CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
North East	77	15	17	34	11	33	45	36	41	28	49
	4%	4%	3%	6%	3%	3%	5%	3%	4%	4%	4%
				b							
Yorkshire and Humberside	170	41	55	49	26	96	75	85	85	60	105
	8%	10%	9%	8%	7%	9%	8%	8%	9%	9%	8%
North West	233	32	84	85	32	116	117	136	97	63	166
	11%	8%	13%	14%	8%	11%	12%	13%	10%	9%	13%
			ad	ad				b			a
West Midlands	189	39	82	43	25	121	68	99	90	66	120
	9%	9%	13%	7%	6%	11%	7%	9%	9%	9%	9%
			cd			b					
East Midlands	150	35	38	55	21	73	76	75	74	57	91
	7%	9%	6%	9%	6%	7%	8%	7%	7%	8%	7%
East of England	197	32	65	67	34	97	101	99	99	64	133
	10%	8%	10%	11%	9%	9%	10%	9%	10%	9%	10%
South West	163	29	45	42	47	74	89	84	80	41	114
	8%	7%	7%	7%	12%	7%	9%	8%	8%	6%	9%
					abc						a
South East	282	50	81	70	80	131	151	119	162	84	183
	14%	12%	13%	12%	21%	12%	15%	11%	16%	12%	14%
					abc				a		
London	266	74	77	70	45	152	115	150	117	120	146
	13%	18%	12%	12%	12%	14%	12%	14%	12%	17%	11%
		bcd								b	
SUMMARY											
England	1727	348	544	515	321	892	835	882	845	583	1108
	85%	84%	85%	85%	83%	85%	84%	85%	85%	84%	86%
Scotland	154	31	45	48	30	76	77	80	74	62	86
	8%	7%	7%	8%	8%	7%	8%	8%	7%	9%	7%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Wales	94	20	28	26	20	48	46	49	45	29	61
	5%	5%	4%	4%	5%	5%	5%	5%	5%	4%	5%
Northern Ireland	65	14	20	17	14	34	31	33	32	24	41
	3%	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
North East	77	7	8	8	9	15	18	5	6
	4%	3%	4%	3%	3%	5%	6%	2%	3%
Yorkshire and Humberside	170	24	17	24	31	21	27	16	10
	8%	11%	8%	7%	10%	7%	9%	8%	5%
		h							
North West	233	17	15	50	34	46	38	23	9
	11%	8%	7%	15%	11%	15%	13%	12%	5%
				abh	h	abh	h	h	
West Midlands	189	19	20	54	27	16	27	10	15
	9%	9%	10%	17%	9%	5%	9%	5%	8%
				adefgh					
East Midlands	150	21	15	21	17	24	30	10	12
	7%	10%	7%	6%	6%	8%	10%	5%	6%
East of England	197	20	12	24	41	41	26	15	19
	10%	9%	6%	7%	13%	13%	9%	7%	10%
					bc	bc			
South West	163	14	16	15	30	31	11	23	23
	8%	7%	8%	5%	10%	10%	4%	12%	12%
					f	cf		cf	acf
South East	282	16	34	38	42	29	41	35	45
	14%	8%	17%	12%	14%	10%	14%	18%	24%
			ae					ae	acdef
London	266	42	32	43	34	37	33	27	18
	13%	20%	16%	13%	11%	12%	11%	14%	9%
		defh	h						
SUMMARY									
England	1727	181	168	277	266	261	253	163	157
	85%	85%	84%	85%	86%	85%	85%	84%	83%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	CHILD'S AGE AND GENDER					
				MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Scotland	154	15	16	25	21	25	22	15	15
	8%	7%	8%	8%	7%	8%	8%	8%	8%
Wales	94	10	10	15	13	14	13	10	10
	5%	5%	5%	5%	4%	4%	4%	5%	5%
Northern Ireland	65	7	7	10	10	9	8	7	7
	3%	3%	4%	3%	3%	3%	3%	4%	4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.　　　　**Table 1**

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
North East	77	77	-	-	-	77	70	7	20	24	15	18	44	34	77
	4%	4%	-%	-%	-%	4%	4%	3%	3%	5%	3%	4%	4%	4%	4%
		bcd				bcd									
Yorkshire and Humberside	170	170	-	-	-	170	145	25	37	55	32	44	92	76	170
	8%	10%	-%	-%	-%	8%	8%	11%	7%	10%	7%	9%	8%	8%	8%
		bcd				bcd									
North West	233	233	-	-	-	233	210	23	77	52	48	55	129	103	233
	11%	13%	-%	-%	-%	11%	12%	10%	14%	10%	11%	11%	12%	11%	11%
		bcd				bcd									
West Midlands	189	189	-	-	-	189	182	7	35	48	49	56	83	106	189
	9%	11%	-%	-%	-%	9%	10%	3%	6%	9%	11%	12%	8%	11%	9%
		bcd				bcd	b				a	ae		ae	
East Midlands	150	150	-	-	-	150	130	19	38	30	31	48	68	80	150
	7%	9%	-%	-%	-%	7%	7%	8%	7%	6%	7%	10%	6%	8%	7%
		bcd				bcd						be			
East of England	197	197	-	-	-	197	169	28	55	71	37	35	125	72	197
	10%	11%	-%	-%	-%	10%	9%	12%	10%	13%	8%	7%	11%	8%	10%
		bcd				bcd				cdf			df		
South West	163	163	-	-	-	163	135	28	32	33	51	44	65	95	163
	8%	9%	-%	-%	-%	8%	7%	12%	6%	6%	11%	9%	6%	10%	8%
		bcd				bcd		a			abe	e		abe	
South East	282	282	-	-	-	282	247	35	63	74	75	67	137	142	282
	14%	16%	-%	-%	-%	14%	14%	15%	11%	14%	16%	14%	13%	15%	14%
		bcd				bcd					a				
London	266	266	-	-	-	266	261	5	128	51	50	37	179	87	266
	13%	15%	-%	-%	-%	13%	14%	2%	23%	10%	11%	8%	16%	9%	13%
		bcd				bcd	b		bcdefg				bcdfg		df
SUMMARY															
England	1727	1727	-	-	-	1727	1550	177	485	437	389	406	922	795	1727
	85%	100%	-%	-%	-%	85%	86%	76%	86%	83%	85%	85%	84%	85%	85%
		bcde				bcd	b								

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Scotland	154	-	154	-	-	154	133	21	36	47	35	36	82	72	154
	8%	-%	100%	-%	-%	8%	7%	9%	6%	9%	8%	8%	8%	8%	8%
			acde			acd									
Wales	94	-	-	94	-	94	73	20	25	27	20	22	52	42	94
	5%	-%	-%	100%	-%	5%	4%	9%	4%	5%	4%	5%	5%	4%	5%
				abde		abd		a							
Northern Ireland	65	-	-	-	65	65	50	16	18	18	14	15	36	30	65
	3%	-%	-%	-%	100%	3%	3%	7%	3%	3%	3%	3%	3%	3%	3%
					abce	abc		a							

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

Table 1

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
North East	77	19	55	13	39	16	16	40	19
	4%	4%	4%	2%	5%	3%	5%	4%	3%
					a				
Yorkshire and Humberside	170	32	132	49	62	43	18	108	44
	8%	7%	9%	9%	8%	8%	5%	10%	7%
								ac	
North West	233	48	170	69	89	60	36	99	93
	11%	10%	11%	13%	11%	11%	11%	9%	15%
									b
West Midlands	189	45	135	73	59	43	30	108	51
	9%	10%	9%	13%	7%	8%	9%	10%	8%
				bc					
East Midlands	150	46	95	50	55	27	23	69	58
	7%	10%	6%	9%	7%	5%	7%	7%	9%
		b		c					
East of England	197	52	140	54	88	43	28	94	71
	10%	11%	9%	10%	11%	8%	8%	9%	11%
South West	163	48	111	31	73	44	18	84	60
	8%	10%	7%	6%	9%	8%	5%	8%	10%
					a				a
South East	282	75	198	80	107	78	47	140	92
	14%	16%	13%	15%	14%	15%	14%	13%	15%
London	266	44	214	46	91	99	80	131	49
	13%	9%	14%	8%	12%	18%	24%	13%	8%
			a			ab	bc	c	
SUMMARY									
England	1727	409	1251	465	662	452	296	874	538
	85%	87%	84%	85%	84%	85%	87%	84%	85%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Scotland	154	25	122	39	66	39	21	87	46
	8%	5%	8%	7%	8%	7%	6%	8%	7%
Wales	94	24	68	26	36	24	11	52	30
	5%	5%	5%	5%	5%	5%	3%	5%	5%
Northern Ireland	65	12	51	19	24	19	11	34	18
	3%	2%	3%	3%	3%	4%	3%	3%	3%

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

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Large city	597	130	166	185	116	296	301	317	280	204	386
	29%	31%	26%	30%	30%	28%	30%	30%	28%	29%	30%
Smaller city or large town	466	108	149	136	73	258	209	229	238	176	285
	23%	26%	23%	22%	19%	25%	21%	22%	24%	25%	22%
		d									
Medium town	425	68	153	125	79	221	204	217	208	136	271
	21%	16%	24%	21%	21%	21%	21%	21%	21%	20%	21%
			a								
Small town	318	62	107	80	68	169	149	162	156	107	198
	16%	15%	17%	13%	18%	16%	15%	16%	16%	15%	15%
Rural area	234	45	61	80	47	107	127	119	115	75	156
	11%	11%	10%	13%	12%	10%	13%	11%	12%	11%	12%

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

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Large city	597	67	62	78	89	108	76	63	53
	29%	32%	31%	24%	29%	35%	26%	32%	28%
						cf			
Smaller city or large town	466	52	57	86	63	57	79	34	39
	23%	24%	28%	26%	20%	18%	27%	17%	21%
			eg	g			eg		
Medium town	425	37	31	84	68	60	64	36	44
	21%	17%	16%	26%	22%	19%	22%	18%	23%
				ab					
Small town	318	29	32	49	58	51	29	32	36
	16%	14%	16%	15%	19%	17%	10%	17%	19%
					f				f
Rural area	234	27	18	30	32	32	48	30	18
	11%	13%	9%	9%	10%	11%	16%	15%	9%
							bch		

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

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Large city	597	532	42	11	12	597	597	-	246	125	121	101	371	222	597
	29%	31%	27%	11%	19%	29%	33%	-%	44%	24%	26%	21%	34%	24%	29%
		cd	cd		c	cd	b		bcdefg				bcdfg		bdf
Smaller city or large town	466	403	25	20	18	466	466	-	108	134	101	119	242	220	466
	23%	23%	16%	22%	27%	23%	26%	-%	19%	25%	22%	25%	22%	23%	23%
		b			b	b	b			a					
Medium town	425	365	35	15	10	425	425	-	103	102	109	109	205	218	425
	21%	21%	23%	16%	15%	21%	24%	-%	18%	19%	24%	23%	19%	23%	21%
		d					b							e	
Small town	318	250	31	27	10	318	318	-	51	108	77	83	158	159	318
	16%	14%	20%	29%	15%	16%	18%	-%	9%	20%	17%	17%	14%	17%	16%
			a	abde			b			aeg	a	a	a	a	a
Rural area	234	177	21	20	16	234	-	234	56	60	51	68	115	119	234
	11%	10%	14%	22%	24%	11%	-%	100%	10%	11%	11%	14%	11%	13%	11%
				abe	abe			a							

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

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Large city	597	127	446	146	208	213	172	287	133
	29%	27%	30%	27%	26%	40%	51%	27%	21%
						ab	bc	c	
Smaller city or large town	466	122	327	115	193	114	66	234	158
	23%	26%	22%	21%	25%	21%	20%	22%	25%
Medium town	425	101	303	119	180	92	52	232	139
	21%	21%	20%	22%	23%	17%	15%	22%	22%
					c			a	a
Small town	318	65	243	101	120	60	30	158	123
	16%	14%	16%	18%	15%	11%	9%	15%	19%
				c				a	ab
Rural area	234	56	173	67	86	57	19	135	79
	11%	12%	12%	12%	11%	11%	6%	13%	13%
								a	a

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
A	154	50	20	44	40	70	84	82	72	62	91
	8%	12%	3%	7%	11%	7%	9%	8%	7%	9%	7%
		bc		b	b						
B	409	75	140	116	78	216	194	202	207	146	260
	20%	18%	22%	19%	20%	21%	20%	19%	21%	21%	20%
C1	528	114	162	146	106	277	252	261	267	197	318
	26%	28%	25%	24%	28%	26%	25%	25%	27%	28%	25%
C2	458	83	152	148	76	234	224	236	223	145	305
	22%	20%	24%	25%	20%	22%	23%	23%	22%	21%	24%
D	281	54	88	96	43	143	139	152	129	87	187
	14%	13%	14%	16%	11%	14%	14%	15%	13%	12%	14%
E	198	35	70	56	38	104	94	104	94	58	129
	10%	8%	11%	9%	10%	10%	9%	10%	9%	8%	10%
Don't know	10	2	5	-	3	7	3	6	4	4	6
	*%	*%	1%	-%	1%	1%	*%	1%	*%	1%	*%
SUMMARY											
AB	563	125	160	159	118	286	278	284	279	207	351
	28%	30%	25%	26%	31%	27%	28%	27%	28%	30%	27%
DE	480	89	158	152	81	247	233	256	223	145	316
	24%	22%	25%	25%	21%	24%	24%	25%	22%	21%	24%
ABC1	1092	239	323	305	224	562	529	545	546	404	669
	54%	58%	51%	50%	58%	54%	54%	52%	55%	58%	52%
		bc			bc					b	
C2DE	938	172	310	300	156	481	457	492	446	290	620
	46%	42%	49%	50%	41%	46%	46%	47%	45%	42%	48%
			d	ad							a

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
A	154	27	22	8	12	18	25	28	12
	8%	13%	11%	2%	4%	6%	9%	14%	6%
		cdeh	cd				c	cdeh	
B	409	37	39	77	64	51	65	38	40
	20%	17%	19%	23%	21%	16%	22%	20%	21%
C1	528	56	58	82	80	80	66	43	62
	26%	26%	29%	25%	26%	26%	22%	22%	33%
									fg
C2	458	42	41	77	75	76	73	41	35
	22%	20%	20%	23%	24%	25%	24%	21%	18%
D	281	29	25	46	42	52	44	25	18
	14%	14%	13%	14%	14%	17%	15%	13%	10%
						h			
E	198	19	15	36	34	32	24	18	20
	10%	9%	8%	11%	11%	10%	8%	9%	11%
Don't know	10	2	-	3	2	-	-	2	2
	*%	1%	-%	1%	1%	-%	-%	1%	1%
SUMMARY									
AB	563	64	61	85	76	69	90	66	52
	28%	30%	30%	26%	25%	22%	30%	34%	28%
								de	
DE	480	48	41	82	76	84	68	42	38
	24%	23%	20%	25%	25%	27%	23%	22%	20%
ABC1	1092	120	119	167	156	149	156	110	115
	54%	57%	60%	51%	50%	48%	53%	56%	61%
			e						de
C2DE	938	91	81	158	151	160	141	83	73
	46%	43%	40%	48%	49%	52%	47%	43%	39%
					h	bh			

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	NATION ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	AREA URBAN a	RURAL b	SOCIAL GRADE AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
A	154 8%	140 8% b	5 3%	6 7%	3 5%	154 8% b	146 8% b	8 4%	154 27% bcdefg	- -%	- -%	- -%	154 14% bcdfg	- -%	154 8% bcdf
B	409 20%	345 20%	30 20%	19 20%	15 23%	409 20%	362 20%	48 20%	409 73% bcdefg	- -%	- -%	- -%	409 37% bcdfg	- -%	409 20% bcdf
C1	528 26%	437 25%	47 30%	27 29%	18 27%	528 26%	469 26%	60 25%	- -%	528 100% acdefg	- -%	- -%	528 48% acdfg	- -%	528 26% acdf
C2	458 22%	389 23%	35 23%	20 21%	14 22%	458 22%	407 23%	51 22%	- -%	- -%	458 100% abdefg	- -%	- -%	458 49% abdeg	458 22% abde
D	281 14%	240 14%	20 13%	11 12%	10 15%	281 14%	242 13%	39 17%	- -%	- -%	- -%	281 59% abcefg	- -%	281 30% abceg	281 14% abce
E	198 10%	166 10%	17 11%	10 11%	5 8%	198 10%	170 9%	28 12%	- -%	- -%	- -%	198 41% abcefg	- -%	198 21% abceg	198 10% abce
Don't know	10 *%	10 1%	- -%	- -%	- -%	10 *%	10 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	10 *% f
SUMMARY															
AB	563 28%	485 28%	36 23%	25 27%	18 27%	563 28%	507 28%	56 24%	563 100% bcdefg	- -%	- -%	- -%	563 52% bcdfg	- -%	563 28% bcdf
DE	480 24%	406 24%	36 24%	22 23%	15 23%	480 24%	412 23%	68 29%	- -%	- -%	- -%	480 100% abcefg	- -%	480 51% abceg	480 24% abce
ABC1	1092 54%	922 53%	82 53%	52 55%	36 55%	1092 54%	976 54%	115 49%	563 100% cdfg	528 100% cdfg	- -%	- -%	1092 100% cdfg	- -%	1092 54% cdf

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
C2DE	938	795	72	42	30	938	819	119	-	-	458	480	-	938	938
	46%	46%	47%	45%	45%	46%	45%	51%	-%	-%	100%	100%	-%	100%	46%
											abeg	abeg		abeg	abe

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
A	154	21	129	19	27	101	98	38	18
	8%	4%	9%	3%	3%	19%	29%	4%	3%
			a			ab	bc		
B	409	81	317	60	155	161	93	231	83
	20%	17%	21%	11%	20%	30%	28%	22%	13%
					a	ab	c	c	
C1	528	121	385	118	226	146	60	285	173
	26%	26%	26%	21%	29%	27%	18%	27%	27%
					a			a	a
C2	458	92	351	115	206	105	58	276	122
	22%	20%	24%	21%	26%	20%	17%	26%	19%
					c			ac	
D	281	67	205	121	118	17	20	145	114
	14%	14%	14%	22%	15%	3%	6%	14%	18%
				bc	c			a	ab
E	198	83	104	113	52	5	7	72	115
	10%	18%	7%	21%	7%	1%	2%	7%	18%
		b		bc	c			a	ab
Don't know	10	5	2	3	4	-	3	-	6
	*%	1%	*%	1%	1%	-%	1%	-%	1%
		b					b		b
SUMMARY									
AB	563	102	445	79	182	262	192	269	101
	28%	22%	30%	14%	23%	49%	56%	26%	16%
			a		a	ab	bc	c	
DE	480	150	308	233	170	22	27	216	229
	24%	32%	21%	43%	22%	4%	8%	21%	36%
		b		bc	c			a	ab

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
ABC1	1092	223	831	197	408	408	252	554	274
	54%	47%	56%	36%	52%	76%	74%	53%	43%
			a		a	ab	bc	c	
C2DE	938	242	660	348	376	127	84	492	352
	46%	52%	44%	64%	48%	24%	25%	47%	56%
		b		bc	c			a	ab

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Boy, aged 8 to 9	213	213	-	-	-	213	-	213	-	213	-
	10%	51%	-%	-%	-%	20%	-%	20%	-%	30%	-%
		bcd				b		b		b	
Boy, aged 10 to 12	328	-	328	-	-	328	-	328	-	145	183
	16%	-%	51%	-%	-%	31%	-%	31%	-%	21%	14%
			acd			b		b		b	
Boy, aged 13 to 15	308	-	-	308	-	-	308	308	-	-	308
	15%	-%	-%	51%	-%	-%	31%	30%	-%	-%	24%
				abd			a	b			a
Boy, aged 16 to 17	195	-	-	-	195	-	195	195	-	-	167
	10%	-%	-%	-%	51%	-%	20%	19%	-%	-%	13%
					abc		a	b			a
Girl, aged 8 to 9	200	200	-	-	-	200	-	-	200	200	-
	10%	49%	-%	-%	-%	19%	-%	-%	20%	29%	-%
		bcd				b			a	b	
Girl, aged 10 to 12	310	-	310	-	-	310	-	-	310	140	169
	15%	-%	49%	-%	-%	29%	-%	-%	31%	20%	13%
			acd			b			a	b	
Girl, aged 13 to 15	297	-	-	297	-	-	297	-	297	-	297
	15%	-%	-%	49%	-%	-%	30%	-%	30%	-%	23%
				abd			a		a		a
Girl, aged 16 to 17	189	-	-	-	189	-	189	-	189	-	171
	9%	-%	-%	-%	49%	-%	19%	-%	19%	-%	13%
					abc		a		a		a

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER									
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Boy, aged 8 to 9	213	213	-	-	-	-	-	-	-
	10%	100%	-%	-%	-%	-%	-%	-%	-%
		bcdefgh							
Boy, aged 10 to 12	328	-	-	328	-	-	-	-	-
	16%	-%	-%	100%	-%	-%	-%	-%	-%
				abdefgh					
Boy, aged 13 to 15	308	-	-	-	-	308	-	-	-
	15%	-%	-%	-%	-%	100%	-%	-%	-%
						abcdfgh			
Boy, aged 16 to 17	195	-	-	-	-	-	-	195	-
	10%	-%	-%	-%	-%	-%	-%	100%	-%
								abcdefh	
Girl, aged 8 to 9	200	-	200	-	-	-	-	-	-
	10%	-%	100%	-%	-%	-%	-%	-%	-%
			acdefgh						
Girl, aged 10 to 12	310	-	-	-	310	-	-	-	-
	15%	-%	-%	-%	100%	-%	-%	-%	-%
					abcefgh				
Girl, aged 13 to 15	297	-	-	-	-	-	297	-	-
	15%	-%	-%	-%	-%	-%	100%	-%	-%
							abcdegh		
Girl, aged 16 to 17	189	-	-	-	-	-	-	-	189
	9%	-%	-%	-%	-%	-%	-%	-%	100%
									abcdefg

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Boy, aged 8 to 9	213	181	15	10	7	213	185	27	64	56	42	48	120	91	213
	10%	10%	10%	11%	11%	10%	10%	12%	11%	11%	9%	10%	11%	10%	10%
Boy, aged 10 to 12	328	277	25	15	10	328	298	30	85	82	77	82	167	158	328
	16%	16%	16%	16%	15%	16%	16%	13%	15%	16%	17%	17%	15%	17%	16%
Boy, aged 13 to 15	308	261	25	14	9	308	276	32	69	80	76	84	149	160	308
	15%	15%	16%	15%	13%	15%	15%	14%	12%	15%	17%	17% a	14%	17% a	15%
Boy, aged 16 to 17	195	163	15	10	7	195	165	30	66	43	41	42	110	83	195
	10%	9%	10%	10%	11%	10%	9%	13%	12%	8%	9%	9%	10%	9%	10%
Girl, aged 8 to 9	200	168	16	10	7	200	182	18	61	58	41	41	119	81	200
	10%	10%	10%	10%	11%	10%	10%	8%	11%	11%	9%	8%	11%	9%	10%
Girl, aged 10 to 12	310	266	21	13	10	310	278	32	76	80	75	76	156	151	310
	15%	15%	13%	14%	15%	15%	15%	13%	13%	15%	16%	16%	14%	16%	15%
Girl, aged 13 to 15	297	253	22	13	8	297	249	48	90	66	73	68	156	141	297
	15%	15%	15%	14%	13%	15%	14%	20% a	16%	12%	16%	14%	14%	15%	15%
Girl, aged 16 to 17	189	157	15	10	7	189	171	18	52	62	35	38	115	73	189
	9%	9%	10%	10%	11%	9%	9%	8%	9%	12% f	8%	8%	10%	8%	9%

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Boy, aged 8 to 9	213 10%	51 11%	153 10%	54 10%	85 11%	64 12%	44 13% c	119 11% c	47 7%
Boy, aged 10 to 12	328 16%	101 22% b	216 14%	106 19% c	131 17%	67 13%	46 13%	169 16%	111 17%
Boy, aged 13 to 15	308 15%	65 14%	223 15%	84 15%	115 15%	83 16%	49 14%	164 16%	87 14%
Boy, aged 16 to 17	195 10%	50 11%	142 10%	47 9%	72 9%	70 13% a	47 14% b	87 8%	61 10%
Girl, aged 8 to 9	200 10%	43 9%	150 10%	45 8%	73 9%	67 12% a	39 11%	103 10%	58 9%
Girl, aged 10 to 12	310 15%	57 12%	243 16%	85 15%	117 15%	64 12%	40 12%	157 15%	112 18% a
Girl, aged 13 to 15	297 15%	59 13%	230 15%	73 13%	123 16%	72 14%	44 13%	152 14%	97 15%
Girl, aged 16 to 17	189 9%	43 9%	136 9%	55 10%	71 9%	48 9%	31 9%	96 9%	59 9%

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

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Boy	1044	213	328	308	195	540	503	1044	-	357	658
	51%	51%	51%	51%	51%	51%	51%	100%	-%	51%	51%
								b			
Girl	996	200	310	297	189	510	486	-	996	341	637
	49%	49%	49%	49%	49%	49%	49%	-%	100%	49%	49%
									a		

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

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Boy	1044	213	-	328	-	308	-	195	-
	51%	100%	-%	100%	-%	100%	-%	100%	-%
		bdfh		bdfh		bdfh		bdfh	
Girl	996	-	200	-	310	-	297	-	189
	49%	-%	100%	-%	100%	-%	100%	-%	100%
			aceg		aceg		aceg		aceg

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

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Boy	1044	882	80	49	33	1044	924	119	284	261	236	256	545	492	1044
	51%	51%	52%	52%	51%	51%	51%	51%	50%	49%	51%	53%	50%	52%	51%
Girl	996	845	74	45	32	996	881	115	279	267	223	223	546	446	996
	49%	49%	48%	48%	49%	49%	49%	49%	50%	51%	49%	47%	50%	48%	49%

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

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Boy	1044	267	733	291	404	284	186	538	305
	51%	57%	49%	53%	51%	53%	55%	51%	48%
		b							
Girl	996	202	759	258	384	251	154	508	327
	49%	43%	51%	47%	49%	47%	45%	49%	52%
			a						

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
Yes	919	**	**	557	362	**	919	464	456	**	876
	93%	**	**	92%	94%	**	93%	93%	94%	**	93%
No	21	**	**	16	6	**	21	15	7	**	19
	2%	**	**	3%	1%	**	2%	3%	1%	**	2%
Don't know	47	**	**	30	16	**	47	23	24	**	47
	5%	**	**	5%	4%	**	5%	5%	5%	**	5%

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

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

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

Base : Children aged 13-17 who go online

	Total		CHILD'S AGE AND GENDER						
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
Yes	919	**	**	**	**	281	277	183	179
	93%	**	**	**	**	92%	93%	94%	95%
No	21	**	**	**	**	10	6	5	1
	2%	**	**	**	**	3%	2%	2%	*%
						h			
Don't know	47	**	**	**	**	16	14	7	9
	5%	**	**	**	**	5%	5%	4%	5%

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

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
Yes	919	774	74	42	29	919	798	121	262	230	210	214	492	424	919
	93%	93%	96%	92%	93%	93%	93%	95%	94%	92%	94%	92%	93%	93%	93%
No	21	19	*	1	1	21	18	4	10	2	6	4	12	10	21
	2%	2%	1%	3%	2%	2%	2%	3%	3%	1%	3%	2%	2%	2%	2%
Don't know	47	40	3	2	2	47	44	3	6	17	8	15	24	23	47
	5%	5%	3%	5%	5%	5%	5%	2%	2%	7%	4%	6%	4%	5%	5%
										a		a			

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
Yes	919	193	688	236	369	251	167	465	272
	93%	89%	94%	91%	97%	92%	99%	93%	89%
			a		ac		bc		
No	21	7	15	6	3	12	1	16	4
	2%	3%	2%	2%	1%	4%	1%	3%	1%
						b			
Don't know	47	18	26	16	10	9	1	17	28
	5%	8%	4%	6%	2%	3%	1%	3%	9%
		b		b					ab

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
Yes	727	**	**	447	281	**	727	383	344	**	694
	74%	**	**	74%	73%	**	74%	76%	71%	**	74%
No	113	**	**	72	41	**	113	47	66	**	108
	11%	**	**	12%	11%	**	11%	9%	13%	**	11%
Don't know	147	**	**	85	62	**	147	71	76	**	140
	15%	**	**	14%	16%	**	15%	14%	16%	**	15%

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	**FEMALE 8-9**	**MALE 10-12**	**FEMALE 10-12**	**MALE 13-15**	**FEMALE 13-15**	**MALE 16-17**	**FEMALE 16-17**
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
Yes	727	**	**	**	**	242	204	141	140
	74%	**	**	**	**	79% f	69%	72%	74%
No	113	**	**	**	**	26	46	22	19
	11%	**	**	**	**	8%	16% e	11%	10%
Don't know	147	**	**	**	**	38	46	32	30
	15%	**	**	**	**	12%	16%	17%	16%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 7

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

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

Base : Children aged 13-17 who go online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
Yes	727	618	56	31	23	727	647	81	224	183	148	171	407	319	727
	74%	74%	72%	67%	73%	74%	75%	63%	81%	73%	66%	73%	77%	70%	74%
							b		cfg				cf		c
No	113	92	9	6	5	113	93	20	24	28	35	26	52	61	113
	11%	11%	12%	14%	16%	11%	11%	15%	9%	11%	16%	11%	10%	13%	11%
											a				
Don't know	147	122	12	9	4	147	120	27	30	38	41	36	68	77	147
	15%	15%	16%	19%	12%	15%	14%	21%	11%	15%	18%	16%	13%	17%	15%
											a			a	

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
Yes	727	143	552	202	277	198	142	363	213
	74%	66%	76%	78%	73%	73%	84%	73%	70%
			a				bc		
No	113	31	75	27	42	35	12	61	40
	11%	14%	10%	10%	11%	13%	7%	12%	13%
Don't know	147	43	100	30	63	39	15	75	51
	15%	20%	14%	11%	16%	14%	9%	15%	17%
									a

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
To help with my schoolwork/ homework	774	**	**	483	291	**	774	389	385	**	756
	78%	**	**	80%	76%	**	78%	78%	79%	**	80%
To build or maintain friendships	642	**	**	388	255	**	642	299	344	**	610
	65%	**	**	64%	66%	**	65%	60%	71% a	**	65%
To find useful information about any problems or issues I may have	582	**	**	349	232	**	582	280	302	**	551
	59%	**	**	58%	60%	**	59%	56%	62%	**	59%
To learn a new skill	540	**	**	318	223	**	540	269	272	**	520
	55%	**	**	53%	58%	**	55%	54%	56%	**	55%
To develop creative skills	457	**	**	270	187	**	457	201	256	**	441
	46%	**	**	45%	49%	**	46%	40%	53% a	**	47%
To find out about the news	448	**	**	245	203	**	448	232	216	**	423
	45%	**	**	41%	53% c	**	45%	46%	44%	**	45%
To understand what other people think and feel about things	405	**	**	246	159	**	405	189	217	**	387
	41%	**	**	41%	42%	**	41%	38%	45%	**	41%
To develop skills with reading and numbers	392	**	**	244	148	**	392	192	200	**	378
	40%	**	**	40%	39%	**	40%	38%	41%	**	40%
To find out more about or to support causes or organisations	222	**	**	118	104	**	222	97	125	**	210
	22%	**	**	20%	27% c	**	22%	19%	26% a	**	22%
None of these apply to me	4	**	**	3	1	**	4	4	-	**	3
	*%	**	**	1%	*%	**	*%	1%	-%	**	*%

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
Don't know	7	**	**	5	2	**	7	5	2	**	6
	1%	**	**	1%	*%	**	1%	1%	*%	**	1%
SUMMARY											
ANY OF THESE BENEFITS	976	**	**	594	382	**	976	492	484	**	932
	99%	**	**	99%	99%	**	99%	98%	100%	**	99%

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
To help with my schoolwork/ homework	774	**	**	**	**	244	239	144	146
	78%	**	**	**	**	80%	80%	74%	77%
To build or maintain friendships	642	**	**	**	**	179	209	120	134
	65%	**	**	**	**	58%	70%	62%	71%
							e		eg
To find useful information about any problems or issues I may have	582	**	**	**	**	167	183	113	119
	59%	**	**	**	**	54%	62%	58%	63%
To learn a new skill	540	**	**	**	**	157	160	112	111
	55%	**	**	**	**	51%	54%	57%	59%
To develop creative skills	457	**	**	**	**	118	152	83	104
	46%	**	**	**	**	38%	51%	43%	55%
							e		eg
To find out about the news	448	**	**	**	**	130	115	102	101
	45%	**	**	**	**	43%	39%	52%	54%
								f	ef
To understand what other people think and feel about things	405	**	**	**	**	115	131	74	86
	41%	**	**	**	**	37%	44%	38%	45%
To develop skills with reading and numbers	392	**	**	**	**	121	123	71	77
	40%	**	**	**	**	39%	41%	36%	41%
To find out more about or to support causes or organisations	222	**	**	**	**	44	74	53	51
	22%	**	**	**	**	14%	25%	27%	27%
							e	e	e
None of these apply to me	4	**	**	**	**	3	-	1	-
	*%	**	**	**	**	1%	-%	*%	-%

