	32 1%	7 2%	13 3%	26 1%	38 1%	25 3%	8 1%	4 **%	38 1%
					ace				b			bcd			
SUMMARY CODES															
TOTAL DISAGREE	251 9%	214 9%	9 3%	21 15%	8 10%	251 9%	208 8%	43 13%	30 7%	221 9%	251 9%	105 13%	103 8%	33 4%	251 9%
		b		abe	b	b		a				bcd	c		c
TOTAL AGREE	1870 67%	1558 66%	170 70%	92 67%	50 66%	1870 67%	1656 67%	214 65%	274 60%	1596 68%	1870 67%	395 50%	837 68%	633 83%	1870 67%
										a	a		a	abd	a
TOTAL NEITHER/ DON'T KNOW	679 24%	572 24%	65 27%	24 18%	18 24%	679 24%	606 25%	73 22%	151 33%	528 23%	679 24%	285 36%	283 23%	94 12%	679 24%
			c						bc			bcd	c		c

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

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

IN27H. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Being online has helped me to broaden my understanding or view of the world. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Strongly disagree	103	19	38	28
	4%	4%	3%	5%
Slightly disagree	148	28	54	42
	5%	6%	5%	7%
Neither agree nor disagree	641	132	243	113
	23%	27%	21%	18%
		c		
Slightly agree	1112	183	470	248
	40%	37%	41%	40%
Strongly agree	758	131	328	182
	27%	26%	29%	29%
Don't know	38	5	9	7
	1%	1%	1%	1%
SUMMARY CODES				
TOTAL DISAGREE	251	47	92	70
	9%	9%	8%	11%
TOTAL AGREE	1870	314	798	430
	67%	63%	70%	69%
		a		
TOTAL NEITHER/ DON'T KNOW	679	137	252	120
	24%	28%	22%	19%
		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.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2037	405	394	411	338	258	231	2037	974	1027	494	568	368	585	1062	953	2037
Effective Weighted Sample	1352	263	273	286	227	171	155	1352	646	684	348	390	268	361	735	605	1352
Total	1961	396	431	396	359	229	150	1961	962	961	541	536	450	408	1077	859	1961
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1023	145	184	199	223	160	112	1023	385	625	253	306	233	225	559	458	1023
	52%	37%	43%	50%	62%	70%	75%	52%	40%	65%	47%	57%	52%	55%	52%	53%	52%
				a	abcg	abcg	abcdg	ab		a		a		a			
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	562	174	162	114	76	30	7	562	339	206	166	155	135	96	320	232	562
	29%	44%	37%	29%	21%	13%	5%	29%	35%	21%	31%	29%	30%	24%	30%	27%	29%
		cdefg	cdefg	ef	ef	f		def	b		d				d		
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	510	114	144	110	95	29	17	510	305	186	171	141	106	86	312	192	510
	26%	29%	34%	28%	27%	13%	12%	26%	32%	19%	32%	26%	23%	21%	29%	22%	26%
		ef	efg	ef	ef			ef	b		cdfg				df		
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	508	109	139	112	87	40	20	508	273	226	146	153	102	101	298	203	508
	26%	28%	32%	28%	24%	18%	13%	26%	28%	24%	27%	28%	23%	25%	28%	24%	26%
		ef	defg	ef	f			ef	b								
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	414	142	128	85	38	20	2	414	220	176	128	115	95	66	243	161	414
	21%	36%	30%	21%	11%	9%	1%	21%	23%	18%	24%	21%	21%	16%	23%	19%	21%
		cdefg	cdefg	def	f	f		def	b		d				d		d

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2037	405	394	411	338	258	231	2037	974	1027	494	568	368	585	1062	953	2037
Effective Weighted Sample	1352	263	273	286	227	171	155	1352	646	684	348	390	268	361	735	605	1352
Total	1961	396	431	396	359	229	150	1961	962	961	541	536	450	408	1077	859	1961
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	312	77	108	56	57	13	1	312	187	118	104	91	59	50	195	110	312
	16%	19%	25%	14%	16%	6%	*%	16%	19%	12%	19%	17%	13%	12%	18%	13%	16%
		ef	cdefg	ef	ef	f		ef	b		cdf				df		
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	298	70	88	73	44	17	5	298	142	147	85	94	60	56	179	117	298
	15%	18%	20%	18%	12%	8%	3%	15%	15%	15%	16%	18%	13%	14%	17%	14%	15%
		ef	defg	ef	f			ef									
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	262	40	52	68	62	29	10	262	121	139	71	68	58	62	139	121	262
	13%	10%	12%	17%	17%	13%	6%	13%	13%	14%	13%	13%	13%	15%	13%	14%	13%
				af	af			f									
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	262	75	82	69	21	15	-	262	155	102	85	62	72	41	147	113	262
	13%	19%	19%	17%	6%	6%	-%	13%	16%	11%	16%	12%	16%	10%	14%	13%	13%
		defg	defg	def	f	f		def	b		d		d				
Accurately simulate a real-life experience (e.g. flying a plane)	235	56	74	37	43	17	8	235	140	89	98	53	44	38	152	82	235
	12%	14%	17%	9%	12%	7%	6%	12%	15%	9%	18%	10%	10%	9%	14%	10%	12%
		ef	cefg		f			f	b		bcdgf				bdf		

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2037	405	394	411	338	258	231	2037	974	1027	494	568	368	585	1062	953	2037
Effective Weighted Sample	1352	263	273	286	227	171	155	1352	646	684	348	390	268	361	735	605	1352
Total	1961	396	431	396	359	229	150	1961	962	961	541	536	450	408	1077	859	1961
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	228	55	62	49	37	16	9	228	104	116	74	55	62	35	129	97	228
	12%	14%	14%	12%	10%	7%	6%	12%	11%	12%	14%	10%	14%	8%	12%	11%	12%
		ef	ef	f				f			d		d				
Other type of games	42	7	6	7	7	8	7	42	35	6	11	8	11	11	19	22	42
	2%	2%	1%	2%	2%	3%	5%	2%	4%	1%	2%	1%	2%	3%	2%	3%	2%
							b		b								
Don't know	70	16	11	10	14	14	5	70	23	45	8	12	23	25	20	48	70
	4%	4%	2%	2%	4%	6%	3%	4%	2%	5%	1%	2%	5%	6%	2%	6%	4%
						bc				a			abe	abeg		abeg	ae
Mean number of genres played (out of 12)	2.4	2.7	2.9	2.5	2.2	1.7	1.3	2.4	2.5	2.2	2.6	2.4	2.3	2.1	2.5	2.2	2.4
		defg	cdefg	ef	ef	f		ef	b		dfg	df			df		df
Standard deviation	1.91	2.02	2.07	1.90	1.87	1.52	.66	1.91	1.99	1.80	1.98	1.82	1.97	1.84	1.90	1.91	1.91
Standard error	.04	.10	.10	.09	.10	.09	.04	.04	.06	.06	.09	.08	.10	.08	.06	.06	.04

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2037	1425	210	199	203	2037	1801	236	291	1746	2037	416	948	665	2037
Effective Weighted Sample	1352	1062	159	106	125	1352	1205	151	193	1163	1352	271	615	464	1352
Total	1961	1647	177	87	50	1961	1775	186	318	1643	1961	426	890	638	1961
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1023	843	94	53	33	1023	896	127	145	878	1023	168	453	397	1023
	52%	51%	53%	61%	66% abe	52%	50%	68% a	46%	53% a	52%	39%	51% a	62% abd	52% a
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	562	477	52	24	10	562	524	39	69	493	562	82	246	234	562
	29%	29% d	30% d	28%	19%	29% d	30% b	21%	22%	30% a	29% a	19%	28% a	37% abd	29% a
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	510	437	41	20	13	510	472	39	38	472	510	46	210	253	510
	26%	27%	23%	23%	25%	26%	27%	21%	12%	29% a	26% a	11%	24% a	40% abd	26% a
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	508	432	44	22	10	508	472	36	76	432	508	63	201	244	508
	26%	26%	25%	25%	19%	26%	27%	19%	24%	26%	26%	15%	23% a	38% abd	26% a
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	414	348	41	18	7	414	387	27	47	367	414	43	177	194	414
	21%	21% d	23% d	21%	13%	21% d	22% b	15%	15%	22% a	21% a	10%	20% a	30% abd	21% a

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2037	1425	210	199	203	2037	1801	236	291	1746	2037	416	948	665	2037
Effective Weighted Sample	1352	1062	159	106	125	1352	1205	151	193	1163	1352	271	615	464	1352
Total	1961	1647	177	87	50	1961	1775	186	318	1643	1961	426	890	638	1961
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	312	266	25	14	6	312	290	21	33	278	312	28	126	158	312
	16%	16%	14%	16%	13%	16%	16%	11%	10%	17% a	16%	6%	14% a	25% abd	16% a
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	298	249	32	12	5	298	282	16	22	276	298	32	97	169	298
	15%	15%	18%	14%	11%	15%	16% b	8%	7%	17% a	15% a	7%	11%	27% abd	15% ab
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	262	221	26	11	6	262	237	25	40	222	262	33	95	135	262
	13%	13%	14%	12%	11%	13%	13%	13%	13%	14%	13%	8%	11%	21% abd	13% a
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	262	223	25	11	4	262	250	12	19	243	262	27	96	140	262
	13%	14%	14%	12%	8%	13%	14% b	7%	6%	15% a	13% a	6%	11% a	22% abd	13% a
Accurately simulate a real-life experience (e.g. flying a plane)	235	195	26	10	3	235	214	21	11	224	235	11	95	129	235
	12%	12%	15% d	12%	7%	12%	12%	11%	4%	14% a	12% a	3%	11% a	20% abd	12% a

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2037	1425	210	199	203	2037	1801	236	291	1746	2037	416	948	665	2037
Effective Weighted Sample	1352	1062	159	106	125	1352	1205	151	193	1163	1352	271	615	464	1352
Total	1961	1647	177	87	50	1961	1775	186	318	1643	1961	426	890	638	1961
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	228	199	16	9	4	228	204	23	17	211	228	14	87	127	228
	12%	12%	9%	10%	8%	12%	12%	13%	5%	13% a	12% a	3%	10% a	20% abd	12% a
Other type of games	42	37	3	1	1	42	40	1	-	42	42	13	18	10	42
	2%	2%	2%	1%	1%	2%	2%	1%	-%	3% a	2% a	3%	2%	2%	2%
Don't know	70	63	5	1	1	70	63	7	21	48	70	32	27	10	70
	4%	4%	3%	1%	2%	4%	4%	4%	7% bc	3%	4%	8% bcd	3%	2%	4% c
Mean number of genres played (out of 12)	2.4	2.4 d	2.4 d	2.3 d	2.0	2.4 d	2.4 b	2.1	1.6	2.5 ac	2.4 a	1.3	2.1 a	3.4 abd	2.4 ab
Standard deviation	1.91	1.95	1.75	1.67	1.59	1.91	1.95	1.48	1.16	1.99	1.91	.84	1.40	2.46	1.91
Standard error	.04	.05	.12	.12	.11	.04	.05	.10	.07	.05	.04	.04	.05	.10	.04

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2037	414	823	365
Effective Weighted Sample	1352	266	543	249
Total	1961	402	790	371
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1023	197	452	208
	52%	49%	57%	56%
			a	
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	562	108	220	105
	29%	27%	28%	28%
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	510	98	224	93
	26%	24%	28%	25%
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	508	102	214	102
	26%	25%	27%	27%
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	414	102	141	74
	21%	25%	18%	20%
		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.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
		a	b	c
Significance Level: 95%				
Unweighted total	2037	414	823	365
Effective Weighted Sample	1352	266	543	249
Total	1961	402	790	371
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	312	65	130	59
	16%	16%	16%	16%
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	298	70	115	56
	15%	18%	15%	15%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	262	68	110	45
	13%	17%	14%	12%
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	262	60	98	51
	13%	15%	12%	14%
Accurately simulate a real-life experience (e.g. flying a plane)	235	42	95	58
	12%	11%	12%	16%
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	228	56	85	46
	12%	14%	11%	12%

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.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2037	414	823	365
Effective Weighted Sample	1352	266	543	249
Total	1961	402	790	371
Other type of games	42	9	21	7
	2%	2%	3%	2%
Don't know	70	9	15	6
	4%	2%	2%	2%
Mean number of genres played (out of 12)	2.4	2.4	2.4	2.4
Standard deviation	1.91	1.98	1.87	1.90
Standard error	.04	.10	.07	.10

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.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1023	145	184	199	223	160	112	1023	385	625	253	306	233	225	559	458	1023
	37%	34%	37%	40%	43%	37%	26%	37%	29%	44%	33%	38%	38%	39%	35%	38%	37%
		f	f	f	afg	f		f		a				a		a	
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	562	174	162	114	76	30	7	562	339	206	166	155	135	96	320	232	562
	20%	41%	32%	23%	15%	7%	2%	20%	25%	15%	21%	19%	22%	17%	20%	19%	20%
		bcdefg	cdefg	def	ef	f		def	b		d		d				
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	510	114	144	110	95	29	17	510	305	186	171	141	106	86	312	192	510
	18%	27%	29%	22%	19%	7%	4%	18%	23%	13%	22%	18%	17%	15%	20%	16%	18%
		defg	cdefg	ef	ef			ef	b		dfg				df		
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	508	109	139	112	87	40	20	508	273	226	146	153	102	101	298	203	508
	18%	26%	28%	22%	17%	9%	5%	18%	20%	16%	19%	19%	17%	17%	19%	17%	18%
		defg	defg	ef	ef	f		ef	b								
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	414	142	128	85	38	20	2	414	220	176	128	115	95	66	243	161	414
	15%	33%	26%	17%	7%	5%	0%	15%	16%	12%	16%	14%	16%	11%	15%	14%	15%
		bcdefg	cdefg	def	f	f		def	b		d				d		d

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	312	77	108	56	57	13	1	312	187	118	104	91	59	50	195	110	312
	11%	18%	22%	11%	11%	3%	*%	11%	14%	8%	13%	11%	10%	9%	12%	9%	11%
		cdefg	cdefg	ef	ef	f		ef	b		df				df		
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	298	70	88	73	44	17	5	298	142	147	85	94	60	56	179	117	298
	11%	16%	18%	15%	9%	4%	1%	11%	11%	10%	11%	12%	10%	10%	11%	10%	11%
		defg	defg	defg	ef	f		ef									
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	262	40	52	68	62	29	10	262	121	139	71	68	58	62	139	121	262
	9%	9%	10%	14%	12%	7%	2%	9%	9%	10%	9%	9%	10%	11%	9%	10%	9%
		f	f	efg	ef	f		f									
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	262	75	82	69	21	15	-	262	155	102	85	62	72	41	147	113	262
	9%	18%	16%	14%	4%	3%	-%	9%	12%	7%	11%	8%	12%	7%	9%	9%	9%
		defg	defg	defg	f	f		def	b		d		bd				
Accurately simulate a real-life experience (e.g. flying a plane)	235	56	74	37	43	17	8	235	140	89	98	53	44	38	152	82	235
	8%	13%	15%	7%	8%	4%	2%	8%	10%	6%	13%	7%	7%	7%	10%	7%	8%
		cefg	cdefg	f	ef			ef	b		bcdgf				bdf		