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

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

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

Base : Children aged 13-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
Don't know	7	**	**	**	**	4	1	1	1
	1%	**	**	**	**	1%	*%	*%	1%
SUMMARY									
ANY OF THESE BENEFITS	976	**	**	**	**	298	296	194	188
	99%	**	**	**	**	97%	100%	99%	99%

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

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
To help with my schoolwork/ homework	774	657	58	36	23	774	676	98	223	198	179	170	421	350	774
	78%	79%	75%	79%	73%	78%	79%	77%	80%	79%	80%	73%	80%	77%	78%
To build or maintain friendships	642	537	53	34	19	642	567	76	188	163	153	136	352	289	642
	65%	64%	68%	74%	60%	65%	66%	59%	68%	65%	68%	58%	67%	63%	65%
				d					d		d		d		
To find useful information about any problems or issues I may have	582	480	53	32	16	582	519	62	181	134	152	116	314	267	582
	59%	58%	69%	70%	52%	59%	60%	49%	65%	54%	68%	50%	60%	59%	59%
			ad	ade			b		bd		bdfg		d	d	d
To learn a new skill	540	460	44	23	14	540	480	60	179	126	113	118	306	231	540
	55%	55%	57%	51%	44%	55%	56%	47%	65%	51%	51%	51%	58%	51%	55%
		d				d			bcdfg				f		
To develop creative skills	457	393	35	20	10	457	403	54	158	97	100	101	255	201	457
	46%	47%	45%	42%	31%	46%	47%	42%	57%	39%	45%	43%	48%	44%	46%
		d	d			d			bcdfg						
To find out about the news	448	380	34	21	14	448	401	47	146	108	108	84	254	192	448
	45%	46%	44%	46%	44%	45%	47%	37%	53%	43%	48%	36%	48%	42%	45%
									df		d		d		d
To understand what other people think and feel about things	405	343	30	21	11	405	364	41	133	103	96	73	236	169	405
	41%	41%	39%	47%	35%	41%	42%	32%	48%	41%	43%	31%	45%	37%	41%
									df	d	d		df		d
To develop skills with reading and numbers	392	338	26	18	9	392	348	43	142	88	89	71	230	160	392
	40%	41%	34%	38%	30%	40%	40%	34%	51%	35%	40%	30%	44%	35%	40%
		d							bcdfg		d		df		d
To find out more about or to support causes or organisations	222	192	15	10	5	222	202	19	85	47	43	45	133	89	222
	22%	23%	19%	21%	17%	22%	24%	15%	31%	19%	19%	20%	25%	19%	22%
									bcdfg						

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

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
None of these apply to me	4	3	*	*	*	4	2	2	*	-	-	4	*	4	4
	*%	*%	1%	1%	1%	*%	*%	2%	*%	-%	-%	2%	*%	1%	*%
								a				eg			
Don't know	7	4	3	-	*	7	6	1	-	2	-	5	2	5	7
	1%	1%	3%	-%	1%	1%	1%	1%	-%	1%	-%	2%	*%	1%	1%
			ae									aceg			
SUMMARY															
ANY OF THESE BENEFITS	976	826	74	46	30	976	852	124	277	248	224	223	525	447	976
	99%	99%	96%	99%	98%	99%	99%	98%	100%	99%	100%	96%	100%	98%	99%
		b						b	df	d	d		df		d

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
To help with my schoolwork/ homework	774 78%	162 75%	583 80%	185 72%	296 77%	230 85% a	133 78%	393 79%	235 77%
To build or maintain friendships	642 65%	148 68%	475 65%	157 61%	257 67%	190 70%	107 63%	324 65%	203 67%
To find useful information about any problems or issues I may have	582 59%	119 55%	443 61%	135 52%	231 61%	183 67% a	119 70% bc	287 58%	173 57%
To learn a new skill	540 55%	112 51%	408 56%	130 50%	212 56%	157 58%	112 66% bc	262 52%	160 53%
To develop creative skills	457 46%	95 44%	342 47%	105 41%	172 45%	145 53% a	99 58% bc	211 42%	137 45%
To find out about the news	448 45%	77 36%	351 48% a	103 40%	184 48%	134 49%	84 50%	233 47%	130 43%
To understand what other people think and feel about things	405 41%	93 43%	295 40%	103 40%	159 42%	115 42%	90 53% bc	192 39%	122 40%
To develop skills with reading and numbers	392 40%	73 34%	302 42%	77 30%	149 39% a	141 52% ab	93 55% bc	196 39%	98 32%

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
To find out more about or to support causes or organisations	222	39	175	49	83	80	67	85	68
	22%	18%	24%	19%	22%	29%	40%	17%	22%
						a	bc		
None of these apply to me	4	2	1	2	2	-	-	3	1
	*%	1%	*%	1%	1%	-%	-%	1%	*%
Don't know	7	3	3	4	-	1	1	*	5
	1%	1%	*%	1%	-%	*%	1%	*%	2%
				b					b
SUMMARY									
ANY OF THESE BENEFITS	976	213	724	253	380	271	168	495	299
	99%	98%	99%	98%	99%	100%	99%	99%	98%

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1872	410	454	502	506	864	1008	932	940	615	1198
Effective Weighted Sample	1358	323	335	387	394	619	743	680	679	442	876
Total	1872	327	571	593	381	898	974	957	915	573	1254
All is true	185	35	64	58	28	99	86	83	102	61	122
	10%	11%	11%	10%	7%	11%	9%	9%	11%	11%	10%
Most is true	466	86	144	145	90	230	235	247	219	142	314
	25%	26%	25%	24%	24%	26%	24%	26%	24%	25%	25%
Some is true	1194	193	358	383	260	551	643	612	582	352	807
	64%	59%	63%	65%	68%	61%	66%	64%	64%	61%	64%
					a						
Don't know	28	13	5	7	3	18	10	16	13	17	10
	2%	4%	1%	1%	1%	2%	1%	2%	1%	3%	1%
		bcd								b	

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

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

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

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

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1872	206	204	222	232	251	251	253	253
Effective Weighted Sample	1358	162	162	166	169	194	193	196	199
Total	1872	172	155	290	281	301	292	194	188
All is true	185	18	17	26	38	25	33	14	14
	10%	10%	11%	9%	13%	8%	11%	7%	7%
Most is true	466	45	41	77	67	73	72	51	39
	25%	26%	27%	27%	24%	24%	25%	27%	21%
Some is true	1194	100	93	183	175	201	182	128	132
	64%	58%	60%	63%	62%	67%	63%	66%	71%
									ab
Don't know	28	9	4	4	2	2	5	1	3
	2%	5%	2%	1%	1%	1%	2%	*%	1%
		cdegh							

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1872	1209	222	218	223	1872	1668	204	518	372	451	527	890	978	1872
Effective Weighted Sample	1358	1036	193	203	203	1358	1213	146	348	278	362	418	625	775	1358
Total	1872	1585	141	86	61	1872	1658	214	542	458	436	429	1000	865	1872
All is true	185	168	7	5	5	185	167	17	69	38	36	41	107	77	185
	10%	11%	5%	6%	7%	10%	10%	8%	13%	8%	8%	10%	11%	9%	10%
		bc						b	cf						
Most is true	466	401	27	24	14	466	419	47	172	100	90	102	272	192	466
	25%	25%	19%	28%	23%	25%	25%	22%	32%	22%	21%	24%	27%	22%	25%
				b					bcdfg				cf		
Some is true	1194	991	106	55	42	1194	1051	143	300	315	304	270	615	574	1194
	64%	63%	75%	64%	69%	64%	63%	67%	55%	69%	70%	63%	62%	66%	64%
			ace							ae	adeg	a		a	a
Don't know	28	24	1	2	*	28	21	7	1	5	6	15	6	21	28
	2%	2%	1%	3%	1%	2%	1%	3%	*%	1%	1%	3%	1%	2%	2%
								a				abeg		ae	a

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1872	416	1391	524	719	496	327	943	580
Effective Weighted Sample	1358	304	1003	389	520	356	233	690	420
Total	1872	430	1374	494	727	508	319	951	582
All is true	185	53	124	52	73	50	69	71	43
	10%	12%	9%	10%	10%	10%	22%	7%	7%
							bc		
Most is true	466	102	338	121	182	139	97	225	141
	25%	24%	25%	25%	25%	27%	30%	24%	24%
							b		
Some is true	1194	262	902	306	462	317	150	642	387
	64%	61%	66%	62%	64%	62%	47%	68%	66%
								a	a
Don't know	28	14	11	15	10	2	2	13	12
	2%	3%	1%	3%	1%	*%	1%	1%	2%
		b		c					

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1898	467	466	488	477	933	965	950	948	686	1166
Effective Weighted Sample	1378	365	342	377	372	668	712	693	685	494	853
Total	1899	381	581	578	360	961	938	972	927	640	1224
All is true	649	155	189	202	102	345	304	320	328	232	408
	34%	41%	33%	35%	28%	36%	32%	33%	35%	36%	33%
		bd		d							
Most is true	747	138	230	219	160	368	379	384	363	250	485
	39%	36%	40%	38%	44%	38%	40%	40%	39%	39%	40%
					a						
Some is true	464	74	156	145	90	230	235	249	215	144	309
	24%	19%	27%	25%	25%	24%	25%	26%	23%	23%	25%
			a								
Don't know	39	13	5	12	9	19	20	18	21	15	22
	2%	4%	1%	2%	2%	2%	2%	2%	2%	2%	2%
		b									

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

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

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

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

					CHILD'S AGE AND GENDER				
	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1898	232	235	236	230	245	243	237	240
Effective Weighted Sample	1378	182	184	175	167	190	187	184	188
Total	1899	195	186	299	282	296	281	182	178
All is true	649	76	79	92	98	101	101	51	51
	34%	39%	43%	31%	35%	34%	36%	28%	29%
		gh	cgh						
Most is true	747	74	65	116	114	112	107	83	77
	39%	38%	35%	39%	41%	38%	38%	46%	43%
								b	
Some is true	464	37	37	88	68	80	65	45	45
	24%	19%	20%	29%	24%	27%	23%	25%	25%
				ab					
Don't know	39	8	5	4	2	4	8	3	6
	2%	4%	3%	1%	1%	1%	3%	1%	3%
		d							

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1898	1234	219	217	228	1898	1691	207	527	379	446	542	906	988	1898
Effective Weighted Sample	1378	1056	187	202	207	1378	1232	147	354	285	356	432	638	783	1378
Total	1899	1610	142	85	62	1899	1677	223	548	475	429	440	1023	869	1899
All is true	649	558	39	31	21	649	578	71	188	162	169	130	350	299	649
	34%	35%	28%	36%	34%	34%	34%	32%	34%	34%	39%	30%	34%	34%	34%
											d				
Most is true	747	636	56	33	22	747	646	101	243	192	138	166	435	305	747
	39%	39%	40%	38%	36%	39%	39%	45%	44%	40%	32%	38%	43%	35%	39%
									cf	c			cf		cf
Some is true	464	385	43	19	17	464	421	44	114	113	110	128	227	238	464
	24%	24%	31%	22%	28%	24%	25%	20%	21%	24%	26%	29%	22%	27%	24%
												ae		ae	
Don't know	39	32	3	3	1	39	32	7	3	8	12	16	11	28	39
	2%	2%	2%	4%	2%	2%	2%	3%	*%	2%	3%	4%	1%	3%	2%
											ae	ae		ae	a

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1898	410	1418	528	729	500	334	963	578
Effective Weighted Sample	1378	301	1022	392	530	356	239	706	417
Total	1899	421	1405	501	738	505	322	973	582
All is true	649	148	489	164	244	192	119	333	195
	34%	35%	35%	33%	33%	38%	37%	34%	34%
Most is true	747	144	568	171	300	219	132	397	208
	39%	34%	40%	34%	41%	43%	41%	41%	36%
					a	a			
Some is true	464	117	329	152	179	92	68	226	161
	24%	28%	23%	30%	24%	18%	21%	23%	28%
				bc	c				
Don't know	39	12	19	14	15	3	2	17	18
	2%	3%	1%	3%	2%	1%	1%	2%	3%
				c					a

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1632	369	381	437	445	750	882	818	814	550	1034
Effective Weighted Sample	1188	289	279	341	350	536	654	597	591	396	760
Total	1637	295	470	533	338	766	871	834	803	508	1093
All is true	337	89	106	88	55	195	142	166	171	141	189
	21%	30%	23%	16%	16%	25%	16%	20%	21%	28%	17%
		bcd	d			b				b	
Most is true	698	103	189	238	167	292	406	365	333	188	497
	43%	35%	40%	45%	49%	38%	47%	44%	41%	37%	45%
				a	ab		a				a
Some is true	507	73	146	182	106	219	288	259	248	134	359
	31%	25%	31%	34%	31%	29%	33%	31%	31%	26%	33%
				a							a
Don't know	96	31	29	25	11	59	36	44	52	45	48
	6%	10%	6%	5%	3%	8%	4%	5%	6%	9%	4%
		cd				b				b	

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

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

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

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

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1632	186	183	188	193	222	215	222	223
Effective Weighted Sample	1188	144	146	140	140	173	167	173	177
Total	1637	154	141	236	235	276	257	168	170
All is true	337	41	47	55	51	44	44	26	29
	21%	27%	33%	23%	22%	16%	17%	15%	17%
		efgh	defgh						
Most is true	698	56	46	96	93	126	112	86	81
	43%	37%	33%	41%	40%	46%	44%	51%	48%
						b	b	abd	ab
Some is true	507	41	32	67	79	98	84	52	54
	31%	27%	23%	29%	34%	36%	33%	31%	32%
					b	b			
Don't know	96	15	16	17	12	8	17	4	7
	6%	10%	11%	7%	5%	3%	7%	2%	4%
		egh	egh	g					

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

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

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

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

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1632	1066	195	180	191	1632	1468	164	476	328	392	433	804	825	1632
Effective Weighted Sample	1188	912	166	168	173	1188	1072	118	322	247	312	347	567	655	1188
Total	1637	1389	125	71	52	1637	1457	180	490	411	375	356	901	730	1637
All is true	337	290	23	17	7	337	307	30	111	84	73	69	195	142	337
	21%	21%	19%	23%	14%	21%	21%	16%	23%	20%	20%	19%	22%	19%	21%
		d		d		d									
Most is true	698	586	57	31	24	698	620	78	229	172	155	141	401	296	698
	43%	42%	45%	43%	46%	43%	43%	43%	47%	42%	41%	40%	45%	41%	43%
Some is true	507	431	38	21	17	507	449	58	129	130	123	124	258	247	507
	31%	31%	30%	29%	33%	31%	31%	32%	26%	31%	33%	35%	29%	34%	31%
												a		a	
Don't know	96	82	7	3	4	96	81	15	20	26	23	22	46	45	96
	6%	6%	5%	4%	7%	6%	6%	8%	4%	6%	6%	6%	5%	6%	6%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1632	354	1218	438	631	454	306	824	487
Effective Weighted Sample	1188	260	881	325	459	324	218	605	353
Total	1637	366	1207	414	644	456	295	836	488
All is true	337	77	247	89	121	112	98	157	83
	21%	21%	21%	21%	19%	25%	33%	19%	17%
						b	bc		
Most is true	698	155	517	164	266	214	120	354	215
	43%	42%	43%	40%	41%	47%	41%	42%	44%
Some is true	507	107	380	133	222	111	66	286	150
	31%	29%	32%	32%	35%	24%	22%	34%	31%
				c	c			a	a
Don't know	96	27	62	28	35	18	11	40	40
	6%	7%	5%	7%	5%	4%	4%	5%	8%
									ab

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
Yes	900	**	**	557	343	**	900	455	445	**	857
	91%	**	**	92%	89%	**	91%	91%	92%	**	91%
No	39	**	**	21	18	**	39	23	16	**	37
	4%	**	**	3%	5%	**	4%	4%	3%	**	4%
Don't know	49	**	**	26	23	**	49	24	25	**	48
	5%	**	**	4%	6%	**	5%	5%	5%	**	5%

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

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

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

Base : Children aged 13-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER									
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
Yes	900	**	**	**	**	282	274	173	171
	91%	**	**	**	**	92%	92%	89%	90%
No	39	**	**	**	**	10	10	12	6
	4%	**	**	**	**	3%	3%	6%	3%
Don't know	49	**	**	**	**	14	12	10	13
	5%	**	**	**	**	4%	4%	5%	7%

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

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
Yes	900	761	71	41	27	900	790	110	252	233	210	203	486	413	900
	91%	91%	91%	89%	88%	91%	92%	86%	91%	93%	94%	87%	92%	90%	91%
										d	d				
No	39	30	3	3	2	39	33	5	11	6	8	13	18	21	39
	4%	4%	4%	7%	7%	4%	4%	4%	4%	3%	3%	6%	3%	5%	4%
Don't know	49	42	4	2	1	49	36	13	14	10	6	17	24	23	49
	5%	5%	5%	4%	5%	5%	4%	10%	5%	4%	3%	7%	5%	5%	5%
								a							

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
Yes	900	196	668	233	357	251	148	464	275
	91%	90%	92%	90%	94%	92%	87%	93%	91%
								a	
No	39	10	27	11	12	10	7	17	14
	4%	4%	4%	4%	3%	4%	4%	3%	5%
Don't know	49	12	34	15	12	11	15	18	15
	5%	6%	5%	6%	3%	4%	9%	4%	5%
							b		

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

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

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

Base : Children aged 13-17 who go online who think the post is genuine

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	918	-	-	463	455	-	918	457	461	-	864
Effective Weighted Sample	679	-	-	359	357	-	679	335	344	-	638
Total	900	-	-	557	343	-	900	455	445	-	857
NHS LOGO IN POST	530	**	**	329	201	**	530	260	270	**	503
	59%	**	**	59%	58%	**	59%	57%	61%	**	59%
NHS PROFILE LOGO	262	**	**	155	107	**	262	130	132	**	249
	29%	**	**	28%	31%	**	29%	29%	30%	**	29%
NHS USERNAME	253	**	**	150	103	**	253	120	133	**	241
	28%	**	**	27%	30%	**	28%	26%	30%	**	28%
VERIFIED TICK	243	**	**	145	98	**	243	107	136	**	232
	27%	**	**	26%	29%	**	27%	24%	30% a	**	27%
HASHTAG 3 #NHS	216	**	**	115	100	**	216	107	109	**	203
	24%	**	**	21%	29% c	**	24%	23%	25%	**	24%
TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH'	155	**	**	99	56	**	155	80	75	**	147
	17%	**	**	18%	16%	**	17%	18%	17%	**	17%
IMAGE IN POST	99	**	**	61	39	**	99	47	53	**	96
	11%	**	**	11%	11%	**	11%	10%	12%	**	11%
TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'	98	**	**	61	36	**	98	54	43	**	93
	11%	**	**	11%	11%	**	11%	12%	10%	**	11%
HASHTAG 2 #POLLEN	91	**	**	49	42	**	91	41	51	**	85
	10%	**	**	9%	12%	**	10%	9%	11%	**	10%
'nhs' UNDER POST	88	**	**	53	35	**	88	38	50	**	85
	10%	**	**	10%	10%	**	10%	8%	11%	**	10%
HASHTAG 1 #HAYFEVER	87	**	**	48	38	**	87	39	48	**	82
	10%	**	**	9%	11%	**	10%	9%	11%	**	10%

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

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

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

Base : Children aged 13-17 who go online who think the post is genuine

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	918	-	-	463	455	-	918	457	461	-	864
Effective Weighted Sample	679	-	-	359	357	-	679	335	344	-	638
Total	900	-	-	557	343	-	900	455	445	-	857
TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'	83	**	**	55	28	**	83	43	40	**	79
	9%	**	**	10%	8%	**	9%	9%	9%	**	9%
'HAY FEVER' TEXT	51	**	**	34	16	**	51	26	24	**	49
	6%	**	**	6%	5%	**	6%	6%	5%	**	6%
LIKES COUNT	34	**	**	18	16	**	34	13	21	**	31
	4%	**	**	3%	5%	**	4%	3%	5%	**	4%
LIKE BUTTON	16	**	**	11	5	**	16	7	9	**	14
	2%	**	**	2%	1%	**	2%	1%	2%	**	2%
COMMENTS COUNT	8	**	**	4	3	**	8	2	6	**	6
	1%	**	**	1%	1%	**	1%	*%	1%	**	1%
COMMENT BUTTON	5	**	**	3	2	**	5	2	4	**	4
	1%	**	**	1%	1%	**	1%	*%	1%	**	*%
SHARE BUTTON	5	**	**	3	1	**	5	*	4	**	5
	1%	**	**	1%	*%	**	1%	*%	1%	**	1%
BOOKMARK BUTTON	4	**	**	1	3	**	4	2	3	**	3
	*%	**	**	*%	1%	**	*%	*%	1%	**	*%
DATE OF POST	3	**	**	*	2	**	3	2	1	**	1
	*%	**	**	*%	1%	**	*%	*%	*%	**	*%

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

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

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

Base : Children aged 13-17 who go online who think the post is genuine

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER									
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	918	-	-	-	-	232	231	225	230
Effective Weighted Sample	679	-	-	-	-	178	181	174	183
Total	900	-	-	-	-	282	274	173	171
NHS LOGO IN POST	530	**	**	**	**	163	166	97	104
	59%	**	**	**	**	58%	61%	56%	61%
NHS PROFILE LOGO	262	**	**	**	**	85	70	45	62
	29%	**	**	**	**	30%	25%	26%	36%
									fg
NHS USERNAME	253	**	**	**	**	72	78	48	55
	28%	**	**	**	**	25%	29%	28%	32%
VERIFIED TICK	243	**	**	**	**	63	82	45	54
	27%	**	**	**	**	22%	30%	26%	32%
									e
HASHTAG 3 #NHS	216	**	**	**	**	61	54	45	55
	24%	**	**	**	**	22%	20%	26%	32%
									ef
TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH'	155	**	**	**	**	50	49	30	26
	17%	**	**	**	**	18%	18%	17%	15%
IMAGE IN POST	99	**	**	**	**	24	36	22	16
	11%	**	**	**	**	9%	13%	13%	9%
TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'	98	**	**	**	**	33	28	21	15
	11%	**	**	**	**	12%	10%	12%	9%
HASHTAG 2 #POLLEN	91	**	**	**	**	23	26	17	25
	10%	**	**	**	**	8%	9%	10%	15%
'nhs' UNDER POST	88	**	**	**	**	22	31	16	19
	10%	**	**	**	**	8%	11%	9%	11%
HASHTAG 1 #HAYFEVER	87	**	**	**	**	23	26	16	22
	10%	**	**	**	**	8%	9%	9%	13%

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

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

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

Base : Children aged 13-17 who go online who think the post is genuine

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER									
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	918	-	-	-	-	232	231	225	230
Effective Weighted Sample	679	-	-	-	-	178	181	174	183
Total	900	-	-	-	-	282	274	173	171
TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'	83	**	**	**	**	27	29	16	11
	9%	**	**	**	**	9%	10%	9%	7%
'HAY FEVER' TEXT	51	**	**	**	**	20	14	6	10
	6%	**	**	**	**	7%	5%	4%	6%
LIKES COUNT	34	**	**	**	**	6	13	7	9
	4%	**	**	**	**	2%	5%	4%	5%
LIKE BUTTON	16	**	**	**	**	3	7	3	2
	2%	**	**	**	**	1%	3%	2%	1%
COMMENTS COUNT	8	**	**	**	**	1	4	1	2
	1%	**	**	**	**	*%	1%	1%	1%
COMMENT BUTTON	5	**	**	**	**	*	3	1	1
	1%	**	**	**	**	*%	1%	1%	*%
SHARE BUTTON	5	**	**	**	**	*	3	-	1
	1%	**	**	**	**	*%	1%	-%	1%
BOOKMARK BUTTON	4	**	**	**	**	*	1	1	2
	*%	**	**	**	**	*%	*%	1%	1%
DATE OF POST	3	**	**	**	**	-	*	2	1
	*%	**	**	**	**	-%	*%	1%	*%

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

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

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

Base : Children aged 13-17 who go online who think the post is genuine

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	918	597	109	107	105	918	817	101	257	195	216	249	452	465	918
Effective Weighted Sample	679	519	94	102	99	679	607	73	181	144	173	199	323	370	679
Total	900	761	71	41	27	900	790	110	252	233	210	203	486	413	900
NHS LOGO IN POST	530	440	49	27	15	530	461	69	139	155	126	108	294	234	530
	59%	58%	69% ad	65%	54%	59%	58%	63%	55%	66% adf	60%	53%	61%	57%	59%
NHS PROFILE LOGO	262	218	24	12	9	262	233	29	69	74	67	52	143	119	262
	29%	29%	34%	28%	32%	29%	29%	27%	27%	32%	32%	25%	29%	29%	29%
NHS USERNAME	253	207	26	12	8	253	224	29	59	87	59	46	146	106	253
	28%	27%	37% a	29%	29%	28%	28%	27%	23%	37% adfg	28%	23%	30%	26%	28%
VERIFIED TICK	243	201	20	12	10	243	220	23	73	74	53	43	147	96	243
	27%	26%	29%	30%	37% ae	27%	28%	21%	29%	32% df	25%	21%	30% df	23%	27%
HASHTAG 3 #NHS	216	182	18	9	7	216	187	29	51	65	50	50	116	100	216
	24%	24%	25%	23%	24%	24%	24%	26%	20%	28%	24%	24%	24%	24%	24%
TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH'	155	135	11	5	5	155	137	18	56	30	39	30	86	69	155
	17%	18%	15%	12%	18%	17%	17%	17%	22% b	13%	19%	15%	18%	17%	17%
IMAGE IN POST	99	84	10	3	3	99	93	7	34	18	29	18	52	47	99
	11%	11%	14%	6%	10%	11%	12%	6%	13%	8%	14%	9%	11%	11%	11%
TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'	98	86	6	2	3	98	92	6	40	18	22	18	58	40	98
	11%	11%	8%	6%	11%	11%	12%	5%	16% bdf	8%	10%	9%	12%	10%	11%
HASHTAG 2 #POLLEN	91	80	6	3	2	91	73	18	25	27	18	21	52	39	91
	10%	11%	8%	8%	7%	10%	9%	17%	10%	12%	8%	10%	11%	9%	10%
'nhs' UNDER POST	88	72	7	6	3	88	85	3	26	22	19	20	47	39	88
	10%	9%	10%	14%	12%	10%	11% b	3%	10%	9%	9%	10%	10%	9%	10%

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

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

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

Base : Children aged 13-17 who go online who think the post is genuine

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	918	597	109	107	105	918	817	101	257	195	216	249	452	465	918
Effective Weighted Sample	679	519	94	102	99	679	607	73	181	144	173	199	323	370	679
Total	900	761	71	41	27	900	790	110	252	233	210	203	486	413	900
HASHTAG 1 #HAYFEVER	87	74	8	4	1	87	72	15	27	25	16	19	52	35	87
	10%	10%	11%	9%	4%	10%	9%	14%	11%	11%	8%	9%	11%	8%	10%
TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'	83	73	3	5	2	83	72	11	25	22	14	22	46	36	83
	9%	10%	5%	11%	7%	9%	9%	10%	10%	9%	7%	11%	10%	9%	9%
'HAY FEVER' TEXT	51	46	1	2	2	51	47	4	14	21	7	8	35	15	51
	6%	6%	2%	4%	7%	6%	6%	3%	6%	9% cf	3%	4%	7% f	4%	6%
LIKES COUNT	34	28	3	3	1	34	28	6	7	7	13	7	14	20	34
	4%	4%	4%	7%	3%	4%	4%	5%	3%	3%	6%	3%	3%	5%	4%
LIKE BUTTON	16	13	1	1	*	16	13	2	7	*	4	4	8	8	16
	2%	2%	1%	3%	1%	2%	2%	2%	3%	*%	2%	2%	2%	2%	2%
COMMENTS COUNT	8	5	*	1	*	8	8	-	2	1	3	1	3	4	8
	1%	1%	1%	3% ae	2%	1%	1%	-%	1%	*%	1%	1%	1%	1%	1%
COMMENT BUTTON	5	4	-	1	*	5	5	-	3	*	1	1	3	2	5
	1%	1%	-%	2%	1%	1%	1%	-%	1%	*%	1%	*%	1%	*%	1%
SHARE BUTTON	5	4	-	1	*	5	5	-	3	*	-	1	3	1	5
	1%	*%	-%	2%	1%	1%	1%	-%	1%	*%	-%	1%	1%	*%	1%
BOOKMARK BUTTON	4	3	-	1	*	4	4	-	1	*	2	1	1	3	4
	*%	*%	-%	2%	1%	*%	1%	-%	*%	*%	1%	*%	*%	1%	*%
DATE OF POST	3	2	-	1	-	3	3	-	*	-	2	1	*	2	3
	*%	*%	-%	2% ae	-%	*%	*%	-%	*%	-%	1%	*%	*%	1%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 13

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

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

Base : Children aged 13-17 who go online who think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	918	198	685	241	364	254	159	456	290
Effective Weighted Sample	679	150	501	182	275	180	114	341	216
Total	900	196	668	233	357	251	148	464	275
NHS LOGO IN POST	530	107	416	129	202	167	67	285	171
	59%	55%	62%	55%	57%	67%	46%	61%	62%
						ab		a	a
NHS PROFILE LOGO	262	55	203	53	105	88	32	152	75
	29%	28%	30%	23%	29%	35%	22%	33%	27%
						a		a	
NHS USERNAME	253	69	181	53	110	74	36	141	74
	28%	35%	27%	23%	31%	29%	24%	30%	27%
		b							
VERIFIED TICK	243	63	175	47	91	92	34	146	60
	27%	32%	26%	20%	25%	37%	23%	32%	22%
						ab		c	
HASHTAG 3 #NHS	216	48	160	44	103	57	28	114	70
	24%	25%	24%	19%	29%	23%	19%	25%	26%
					a				
TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH'	155	36	111	37	67	36	38	76	41
	17%	18%	17%	16%	19%	14%	26%	16%	15%
							bc		
IMAGE IN POST	99	31	63	29	34	26	29	45	25
	11%	16%	9%	13%	9%	10%	20%	10%	9%
		b					bc		
TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'	98	26	66	26	36	30	29	43	26
	11%	13%	10%	11%	10%	12%	19%	9%	9%
							bc		
HASHTAG 2 #POLLEN	91	19	65	20	37	28	13	51	26
	10%	10%	10%	9%	10%	11%	9%	11%	9%

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

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

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

Base : Children aged 13-17 who go online who think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	918	198	685	241	364	254	159	456	290
Effective Weighted Sample	679	150	501	182	275	180	114	341	216
Total	900	196	668	233	357	251	148	464	275
'nhs' UNDER POST	88	21	65	20	39	24	15	44	29
	10%	11%	10%	9%	11%	9%	10%	9%	10%
HASHTAG 1 #HAYFEVER	87	20	62	17	38	26	13	47	25
	10%	10%	9%	7%	11%	10%	9%	10%	9%
TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'	83	25	47	22	40	16	20	34	26
	9%	13% b	7%	9%	11%	6%	14% b	7%	9%
'HAY FEVER' TEXT	51	20	30	14	10	20	13	23	14
	6%	10% b	5%	6%	3%	8% b	9%	5%	5%
LIKES COUNT	34	10	22	7	14	12	5	17	12
	4%	5%	3%	3%	4%	5%	3%	4%	4%
LIKE BUTTON	16	6	9	5	4	7	8	5	2
	2%	3%	1%	2%	1%	3%	5% bc	1%	1%
COMMENTS COUNT	8	1	5	1	3	3	3	3	1
	1%	1%	1%	1%	1%	1%	2%	1%	*%
COMMENT BUTTON	5	3	2	3	*	2	4	1	1
	1%	1%	*%	1%	*%	1%	3% b	*%	*%
SHARE BUTTON	5	3	1	4	*	*	3	1	1
	1%	2% b	*%	2%	*%	*%	2%	*%	*%
BOOKMARK BUTTON	4	2	2	1	*	3	2	2	1
	*%	1%	*%	*%	*%	1%	1%	*%	*%
DATE OF POST	3	*	2	1	*	1	1	1	1
	*%	*%	*%	*%	*%	*%	1%	*%	*%

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

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

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

Base : Children aged 13-17 who go online who do not think the post is genuine

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~a	b	~a	~b	~a	~b
Unweighted total	101	-	-	46	55	-	101	52	49	-	96
Effective Weighted Sample	73	-	-	34	41	-	73	41	32	-	70
Total	87	-	-	47	41	-	87	46	41	-	85
IMAGE IN POST	20	**	**	**	**	**	20	**	**	**	**
	23%	**	**	**	**	**	23%	**	**	**	**
TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH'	20	**	**	**	**	**	20	**	**	**	**
	23%	**	**	**	**	**	23%	**	**	**	**
'nhs' UNDER POST	16	**	**	**	**	**	16	**	**	**	**
	18%	**	**	**	**	**	18%	**	**	**	**
TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'	15	**	**	**	**	**	15	**	**	**	**
	17%	**	**	**	**	**	17%	**	**	**	**
TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'	14	**	**	**	**	**	14	**	**	**	**
	17%	**	**	**	**	**	17%	**	**	**	**
COMMENTS COUNT	8	**	**	**	**	**	8	**	**	**	**
	9%	**	**	**	**	**	9%	**	**	**	**
HASHTAG 3 #NHS	8	**	**	**	**	**	8	**	**	**	**
	9%	**	**	**	**	**	9%	**	**	**	**
HASHTAG 1 #HAYFEVER	7	**	**	**	**	**	7	**	**	**	**
	8%	**	**	**	**	**	8%	**	**	**	**
HASHTAG 2 #POLLEN	7	**	**	**	**	**	7	**	**	**	**
	8%	**	**	**	**	**	8%	**	**	**	**
NHS USERNAME	4	**	**	**	**	**	4	**	**	**	**
	5%	**	**	**	**	**	5%	**	**	**	**
LIKES COUNT	4	**	**	**	**	**	4	**	**	**	**
	5%	**	**	**	**	**	5%	**	**	**	**
'HAY FEVER' TEXT	3	**	**	**	**	**	3	**	**	**	**
	4%	**	**	**	**	**	4%	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who do not think the post is genuine

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~a	b	~a	~b	~a	~b
Unweighted total	101	-	-	46	55	-	101	52	49	-	96
Effective Weighted Sample	73	-	-	34	41	-	73	41	32	-	70
Total	87	-	-	47	41	-	87	46	41	-	85
DATE OF POST	2	**	**	**	**	**	2	**	**	**	**
	2%	**	**	**	**	**	2%	**	**	**	**
NHS LOGO IN POST	2	**	**	**	**	**	2	**	**	**	**
	2%	**	**	**	**	**	2%	**	**	**	**
VERIFIED TICK	2	**	**	**	**	**	2	**	**	**	**
	2%	**	**	**	**	**	2%	**	**	**	**
SHARE BUTTON	1	**	**	**	**	**	1	**	**	**	**
	1%	**	**	**	**	**	1%	**	**	**	**
NHS PROFILE LOGO	1	**	**	**	**	**	1	**	**	**	**
	1%	**	**	**	**	**	1%	**	**	**	**
COMMENT BUTTON	*	**	**	**	**	**	*	**	**	**	**
	*%	**	**	**	**	**	*%	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who do not think the post is genuine

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	CHILD'S AGE AND GENDER MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	101	-	-	-	-	22	24	30	25
Effective Weighted Sample	73	-	-	-	-	19	15	24	18
Total	87	-	-	-	-	24	23	22	18
IMAGE IN POST	20	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH'	20	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
'nhs' UNDER POST	16	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**
TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'	15	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**
TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'	14	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**
COMMENTS COUNT	8	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
HASHTAG 3 #NHS	8	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
HASHTAG 1 #HAYFEVER	7	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**
HASHTAG 2 #POLLEN	7	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**
NHS USERNAME	4	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
LIKES COUNT	4	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
'HAY FEVER' TEXT	3	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who do not think the post is genuine

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	101	-	-	-	-	22	24	30	25
Effective Weighted Sample	73	-	-	-	-	19	15	24	18
Total	87	-	-	-	-	24	23	22	18
DATE OF POST	2	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
NHS LOGO IN POST	2	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
VERIFIED TICK	2	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
SHARE BUTTON	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
NHS PROFILE LOGO	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
COMMENT BUTTON	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who do not think the post is genuine

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	101	62	11	13	15	101	84	17	30	15	16	39	45	55	101
Effective Weighted Sample	73	53	10	12	14	73	60	13	22	10	12	29	32	41	73
Total	87	72	7	5	4	87	70	18	26	16	14	30	42	44	87
IMAGE IN POST	20	**	**	**	**	20	**	**	**	**	**	**	**	**	20
	23%	**	**	**	**	23%	**	**	**	**	**	**	**	**	23%
TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH'	20	**	**	**	**	20	**	**	**	**	**	**	**	**	20
	23%	**	**	**	**	23%	**	**	**	**	**	**	**	**	23%
'nhs' UNDER POST	16	**	**	**	**	16	**	**	**	**	**	**	**	**	16
	18%	**	**	**	**	18%	**	**	**	**	**	**	**	**	18%
TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'	15	**	**	**	**	15	**	**	**	**	**	**	**	**	15
	17%	**	**	**	**	17%	**	**	**	**	**	**	**	**	17%
TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'	14	**	**	**	**	14	**	**	**	**	**	**	**	**	14
	17%	**	**	**	**	17%	**	**	**	**	**	**	**	**	17%
COMMENTS COUNT	8	**	**	**	**	8	**	**	**	**	**	**	**	**	8
	9%	**	**	**	**	9%	**	**	**	**	**	**	**	**	9%
HASHTAG 3 #NHS	8	**	**	**	**	8	**	**	**	**	**	**	**	**	8
	9%	**	**	**	**	9%	**	**	**	**	**	**	**	**	9%
HASHTAG 1 #HAYFEVER	7	**	**	**	**	7	**	**	**	**	**	**	**	**	7
	8%	**	**	**	**	8%	**	**	**	**	**	**	**	**	8%
HASHTAG 2 #POLLEN	7	**	**	**	**	7	**	**	**	**	**	**	**	**	7
	8%	**	**	**	**	8%	**	**	**	**	**	**	**	**	8%
NHS USERNAME	4	**	**	**	**	4	**	**	**	**	**	**	**	**	4
	5%	**	**	**	**	5%	**	**	**	**	**	**	**	**	5%
LIKES COUNT	4	**	**	**	**	4	**	**	**	**	**	**	**	**	4
	5%	**	**	**	**	5%	**	**	**	**	**	**	**	**	5%
'HAY FEVER' TEXT	3	**	**	**	**	3	**	**	**	**	**	**	**	**	3
	4%	**	**	**	**	4%	**	**	**	**	**	**	**	**	4%

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

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

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

Base : Children aged 13-17 who go online who do not think the post is genuine

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	101	62	11	13	15	101	84	17	30	15	16	39	45	55	101
Effective Weighted Sample	73	53	10	12	14	73	60	13	22	10	12	29	32	41	73
Total	87	72	7	5	4	87	70	18	26	16	14	30	42	44	87
DATE OF POST	2	**	**	**	**	2	**	**	**	**	**	**	**	**	2
	2%	**	**	**	**	2%	**	**	**	**	**	**	**	**	2%
NHS LOGO IN POST	2	**	**	**	**	2	**	**	**	**	**	**	**	**	2
	2%	**	**	**	**	2%	**	**	**	**	**	**	**	**	2%
VERIFIED TICK	2	**	**	**	**	2	**	**	**	**	**	**	**	**	2
	2%	**	**	**	**	2%	**	**	**	**	**	**	**	**	2%
SHARE BUTTON	1	**	**	**	**	1	**	**	**	**	**	**	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%
NHS PROFILE LOGO	1	**	**	**	**	1	**	**	**	**	**	**	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	**	**	**	**	1%
COMMENT BUTTON	*	**	**	**	**	*	**	**	**	**	**	**	**	**	*
	*%	**	**	**	**	*%	**	**	**	**	**	**	**	**	*%

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

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

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

Base : Children aged 13-17 who go online who do not think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	101	22	73	32	30	24	25	42	32
Effective Weighted Sample	73	16	53	24	20	18	20	27	25
Total	87	22	61	26	24	21	22	35	29
IMAGE IN POST	20	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH'	20	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
'nhs' UNDER POST	16	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**
TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'	15	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**
TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'	14	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**
COMMENTS COUNT	8	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
HASHTAG 3 #NHS	8	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
HASHTAG 1 #HAYFEVER	7	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**
HASHTAG 2 #POLLEN	7	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**
NHS USERNAME	4	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
LIKES COUNT	4	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who do not think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		~a	~b	~a	~b	~c	~a	~b	~c
Unweighted total	101	22	73	32	30	24	25	42	32
Effective Weighted Sample	73	16	53	24	20	18	20	27	25
Total	87	22	61	26	24	21	22	35	29
'HAY FEVER' TEXT	3	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
DATE OF POST	2	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
NHS LOGO IN POST	2	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
VERIFIED TICK	2	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
SHARE BUTTON	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
NHS PROFILE LOGO	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
COMMENT BUTTON	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
See whether it's a company you have heard of	498	**	**	294	205	**	498	255	244	**	472
	50%	**	**	49%	53%	**	50%	51%	50%	**	50%
Ask someone else if they have used the website/ app	478	**	**	289	189	**	478	243	235	**	455
	48%	**	**	48%	49%	**	48%	48%	48%	**	48%
Check the general look of the website/ app – for example the layout, colours or how professional it looks	439	**	**	236	203	**	439	208	230	**	416
	44%	**	**	39%	53% c	**	44%	42%	47%	**	44%
Check some types of information across a number of websites/ apps to be sure it's correct	417	**	**	235	182	**	417	207	210	**	398
	42%	**	**	39%	47% c	**	42%	41%	43%	**	42%
Look at how up to date the information on the website/ app is	410	**	**	221	189	**	410	209	201	**	386
	42%	**	**	37%	49% c	**	42%	42%	41%	**	41%
Use a fact checking website/ app like Full Fact	252	**	**	149	103	**	252	114	137	**	241
	25%	**	**	25%	27%	**	25%	23%	28%	**	26%
Something else	18	**	**	12	6	**	18	5	13	**	18
	2%	**	**	2%	1%	**	2%	1%	3%	**	2%
Don't know	40	**	**	30	10	**	40	24	17	**	39
	4%	**	**	5%	3%	**	4%	5%	3%	**	4%
No – I don't think about this	54	**	**	36	17	**	54	35	18	**	50
	5%	**	**	6%	5%	**	5%	7% b	4%	**	5%

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
SUMMARY											
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	893	**	**	537	356	**	893	442	451	**	852
	90%	**	**	89%	93%	**	90%	88%	93% a	**	91%

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

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

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

Base : Children aged 13-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
See whether it's a company you have heard of	498	**	**	**	**	142	152	113	92
	50%	**	**	**	**	46%	51%	58% e	49%
Ask someone else if they have used the website/ app	478	**	**	**	**	143	146	100	89
	48%	**	**	**	**	47%	49%	51%	47%
Check the general look of the website/ app – for example the layout, colours or how professional it looks	439	**	**	**	**	116	120	92	111
	44%	**	**	**	**	38%	40%	47%	59% efg
Check some types of information across a number of websites/ apps to be sure it's correct	417	**	**	**	**	121	114	86	96
	42%	**	**	**	**	39%	38%	44%	51% ef
Look at how up to date the information on the website/ app is	410	**	**	**	**	109	112	100	89
	42%	**	**	**	**	36%	38%	51% ef	47% e
Use a fact checking website/ app like Full Fact	252	**	**	**	**	61	88	53	49
	25%	**	**	**	**	20%	30% e	27%	26%
Something else	18	**	**	**	**	4	8	2	4
	2%	**	**	**	**	1%	3%	1%	2%
Don't know	40	**	**	**	**	18	13	6	4
	4%	**	**	**	**	6%	4%	3%	2%

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

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

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

Base : Children aged 13-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER			
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
No – I don't think about this	54	**	**	**	**	24	12	12	6
	5%	**	**	**	**	8%	4%	6%	3%
						h			

SUMMARY

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	893	**	**	**	**	265	272	177	179
	90%	**	**	**	**	86%	92%	91%	95%
									e

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

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

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

Base : Children aged 13-17 who go online

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
				NATION				AREA				SOCIAL GRADE			
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
See whether it's a company you have heard of	498 50%	422 51%	36 47%	26 56%	14 46%	498 50%	440 51%	59 46%	162 58% cdfg	126 51%	107 48%	104 45%	288 55% df	210 46%	498 50%
Ask someone else if they have used the website/ app	478 48%	408 49%	37 47%	21 45%	13 42%	478 48%	417 49%	61 48%	143 52%	112 45%	110 49%	111 48%	255 48%	221 48%	478 48%
Check the general look of the website/ app – for example the layout, colours or how professional it looks	439 44%	369 44%	32 41%	25 55% abde	13 41%	439 44%	389 45%	50 39%	147 53% cdfg	115 46%	91 41%	85 37%	262 50% df	177 39%	439 44% d
Check some types of information across a number of websites/ apps to be sure it's correct	417 42%	356 43%	30 39%	20 43%	11 37%	417 42%	376 44% b	41 32%	133 48% df	123 49% cdf	86 38%	72 31%	255 48% cdf	158 35%	417 42% df
Look at how up to date the information on the website/ app is	410 42%	346 42%	31 40%	20 44%	13 42%	410 42%	378 44% b	33 26%	145 52% bcdfg	97 39%	85 38%	80 34%	242 46% df	165 36%	410 42%
Use a fact checking website/ app like Full Fact	252 25%	212 25%	21 27%	11 25%	8 24%	252 25%	228 26%	24 19%	104 37% bcdfg	55 22%	47 21%	44 19%	159 30% cdf	91 20%	252 25% df
Something else	18 2%	16 2%	1 1%	1 1%	* 1%	18 2%	18 2%	* *%	5 2%	6 2%	3 1%	3 1%	11 2%	7 1%	18 2%
Don't know	40 4%	34 4% c	6 8% c	- -%	1 2%	40 4% c	33 4%	7 6%	5 2%	9 3%	11 5%	15 6% ae	14 3%	26 6% ae	40 4%

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

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
No – I don't think about this	54	44	4	3	2	54	43	11	11	16	12	14	27	26	54
	5%	5%	5%	7%	6%	5%	5%	9%	4%	7%	5%	6%	5%	6%	5%
SUMMARY															
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	893	755	68	43	28	893	784	109	261	225	201	204	486	404	893
	90%	91%	87%	93%	91%	90%	91%	86%	94%	90%	90%	88%	92%	89%	90%
									df						

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
See whether it's a company you have heard of	498	107	381	132	183	163	97	257	141
	50%	49%	52%	51%	48%	60%	57%	52%	46%
						b	c		
Ask someone else if they have used the website/ app	478	117	343	128	179	146	100	242	134
	48%	54%	47%	49%	47%	54%	59%	49%	44%
							bc		
Check the general look of the website/ app – for example the layout, colours or how professional it looks	439	88	342	98	164	150	95	209	133
	44%	41%	47%	38%	43%	55%	56%	42%	44%
						ab	bc		
Check some types of information across a number of websites/ apps to be sure it's correct	417	82	321	103	152	137	90	211	112
	42%	38%	44%	40%	40%	51%	53%	42%	37%
						ab	bc		
Look at how up to date the information on the website/ app is	410	87	309	106	157	125	91	213	99
	42%	40%	42%	41%	41%	46%	54%	43%	33%
							bc	c	
Use a fact checking website/ app like Full Fact	252	56	189	56	92	90	67	125	58
	25%	26%	26%	22%	24%	33%	40%	25%	19%
						ab	bc		
Something else	18	6	12	4	5	9	2	11	5
	2%	3%	2%	1%	1%	3%	1%	2%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 15

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
Don't know	40	11	24	9	15	7	6	14	19
	4%	5%	3%	3%	4%	3%	3%	3%	6%
									b
No – I don't think about this	54	8	43	14	16	12	3	30	16
	5%	4%	6%	6%	4%	4%	2%	6%	5%
SUMMARY									
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	893	198	661	235	351	253	160	454	269
	90%	91%	91%	91%	92%	93%	95%	91%	88%
							c		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 16

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
Yes	1933	372	600	581	379	972	961	982	951	643	1244
	95%	90%	94%	96%	99%	93%	97%	94%	96%	92%	96%
			a	a	abc		a				a
No	89	36	33	17	3	69	20	53	36	49	40
	4%	9%	5%	3%	1%	7%	2%	5%	4%	7%	3%
		cd	d	d		b				b	
Don't know	14	5	3	5	1	8	6	6	8	5	9
	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 16

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

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

Base : Children aged 8-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	CHILD'S AGE AND GENDER FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
Yes	1933	192	180	302	297	294	287	193	187
	95%	91%	90%	92%	97%	96%	97%	99%	99%
					ab	ab	ab	abc	abc
No	89	18	17	23	10	10	7	2	2
	4%	9%	9%	7%	3%	3%	2%	1%	1%
		defgh	defgh	fgh					
Don't know	14	1	3	2	1	2	3	*	1
	1%	1%	2%	1%	*%	1%	1%	*%	1%

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

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
Yes	1933	1633	149	89	62	1933	1716	217	540	498	435	449	1038	885	1933
	95%	95%	97%	96%	95%	95%	95%	93%	96%	95%	95%	94%	95%	94%	95%
No	89	78	5	4	3	89	76	13	21	22	23	24	43	46	89
	4%	5%	3%	4%	4%	4%	4%	6%	4%	4%	5%	5%	4%	5%	4%
Don't know	14	13	-	*	1	14	11	3	2	5	*	6	7	7	14
	1%	1%	-%	*%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
												c			

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

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
Yes	1933	432	1429	508	749	520	323	987	603
	95%	92%	96%	93%	95%	98%	96%	94%	95%
			a			a			
No	89	32	52	30	37	11	12	49	26
	4%	7%	4%	5%	5%	2%	4%	5%	4%
		b		c	c				
Don't know	14	4	8	10	*	2	2	9	3
	1%	1%	1%	2%	*%	*%	1%	1%	*%
				bc					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 17

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1940	462	485	492	501	947	993	963	977	692	1190
Effective Weighted Sample	1410	361	359	378	391	682	731	703	708	500	871
Total	1933	372	600	581	379	972	961	982	951	643	1244
I think that if they have been listed in the search results these websites can be trusted	522	125	166	142	89	291	231	268	254	199	310
	27%	33%	28%	24%	24%	30%	24%	27%	27%	31%	25%
		cd				b				b	
I think that some of these websites can be trusted and some can't	1227	194	367	398	269	561	666	624	603	360	838
	63%	52%	61%	68%	71%	58%	69%	64%	63%	56%	67%
			a	ab	ab		a				a
I don't really think about whether the website can be trusted	130	29	51	32	18	80	50	63	67	55	71
	7%	8%	9%	6%	5%	8%	5%	6%	7%	9%	6%
			d			b				b	
Don't know	53	25	16	10	3	40	13	26	27	29	24
	3%	7%	3%	2%	1%	4%	1%	3%	3%	4%	2%
		bcd				b				b	

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

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

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

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

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1940	230	232	238	247	245	247	250	251
Effective Weighted Sample	1410	179	183	178	181	188	190	194	197
Total	1933	192	180	302	297	294	287	193	187
I think that if they have been listed in the search results these websites can be trusted	522	61	63	85	81	72	70	50	40
	27%	32%	35%	28%	27%	24%	25%	26%	21%
		h	efgh						
I think that some of these websites can be trusted and some can't	1227	105	89	184	182	204	193	130	138
	63%	55%	50%	61%	61%	69%	67%	68%	74%
				b	b	ab	ab	ab	abcd
I don't really think about whether the website can be trusted	130	15	14	25	26	12	20	11	7
	7%	8%	8%	8%	9%	4%	7%	6%	4%
					h				
Don't know	53	11	13	8	8	6	4	1	2
	3%	6%	7%	3%	3%	2%	1%	1%	1%
		fgh	cdefgh						

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1940	1253	232	228	227	1940	1733	207	524	399	454	558	923	1012	1940
Effective Weighted Sample	1410	1074	199	213	207	1410	1267	145	354	300	362	444	653	801	1410
Total	1933	1633	149	89	62	1933	1716	217	540	498	435	449	1038	885	1933
I think that if they have been listed in the search results these websites can be trusted	522 27%	459 28% cd	34 23%	18 20%	12 20%	522 27% cd	465 27%	57 26%	177 33% bdfg	115 23%	115 26%	115 26%	293 28%	230 26%	522 27%
I think that some of these websites can be trusted and some can't	1227 63%	1025 63%	100 67%	60 67%	42 68%	1227 63%	1097 64%	131 60%	333 62%	323 65%	271 62%	295 66%	655 63%	566 64%	1227 63%
I don't really think about whether the website can be trusted	130 7%	103 6%	12 8%	9 10%	6 10% a	130 7%	110 6%	20 9%	26 5%	42 8%	36 8%	24 5%	68 7%	59 7%	130 7%
Don't know	53 3%	45 3%	4 3%	2 3%	1 2%	53 3%	43 3%	10 4%	4 1%	18 4% a	14 3% a	16 4% a	22 2%	30 3% a	53 3% a

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1940	425	1447	541	739	515	335	981	602
Effective Weighted Sample	1410	313	1044	402	539	366	241	715	439
Total	1933	432	1429	508	749	520	323	987	603
I think that if they have been listed in the search results these websites can be trusted	522	147	351	151	194	141	144	229	146
	27%	34%	25%	30%	26%	27%	45%	23%	24%
		b					bc		
I think that some of these websites can be trusted and some can't	1227	232	960	299	488	341	160	661	392
	63%	54%	67%	59%	65%	66%	50%	67%	65%
			a		a			a	a
I don't really think about whether the website can be trusted	130	36	87	43	48	29	15	70	46
	7%	8%	6%	8%	6%	6%	5%	7%	8%
Don't know	53	18	30	16	19	9	4	26	20
	3%	4%	2%	3%	3%	2%	1%	3%	3%

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1940	462	485	492	501	947	993	963	977	692	1190
Effective Weighted Sample	1410	361	359	378	391	682	731	703	708	500	871
Total	1933	372	600	581	379	972	961	982	951	643	1244
These are adverts/ they have paid to be here	952	133	250	318	252	382	570	489	463	231	698
	49%	36%	42%	55%	66%	39%	59%	50%	49%	36%	56%
				ab	abc		a				a
These are the most popular results	828	164	249	247	168	413	414	405	422	274	531
	43%	44%	42%	42%	44%	43%	43%	41%	44%	43%	43%
These are the best results	617	143	200	168	106	343	274	325	292	251	354
	32%	38%	33%	29%	28%	35%	29%	33%	31%	39%	28%
		cd				b				b	
Anything else	19	3	4	6	5	7	11	10	9	4	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	111	31	45	19	17	75	35	46	65	52	57
	6%	8%	7%	3%	4%	8%	4%	5%	7%	8%	5%
		cd	c			b				b	
SUMMARY											
ONLY GAVE THE CORRECT RESPONSE	639	90	175	215	160	265	374	332	307	155	467
	33%	24%	29%	37%	42%	27%	39%	34%	32%	24%	38%
				ab	ab		a				a

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

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

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

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

						CHILD'S AGE AND GENDER			
	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1940	230	232	238	247	245	247	250	251
Effective Weighted Sample	1410	179	183	178	181	188	190	194	197
Total	1933	192	180	302	297	294	287	193	187
These are adverts/ they have paid to be here	952	66	66	132	118	158	160	133	119
	49%	35%	37%	44%	40%	54%	56%	69%	64%
						abd	abcd	abcdef	abcde
These are the most popular results	828	83	81	119	130	123	124	80	88
	43%	43%	45%	39%	44%	42%	43%	41%	47%
These are the best results	617	78	65	104	96	86	82	57	49
	32%	41%	36%	34%	32%	29%	29%	30%	26%
		efgh	h						
Anything else	19	2	1	1	3	3	3	3	2
	1%	1%	1%	*%	1%	1%	1%	2%	1%
Don't know	111	13	18	13	32	12	7	9	8
	6%	7%	10%	4%	11%	4%	2%	5%	4%
			cefgh		cefgh				
SUMMARY									
ONLY GAVE THE CORRECT RESPONSE	639	48	42	95	80	103	111	86	74
	33%	25%	23%	31%	27%	35%	39%	45%	39%
						ab	abd	abcd	abd

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1940	1253	232	228	227	1940	1733	207	524	399	454	558	923	1012	1940
Effective Weighted Sample	1410	1074	199	213	207	1410	1267	145	354	300	362	444	653	801	1410
Total	1933	1633	149	89	62	1933	1716	217	540	498	435	449	1038	885	1933
These are adverts/ they have paid to be here	952	796	75	47	34	952	846	107	289	262	192	201	551	393	952
	49%	49%	50%	53%	55%	49%	49%	49%	54%	53%	44%	45%	53%	44%	49%
									cdf	cdf			cdf		f
These are the most popular results	828	712	56	37	23	828	761	67	260	202	199	166	462	364	828
	43%	44%	38%	42%	37%	43%	44%	31%	48%	41%	46%	37%	44%	41%	43%
							b		df		d		d		d
These are the best results	617	541	39	20	17	617	573	45	206	143	131	134	348	265	617
	32%	33%	26%	23%	27%	32%	33%	21%	38%	29%	30%	30%	34%	30%	32%
		c					b		bcdfg						
Anything else	19	18	-	1	*	19	17	2	6	3	4	5	9	9	19
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	111	92	11	5	4	111	88	23	17	28	26	39	45	66	111
	6%	6%	7%	5%	6%	6%	5%	10%	3%	6%	6%	9%	4%	7%	6%
								a				aeg		ae	
SUMMARY															
ONLY GAVE THE CORRECT RESPONSE	639	520	57	37	26	639	551	88	179	182	126	146	361	271	639
	33%	32%	38%	41%	41%	33%	32%	40%	33%	37%	29%	32%	35%	31%	33%
				ae	ae			a		c					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 18

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1940	425	1447	541	739	515	335	981	602
Effective Weighted Sample	1410	313	1044	402	539	366	241	715	439
Total	1933	432	1429	508	749	520	323	987	603
These are adverts/ they have paid to be here	952	195	736	227	363	296	159	498	289
	49%	45%	52%	45%	49%	57%	49%	50%	48%
			a			ab			
These are the most popular results	828	180	617	222	317	230	177	398	242
	43%	42%	43%	44%	42%	44%	55%	40%	40%
							bc		
These are the best results	617	162	428	167	236	172	137	309	165
	32%	37%	30%	33%	32%	33%	42%	31%	27%
		b					bc		
Anything else	19	7	11	3	5	6	4	10	4
	1%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	111	27	76	29	33	20	12	55	40
	6%	6%	5%	6%	4%	4%	4%	6%	7%
SUMMARY									
ONLY GAVE THE CORRECT RESPONSE	639	125	501	149	254	199	79	345	212
	33%	29%	35%	29%	34%	38%	25%	35%	35%
			a			a		a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 19

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
I would always tell someone	1140	270	393	323	155	663	477	578	562	438	685
	56%	65%	62%	53%	40%	63%	48%	55%	57%	63%	53%
		cd	cd	d		b				b	
I would sometimes tell someone	728	121	216	215	176	337	391	369	359	225	480
	36%	29%	34%	36%	46%	32%	40%	35%	36%	32%	37%
					abc		a				
I would not tell someone	71	9	11	27	23	21	50	37	34	15	56
	3%	2%	2%	5%	6%	2%	5%	4%	3%	2%	4%
				b	ab		a				a
Don't know	85	12	15	28	30	27	58	54	32	18	62
	4%	3%	2%	5%	8%	3%	6%	5%	3%	3%	5%
					ab		a				a
Prefer not to say	11	-	1	11	-	1	11	4	7	1	11
	1%	-%	*%	2%	-%	*%	1%	*%	1%	*%	1%
				abd			a				
SUMMARY											
WOULD TELL SOMEONE	1869	391	609	537	331	1000	869	947	922	663	1165
	92%	95%	96%	89%	86%	95%	88%	91%	93%	95%	90%
		cd	cd			b				b	

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
I would always tell someone	1140	136	134	203	190	163	160	76	78
	56%	64%	67%	62%	62%	53%	54%	39%	41%
		efgh	efgh	gh	gh	gh	gh		
I would sometimes tell someone	728	63	58	106	110	107	108	94	83
	36%	30%	29%	32%	36%	35%	36%	48%	44%
								abcdef	abc
I would not tell someone	71	5	5	7	4	15	12	10	13
	3%	2%	2%	2%	1%	5%	4%	5%	7%
						d		d	abcd
Don't know	85	9	3	12	3	18	10	15	15
	4%	4%	2%	4%	1%	6%	3%	8%	8%
						bd		bd	bdf
Prefer not to say	11	-	-	-	1	4	7	-	-
	1%	-%	-%	-%	*%	1%	2%	-%	-%
							abcgh		
SUMMARY									
WOULD TELL SOMEONE	1869	199	192	309	300	270	268	170	161
	92%	94%	96%	94%	97%	88%	90%	87%	85%
		gh	efgh	egh	efgh				

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

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
I would always tell someone	1140	981	79	46	34	1140	1029	111	336	274	228	298	609	526	1140
	56%	57%	52%	50%	52%	56%	57%	47%	60%	52%	50%	62%	56%	56%	56%
		c					b		c			bcefg		c	c
I would sometimes tell someone	728	606	57	39	26	728	635	94	188	205	186	144	393	329	728
	36%	35%	37%	42%	40%	36%	35%	40%	33%	39%	41%	30%	36%	35%	36%
										d	ad		d		d
I would not tell someone	71	57	8	4	2	71	56	14	23	21	21	6	44	26	71
	3%	3%	5%	4%	3%	3%	3%	6%	4%	4%	4%	1%	4%	3%	3%
								a	d	d	d		d		d
Don't know	85	70	8	4	3	85	72	13	15	22	22	27	36	49	85
	4%	4%	5%	4%	5%	4%	4%	6%	3%	4%	5%	6%	3%	5%	4%
												a		a	
Prefer not to say	11	10	2	-	-	11	10	1	2	3	1	5	5	6	11
	1%	1%	1%	-%	-%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%
SUMMARY															
WOULD TELL SOMEONE	1869	1587	136	85	61	1869	1664	204	524	479	414	442	1003	856	1869
	92%	92%	89%	91%	93%	92%	92%	87%	93%	91%	90%	92%	92%	91%	92%
							b								

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

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
I would always tell someone	1140	274	821	308	439	293	206	572	348
	56%	59%	55%	56%	56%	55%	61%	55%	55%
I would sometimes tell someone	728	149	556	192	284	203	112	385	227
	36%	32%	37%	35%	36%	38%	33%	37%	36%
I would not tell someone	71	14	53	23	24	23	10	38	23
	3%	3%	4%	4%	3%	4%	3%	4%	4%
Don't know	85	29	52	21	38	13	5	45	32
	4%	6%	3%	4%	5%	2%	2%	4%	5%
		b						a	a
Prefer not to say	11	2	8	4	1	1	4	4	2
	1%	*%	1%	1%	*%	*%	1%	*%	*%
SUMMARY									
WOULD TELL SOMEONE	1869	423	1377	500	724	496	318	957	574
	92%	90%	92%	91%	92%	93%	94%	92%	91%

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1869	484	486	455	444	970	899	925	944	713	1103
Effective Weighted Sample	1351	376	358	350	346	693	660	672	680	514	803
Total	1869	391	609	537	331	1000	869	947	922	663	1165
A parent	1662	356	564	461	281	920	742	837	826	608	1021
	89%	91%	93%	86%	85%	92%	85%	88%	90%	92%	88%
		cd	cd			b				b	
My friend	587	86	157	200	143	244	343	298	289	160	410
	31%	22%	26%	37%	43%	24%	40%	32%	31%	24%	35%
				ab	ab		a				a
My brother/ sister	522	107	146	157	112	253	269	268	254	182	321
	28%	27%	24%	29%	34%	25%	31%	28%	28%	27%	28%
					b		a				
A teacher	448	109	149	121	69	258	190	211	237	184	261
	24%	28%	24%	23%	21%	26%	22%	22%	26%	28%	22%
		d								b	
Another member of my family	220	50	53	71	45	104	117	116	104	76	134
	12%	13%	9%	13%	14%	10%	13%	12%	11%	12%	12%
					b						
The websites/ apps where I saw it	137	11	20	53	53	31	106	72	65	18	114
	7%	3%	3%	10%	16%	3%	12%	8%	7%	3%	10%
				ab	abc		a				a
The police	134	28	32	44	30	60	74	71	63	42	87
	7%	7%	5%	8%	9%	6%	9%	7%	7%	6%	7%
Would tell someone else	4	1	-	3	1	1	3	2	2	1	3
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
Unsure who I would tell	10	5	-	2	2	5	5	3	6	5	4
	1%	1%	-%	*%	1%	1%	1%	*%	1%	1%	*%
		b									
Don't know	3	-	1	1	1	1	2	3	*	-	3
	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1869	484	486	455	444	970	899	925	944	713	1103
Effective Weighted Sample	1351	376	358	350	346	693	660	672	680	514	803
Total	1869	391	609	537	331	1000	869	947	922	663	1165
SUMMARY											
ANY FAMILY MEMBER	1771	378	588	505	300	966	805	895	876	640	1095
	95%	97%	96%	94%	91%	97%	93%	95%	95%	97%	94%
		d	d			b				b	
ONLY A FAMILY MEMBER	891	204	343	225	118	548	344	451	440	348	525
	48%	52%	56%	42%	36%	55%	40%	48%	48%	52%	45%
		cd	cd			b				b	
ANYONE OUTSIDE OF FAMILY	964	182	264	309	210	446	519	489	475	310	633
	52%	46%	43%	57%	63%	45%	60%	52%	52%	47%	54%
				ab	ab		a				a