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	228	55	62	49	37	16	9	228	104	116	74	55	62	35	129	97	228
	8%	13%	12%	10%	7%	4%	2%	8%	8%	8%	10%	7%	10%	6%	8%	8%	8%
		defg	defg	ef	ef			ef			d		d				
Other type of games	42	7	6	7	7	8	7	42	35	6	11	8	11	11	19	22	42
	1%	2%	1%	1%	1%	2%	2%	1%	3%	*%	1%	1%	2%	2%	1%	2%	1%
									b								
Don't know	70	16	11	10	14	14	5	70	23	45	8	12	23	25	20	48	70
	2%	4%	2%	2%	3%	3%	1%	2%	2%	3%	1%	1%	4%	4%	1%	4%	2%
		f				f				a			abe	abeg		abeg	ae
DO NOT PLAY GAMES	839	33	69	104	155	199	279	839	379	457	235	267	159	174	502	333	839
	30%	8%	14%	21%	30%	46%	65%	30%	28%	32%	30%	33%	26%	30%	32%	28%	30%
			a	ab	abc	abcdg	abcdeg	abc				cf			c		
Mean number of genres played (out of 12)	1.7	2.5	2.5	2.0	1.5	.9	.5	1.7	1.8	1.5	1.8	1.6	1.7	1.5	1.7	1.6	1.7
		cdefg	cdefg	defg	ef	f		ef	b		df		d		d		d
Standard deviation	1.93	2.07	2.16	1.97	1.86	1.40	.74	1.93	2.02	1.81	2.03	1.88	1.97	1.82	1.96	1.90	1.93
Standard error	.04	.10	.10	.09	.08	.06	.03	.04	.05	.05	.07	.06	.09	.06	.05	.05	.04

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1023	843	94	53	33	1023	896	127	145	878	1023	168	453	397	1023
	37%	36%	39%	39%	44% a	37%	36%	39%	32%	37%	37%	21%	37% a	52% abd	37% a
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	562	477	52	24	10	562	524	39	69	493	562	82	246	234	562
	20%	20% d	21% d	17%	13%	20% d	21% b	12%	15%	21% a	20%	10%	20% a	31% abd	20% a
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	510	437	41	20	13	510	472	39	38	472	510	46	210	253	510
	18%	19%	17%	14%	17%	18%	19% b	12%	8%	20% a	18% a	6%	17% a	33% abd	18% a
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	508	432	44	22	10	508	472	36	76	432	508	63	201	244	508
	18%	18%	18%	16%	13%	18%	19% b	11%	17%	18%	18%	8%	16% a	32% abd	18% a
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	414	348	41	18	7	414	387	27	47	367	414	43	177	194	414
	15%	15% d	17% d	13%	9%	15% d	16% b	8%	10%	16% a	15% a	5%	14% a	26% abd	15% a

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	312	266	25	14	6	312	290	21	33	278	312	28	126	158	312
	11%	11%	10%	10%	8%	11%	12% b	6%	7%	12% a	11%	4%	10% a	21% abd	11% a
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	298	249	32	12	5	298	282	16	22	276	298	32	97	169	298
	11%	11%	13% d	9%	7%	11%	11% b	5%	5%	12% a	11% a	4%	8% a	22% abd	11% ab
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	262	221	26	11	6	262	237	25	40	222	262	33	95	135	262
	9%	9%	10%	8%	7%	9%	10%	8%	9%	9%	9%	4%	8% a	18% abd	9% a
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	262	223	25	11	4	262	250	12	19	243	262	27	96	140	262
	9%	10%	10%	8%	5%	9%	10% b	4%	4%	10% a	9% a	3%	8% a	18% abd	9% a
Accurately simulate a real-life experience (e.g. flying a plane)	235	195	26	10	3	235	214	21	11	224	235	11	95	129	235
	8%	8%	11% d	7%	4%	8%	9%	6%	2%	10% a	8% a	1%	8% a	17% abd	8% a

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	228	199	16	9	4	228	204	23	17	211	228	14	87	127	228
	8%	9%	6%	6%	5%	8%	8%	7%	4%	9%	8%	2%	7%	17%	8%
										a	a		a	abd	a
Other type of games	42	37	3	1	1	42	40	1	-	42	42	13	18	10	42
	1%	2%	1%	1%	1%	1%	2%	*%	-%	2%	1%	2%	2%	1%	1%
										a	a				
Don't know	70	63	5	1	1	70	63	7	21	48	70	32	27	10	70
	2%	3%	2%	*%	1%	2%	3%	2%	5%	2%	2%	4%	2%	1%	2%
									bc			bc			
DO NOT PLAY GAMES	839	696	67	50	26	839	695	143	137	702	839	359	333	121	839
	30%	30%	27%	37%	34%	30%	28%	44%	30%	30%	30%	46%	27%	16%	30%
								a				bcd	c		c
Mean number of genres played (out of 12)	1.7	1.7	1.7	1.5	1.3	1.7	1.7	1.2	1.1	1.8	1.7	.7	1.6	2.9	1.7
		d	d			d	b			a	a		a	abd	a
Standard deviation	1.93	1.96	1.84	1.74	1.61	1.93	1.97	1.52	1.22	2.03	1.93	.90	1.52	2.58	1.93
Standard error	.04	.04	.11	.10	.09	.04	.04	.08	.06	.04	.04	.03	.04	.09	.04

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

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

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Completing puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush etc.)	1023	197	452	208
	37%	39%	40%	34%
			c	
Competing alone against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us etc.)	562	108	220	105
	20%	22%	19%	17%
Working alone to follow a story or beat levels/ challenges (e.g. Skyrim, Jedi: Fallen Order etc.)	510	98	224	93
	18%	20%	20%	15%
			c	
Competing against a single opponent (e.g. Words with Friends, Online chess etc.)	508	102	214	102
	18%	21%	19%	16%
Creating things, alone or with other people (e.g. Roblox, Minecraft etc.)	414	102	141	74
	15%	20%	12%	12%
		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.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Working with other people to follow a story or beat levels/ challenges (e.g. Borderlands, Left for Dead etc.)	312 11%	65 13%	130 11%	59 10%
Take place in a persistent virtual world (e.g. World of Warcraft, Animal Crossing etc.)	298 11%	70 14% bc	115 10%	56 9%
Online bingo/ casino/ slot type of games (e.g. Mecca bingo, PokerStars, Casino etc.)	262 9%	68 14% bc	110 10%	45 7%
Working as part of a team competing against another team (e.g. League of Legends, Dota etc.)	262 9%	60 12%	98 9%	51 8%
Accurately simulate a real-life experience (e.g. flying a plane)	235 8%	42 8%	95 8%	58 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.

G2. Which of the following types of games do you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Controlled by movement (e.g. Wii Fit, Just Dance etc.)	228	56	85	46
	8%	11%	7%	7%
		b		
Other type of games	42	9	21	7
	1%	2%	2%	1%
Don't know	70	9	15	6
	2%	2%	1%	1%
DO NOT PLAY GAMES	839	97	352	248
	30%	19%	31%	40%
			a	ab
Mean number of genres played (out of 12)	1.7	2.0	1.7	1.5
		bc	c	
Standard deviation	1.93	2.02	1.92	1.89
Standard error	.04	.09	.05	.07
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.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1349	326	280	281	202	142	118	1349	704	617	341	350	247	397	691	644	1349
Effective Weighted Sample	895	209	195	202	134	91	86	895	472	408	247	237	179	247	482	408	895
Total	1303	313	311	269	217	121	72	1303	711	564	393	332	295	266	725	561	1303
Playing on your own - against the games console/ computer or other device	896 69%	186 60%	217 70%	193 72%	152 70%	88 73%	59 83%	896 69%	469 66%	409 72%	294 75%	225 68%	201 68%	167 63%	519 72%	368 66%	896 69%
			a	a	a	a	abdg	a		a	df				d		
Playing with or against someone you know/ that you have met in person	620 48%	186 59%	178 57%	130 48%	87 40%	32 26%	8 10%	620 48%	364 51%	241 43%	201 51%	157 47%	154 52%	101 38%	358 49%	255 46%	620 48%
		cdefg	defg	ef	ef	f		ef	b		d	d	d		d		d
Playing with or against someone you do not know/ you have not met in person	432 33%	122 39%	96 31%	96 36%	59 27%	37 30%	22 31%	432 33%	255 36%	166 29%	118 30%	118 36%	96 33%	91 34%	236 33%	187 33%	432 33%
		d							b								
Don't know	21 2%	6 2%	2 1%	3 1%	4 2%	4 4%	2 3%	21 2%	9 1%	12 2%	5 1%	2 1%	4 1%	10 4%	7 1%	15 3%	21 2%
														beg			
SUMMARY CODES																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	800 61%	226 72%	215 69%	165 61%	118 54%	51 42%	26 36%	800 61%	477 67%	304 54%	253 64%	206 62%	187 63%	143 54%	459 63%	330 59%	800 61%
		cdefg	defg	ef	f			ef	b		d				d		d
TOTAL - PLAYS GAMES ONLINE	1303 100%	313 100%	311 100%	269 100%	217 100%	121 100%	72 100%	1303 100%	711 100%	564 100%	393 100%	332 100%	295 100%	266 100%	725 100%	561 100%	1303 100%

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1349	936	142	142	129	1349	1208	141	180	1169	1349	191	639	519	1349
Effective Weighted Sample	895	700	112	75	103	895	809	90	118	783	895	125	407	366	895
Total	1303	1097	116	62	29	1303	1199	105	203	1101	1303	199	603	502	1303
Playing on your own - against the games console/ computer or other device	896 69%	761 69%	75 65%	39 63%	21 71%	896 69%	823 69%	74 70%	117 58%	779 71% a	896 69% a	120 60%	399 66%	376 75% abd	896 69%
Playing with or against someone you know/ that you have met in person	620 48%	514 47%	65 57% d	30 48%	11 39%	620 48%	586 49% b	34 33%	73 36%	547 50% a	620 48% a	69 35%	262 44%	289 58% abd	620 48% a
Playing with or against someone you do not know/ you have not met in person	432 33%	357 33%	47 41% c	16 26%	11 38%	432 33%	401 33%	31 29%	50 24%	382 35% a	432 33%	37 19%	168 28% a	226 45% abd	432 33% a
Don't know	21 2%	18 2%	2 2%	1 1%	1 2%	21 2%	19 2%	3 2%	4 2%	17 2%	21 2%	5 2%	12 2%	5 1%	21 2%
SUMMARY CODES															
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	800 61%	664 61%	82 71% ade	38 61%	16 56%	800 61%	748 62% b	52 50%	107 53%	693 63% a	800 61%	94 47%	352 58% a	354 71% abd	800 61% a
TOTAL - PLAYS GAMES ONLINE	1303 100%	1097 100%	116 100%	62 100%	29 100%	1303 100%	1199 100%	105 100%	203 100%	1101 100%	1303 100%	199 100%	603 100%	502 100%	1303 100%

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games online

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1349	302	533	226
Effective Weighted Sample	895	193	355	154
Total	1303	288	520	243
Playing on your own - against the games console/ computer or other device	896	194	366	174
	69%	67%	70%	72%
Playing with or against someone you know/ that you have met in person	620	120	247	135
	48%	42%	47%	56%
				a
Playing with or against someone you do not know/ you have not met in person	432	84	177	85
	33%	29%	34%	35%
Don't know	21	8	6	-
	2%	3%	1%	-%
		c		
SUMMARY CODES				
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	800	156	324	167
	61%	54%	62%	69%
				a
TOTAL - PLAYS GAMES ONLINE	1303	288	520	243
	100%	100%	100%	100%

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.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2037	405	394	411	338	258	231	2037	974	1027	494	568	368	585	1062	953	2037
Effective Weighted Sample	1352	263	273	286	227	171	155	1352	646	684	348	390	268	361	735	605	1352
Total	1961	396	431	396	359	229	150	1961	962	961	541	536	450	408	1077	859	1961
Playing on your own - against the games console/ computer or other device	896 46%	186 47%	217 50% ef	193 49% e	152 42%	88 38%	59 40%	896 46%	469 49% b	409 43%	294 54% bcdfg	225 42%	201 45%	167 41%	519 48% bd	368 43%	896 46%
Playing with or against someone you know/ that you have met in person	620 32%	186 47% cdefg	178 41% cdefg	130 33% def	87 24% ef	32 14% f	8 5%	620 32% def	364 38% b	241 25%	201 37% bdf	157 29%	154 34% d	101 25%	358 33% d	255 30%	620 32% d
Playing with or against someone you do not know/ you have not met in person	432 22%	122 31% bdefg	96 22%	96 24% def	59 16%	37 16%	22 15%	432 22% f	255 27% b	166 17%	118 22%	118 22%	96 21%	91 22%	236 22%	187 22%	432 22%
Don't know	21 1%	6 1%	2 1%	3 1%	4 1%	4 2%	2 1%	21 1%	9 1%	12 1%	5 1%	2 *% beg	4 1%	10 3%	7 1%	15 2%	21 1%
SUMMARY CODES																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	800 41%	226 57% cdefg	215 50% defg	165 42% def	118 33% ef	51 22%	26 17%	800 41% def	477 50% b	304 32%	253 47% bdfg	206 38%	187 41%	143 35%	459 43% d	330 38%	800 41% d
TOTAL - PLAYS GAMES ONLINE	1303 66%	313 79% cdefg	311 72% def	269 68% ef	217 61% f	121 53%	72 48%	1303 66% ef	711 74% b	564 59%	393 73% bdfg	332 62%	295 65%	266 65%	725 67%	561 65%	1303 66%

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2037	405	394	411	338	258	231	2037	974	1027	494	568	368	585	1062	953	2037
Effective Weighted Sample	1352	263	273	286	227	171	155	1352	646	684	348	390	268	361	735	605	1352
Total	1961	396	431	396	359	229	150	1961	962	961	541	536	450	408	1077	859	1961
PLAYS GAMES BUT NOT ONLINE	630	77	115	124	138	102	74	630	246	376	143	194	149	138	338	287	630
	32%	19%	27%	31%	39%	45%	49%	32%	26%	39%	27%	36%	33%	34%	31%	33%	32%
			a	a	ab	abcg	abcdg	a		a		a		a		a	a
UNSURE WHETHER PLAYS GAMES ONLINE	27	6	5	3	3	6	4	27	5	21	4	10	7	4	15	11	27
	1%	2%	1%	1%	1%	3%	3%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
										a							