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

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

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

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

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1869	239	245	239	247	224	231	223	221
Effective Weighted Sample	1351	186	191	179	179	172	178	172	174
Total	1869	199	192	309	300	270	268	170	161
A parent	1662	181	176	286	278	229	232	140	141
	89%	91%	91%	93%	92%	85%	87%	83%	87%
		g	g	eg	eg				
My friend	587	44	42	78	79	95	105	81	63
	31%	22%	22%	25%	26%	35%	39%	47%	39%
						abc	abcd	abcde	abcd
My brother/ sister	522	56	51	78	69	76	80	58	54
	28%	28%	27%	25%	23%	28%	30%	34%	34%
								d	d
A teacher	448	51	58	65	84	62	59	32	37
	24%	26%	30%	21%	28%	23%	22%	19%	23%
			cg		g				
Another member of my family	220	30	21	25	29	39	32	23	23
	12%	15%	11%	8%	10%	15%	12%	13%	14%
		c							
The websites/ apps where I saw it	137	6	6	9	11	31	22	26	27
	7%	3%	3%	3%	4%	12%	8%	15%	17%
						abcd	abc	abcdf	abcdf
The police	134	15	12	19	14	22	21	14	16
	7%	8%	6%	6%	5%	8%	8%	8%	10%
									d
Would tell someone else	4	-	1	-	-	2	1	1	-
	*%	-%	*%	-%	-%	1%	*%	*%	-%
Unsure who I would tell	10	1	4	-	-	2	-	*	2
	1%	1%	2%	-%	-%	1%	-%	*%	1%
			cdf						
Don't know	3	-	-	1	-	1	-	1	*
	*%	-%	-%	*%	-%	*%	-%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 20

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

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

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

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1869	239	245	239	247	224	231	223	221
Effective Weighted Sample	1351	186	191	179	179	172	178	172	174
Total	1869	199	192	309	300	270	268	170	161
SUMMARY									
ANY FAMILY MEMBER	1771	195	184	298	290	252	253	151	149
	95%	98%	96%	97%	96%	93%	95%	89%	93%
		egh	g	g	g				
ONLY A FAMILY MEMBER	891	107	97	179	164	106	119	59	59
	48%	54%	51%	58%	55%	39%	45%	35%	37%
		egh	egh	efgh	egh				
ANYONE OUTSIDE OF FAMILY	964	91	91	128	136	161	148	110	99
	52%	46%	47%	41%	45%	60%	55%	65%	62%
						abcd	c	abcd	abcd

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 20

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1869	1210	216	220	223	1869	1673	196	502	377	436	549	879	985	1869
Effective Weighted Sample	1351	1035	188	205	204	1351	1215	137	336	284	346	437	620	778	1351
Total	1869	1587	136	85	61	1869	1664	204	524	479	414	442	1003	856	1869
A parent	1662 89%	1405 89%	129 95% ade	76 90%	52 86%	1662 89%	1473 89%	189 93%	458 87%	433 91%	361 87%	402 91%	891 89%	763 89%	1662 89%
My friend	587 31%	504 32% c	41 30%	20 24%	21 35% c	587 31% c	523 31%	64 31%	191 36% df	160 33% d	136 33% d	99 22%	351 35% df	236 28%	587 31% d
My brother/ sister	522 28%	458 29% c	30 22%	18 21%	17 28%	522 28% c	471 28%	52 25%	170 32% cf	130 27%	102 25%	118 27%	299 30%	220 26%	522 28%
A teacher	448 24%	386 24%	25 19%	23 26%	15 24%	448 24%	402 24%	46 23%	139 27%	116 24%	89 21%	102 23%	255 25%	191 22%	448 24%
Another member of my family	220 12%	189 12%	13 10%	9 11%	9 14%	220 12%	206 12%	15 7%	54 10%	61 13%	51 12%	52 12%	114 11%	103 12%	220 12%
The websites/ apps where I saw it	137 7%	124 8% b	3 2%	7 8% b	3 5%	137 7% b	127 8%	10 5%	53 10% df	30 6%	28 7%	27 6%	82 8%	55 6%	137 7%
The police	134 7%	119 8%	7 5%	5 6%	3 4%	134 7%	122 7%	12 6%	48 9% b	20 4%	30 7%	34 8%	68 7%	64 8%	134 7%
Would tell someone else	4 *%	4 *%	- -%	* 1%	- -%	4 *%	4 *%	- -%	1 *%	- -%	- -%	3 1%	1 *%	3 *%	4 *%
Unsure who I would tell	10 1%	9 1%	- -%	* *%	1 1%	10 1%	7 *%	2 1%	1 *%	1 *%	6 1% e	2 *%	2 *%	7 1%	10 1%
Don't know	3 *%	2 *%	1 *%	* *%	- -%	3 *%	3 *%	- -%	- -%	1 *%	* *%	2 1%	1 *%	3 *%	3 *%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1869	1210	216	220	223	1869	1673	196	502	377	436	549	879	985	1869
Effective Weighted Sample	1351	1035	188	205	204	1351	1215	137	336	284	346	437	620	778	1351
Total	1869	1587	136	85	61	1869	1664	204	524	479	414	442	1003	856	1869
SUMMARY															
ANY FAMILY MEMBER	1771	1504	131	80	56	1771	1580	191	497	459	383	421	957	805	1771
	95%	95%	96%	94%	93%	95%	95%	93%	95%	96%	93%	95%	95%	94%	95%
ONLY A FAMILY MEMBER	891	746	74	44	28	891	794	97	213	235	194	244	447	438	891
	48%	47%	55%	51%	46%	48%	48%	47%	41%	49%	47%	55%	45%	51%	48%
										a		aceg		ae	a
ANYONE OUTSIDE OF FAMILY	964	830	61	41	32	964	859	105	310	242	213	194	552	408	964
	52%	52%	45%	48%	53%	52%	52%	52%	59%	51%	52%	44%	55%	48%	52%
									bcdfg		d		df		d

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1869	410	1394	531	719	485	323	955	571
Effective Weighted Sample	1351	300	1001	392	520	345	231	696	410
Total	1869	423	1377	500	724	496	318	957	574
A parent	1662	360	1241	442	648	438	272	857	515
	89%	85%	90%	88%	90%	88%	85%	90%	90%
			a						
My friend	587	129	443	142	227	186	134	287	159
	31%	30%	32%	28%	31%	37%	42%	30%	28%
						a	bc		
My brother/ sister	522	137	366	192	163	135	90	244	183
	28%	32%	27%	38%	22%	27%	28%	26%	32%
		b		bc					b
A teacher	448	122	309	124	177	113	77	245	122
	24%	29%	22%	25%	24%	23%	24%	26%	21%
		b							
Another member of my family	220	70	142	69	86	50	44	106	68
	12%	17%	10%	14%	12%	10%	14%	11%	12%
		b							
The websites/ apps where I saw it	137	29	105	37	39	55	42	58	36
	7%	7%	8%	7%	5%	11%	13%	6%	6%
						b	bc		
The police	134	43	85	48	40	39	41	54	37
	7%	10%	6%	10%	6%	8%	13%	6%	6%
		b		b			bc		
Would tell someone else	4	2	3	2	2	-	1	-	3
	*%	*%	*%	*%	*%	-%	*%	-%	1%
									b
Unsure who I would tell	10	3	7	1	4	*	-	9	1
	1%	1%	*%	*%	1%	*%	-%	1%	*%
Don't know	3	1	2	2	-	1	*	-	3
	*%	*%	*%	*%	-%	*%	*%	-%	1%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1869	410	1394	531	719	485	323	955	571
Effective Weighted Sample	1351	300	1001	392	520	345	231	696	410
Total	1869	423	1377	500	724	496	318	957	574
SUMMARY									
ANY FAMILY MEMBER	1771	395	1311	479	682	470	294	913	546
	95%	93%	95%	96%	94%	95%	92%	95%	95%
ONLY A FAMILY MEMBER	891	186	671	252	349	212	116	459	311
	48%	44%	49%	50%	48%	43%	37%	48%	54%
				c				a	ab
ANYONE OUTSIDE OF FAMILY	964	233	697	245	370	282	201	490	260
	52%	55%	51%	49%	51%	57%	63%	51%	45%
						a	bc		

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
A parent	1662	356	564	461	281	920	742	837	826	608	1021
	82%	86%	89%	76%	73%	88%	75%	80%	83%	87%	79%
		cd	cd			b				b	
My friend	587	86	157	200	143	244	343	298	289	160	410
	29%	21%	25%	33%	37%	23%	35%	29%	29%	23%	32%
				ab	ab		a				a
My brother/ sister	522	107	146	157	112	253	269	268	254	182	321
	26%	26%	23%	26%	29%	24%	27%	26%	26%	26%	25%
					b						
A teacher	448	109	149	121	69	258	190	211	237	184	261
	22%	26%	23%	20%	18%	25%	19%	20%	24%	26%	20%
		cd				b				b	
Another member of my family	220	50	53	71	45	104	117	116	104	76	134
	11%	12%	8%	12%	12%	10%	12%	11%	10%	11%	10%
The websites/ apps where I saw it	137	11	20	53	53	31	106	72	65	18	114
	7%	3%	3%	9%	14%	3%	11%	7%	7%	3%	9%
				ab	abc		a				a
The police	134	28	32	44	30	60	74	71	63	42	87
	7%	7%	5%	7%	8%	6%	8%	7%	6%	6%	7%
Would tell someone else	4	1	-	3	1	1	3	2	2	1	3
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
Unsure who I would tell	10	5	-	2	2	5	5	3	6	5	4
	*%	1%	-%	*%	1%	*%	*%	*%	1%	1%	*%
		b									
Don't know	3	-	1	1	1	1	2	3	*	-	3
	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
SUMMARY											
ANY FAMILY MEMBER	1771	378	588	505	300	966	805	895	876	640	1095
	87%	92%	92%	84%	78%	92%	82%	86%	88%	92%	85%
		cd	cd	d		b				b	
ONLY A FAMILY MEMBER	891	204	343	225	118	548	344	451	440	348	525
	44%	49%	54%	37%	31%	52%	35%	43%	44%	50%	41%
		cd	cd	d		b				b	
ANYONE OUTSIDE OF FAMILY	964	182	264	309	210	446	519	489	475	310	633
	47%	44%	42%	51%	55%	43%	53%	47%	48%	44%	49%
				ab	ab		a				
WOULD NOT TELL SOMEONE	167	22	27	66	53	48	119	94	73	33	129
	8%	5%	4%	11%	14%	5%	12%	9%	7%	5%	10%
				ab	ab		a				a

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
A parent	1662	181	176	286	278	229	232	140	141
	82%	85%	88%	87%	90%	75%	78%	72%	75%
		egh	efgh	efgh	efgh				
My friend	587	44	42	78	79	95	105	81	63
	29%	21%	21%	24%	26%	31%	35%	41%	33%
						ab	abcd	abcde	abc
My brother/ sister	522	56	51	78	69	76	80	58	54
	26%	26%	25%	24%	22%	25%	27%	30%	29%
A teacher	448	51	58	65	84	62	59	32	37
	22%	24%	29%	20%	27%	20%	20%	17%	20%
			cefgh		g				
Another member of my family	220	30	21	25	29	39	32	23	23
	11%	14%	10%	8%	9%	13%	11%	12%	12%
		c							
The websites/ apps where I saw it	137	6	6	9	11	31	22	26	27
	7%	3%	3%	3%	3%	10%	7%	13%	14%
						abcd	abc	abcdf	abcdf
The police	134	15	12	19	14	22	21	14	16
	7%	7%	6%	6%	4%	7%	7%	7%	8%
Would tell someone else	4	-	1	-	-	2	1	1	-
	*%	-%	*%	-%	-%	1%	*%	*%	-%
Unsure who I would tell	10	1	4	-	-	2	-	*	2
	*%	*%	2%	-%	-%	1%	-%	*%	1%
			cdf						
Don't know	3	-	-	1	-	1	-	1	*
	*%	-%	-%	*%	-%	*%	-%	*%	*%

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	**FEMALE 8-9**	**MALE 10-12**	**FEMALE 10-12**	**MALE 13-15**	**FEMALE 13-15**	**MALE 16-17**	**FEMALE 16-17**
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
SUMMARY									
ANY FAMILY MEMBER	1771	195	184	298	290	252	253	151	149
	87%	92%	92%	91%	94%	82%	85%	78%	79%
		efgh	egh	egh	efgh		g		
ONLY A FAMILY MEMBER	891	107	97	179	164	106	119	59	59
	44%	50%	48%	55%	53%	35%	40%	30%	31%
		efgh	egh	efgh	efgh		g		
ANYONE OUTSIDE OF FAMILY	964	91	91	128	136	161	148	110	99
	47%	43%	45%	39%	44%	52%	50%	57%	53%
						c	c	abcd	ac
WOULD NOT TELL SOMEONE	167	13	8	19	8	37	29	25	28
	8%	6%	4%	6%	3%	12%	10%	13%	15%
						bcd	bd	abcd	abcd

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

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
A parent	1662	1405	129	76	52	1662	1473	189	458	433	361	402	891	763	1662
	82%	82%	84%	82%	79%	82%	82%	81%	81%	83%	79%	84%	82%	81%	82%
My friend	587	504	41	20	21	587	523	64	191	160	136	99	351	236	587
	29%	29%	27%	22%	33%	29%	29%	27%	34%	31%	30%	21%	32%	25%	29%
		c			c	c			df	d	d		df		d
My brother/ sister	522	458	30	18	17	522	471	52	170	130	102	118	299	220	522
	26%	27%	19%	19%	26%	26%	26%	22%	30%	25%	22%	25%	27%	23%	26%
		bc				c			cf						
A teacher	448	386	25	23	15	448	402	46	139	116	89	102	255	191	448
	22%	22%	16%	24%	22%	22%	22%	20%	25%	22%	19%	21%	23%	20%	22%
				b											
Another member of my family	220	189	13	9	9	220	206	15	54	61	51	52	114	103	220
	11%	11%	9%	10%	13%	11%	11%	6%	10%	12%	11%	11%	10%	11%	11%
							b								
The websites/ apps where I saw it	137	124	3	7	3	137	127	10	53	30	28	27	82	55	137
	7%	7%	2%	7%	4%	7%	7%	4%	9%	6%	6%	6%	8%	6%	7%
		b		b		b			df						
The police	134	119	7	5	3	134	122	12	48	20	30	34	68	64	134
	7%	7%	4%	6%	4%	7%	7%	5%	8%	4%	7%	7%	6%	7%	7%
									b						
Would tell someone else	4	4	-	*	-	4	4	-	1	-	-	3	1	3	4
	*%	*%	-%	1%	-%	*%	*%	-%	*%	-%	-%	1%	*%	*%	*%
Unsure who I would tell	10	9	-	*	1	10	7	2	1	1	6	2	2	7	10
	*%	*%	-%	*%	1%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%
											e				
Don't know	3	2	1	*	-	3	3	-	-	1	*	2	1	3	3
	*%	*%	*%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024. **Table 21**

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

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

Base : Children aged 8-17 who go online

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
SUMMARY															
ANY FAMILY MEMBER	1771	1504	131	80	56	1771	1580	191	497	459	383	421	957	805	1771
	87%	87%	85%	86%	86%	87%	88%	82%	88%	88%	84%	88%	88%	86%	87%
							b								
ONLY A FAMILY MEMBER	891	746	74	44	28	891	794	97	213	235	194	244	447	438	891
	44%	43%	48%	47%	43%	44%	44%	41%	38%	45%	42%	51%	41%	47%	44%
												aceg		ae	a
ANYONE OUTSIDE OF FAMILY	964	830	61	41	32	964	859	105	310	242	213	194	552	408	964
	47%	48%	40%	44%	49%	47%	48%	45%	55%	46%	47%	41%	51%	44%	47%
		b					b		bcdfg				df		d
WOULD NOT TELL SOMEONE	167	137	18	8	5	167	138	29	39	46	44	37	85	82	167
	8%	8%	11%	9%	7%	8%	8%	13%	7%	9%	10%	8%	8%	9%	8%
								a							

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

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
A parent	1662	360	1241	442	648	438	272	857	515
	82%	77%	83%	81%	82%	82%	81%	82%	82%
			a						
My friend	587	129	443	142	227	186	134	287	159
	29%	28%	30%	26%	29%	35%	40%	27%	25%
						a	bc		
My brother/ sister	522	137	366	192	163	135	90	244	183
	26%	29%	25%	35%	21%	25%	27%	23%	29%
				bc					b
A teacher	448	122	309	124	177	113	77	245	122
	22%	26%	21%	23%	22%	21%	23%	23%	19%
		b							
Another member of my family	220	70	142	69	86	50	44	106	68
	11%	15%	10%	13%	11%	9%	13%	10%	11%
		b							
The websites/ apps where I saw it	137	29	105	37	39	55	42	58	36
	7%	6%	7%	7%	5%	10%	13%	6%	6%
						b	bc		
The police	134	43	85	48	40	39	41	54	37
	7%	9%	6%	9%	5%	7%	12%	5%	6%
		b		b			bc		
Would tell someone else	4	2	3	2	2	-	1	-	3
	*%	*%	*%	*%	*%	-%	*%	-%	1%
									b
Unsure who I would tell	10	3	7	1	4	*	-	9	1
	*%	1%	*%	*%	1%	*%	-%	1%	*%
Don't know	3	1	2	2	-	1	*	-	3
	*%	*%	*%	*%	-%	*%	*%	-%	*%

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

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
SUMMARY									
ANY FAMILY MEMBER	1771	395	1311	479	682	470	294	913	546
	87%	84%	88%	87%	87%	88%	87%	87%	87%
ONLY A FAMILY MEMBER	891	186	671	252	349	212	116	459	311
	44%	40%	45%	46%	44%	40%	34%	44%	49%
								a	a
ANYONE OUTSIDE OF FAMILY	964	233	697	245	370	282	201	490	260
	47%	50%	47%	45%	47%	53%	60%	47%	41%
						a	bc		
WOULD NOT TELL SOMEONE	167	45	112	48	63	37	19	87	57
	8%	10%	8%	9%	8%	7%	6%	8%	9%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 22

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
Yes	670	129	196	209	136	324	345	351	318	232	428
	33%	31%	31%	35%	35%	31%	35%	34%	32%	33%	33%
No	1222	252	397	351	222	649	573	622	599	409	782
	60%	61%	62%	58%	58%	62%	58%	60%	60%	59%	60%
Don't know	133	32	41	37	24	73	60	61	72	55	73
	7%	8%	6%	6%	6%	7%	6%	6%	7%	8%	6%
Prefer not to say	11	-	3	6	3	3	9	7	5	-	11
	1%	-%	*%	1%	1%	*%	1%	1%	*%	-%	1%
				a							a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 22

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

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

Base : Children aged 8-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
Yes	670	65	63	107	89	106	103	73	63
	33%	31%	32%	33%	29%	35%	35%	37%	33%
No	1222	132	120	201	196	178	173	111	110
	60%	62%	60%	61%	64%	58%	58%	57%	58%
Don't know	133	15	17	18	22	17	20	10	13
	7%	7%	8%	6%	7%	6%	7%	5%	7%
Prefer not to say	11	-	-	1	1	5	1	1	2
	1%	-%	-%	*%	*%	2%	*%	*%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 22

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
Yes	670	569	50	25	26	670	616	53	258	154	137	118	413	255	670
	33%	33%	32%	27%	39%	33%	34%	23%	46%	29%	30%	25%	38%	27%	33%
					c		b		bcdefg				bcdfg		df
No	1222	1033	94	60	35	1222	1060	162	284	325	289	320	609	609	1222
	60%	60%	61%	64%	54%	60%	59%	69%	50%	62%	63%	67%	56%	65%	60%
				d				a		a	ae	aeg		aeg	a
Don't know	133	111	10	8	4	133	114	19	21	40	30	38	61	68	133
	7%	6%	6%	8%	6%	7%	6%	8%	4%	8%	7%	8%	6%	7%	7%
										a		a		a	a
Prefer not to say	11	10	1	-	*	11	11	-	-	6	3	3	6	6	11
	1%	1%	*%	-%	*%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%
										a					

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

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
Yes	670	190	462	185	240	214	162	322	182
	33%	41%	31%	34%	31%	40%	48%	31%	29%
		b				b	bc		
No	1222	240	933	336	490	290	162	643	402
	60%	51%	63%	61%	62%	54%	48%	62%	64%
			a	c	c			a	a
Don't know	133	35	88	24	54	27	10	76	45
	7%	8%	6%	4%	7%	5%	3%	7%	7%
								a	a
Prefer not to say	11	3	7	3	2	2	3	4	3
	1%	1%	*%	1%	*%	*%	1%	*%	*%

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	668	164	151	168	185	315	353	346	322	248	407
Effective Weighted Sample	476	130	110	130	144	221	256	248	229	176	292
Total	670	129	196	209	136	324	345	351	318	232	428
Yes	577	113	180	173	111	293	284	301	276	209	360
	86%	88%	92%	83%	81%	90%	82%	86%	87%	90%	84%
			cd			b					
No	81	15	16	26	24	31	50	43	38	23	58
	12%	12%	8%	13%	17%	10%	15%	12%	12%	10%	13%
					b						
Don't know	8	-	*	7	1	*	8	5	3	*	8
	1%	-%	*%	3%	*%	*%	2%	1%	1%	*%	2%
				a			a				
Prefer not to say	3	-	-	3	1	-	3	3	1	-	3
	1%	-%	-%	1%	1%	-%	1%	1%	*%	-%	1%

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

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

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

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

		CHILD'S AGE AND GENDER							
	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	668	84	80	81	70	83	85	98	87
Effective Weighted Sample	476	65	66	59	50	66	64	78	65
Total	670	65	63	107	89	106	103	73	63
Yes	577	**	**	**	**	**	**	**	**
	86%	**	**	**	**	**	**	**	**
No	81	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
Prefer not to say	3	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	668	431	79	65	93	668	612	56	249	126	146	146	375	292	668
Effective Weighted Sample	476	366	67	60	83	476	437	40	165	96	116	114	261	229	476
Total	670	569	50	25	26	670	616	53	258	154	137	118	413	255	670
Yes	577	491	**	**	**	577	535	**	231	126	107	112	356	218	577
	86%	86%	**	**	**	86%	87%	**	89%	81%	78%	94%	86%	86%	86%
									c			bcefg	c		c
No	81	67	**	**	**	81	73	**	24	24	28	5	48	33	81
	12%	12%	**	**	**	12%	12%	**	9%	16%	20%	5%	12%	13%	12%
										d	adeg		d	d	d
Don't know	8	8	**	**	**	8	8	**	1	5	1	1	6	3	8
	1%	1%	**	**	**	1%	1%	**	*%	3%	1%	1%	1%	1%	1%
Prefer not to say	3	3	**	**	**	3	-	**	3	-	1	-	3	1	3
	1%	1%	**	**	**	1%	-%	**	1%	-%	1%	-%	1%	*%	1%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	668	189	460	189	235	218	166	321	177
Effective Weighted Sample	476	134	328	140	167	153	116	232	126
Total	670	190	462	185	240	214	162	322	182
Yes	577	167	395	163	199	190	142	272	160
	86%	88%	85%	88%	83%	89%	88%	84%	88%
No	81	18	61	17	36	22	19	43	19
	12%	9%	13%	9%	15%	10%	12%	13%	10%
Don't know	8	4	4	5	3	*	1	4	3
	1%	2%	1%	3%	1%	*%	*%	1%	2%
Prefer not to say	3	1	3	-	3	1	-	3	1
	1%	*%	1%	-%	1%	*%	-%	1%	1%

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

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

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

Base : Children aged 8-17 who go online

		CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
	Total	8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
Yes	1869	387	601	549	334	987	882	955	914	655	1179
	92%	94%	94%	91%	87%	94%	89%	92%	92%	94%	91%
		d	d			b				b	
No	141	21	29	48	44	50	92	72	70	31	100
	7%	5%	5%	8%	11%	5%	9%	7%	7%	4%	8%
					ab		a				a
Don't know	25	5	6	7	7	12	13	14	11	10	14
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%

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

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

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

Base : Children aged 8-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER			
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
Yes	1869	195	192	306	295	283	266	172	162
	92%	92%	96%	93%	96%	92%	90%	88%	86%
		h	fgh	h	fgh	h			
No	141	14	7	18	11	19	29	21	23
	7%	7%	3%	5%	4%	6%	10%	11%	12%
							bd	bd	bcde
Don't know	25	3	2	4	2	4	2	2	5
	1%	1%	1%	1%	1%	1%	1%	1%	2%

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

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
Yes	1869	1582	140	87	61	1869	1659	210	532	478	418	431	1010	849	1869
	92%	92%	91%	93%	93%	92%	92%	90%	94% df	91%	91%	90%	93%	91%	92%
No	141	121	11	6	4	141	121	21	27	39	33	42	66	75	141
	7%	7%	7%	6%	6%	7%	7%	9%	5%	7%	7%	9% a	6%	8% a	7%
Don't know	25	21	3	1	1	25	22	3	4	8	7	6	12	13	25
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%

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

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
Yes	1869	438	1364	496	713	502	316	965	570
	92%	94%	92%	91%	91%	94%	94%	92%	90%
No	141	22	110	45	64	25	18	70	50
	7%	5%	7%	8%	8%	5%	5%	7%	8%
				c	c				
Don't know	25	8	16	7	10	6	4	10	11
	1%	2%	1%	1%	1%	1%	1%	1%	2%

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1862	472	478	462	450	950	912	932	930	697	1118
Effective Weighted Sample	1346	369	352	356	348	681	668	675	672	504	813
Total	1869	387	601	549	334	987	882	955	914	655	1179
A parent	1676	352	554	480	290	906	770	854	822	600	1046
	90%	91%	92%	87%	87%	92%	87%	89%	90%	92%	89%
			cd			b					
A teacher at school	1337	271	425	391	250	696	641	685	652	465	844
	72%	70%	71%	71%	75%	71%	73%	72%	71%	71%	72%
The police coming in to school to talk to us	245	33	69	88	56	101	144	119	126	57	183
	13%	8%	11%	16%	17%	10%	16%	12%	14%	9%	16%
				a	ab		a				a
Another member of my family	231	50	63	80	38	113	117	117	114	89	134
	12%	13%	11%	15%	11%	11%	13%	12%	12%	14%	11%
Friends	149	19	35	53	43	54	96	71	79	36	108
	8%	5%	6%	10%	13%	5%	11%	7%	9%	6%	9%
				a	ab		a				a
Websites or apps	141	15	31	49	45	47	94	70	71	33	106
	8%	4%	5%	9%	13%	5%	11%	7%	8%	5%	9%
				a	ab		a				a
Television/ radio programmes	119	20	31	32	36	51	68	51	68	38	78
	6%	5%	5%	6%	11%	5%	8%	5%	7%	6%	7%
					abc						
Other	7	1	2	1	3	3	4	6	1	1	6
	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%
Don't know	2	-	-	2	-	-	2	2	-	-	2
	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%
SUMMARY											
ANY FAMILY MEMBER	1706	357	557	496	296	914	792	865	841	605	1071
	91%	92%	93%	90%	89%	93%	90%	91%	92%	92%	91%
ONLY A FAMILY MEMBER	436	103	161	114	58	264	172	217	219	172	259
	23%	27%	27%	21%	18%	27%	20%	23%	24%	26%	22%
		d	d			b					

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1862	472	478	462	450	950	912	932	930	697	1118
Effective Weighted Sample	1346	369	352	356	348	681	668	675	672	504	813
Total	1869	387	601	549	334	987	882	955	914	655	1179
ANYONE OUTSIDE OF FAMILY	1431	284	440	433	275	723	708	737	695	483	918
	77%	73%	73%	79%	82%	73%	80%	77%	76%	74%	78%
					ab		a				

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

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

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

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

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1862	232	240	237	241	236	226	227	223
Effective Weighted Sample	1346	181	188	176	176	181	175	173	175
Total	1869	195	192	306	295	283	266	172	162
A parent	1676	175	177	283	271	250	230	145	144
	90%	90%	92%	93%	92%	88%	87%	85%	89%
			g	g	g				
A teacher at school	1337	141	130	214	211	199	192	130	119
	72%	72%	68%	70%	71%	70%	72%	76%	74%
The police coming in to school to talk to us	245	18	15	31	38	45	43	26	30
	13%	9%	8%	10%	13%	16%	16%	15%	19%
						b	ab	b	abc
Another member of my family	231	33	17	28	35	36	43	20	18
	12%	17%	9%	9%	12%	13%	16%	11%	11%
		bc					bc		
Friends	149	11	9	15	20	25	28	21	22
	8%	6%	4%	5%	7%	9%	11%	12%	14%
							bc	abc	abcd
Websites or apps	141	7	8	16	15	22	27	24	21
	8%	4%	4%	5%	5%	8%	10%	14%	13%
							ab	abcd	abcd
Television/ radio programmes	119	11	8	14	17	10	22	16	20
	6%	6%	4%	5%	6%	3%	8%	9%	13%
								e	abcde
Other	7	1	-	1	1	1	-	3	-
	*%	1%	-%	*%	*%	*%	-%	2%	-%
Don't know	2	-	-	-	-	2	-	-	-
	*%	-%	-%	-%	-%	1%	-%	-%	-%
SUMMARY									
ANY FAMILY MEMBER	1706	178	179	283	274	254	242	149	147
	91%	91%	93%	93%	93%	90%	91%	87%	91%
			g						

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

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

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

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

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1862	232	240	237	241	236	226	227	223
Effective Weighted Sample	1346	181	188	176	176	181	175	173	175
Total	1869	195	192	306	295	283	266	172	162
ONLY A FAMILY MEMBER	436	48	55	85	76	55	59	28	30
	23%	25%	29%	28%	26%	19%	22%	16%	19%
			egh	gh	g				
ANYONE OUTSIDE OF FAMILY	1431	147	137	220	219	226	207	144	131
	77%	75%	71%	72%	74%	80%	78%	84%	81%
								bcd	bc

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1862	1200	218	221	223	1862	1662	200	505	383	439	530	888	969	1862
Effective Weighted Sample	1346	1027	186	206	203	1346	1208	140	339	286	349	422	625	765	1346
Total	1869	1582	140	87	61	1869	1659	210	532	478	418	431	1010	849	1869
A parent	1676	1419	128	76	53	1676	1493	183	484	428	372	386	912	758	1676
	90%	90%	91%	88%	88%	90%	90%	87%	91%	89%	89%	89%	90%	89%	90%
A teacher at school	1337	1127	100	64	46	1337	1185	151	362	359	307	300	721	608	1337
	72%	71%	71%	74%	76%	72%	71%	72%	68%	75%	74%	70%	71%	72%	72%
The police coming in to school to talk to us	245	181	28	25	12	245	214	31	72	54	63	57	125	120	245
	13%	11%	20%	29%	19%	13%	13%	15%	13%	11%	15%	13%	12%	14%	13%
			ae	abde	ae										
Another member of my family	231	193	18	11	8	231	209	21	71	66	39	52	137	92	231
	12%	12%	13%	12%	14%	12%	13%	10%	13%	14%	9%	12%	14%	11%	12%
Friends	149	130	9	4	7	149	144	5	57	32	29	29	89	58	149
	8%	8%	6%	4%	12%	8%	9%	2%	11%	7%	7%	7%	9%	7%	8%
					c		b		df						
Websites or apps	141	127	5	5	5	141	133	7	60	34	28	18	95	46	141
	8%	8%	3%	6%	8%	8%	8%	4%	11%	7%	7%	4%	9%	5%	8%
		b			b	b			cdfg				df		d
Television/ radio programmes	119	105	7	2	5	119	109	10	49	29	21	20	78	42	119
	6%	7%	5%	3%	8%	6%	7%	5%	9%	6%	5%	5%	8%	5%	6%
		c			c	c			cdf				f		
Other	7	6	-	1	*	7	7	-	-	1	3	2	1	5	7
	*%	*%	-%	1%	*%	*%	*%	-%	-%	*%	1%	*%	*%	1%	*%
Don't know	2	2	-	-	-	2	2	-	2	-	-	-	2	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
SUMMARY															
ANY FAMILY MEMBER	1706	1446	128	77	54	1706	1519	187	493	441	377	389	934	766	1706
	91%	91%	92%	89%	89%	91%	92%	89%	93%	92%	90%	90%	92%	90%	91%
ONLY A FAMILY MEMBER	436	371	36	18	11	436	385	52	133	96	91	117	229	207	436
	23%	23%	26%	21%	18%	23%	23%	25%	25%	20%	22%	27%	23%	24%	23%
			d									b			

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1862	1200	218	221	223	1862	1662	200	505	383	439	530	888	969	1862
Effective Weighted Sample	1346	1027	186	206	203	1346	1208	140	339	286	349	422	625	765	1346
Total	1869	1582	140	87	61	1869	1659	210	532	478	418	431	1010	849	1869
ANYONE OUTSIDE OF FAMILY	1431	1209	104	68	50	1431	1273	158	397	382	328	314	779	642	1431
	77%	76%	74%	79%	82%	77%	77%	75%	75%	80%	78%	73%	77%	76%	77%
					b					d					

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1862	423	1375	527	702	490	322	948	572
Effective Weighted Sample	1346	309	987	389	507	349	230	692	411
Total	1869	438	1364	496	713	502	316	965	570
A parent	1676	383	1235	450	630	456	282	865	510
	90%	87%	91%	91%	88%	91%	89%	90%	89%
A teacher at school	1337	297	998	337	495	377	183	725	412
	72%	68%	73%	68%	69%	75%	58%	75%	72%
						a		a	a
The police coming in to school to talk to us	245	60	177	62	95	65	39	120	83
	13%	14%	13%	12%	13%	13%	12%	12%	15%
Another member of my family	231	74	146	57	87	55	47	105	76
	12%	17%	11%	12%	12%	11%	15%	11%	13%
		b							
Friends	149	48	98	27	42	63	51	63	32
	8%	11%	7%	6%	6%	13%	16%	7%	6%
		b				ab	bc		
Websites or apps	141	42	95	31	43	57	50	57	31
	8%	10%	7%	6%	6%	11%	16%	6%	5%
						ab	bc		
Television/ radio programmes	119	27	92	27	33	48	32	63	23
	6%	6%	7%	6%	5%	10%	10%	7%	4%
						ab	c		
Other	7	1	6	1	3	1	-	3	4
	*%	*%	*%	*%	*%	*%	-%	*%	1%
Don't know	2	-	2	-	2	-	-	2	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%
SUMMARY									
ANY FAMILY MEMBER	1706	393	1253	456	649	460	288	880	519
	91%	90%	92%	92%	91%	92%	91%	91%	91%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1862	423	1375	527	702	490	322	948	572
Effective Weighted Sample	1346	309	987	389	507	349	230	692	411
Total	1869	438	1364	496	713	502	316	965	570
ONLY A FAMILY MEMBER	436	105	309	141	186	87	95	207	134
	23%	24%	23%	28%	26%	17%	30%	21%	23%
				c	c		b		
ANYONE OUTSIDE OF FAMILY	1431	334	1053	356	525	415	221	757	436
	77%	76%	77%	72%	74%	83%	70%	78%	77%
						ab		a	

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
A parent	1676	352	554	480	290	906	770	854	822	600	1046
	82%	85%	87%	80%	75%	86%	78%	82%	83%	86%	81%
		cd	cd			b				b	
A teacher at school	1337	271	425	391	250	696	641	685	652	465	844
	66%	66%	67%	65%	65%	66%	65%	66%	66%	67%	65%
The police coming in to school to talk to us	245	33	69	88	56	101	144	119	126	57	183
	12%	8%	11%	15%	15%	10%	15%	11%	13%	8%	14%
				a	a		a				a
Another member of my family	231	50	63	80	38	113	117	117	114	89	134
	11%	12%	10%	13%	10%	11%	12%	11%	11%	13%	10%
Friends	149	19	35	53	43	54	96	71	79	36	108
	7%	5%	5%	9%	11%	5%	10%	7%	8%	5%	8%
				a	ab		a				a
Websites or apps	141	15	31	49	45	47	94	70	71	33	106
	7%	4%	5%	8%	12%	4%	10%	7%	7%	5%	8%
				a	ab		a				a
Television/ radio programmes	119	20	31	32	36	51	68	51	68	38	78
	6%	5%	5%	5%	10%	5%	7%	5%	7%	5%	6%
					abc						
Other	7	1	2	1	3	3	4	6	1	1	6
	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%	*%
Don't know	2	-	-	2	-	-	2	2	-	-	2
	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%
SUMMARY											
ANY FAMILY MEMBER	1706	357	557	496	296	914	792	865	841	605	1071
	84%	86%	88%	82%	77%	87%	80%	83%	85%	87%	83%
		d	cd			b				b	

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
ONLY A FAMILY MEMBER	436	103	161	114	58	264	172	217	219	172	259
	21%	25%	25%	19%	15%	25%	17%	21%	22%	25%	20%
		cd	cd			b				b	
ANYONE OUTSIDE OF FAMILY	1431	284	440	433	275	723	708	737	695	483	918
	70%	69%	69%	72%	72%	69%	72%	71%	70%	69%	71%
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	166	26	35	55	51	61	105	86	81	42	114
	8%	6%	6%	9%	13%	6%	11%	8%	8%	6%	9%
					ab		a				a

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

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

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

Base : Children aged 8-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
A parent	1676	175	177	283	271	250	230	145	144
	82%	82%	88%	86%	88%	82%	77%	75%	76%
			fgh	fgh	fgh				
A teacher at school	1337	141	130	214	211	199	192	130	119
	66%	67%	65%	65%	68%	65%	65%	67%	63%
The police coming in to school to talk to us	245	18	15	31	38	45	43	26	30
	12%	8%	7%	9%	12%	15%	15%	13%	16%
						ab	b		abc
Another member of my family	231	33	17	28	35	36	43	20	18
	11%	15%	9%	9%	11%	12%	15%	10%	9%
		bc							
Friends	149	11	9	15	20	25	28	21	22
	7%	5%	4%	4%	6%	8%	10%	11%	12%
							b	abc	abc
Websites or apps	141	7	8	16	15	22	27	24	21
	7%	3%	4%	5%	5%	7%	9%	12%	11%
							ab	abcd	abcd
Television/ radio programmes	119	11	8	14	17	10	22	16	20
	6%	5%	4%	4%	6%	3%	7%	8%	11%
								e	abce
Other	7	1	-	1	1	1	-	3	-
	*%	1%	-%	*%	*%	*%	-%	1%	-%
Don't know	2	-	-	-	-	2	-	-	-
	*%	-%	-%	-%	-%	1%	-%	-%	-%
SUMMARY									
ANY FAMILY MEMBER	1706	178	179	283	274	254	242	149	147
	84%	84%	89%	86%	89%	83%	82%	77%	78%
			fgh	gh	fgh				

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	**FEMALE 8-9**	**MALE 10-12**	**FEMALE 10-12**	**MALE 13-15**	**FEMALE 13-15**	**MALE 16-17**	**FEMALE 16-17**
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
ONLY A FAMILY MEMBER	436	48	55	85	76	55	59	28	30
	21%	23%	27%	26%	25%	18%	20%	14%	16%
			g	egh	gh	gh			
ANYONE OUTSIDE OF FAMILY	1431	147	137	220	219	226	207	144	131
	70%	69%	68%	67%	71%	74%	70%	74%	69%
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	166	17	9	22	13	23	31	23	27
	8%	8%	4%	7%	4%	8%	10%	12%	14%
							bd	bd	abcde

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

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
A parent	1676	1419	128	76	53	1676	1493	183	484	428	372	386	912	758	1676
	82%	82%	83%	81%	82%	82%	83%	78%	86% df	82%	81%	80%	84%	81%	82%
A teacher at school	1337	1127	100	64	46	1337	1185	151	362	359	307	300	721	608	1337
	66%	65%	65%	69%	71%	66%	66%	65%	64%	68%	67%	63%	66%	65%	66%
The police coming in to school to talk to us	245	181	28	25	12	245	214	31	72	54	63	57	125	120	245
	12%	10%	18% ae	27% abde	18% ae	12%	12%	13%	13%	10%	14%	12%	12%	13%	12%
Another member of my family	231	193	18	11	8	231	209	21	71	66	39	52	137	92	231
	11%	11%	12%	11%	13%	11%	12%	9%	13%	13%	9%	11%	13% c	10%	11%
Friends	149	130	9	4	7	149	144	5	57	32	29	29	89	58	149
	7%	8%	6%	4%	11% bc	7%	8% b	2%	10% df	6%	6%	6%	8%	6%	7%
Websites or apps	141	127	5	5	5	141	133	7	60	34	28	18	95	46	141
	7%	7% b	3%	5%	8% b	7% b	7%	3%	11% cdfg	7%	6%	4%	9% df	5%	7% d
Television/ radio programmes	119	105	7	2	5	119	109	10	49	29	21	20	78	42	119
	6%	6% c	4%	3%	8% c	6% c	6%	4%	9% cdf	5%	5%	4%	7% df	4%	6%
Other	7	6	-	1	*	7	7	-	-	1	3	2	1	5	7
	*%	*%	-%	1%	*%	*%	*%	-%	-%	*%	1%	*%	*%	1%	*%
Don't know	2	2	-	-	-	2	2	-	2	-	-	-	2	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
SUMMARY															
ANY FAMILY MEMBER	1706	1446	128	77	54	1706	1519	187	493	441	377	389	934	766	1706
	84%	84%	84%	83%	83%	84%	84%	80%	87% cdf	84%	82%	81%	86% df	82%	84%

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

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
ONLY A FAMILY MEMBER	436	371	36	18	11	436	385	52	133	96	91	117	229	207	436
	21%	22%	24%	20%	16%	21%	21%	22%	24%	18%	20%	24%	21%	22%	21%
												b			
ANYONE OUTSIDE OF FAMILY	1431	1209	104	68	50	1431	1273	158	397	382	328	314	779	642	1431
	70%	70%	67%	73%	77%	70%	71%	68%	70%	73%	71%	66%	72%	68%	70%
					abe					d			d		
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	166	141	14	7	4	166	143	24	31	47	40	48	78	88	166
	8%	8%	9%	7%	7%	8%	8%	10%	6%	9%	9%	10%	7%	9%	8%
												a		a	

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

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
A parent	1676	383	1235	450	630	456	282	865	510
	82%	82%	83%	82%	80%	86%	84%	83%	81%
						b			
A teacher at school	1337	297	998	337	495	377	183	725	412
	66%	63%	67%	61%	63%	71%	54%	69%	65%
						ab		a	a
The police coming in to school to talk to us	245	60	177	62	95	65	39	120	83
	12%	13%	12%	11%	12%	12%	12%	11%	13%
Another member of my family	231	74	146	57	87	55	47	105	76
	11%	16%	10%	10%	11%	10%	14%	10%	12%
		b							
Friends	149	48	98	27	42	63	51	63	32
	7%	10%	7%	5%	5%	12%	15%	6%	5%
		b				ab	bc		
Websites or apps	141	42	95	31	43	57	50	57	31
	7%	9%	6%	6%	5%	11%	15%	5%	5%
						ab	bc		
Television/ radio programmes	119	27	92	27	33	48	32	63	23
	6%	6%	6%	5%	4%	9%	9%	6%	4%
						ab	c		
Other	7	1	6	1	3	1	-	3	4
	*%	*%	*%	*%	*%	*%	-%	*%	1%
Don't know	2	-	2	-	2	-	-	2	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%
SUMMARY									
ANY FAMILY MEMBER	1706	393	1253	456	649	460	288	880	519
	84%	84%	84%	83%	83%	86%	85%	84%	82%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 26

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
ONLY A FAMILY MEMBER	436	105	309	141	186	87	95	207	134
	21%	22%	21%	26%	24%	16%	28%	20%	21%
				c	c		bc		
ANYONE OUTSIDE OF FAMILY	1431	334	1053	356	525	415	221	757	436
	70%	71%	71%	65%	67%	78%	66%	72%	69%
						ab		a	
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	166	30	126	52	74	31	21	80	62
	8%	6%	8%	9%	9%	6%	6%	8%	10%

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
Yes, we have regular lessons	600	108	202	190	100	310	290	313	286	195	396
	29%	26%	32%	31%	26%	30%	29%	30%	29%	28%	31%
Yes, we've had more than one lesson	1016	199	317	290	211	516	500	518	498	341	652
	50%	48%	50%	48%	55%	49%	51%	50%	50%	49%	50%
Yes, we've had one lesson	261	64	74	75	47	139	122	122	139	95	158
	13%	16%	12%	12%	12%	13%	12%	12%	14%	14%	12%
No	127	32	33	41	21	65	62	75	52	50	71
	6%	8%	5%	7%	5%	6%	6%	7%	5%	7%	5%
Don't know	32	10	10	7	5	20	12	13	19	16	16
	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%
SUMMARY											
ANY LESSONS	1876	371	593	555	358	964	913	953	924	631	1207
	92%	90%	93%	92%	93%	92%	92%	92%	93%	91%	93%
MORE THAN ONE LESSON	1615	306	519	480	311	825	790	831	784	536	1049
	79%	74%	82%	79%	81%	79%	80%	80%	79%	77%	81%
			a		a						

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 27

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

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

Base : Children aged 8-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
Yes, we have regular lessons	600	59	49	109	93	99	91	47	53
	29%	28%	25%	33%	30%	32%	31%	24%	28%
Yes, we've had more than one lesson	1016	101	98	151	166	163	127	103	107
	50%	47%	49%	46%	54%	53%	43%	53%	57%
					f	f		f	cf
Yes, we've had one lesson	261	31	33	38	36	22	53	31	16
	13%	15%	17%	12%	12%	7%	18%	16%	9%
		e	eh				eh	eh	
No	127	15	17	26	7	20	21	13	8
	6%	7%	8%	8%	2%	7%	7%	7%	4%
		d	d	d		d	d	d	
Don't know	32	7	4	4	6	3	4	-	5
	2%	3%	2%	1%	2%	1%	1%	-%	3%
		g							g
SUMMARY									
ANY LESSONS	1876	190	180	298	295	283	271	182	176
	92%	90%	90%	91%	96%	92%	91%	93%	93%
					ab				
MORE THAN ONE LESSON	1615	159	147	260	259	261	218	151	160
	79%	75%	73%	79%	84%	85%	74%	77%	85%
					abf	abfg			abf

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

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
Yes, we have regular lessons	600 29%	517 30%	43 28%	23 25%	17 26%	600 29%	545 30%	54 23%	202 36% bcdfg	132 25%	127 28%	139 29%	334 31%	266 28%	600 29%
Yes, we've had more than one lesson	1016 50%	857 50%	79 51%	47 50%	33 51%	1016 50%	892 50%	123 53%	275 49%	271 52%	227 50%	235 49%	546 50%	462 49%	1016 50%
Yes, we've had one lesson	261 13%	217 13%	20 13%	14 15%	10 16%	261 13%	227 13%	34 15%	56 10%	86 16% ad	66 14%	53 11%	142 13%	119 13%	261 13%
No	127 6%	110 6%	8 5%	6 7%	3 5%	127 6%	109 6%	18 8%	28 5%	28 5%	32 7%	39 8% e	56 5%	71 8%	127 6%
Don't know	32 2%	23 1%	5 3%	3 3% a	1 2%	32 2%	29 2%	3 1%	3 1%	6 1%	7 2%	13 3% ae	9 1%	20 2% ae	32 2%
SUMMARY															
ANY LESSONS	1876 92%	1591 92%	141 92%	84 90%	61 93%	1876 92%	1664 92%	212 91%	532 94% df	490 93% d	420 92%	427 89%	1022 94% df	847 90%	1876 92% d
MORE THAN ONE LESSON	1615 79%	1374 80%	121 79%	70 75%	50 77%	1615 79%	1438 80%	178 76%	477 85% bcdfg	403 77%	354 77%	374 78%	880 81%	728 78%	1615 79%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 27

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
Yes, we have regular lessons	600	151	425	187	210	158	132	279	178
	29%	32%	29%	34%	27%	30%	39%	27%	28%
				b			bc		
Yes, we've had more than one lesson	1016	203	774	230	420	282	153	544	310
	50%	43%	52%	42%	53%	53%	45%	52%	49%
			a		a	a			
Yes, we've had one lesson	261	66	190	80	91	64	32	134	93
	13%	14%	13%	15%	12%	12%	9%	13%	15%
									a
No	127	36	83	44	50	22	20	68	39
	6%	8%	6%	8%	6%	4%	6%	6%	6%
				c					
Don't know	32	12	18	8	14	6	*	19	12
	2%	3%	1%	1%	2%	1%	*%	2%	2%
								a	a
SUMMARY									
ANY LESSONS	1876	420	1389	497	722	505	317	958	581
	92%	90%	93%	91%	92%	95%	94%	92%	92%
			a			a			
MORE THAN ONE LESSON	1615	354	1199	417	631	441	285	823	488
	79%	76%	81%	76%	80%	83%	85%	79%	77%
						a	bc		

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1869	452	475	467	475	927	942	932	937	670	1149
Effective Weighted Sample	1357	355	351	358	370	669	691	679	678	486	838
Total	1876	371	593	555	358	964	913	953	924	631	1207
Recognising harmful things online e.g. nasty behaviour or language	1182 63%	224 60%	384 65%	341 61%	233 65%	608 63%	574 63%	602 63%	580 63%	392 62%	765 63%
How to keep information like my name and age safe when I am online	1182 63%	218 59%	384 65%	334 60%	246 69% ac	602 62%	580 64%	604 63%	578 63%	401 64%	757 63%
Being kind and respectful of others online	1156 62%	217 58%	371 63%	334 60%	234 66%	588 61%	569 62%	578 61%	578 63%	383 61%	747 62%
Where to go for help if I see harmful things online	1059 56%	204 55%	330 56%	309 56%	216 60%	534 55%	525 58%	535 56%	524 57%	358 57%	676 56%
How to take care of myself and feel good while spending time online	848 45%	154 42%	260 44%	255 46%	179 50% a	414 43%	434 48%	426 45%	421 46%	275 44%	558 46%
How to search for accurate and reliable information	701 37%	122 33%	188 32%	225 41% ab	166 46% ab	310 32%	391 43% a	347 36%	354 38%	199 32%	487 40% a
How to change settings on apps or sites to keep some things private	691 37%	79 21%	195 33% a	231 42% ab	185 52% abc	275 28%	416 46% a	323 34%	368 40% a	160 25%	513 42% a
How to spot fake news	465 25%	70 19%	107 18%	162 29% ab	125 35% ab	177 18%	288 32% a	231 24%	234 25%	108 17%	346 29% a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 28

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1869	452	475	467	475	927	942	932	937	670	1149
Effective Weighted Sample	1357	355	351	358	370	669	691	679	678	486	838
Total	1876	371	593	555	358	964	913	953	924	631	1207
How to identify adverts/ advertising online and on social media (including influencer content)	444	55	113	158	119	167	277	218	226	100	334
	24%	15%	19%	28%	33%	17%	30%	23%	25%	16%	28%
				ab	ab		a				a
What to do if I spot fake news	388	59	99	121	108	159	229	193	195	98	281
	21%	16%	17%	22%	30%	16%	25%	20%	21%	16%	23%
				a	abc		a				a
Supporting issues I care about online	298	47	86	98	67	133	165	155	143	73	218
	16%	13%	14%	18%	19%	14%	18%	16%	16%	12%	18%
					a		a				a
None of these	4	1	-	2	1	1	3	2	1	1	3
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	25	5	13	4	2	19	6	14	11	13	12
	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%
						b					

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

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

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1869	224	228	233	242	237	230	238	237
Effective Weighted Sample	1357	176	179	174	177	181	177	184	187
Total	1876	190	180	298	295	283	271	182	176
Recognising harmful things online e.g. nasty behaviour or language	1182	112	112	204	180	172	169	114	119
	63%	59%	62%	69%	61%	61%	62%	63%	68%
How to keep information like my name and age safe when I am online	1182	104	114	198	186	180	154	121	124
	63%	55%	63%	67%	63%	64%	57%	67%	70%
				a				a	af
Being kind and respectful of others online	1156	110	107	188	183	163	171	117	118
	62%	58%	59%	63%	62%	58%	63%	64%	67%
Where to go for help if I see harmful things online	1059	103	101	169	161	154	155	109	107
	56%	54%	56%	57%	54%	54%	57%	60%	61%
How to take care of myself and feel good while spending time online	848	79	75	127	133	128	127	93	86
	45%	41%	42%	43%	45%	45%	47%	51%	49%
How to search for accurate and reliable information	701	58	64	97	91	108	116	83	83
	37%	31%	35%	33%	31%	38%	43%	46%	47%
							acd	abcd	abcd
How to change settings on apps or sites to keep some things private	691	36	43	99	96	98	133	89	96
	37%	19%	24%	33%	33%	35%	49%	49%	54%
				a	a	ab	abcde	abcde	abcde
How to spot fake news	465	38	32	52	55	76	86	65	60
	25%	20%	18%	17%	19%	27%	32%	36%	34%
						bc	abcd	abcd	abcd

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

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

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1869	224	228	233	242	237	230	238	237
Effective Weighted Sample	1357	176	179	174	177	181	177	184	187
Total	1876	190	180	298	295	283	271	182	176
How to identify adverts/ advertising online and on social media (including influencer content)	444	28	26	53	60	74	84	63	57
	24%	15%	15%	18%	20%	26%	31%	34%	32%
						ab	abcd	abcd	abcd
What to do if I spot fake news	388	34	25	44	55	64	58	51	57
	21%	18%	14%	15%	19%	22%	21%	28%	32%
						b		abcd	abcdef
Supporting issues I care about online	298	33	14	44	42	39	59	38	28
	16%	17%	8%	15%	14%	14%	22%	21%	16%
		b		b			b	b	b
None of these	4	1	-	-	-	1	*	-	1
	*%	1%	-%	-%	-%	*%	*%	-%	1%
Don't know	25	2	3	9	5	3	1	*	2
	1%	1%	2%	3%	2%	1%	1%	*%	1%
				g					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 28

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1869	1215	218	215	221	1869	1668	201	513	390	435	527	903	962	1869
Effective Weighted Sample	1357	1039	187	200	201	1357	1218	140	344	294	348	421	637	764	1357
Total	1876	1591	141	84	61	1876	1664	212	532	490	420	427	1022	847	1876
Recognising harmful things online e.g. nasty behaviour or language	1182	1004	91	49	38	1182	1051	130	331	327	269	249	658	518	1182
	63%	63%	64%	59%	63%	63%	63%	61%	62%	67%	64%	58%	64%	61%	63%
										d			d		
How to keep information like my name and age safe when I am online	1182	1005	82	57	38	1182	1038	144	337	320	252	265	657	517	1182
	63%	63%	58%	68%	63%	63%	62%	68%	63%	65%	60%	62%	64%	61%	63%
Being kind and respectful of others online	1156	979	82	55	41	1156	1030	127	293	322	271	265	615	536	1156
	62%	62%	58%	65%	68%	62%	62%	60%	55%	66%	65%	62%	60%	63%	62%
										a	a	a		a	a
Where to go for help if I see harmful things online	1059	904	74	49	32	1059	941	118	291	300	224	237	592	461	1059
	56%	57%	53%	58%	53%	56%	57%	56%	55%	61%	53%	56%	58%	54%	56%
										cf					
How to take care of myself and feel good while spending time online	848	726	63	34	26	848	760	88	262	228	173	179	490	352	848
	45%	46%	45%	40%	42%	45%	46%	41%	49%	47%	41%	42%	48%	42%	45%
									cdf				cf		
How to search for accurate and reliable information	701	592	58	32	19	701	624	77	251	181	131	136	433	266	701
	37%	37%	41%	38%	32%	37%	38%	36%	47%	37%	31%	32%	42%	31%	37%
									bcdfg				cdfg		cdf
How to change settings on apps or sites to keep some things private	691	600	42	30	18	691	617	74	220	178	153	135	397	287	691
	37%	38%	30%	36%	30%	37%	37%	35%	41%	36%	36%	32%	39%	34%	37%
		bd				d			df				d		d
How to spot fake news	465	397	36	20	11	465	433	32	150	123	102	88	272	190	465
	25%	25%	26%	23%	19%	25%	26%	15%	28%	25%	24%	21%	27%	22%	25%
							b		df				d		

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1869	1215	218	215	221	1869	1668	201	513	390	435	527	903	962	1869
Effective Weighted Sample	1357	1039	187	200	201	1357	1218	140	344	294	348	421	637	764	1357
Total	1876	1591	141	84	61	1876	1664	212	532	490	420	427	1022	847	1876
How to identify adverts/ advertising online and on social media (including influencer content)	444	378	38	15	13	444	407	38	156	107	91	89	263	180	444
	24%	24%	27%	18%	21%	24%	24%	18%	29%	22%	22%	21%	26%	21%	24%
			c						bcdfg					f	
What to do if I spot fake news	388	335	30	11	11	388	365	22	145	78	85	78	223	163	388
	21%	21%	21%	14%	19%	21%	22%	11%	27%	16%	20%	18%	22%	19%	21%
		c	c			c	b		bcdfg				b		
Supporting issues I care about online	298	260	23	7	7	298	274	24	109	70	61	58	179	119	298
	16%	16%	17%	9%	12%	16%	16%	11%	20%	14%	15%	14%	17%	14%	16%
		c	c			c			bcdfg						
None of these	4	3	-	-	*	4	2	2	2	-	2	-	2	2	4
	*%	*%	-%	-%	1%	*%	*%	1%	*%	-%	1%	-%	*%	*%	*%
Don't know	25	21	4	*	*	25	16	9	3	7	6	9	9	16	25
	1%	1%	3%	*%	*%	1%	1%	4%	*%	1%	2%	2%	1%	2%	1%
								a				a			

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1869	406	1398	526	704	499	330	944	574
Effective Weighted Sample	1357	299	1007	391	513	354	235	690	417
Total	1876	420	1389	497	722	505	317	958	581
Recognising harmful things online e.g. nasty behaviour or language	1182	267	888	276	467	339	169	624	377
	63%	64%	64%	56%	65%	67%	53%	65%	65%
					a	a		a	a
How to keep information like my name and age safe when I am online	1182	258	893	303	446	331	192	600	377
	63%	61%	64%	61%	62%	65%	61%	63%	65%
Being kind and respectful of others online	1156	240	886	289	428	334	171	593	380
	62%	57%	64%	58%	59%	66%	54%	62%	65%
			a			ab		a	a
Where to go for help if I see harmful things online	1059	225	808	264	418	295	144	549	357
	56%	54%	58%	53%	58%	58%	45%	57%	61%
								a	a
How to take care of myself and feel good while spending time online	848	196	627	210	321	246	143	430	263
	45%	47%	45%	42%	44%	49%	45%	45%	45%
How to search for accurate and reliable information	701	139	535	170	257	232	143	341	209
	37%	33%	39%	34%	36%	46%	45%	36%	36%
						ab	bc		
How to change settings on apps or sites to keep some things private	691	166	505	171	268	209	132	342	211
	37%	40%	36%	34%	37%	41%	42%	36%	36%
How to spot fake news	465	83	371	105	183	149	95	217	148
	25%	20%	27%	21%	25%	30%	30%	23%	25%
			a			a	b		

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1869	406	1398	526	704	499	330	944	574
Effective Weighted Sample	1357	299	1007	391	513	354	235	690	417
Total	1876	420	1389	497	722	505	317	958	581
How to identify adverts/ advertising online and on social media (including influencer content)	444	94	338	102	164	148	96	212	133
	24%	22%	24%	21%	23%	29%	30%	22%	23%
						ab	bc		
What to do if I spot fake news	388	84	292	102	141	126	91	184	109
	21%	20%	21%	21%	20%	25%	29%	19%	19%
							bc		
Supporting issues I care about online	298	71	215	84	99	98	85	125	87
	16%	17%	15%	17%	14%	19%	27%	13%	15%
						b	bc		
None of these	4	-	3	-	2	*	2	-	2
	*%	-%	*%	-%	*%	*%	1%	-%	*%
Don't know	25	7	13	10	4	4	3	12	8
	1%	2%	1%	2%	1%	1%	1%	1%	1%

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
Recognising harmful things online e.g. nasty behaviour or language	1182 58%	224 54%	384 60%	341 56%	233 61%	608 58%	574 58%	602 58%	580 58%	392 56%	765 59%
How to keep information like my name and age safe when I am online	1182 58%	218 53%	384 60% a	334 55%	246 64% ac	602 57%	580 59%	604 58%	578 58%	401 58%	757 59%
Being kind and respectful of others online	1156 57%	217 52%	371 58%	334 55%	234 61% a	588 56%	569 58%	578 56%	578 58%	383 55%	747 58%
Where to go for help if I see harmful things online	1059 52%	204 49%	330 52%	309 51%	216 56%	534 51%	525 53%	535 51%	524 53%	358 51%	676 52%
How to take care of myself and feel good while spending time online	848 42%	154 37%	260 41%	255 42%	179 47% a	414 39%	434 44%	426 41%	421 42%	275 39%	558 43%
How to search for accurate and reliable information	701 34%	122 30%	188 30%	225 37% ab	166 43% ab	310 30%	391 40% a	347 33%	354 36%	199 29%	487 38% a
How to change settings on apps or sites to keep some things private	691 34%	79 19%	195 31% a	231 38% ab	185 48% abc	275 26%	416 42% a	323 31%	368 37% a	160 23%	513 40% a
How to spot fake news	465 23%	70 17%	107 17%	162 27% ab	125 33% ab	177 17%	288 29% a	231 22%	234 24%	108 16%	346 27% a

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
How to identify adverts/ advertising online and on social media (including influencer content)	444	55	113	158	119	167	277	218	226	100	334
	22%	13%	18%	26%	31%	16%	28%	21%	23%	14%	26%
				ab	ab		a				a
What to do if I spot fake news	388	59	99	121	108	159	229	193	195	98	281
	19%	14%	16%	20%	28%	15%	23%	19%	20%	14%	22%
				a	abc		a				a
Supporting issues I care about online	298	47	86	98	67	133	165	155	143	73	218
	15%	11%	14%	16%	17%	13%	17%	15%	14%	10%	17%
				a	a		a				a
None of these	4	1	-	2	1	1	3	2	1	1	3
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	25	5	13	4	2	19	6	14	11	13	12
	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%
						b					
SUMMARY											
NOT HAD ANY LESSONS ABOUT THIS	159	42	42	49	26	85	75	88	71	66	87
	8%	10%	7%	8%	7%	8%	8%	8%	7%	9%	7%

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	CHILD'S AGE AND GENDER FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
Recognising harmful things online e.g. nasty behaviour or language	1182 58%	112 53%	112 56%	204 62%	180 58%	172 56%	169 57%	114 58%	119 63% a
How to keep information like my name and age safe when I am online	1182 58%	104 49%	114 57%	198 60% a	186 60% a	180 59%	154 52%	121 62% af	124 66% af
Being kind and respectful of others online	1156 57%	110 52%	107 53%	188 58%	183 59%	163 53%	171 58%	117 60%	118 62% a
Where to go for help if I see harmful things online	1059 52%	103 49%	101 50%	169 51%	161 52%	154 50%	155 52%	109 56%	107 57%
How to take care of myself and feel good while spending time online	848 42%	79 37%	75 38%	127 39%	133 43%	128 42%	127 43%	93 48% ab	86 46%
How to search for accurate and reliable information	701 34%	58 27%	64 32%	97 30%	91 30%	108 35%	116 39% acd	83 43% abcd	83 44% abcd
How to change settings on apps or sites to keep some things private	691 34%	36 17%	43 21%	99 30% ab	96 31% ab	98 32% ab	133 45% abcde	89 46% abcde	96 51% abcde
How to spot fake news	465 23%	38 18%	32 16%	52 16%	55 18%	76 25% bc	86 29% abcd	65 33% abcd	60 32% abcd

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 29

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
How to identify adverts/ advertising online and on social media (including influencer content)	444	28	26	53	60	74	84	63	57
	22%	13%	13%	16%	19%	24%	28%	32%	30%
						abc	abcd	abcd	abcd
What to do if I spot fake news	388	34	25	44	55	64	58	51	57
	19%	16%	13%	14%	18%	21%	19%	26%	30%
						b		abc	abcdef
Supporting issues I care about online	298	33	14	44	42	39	59	38	28
	15%	15%	7%	14%	14%	13%	20%	20%	15%
		b		b	b		b	b	b
None of these	4	1	-	-	-	1	*	-	1
	*%	1%	-%	-%	-%	*%	*%	-%	*%
Don't know	25	2	3	9	5	3	1	*	2
	1%	1%	2%	3%	2%	1%	*%	*%	1%
				g					
SUMMARY									
NOT HAD ANY LESSONS ABOUT THIS	159	22	20	30	13	23	26	13	13
	8%	10%	10%	9%	4%	8%	9%	7%	7%
		d	d						