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2037	1425	210	199	203	2037	1801	236	291	1746	2037	416	948	665	2037
Effective Weighted Sample	1352	1062	159	106	125	1352	1205	151	193	1163	1352	271	615	464	1352
Total	1961	1647	177	87	50	1961	1775	186	318	1643	1961	426	890	638	1961
Playing on your own - against the games console/ computer or other device	896 46%	761 46%	75 43%	39 45%	21 42%	896 46%	823 46%	74 39%	117 37%	779 47% a	896 46% a	120 28%	399 45% a	376 59% abd	896 46% a
Playing with or against someone you know/ that you have met in person	620 32%	514 31%	65 37% d	30 34%	11 23%	620 32% d	586 33% b	34 18%	73 23%	547 33% a	620 32% a	69 16%	262 29% a	289 45% abd	620 32% a
Playing with or against someone you do not know/ you have not met in person	432 22%	357 22%	47 27%	16 18%	11 22%	432 22%	401 23%	31 16%	50 16%	382 23% a	432 22% a	37 9%	168 19% a	226 35% abd	432 22% a
Don't know	21 1%	18 1%	2 1%	1 1%	1 1%	21 1%	19 1%	3 1%	4 1%	17 1%	21 1%	5 1%	12 1%	5 1%	21 1%
SUMMARY CODES															
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	800 41%	664 40%	82 46% d	38 43%	16 33%	800 41%	748 42% b	52 28%	107 34%	693 42% a	800 41%	94 22%	352 40% a	354 56% abd	800 41% a
TOTAL - PLAYS GAMES ONLINE	1303 66%	1097 67%	116 65%	62 71%	29 59%	1303 66%	1199 68% b	105 56%	203 64%	1101 67%	1303 66%	199 47%	603 68% a	502 79% abd	1303 66% a

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2037	1425	210	199	203	2037	1801	236	291	1746	2037	416	948	665	2037
Effective Weighted Sample	1352	1062	159	106	125	1352	1205	151	193	1163	1352	271	615	464	1352
Total	1961	1647	177	87	50	1961	1775	186	318	1643	1961	426	890	638	1961
PLAYS GAMES BUT NOT ONLINE	630	527	59	25	19	630	551	79	109	521	630	215	278	130	630
	32%	32%	34%	28%	38%	32%	31%	43%	34%	32%	32%	50%	31%	20%	32%
								a				bcd	c		c
UNSURE WHETHER PLAYS GAMES ONLINE	27	23	2	1	2	27	25	2	6	21	27	13	9	6	27
	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%
												bc			

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
		a	b	c
Significance Level: 95%				
Unweighted total	2037	414	823	365
Effective Weighted Sample	1352	266	543	249
Total	1961	402	790	371
Playing on your own - against the games console/ computer or other device	896	194	366	174
	46%	48%	46%	47%
Playing with or against someone you know/ that you have met in person	620	120	247	135
	32%	30%	31%	36%
Playing with or against someone you do not know/ you have not met in person	432	84	177	85
	22%	21%	22%	23%
Don't know	21	8	6	-
	1%	2%	1%	-%
		c		

SUMMARY CODES

PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	800	156	324	167
	41%	39%	41%	45%
TOTAL - PLAYS GAMES ONLINE	1303	288	520	243
	66%	72%	66%	65%
PLAYS GAMES BUT NOT ONLINE	630	110	261	127
	32%	27%	33%	34%

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.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2037	414	823	365
Effective Weighted Sample	1352	266	543	249
Total	1961	402	790	371
UNSURE WHETHER PLAYS GAMES ONLINE	27	5	9	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.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Playing on your own - against the games console/ computer or other device	896 32%	186 43% defg	217 43% defg	193 39% defg	152 30% ef	88 21% f	59 14%	896 32% ef	469 35% b	409 29%	294 38% bdefg	225 28%	201 33%	167 29%	519 33% b	368 31%	896 32%
Playing with or against someone you know/ that you have met in person	620 22%	186 43% cdefg	178 36% cdefg	130 26% def	87 17% ef	32 7% f	8 2%	620 22% def	364 27% b	241 17%	201 26% bd	157 20%	154 25% bd	101 17%	358 23% d	255 21%	620 22% d
Playing with or against someone you do not know/ you have not met in person	432 15%	122 28% bcdefg	96 19% def	96 19% def	59 11% f	37 9%	22 5%	432 15% ef	255 19% b	166 12%	118 15%	118 15%	96 16%	91 16%	236 15%	187 16%	432 15%
Don't know	21 1%	6 1%	2 *%	3 1%	4 1%	4 1%	2 *%	21 1%	9 1%	12 1%	5 1%	2 *%	4 1%	10 2% beg	7 *%	15 1% be	21 1%
SUMMARY CODES																	
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	800 29%	226 53% bcdefg	215 43% cdefg	165 33% def	118 23% ef	51 12% f	26 6%	800 29% def	477 36% b	304 21%	253 33% bd	206 26%	187 31% d	143 25%	459 29%	330 28%	800 29%
TOTAL - PLAYS GAMES ONLINE	1303 47%	313 73% bcdefg	311 62% cdefg	269 54% defg	217 42% ef	121 28% f	72 17%	1303 47% ef	711 53% b	564 40%	393 51% b	332 41%	295 48% b	266 46%	725 46%	561 47% b	1303 47% b

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
PLAYS GAMES BUT NOT ONLINE	630	77	115	124	138	102	74	630	246	376	143	194	149	138	338	287	630
	23%	18%	23%	25%	27%	24%	17%	23%	18%	27%	18%	24%	24%	24%	21%	24%	23%
				af	af	f		f		a		a	a	a		a	a
UNSURE WHETHER PLAYS GAMES ONLINE	27	6	5	3	3	6	4	27	5	21	4	10	7	4	15	11	27
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
										a							
DO NOT PLAY GAMES	839	33	69	104	155	199	279	839	379	457	235	267	159	174	502	333	839
	30%	8%	14%	21%	30%	46%	65%	30%	28%	32%	30%	33%	26%	30%	32%	28%	30%
			a	ab	abc	abcdg	abcdeg	abc				cf			c		

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Playing on your own - against the games console/ computer or other device	896	761	75	39	21	896	823	74	117	779	896	120	399	376	896
	32%	32%	31%	28%	28%	32%	33% b	22%	26%	33% a	32% a	15%	33% a	50% abd	32% a
Playing with or against someone you know/ that you have met in person	620	514	65	30	11	620	586	34	73	547	620	69	262	289	620
	22%	22% d	27% d	22%	15%	22% d	24% b	10%	16%	23% a	22% a	9%	21% a	38% abd	22% a
Playing with or against someone you do not know/ you have not met in person	432	357	47	16	11	432	401	31	50	382	432	37	168	226	432
	15%	15%	19%	12%	15%	15%	16% b	9%	11%	16% a	15%	5%	14% a	30% abd	15% a
Don't know	21	18	2	1	1	21	19	3	4	17	21	5	12	5	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
SUMMARY CODES															
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	800	664	82	38	16	800	748	52	107	693	800	94	352	354	800
	29%	28%	34% d	27%	22%	29% d	30% b	16%	24%	30% a	29%	12%	29% a	47% abd	29% a
TOTAL - PLAYS GAMES ONLINE	1303	1097	116	62	29	1303	1199	105	203	1101	1303	199	603	502	1303
	47%	47% d	47%	45%	39%	47% d	49% b	32%	45%	47%	47%	25%	49% a	66% abd	47% a

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
PLAYS GAMES BUT NOT ONLINE	630	527	59	25	19	630	551	79	109	521	630	215	278	130	630
	23%	23%	24%	18%	25%	23%	22%	24%	24%	22%	23%	27% cd	23% c	17%	23% c
UNSURE WHETHER PLAYS GAMES ONLINE	27	23	2	1	2	27	25	2	6	21	27	13	9	6	27
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
DO NOT PLAY GAMES	839	696	67	50	26	839	695	143	137	702	839	359	333	121	839
	30%	30%	27%	37%	34%	30%	28%	44% a	30%	30%	30%	46% bcd	27% c	16%	30% c

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

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

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Playing on your own - against the games console/ computer or other device	896	194	366	174
	32%	39%	32%	28%
		bc		
Playing with or against someone you know/ that you have met in person	620	120	247	135
	22%	24%	22%	22%
Playing with or against someone you do not know/ you have not met in person	432	84	177	85
	15%	17%	15%	14%
Don't know	21	8	6	-
	1%	2%	*%	-%
		c		
SUMMARY CODES				
PLAYS GAMES ONLINE WITH OR AGAINST SOMEONE ELSE	800	156	324	167
	29%	31%	28%	27%
TOTAL - PLAYS GAMES ONLINE	1303	288	520	243
	47%	58%	46%	39%
		bc	c	
PLAYS GAMES BUT NOT ONLINE	630	110	261	127
	23%	22%	23%	20%

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.

G3B. When you play games online, which of these describe how you play? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
UNSURE WHETHER PLAYS GAMES ONLINE	27	5	9	2
	1%	1%	1%	*%
DO NOT PLAY GAMES	839	97	352	248
	30%	19%	31%	40%
			a	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.

Q1. Which one of these best describes how you feel about the time you spend watching videos online? (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2632	439	449	504	433	396	411	2632	1284	1307	665	764	456	722	1429	1178	2632
Effective Weighted Sample	1726	288	304	346	288	271	269	1726	843	858	458	520	327	440	976	736	1726
Total	2454	429	491	468	453	352	262	2454	1220	1192	679	707	550	491	1386	1041	2454
I spend too much time doing this	403	138	122	67	52	18	6	403	215	177	117	101	95	80	219	175	403
	16%	32%	25%	14%	12%	5%	2%	16%	18%	15%	17%	14%	17%	16%	16%	17%	16%
		bcdefg	cdefg	ef	ef			def									
I am comfortable with the amount of time I spend doing this	1784	253	321	346	343	291	230	1784	877	879	498	531	395	349	1028	744	1784
	73%	59%	65%	74%	76%	83%	88%	73%	72%	74%	73%	75%	72%	71%	74%	71%	73%
				ab	ab	abcdg	abcdg	ab									
I would like to spend more time doing this	147	28	25	38	33	18	5	147	86	60	39	46	33	29	85	62	147
	6%	7%	5%	8%	7%	5%	2%	6%	7%	5%	6%	7%	6%	6%	6%	6%	6%
		f	f	f	f	f		f									
Don't know	119	9	23	17	24	24	21	119	43	76	25	29	28	33	54	61	119
	5%	2%	5%	4%	5%	7%	8%	5%	3%	6%	4%	4%	5%	7%	4%	6%	5%
					a	a	acg	a		a				ae			

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

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online? (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2632	1831	275	253	273	2632	2296	336	386	2246	2632	560	1268	794	2632
Effective Weighted Sample	1726	1355	204	119	174	1726	1519	210	252	1481	1726	358	818	550	1726
Total	2454	2056	220	112	66	2454	2190	263	409	2045	2454	558	1139	749	2454
I spend too much time doing this	403 16%	335 16%	34 15%	22 20%	12 18%	403 16%	367 17%	36 14%	80 20%	323 16%	403 16%	68 12%	174 15%	161 21% abd	403 16% a
I am comfortable with the amount of time I spend doing this	1784 73%	1497 73%	166 75%	74 66%	48 73%	1784 73%	1583 72%	202 77%	256 63%	1528 75% a	1784 73% a	361 65%	869 76% a	550 73% a	1784 73% a
I would like to spend more time doing this	147 6%	130 6%	7 3%	6 5%	4 6%	147 6%	133 6%	14 5%	34 8%	113 6%	147 6%	65 12% bcd	50 4%	32 4%	147 6%
Don't know	119 5%	93 5%	13 6%	10 9% a	3 4%	119 5%	108 5%	11 4%	38 9% bc	81 4%	119 5%	64 11% bcd	45 4% c	7 1%	119 5% c

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

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

Q1. Which one of these best describes how you feel about the time you spend watching videos online? (SINGLE CODE)

Base : All respondents who watch content on video sharing platforms

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2632	499	1047	563
Effective Weighted Sample	1726	317	685	381
Total	2454	460	983	538
I spend too much time doing this	403	97	139	76
	16%	21%	14%	14%
		bc		
I am comfortable with the amount of time I spend doing this	1784	317	752	429
	73%	69%	76%	80%
			a	a
I would like to spend more time doing this	147	37	56	20
	6%	8%	6%	4%
		c		
Don't know	119	10	37	14
	5%	2%	4%	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.

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2640	429	442	500	419	404	446	2640	1216	1384	661	762	462	730	1423	1192	2640
Effective Weighted Sample	1724	281	297	344	275	276	300	1724	799	900	454	513	328	449	966	745	1724
Total	2468	421	488	470	446	358	286	2468	1168	1258	677	717	550	497	1394	1047	2468
I spend too much time doing this	589	168	159	111	72	55	24	589	233	343	150	195	127	112	345	238	589
	24%	40%	32%	24%	16%	15%	8%	24%	20%	27%	22%	27%	23%	22%	25%	23%	24%
		cdefg	cdefg	def	f	f		def		a							
I am comfortable with the amount of time I spend doing this	1722	213	306	320	346	290	246	1722	848	850	483	499	382	346	982	728	1722
	70%	51%	63%	68%	78%	81%	86%	70%	73%	68%	71%	70%	69%	70%	70%	69%	70%
			a	a	abcg	abcg	abcdg	ab	b								
I would like to spend more time doing this	86	25	11	19	17	8	5	86	52	30	25	15	26	19	40	46	86
	3%	6%	2%	4%	4%	2%	2%	3%	4%	2%	4%	2%	5%	4%	3%	4%	3%
		befg							b				b			b	
Don't know	71	15	12	19	11	4	10	71	35	36	19	8	15	20	27	35	71
	3%	3%	3%	4%	2%	1%	4%	3%	3%	3%	3%	1%	3%	4%	2%	3%	3%
				e										be		b	b

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

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2640	1835	270	269	266	2640	2299	341	379	2261	2640	596	1248	778	2640
Effective Weighted Sample	1724	1352	200	129	180	1724	1517	210	242	1493	1724	373	804	539	1724
Total	2468	2069	217	119	64	2468	2195	273	411	2057	2468	587	1127	738	2468
I spend too much time doing this	589 24%	484 23%	53 24%	33 28%	19 29%	589 24%	531 24%	57 21%	119 29% b	470 23%	589 24%	102 17%	262 23% a	224 30% abd	589 24% a
I am comfortable with the amount of time I spend doing this	1722 70%	1455 70% d	151 70%	76 64%	40 62%	1722 70% d	1518 69%	205 75%	252 61%	1471 71% a	1722 70% a	419 71%	803 71%	489 66%	1722 70%
I would like to spend more time doing this	86 3%	74 4%	6 3%	2 2%	3 5%	86 3%	77 3%	9 3%	21 5%	65 3%	86 3%	33 6% bcd	31 3%	21 3%	86 3%
Don't know	71 3%	56 3%	6 3%	7 5%	2 4%	71 3%	70 3% b	2 1%	19 5%	52 3%	71 3%	33 6% bcd	31 3% c	4 1%	71 3% c

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

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

Q2. Which one of these best describes how you feel about the time you spend on social media apps or sites? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2640	495	1085	538
Effective Weighted Sample	1724	316	697	367
Total	2468	464	1016	520
I spend too much time doing this	589	137	218	120
	24%	30%	21%	23%
		b		
I am comfortable with the amount of time I spend doing this	1722	311	756	375
	70%	67%	74%	72%
			a	
I would like to spend more time doing this	86	10	31	18
	3%	2%	3%	4%
Don't know	71	6	10	6
	3%	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.