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
Recognising harmful things online e.g. nasty behaviour or language	1182 58%	1004 58%	91 59%	49 53%	38 58%	1182 58%	1051 58%	130 56%	331 59% d	327 62% df	269 59% d	249 52%	658 60% df	518 55%	1182 58% d
How to keep information like my name and age safe when I am online	1182 58%	1005 58%	82 53%	57 61%	38 59%	1182 58%	1038 58%	144 62%	337 60%	320 61%	252 55%	265 55%	657 60% f	517 55%	1182 58%
Being kind and respectful of others online	1156 57%	979 57%	82 53%	55 59%	41 63% b	1156 57%	1030 57%	127 54%	293 52%	322 61% a	271 59%	265 55%	615 56%	536 57%	1156 57%
Where to go for help if I see harmful things online	1059 52%	904 52%	74 48%	49 52%	32 49%	1059 52%	941 52%	118 50%	291 52%	300 57% cdf	224 49%	237 49%	592 54% f	461 49%	1059 52%
How to take care of myself and feel good while spending time online	848 42%	726 42%	63 41%	34 36%	26 39%	848 42%	760 42%	88 38%	262 46% cdf	228 44%	173 38%	179 37%	490 45% cdf	352 37%	848 42% f
How to search for accurate and reliable information	701 34%	592 34%	58 37%	32 35%	19 30%	701 34%	624 35%	77 33%	251 45% bcdfg	181 35% f	131 29%	136 28%	433 40% cdfg	266 28%	701 34% cdf
How to change settings on apps or sites to keep some things private	691 34%	600 35% bd	42 27%	30 33%	18 27%	691 34%	617 34%	74 32%	220 39% df	178 34%	153 33%	135 28%	397 37% df	287 31%	691 34% d

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 29

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
How to spot fake news	465	397	36	20	11	465	433	32	150	123	102	88	272	190	465
	23%	23%	24%	21%	17%	23%	24%	14%	27%	23%	22%	18%	25%	20%	23%
							b		df				df		d
How to identify adverts/ advertising online and on social media (including influencer content)	444	378	38	15	13	444	407	38	156	107	91	89	263	180	444
	22%	22%	25%	16%	20%	22%	23%	16%	28%	20%	20%	18%	24%	19%	22%
		c	c			c			bcdfg				df		
What to do if I spot fake news	388	335	30	11	11	388	365	22	145	78	85	78	223	163	388
	19%	19%	20%	12%	17%	19%	20%	10%	26%	15%	19%	16%	21%	17%	19%
		c	c			c	b		bcdfg				b		
Supporting issues I care about online	298	260	23	7	7	298	274	24	109	70	61	58	179	119	298
	15%	15%	15%	8%	11%	15%	15%	10%	19%	13%	13%	12%	16%	13%	15%
		c	c			c			bcdfg				df		
None of these	4	3	-	-	*	4	2	2	2	-	2	-	2	2	4
	*%	*%	-%	-%	1%	*%	*%	1%	*%	-%	*%	-%	*%	*%	*%
Don't know	25	21	4	*	*	25	16	9	3	7	6	9	9	16	25
	1%	1%	2%	*%	*%	1%	1%	4%	*%	1%	1%	2%	1%	2%	1%
								a							
SUMMARY															
NOT HAD ANY LESSONS ABOUT THIS	159	133	13	9	5	159	138	22	31	35	39	52	66	91	159
	8%	8%	8%	10%	7%	8%	8%	9%	6%	7%	8%	11%	6%	10%	8%
												abeg		ae	

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

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
Recognising harmful things online e.g. nasty behaviour or language	1182	267	888	276	467	339	169	624	377
	58%	57%	60%	50%	59%	64%	50%	60%	60%
					a	a		a	a
How to keep information like my name and age safe when I am online	1182	258	893	303	446	331	192	600	377
	58%	55%	60%	55%	57%	62%	57%	57%	60%
						a			
Being kind and respectful of others online	1156	240	886	289	428	334	171	593	380
	57%	51%	59%	53%	54%	63%	51%	57%	60%
			a			ab			a
Where to go for help if I see harmful things online	1059	225	808	264	418	295	144	549	357
	52%	48%	54%	48%	53%	55%	43%	53%	56%
			a			a		a	a
How to take care of myself and feel good while spending time online	848	196	627	210	321	246	143	430	263
	42%	42%	42%	38%	41%	46%	42%	41%	42%
						a			
How to search for accurate and reliable information	701	139	535	170	257	232	143	341	209
	34%	30%	36%	31%	33%	44%	42%	33%	33%
			a			ab	bc		
How to change settings on apps or sites to keep some things private	691	166	505	171	268	209	132	342	211
	34%	36%	34%	31%	34%	39%	39%	33%	33%
						a			

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 29

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

QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
How to spot fake news	465	83	371	105	183	149	95	217	148
	23%	18%	25%	19%	23%	28%	28%	21%	23%
			a			a	b		
How to identify adverts/ advertising online and on social media (including influencer content)	444	94	338	102	164	148	96	212	133
	22%	20%	23%	19%	21%	28%	28%	20%	21%
						ab	bc		
What to do if I spot fake news	388	84	292	102	141	126	91	184	109
	19%	18%	20%	19%	18%	24%	27%	18%	17%
						b	bc		
Supporting issues I care about online	298	71	215	84	99	98	85	125	87
	15%	15%	14%	15%	13%	18%	25%	12%	14%
						b	bc		
None of these	4	-	3	-	2	*	2	-	2
	*%	-%	*%	-%	*%	*%	*%	-%	*%
Don't know	25	7	13	10	4	4	3	12	8
	1%	2%	1%	2%	1%	1%	1%	1%	1%
SUMMARY									
NOT HAD ANY LESSONS ABOUT THIS	159	48	100	52	65	28	20	87	51
	8%	10%	7%	9%	8%	5%	6%	8%	8%
		b		c					

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1869	452	475	467	475	927	942	932	937	670	1149
Effective Weighted Sample	1357	355	351	358	370	669	691	679	678	486	838
Total	1876	371	593	555	358	964	913	953	924	631	1207
Very useful	846	189	276	228	152	465	381	410	436	324	509
	45%	51%	47%	41%	43%	48%	42%	43%	47%	51%	42%
		cd				b				b	
Fairly useful	912	155	284	291	182	439	473	479	433	264	624
	49%	42%	48%	52%	51%	46%	52%	50%	47%	42%	52%
				a	a		a				a
Not very useful	89	12	23	31	23	35	54	46	43	21	66
	5%	3%	4%	6%	6%	4%	6%	5%	5%	3%	5%
					a		a				
Not at all useful	7	3	2	1	-	6	1	2	4	6	1
	*%	1%	*%	*%	-%	1%	*%	*%	*%	1%	*%
										b	
Don't know	23	11	8	3	1	19	4	16	7	16	7
	1%	3%	1%	1%	*%	2%	*%	2%	1%	3%	1%
		cd				b				b	
SUMMARY											
TOTAL USEFUL	1757	344	560	519	334	904	853	888	869	588	1133
	94%	93%	94%	94%	93%	94%	93%	93%	94%	93%	94%
TOTAL NOT USEFUL	96	15	25	32	23	40	55	48	47	26	67
	5%	4%	4%	6%	6%	4%	6%	5%	5%	4%	6%

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

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

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

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

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1869	224	228	233	242	237	230	238	237
Effective Weighted Sample	1357	176	179	174	177	181	177	184	187
Total	1876	190	180	298	295	283	271	182	176
Very useful	846	90	100	139	137	109	119	72	80
	45%	47%	55%	47%	46%	39%	44%	40%	45%
			efg						
Fairly useful	912	86	69	138	146	157	134	97	84
	49%	45%	38%	46%	49%	55%	49%	54%	48%
					b	b	b	b	
Not very useful	89	7	5	13	10	14	17	12	11
	5%	4%	3%	4%	3%	5%	6%	7%	6%
Not at all useful	7	1	2	-	2	1	-	-	-
	*%	1%	1%	-%	1%	*%	-%	-%	-%
Don't know	23	6	5	8	-	2	1	-	1
	1%	3%	3%	3%	-%	1%	*%	-%	1%
		dfg	dg	dg					
SUMMARY									
TOTAL USEFUL	1757	176	168	277	283	266	253	169	165
	94%	92%	93%	93%	96%	94%	93%	93%	93%
TOTAL NOT USEFUL	96	8	7	13	12	15	17	12	11
	5%	4%	4%	4%	4%	5%	6%	7%	6%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1869	1215	218	215	221	1869	1668	201	513	390	435	527	903	962	1869
Effective Weighted Sample	1357	1039	187	200	201	1357	1218	140	344	294	348	421	637	764	1357
Total	1876	1591	141	84	61	1876	1664	212	532	490	420	427	1022	847	1876
Very useful	846	731	57	31	27	846	787	59	302	183	178	181	485	359	846
	45%	46%	40%	37%	44%	45%	47%	28%	57%	37%	42%	42%	47%	42%	45%
		c					c		bcdefg				b		b
							b								
Fairly useful	912	760	74	47	30	912	778	134	201	277	210	219	478	429	912
	49%	48%	52%	56%	50%	49%	47%	63%	38%	56%	50%	51%	47%	51%	49%
				ae				a		aeg	a	a	a	a	a
Not very useful	89	73	9	4	3	89	75	14	22	21	25	19	43	44	89
	5%	5%	6%	5%	5%	5%	5%	6%	4%	4%	6%	5%	4%	5%	5%
Not at all useful	7	5	1	*	-	7	6	*	4	2	*	-	6	*	7
	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	*%	-%	1%	*%	*%
									f						
Don't know	23	21	1	1	1	23	18	5	2	8	6	8	10	14	23
	1%	1%	*%	1%	1%	1%	1%	3%	*%	2%	1%	2%	1%	2%	1%
												a			
SUMMARY															
TOTAL USEFUL	1757	1491	130	79	57	1757	1565	193	504	459	388	400	963	788	1757
	94%	94%	93%	94%	94%	94%	94%	91%	95%	94%	92%	94%	94%	93%	94%
TOTAL NOT USEFUL	96	78	10	5	3	96	82	14	27	23	26	19	49	45	96
	5%	5%	7%	5%	5%	5%	5%	7%	5%	5%	6%	5%	5%	5%	5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 30

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1869	406	1398	526	704	499	330	944	574
Effective Weighted Sample	1357	299	1007	391	513	354	235	690	417
Total	1876	420	1389	497	722	505	317	958	581
Very useful	846	181	638	232	308	244	218	410	212
	45%	43%	46%	47%	43%	48%	69%	43%	36%
							bc	c	
Fairly useful	912	209	667	229	368	236	90	489	320
	49%	50%	48%	46%	51%	47%	28%	51%	55%
								a	a
Not very useful	89	19	66	30	31	21	7	40	41
	5%	5%	5%	6%	4%	4%	2%	4%	7%
									ab
Not at all useful	7	1	5	-	1	3	2	3	1
	*%	*%	*%	-%	*%	1%	1%	*%	*%
Don't know	23	9	13	5	13	1	-	15	7
	1%	2%	1%	1%	2%	*%	-%	2%	1%
						c			
SUMMARY									
TOTAL USEFUL	1757	390	1305	462	677	480	308	899	532
	94%	93%	94%	93%	94%	95%	97%	94%	92%
							c		
TOTAL NOT USEFUL	96	21	71	30	31	24	10	43	42
	5%	5%	5%	6%	4%	5%	3%	5%	7%
									a

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

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

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

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

	Total	LESSONS ABOUT BEING ONLINE AND THE POSSIBLE RISKS		
		REGULAR LESSONS	MORE THAN ONE LESSON	ONE LESSON
Significance Level: 95%		a	b	c
Unweighted total	1869	574	1020	275
Effective Weighted Sample	1357	421	741	196
Total	1876	600	1016	261
Very useful	846	396	388	62
	45%	66%	38%	24%
		bc	c	
Fairly useful	912	185	574	153
	49%	31%	57%	59%
			a	a
Not very useful	89	15	40	34
	5%	3%	4%	13%
				ab
Not at all useful	7	-	4	3
	*%	-%	*%	1%
				a
Don't know	23	4	10	9
	1%	1%	1%	4%
				ab
SUMMARY				
TOTAL USEFUL	1757	580	963	214
	94%	97%	95%	82%
		c	c	
TOTAL NOT USEFUL	96	15	43	37
	5%	3%	4%	14%
				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.

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
Very useful	846	189	276	228	152	465	381	410	436	324	509
	42%	46%	43%	38%	40%	44%	39%	39%	44%	47%	39%
		c				b				b	
Fairly useful	912	155	284	291	182	439	473	479	433	264	624
	45%	38%	45%	48%	47%	42%	48%	46%	44%	38%	48%
			a	a	a		a				a
Not very useful	89	12	23	31	23	35	54	46	43	21	66
	4%	3%	4%	5%	6%	3%	6%	4%	4%	3%	5%
					a		a				
Not at all useful	7	3	2	1	-	6	1	2	4	6	1
	*%	1%	*%	*%	-%	1%	*%	*%	*%	1%	*%
										b	
Don't know	23	11	8	3	1	19	4	16	7	16	7
	1%	3%	1%	1%	*%	2%	*%	2%	1%	2%	1%
		cd				b				b	
SUMMARY											
TOTAL USEFUL	1757	344	560	519	334	904	853	888	869	588	1133
	86%	83%	88%	86%	87%	86%	86%	85%	87%	84%	88%
TOTAL NOT USEFUL	96	15	25	32	23	40	55	48	47	26	67
	5%	4%	4%	5%	6%	4%	6%	5%	5%	4%	5%
NOT HAD ANY LESSONS ABOUT THIS	159	42	42	49	26	85	75	88	71	66	87
	8%	10%	7%	8%	7%	8%	8%	8%	7%	9%	7%

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
Very useful	846	90	100	139	137	109	119	72	80
	42%	42%	50%	42%	45%	36%	40%	37%	42%
			eg						
Fairly useful	912	86	69	138	146	157	134	97	84
	45%	41%	34%	42%	47%	51%	45%	50%	45%
					b	ab	b	b	b
Not very useful	89	7	5	13	10	14	17	12	11
	4%	3%	3%	4%	3%	5%	6%	6%	6%
Not at all useful	7	1	2	-	2	1	-	-	-
	*%	1%	1%	-%	1%	*%	-%	-%	-%
Don't know	23	6	5	8	-	2	1	-	1
	1%	3%	3%	2%	-%	1%	*%	-%	*%
		dfg	dg	dg					
SUMMARY									
TOTAL USEFUL	1757	176	168	277	283	266	253	169	165
	86%	83%	84%	84%	92%	87%	85%	87%	87%
					abcf				
TOTAL NOT USEFUL	96	8	7	13	12	15	17	12	11
	5%	4%	4%	4%	4%	5%	6%	6%	6%
NOT HAD ANY LESSONS ABOUT THIS	159	22	20	30	13	23	26	13	13
	8%	10%	10%	9%	4%	8%	9%	7%	7%
		d	d						

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

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
Very useful	846	731	57	31	27	846	787	59	302	183	178	181	485	359	846
	42%	42%	37%	33%	41%	42%	44%	25%	54%	35%	39%	38%	45%	38%	42%
			c				c		bcdefg				bdf		b
							b								
Fairly useful	912	760	74	47	30	912	778	134	201	277	210	219	478	429	912
	45%	44%	48%	51%	46%	45%	43%	57%	36%	53%	46%	46%	44%	46%	45%
								a		aefg	a	a	a	a	a
Not very useful	89	73	9	4	3	89	75	14	22	21	25	19	43	44	89
	4%	4%	6%	4%	4%	4%	4%	6%	4%	4%	6%	4%	4%	5%	4%
Not at all useful	7	5	1	*	-	7	6	*	4	2	*	-	6	*	7
	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	*%	-%	1%	*%	*%
									f						
Don't know	23	21	1	1	1	23	18	5	2	8	6	8	10	14	23
	1%	1%	*%	1%	1%	1%	1%	2%	*%	2%	1%	2%	1%	1%	1%
SUMMARY															
TOTAL USEFUL	1757	1491	130	79	57	1757	1565	193	504	459	388	400	963	788	1757
	86%	87%	85%	84%	88%	86%	87%	82%	89%	88%	85%	83%	89%	84%	86%
									cdf				df		
TOTAL NOT USEFUL	96	78	10	5	3	96	82	14	27	23	26	19	49	45	96
	5%	5%	6%	5%	4%	5%	5%	6%	5%	4%	6%	4%	5%	5%	5%
NOT HAD ANY LESSONS ABOUT THIS	159	133	13	9	5	159	138	22	31	35	39	52	66	91	159
	8%	8%	8%	10%	7%	8%	8%	9%	6%	7%	8%	11%	6%	10%	8%
												abeg		ae	

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

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
Very useful	846	181	638	232	308	244	218	410	212
	42%	39%	43%	42%	39%	46%	65%	39%	34%
						b	bc	c	
Fairly useful	912	209	667	229	368	236	90	489	320
	45%	45%	45%	42%	47%	44%	27%	47%	51%
								a	a
Not very useful	89	19	66	30	31	21	7	40	41
	4%	4%	4%	5%	4%	4%	2%	4%	6%
									ab
Not at all useful	7	1	5	-	1	3	2	3	1
	*%	*%	*%	-%	*%	1%	1%	*%	*%
Don't know	23	9	13	5	13	1	-	15	7
	1%	2%	1%	1%	2%	*%	-%	1%	1%
					c				
SUMMARY									
TOTAL USEFUL	1757	390	1305	462	677	480	308	899	532
	86%	83%	88%	84%	86%	90%	91%	86%	84%
			a			a	bc		
TOTAL NOT USEFUL	96	21	71	30	31	24	10	43	42
	5%	4%	5%	5%	4%	5%	3%	4%	7%
									a
NOT HAD ANY LESSONS ABOUT THIS	159	48	100	52	65	28	20	87	51
	8%	10%	7%	9%	8%	5%	6%	8%	8%
		b		c					

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
She is being paid with money or being given gifts by the company or brand to share this	722	**	**	421	300	**	722	380	341	**	686
	73%	**	**	70%	78% c	**	73%	76%	70%	**	73%
She wants to share this information with her followers	322	**	**	213	110	**	322	166	157	**	308
	33%	**	**	35% d	29%	**	33%	33%	32%	**	33%
She thinks this product or brand is cool/ good to use	236	**	**	151	85	**	236	133	104	**	227
	24%	**	**	25%	22%	**	24%	26%	21%	**	24%
Something else	1	**	**	-	1	**	1	-	1	**	1
	*%	**	**	-%	*%	**	*%	-%	*%	**	*%
Don't know	31	**	**	21	9	**	31	16	15	**	30
	3%	**	**	4%	2%	**	3%	3%	3%	**	3%
SUMMARY											
ONLY BEING PAID RESPONSE	517	**	**	297	220	**	517	257	260	**	491
	52%	**	**	49%	57% c	**	52%	51%	54%	**	52%
ONLY RESPONSE OTHER THAN BEING PAID	235	**	**	161	74	**	235	105	130	**	225
	24%	**	**	27% d	19%	**	24%	21%	27%	**	24%
BEING PAID AND ANY OTHER RESPONSE	204	**	**	124	80	**	204	123	81	**	195
	21%	**	**	21%	21%	**	21%	25% b	17%	**	21%

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

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

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

Base : Children aged 13-17 who go online

	Total					CHILD'S AGE AND GENDER			
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
She is being paid with money or being given gifts by the company or brand to share this	722	**	**	**	**	228	193	153	148
	73%	**	**	**	**	74% f	65%	78% f	78% f
She wants to share this information with her followers	322	**	**	**	**	111	102	55	55
	33%	**	**	**	**	36%	34%	28%	29%
She thinks this product or brand is cool/ good to use	236	**	**	**	**	79	72	53	32
	24%	**	**	**	**	26% h	24%	27% h	17%
Something else	1	**	**	**	**	-	-	-	1
	*%	**	**	**	**	-%	-%	-%	1%
Don't know	31	**	**	**	**	10	11	5	4
	3%	**	**	**	**	3%	4%	3%	2%
SUMMARY									
ONLY BEING PAID RESPONSE	517	**	**	**	**	149	149	109	112
	52%	**	**	**	**	48%	50%	56%	59% e
ONLY RESPONSE OTHER THAN BEING PAID	235	**	**	**	**	68	93	37	37
	24%	**	**	**	**	22%	31% egh	19%	20%
BEING PAID AND ANY OTHER RESPONSE	204	**	**	**	**	79	45	44	36
	21%	**	**	**	**	26% f	15%	23%	19%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 33

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
She is being paid with money or being given gifts by the company or brand to share this	722	600	60	37	24	722	625	97	206	188	166	160	394	326	722
	73%	72%	78%	81%	77%	73%	73%	76%	74%	75%	74%	69%	75%	71%	73%
She wants to share this information with her followers	322	285	17	12	9	322	287	35	85	89	76	71	174	147	322
	33%	34%	22%	26%	28%	33%	33%	28%	31%	35%	34%	30%	33%	32%	33%
		b					b								
She thinks this product or brand is cool/ good to use	236	207	15	8	6	236	218	19	71	63	46	56	135	101	236
	24%	25%	19%	18%	19%	24%	25%	15%	26%	25%	20%	24%	26%	22%	24%
							b								
Something else	1	1	-	-	-	1	1	-	-	1	-	-	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	1%	-%	-%	*%	-%	*%
Don't know	31	27	1	2	1	31	23	8	6	5	9	10	12	19	31
	3%	3%	1%	4%	3%	3%	3%	6%	2%	2%	4%	4%	2%	4%	3%
SUMMARY															
ONLY BEING PAID RESPONSE	517	421	49	29	18	517	440	78	153	131	113	118	284	232	517
	52%	51%	63%	62%	60%	52%	51%	61%	55%	53%	51%	51%	54%	51%	52%
			ae	ae											
ONLY RESPONSE OTHER THAN BEING PAID	235	206	16	7	6	235	212	23	65	56	49	63	122	112	235
	24%	25%	21%	15%	20%	24%	25%	18%	24%	23%	22%	27%	23%	24%	24%
		c					c								
BEING PAID AND ANY OTHER RESPONSE	204	179	11	8	5	204	185	19	53	57	53	42	110	94	204
	21%	22%	14%	18%	17%	21%	22%	15%	19%	23%	23%	18%	21%	21%	21%

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
She is being paid with money or being given gifts by the company or brand to share this	722	152	546	177	284	214	119	376	215
	73%	70%	75%	68%	74%	79%	70%	75%	71%
						a			
She wants to share this information with her followers	322	83	224	75	135	85	62	153	106
	33%	38%	31%	29%	35%	31%	36%	31%	35%
She thinks this product or brand is cool/ good to use	236	66	159	67	85	68	58	107	68
	24%	31%	22%	26%	22%	25%	34%	22%	22%
		b					bc		
Something else	1	-	1	1	-	-	-	1	-
	*%	-%	*%	*%	-%	-%	-%	*%	-%
Don't know	31	3	26	10	12	4	4	10	13
	3%	1%	4%	4%	3%	1%	3%	2%	4%
SUMMARY									
ONLY BEING PAID RESPONSE	517	92	408	131	194	158	78	277	154
	52%	42%	56%	51%	51%	58%	46%	56%	51%
			a						
ONLY RESPONSE OTHER THAN BEING PAID	235	62	157	72	86	55	46	113	76
	24%	29%	21%	28%	23%	20%	27%	23%	25%
BEING PAID AND ANY OTHER RESPONSE	204	60	138	45	90	56	41	98	62
	21%	28%	19%	18%	24%	20%	24%	20%	20%
		b							

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
I'm comfortable about sharing personal information on apps/ sites, so I always do	113	**	**	71	42	**	113	59	54	**	108
	11%	**	**	12%	11%	**	11%	12%	11%	**	11%
I always share personal information, even though I'm not always comfortable about it	120	**	**	69	51	**	120	59	61	**	118
	12%	**	**	11%	13%	**	12%	12%	12%	**	13%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	514	**	**	305	209	**	514	250	265	**	487
	52%	**	**	51%	55%	**	52%	50%	54%	**	52%
I'm never comfortable about sharing personal information online	219	**	**	142	77	**	219	122	97	**	208
	22%	**	**	24%	20%	**	22%	24%	20%	**	22%
Don't know	21	**	**	16	5	**	21	11	10	**	21
	2%	**	**	3%	1%	**	2%	2%	2%	**	2%

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

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

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

Base : Children aged 13-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
I'm comfortable about sharing personal information on apps/ sites, so I always do	113	**	**	**	**	32	39	27	15
	11%	**	**	**	**	10%	13%	14%	8%
I always share personal information, even though I'm not always comfortable about it	120	**	**	**	**	29	40	30	21
	12%	**	**	**	**	9%	13%	16%	11%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	514	**	**	**	**	157	148	93	117
	52%	**	**	**	**	51%	50%	47%	62%
									efg
I'm never comfortable about sharing personal information online	219	**	**	**	**	79	64	43	33
	22%	**	**	**	**	26%	21%	22%	18%
Don't know	21	**	**	**	**	9	7	2	3
	2%	**	**	**	**	3%	2%	1%	1%

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

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
I'm comfortable about sharing personal information on apps/ sites, so I always do	113	101	5	3	3	113	105	7	54	11	21	26	66	47	113
	11%	12%	7%	7%	9%	11%	12%	6%	20% bcdefg	4%	9%	11% b	12% b	10% b	11% b
I always share personal information, even though I'm not always comfortable about it	120	106	5	5	5	120	107	13	37	28	32	24	65	55	120
	12%	13%	7%	10%	16% b	12%	12%	10%	13%	11%	14%	10%	12%	12%	12%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	514	425	51	24	15	514	450	64	136	150	107	119	286	225	514
	52%	51%	65% acde	51%	49%	52%	52%	50%	49%	60% acf	48%	51%	54%	49%	52%
I'm never comfortable about sharing personal information online	219	185	15	12	7	219	183	36	48	57	62	52	105	114	219
	22%	22%	19%	25%	23%	22%	21%	29%	17%	23%	28% ae	22%	20%	25% a	22%
Don't know	21	15	2	3	1	21	15	7	3	3	4	11	6	15	21
	2%	2%	2%	6% ae	4%	2%	2%	5% a	1%	1%	2%	5% aeg	1%	3% e	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 34

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
I'm comfortable about sharing personal information on apps/ sites, so I always do	113	29	75	36	37	36	48	38	26
	11%	13%	10%	14%	10%	13%	28% bc	8%	9%
I always share personal information, even though I'm not always comfortable about it	120	36	74	27	46	39	28	63	28
	12%	17% b	10%	10%	12%	14%	17% c	13%	9%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	514	103	397	132	211	145	60	281	169
	52%	47%	55%	51%	55%	53%	36%	56% a	55% a
I'm never comfortable about sharing personal information online	219	46	167	59	81	48	31	110	69
	22%	21%	23%	23%	21%	18%	19%	22%	23%
Don't know	21	4	16	4	7	3	1	6	12
	2%	2%	2%	2%	2%	1%	1%	1%	4% b

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

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

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

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
Yes	678	88	184	267	139	272	406	337	340	175	487
	33%	21%	29%	44%	36%	26%	41%	32%	34%	25%	38%
			a	abd	ab		a				a
No	1260	308	424	303	225	732	528	656	604	487	743
	62%	75%	67%	50%	59%	70%	53%	63%	61%	70%	57%
		bcd	cd		c	b				b	
Don't know	64	14	21	18	12	34	29	31	33	29	35
	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%
Prefer not to say	34	3	7	16	8	10	24	17	17	6	29
	2%	1%	1%	3%	2%	1%	2%	2%	2%	1%	2%
							a				a

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

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

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

Base : Children aged 8-17 who go online

					CHILD'S AGE AND GENDER				
	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
Yes	678	52	36	88	97	131	136	67	71
	33%	24%	18%	27%	31%	43%	46%	35%	38%
				b	b	abcd	abcdg	ab	abc
No	1260	150	158	224	200	161	142	122	103
	62%	71%	79%	68%	65%	53%	48%	63%	55%
		efh	cdefgh	efh	efh			ef	
Don't know	64	8	6	11	9	8	10	3	8
	3%	4%	3%	3%	3%	3%	3%	2%	4%
Prefer not to say	34	3	1	5	2	7	9	2	6
	2%	1%	*%	1%	1%	2%	3%	1%	3%
							b		b

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

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

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

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
Yes	678	557	59	36	25	678	591	86	180	178	164	154	358	318	678
	33%	32%	39%	38%	38%	33%	33%	37%	32%	34%	36%	32%	33%	34%	33%
No	1260	1083	86	54	37	1260	1129	131	367	324	264	299	691	563	1260
	62%	63%	56%	58%	56%	62%	63%	56%	65% c	62%	58%	62%	63%	60%	62%
Don't know	64	55	4	1	3	64	51	12	11	20	15	16	31	31	64
	3%	3%	3%	1%	4%	3%	3%	5%	2%	4%	3%	3%	3%	3%	3%
Prefer not to say	34	28	4	2	1	34	30	4	5	4	15	11	8	26	34
	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	3% abeg	2% e	1%	3% abe	2%

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

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

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

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
Yes	678	204	450	197	259	178	111	316	247
	33%	44%	30%	36%	33%	33%	33%	30%	39%
		b							b
No	1260	240	973	325	487	341	216	683	347
	62%	51%	65%	59%	62%	64%	64%	65%	55%
			a				c	c	
Don't know	64	15	43	18	31	8	8	24	29
	3%	3%	3%	3%	4%	1%	2%	2%	5%
					c				b
Prefer not to say	34	9	23	8	10	7	2	21	9
	2%	2%	2%	2%	1%	1%	1%	2%	1%

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
Yes	143	**	**	86	57	**	143	76	68	**	135
	15%	**	**	14%	15%	**	15%	15%	14%	**	14%
No	690	**	**	421	269	**	690	355	336	**	655
	70%	**	**	70%	70%	**	70%	71%	69%	**	70%
Don't know	154	**	**	96	58	**	154	71	83	**	151
	16%	**	**	16%	15%	**	16%	14%	17%	**	16%

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

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

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

Base : Children aged 13-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
Yes	143	**	**	**	**	44	42	32	26
	15%	**	**	**	**	14%	14%	16%	14%
No	690	**	**	**	**	218	203	137	132
	70%	**	**	**	**	71%	68%	70%	70%
Don't know	154	**	**	**	**	44	52	27	31
	16%	**	**	**	**	14%	18%	14%	16%

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

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
Yes	143	120	11	7	5	143	132	11	47	28	33	35	75	68	143
	15%	14%	14%	16%	16%	15%	15%	9%	17%	11%	15%	15%	14%	15%	15%
No	690	578	57	32	24	690	600	90	191	185	156	157	376	313	690
	70%	69%	73%	70%	77%	70%	70%	71%	69%	74%	70%	67%	71%	69%	70%
Don't know	154	135	10	7	2	154	128	26	40	36	35	40	76	76	154
	16%	16%	12%	15%	8%	16%	15%	20%	14%	15%	16%	17%	14%	17%	16%
		d					d								

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 36

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
Yes	143	47	87	53	42	39	44	61	38
	15%	22%	12%	20%	11%	14%	26%	12%	13%
		b		b			bc		
No	690	134	534	173	280	196	104	366	211
	70%	62%	73%	67%	73%	72%	61%	73%	69%
			a					a	
Don't know	154	36	107	33	60	37	22	71	55
	16%	17%	15%	13%	16%	13%	13%	14%	18%

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~a	b	~a	~b	~a	b
Unweighted total	158	-	-	77	81	-	158	81	77	-	147
Effective Weighted Sample	116	-	-	58	65	-	116	60	56	-	107
Total	143	-	-	86	57	-	143	76	68	-	135
DESCRIPTION UNDER BIOGRAPHY	39	**	**	**	**	**	39	**	**	**	37
	27%	**	**	**	**	**	27%	**	**	**	27%
POSTED PHOTO 2	38	**	**	**	**	**	38	**	**	**	37
	26%	**	**	**	**	**	26%	**	**	**	28%
PROFILE PICTURE	37	**	**	**	**	**	37	**	**	**	37
	26%	**	**	**	**	**	26%	**	**	**	27%
DETAIL IN BIOGRAPHY	27	**	**	**	**	**	27	**	**	**	27
	19%	**	**	**	**	**	19%	**	**	**	20%
NUMBER FOLLOWING	20	**	**	**	**	**	20	**	**	**	18
	14%	**	**	**	**	**	14%	**	**	**	13%
NAME IN BIOGRAPHY	18	**	**	**	**	**	18	**	**	**	17
	12%	**	**	**	**	**	12%	**	**	**	13%
LINK IN DESCRIPTION	18	**	**	**	**	**	18	**	**	**	16
	12%	**	**	**	**	**	12%	**	**	**	12%
POSTED PHOTO 1	17	**	**	**	**	**	17	**	**	**	17
	12%	**	**	**	**	**	12%	**	**	**	12%
CLICK TO FOLLOW BUTTON	16	**	**	**	**	**	16	**	**	**	15
	11%	**	**	**	**	**	11%	**	**	**	11%
POSTED PHOTO 3	15	**	**	**	**	**	15	**	**	**	14
	11%	**	**	**	**	**	11%	**	**	**	10%
PROFILE USERNAME	12	**	**	**	**	**	12	**	**	**	11
	8%	**	**	**	**	**	8%	**	**	**	8%
NUMBER OF FOLLOWERS	8	**	**	**	**	**	8	**	**	**	7
	6%	**	**	**	**	**	6%	**	**	**	5%
NUMBER OF POSTS	8	**	**	**	**	**	8	**	**	**	7
	5%	**	**	**	**	**	5%	**	**	**	5%