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2037	405	394	411	338	258	231	2037	974	1027	494	568	368	585	1062	953	2037
Effective Weighted Sample	1352	263	273	286	227	171	155	1352	646	684	348	390	268	361	735	605	1352
Total	1961	396	431	396	359	229	150	1961	962	961	541	536	450	408	1077	859	1961
I spend too much time doing this	339 17%	84 21% ef	83 19% f	70 18%	54 15%	31 14%	17 11%	339 17% f	151 16%	181 19%	93 17%	85 16%	76 17%	79 19%	178 17%	156 18%	339 17%
I am comfortable with the amount of time I spend doing this	1377 70%	235 59%	301 70% a	280 71% a	257 72% a	178 78% ag	125 84% abcdg	1377 70% a	685 71%	671 70%	383 71%	387 72%	315 70%	278 68%	770 71%	593 69%	1377 70%
I would like to spend more time doing this	176 9%	60 15% cdefg	43 10% f	33 8% f	22 6% f	17 7% f	1 1% f	176 9% f	88 9%	81 8%	42 8%	47 9%	52 12%	35 8%	89 8%	87 10%	176 9%
Don't know	69 4%	17 4% b	4 1%	13 3%	26 7% bceg	3 1%	7 4% b	69 4% b	38 4%	28 3%	23 4%	17 3%	7 2%	16 4%	40 4%	23 3%	69 4%

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

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2037	1425	210	199	203	2037	1801	236	291	1746	2037	416	948	665	2037
Effective Weighted Sample	1352	1062	159	106	125	1352	1205	151	193	1163	1352	271	615	464	1352
Total	1961	1647	177	87	50	1961	1775	186	318	1643	1961	426	890	638	1961
I spend too much time doing this	339 17%	285 17%	27 15%	17 20%	11 21%	339 17%	315 18%	25 13%	75 24% bc	264 16%	339 17%	80 19%	157 18%	101 16%	339 17%
I am comfortable with the amount of time I spend doing this	1377 70%	1151 70%	129 73%	61 70%	35 71%	1377 70%	1241 70%	136 73%	197 62%	1179 72% a	1377 70% a	279 66%	624 70%	468 73% a	1377 70%
I would like to spend more time doing this	176 9%	150 9%	16 9%	8 9%	2 5%	176 9%	156 9%	20 11%	32 10%	144 9%	176 9%	37 9%	78 9%	61 10%	176 9%
Don't know	69 4%	61 4%	6 3%	1 1%	2 3%	69 4%	64 4%	6 3%	14 4%	56 3%	69 4%	29 7% bcd	31 4% c	9 1%	69 4% c

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

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

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE)

Base : All respondents who play games

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2037	414	823	365
Effective Weighted Sample	1352	266	543	249
Total	1961	402	790	371
I spend too much time doing this	339	80	125	52
	17%	20%	16%	14%
I am comfortable with the amount of time I spend doing this	1377	272	580	284
	70%	68%	74%	77%
				a
I would like to spend more time doing this	176	38	68	26
	9%	10%	9%	7%
Don't know	69	12	15	9
	4%	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.

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
I spend too much time doing this	427 15%	81 19% def	121 24% cdefg	79 16% ef	64 12%	44 10%	38 9%	427 15% ef	185 14%	236 17%	126 16%	125 16%	94 15%	82 14%	251 16%	176 15%	427 15%
I am comfortable with the amount of time I spend doing this	2114 75%	293 68%	319 64%	369 74% b	409 79% ab	357 83% abcg	367 86% abcdg	2114 75% ab	1018 76%	1065 75%	585 75%	615 77%	459 75%	434 75%	1200 76%	893 75%	2114 75%
I would like to spend more time doing this	173 6%	40 9% defg	44 9% df	38 8% f	22 4% f	22 5% f	7 2%	173 6% f	96 7%	73 5%	47 6%	50 6%	39 6%	37 6%	97 6%	76 6%	173 6%
Don't know	86 3%	15 3%	16 3%	14 3%	20 4% e	6 1%	16 4%	86 3%	42 3%	43 3%	18 2%	14 2%	18 3%	30 5% abeg	32 2%	47 4% be	86 3%

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

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

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
I spend too much time doing this	427 15%	352 15%	39 16%	21 15%	15 20%	427 15%	388 16%	40 12%	81 18%	346 15%	427 15%	94 12%	192 16%	141 19% a	427 15%
I am comfortable with the amount of time I spend doing this	2114 75%	1791 76% bd	170 70%	102 74%	51 67%	2114 75% d	1850 75%	263 80%	309 68%	1804 77% a	2114 75% a	592 75%	930 76%	563 74%	2114 75%
I would like to spend more time doing this	173 6%	136 6%	25 10% ace	6 4%	6 8%	173 6%	152 6%	21 6%	36 8%	137 6%	173 6%	54 7%	72 6%	47 6%	173 6%
Don't know	86 3%	64 3%	9 4%	9 6% ae	4 6% a	86 3%	80 3%	6 2%	28 6% bc	57 2%	86 3%	46 6% bcd	30 2% c	7 1%	86 3% c

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

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

Q4. Which one of these best describes how you feel about the time you spend watching TV programmes or films? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
I spend too much time doing this	427	101	175	83
	15%	20%	15%	13%
		bc		
I am comfortable with the amount of time I spend doing this	2114	347	893	498
	75%	70%	78%	80%
			a	a
I would like to spend more time doing this	173	37	58	32
	6%	7%	5%	5%
Don't know	86	13	16	7
	3%	3%	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.

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
1	360	28	35	33	56	89	120	360	191	167	77	113	50	119	190	169	360
	13%	7%	7%	7%	11%	21%	28%	13%	14%	12%	10%	14%	8%	20%	12%	14%	13%
					c	abcdg	abcdeg	abc				ac		abcefg	c	ac	c
2	769	49	115	66	136	151	251	769	344	419	228	216	155	168	444	323	769
	27%	11%	23%	13%	26%	35%	59%	27%	26%	30%	29%	27%	25%	29%	28%	27%	27%
			ac		ac	abcdg	abcdeg	ac									
3	653	92	148	146	133	89	46	653	305	334	172	199	157	121	371	278	653
	23%	21%	30%	29%	26%	21%	11%	23%	23%	24%	22%	25%	26%	21%	23%	23%	23%
		f	aefg	aefg	f	f		f									
4	585	118	99	156	136	70	6	585	287	291	170	155	156	100	325	256	585
	21%	28%	20%	31%	26%	16%	1%	21%	21%	21%	22%	19%	26%	17%	21%	21%	21%
		befg	f	befg	efg	f		f					bdeg				
5-6	259	72	66	61	37	20	2	259	133	119	77	76	57	41	152	97	259
	9%	17%	13%	12%	7%	5%	0%	9%	10%	8%	10%	9%	9%	7%	10%	8%	9%
		defg	defg	def	f	f		ef									
7-9	45	17	9	12	5	2	*	45	16	29	11	14	10	9	25	19	45
	2%	4%	2%	2%	1%	0%	0%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%
		defg	f	ef				f									
10 or more	7	4	-	2	1	-	-	7	4	3	4	-	3	-	4	3	7
	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
		fg															
Prefer not to say	122	48	27	24	11	8	3	122	61	55	38	31	22	24	69	47	122
	4%	11%	5%	5%	2%	2%	1%	4%	5%	4%	5%	4%	4%	4%	4%	4%	4%
		bcdefg	def	def				ef									

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

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
1	360 13%	286 12%	37 15%	22 16%	15 20% ae	360 13%	315 13%	45 14%	51 11%	310 13%	360 13%	128 16% cd	156 13%	72 9%	360 13% c
2	769 27%	629 27%	73 30%	48 35% a	19 25%	769 27%	632 26%	136 41% a	112 25%	657 28%	769 27%	270 34% bcd	328 27% c	158 21%	769 27% c
3	653 23%	555 24% d	56 23%	29 21%	13 17%	653 23% d	583 24%	70 21%	104 23%	549 23%	653 23%	147 19%	293 24% a	202 27% a	653 23% a
4	585 21%	482 21%	59 24%	27 20%	17 23%	585 21%	533 22% b	52 16%	81 18%	505 22%	585 21%	111 14%	268 22% a	202 27% abd	585 21% a
5-6	259 9%	234 10% b	9 3%	8 6%	8 11% b	259 9% b	237 10%	22 7%	59 13% b	200 9%	259 9%	47 6%	113 9% a	99 13% abd	259 9% a
7-9	45 2%	43 2% b	- -%	1 1%	* 1%	45 2%	45 2% b	- -%	15 3% bc	30 1%	45 2%	11 1%	23 2%	11 1%	45 2%
10 or more	7 *%	6 *%	1 *%	- -%	- -%	7 *%	7 *%	- -%	3 1%	4 *%	7 *%	2 *%	4 *%	1 *%	7 *%
Prefer not to say	122 4%	108 5%	9 4%	2 2%	3 4%	122 4%	118 5% b	4 1%	31 7% b	91 4%	122 4%	69 9% bcd	37 3%	15 2%	122 4% c

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

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
1	360	65	161	86
	13%	13%	14%	14%
2	769	55	362	242
	27%	11%	32%	39%
		a	a	ab
3	653	60	361	131
	23%	12%	32%	21%
			ac	a
4	585	140	230	119
	21%	28%	20%	19%
		bc		
5-6	259	143	28	36
	9%	29%	2%	6%
		bc		b
7-9	45	34	-	2
	2%	7%	-%	*%
		bc		
10 or more	7	2	-	3
	*%	*%	-%	*%
				b
Prefer not to say	122	-	-	-
	4%	-%	-%	-%

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. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Yes	1144	119	293	364	279	85	4	1144	531	593	363	324	248	206	687	454	1144
	41%	28%	59%	73%	54%	20%	1%	41%	40%	42%	47%	40%	41%	35%	44%	38%	41%
		ef	aefg	abdefg	aefg	f		aef			bdfg				df		d
No	1526	258	180	111	222	336	420	1526	746	764	376	446	338	348	822	686	1526
	55%	60%	36%	22%	43%	78%	98%	55%	56%	54%	48%	56%	55%	60%	52%	58%	55%
		bcd	c		c	abcdg	abcdeg	bcd				a	a	aeg		ae	a
Prefer not to say	130	52	27	25	13	8	4	130	63	61	38	33	24	28	71	53	130
	5%	12%	5%	5%	3%	2%	1%	5%	5%	4%	5%	4%	4%	5%	4%	4%	5%
		bcdefg	ef	ef				ef									

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

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

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Yes	1144	964	97	56	27	1144	1047	97	200	944	1144	210	510	421	1144
	41%	41%	40%	41%	36%	41%	42%	29%	44%	40%	41%	27%	42%	55%	41%
							b						a	abd	a
No	1526	1265	138	78	46	1526	1298	229	220	1306	1526	504	673	321	1526
	55%	54%	56%	57%	60%	55%	53%	69%	48%	56%	55%	64%	55%	42%	55%
							a			a		bcd	c		c
Prefer not to say	130	114	10	3	3	130	126	4	34	96	130	72	40	17	130
	5%	5%	4%	2%	4%	5%	5%	1%	7%	4%	5%	9%	3%	2%	5%
							b		bc			bcd			c

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

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

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Yes	1144	273	521	229
	41%	55%	46%	37%
		bc	c	
No	1526	225	621	390
	55%	45%	54%	63%
			a	ab
Prefer not to say	130	-	-	-
	5%	-%	-%	-%

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. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
None/ no children aged under 18 living at home	1526	258	180	111	222	336	420	1526	746	764	376	446	338	348	822	686	1526
	55%	60%	36%	22%	43%	78%	98%	55%	56%	54%	48%	56%	55%	60%	52%	58%	55%
		bcd	c		c	abcdg	abcdeg	bcd				a	a	aeg		ae	a
1	604	68	160	147	177	49	3	604	275	319	177	185	136	106	362	242	604
	22%	16%	32%	29%	34%	11%	1%	22%	20%	22%	23%	23%	22%	18%	23%	20%	22%
		f	aefg	aefg	aefg	f		aef				d			d		
2	400	40	88	153	84	35	*	400	197	196	140	109	83	65	249	148	400
	14%	9%	18%	31%	16%	8%	*%	14%	15%	14%	18%	14%	14%	11%	16%	12%	14%
		f	aef	abdefg	aef	f		aef			bdfg				df		
3	96	3	36	41	14	2	-	96	46	48	35	23	14	25	57	38	96
	3%	1%	7%	8%	3%	*%	-%	3%	3%	3%	4%	3%	2%	4%	4%	3%	3%
			adefg	adefg	ef			aef									
4	15	-	3	11	-	-	*	15	4	11	2	1	9	3	3	12	15
	1%	-%	1%	2%	-%	-%	*%	1%	*%	1%	*%	*%	1%	*%	*%	1%	1%
				adefg									abe			e	
5 or more	22	5	3	11	4	-	-	22	5	18	7	4	5	6	11	11	22
	1%	1%	1%	2%	1%	-%	-%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		f		efg						a							
Prefer not to say	137	55	30	26	13	8	5	137	68	63	41	35	25	30	76	55	137
	5%	13%	6%	5%	3%	2%	1%	5%	5%	4%	5%	4%	4%	5%	5%	5%	5%
		bcdefg	def	ef				ef									

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
None/ no children aged under 18 living at home	1526	1265	138	78	46	1526	1298	229	220	1306	1526	504	673	321	1526
	55%	54%	56%	57%	60%	55%	53%	69% a	48%	56% a	55%	64% bcd	55% c	42%	55% c
1	604	519	49	27	8	604	550	54	107	497	604	129	255	217	604
	22%	22% d	20% d	20% d	11%	22% d	22% b	16%	24%	21%	22%	16%	21% a	29% abd	22% a
2	400	324	38	26	12	400	363	37	64	335	400	62	197	141	400
	14%	14%	15%	19%	16%	14%	15%	11%	14%	14%	14%	8%	16% a	19% ad	14% a
3	96	83	7	1	5	96	91	5	18	78	96	9	41	45	96
	3%	4%	3%	1%	7% ace	3%	4%	1%	4%	3%	3%	1%	3% a	6% abd	3% a
4	15	10	2	2	1	15	14	1	1	14	15	2	5	8	15
	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%
5 or more	22	22	-	*	-	22	22	-	9	13	22	6	10	6	22
	1%	1%	-%	*%	-%	1%	1%	-%	2% b	1%	1%	1%	1%	1%	1%
Prefer not to say	137	119	11	3	4	137	132	5	35	102	137	74	42	19	137
	5%	5%	4%	2%	5%	5%	5% b	1%	8% b	4%	5%	9% bcd	3%	3%	5% c

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
None/ no children aged under 18 living at home	1526	225	621	390
	55%	45%	54%	63%
			a	ab
1	604	94	336	121
	22%	19%	29%	20%
			ac	
2	400	94	170	85
	14%	19%	15%	14%
3	96	53	15	20
	3%	11%	1%	3%
		bc		b
4	15	13	-	-
	1%	3%	-%	-%
		bc		
5 or more	22	19	-	3
	1%	4%	-%	*%
		bc		b
Prefer not to say	137	-	-	-
	5%	-%	-%	-%

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.