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~a	b	~a	~b	~a	b
Unweighted total	158	-	-	77	81	-	158	81	77	-	147
Effective Weighted Sample	116	-	-	58	65	-	116	60	56	-	107
Total	143	-	-	86	57	-	143	76	68	-	135
CLICK TO MESSAGE BUTTON	5	**	**	**	**	**	5	**	**	**	5
	4%	**	**	**	**	**	4%	**	**	**	4%
TAGS	1	**	**	**	**	**	1	**	**	**	1
	1%	**	**	**	**	**	1%	**	**	**	1%
CLICK TO VIEW GRID BUTTON	1	**	**	**	**	**	1	**	**	**	1
	1%	**	**	**	**	**	1%	**	**	**	1%
Base for stats	143	**	**	**	**	**	143	**	**	**	135
Mean number of features chosen	2.0	**	**	**	**	**	2.0	**	**	**	2.0
Standard deviation	1.90	**	**	**	**	**	1.90	**	**	**	1.94
Standard error	.15	**	**	**	**	**	.15	**	**	**	.16

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	158	-	-	-	-	37	40	44	37
Effective Weighted Sample	116	-	-	-	-	29	30	36	29
Total	143	-	-	-	-	44	42	32	26
DESCRIPTION UNDER BIOGRAPHY	39	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**
POSTED PHOTO 2	38	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**
PROFILE PICTURE	37	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	27	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**
NUMBER FOLLOWING	20	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**
NAME IN BIOGRAPHY	18	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
LINK IN DESCRIPTION	18	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
POSTED PHOTO 1	17	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	16	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**
POSTED PHOTO 3	15	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**
PROFILE USERNAME	12	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**
NUMBER OF FOLLOWERS	8	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
NUMBER OF POSTS	8	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

	Total		CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	158	-	-	-	-	37	40	44	37
Effective Weighted Sample	116	-	-	-	-	29	30	36	29
Total	143	-	-	-	-	44	42	32	26
CLICK TO MESSAGE BUTTON	5	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**
TAGS	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
CLICK TO VIEW GRID BUTTON	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
Base for stats	143	**	**	**	**	**	**	**	**
Mean number of features chosen	2.0	**	**	**	**	**	**	**	**
Standard deviation	1.90	**	**	**	**	**	**	**	**
Standard error	.15	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	158	101	17	21	19	158	146	12	54	21	35	48	75	83	158
Effective Weighted Sample	116	87	15	20	18	116	106	10	38	17	29	35	54	63	116
Total	143	120	11	7	5	143	132	11	47	28	33	35	75	68	143
DESCRIPTION UNDER BIOGRAPHY	39	32	**	**	**	39	37	**	**	**	**	**	**	**	39
	27%	26%	**	**	**	27%	28%	**	**	**	**	**	**	**	27%
POSTED PHOTO 2	38	30	**	**	**	38	35	**	**	**	**	**	**	**	38
	26%	25%	**	**	**	26%	26%	**	**	**	**	**	**	**	26%
PROFILE PICTURE	37	29	**	**	**	37	33	**	**	**	**	**	**	**	37
	26%	25%	**	**	**	26%	25%	**	**	**	**	**	**	**	26%
DETAIL IN BIOGRAPHY	27	20	**	**	**	27	26	**	**	**	**	**	**	**	27
	19%	17%	**	**	**	19%	20%	**	**	**	**	**	**	**	19%
NUMBER FOLLOWING	20	12	**	**	**	20	17	**	**	**	**	**	**	**	20
	14%	10%	**	**	**	14%	13%	**	**	**	**	**	**	**	14%
NAME IN BIOGRAPHY	18	14	**	**	**	18	17	**	**	**	**	**	**	**	18
	12%	11%	**	**	**	12%	13%	**	**	**	**	**	**	**	12%
LINK IN DESCRIPTION	18	15	**	**	**	18	16	**	**	**	**	**	**	**	18
	12%	12%	**	**	**	12%	12%	**	**	**	**	**	**	**	12%
POSTED PHOTO 1	17	12	**	**	**	17	13	**	**	**	**	**	**	**	17
	12%	10%	**	**	**	12%	10%	**	**	**	**	**	**	**	12%
CLICK TO FOLLOW BUTTON	16	16	**	**	**	16	15	**	**	**	**	**	**	**	16
	11%	13%	**	**	**	11%	11%	**	**	**	**	**	**	**	11%
POSTED PHOTO 3	15	10	**	**	**	15	12	**	**	**	**	**	**	**	15
	11%	9%	**	**	**	11%	9%	**	**	**	**	**	**	**	11%
PROFILE USERNAME	12	11	**	**	**	12	12	**	**	**	**	**	**	**	12
	8%	9%	**	**	**	8%	9%	**	**	**	**	**	**	**	8%
NUMBER OF FOLLOWERS	8	5	**	**	**	8	7	**	**	**	**	**	**	**	8
	6%	4%	**	**	**	6%	6%	**	**	**	**	**	**	**	6%
NUMBER OF POSTS	8	5	**	**	**	8	8	**	**	**	**	**	**	**	8
	5%	4%	**	**	**	5%	6%	**	**	**	**	**	**	**	5%

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	158	101	17	21	19	158	146	12	54	21	35	48	75	83	158
Effective Weighted Sample	116	87	15	20	18	116	106	10	38	17	29	35	54	63	116
Total	143	120	11	7	5	143	132	11	47	28	33	35	75	68	143
CLICK TO MESSAGE BUTTON	5	4	**	**	**	5	5	**	**	**	**	**	**	**	5
	4%	3%	**	**	**	4%	4%	**	**	**	**	**	**	**	4%
TAGS	1	1	**	**	**	1	1	**	**	**	**	**	**	**	1
	1%	1%	**	**	**	1%	1%	**	**	**	**	**	**	**	1%
CLICK TO VIEW GRID BUTTON	1	-	**	**	**	1	1	**	**	**	**	**	**	**	1
	1%	-%	**	**	**	1%	1%	**	**	**	**	**	**	**	1%
Base for stats	143	120	**	**	**	143	132	**	**	**	**	**	**	**	143
Mean number of features chosen	2.0	1.8	**	**	**	2.0	1.9	**	**	**	**	**	**	**	2.0
Standard deviation	1.90	1.59	**	**	**	1.90	1.89	**	**	**	**	**	**	**	1.90
Standard error	.15	.16	**	**	**	.15	.16	**	**	**	**	**	**	**	.15

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		~a	b	~a	~b	~c	~a	~b	~c
Unweighted total	158	48	101	58	46	47	50	65	43
Effective Weighted Sample	116	36	74	44	36	31	36	47	33
Total	143	47	87	53	42	39	44	61	38
DESCRIPTION UNDER BIOGRAPHY	39	**	24	**	**	**	**	**	**
	27%	**	28%	**	**	**	**	**	**
POSTED PHOTO 2	38	**	26	**	**	**	**	**	**
	26%	**	30%	**	**	**	**	**	**
PROFILE PICTURE	37	**	26	**	**	**	**	**	**
	26%	**	30%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	27	**	21	**	**	**	**	**	**
	19%	**	24%	**	**	**	**	**	**
NUMBER FOLLOWING	20	**	15	**	**	**	**	**	**
	14%	**	18%	**	**	**	**	**	**
NAME IN BIOGRAPHY	18	**	16	**	**	**	**	**	**
	12%	**	19%	**	**	**	**	**	**
LINK IN DESCRIPTION	18	**	13	**	**	**	**	**	**
	12%	**	15%	**	**	**	**	**	**
POSTED PHOTO 1	17	**	11	**	**	**	**	**	**
	12%	**	13%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	16	**	8	**	**	**	**	**	**
	11%	**	9%	**	**	**	**	**	**
POSTED PHOTO 3	15	**	13	**	**	**	**	**	**
	11%	**	15%	**	**	**	**	**	**
PROFILE USERNAME	12	**	9	**	**	**	**	**	**
	8%	**	10%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	8	**	7	**	**	**	**	**	**
	6%	**	8%	**	**	**	**	**	**
NUMBER OF POSTS	8	**	7	**	**	**	**	**	**
	5%	**	9%	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 37

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		~a	b	~a	~b	~c	~a	~b	~c
Unweighted total	158	48	101	58	46	47	50	65	43
Effective Weighted Sample	116	36	74	44	36	31	36	47	33
Total	143	47	87	53	42	39	44	61	38
CLICK TO MESSAGE BUTTON	5	**	3	**	**	**	**	**	**
	4%	**	3%	**	**	**	**	**	**
TAGS	1	**	1	**	**	**	**	**	**
	1%	**	1%	**	**	**	**	**	**
CLICK TO VIEW GRID BUTTON	1	**	1	**	**	**	**	**	**
	1%	**	1%	**	**	**	**	**	**
Base for stats	143	**	87	**	**	**	**	**	**
Mean number of features chosen	2.0	**	2.3	**	**	**	**	**	**
Standard deviation	1.90	**	2.29	**	**	**	**	**	**
Standard error	.15	**	.23	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	713	-	-	354	359	-	713	361	352	-	669
Effective Weighted Sample	521	-	-	272	276	-	521	265	256	-	489
Total	690	-	-	421	269	-	690	355	336	-	655
DESCRIPTION UNDER BIOGRAPHY	485	**	**	293	192	**	485	246	239	**	460
	70%	**	**	70%	71%	**	70%	69%	71%	**	70%
LINK IN DESCRIPTION	289	**	**	160	129	**	289	135	154	**	273
	42%	**	**	38%	48%	**	42%	38%	46%	**	42%
					c						
NUMBER OF FOLLOWERS	224	**	**	128	97	**	224	122	103	**	209
	33%	**	**	30%	36%	**	33%	34%	31%	**	32%
PROFILE USERNAME	190	**	**	106	84	**	190	86	104	**	179
	28%	**	**	25%	31%	**	28%	24%	31%	**	27%
NUMBER FOLLOWING	178	**	**	99	79	**	178	90	87	**	165
	26%	**	**	23%	29%	**	26%	26%	26%	**	25%
POSTED PHOTO 3	109	**	**	71	38	**	109	46	63	**	101
	16%	**	**	17%	14%	**	16%	13%	19%	**	15%
POSTED PHOTO 2	104	**	**	72	32	**	104	50	54	**	101
	15%	**	**	17%	12%	**	15%	14%	16%	**	15%
POSTED PHOTO 1	104	**	**	66	38	**	104	46	58	**	97
	15%	**	**	16%	14%	**	15%	13%	17%	**	15%
DETAIL IN BIOGRAPHY	92	**	**	61	30	**	92	40	51	**	89
	13%	**	**	15%	11%	**	13%	11%	15%	**	14%
PROFILE PICTURE	48	**	**	32	16	**	48	27	21	**	45
	7%	**	**	8%	6%	**	7%	8%	6%	**	7%
NUMBER OF POSTS	45	**	**	29	16	**	45	24	21	**	40
	6%	**	**	7%	6%	**	6%	7%	6%	**	6%
NAME IN BIOGRAPHY	15	**	**	8	7	**	15	6	9	**	14
	2%	**	**	2%	3%	**	2%	2%	3%	**	2%
CLICK TO FOLLOW BUTTON	9	**	**	7	2	**	9	2	7	**	8
	1%	**	**	2%	1%	**	1%	1%	2%	**	1%

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	713	-	-	354	359	-	713	361	352	-	669
Effective Weighted Sample	521	-	-	272	276	-	521	265	256	-	489
Total	690	-	-	421	269	-	690	355	336	-	655
CLICK TO MESSAGE BUTTON	2	**	**	2	*	**	2	*	2	**	2
	*%	**	**	*%	*%	**	*%	*%	1%	**	*%
CLICK TO VIEW GRID BUTTON	1	**	**	*	1	**	1	1	-	**	1
	*%	**	**	*%	*%	**	*%	*%	-%	**	*%
Base for stats	690	**	**	421	269	**	690	355	336	**	655
Mean number of features chosen	2.7	**	**	2.7	2.8	**	2.7	2.6	2.9	**	2.7
Standard deviation	2.07	**	**	2.12	1.98	**	2.07	1.89	2.24	**	2.06
Standard error	.08	**	**	.11	.10	**	.08	.10	.12	**	.08

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	713	-	-	-	-	183	171	178	181
Effective Weighted Sample	521	-	-	-	-	141	131	135	141
Total	690	-	-	-	-	218	203	137	132
DESCRIPTION UNDER BIOGRAPHY	485	**	**	**	**	145	148	100	91
	70%	**	**	**	**	67%	73%	73%	69%
LINK IN DESCRIPTION	289	**	**	**	**	70	90	66	63
	42%	**	**	**	**	32%	44%	48%	48%
							e	e	e
NUMBER OF FOLLOWERS	224	**	**	**	**	74	53	47	49
	33%	**	**	**	**	34%	26%	35%	37%
									f
PROFILE USERNAME	190	**	**	**	**	49	58	38	46
	28%	**	**	**	**	22%	28%	28%	35%
									e
NUMBER FOLLOWING	178	**	**	**	**	55	43	35	44
	26%	**	**	**	**	25%	21%	26%	33%
									f
POSTED PHOTO 3	109	**	**	**	**	29	41	16	22
	16%	**	**	**	**	14%	20%	12%	17%
POSTED PHOTO 2	104	**	**	**	**	33	39	17	15
	15%	**	**	**	**	15%	19%	12%	11%
POSTED PHOTO 1	104	**	**	**	**	28	38	18	20
	15%	**	**	**	**	13%	19%	13%	15%
DETAIL IN BIOGRAPHY	92	**	**	**	**	23	38	17	13
	13%	**	**	**	**	10%	19%	13%	10%
							eh		
PROFILE PICTURE	48	**	**	**	**	16	16	11	5
	7%	**	**	**	**	7%	8%	8%	4%
NUMBER OF POSTS	45	**	**	**	**	12	17	13	3
	6%	**	**	**	**	5%	9%	9%	2%
							h	h	

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	713	-	-	-	-	183	171	178	181
Effective Weighted Sample	521	-	-	-	-	141	131	135	141
Total	690	-	-	-	-	218	203	137	132
NAME IN BIOGRAPHY	15	**	**	**	**	2	7	5	2
	2%	**	**	**	**	1%	3%	3%	2%
CLICK TO FOLLOW BUTTON	9	**	**	**	**	2	5	-	2
	1%	**	**	**	**	1%	2%	-%	2%
CLICK TO MESSAGE BUTTON	2	**	**	**	**	*	2	-	*
	*%	**	**	**	**	*%	1%	-%	*%
CLICK TO VIEW GRID BUTTON	1	**	**	**	**	*	-	1	-
	*%	**	**	**	**	*%	-%	1%	-%
Base for stats	690	**	**	**	**	218	203	137	132
Mean number of features chosen	2.7	**	**	**	**	2.5	2.9	2.8	2.9
							e		
Standard deviation	2.07	**	**	**	**	1.85	2.36	1.94	2.03
Standard error	.08	**	**	**	**	.14	.18	.15	.15

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

CHILD'S AGE AND GENDER

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		NATION					**AREA**		**SOCIAL GRADE**						
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	713	451	88	82	92	713	628	85	196	159	162	195	355	357	713
Effective Weighted Sample	521	392	75	78	87	521	459	62	137	116	128	154	251	280	521
Total	690	578	57	32	24	690	600	90	191	185	156	157	376	313	690
DESCRIPTION UNDER BIOGRAPHY	485	404	**	**	**	485	427	**	133	131	112	107	264	219	485
	70%	70%	**	**	**	70%	71%	**	70%	71%	72%	68%	70%	70%	70%
LINK IN DESCRIPTION	289	243	**	**	**	289	243	**	80	85	63	59	165	122	289
	42%	42%	**	**	**	42%	40%	**	42%	46%	41%	38%	44%	39%	42%
NUMBER OF FOLLOWERS	224	186	**	**	**	224	196	**	58	63	65	37	121	102	224
	33%	32%	**	**	**	33%	33%	**	31%	34%	42%	24%	32%	33%	33%
											d				d
PROFILE USERNAME	190	161	**	**	**	190	170	**	52	64	48	26	115	75	190
	28%	28%	**	**	**	28%	28%	**	27%	34%	31%	17%	31%	24%	28%
									d	df	d		d		d
NUMBER FOLLOWING	178	145	**	**	**	178	157	**	39	64	47	28	102	75	178
	26%	25%	**	**	**	26%	26%	**	20%	34%	30%	18%	27%	24%	26%
										adf	d		d		d
POSTED PHOTO 3	109	90	**	**	**	109	94	**	23	31	29	25	54	55	109
	16%	16%	**	**	**	16%	16%	**	12%	17%	19%	16%	14%	17%	16%
POSTED PHOTO 2	104	88	**	**	**	104	94	**	25	31	31	18	55	49	104
	15%	15%	**	**	**	15%	16%	**	13%	17%	20%	12%	15%	16%	15%
POSTED PHOTO 1	104	84	**	**	**	104	91	**	21	31	28	25	51	53	104
	15%	15%	**	**	**	15%	15%	**	11%	17%	18%	16%	14%	17%	15%
DETAIL IN BIOGRAPHY	92	73	**	**	**	92	86	**	22	22	23	25	43	48	92
	13%	13%	**	**	**	13%	14%	**	11%	12%	15%	16%	12%	15%	13%
PROFILE PICTURE	48	37	**	**	**	48	45	**	13	10	12	14	23	25	48
	7%	6%	**	**	**	7%	8%	**	7%	5%	7%	9%	6%	8%	7%
NUMBER OF POSTS	45	37	**	**	**	45	43	**	12	13	12	9	24	21	45
	6%	6%	**	**	**	6%	7%	**	6%	7%	7%	6%	6%	7%	6%
NAME IN BIOGRAPHY	15	10	**	**	**	15	10	**	1	8	4	3	9	7	15
	2%	2%	**	**	**	2%	2%	**	1%	4%	2%	2%	2%	2%	2%
										a					

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	713	451	88	82	92	713	628	85	196	159	162	195	355	357	713
Effective Weighted Sample	521	392	75	78	87	521	459	62	137	116	128	154	251	280	521
Total	690	578	57	32	24	690	600	90	191	185	156	157	376	313	690
CLICK TO FOLLOW BUTTON	9	7	**	**	**	9	7	**	2	2	3	3	3	6	9
	1%	1%	**	**	**	1%	1%	**	1%	1%	2%	2%	1%	2%	1%
CLICK TO MESSAGE BUTTON	2	2	**	**	**	2	2	**	2	-	*	*	2	1	2
	*%	*%	**	**	**	*%	*%	**	1%	-%	*%	*%	*%	*%	*%
CLICK TO VIEW GRID BUTTON	1	1	**	**	**	1	1	**	-	-	*	1	-	1	1
	*%	*%	**	**	**	*%	*%	**	-%	-%	*%	*%	-%	*%	*%
Base for stats	690	578	**	**	**	690	600	**	191	185	156	157	376	313	690
Mean number of features chosen	2.7	2.7	**	**	**	2.7	2.8	**	2.5	3.0	3.1	2.4	2.7	2.7	2.7
										ad	ad				
Standard deviation	2.07	2.04	**	**	**	2.07	2.11	**	1.71	2.26	2.40	1.82	2.01	2.15	2.07
Standard error	.08	.10	**	**	**	.08	.08	**	.12	.18	.19	.13	.11	.11	.08

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	713	138	553	183	288	197	110	367	224
Effective Weighted Sample	521	104	401	136	213	142	81	270	163
Total	690	134	534	173	280	196	104	366	211
DESCRIPTION UNDER BIOGRAPHY	485	97	375	120	190	150	70	263	147
	70%	73%	70%	69%	68%	77%	67%	72%	70%
LINK IN DESCRIPTION	289	55	228	70	113	96	41	155	90
	42%	41%	43%	40%	40%	49%	40%	42%	43%
NUMBER OF FOLLOWERS	224	43	173	59	79	78	37	119	66
	33%	32%	32%	34%	28%	40%	36%	32%	31%
						b			
PROFILE USERNAME	190	37	147	37	76	65	32	102	53
	28%	28%	27%	22%	27%	33%	31%	28%	25%
						a			
NUMBER FOLLOWING	178	32	142	49	50	66	31	101	45
	26%	24%	27%	28%	18%	34%	30%	28%	22%
				b		b			
POSTED PHOTO 3	109	33	73	28	47	29	20	58	30
	16%	25%	14%	16%	17%	15%	19%	16%	14%
		b							
POSTED PHOTO 2	104	24	74	28	42	29	12	67	26
	15%	18%	14%	16%	15%	15%	11%	18%	12%
POSTED PHOTO 1	104	33	70	28	41	31	17	58	29
	15%	25%	13%	16%	15%	16%	16%	16%	14%
		b							
DETAIL IN BIOGRAPHY	92	30	58	25	37	26	14	53	23
	13%	22%	11%	14%	13%	13%	14%	14%	11%
		b							
PROFILE PICTURE	48	12	35	12	11	20	12	23	12
	7%	9%	7%	7%	4%	10%	12%	6%	6%
						b			

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

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

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

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	713	138	553	183	288	197	110	367	224
Effective Weighted Sample	521	104	401	136	213	142	81	270	163
Total	690	134	534	173	280	196	104	366	211
NUMBER OF POSTS	45	13	31	15	17	13	8	22	15
	6%	10%	6%	8%	6%	7%	7%	6%	7%
NAME IN BIOGRAPHY	15	6	9	5	3	6	*	8	7
	2%	4%	2%	3%	1%	3%	*%	2%	3%
CLICK TO FOLLOW BUTTON	9	2	6	2	5	*	1	5	2
	1%	1%	1%	1%	2%	*%	1%	1%	1%
CLICK TO MESSAGE BUTTON	2	2	1	-	2	*	*	2	*
	*%	1%	*%	-%	1%	*%	*%	*%	*%
CLICK TO VIEW GRID BUTTON	1	1	*	-	1	*	*	-	1
	*%	1%	*%	-%	*%	*%	*%	-%	*%
Base for stats	690	134	534	173	280	196	104	366	211
Mean number of features chosen	2.7	3.1	2.7	2.8	2.5	3.1	2.8	2.8	2.6
		b				b			
Standard deviation	2.07	2.28	2.02	1.98	1.95	2.32	2.17	2.13	1.94
Standard error	.08	.19	.09	.15	.11	.17	.21	.11	.13

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

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

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

Base : Children aged 13-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~a	b	~a	~b	~a	b
Unweighted total	148	-	-	78	70	-	148	67	81	-	144
Effective Weighted Sample	114	-	-	62	58	-	114	50	65	-	112
Total	154	-	-	96	58	-	154	71	83	-	151
DESCRIPTION UNDER BIOGRAPHY	81	**	**	**	**	**	81	**	**	**	80
	53%	**	**	**	**	**	53%	**	**	**	53%
LINK IN DESCRIPTION	47	**	**	**	**	**	47	**	**	**	45
	30%	**	**	**	**	**	30%	**	**	**	30%
POSTED PHOTO 2	26	**	**	**	**	**	26	**	**	**	25
	17%	**	**	**	**	**	17%	**	**	**	17%
PROFILE PICTURE	23	**	**	**	**	**	23	**	**	**	21
	15%	**	**	**	**	**	15%	**	**	**	14%
PROFILE USERNAME	22	**	**	**	**	**	22	**	**	**	22
	14%	**	**	**	**	**	14%	**	**	**	14%
NUMBER OF FOLLOWERS	21	**	**	**	**	**	21	**	**	**	21
	14%	**	**	**	**	**	14%	**	**	**	14%
POSTED PHOTO 1	18	**	**	**	**	**	18	**	**	**	18
	12%	**	**	**	**	**	12%	**	**	**	12%
NUMBER FOLLOWING	18	**	**	**	**	**	18	**	**	**	18
	12%	**	**	**	**	**	12%	**	**	**	12%
POSTED PHOTO 3	17	**	**	**	**	**	17	**	**	**	17
	11%	**	**	**	**	**	11%	**	**	**	11%
DETAIL IN BIOGRAPHY	14	**	**	**	**	**	14	**	**	**	14
	9%	**	**	**	**	**	9%	**	**	**	9%
NUMBER OF POSTS	5	**	**	**	**	**	5	**	**	**	5
	3%	**	**	**	**	**	3%	**	**	**	3%
NAME IN BIOGRAPHY	1	**	**	**	**	**	1	**	**	**	1
	1%	**	**	**	**	**	1%	**	**	**	1%
Base for stats	154	**	**	**	**	**	154	**	**	**	151
Mean number of features chosen	1.9	**	**	**	**	**	1.9	**	**	**	1.9
Standard deviation	1.41	**	**	**	**	**	1.41	**	**	**	1.41
Standard error	.12	**	**	**	**	**	.12	**	**	**	.12

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

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

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

Base : Children aged 13-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER									
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	148	-	-	-	-	34	44	33	37
Effective Weighted Sample	114	-	-	-	-	26	36	27	31
Total	154	-	-	-	-	44	52	27	31
DESCRIPTION UNDER BIOGRAPHY	81	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**
LINK IN DESCRIPTION	47	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
POSTED PHOTO 2	26	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**
PROFILE PICTURE	23	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**
PROFILE USERNAME	22	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**
NUMBER OF FOLLOWERS	21	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**
POSTED PHOTO 1	18	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
NUMBER FOLLOWING	18	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**
POSTED PHOTO 3	17	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	14	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
NUMBER OF POSTS	5	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**
NAME IN BIOGRAPHY	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
Base for stats	154	**	**	**	**	**	**	**	**
Mean number of features chosen	1.9	**	**	**	**	**	**	**	**
Standard deviation	1.41	**	**	**	**	**	**	**	**
Standard error	.12	**	**	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	148	107	15	17	9	148	127	21	37	30	35	45	67	80	148
Effective Weighted Sample	114	93	14	16	8	114	100	15	29	21	29	39	49	67	114
Total	154	135	10	7	2	154	128	26	40	36	35	40	76	76	154
DESCRIPTION UNDER BIOGRAPHY	81	69	**	**	**	81	72	**	**	**	**	**	**	**	81
	53%	51%	**	**	**	53%	56%	**	**	**	**	**	**	**	53%
LINK IN DESCRIPTION	47	42	**	**	**	47	38	**	**	**	**	**	**	**	47
	30%	31%	**	**	**	30%	29%	**	**	**	**	**	**	**	30%
POSTED PHOTO 2	26	23	**	**	**	26	19	**	**	**	**	**	**	**	26
	17%	17%	**	**	**	17%	15%	**	**	**	**	**	**	**	17%
PROFILE PICTURE	23	21	**	**	**	23	19	**	**	**	**	**	**	**	23
	15%	16%	**	**	**	15%	15%	**	**	**	**	**	**	**	15%
PROFILE USERNAME	22	19	**	**	**	22	17	**	**	**	**	**	**	**	22
	14%	14%	**	**	**	14%	14%	**	**	**	**	**	**	**	14%
NUMBER OF FOLLOWERS	21	20	**	**	**	21	17	**	**	**	**	**	**	**	21
	14%	15%	**	**	**	14%	13%	**	**	**	**	**	**	**	14%
POSTED PHOTO 1	18	18	**	**	**	18	14	**	**	**	**	**	**	**	18
	12%	13%	**	**	**	12%	11%	**	**	**	**	**	**	**	12%
NUMBER FOLLOWING	18	16	**	**	**	18	16	**	**	**	**	**	**	**	18
	12%	12%	**	**	**	12%	12%	**	**	**	**	**	**	**	12%
POSTED PHOTO 3	17	16	**	**	**	17	16	**	**	**	**	**	**	**	17
	11%	12%	**	**	**	11%	12%	**	**	**	**	**	**	**	11%
DETAIL IN BIOGRAPHY	14	14	**	**	**	14	12	**	**	**	**	**	**	**	14
	9%	10%	**	**	**	9%	9%	**	**	**	**	**	**	**	9%
NUMBER OF POSTS	5	5	**	**	**	5	4	**	**	**	**	**	**	**	5
	3%	4%	**	**	**	3%	3%	**	**	**	**	**	**	**	3%
NAME IN BIOGRAPHY	1	1	**	**	**	1	1	**	**	**	**	**	**	**	1
	1%	1%	**	**	**	1%	1%	**	**	**	**	**	**	**	1%
Base for stats	154	135	**	**	**	154	128	**	**	**	**	**	**	**	154
Mean number of features chosen	1.9	2.0	**	**	**	1.9	1.9	**	**	**	**	**	**	**	1.9
Standard deviation	1.41	1.46	**	**	**	1.41	1.45	**	**	**	**	**	**	**	1.41
Standard error	.12	.14	**	**	**	.12	.13	**	**	**	**	**	**	**	.12

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

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

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

Base : Children aged 13-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		~a	b	~a	~b	~c	~a	~b	~c
Unweighted total	148	34	104	32	60	34	24	66	55
Effective Weighted Sample	114	27	79	26	46	24	17	51	44
Total	154	36	107	33	60	37	22	71	55
DESCRIPTION UNDER BIOGRAPHY	81	**	52	**	**	**	**	**	**
	53%	**	48%	**	**	**	**	**	**
LINK IN DESCRIPTION	47	**	27	**	**	**	**	**	**
	30%	**	25%	**	**	**	**	**	**
POSTED PHOTO 2	26	**	18	**	**	**	**	**	**
	17%	**	16%	**	**	**	**	**	**
PROFILE PICTURE	23	**	15	**	**	**	**	**	**
	15%	**	14%	**	**	**	**	**	**
PROFILE USERNAME	22	**	15	**	**	**	**	**	**
	14%	**	14%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	21	**	12	**	**	**	**	**	**
	14%	**	12%	**	**	**	**	**	**
POSTED PHOTO 1	18	**	13	**	**	**	**	**	**
	12%	**	13%	**	**	**	**	**	**
NUMBER FOLLOWING	18	**	11	**	**	**	**	**	**
	12%	**	11%	**	**	**	**	**	**
POSTED PHOTO 3	17	**	13	**	**	**	**	**	**
	11%	**	12%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	14	**	9	**	**	**	**	**	**
	9%	**	9%	**	**	**	**	**	**
NUMBER OF POSTS	5	**	3	**	**	**	**	**	**
	3%	**	3%	**	**	**	**	**	**
NAME IN BIOGRAPHY	1	**	1	**	**	**	**	**	**
	1%	**	1%	**	**	**	**	**	**
Base for stats	154	**	107	**	**	**	**	**	**
Mean number of features chosen	1.9	**	1.8	**	**	**	**	**	**
Standard deviation	1.41	**	1.35	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		~a	b	~a	~b	~c	~a	~b	~c
Standard error	.12	**	.13	**	**	**	**	**	**

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
Block people on social media if you don't want to hear from them	839	**	**	497	342	**	839	408	432	**	796
	85%	**	**	82%	89% c	**	85%	81%	89% a	**	85%
Block people when you play online games	654	**	**	401	253	**	654	370	285	**	625
	66%	**	**	67%	66%	**	66%	74% b	59%	**	66%
Change the settings so fewer people can view your social media profile	568	**	**	301	267	**	568	265	302	**	535
	58%	**	**	50%	69% c	**	58%	53%	62% a	**	57%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	479	**	**	264	215	**	479	230	248	**	459
	48%	**	**	44%	56% c	**	48%	46%	51%	**	49%
Delete the 'history' records of which websites you have visited	460	**	**	236	224	**	460	223	237	**	434
	47%	**	**	39%	58% c	**	47%	44%	49%	**	46%
Use a reporting or flagging function on an app or site to report inappropriate content	357	**	**	191	166	**	357	156	201	**	344
	36%	**	**	32%	43% c	**	36%	31%	41% a	**	37%
Get around controls that are there to stop you visiting certain sites or apps	202	**	**	104	98	**	202	95	108	**	194
	20%	**	**	17%	25% c	**	20%	19%	22%	**	21%