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
None/ no children aged under 18 living at home	1526	258	180	111	222	336	420	1526	746	764	376	446	338	348	822	686	1526
	55%	60%	36%	22%	43%	78%	98%	55%	56%	54%	48%	56%	55%	60%	52%	58%	55%
		bcd	c		c	abcdg	abcdeg	bcd				a	a	aeg		ae	a
Under 1 year old	86	23	45	12	5	-	-	86	21	63	31	17	23	15	48	38	86
	3%	5%	9%	2%	1%	-%	-%	3%	2%	4%	4%	2%	4%	3%	3%	3%	3%
		cdefg	cdefg	ef	f			def		a							
1-4 years old	305	53	134	91	16	11	*	305	128	173	96	84	58	67	180	125	305
	11%	12%	27%	18%	3%	3%	*%	11%	10%	12%	12%	10%	10%	12%	11%	11%	11%
		def	acdefg	adefg	f	f		def									
5-7 years old	276	22	104	115	24	10	*	276	134	138	81	89	54	48	170	102	276
	10%	5%	21%	23%	5%	2%	*%	10%	10%	10%	10%	11%	9%	8%	11%	9%	10%
		f	adefg	adefg	f	f		adef									
8-11 years old	351	18	72	155	87	18	1	351	150	194	114	91	73	74	205	146	351
	13%	4%	14%	31%	17%	4%	*%	13%	11%	14%	15%	11%	12%	13%	13%	12%	13%
		f	aef	abdefg	aefg	f		aef									
12-15 years old	414	29	51	156	141	35	2	414	209	199	150	110	87	65	259	152	414
	15%	7%	10%	31%	27%	8%	*%	15%	16%	14%	19%	14%	14%	11%	16%	13%	15%
		f	f	abefg	abefg	f		abef			bdfg				df		d
16-17 years old	247	26	14	67	102	38	1	247	108	133	85	59	62	41	144	103	247
	9%	6%	3%	13%	20%	9%	*%	9%	8%	9%	11%	7%	10%	7%	9%	9%	9%
		f	f	abfg	abcefg	bf		bf			bd						
Prefer not to say	137	55	30	26	13	8	5	137	68	63	41	35	25	30	76	55	137
	5%	13%	6%	5%	3%	2%	1%	5%	5%	4%	5%	4%	4%	5%	5%	5%	5%
		bcdefg	def	ef				ef									

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
None/ no children aged under 18 living at home	1526 55%	1265 54%	138 56%	78 57%	46 60%	1526 55%	1298 53%	229 69% a	220 48%	1306 56% a	1526 55%	504 64% bcd	673 55% c	321 42%	1526 55% c
Under 1 year old	86 3%	70 3%	8 3%	6 5%	2 2%	86 3%	74 3%	12 4%	18 4%	68 3%	86 3%	17 2%	31 3%	38 5% abd	86 3%
1-4 years old	305 11%	254 11%	20 8%	23 16% abe	8 11%	305 11%	286 12% b	19 6%	45 10%	260 11%	305 11%	38 5%	147 12% a	120 16% abd	305 11% a
5-7 years old	276 10%	233 10%	24 10%	13 10%	6 8%	276 10%	256 10% b	20 6%	50 11%	226 10%	276 10%	44 6%	127 10% a	105 14% abd	276 10% a
8-11 years old	351 13%	297 13%	25 10%	19 14%	10 13%	351 13%	320 13%	31 10%	62 14%	289 12%	351 13%	61 8%	167 14% a	122 16% ad	351 13% a
12-15 years old	414 15%	353 15%	35 14%	16 12%	10 14%	414 15%	383 15% b	32 10%	59 13%	355 15%	414 15%	54 7%	184 15% a	174 23% abd	414 15% a
16-17 years old	247 9%	208 9%	26 11%	8 5%	5 7%	247 9%	229 9% b	18 5%	59 13% bc	188 8%	247 9%	52 7%	102 8%	93 12% abd	247 9%
Prefer not to say	137 5%	119 5%	11 4%	3 2%	4 5%	137 5%	132 5% b	5 1%	35 8% b	102 4%	137 5%	74 9% bcd	42 3%	19 3%	137 5% c

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
None/ no children aged under 18 living at home	1526	225	621	390
	55%	45%	54%	63%
			a	ab
Under 1 year old	86	20	36	15
	3%	4%	3%	2%
1-4 years old	305	86	136	49
	11%	17%	12%	8%
		bc	c	
5-7 years old	276	93	95	59
	10%	19%	8%	10%
		bc		
8-11 years old	351	113	145	56
	13%	23%	13%	9%
		bc		
12-15 years old	414	122	168	92
	15%	24%	15%	15%
		bc		
16-17 years old	247	65	101	61
	9%	13%	9%	10%
		b		
Prefer not to say	137	-	-	-
	5%	-%	-%	-%

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.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
I have no formal qualifications (and I am not still studying)	113	9	9	15	21	13	47	113	53	61	6	17	25	63	24	88	113
	4%	2%	2%	3%	4%	3%	11%	4%	4%	4%	1%	2%	4%	11%	2%	7%	4%
							abcdeg						ae	abcefg		abceg	abe
Entry level qualification such as ESOL, ELC or Skills for Life	23	1	7	4	9	1	1	23	9	13	3	2	9	9	5	18	23
	1%	*%	1%	1%	2%	*%	*%	1%	1%	1%	*%	*%	1%	2%	*%	2%	1%
					ef								be	be		be	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	270	54	33	61	52	45	24	270	115	150	38	58	71	102	96	173	270
	10%	13%	7%	12%	10%	11%	6%	10%	9%	11%	5%	7%	12%	18%	6%	15%	10%
		bf		bf	f	f		f					abe	abceg		abeg	ae
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	512	94	69	69	92	107	81	512	210	295	86	156	119	147	242	265	512
	18%	22%	14%	14%	18%	25%	19%	18%	16%	21%	11%	19%	19%	25%	15%	22%	18%
		bc				bcdgf	c	c		a		ae	a	abceg	a	aeg	ae
Level 1-2 vocational qualification or intermediate apprenticeship	149	8	30	37	24	23	28	149	73	76	16	26	58	50	42	107	149
	5%	2%	6%	7%	5%	5%	6%	5%	5%	5%	2%	3%	9%	9%	3%	9%	5%
			a	a		a	a	a					abeg	abeg		abeg	abe

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	382 14%	99 23% bcdefg	60 12%	51 10%	63 12%	56 13%	53 12%	382 14%	193 14%	182 13%	105 13%	116 14% d	98 16% d	60 10%	220 14% d	158 13%	382 14% d
Level 3 vocational qualification or advanced apprenticeship	163 6%	23 5%	21 4%	26 5%	38 7%	20 5%	36 8% be	163 6%	69 5%	93 7%	26 3%	43 5%	58 10% abdeg	34 6%	70 4%	92 8% ae	163 6% a
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	166 6%	19 4%	29 6%	31 6%	42 8%	23 5%	22 5%	166 6%	81 6%	85 6%	40 5%	57 7% d	46 8% d	22 4%	97 6%	68 6%	166 6%
Level 4-5 vocational qualification or higher apprenticeship	71 3%	11 2%	12 2%	11 2%	10 2%	15 3%	13 3%	71 3%	44 3%	27 2%	26 3% d	21 3%	17 3%	7 1%	47 3% d	24 2%	71 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	534 19%	32 8%	123 25% ag	113 23% a	101 20% a	85 20% a	80 19% a	534 19% a	265 20%	261 18%	213 28% cdfg	201 25% cdfg	72 12%	47 8%	414 26% cdfg	119 10%	534 19% cdf
Level 6 vocational qualification or degree apprenticeship	31 1%	1 *%	5 1%	8 2%	3 1%	9 2% a	5 1%	31 1%	19 1%	12 1%	17 2% cdf	10 1% df	2 *%	1 *%	28 2% cdf	3 *%	31 1% f

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
University higher degree (e.g. Masters, PhD or equivalent)	305	35	87	67	53	30	32	305	177	125	191	77	24	13	268	36	305
	11%	8%	17%	13%	10%	7%	7%	11%	13%	9%	25%	10%	4%	2%	17%	3%	11%
			adefg	aef				ef	b		bcdefg	cdf			bcdfg		cdf
Still studying/ still at school	25	21	3	-	1	-	1	25	6	15	6	12	3	3	18	6	25
	1%	5%	1%	-%	*%	-%	*%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%
		bcdefg															
Don't know	20	5	6	4	3	-	2	20	8	12	1	1	3	12	2	15	20
	1%	1%	1%	1%	1%	-%	*%	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%
		e	e											abeg		abe	e
Prefer not to say	34	18	4	3	5	3	3	34	20	10	2	5	5	13	7	18	34
	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	2%	*%	1%	1%
		bcdefg												abe		ae	ae

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
I have no formal qualifications (and I am not still studying)	113 4%	94 4%	10 4%	6 5%	3 4%	113 4%	98 4%	15 5%	28 6% b	85 4%	113 4%	63 8% bcd	40 3% c	4 *% c	113 4% c
Entry level qualification such as ESOL, ELC or Skills for Life	23 1%	18 1%	2 1%	1 *%	2 3% ae	23 1%	22 1%	1 *%	6 1%	17 1%	23 1%	9 1%	11 1%	4 *% c	23 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	270 10%	222 9%	27 11%	13 9%	8 10%	270 10%	238 10%	32 10%	69 15% bc	200 9%	270 10%	111 14% bcd	109 9% c	45 6% c	270 10% c
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	512 18%	440 19% b	28 11%	33 24% b	12 16%	512 18% b	442 18%	70 21%	99 22%	413 18%	512 18%	171 22% c	232 19% c	101 13% c	512 18% c
Level 1-2 vocational qualification or intermediate apprenticeship	149 5%	123 5%	15 6%	8 6%	4 5%	149 5%	127 5%	22 7%	31 7%	118 5%	149 5%	39 5%	76 6%	32 4%	149 5%

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	382 14%	307 13%	47 19% ae	16 12%	11 15%	382 14%	340 14%	42 13%	56 12%	326 14%	382 14%	93 12%	179 15%	107 14%	382 14%
Level 3 vocational qualification or advanced apprenticeship	163 6%	141 6%	14 6%	5 4%	4 6%	163 6%	144 6%	20 6%	29 6%	135 6%	163 6%	45 6%	57 5%	59 8% b	163 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	166 6%	128 5%	26 11% ade	9 7%	3 4%	166 6%	142 6%	24 7%	28 6%	139 6%	166 6%	48 6%	72 6%	44 6%	166 6%
Level 4-5 vocational qualification or higher apprenticeship	71 3%	63 3%	4 2%	2 2%	2 2%	71 3%	63 3%	8 2%	13 3%	59 2%	71 3%	18 2%	39 3%	14 2%	71 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	534 19%	454 19%	39 16%	24 17%	17 22%	534 19%	476 19%	58 18%	47 10%	487 21% a	534 19% a	88 11%	238 19% a	207 27% abd	534 19% a

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Level 6 vocational qualification or degree apprenticeship	31	26	2	2	1	31	25	6	3	29	31	9	9	13	31
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
University higher degree (e.g. Masters, PhD or equivalent)	305	260	27	13	6	305	279	26	20	285	305	54	134	117	305
	11%	11%	11%	9%	8%	11%	11%	8%	4%	12% a	11% a	7%	11% a	15% abd	11% a
Still studying/ still at school	25	22	2	1	-	25	24	2	4	22	25	7	10	9	25
	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	20	13	*	5	1	20	19	1	11	9	20	7	13	-	20
	1%	1%	*%	4% abe	1%	1%	1%	*%	2% bc	*%	1%	1% c	1% c	-%	1% c
Prefer not to say	34	31	2	-	1	34	32	3	11	24	34	24	6	4	34
	1%	1%	1%	-%	2%	1%	1%	1%	2%	1%	1%	3% bcd	*%	*%	1%

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
I have no formal qualifications (and I am not still studying)	113	31	44	3
	4%	6%	4%	*%
		c	c	
Entry level qualification such as ESOL, ELC or Skills for Life	23	11	3	3
	1%	2%	*%	*%
		bc		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	270	71	117	22
	10%	14%	10%	4%
		c	c	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	512	108	218	90
	18%	22%	19%	14%
		c	c	
Level 1-2 vocational qualification or intermediate apprenticeship	149	32	75	15
	5%	6%	7%	2%
		c	c	

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.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	382	58	171	91
	14%	12%	15%	15%
Level 3 vocational qualification or advanced apprenticeship	163	35	71	23
	6%	7%	6%	4%
		c		
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	166	26	73	35
	6%	5%	6%	6%
Level 4-5 vocational qualification or higher apprenticeship	71	13	25	21
	3%	3%	2%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	534	65	217	190
	19%	13%	19%	31%
			a	ab
Level 6 vocational qualification or degree apprenticeship	31	6	8	12
	1%	1%	1%	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.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
University higher degree (e.g. Masters, PhD or equivalent)	305	34	117	112
	11%	7%	10%	18%
				ab
Still studying/ still at school	25	2	3	2
	1%	*%	*%	*%
Don't know	20	6	*	1
	1%	1%	*%	*%
		b		
Prefer not to say	34	1	2	-
	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.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Very confident	1993	248	319	319	379	348	381	1993	934	1042	577	618	414	376	1195	790	1993
	71%	58%	64%	64%	74%	81%	89%	71%	70%	73%	74%	77%	68%	65%	76%	66%	71%
					abc	abcdg	abcdeg	abc			cdf	cdfg			cdfg		df
Fairly confident	593	105	132	134	118	63	40	593	315	265	164	143	153	125	307	278	593
	21%	25%	26%	27%	23%	15%	9%	21%	24%	19%	21%	18%	25%	22%	19%	23%	21%
		ef	efg	efg	ef	f		ef	b				be			be	
Neither confident nor not confident	135	40	27	31	15	17	6	135	56	75	22	22	24	59	45	83	135
	5%	9%	5%	6%	3%	4%	1%	5%	4%	5%	3%	3%	4%	10%	3%	7%	5%
		defg	f	df		f		f						abcefg		abceg	be
Not very confident	50	24	14	10	1	1	1	50	19	25	12	14	13	11	26	24	50
	2%	6%	3%	2%	*%	*%	*%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%
		cdefg	def	def				def									
Not at all confident	16	3	5	7	*	-	-	16	8	8	*	5	4	7	5	11	16
	1%	1%	1%	1%	*%	-%	-%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%
			f	ef										ae			
Don't know	7	4	2	-	1	-	-	7	4	3	1	*	2	3	2	5	7
	*%	1%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		fg															
Prefer not to say	6	4	1	*	-	-	1	6	4	*	-	1	-	1	1	1	6
	*%	1%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
		g															
SUMMARY CODES																	
TOTAL CONFIDENT	2586	353	451	452	497	411	421	2586	1249	1306	741	761	567	501	1502	1068	2586
	92%	82%	90%	90%	97%	96%	98%	92%	93%	92%	95%	95%	93%	86%	95%	90%	92%
		a	a	a	abcg	abcg	abcg	a			dfg	df	d		dfg		df
TOTAL NOT CONFIDENT	66	27	20	17	1	1	1	66	27	33	12	19	17	18	31	35	66
	2%	6%	4%	3%	*%	*%	*%	2%	2%	2%	2%	2%	3%	3%	2%	3%	2%
		defg	def	def				def									

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
TOTAL NEITHER/ DON'T KNOW	142	45	29	31	16	17	6	142	60	78	24	23	26	62	46	88	142
	5%	10%	6%	6%	3%	4%	1%	5%	4%	6%	3%	3%	4%	11%	3%	7%	5%
		bcdefg	f	f		f		f						abcefg		abceg	be

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Very confident	1993	1663	168	107	54	1993	1734	259	296	1697	1993	523	846	601	1993
	71%	71%	69%	78%	72%	71%	70%	79% a	65%	72% a	71% a	67%	69%	79% abd	71% a
Fairly confident	593	498	57	23	15	593	538	55	87	506	593	161	288	136	593
	21%	21%	23%	17%	20%	21%	22%	17%	19%	22%	21%	20%	24% c	18%	21%
Neither confident nor not confident	135	113	12	5	4	135	126	9	40	94	135	52	68	15	135
	5%	5%	5%	4%	6%	5%	5%	3%	9% bc	4%	5%	7% c	6% c	2%	5% c
Not very confident	50	44	4	1	1	50	44	6	20	30	50	29	18	3	50
	2%	2%	2%	1%	1%	2%	2%	2%	4% bc	1%	2%	4% bcd	1% c	*% c	2% c
Not at all confident	16	13	3	*	-	16	15	1	6	10	16	12	3	1	16
	1%	1%	1%	*% c	-%	1%	1%	*% c	1%	*% c	1%	2% bcd	*% c	*% c	1% c
Don't know	7	7	-	-	1	7	7	-	5	3	7	5	-	1	7
	*% bc	*% b	-% b	-% b	1% b	*% b	*% b	-% b	1% b	*% b	*% b	1% b	-% b	*% b	*% b
Prefer not to say	6	5	-	*	*	6	6	*	*	5	6	4	*	1	6
	*% b	*% b	-% b	*% b	*% b	*% b	*% b	*% b	*% b	*% b	*% b	1% b	*% b	*% b	*% b
SUMMARY CODES															
TOTAL CONFIDENT	2586	2161	225	130	69	2586	2271	315	383	2203	2586	683	1134	738	2586
	92%	92%	92%	95%	92%	92%	92%	95%	84%	94% a	92% a	87%	93% a	97% abd	92% a
TOTAL NOT CONFIDENT	66	57	7	2	1	66	60	7	26	40	66	41	22	4	66
	2%	2%	3%	1%	1%	2%	2%	2%	6% bc	2%	2%	5% bcd	2% c	*% c	2% c

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
TOTAL NEITHER/ DON'T KNOW	142	119	12	5	5	142	134	9	45	97	142	57	68	16	142
	5%	5%	5%	4%	7%	5%	5%	3%	10% bc	4%	5%	7% c	6% c	2%	5% c

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Very confident	1993	306	849	516
	71%	61%	74%	83%
			a	ab
Fairly confident	593	137	235	90
	21%	28%	21%	15%
		bc	c	
Neither confident nor not confident	135	35	41	13
	5%	7%	4%	2%
		bc		
Not very confident	50	15	14	1
	2%	3%	1%	*%
		bc		
Not at all confident	16	2	2	-
	1%	*%	*%	-%
Don't know	7	4	1	-
	*%	1%	*%	-%
		b		
Prefer not to say	6	-	-	-
	*%	-%	-%	-%
SUMMARY CODES				
TOTAL CONFIDENT	2586	443	1084	606
	92%	89%	95%	98%
			a	ab
TOTAL NOT CONFIDENT	66	17	16	1
	2%	3%	1%	*%
		bc	c	

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.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
TOTAL NEITHER/ DON'T KNOW	142	38	42	13
	5%	8%	4%	2%
		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.

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Yes – (English is first/ main language)	2614	379	457	446	499	413	421	2614	1258	1320	745	737	573	542	1482	1115	2614
	93%	88%	91%	89%	97%	96%	98%	93%	94%	93%	96%	92%	94%	93%	94%	94%	93%
					abcg	abcg	abcg	ac			bdg						
No	170	42	41	50	13	16	8	170	73	92	28	62	33	37	90	71	170
	6%	10%	8%	10%	3%	4%	2%	6%	5%	6%	4%	8%	5%	6%	6%	6%	6%
		defg	def	defg				df				a		a			a
Prefer not to say	16	8	2	4	2	-	*	16	9	6	3	4	4	3	7	6	16
	1%	2%	*%	1%	*%	-%	*%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%
		efg															

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

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Yes – (English is first/ main language)	2614	2186	229	127	72	2614	2296	318	411	2203	2614	736	1132	714	2614
	93%	93%	94%	92%	95%	93%	93%	96%	90%	94%	93%	94%	93%	94%	93%
								a		a					
No	170	143	14	10	4	170	158	12	36	134	170	38	90	42	170
	6%	6%	6%	7%	5%	6%	6%	4%	8%	6%	6%	5%	7%	5%	6%
Prefer not to say	16	15	*	1	*	16	16	*	8	8	16	11	1	3	16
	1%	1%	*%	*%	*%	1%	1%	*%	2%	*%	1%	1%	*%	*%	1%
									bc			b			

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

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Yes – (English is first/ main language)	2614	460	1092	594
	93%	92%	96%	96%
			a	a
No	170	39	49	25
	6%	8%	4%	4%
		bc		
Prefer not to say	16	-	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.

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Owned outright by the household	886	47	95	83	122	204	334	886	430	451	323	230	191	140	553	330	886
	32%	11%	19%	17%	24%	48%	78%	32%	32%	32%	42%	29%	31%	24%	35%	28%	32%
		a	a	ac	abcdg	abcdeg	abcd				bcdefg		d		bdf		df
Being bought on mortgage	771	120	158	184	186	97	26	771	388	377	277	257	168	65	534	233	771
	28%	28%	32%	37%	36%	23%	6%	28%	29%	27%	36%	32%	28%	11%	34%	20%	28%
		f	ef	aefg	aefg	f		f			cdg	dfg	df		cdg	d	df
Rented from private landlord	532	97	137	121	97	54	26	532	254	272	101	161	123	144	262	268	532
	19%	23%	27%	24%	19%	13%	6%	19%	19%	19%	13%	20%	20%	25%	17%	22%	19%
		ef	defg	efg	ef	f		ef				a	a	aeg		aeg	a
Rented from Local Authority/ Housing Association/ Trust	477	96	88	93	94	67	37	477	211	250	58	115	100	201	173	301	477
	17%	22%	18%	19%	18%	16%	9%	17%	16%	18%	7%	14%	16%	34%	11%	25%	17%
		efg	f	f	f	f		f				ae	ae	abcefg	a	abceg	ae
Something else	28	5	5	8	7	*	3	28	12	16	3	8	9	9	11	18	28
	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%
				e													
Don't know	49	36	6	3	1	2	-	49	18	25	4	13	13	13	17	26	49
	2%	8%	1%	1%	*%	*%	-%	2%	1%	2%	*%	2%	2%	2%	1%	2%	2%
		bcdefg	f					df					a	a		ae	a
Prefer not to say	56	28	9	7	6	4	1	56	28	27	11	20	6	11	31	17	56
	2%	7%	2%	1%	1%	1%	*%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%
		bcdefg	f					f									

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

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

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Owned outright by the household	886	741	68	51	26	886	738	148	105	782	886	311	386	174	886
	32%	32%	28%	37%	34%	32%	30%	45%	23%	33%	32%	40%	32%	23%	32%
								a		a	a	bcd	c		c
Being bought on mortgage	771	661	64	27	19	771	683	88	93	678	771	146	341	277	771
	28%	28%	26%	20%	25%	28%	28%	27%	20%	29%	28%	19%	28%	36%	28%
		c								a	a		a	abd	a
Rented from private landlord	532	458	31	29	13	532	494	39	122	411	532	136	234	162	532
	19%	20%	13%	21%	18%	19%	20%	12%	27%	18%	19%	17%	19%	21%	19%
		b		b		b	b		bc						
Rented from Local Authority/ Housing Association/ Trust	477	370	68	26	14	477	437	40	99	378	477	136	218	117	477
	17%	16%	28%	19%	18%	17%	18%	12%	22%	16%	17%	17%	18%	15%	17%
			acde				b		b						
Something else	28	24	3	1	*	28	27	1	6	23	28	8	8	11	28
	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
Don't know	49	40	6	1	2	49	43	6	14	34	49	22	20	6	49
	2%	2%	2%	1%	2%	2%	2%	2%	3%	1%	2%	3%	2%	1%	2%
									b			c			
Prefer not to say	56	48	4	2	2	56	48	8	16	40	56	27	16	12	56
	2%	2%	2%	2%	2%	2%	2%	2%	4%	2%	2%	3%	1%	2%	2%
									b			b			

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

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

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Owned outright by the household	886	119	388	240
	32%	24%	34%	39%
			a	a
Being bought on mortgage	771	93	334	226
	28%	19%	29%	36%
			a	ab
Rented from private landlord	532	112	216	111
	19%	23%	19%	18%
Rented from Local Authority/ Housing Association/ Trust	477	150	186	38
	17%	30%	16%	6%
		bc	c	
Something else	28	6	11	3
	1%	1%	1%	1%
Don't know	49	15	1	1
	2%	3%	*%	*%
		bc		
Prefer not to say	56	4	5	-
	2%	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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Your mental health? Anxiety, depression, or trauma-related conditions, for example	406 15%	107 25% bcdefg	76 15% f	76 15% f	71 14% f	55 13% f	20 5% f	406 15% f	157 12%	231 16% a	72 9%	102 13%	76 12%	149 26% abcefg	175 11%	226 19% abceg	406 15% ae
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	265 9%	28 7%	49 10%	41 8%	43 8%	38 9%	64 15% abcdeg	265 9%	135 10%	125 9%	61 8%	66 8%	42 7%	93 16% abcefg	126 8%	135 11% abce	265 9%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	203 7%	65 15% bcdefg	37 7% f	36 7%	29 6%	18 4%	17 4%	203 7% ef	113 8% b	82 6%	60 8%	41 5%	52 9% b	48 8% b	101 6%	100 8% b	203 7%
Breathing? Breathlessness or chest pains	165 6%	30 7% c	24 5%	15 3%	24 5%	20 5%	53 12% abcdeg	165 6% c	70 5%	87 6%	37 5%	25 3%	46 8% be	53 9% abeg	63 4%	99 8% abeg	165 6% be
Hearing? Poor hearing, partial hearing, or are deaf	158 6%	16 4%	23 5%	14 3%	10 2%	34 8% acd	61 14% abcdeg	158 6% cd	87 7%	68 5%	44 6%	34 4%	38 6%	41 7%	79 5%	79 7%	158 6%

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	150 5%	41 10% cefg	39 8% cef	20 4%	33 6% ef	10 2%	8 2%	150 5% ef	65 5%	73 5%	40 5%	28 3%	27 4%	54 9% abceg	68 4%	81 7% be	150 5%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	137 5%	24 6%	26 5%	25 5%	30 6%	13 3%	19 4%	137 5%	81 6% b	55 4%	52 7% b	26 3%	23 4%	36 6% b	78 5%	59 5%	137 5%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	93 3%	26 6% defg	28 6% efg	22 4% ef	14 3% ef	2 1%	1 *%	93 3% ef	48 4%	38 3%	30 4%	22 3%	18 3%	21 4%	52 3%	39 3%	93 3%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	168 6%	23 5%	12 2%	27 5% b	34 7% b	34 8% b	39 9% bg	168 6% b	51 4%	115 8% a	26 3%	40 5%	36 6%	65 11% abceg	66 4%	101 9% abeg	168 6% ae

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	973	216	167	157	143	125	165	973	443	500	232	243	200	285	476	485	973
	35%	50%	33%	31%	28%	29%	38%	35%	33%	35%	30%	30%	33%	49%	30%	41%	35%
		bcdefg					cde	d						abcefg		abcefg	abe
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1600	153	270	305	341	279	252	1600	789	806	501	498	360	237	999	597	1600
	57%	36%	54%	61%	66%	65%	59%	57%	59%	57%	65%	62%	59%	41%	63%	50%	57%
			a	a	abfg	abg	a	a			dfg	dfg	df		dfg	d	df
Don't know	127	25	47	25	14	11	4	127	51	70	18	38	27	41	55	68	127
	5%	6%	9%	5%	3%	3%	1%	5%	4%	5%	2%	5%	4%	7%	3%	6%	5%
		ef	cdefg	f				f				a		aeg		ae	a
Prefer not to say	101	35	16	13	16	13	8	101	58	41	25	24	23	19	50	42	101
	4%	8%	3%	3%	3%	3%	2%	4%	4%	3%	3%	3%	4%	3%	3%	4%	4%
		bcdefg															

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Your mental health? Anxiety, depression, or trauma-related conditions, for example	406 15%	337 14%	35 14%	19 14%	15 20% ae	406 15%	367 15%	39 12%	63 14%	343 15%	406 15%	85 11%	173 14%	145 19% abd	406 15% a
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	265 9%	222 9%	16 7%	16 12%	10 13% b	265 9%	237 10%	28 8%	40 9%	225 10%	265 9%	91 12% c	112 9%	55 7%	265 9%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	203 7%	170 7%	19 8%	6 4%	8 10%	203 7%	186 8%	17 5%	25 5%	178 8%	203 7%	41 5%	91 7%	69 9% a	203 7%
Breathing? Breathlessness or chest pains	165 6%	137 6%	17 7%	5 4%	5 7%	165 6%	144 6%	21 6%	21 5%	144 6%	165 6%	58 7% b	58 5%	47 6%	165 6%
Hearing? Poor hearing, partial hearing, or are deaf	158 6%	130 6%	14 6%	6 4%	8 11% ace	158 6%	130 5%	28 8% a	28 6%	131 6%	158 6%	66 8% bcd	59 5%	30 4%	158 6%
Columns Tested: a,b,c,d,e - a,b - a,b,c - a,b,c,d															

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	150 5%	129 6%	9 4%	8 6%	3 4%	150 5%	140 6%	9 3%	26 6%	124 5%	150 5%	32 4%	65 5%	50 7%	150 5%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	137 5%	122 5%	7 3%	4 3%	3 4%	137 5%	122 5%	16 5%	19 4%	118 5%	137 5%	39 5%	60 5%	36 5%	137 5%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	93 3%	80 3%	7 3%	3 2%	3 4%	93 3%	79 3%	14 4%	10 2%	83 4%	93 3%	12 2%	42 3% a	38 5% a	93 3% a
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	168 6%	137 6%	17 7%	8 6%	7 9%	168 6%	137 6%	31 9% a	20 4%	148 6%	168 6%	52 7%	74 6%	42 6%	168 6%

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	973	812	80	47	34	973	864	109	165	808	973	291	410	263	973
	35%	35%	33%	34%	44% abe	35%	35%	33%	36%	34%	35%	37%	34%	35%	35%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1600	1344	143	78	34	1600	1401	199	226	1374	1600	407	715	457	1600
	57%	57% d	59% d	57% d	45% d	57% d	57% d	60% d	50% a	59% a	57% a	52% a	58% a	60% a	57% a
Don't know	127	97	15	9	6	127	117	10	37	90	127	49	62	14	127
	5%	4%	6%	6%	7%	5%	5%	3%	8% bc	4%	5%	6% c	5% c	2% c	5% c
Prefer not to say	101	89	6	3	2	101	89	12	27	74	101	39	36	24	101
	4%	4%	2%	2%	3%	4%	4%	4%	6% b	3%	4%	5%	3%	3%	4%

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Your mental health? Anxiety, depression, or trauma-related conditions, for example	406	114	163	37
	15%	23%	14%	6%
		bc	c	
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	265	64	113	42
	9%	13%	10%	7%
		c		
Eyesight? Poor vision, colour blindness, partial sight, or are blind	203	57	76	27
	7%	11%	7%	4%
		bc		
Breathing? Breathlessness or chest pains	165	35	62	29
	6%	7%	5%	5%
Hearing? Poor hearing, partial hearing, or are deaf	158	28	77	29
	6%	6%	7%	5%

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 of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	150 5%	36 7% c	56 5% c	15 2%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	137 5%	38 8% bc	52 5%	17 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	93 3%	22 4% c	42 4% c	2 **%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	168 6%	48 10% bc	69 6% c	20 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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	973	234	399	134
	35%	47%	35%	22%
		bc	c	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1600	224	693	463
	57%	45%	61%	75%
			a	ab
Don't know	127	32	34	11
	5%	6%	3%	2%
		bc		
Prefer not to say	101	9	16	11
	4%	2%	1%	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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2276	267	367	393	461	384	404	2276	1085	1164	624	647	501	487	1271	988	2276
	81%	62%	73%	79%	90%	90%	94%	81%	81%	82%	80%	81%	82%	84%	80%	83%	81%
			a	a	abcg	abcg	abcdeg	ab									
WHITE - Irish	38	6	14	2	8	6	3	38	19	17	12	13	7	7	25	13	38
	1%	1%	3%	*%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%
			cf														
WHITE - Gypsy, Traveller or Irish Traveller	8	6	*	2	-	-	-	8	3	4	-	5	-	3	5	3	8
	*%	1%	*%	*%	-%	-%	-%	*%	*%	*%	-%	1%	-%	*%	*%	*%	*%
		defg															
WHITE - Any other white background	84	18	19	19	9	12	7	84	40	42	20	23	18	20	43	38	84
	3%	4%	4%	4%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
MIXED - White and Black Caribbean	24	11	9	1	1	1	1	24	13	11	9	4	3	7	13	11	24
	1%	3%	2%	*%	*%	*%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
		cdefg	cdf														
MIXED - White and Black African	9	6	1	2	-	-	-	9	3	3	2	5	*	3	6	3	9
	*%	1%	*%	*%	-%	-%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%
		defg															
MIXED - White and Asian	14	3	4	5	1	1	-	14	7	7	7	5	2	1	11	3	14
	*%	1%	1%	1%	*%	*%	-%	*%	1%	*%	1%	1%	*%	*%	1%	*%	*%
				f													
MIXED - Any other mixed/ multiple ethnic background	18	7	3	1	2	5	1	18	8	10	8	5	1	4	13	5	18
	1%	2%	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
		c															

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
ASIAN AND BRITISH ASIAN - Indian	67 2%	14 3% ef	8 2%	22 4% befg	15 3% ef	3 1%	3 1%	67 2% f	28 2%	37 3%	22 3% d	26 3% df	14 2%	5 1%	48 3% df	19 2%	67 2% d
ASIAN AND BRITISH ASIAN - Pakistani	53 2%	23 5% cdefg	19 4% cdefg	4 1%	6 1% f	1 *%	- -%	53 2% ef	27 2%	26 2%	12 2%	14 2%	18 3%	9 2%	26 2%	27 2%	53 2%
ASIAN AND BRITISH ASIAN- Bangladeshi	35 1%	20 5% bcdefg	4 1%	8 2% df	- -%	3 1%	- -%	35 1% df	25 2% b	9 1%	9 1%	5 1%	11 2%	11 2%	13 1%	21 2% b	35 1%
ASIAN AND BRITISH ASIAN - Chinese	18 1%	6 1%	2 *%	5 1%	1 *%	2 *%	3 1%	18 1%	6 *%	12 1%	4 1%	9 1%	2 *%	2 *%	14 1%	4 *%	18 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	28 1%	13 3% defg	8 2% def	6 1% f	1 *%	* *%	- -%	28 1% f	13 1%	15 1%	8 1%	11 1%	6 1%	3 1%	19 1%	9 1%	28 1%
BLACK AND BLACK BRITISH - Caribbean	23 1%	2 1%	11 2% deg	4 1%	2 *%	2 *%	3 1%	23 1%	8 1%	15 1%	4 *%	7 1%	4 1%	8 1%	11 1%	12 1%	23 1%
BLACK AND BLACK BRITISH - African	52 2%	16 4% cdefg	25 5% cdefg	6 1%	1 *%	2 *%	1 *%	52 2% df	36 3% b	16 1%	29 4% bcdfg	7 1%	9 1%	7 1%	36 2% b	16 1%	52 2%
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	8 *%	* *%	- -%	5 1% f	- -%	3 1%	- -%	8 *%	3 *%	6 *%	- -%	6 1%	2 *%	* *%	6 *%	2 *%	8 *%

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
OTHER ETHNIC GROUP - Arab	7	3	2	2	-	-	1	7	3	4	4	2	-	1	6	1	7
	*%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
OTHER ETHNIC GROUP - Any other ethnic background	11	5	2	3	1	1	-	11	2	7	1	4	2	2	5	3	11
	*%	1%	*%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	27	4	2	10	5	4	1	27	12	14	2	7	10	3	9	14	27
	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%
		f		f									ae				

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2276	1877	221	123	56	2276	1967	310	340	1936	2276	664	967	615	2276
	81%	80%	90%	89%	74%	81%	80%	94%	75%	83%	81%	84%	79%	81%	81%
		d	ade	ade		d		a		a	a	b			
WHITE - Irish	38	24	2	-	12	38	35	3	9	29	38	10	11	17	38
	1%	1%	1%	-%	15%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%
					abce									b	
WHITE - Gypsy, Traveller or Irish Traveller	8	7	*	-	-	8	8	-	4	4	8	4	2	1	8
	*%	*%	*%	-%	-%	*%	*%	-%	1%	*%	*%	1%	*%	*%	*%
									b						
WHITE - Any other white background	84	70	6	5	3	84	80	4	13	71	84	12	52	20	84
	3%	3%	2%	4%	4%	3%	3%	1%	3%	3%	3%	2%	4%	3%	3%
													a		
MIXED - White and Black Caribbean	24	20	1	2	*	24	24	-	4	20	24	3	10	11	24
	1%	1%	1%	2%	*%	1%	1%	-%	1%	1%	1%	*%	1%	1%	1%
MIXED - White and Black African	9	8	1	*	-	9	9	-	2	7	9	2	6	1	9
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%
MIXED - White and Asian	14	11	2	1	*	14	12	1	1	12	14	2	4	8	14
	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%
MIXED - Any other mixed/ multiple ethnic background	18	18	*	-	-	18	17	1	2	16	18	6	4	9	18
	1%	1%	*%	-%	-%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%
														b	

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
ASIAN AND BRITISH ASIAN - Indian	67 2%	59 3%	3 1%	3 2%	1 2%	67 2%	65 3%	2 1%	16 3%	51 2%	67 2%	14 2%	36 3%	17 2%	67 2%
ASIAN AND BRITISH ASIAN - Pakistani	53 2%	51 2%	1 *%	1 *%	- -%	53 2%	52 2%	1 *%	17 4%	36 2%	53 2%	9 1%	30 2%	13 2%	53 2%
ASIAN AND BRITISH ASIAN- Bangladeshi	35 1%	34 1%	- -%	* *%	* *%	35 1%	35 1%	- -%	8 2%	27 1%	35 1%	13 2%	16 1%	5 1%	35 1%
ASIAN AND BRITISH ASIAN - Chinese	18 1%	17 1%	1 *%	- -%	* 1%	18 1%	18 1%	- -%	- -%	18 1%	18 1%	5 1%	5 *%	8 1%	18 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	28 1%	25 1%	3 1%	* *%	- -%	28 1%	23 1%	5 2%	2 *%	26 1%	28 1%	1 *%	13 1%	14 2%	28 1%
BLACK AND BLACK BRITISH - Caribbean	23 1%	23 1%	- -%	- -%	- -%	23 1%	23 1%	- -%	6 1%	16 1%	23 1%	8 1%	9 1%	6 1%	23 1%
BLACK AND BLACK BRITISH - African	52 2%	50 2%	- -%	- -%	2 3%	52 2%	51 2%	1 *%	11 2%	41 2%	52 2%	15 2%	25 2%	10 1%	52 2%
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	8 *%	8 *%	- -%	- -%	- -%	8 *%	8 *%	- -%	2 *%	6 *%	8 *%	4 1%	4 *%	- -%	8 *%

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
OTHER ETHNIC GROUP - Arab	7 *%	6 *%	- -%	1 1%	- -%	7 *%	7 *%	- -%	2 *%	5 *%	7 *%	3 *%	4 *%	1 *%	7 *%
OTHER ETHNIC GROUP - Any other ethnic background	11 *%	11 *%	- -%	- -%	- -%	11 *%	11 *%	- -%	6 1% b	5 *%	11 *%	4 *%	7 1%	- -%	11 *%
Prefer not to say	27 1%	24 1%	2 1%	* *%	1 1%	27 1%	24 1%	2 1%	10 2% b	17 1%	27 1%	7 1%	16 1%	3 *%	27 1%

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2276	357	1011	525
	81%	72%	89%	85%
			a	a
WHITE - Irish	38	7	11	9
	1%	1%	1%	2%
WHITE - Gypsy, Traveller or Irish Traveller	8	5	*	-
	*%	1%	*%	-%
		bc		
WHITE - Any other white background	84	15	30	18
	3%	3%	3%	3%
MIXED - White and Black Caribbean	24	8	7	5
	1%	2%	1%	1%
MIXED - White and Black African	9	4	4	*
	*%	1%	*%	*%
MIXED - White and Asian	14	1	1	8
	*%	*%	*%	1%
				b
MIXED - Any other mixed/ multiple ethnic background	18	9	2	2
	1%	2%	*%	*%
		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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
ASIAN AND BRITISH ASIAN - Indian	67	22	20	8
	2%	4%	2%	1%
		bc		
ASIAN AND BRITISH ASIAN - Pakistani	53	24	8	2
	2%	5%	1%	*%
		bc		
ASIAN AND BRITISH ASIAN- Bangladeshi	35	9	8	6
	1%	2%	1%	1%
ASIAN AND BRITISH ASIAN - Chinese	18	1	5	6
	1%	*%	*%	1%
ASIAN AND BRITISH ASIAN - Any other Asian background	28	10	4	10
	1%	2%	*%	2%
		b		b
BLACK AND BLACK BRITISH - Caribbean	23	2	6	3
	1%	*%	1%	1%
BLACK AND BLACK BRITISH - African	52	15	17	11
	2%	3%	1%	2%
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	8	2	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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
OTHER ETHNIC GROUP - Arab	7	*	2	1
	%	%	%	%
OTHER ETHNIC GROUP - Any other ethnic background	11	3	2	2
	%	1%	%	%
Prefer not to say	27	5	*	1
	1%	1%	%	%
		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.

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Universal Credit (and household has other earnings).	233	53	56	53	39	29	3	233	104	125	44	50	49	90	95	139	233
	8%	12%	11%	11%	8%	7%	1%	8%	8%	9%	6%	6%	8%	15%	6%	12%	8%
		efg	f	f	f	f		f						abcefg		abeg	e
Personal Independence Payment (PIP)	226	24	26	43	48	54	31	226	97	125	67	49	22	87	116	110	226
	8%	5%	5%	9%	9%	13%	7%	8%	7%	9%	9%	6%	4%	15%	7%	9%	8%
					b	abfg					c			abcefg	c	bc	c
Employment and Support Allowance (ESA)	183	28	54	30	28	35	8	183	95	81	56	32	30	65	88	95	183
	7%	7%	11%	6%	5%	8%	2%	7%	7%	6%	7%	4%	5%	11%	6%	8%	7%
		f	cdg	f	f	f		f			b			abcefg		be	b
Universal Credit (and household has no other earnings) (ADDED AT WAVE 2)	181	39	72	27	26	14	3	181	78	99	36	20	25	97	56	122	181
	6%	9%	14%	5%	5%	3%	1%	6%	6%	7%	5%	2%	4%	17%	4%	10%	6%
		ef	acdefg	f	f	f		ef			b			abcefg		abceg	be
Carer's allowance	121	27	22	20	19	21	11	121	56	65	26	27	19	50	52	69	121
	4%	6%	4%	4%	4%	5%	3%	4%	4%	5%	3%	3%	3%	9%	3%	6%	4%
		f												abcefg		abce	
Income Support	113	30	49	17	7	8	1	113	69	43	40	15	27	29	54	56	113
	4%	7%	10%	3%	1%	2%	*%	4%	5%	3%	5%	2%	5%	5%	3%	5%	4%
		cdefg	cdefg	f		f		df	b		b		b	b		b	b
Pensions Credit (Guaranteed Credit)	102	37	23	11	4	4	23	102	61	38	39	17	20	25	56	45	102
	4%	9%	5%	2%	1%	1%	5%	4%	5%	3%	5%	2%	3%	4%	4%	4%	4%
		bcdeg	de				cde	de	b		b			b			
Income-based Jobseeker's Allowance	74	21	23	15	13	1	-	74	30	40	36	8	8	18	45	26	74
	3%	5%	5%	3%	2%	*%	-%	3%	2%	3%	5%	1%	1%	3%	3%	2%	3%
		efg	ef	ef	ef			ef			bcdg			b	b		b

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

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Pensions Credit (no Guaranteed Credit)	42	7	19	4	5	*	6	42	26	16	18	8	8	7	27	15	42
	2%	2%	4%	1%	1%	*%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%
		e	cdeg				e	e									
SPONTANEOUS RESPONSES																	
(Child) tax credits	12	-	1	1	2	2	5	12	4	8	1	3	3	4	5	7	12
	*%	-%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%
							g										
Child benefit	9	*	2	5	2	-	-	9	*	9	-	5	-	4	5	4	9
	*%	*%	*%	1%	*%	-%	-%	*%	*%	1%	-%	1%	-%	1%	*%	*%	*%
				f						a							
Disability living allowance	8	-	-	4	1	3	-	8	3	5	-	6	-	2	6	2	8
	*%	-%	-%	1%	*%	1%	-%	*%	*%	*%	-%	1%	-%	*%	*%	*%	*%
Attendance Allowance	3	-	-	-	-	*	3	3	2	1	1	1	-	2	2	2	3
	*%	-%	-%	-%	-%	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
							g										
Working Tax Credit	1	-	-	-	-	-	1	1	-	1	-	-	-	-	-	-	1
	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%
Other type of benefit	18	1	1	*	3	*	12	18	10	8	1	3	6	7	4	13	18
	1%	*%	*%	*%	1%	*%	3%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
							abcdeg							ae		e	
RECEIVES ANY OF THESE BENEFITS	816	157	207	144	125	105	78	816	372	424	188	168	141	315	356	456	816
	29%	37%	41%	29%	24%	25%	18%	29%	28%	30%	24%	21%	23%	54%	23%	38%	29%
		cdefg	cdefg	f	f	f		f						abcefg		abceg	abce
None of these - Do not receive any of these benefits	1734	165	254	315	359	306	336	1734	858	869	534	573	414	211	1107	625	1734
	62%	39%	51%	63%	70%	71%	78%	62%	64%	61%	69%	71%	68%	36%	70%	52%	62%
			a	ab	abg	abcg	abcdeg	ab			dfg	dfg	dfg		dfg	d	df

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

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Don't know	106	61	22	12	6	1	4	106	42	57	23	32	25	15	55	40	106
	4%	14%	4%	2%	1%	1%	1%	4%	3%	4%	3%	4%	4%	3%	3%	3%	4%
		bcdefg	def	e			def										
Prefer not to say	144	46	18	29	24	16	11	144	69	68	31	31	31	41	62	71	144
	5%	11%	4%	6%	5%	4%	2%	5%	5%	5%	4%	4%	5%	7%	4%	6%	5%
		bcdefg		f			f							abe		e	

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

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Universal Credit (and household has other earnings).	233 8%	195 8%	18 7%	13 9%	7 10%	233 8%	218 9% b	15 5%	46 10%	187 8%	233 8%	37 5%	106 9% a	88 12% ad	233 8% a
Personal Independence Payment (PIP)	226 8%	181 8%	23 9%	14 10%	8 11%	226 8%	203 8%	23 7%	36 8%	190 8%	226 8%	64 8%	100 8%	61 8%	226 8%
Employment and Support Allowance (ESA)	183 7%	157 7%	12 5%	7 5%	7 10%	183 7%	173 7% b	10 3%	34 7%	149 6%	183 7%	48 6%	82 7%	52 7%	183 7%
Universal Credit (and household has no other earnings) (ADDED AT WAVE 2)	181 6%	152 6% b	8 3%	18 13% abde	3 4%	181 6%	170 7% b	11 3%	42 9% b	139 6%	181 6%	39 5%	93 8%	48 6%	181 6%
Carer's allowance	121 4%	100 4%	9 4%	7 5%	4 5%	121 4%	110 4%	11 3%	18 4%	103 4%	121 4%	35 4%	57 5%	29 4%	121 4%
Income Support	113 4%	101 4%	8 3%	3 2%	2 2%	113 4%	109 4% b	4 1%	25 6%	88 4%	113 4%	29 4%	50 4%	35 5%	113 4%
Pensions Credit (Guaranteed Credit)	102 4%	89 4%	4 1%	8 6% b	2 2%	102 4%	92 4%	10 3%	15 3%	88 4%	102 4%	31 4%	44 4%	26 3%	102 4%
Income-based Jobseeker's Allowance	74 3%	67 3%	4 2%	1 1%	2 2%	74 3%	72 3% b	2 *%	8 2%	66 3%	74 3%	13 2%	37 3%	22 3%	74 3%

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

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Pensions Credit (no Guaranteed Credit)	42 2%	41 2%	1 *%	* *%	* 1%	42 2%	37 1%	6 2%	6 1%	36 2%	42 2%	7 1%	17 1%	17 2%	42 2%
SPONTANEOUS RESPONSES															
(Child) tax credits	12 *%	10 *%	1 1%	* *%	* *%	12 *%	11 *%	1 *%	- -%	12 1%	12 *%	4 1%	5 *%	3 *%	12 *%
Child benefit	9 *%	6 *%	2 1%	1 *%	- -%	9 *%	9 *%	* *%	5 1% b	4 *%	9 *%	3 *%	4 *%	2 *%	9 *%
Disability living allowance	8 *%	5 *%	2 1%	* *%	* *%	8 *%	7 *%	1 *%	- -%	8 *%	8 *%	1 *%	3 *%	3 *%	8 *%
Attendance Allowance	3 *%	2 *%	* *%	1 1%	* *%	3 *%	3 *%	1 *%	- -%	3 *%	3 *%	2 *%	1 *%	* *%	3 *%
Working Tax Credit	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%	- -%	1 *%
Other type of benefit	18 1%	14 1%	1 1%	1 1%	1 1%	18 1%	17 1%	1 *%	3 1%	15 1%	18 1%	11 1% bc	5 *%	2 *%	18 1%
RECEIVES ANY OF THESE BENEFITS	816 29%	670 29%	66 27%	53 39% abe	27 36% a	816 29%	752 30% b	64 19%	170 37% bc	645 28%	816 29%	230 29%	364 30%	216 28%	816 29%
None of these - Do not receive any of these benefits	1734 62%	1456 62%	159 65%	76 56%	44 58%	1734 62%	1492 60%	242 74% a	223 49%	1511 64% a	1734 62% a	461 59%	753 62%	496 65% a	1734 62%

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

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Don't know	106	93	9	3	2	106	101	6	24	82	106	34	49	23	106
	4%	4%	4%	2%	2%	4%	4%	2%	5%	4%	4%	4%	4%	3%	4%
Prefer not to say	144	125	11	4	4	144	126	18	37	107	144	60	57	24	144
	5%	5%	4%	3%	5%	5%	5%	6%	8%	5%	5%	8%	5%	3%	5%
									bc			bcd			

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

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Universal Credit (and household has other earnings).	233	91	85	20
	8%	18%	7%	3%
		bc	c	
Personal Independence Payment (PIP)	226	58	95	33
	8%	12%	8%	5%
		c	c	
Employment and Support Allowance (ESA)	183	54	81	31
	7%	11%	7%	5%
		bc		
Universal Credit (and household has no other earnings) (ADDED AT WAVE 2)	181	66	61	18
	6%	13%	5%	3%
		bc		
Carer's allowance	121	33	54	14
	4%	7%	5%	2%
		c	c	
Income Support	113	33	34	21
	4%	7%	3%	3%
		bc		
Pensions Credit (Guaranteed Credit)	102	26	36	29
	4%	5%	3%	5%
Income-based Jobseeker's Allowance	74	28	21	14
	3%	6%	2%	2%
		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.

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Pensions Credit (no Guaranteed Credit)	42	9	18	9
	2%	2%	2%	1%
SPONTANEOUS RESPONSES				
(Child) tax credits	12	5	5	1
	*%	1%	*%	*%
Child benefit	9	3	4	1
	*%	1%	*%	*%
Disability living allowance	8	3	4	-
	*%	1%	*%	-%
Attendance Allowance	3	-	3	-
	*%	-%	*%	-%
Working Tax Credit	1	-	1	-
	*%	-%	*%	-%
Other type of benefit	18	7	7	2
	1%	1%	1%	*%
RECEIVES ANY OF THESE BENEFITS	816	266	312	93
	29%	53%	27%	15%
		bc	c	
None of these - Do not receive any of these benefits	1734	197	786	510
	62%	39%	69%	82%
			a	ab
Don't know	106	19	21	4
	4%	4%	2%	1%
		c		

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.

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Prefer not to say	144	17	23	12
	5%	4%	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.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3014	439	456	534	480	480	625	3014	1423	1550	759	866	513	849	1625	1362	3014
Effective Weighted Sample	1964	288	306	365	317	326	406	1964	931	1008	517	584	365	520	1099	850	1964
Total	2800	429	500	500	514	429	429	2800	1341	1418	776	803	610	582	1580	1192	2800
Up to £199 per week/ Up to £10,399 per year	218 8%	47 11% df	40 8%	35 7%	29 6%	39 9%	26 6%	218 8%	89 7%	124 9%	14 2%	32 4% a	45 7% abe	127 22% abcefg	46 3%	172 14% abceg	218 8% abe
From £200 to £299 per week/ From £10,400 to £15,599 per year	288 10%	50 12%	44 9%	47 9%	48 9%	38 9%	60 14% bcdeg	288 10%	118 9%	164 12% a	44 6%	75 9% a	48 8%	121 21% abcefg	119 8%	169 14% abceg	288 10% ae
From £300 to £499 per week/ From £15,600 to £25,999 per year	500 18%	56 13%	81 16%	90 18%	95 18%	89 21% a	89 21% a	500 18% a	241 18%	256 18%	78 10%	161 20% ae	123 20% ae	136 23% aeg	239 15% a	259 22% aeg	500 18% a
From £500 to £699 per week/ From £26,000 to £36,399 per year	460 16%	40 9%	121 24% adefg	108 22% adeg	67 13%	51 12%	73 17% ae	460 16% ae	250 19% b	202 14%	128 17% d	165 21% dfg	115 19% df	51 9%	294 19% df	166 14% d	460 16% d
From £700 to £999 per week/ From £36,400 to £51,999 per year	455 16%	50 12%	67 13%	85 17%	103 20% ab	83 19% ab	67 16%	455 16% a	224 17%	229 16%	188 24% bcdfg	142 18% df	109 18% df	16 3%	330 21% dfg	125 11% d	455 16% df
£1,000 and above per week/ £52,000 and above per year	422 15%	51 12%	73 15%	72 14%	104 20% acfg	73 17% f	49 11%	422 15%	241 18% b	178 13%	230 30% bcdefg	120 15% cdf	62 10% df	10 2%	350 22% bcdfg	72 6% d	422 15% cdf
Don't know/ Prefer not to say	457 16%	134 31% bcdefg	72 14%	63 13%	68 13%	55 13%	64 15%	457 16%	178 13%	264 19% a	94 12%	109 14%	108 18% ae	121 21% abeg	202 13%	229 19% abe	457 16% ae

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

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Up to £199 per week/ Up to £10,399 per year	218 8%	173 7%	21 9%	11 8%	12 16% abce	218 8%	194 8%	23 7%	53 12% bc	164 7%	218 8%	83 11% cd	96 8% c	33 4%	218 8% c
From £200 to £299 per week/ From £10,400 to £15,599 per year	288 10%	234 10%	26 11%	19 14%	10 13%	288 10%	249 10%	39 12%	50 11%	238 10%	288 10%	99 13% c	124 10%	60 8%	288 10%
From £300 to £499 per week/ From £15,600 to £25,999 per year	500 18%	417 18%	53 22% d	20 14%	10 14%	500 18%	438 18%	62 19%	80 18%	420 18%	500 18%	149 19%	219 18%	126 17%	500 18%
From £500 to £699 per week/ From £26,000 to £36,399 per year	460 16%	386 16%	36 15%	27 20%	11 15%	460 16%	413 17%	47 14%	66 15%	394 17%	460 16%	114 15%	207 17%	136 18%	460 16%
From £700 to £999 per week/ From £36,400 to £51,999 per year	455 16%	387 17%	34 14%	19 14%	15 20%	455 16%	391 16%	64 20%	60 13%	395 17%	455 16%	83 11%	204 17% a	165 22% abd	455 16% a
£1,000 and above per week/ £52,000 and above per year	422 15%	364 16%	35 14%	14 10%	8 11%	422 15%	374 15%	48 15%	38 8%	384 16% a	422 15% a	85 11%	187 15% a	149 20% abd	422 15% a

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

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3014	2111	303	301	299	3014	2608	406	422	2592	3014	807	1371	803	3014
Effective Weighted Sample	1964	1544	223	137	183	1964	1719	247	270	1705	1964	506	885	556	1964
Total	2800	2343	244	137	76	2800	2470	330	455	2345	2800	786	1223	759	2800
Don't know/ Prefer not to say	457	383	39	27	8	457	411	46	106	351	457	173	185	90	457
	16%	16%	16%	20% d	11%	16%	17%	14%	23% bc	15%	16%	22% bcd	15%	12%	16% c

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

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Up to £199 per week/ Up to £10,399 per year	218	208	-	-
	8%	42%	-%	-%
		bc		
From £200 to £299 per week/ From £10,400 to £15,599 per year	288	97	164	-
	10%	19%	14%	-%
		bc	c	
From £300 to £499 per week/ From £15,600 to £25,999 per year	500	116	367	-
	18%	23%	32%	-%
		c	ac	
From £500 to £699 per week/ From £26,000 to £36,399 per year	460	48	346	51
	16%	10%	30%	8%
			ac	
From £700 to £999 per week/ From £36,400 to £51,999 per year	455	30	265	156
	16%	6%	23%	25%
			a	a
£1,000 and above per week/ £52,000 and above per year	422	-	-	412
	15%	-%	-%	66%
				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.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. If you or anyone in the household is currently on furlough please respond based on your household income before furlough. (SINGLE CODE)

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3014	544	1239	640
Effective Weighted Sample	1964	348	798	430
Total	2800	499	1142	619
Don't know/ Prefer not to say	457	-	-	-
	16%	-%	-%	-%

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.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2423	259	360	445	397	419	543	2423	1171	1233	635	715	408	662	1350	1070	2423
Effective Weighted Sample	1576	170	246	303	261	284	358	1576	765	801	430	478	289	416	906	669	1576
Total	2260	265	402	419	437	372	364	2260	1119	1117	656	674	485	441	1330	927	2260
Most Financially Vulnerable	499	103	109	116	78	63	31	499	211	277	72	98	116	212	170	328	499
	22%	39%	27%	28%	18%	17%	9%	22%	19%	25%	11%	15%	24%	48%	13%	35%	22%
		bcdefg	def	defg	f	f		ef		a			abe	abcefg		abceg	abe
Potentially Financially Vulnerable	1142	104	193	212	224	193	217	1142	548	581	269	385	274	211	654	485	1142
	51%	39%	48%	51%	51%	52%	60%	51%	49%	52%	41%	57%	56%	48%	49%	52%	51%
				a	a	a	abcdeg	a				adeg	ade	a	a	a	a
Least Financially Vulnerable	619	59	101	92	136	117	116	619	359	259	316	190	95	18	506	113	619
	27%	22%	25%	22%	31%	31%	32%	27%	32%	23%	48%	28%	20%	4%	38%	12%	27%
					ac	ac	ac	c	b		bcdefg	cdf	df		bcdg	d	cdf

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

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2423	1676	244	253	250	2423	2083	340	306	2117	2423	598	1121	683	2423
Effective Weighted Sample	1576	1223	184	148	148	1576	1370	206	194	1390	1576	367	725	472	1576
Total	2260	1891	195	109	65	2260	1979	281	330	1930	2260	565	1014	659	2260
Most Financially Vulnerable	499	419	38	20	21	499	454	45	113	386	499	139	228	125	499
	22%	22%	20%	18%	32%	22%	23%	16%	34%	20%	22%	25%	22%	19%	22%
					abce		b		bc			c			
Potentially Financially Vulnerable	1142	947	104	63	29	1142	994	148	164	978	1142	285	508	334	1142
	51%	50%	53%	58%	44%	51%	50%	53%	50%	51%	51%	50%	50%	51%	51%
				d											
Least Financially Vulnerable	619	525	53	26	15	619	532	88	52	567	619	141	278	200	619
	27%	28%	27%	24%	23%	27%	27%	31%	16%	29%	27%	25%	27%	30%	27%
									a	a					

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

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- Tially	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2423	544	1239	640
Effective Weighted Sample	1576	348	798	430
Total	2260	499	1142	619
Most Financially Vulnerable	499	499	-	-
	22%	100%	-%	-%
		bc		
Potentially Financially Vulnerable	1142	-	1142	-
	51%	-%	100%	-%
			ac	
Least Financially Vulnerable	619	-	-	619
	27%	-%	-%	100%
				ab

Columns Tested: a,b,c