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
Use a proxy server to access particular sites or apps	105	**	**	59	46	**	105	51	54	**	103
	11%	**	**	10%	12%	**	11%	10%	11%	**	11%
Don't know how to do any of these	18	**	**	15	3	**	18	8	10	**	18
	2%	**	**	2%	1%	**	2%	2%	2%	**	2%
Don't know	10	**	**	8	3	**	10	8	3	**	10
	1%	**	**	1%	1%	**	1%	2%	1%	**	1%
Prefer not to say	8	**	**	8	1	**	8	6	2	**	8
	1%	**	**	1%	*%	**	1%	1%	*%	**	1%
SUMMARY											
KNOW HOW TO DO ANY OF THESE	951	**	**	573	377	**	951	479	471	**	905
	96%	**	**	95%	98%	**	96%	96%	97%	**	96%
					c						
KNOW ANY OF THE SAFETY MEASURES	936	**	**	565	371	**	936	473	462	**	891
	95%	**	**	94%	97%	**	95%	94%	95%	**	95%
KNOW ANY OF THE 'RISKY' MEASURES	669	**	**	382	287	**	669	333	336	**	639
	68%	**	**	63%	75%	**	68%	66%	69%	**	68%
					c						

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

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

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

Base : Children aged 13-17 who go online

	Total		CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
Block people on social media if you don't want to hear from them	839	**	**	**	**	238	259	170	173
	85%	**	**	**	**	78%	87%	87%	91%
							e	e	e
Block people when you play online games	654	**	**	**	**	228	173	141	111
	66%	**	**	**	**	75%	58%	72%	59%
						fh		fh	
Change the settings so fewer people can view your social media profile	568	**	**	**	**	137	164	128	138
	58%	**	**	**	**	45%	55%	66%	73%
							e	ef	ef
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	479	**	**	**	**	121	143	109	105
	48%	**	**	**	**	40%	48%	56%	56%
								e	e
Delete the 'history' records of which websites you have visited	460	**	**	**	**	110	126	113	111
	47%	**	**	**	**	36%	42%	58%	59%
								ef	ef
Use a reporting or flagging function on an app or site to report inappropriate content	357	**	**	**	**	80	111	76	90
	36%	**	**	**	**	26%	37%	39%	47%
							e	e	ef
Get around controls that are there to stop you visiting certain sites or apps	202	**	**	**	**	49	56	46	52
	20%	**	**	**	**	16%	19%	24%	27%
									ef

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
Use a proxy server to access particular sites or apps	105	**	**	**	**	25	34	26	20
	11%	**	**	**	**	8%	11%	13%	11%
Don't know how to do any of these	18	**	**	**	**	7	8	2	2
	2%	**	**	**	**	2%	3%	1%	1%
Don't know	10	**	**	**	**	6	2	2	*
	1%	**	**	**	**	2%	1%	1%	*%
Prefer not to say	8	**	**	**	**	6	2	-	1
	1%	**	**	**	**	2%	1%	-%	*%
SUMMARY									
KNOW HOW TO DO ANY OF THESE	951	**	**	**	**	288	285	191	186
	96%	**	**	**	**	94%	96%	98%	99%
								e	e
KNOW ANY OF THE SAFETY MEASURES	936	**	**	**	**	286	278	187	184
	95%	**	**	**	**	93%	94%	96%	97%
KNOW ANY OF THE 'RISKY' MEASURES	669	**	**	**	**	188	194	145	143
	68%	**	**	**	**	61%	65%	74%	76%
								e	ef

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

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

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

Base : Children aged 13-17 who go online

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
Block people on social media if you don't want to hear from them	839 85%	708 85%	67 87%	39 85%	25 81%	839 85%	729 85%	110 86%	237 85%	214 86%	190 85%	195 84%	451 85%	385 84%	839 85%
Block people when you play online games	654 66%	554 66%	48 62%	33 71%	20 64%	654 66%	568 66%	86 67%	168 61%	174 70%	151 67%	157 68%	343 65%	308 67%	654 66%
Change the settings so fewer people can view your social media profile	568 58%	487 58%	42 54%	23 51%	15 49%	568 58%	502 58%	66 52%	175 63%	140 56%	125 56%	127 55%	314 60%	252 55%	568 58%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	479 48%	407 49%	38 49%	20 44%	14 46%	479 48%	427 50%	51 40%	163 59% bcdfg	105 42%	107 48%	102 44%	268 51%	209 46%	479 48%
Delete the 'history' records of which websites you have visited	460 47%	395 47%	32 41%	20 44%	13 40%	460 47%	395 46%	65 51%	140 50%	107 43%	98 44%	112 48%	247 47%	210 46%	460 47%
Use a reporting or flagging function on an app or site to report inappropriate content	357 36%	310 37% d	22 29%	17 37% d	7 23%	357 36% d	318 37%	38 30%	119 43% cf	85 34%	73 32%	81 35%	203 39%	154 34%	357 36%
Get around controls that are there to stop you visiting certain sites or apps	202 20%	173 21%	17 22%	8 18%	5 16%	202 20%	185 22%	17 14%	65 23%	46 19%	52 23%	37 16%	111 21%	90 20%	202 20%
Use a proxy server to access particular sites or apps	105 11%	93 11% b	4 5%	6 13% b	2 6%	105 11%	99 11%	6 5%	34 12%	20 8%	33 15% d	18 8%	54 10%	50 11%	105 11%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 40

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
Don't know how to do any of these	18 2%	14 2%	3 4% d	2 3% d	- -%	18 2%	17 2%	1 1%	5 2%	4 1%	1 1%	8 3%	9 2%	9 2%	18 2%
Don't know	10 1%	6 1%	2 2%	2 4% ae	* 1%	10 1%	9 1%	1 1%	3 1%	2 1%	2 1%	3 1%	5 1%	6 1%	10 1%
Prefer not to say	8 1%	7 1%	- -%	* 1%	* 1%	8 1%	6 1%	2 2%	2 1%	- -%	3 1%	4 2%	2 *%	7 1%	8 1%
SUMMARY															
KNOW HOW TO DO ANY OF THESE	951 96%	806 97% c	73 94%	42 91%	30 97%	951 96%	828 96%	123 97%	268 96%	244 98% d	218 97%	217 93%	512 97% d	435 95%	951 96%
KNOW ANY OF THE SAFETY MEASURES	936 95%	795 95% c	71 92%	42 90%	28 92%	936 95%	814 95%	122 96%	263 95%	242 97%	212 95%	215 93%	505 96%	427 94%	936 95%
KNOW ANY OF THE 'RISKY' MEASURES	669 68%	571 69%	49 64%	28 61%	21 66%	669 68%	587 68%	82 64%	207 75% bdf	157 63%	154 69%	148 64%	364 69%	302 66%	669 68%

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
Block people on social media if you don't want to hear from them	839	182	630	215	335	226	141	428	262
	85%	84%	86%	83%	88%	83%	83%	86%	86%
Block people when you play online games	654	153	481	168	252	183	111	322	212
	66%	71%	66%	65%	66%	67%	65%	65%	70%
Change the settings so fewer people can view your social media profile	568	127	426	139	210	174	113	271	177
	58%	58%	58%	54%	55%	64%	67%	54%	58%
						ab	b		
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	479	98	366	113	187	152	99	233	145
	48%	45%	50%	44%	49%	56%	58%	47%	48%
						a	bc		
Delete the 'history' records of which websites you have visited	460	88	357	110	176	138	90	221	144
	47%	40%	49%	42%	46%	51%	53%	44%	47%
Use a reporting or flagging function on an app or site to report inappropriate content	357	74	278	81	139	108	72	176	105
	36%	34%	38%	31%	36%	40%	42%	35%	35%
Get around controls that are there to stop you visiting certain sites or apps	202	45	152	48	68	68	52	94	53
	20%	21%	21%	18%	18%	25%	31%	19%	17%
							bc		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 40

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
Use a proxy server to access particular sites or apps	105	28	75	26	41	31	27	44	32
	11%	13%	10%	10%	11%	11%	16%	9%	11%
							b		
Don't know how to do any of these	18	3	14	5	5	6	*	9	8
	2%	1%	2%	2%	1%	2%	*%	2%	3%
Don't know	10	-	8	2	5	1	*	5	4
	1%	-%	1%	1%	1%	1%	*%	1%	1%
Prefer not to say	8	5	2	3	1	*	2	1	4
	1%	2%	*%	1%	*%	*%	1%	*%	1%
		b							
SUMMARY									
KNOW HOW TO DO ANY OF THESE	951	209	704	248	371	264	167	484	289
	96%	96%	97%	96%	97%	97%	98%	97%	95%
KNOW ANY OF THE SAFETY MEASURES	936	206	695	244	367	257	164	475	286
	95%	95%	95%	95%	96%	95%	97%	95%	94%
KNOW ANY OF THE 'RISKY' MEASURES	669	140	509	171	256	197	130	326	206
	68%	64%	70%	66%	67%	73%	77%	65%	68%
							b		

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
Block people on social media if you don't want to hear from them	650	**	**	374	276	**	650	305	345	**	610
	66%	**	**	62%	72% c	**	66%	61%	71% a	**	65%
Block people when you play online games	457	**	**	292	165	**	457	280	177	**	436
	46%	**	**	48%	43%	**	46%	56% b	36%	**	46%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	240	**	**	122	118	**	240	118	121	**	229
	24%	**	**	20%	31% c	**	24%	24%	25%	**	24%
Change the settings so fewer people can view your social media profile	338	**	**	169	169	**	338	138	200	**	319
	34%	**	**	28%	44% c	**	34%	28%	41% a	**	34%
Delete the 'history' records of which websites you have visited	232	**	**	111	121	**	232	115	117	**	218
	23%	**	**	18%	32% c	**	23%	23%	24%	**	23%
Get around controls that are there to stop you visiting certain sites or apps	83	**	**	47	36	**	83	38	45	**	80
	8%	**	**	8%	9%	**	8%	8%	9%	**	9%
Use a proxy server to access particular sites or apps	46	**	**	25	21	**	46	25	20	**	45
	5%	**	**	4%	5%	**	5%	5%	4%	**	5%
Use a reporting or flagging function on an app or site to report inappropriate content	152	**	**	88	64	**	152	59	94	**	146
	15%	**	**	15%	17%	**	15%	12%	19% a	**	16%

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

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

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

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~a	b	a	b	~a	b
Unweighted total	1019	-	-	509	510	-	1019	509	510	-	960
Effective Weighted Sample	751	-	-	393	398	-	751	375	377	-	707
Total	987	-	-	603	384	-	987	501	486	-	941
Don't know how to do any of these	18	**	**	15	3	**	18	8	10	**	18
	2%	**	**	2%	1%	**	2%	2%	2%	**	2%
Don't know	42	**	**	29	12	**	42	22	19	**	41
	4%	**	**	5%	3%	**	4%	4%	4%	**	4%
Prefer not to say	11	**	**	10	1	**	11	9	2	**	11
	1%	**	**	2%	*%	**	1%	2%	*%	**	1%
None of these	59	**	**	39	20	**	59	33	26	**	56
	6%	**	**	6%	5%	**	6%	7%	5%	**	6%
SUMMARY											
HAVE DONE ANY OF THESE	858	**	**	511	347	**	858	429	429	**	814
	87%	**	**	85%	90%	**	87%	85%	88%	**	87%
					c						
HAVE DONE ANY OF THE SAFETY MEASURES	818	**	**	489	328	**	818	408	409	**	777
	83%	**	**	81%	85%	**	83%	81%	84%	**	83%
HAVE DONE ANY OF THE 'RISKY' MEASURES	395	**	**	212	183	**	395	199	196	**	376
	40%	**	**	35%	48%	**	40%	40%	40%	**	40%
					c						

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

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

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

Base : Children aged 13-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
Block people on social media if you don't want to hear from them	650	**	**	**	**	174	200	131	145
	66%	**	**	**	**	57%	67%	67%	76%
							e	e	efg
Block people when you play online games	457	**	**	**	**	181	111	99	66
	46%	**	**	**	**	59%	37%	51%	35%
						fh		fh	
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	240	**	**	**	**	55	66	63	55
	24%	**	**	**	**	18%	22%	32%	29%
								ef	e
Change the settings so fewer people can view your social media profile	338	**	**	**	**	70	99	68	100
	34%	**	**	**	**	23%	33%	35%	53%
							e	e	efg
Delete the 'history' records of which websites you have visited	232	**	**	**	**	55	56	60	61
	23%	**	**	**	**	18%	19%	31%	32%
								ef	ef
Get around controls that are there to stop you visiting certain sites or apps	83	**	**	**	**	21	25	16	19
	8%	**	**	**	**	7%	9%	8%	10%
Use a proxy server to access particular sites or apps	46	**	**	**	**	10	15	16	5
	5%	**	**	**	**	3%	5%	8%	3%
								eh	

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

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

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

Base : Children aged 13-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER									
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h
Unweighted total	1019	-	-	-	-	254	255	255	255
Effective Weighted Sample	751	-	-	-	-	196	196	197	200
Total	987	-	-	-	-	306	297	195	189
Use a reporting or flagging function on an app or site to report inappropriate content	152	**	**	**	**	35	54	24	40
	15%	**	**	**	**	11%	18%	12%	21%
									eg
Don't know how to do any of these	18	**	**	**	**	7	8	2	2
	2%	**	**	**	**	2%	3%	1%	1%
Don't know	42	**	**	**	**	15	15	7	5
	4%	**	**	**	**	5%	5%	4%	2%
Prefer not to say	11	**	**	**	**	8	2	1	1
	1%	**	**	**	**	3%	1%	*%	*%
None of these	59	**	**	**	**	19	20	14	6
	6%	**	**	**	**	6%	7%	7%	3%
SUMMARY									
HAVE DONE ANY OF THESE	858	**	**	**	**	257	253	171	176
	87%	**	**	**	**	84%	85%	88%	93%
									ef
HAVE DONE ANY OF THE SAFETY MEASURES	818	**	**	**	**	248	241	160	168
	83%	**	**	**	**	81%	81%	82%	89%
									ef
HAVE DONE ANY OF THE 'RISKY' MEASURES	395	**	**	**	**	103	109	96	87
	40%	**	**	**	**	34%	37%	49%	46%
									ef
									e

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

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

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

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
Block people on social media if you don't want to hear from them	650 66%	548 66%	53 69%	29 63%	20 64%	650 66%	564 66%	86 68%	187 67%	170 68%	146 65%	144 62%	357 68%	289 63%	650 66%
Block people when you play online games	457 46%	385 46%	37 48%	23 50%	12 39%	457 46%	399 46%	58 46%	102 37%	134 54% a	109 48% a	111 48% a	236 45%	220 48% a	457 46% a
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	240 24%	209 25%	15 20%	9 20%	6 19%	240 24%	220 26% b	19 15%	100 36% bcdfg	55 22%	54 24% d	30 13%	155 29% df	85 19%	240 24% df
Change the settings so fewer people can view your social media profile	338 34%	291 35%	25 32%	13 28%	9 30%	338 34%	299 35%	40 31%	102 37%	93 37%	73 32%	71 31%	194 37%	144 32%	338 34%
Delete the 'history' records of which websites you have visited	232 23%	204 25%	14 19%	7 16%	5 18%	232 23%	203 24%	28 22%	71 25%	50 20%	58 26%	49 21%	121 23%	108 24%	232 23%
Get around controls that are there to stop you visiting certain sites or apps	83 8%	71 9%	5 7%	4 10%	2 7%	83 8%	77 9%	5 4%	32 11% df	20 8%	22 10% d	8 4%	52 10% d	31 7%	83 8% d
Use a proxy server to access particular sites or apps	46 5%	40 5%	1 2%	3 6%	2 6%	46 5%	43 5%	3 2%	16 6%	6 2%	19 8% bdeg	6 2%	21 4%	24 5%	46 5%
Use a reporting or flagging function on an app or site to report inappropriate content	152 15%	127 15%	14 18%	8 18%	4 11%	152 15%	138 16%	14 11%	41 15%	42 17%	33 15%	36 15%	83 16%	69 15%	152 15%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 41

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

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

Base : Children aged 13-17 who go online

	Total		NATION					AREA				SOCIAL GRADE				
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1019	659	120	120	120	1019	901	118	287	210	232	288	497	520	1019
Effective Weighted Sample	751	572	104	114	113	751	666	87	203	154	186	228	354	411	751
Total	987	833	77	46	31	987	860	127	278	250	224	233	527	457	987
Don't know how to do any of these	18 2%	14 2%	3 4% d	2 3% d	- -%	18 2%	17 2%	1 1%	5 2%	4 1%	1 1%	8 3%	9 2%	9 2%	18 2%
Don't know	42 4%	34 4%	2 3%	4 8%	1 5%	42 4%	37 4%	5 4%	12 4%	4 1%	16 7% be	11 5%	15 3%	26 6% b	42 4%
Prefer not to say	11 1%	9 1%	1 1%	1 2%	* 1%	11 1%	7 1%	4 3% a	2 1%	1 *%	3 1%	6 2% e	3 1%	8 2%	11 1%
None of these	59 6%	49 6%	5 7%	3 6%	2 5%	59 6%	47 5%	12 9%	16 6%	17 7%	12 5%	15 6%	33 6%	26 6%	59 6%
SUMMARY															
HAVE DONE ANY OF THESE	858 87%	727 87% c	66 86%	37 80%	27 89%	858 87%	752 87% c	106 83%	244 88%	225 90%	193 86%	193 83%	468 89%	386 85%	858 87%
HAVE DONE ANY OF THE SAFETY MEASURES	818 83%	695 83%	63 81%	35 77%	24 79%	818 83%	713 83%	104 82%	231 83%	216 86%	182 81%	186 80%	447 85%	367 80%	818 83%
HAVE DONE ANY OF THE 'RISKY' MEASURES	395 40%	345 41% c	26 33%	14 30%	10 33%	395 40%	353 41% c	42 33%	137 49% bdfg	90 36%	92 41%	72 31% d	227 43% df	164 36%	395 40% d

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
Block people on social media if you don't want to hear from them	650 66%	144 66%	487 67%	165 64%	266 70%	171 63%	106 63%	335 67%	205 67%
Block people when you play online games	457 46%	114 52%	327 45%	114 44%	187 49%	124 46%	69 41%	229 46%	153 50%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	240 24%	52 24%	180 25%	49 19%	87 23%	95 35% ab	62 37% bc	120 24%	56 19%
Change the settings so fewer people can view your social media profile	338 34%	71 33%	258 35%	90 35%	118 31%	101 37%	69 41%	170 34%	96 32%
Delete the 'history' records of which websites you have visited	232 23%	47 22%	179 25%	52 20%	91 24%	74 27%	52 31%	114 23%	66 22%
Get around controls that are there to stop you visiting certain sites or apps	83 8%	17 8%	64 9%	15 6%	28 7%	33 12% a	29 17% bc	38 8%	16 5%
Use a proxy server to access particular sites or apps	46 5%	12 6%	32 4%	14 5%	17 4%	15 6%	18 10% bc	17 3%	11 4%
Use a reporting or flagging function on an app or site to report inappropriate content	152 15%	30 14%	119 16%	34 13%	66 17%	37 13%	29 17%	70 14%	50 17%

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

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

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

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1019	220	758	273	394	278	184	498	322
Effective Weighted Sample	751	166	553	205	295	197	134	368	240
Total	987	217	728	259	382	272	169	499	304
Don't know how to do any of these	18	3	14	5	5	6	*	9	8
	2%	1%	2%	2%	1%	2%	*%	2%	3%
Don't know	42	7	31	8	23	8	1	23	15
	4%	3%	4%	3%	6%	3%	1%	5%	5%
								a	a
Prefer not to say	11	7	3	5	1	*	2	3	5
	1%	3%	*%	2%	*%	*%	1%	1%	2%
		b							
None of these	59	11	47	17	14	20	12	29	16
	6%	5%	6%	6%	4%	7%	7%	6%	5%
SUMMARY									
HAVE DONE ANY OF THESE	858	189	633	223	339	237	154	435	260
	87%	87%	87%	86%	89%	87%	91%	87%	86%
HAVE DONE ANY OF THE SAFETY MEASURES	818	180	605	209	325	227	143	416	250
	83%	83%	83%	81%	85%	83%	84%	83%	82%
HAVE DONE ANY OF THE 'RISKY' MEASURES	395	86	297	89	147	135	91	192	111
	40%	39%	41%	35%	38%	50%	53%	38%	37%
						ab	bc		

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

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

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.
Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2037	509	509	509	510	1018	1019	1018	1019	749	1229
Effective Weighted Sample	1479	396	376	393	398	731	751	743	737	541	899
Total	2036	413	636	603	384	1048	987	1041	995	696	1293
Yes	1286	180	367	427	311	548	738	680	606	345	908
	63%	44%	58%	71%	81%	52%	75%	65%	61%	50%	70%
			a	ab	abc		a				a
No	473	163	166	100	44	329	144	227	247	238	225
	23%	40%	26%	17%	11%	31%	15%	22%	25%	34%	17%
		bcd	cd	d		b				b	
Don't know	277	70	102	76	29	171	105	135	142	113	161
	14%	17%	16%	13%	8%	16%	11%	13%	14%	16%	12%
		d	d	d		b				b	

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

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

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.
Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2037	254	255	255	254	254	255	255	255
Effective Weighted Sample	1479	197	199	191	185	196	196	197	200
Total	2036	212	200	328	308	306	297	195	189
Yes	1286	100	80	200	167	222	205	157	154
	63%	47%	40%	61%	54%	73%	69%	81%	81%
				ab	b	abcd	abd	abcdf	abcdef
No	473	78	85	75	92	48	52	26	18
	23%	37%	43%	23%	30%	16%	17%	13%	10%
		cefgh	cdefgh	gh	efgh		h		
Don't know	277	34	35	53	49	36	40	12	17
	14%	16%	18%	16%	16%	12%	14%	6%	9%
		gh	gh	gh	gh	g	g		

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

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

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.
Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2037	1318	240	239	240	2037	1814	223	542	420	479	591	962	1070	2037
Effective Weighted Sample	1479	1130	206	223	219	1479	1323	157	363	316	382	470	679	847	1479
Total	2036	1724	154	93	65	2036	1802	234	563	525	458	479	1088	938	2036
Yes	1286	1096	96	53	40	1286	1152	134	430	308	274	270	737	544	1286
	63%	64%	63%	57%	61%	63%	64%	57%	76%	59%	60%	56%	68%	58%	63%
									bcdefg				bcdfg		df
No	473	394	37	26	17	473	416	58	88	148	109	126	236	235	473
	23%	23%	24%	27%	26%	23%	23%	25%	16%	28%	24%	26%	22%	25%	23%
										ae	a	a	a	a	a
Don't know	277	233	20	14	9	277	235	42	46	69	75	84	115	159	277
	14%	14%	13%	15%	13%	14%	13%	18%	8%	13%	16%	17%	11%	17%	14%
										a	ae	aeg		aeg	ae

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

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

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.
Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2037	455	1508	578	778	526	347	1037	630
Effective Weighted Sample	1479	334	1087	430	566	374	248	759	456
Total	2036	468	1490	548	786	533	337	1045	632
Yes	1286	286	955	317	511	367	258	631	382
	63%	61%	64%	58%	65%	69%	77%	60%	60%
					a	a	bc		
No	473	116	347	148	181	108	51	271	150
	23%	25%	23%	27%	23%	20%	15%	26%	24%
				c				a	a
Don't know	277	66	187	84	94	58	28	143	100
	14%	14%	13%	15%	12%	11%	8%	14%	16%
								a	a

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

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

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

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

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1274	237	274	360	403	511	763	658	616	366	866
Effective Weighted Sample	916	189	203	276	317	358	563	473	444	261	627
Total	1286	180	367	427	311	548	738	680	606	345	908
Agree	566	108	168	168	122	276	291	297	269	183	373
	44%	60%	46%	39%	39%	50%	39%	44%	44%	53%	41%
		bcd				b				b	
Neither agree nor disagree	449	44	116	169	119	160	288	231	218	98	339
	35%	25%	32%	40%	38%	29%	39%	34%	36%	28%	37%
				a	a		a				a
Disagree	214	21	56	79	58	76	137	119	95	40	163
	17%	12%	15%	19%	19%	14%	19%	17%	16%	12%	18%
				a	a						a
Don't know	57	7	28	11	11	35	22	33	24	24	33
	4%	4%	8%	2%	4%	6%	3%	5%	4%	7%	4%
			cd			b				b	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 43

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

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

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

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1274	126	111	147	127	185	175	200	203
Effective Weighted Sample	916	99	91	110	93	140	136	156	161
Total	1286	100	80	200	167	222	205	157	154
Agree	566	59	49	84	84	91	78	64	59
	44%	59%	61%	42%	50%	41%	38%	41%	38%
		cefgh	cefgh						
Neither agree nor disagree	449	24	20	66	50	85	84	55	64
	35%	24%	25%	33%	30%	38%	41%	35%	42%
						ab	ab		ab
Disagree	214	12	9	33	23	40	40	34	24
	17%	12%	11%	17%	13%	18%	19%	21%	16%
								b	
Don't know	57	5	2	17	11	7	4	5	6
	4%	5%	3%	8%	7%	3%	2%	3%	4%
				f					

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1274	834	155	134	151	1274	1151	123	393	246	296	337	639	633	1274
Effective Weighted Sample	916	706	136	124	138	916	828	89	267	187	232	266	454	496	916
Total	1286	1096	96	53	40	1286	1152	134	430	308	274	270	737	544	1286
Agree	566	498	31	22	15	566	522	45	229	105	115	117	334	232	566
	44%	45%	32%	41%	38%	44%	45%	34%	53%	34%	42%	44%	45%	43%	44%
		b					b		bcdefg			b	b	b	b
Neither agree nor disagree	449	374	37	20	17	449	385	64	124	115	104	104	239	208	449
	35%	34%	39%	38%	42%	35%	33%	48%	29%	37%	38%	39%	32%	38%	35%
								a			a	a		a	
Disagree	214	174	25	9	6	214	192	22	59	66	46	43	125	89	214
	17%	16%	26%	16%	16%	17%	17%	17%	14%	21%	17%	16%	17%	16%	17%
			ade							a					
Don't know	57	50	3	2	2	57	54	3	18	22	9	6	40	14	57
	4%	5%	3%	4%	4%	4%	5%	2%	4%	7%	3%	2%	5%	3%	4%
										df			df		

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1274	281	946	343	493	354	263	618	376
Effective Weighted Sample	916	203	678	253	359	252	185	453	268
Total	1286	286	955	317	511	367	258	631	382
Agree	566	130	420	152	196	189	164	255	146
	44%	45%	44%	48%	38%	52%	64%	40%	38%
				b		b	bc		
Neither agree nor disagree	449	105	327	105	209	104	59	236	149
	35%	37%	34%	33%	41%	28%	23%	37%	39%
					c			a	a
Disagree	214	42	164	53	87	57	27	110	72
	17%	15%	17%	17%	17%	15%	10%	17%	19%
								a	a
Don't know	57	8	45	6	19	17	8	30	15
	4%	3%	5%	2%	4%	5%	3%	5%	4%

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

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
PRIMARY	698	413	285	-	-	698	-	357	341	698	-
	34%	100%	45%	-%	-%	66%	-%	34%	34%	100%	-%
		bcd	cd			b				b	
SECONDARY	1295	-	352	605	338	352	943	658	637	-	1295
	64%	-%	55%	100%	88%	34%	95%	63%	64%	-%	100%
			a	abd	ab		a				a
POST-SCHOOL	46	-	-	-	46	-	46	28	18	-	-
	2%	-%	-%	-%	12%	-%	5%	3%	2%	-%	-%
					abc		a				

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

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	**FEMALE 8-9**	**MALE 10-12**	**FEMALE 10-12**	**MALE 13-15**	**FEMALE 13-15**	**MALE 16-17**	**FEMALE 16-17**
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
PRIMARY	698	213	200	145	140	-	-	-	-
	34%	100%	100%	44%	45%	-%	-%	-%	-%
		cdefgh	cdefgh	efgh	efgh				
SECONDARY	1295	-	-	183	169	308	297	167	171
	64%	-%	-%	56%	55%	100%	100%	86%	90%
				ab	ab	abcdgh	abcdgh	abcd	abcd
POST-SCHOOL	46	-	-	-	-	-	-	28	18
	2%	-%	-%	-%	-%	-%	-%	14%	10%
								abcdef	abcdef

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

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total		NATION					AREA				SOCIAL GRADE				
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
PRIMARY	698	583	62	29	24	698	624	75	207	197	145	145	404	290	698
	34%	34%	40%	31%	37%	34%	35%	32%	37%	37%	32%	30%	37%	31%	34%
			c						df	df			df		
SECONDARY	1295	1108	86	61	41	1295	1140	156	351	318	305	316	669	620	1295
	64%	64%	56%	65%	62%	64%	63%	67%	62%	60%	66%	66%	61%	66%	64%
		b				b									
POST-SCHOOL	46	36	6	4	*	46	42	4	5	13	9	19	18	28	46
	2%	2%	4%	4%	*%	2%	2%	2%	1%	3%	2%	4%	2%	3%	2%
			d	d								ae		a	

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

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
PRIMARY	698	165	508	178	278	187	118	373	203
	34%	35%	34%	32%	35%	35%	35%	36%	32%
SECONDARY	1295	291	952	354	494	336	220	651	406
	64%	62%	64%	64%	63%	63%	65%	62%	64%
POST-SCHOOL	46	14	31	17	16	12	2	22	23
	2%	3%	2%	3%	2%	2%	*%	2%	4%
									a

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

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

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Yes	1865	366	584	560	355	950	916	967	898	628	1192
	91%	89%	92%	93%	92%	90%	93%	93%	90%	90%	92%
No	58	15	21	14	9	36	23	31	27	24	34
	3%	4%	3%	2%	2%	3%	2%	3%	3%	3%	3%
Child is bilingual/ trilingual – using English equally with one or more other languages	115	32	32	31	20	64	50	45	70	46	69
	6%	8%	5%	5%	5%	6%	5%	4%	7%	7%	5%
									a		
Prefer not to say	2	-	1	1	-	1	1	1	1	1	1
	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%

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

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

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

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Yes	1865	189	177	308	276	286	274	184	172
	91%	89%	88%	94%	89%	93%	92%	94%	91%
				b				b	
No	58	9	6	8	12	8	6	6	3
	3%	4%	3%	2%	4%	3%	2%	3%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	115	15	17	11	21	14	17	5	15
	6%	7%	9%	3%	7%	5%	6%	3%	8%
		g	cg						g
Prefer not to say	2	-	-	1	-	-	1	-	-
	*%	-%	-%	*%	-%	-%	*%	-%	-%

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

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

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Yes	1865	1574	147	82	63	1865	1645	220	514	485	415	441	999	856	1865
	91%	91%	95%	87%	96%	91%	91%	94%	91%	92%	91%	92%	91%	91%	91%
			ac		ace										
No	58	54	1	2	1	58	53	5	13	11	13	21	24	34	58
	3%	3%	1%	3%	2%	3%	3%	2%	2%	2%	3%	4%	2%	4%	3%
												e			
Child is bilingual/ trilingual – using English equally with one or more other languages	115	98	6	9	2	115	106	9	36	32	30	17	69	46	115
	6%	6%	4%	10%	2%	6%	6%	4%	6%	6%	6%	3%	6%	5%	6%
		d		abde		d			d			d	d		
Prefer not to say	2	2	-	-	-	2	2	-	-	-	-	2	-	2	2
	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024. **Table 45**

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

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Yes	1865	445	1354	486	728	503	304	955	589
	91%	95%	91%	89%	92%	94%	90%	91%	93%
		b			a	a			
No	58	7	42	26	18	4	15	28	14
	3%	2%	3%	5%	2%	1%	4%	3%	2%
				bc					
Child is bilingual/ trilingual – using English equally with one or more other languages	115	17	95	35	42	28	20	62	28
	6%	4%	6%	6%	5%	5%	6%	6%	4%
Prefer not to say	2	1	1	2	-	-	-	1	1
	*%	*%	*%	*%	-%	-%	-%	*%	*%

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

Prepared by Critical Research : 0203 643 9043

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

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
WHITE											
English/ Welsh/ Scottish/ Northern Irish/ British	1500	289	449	467	295	738	762	778	721	485	972
	74%	70%	70%	77%	77%	70%	77%	75%	72%	70%	75%
				ab	ab		a				a
Irish	23	5	10	5	4	15	9	15	8	10	13
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Any other white background	68	12	21	27	8	33	35	40	28	20	47
	3%	3%	3%	4%	2%	3%	4%	4%	3%	3%	4%
MIXED OR MULTIPLE ETHNIC GROUPS											
White and Black Caribbean	40	10	17	5	8	27	12	23	17	18	20
	2%	2%	3%	1%	2%	3%	1%	2%	2%	3%	2%
			c								
White and Black African	36	10	16	5	5	26	10	14	22	18	18
	2%	2%	3%	1%	1%	3%	1%	1%	2%	3%	1%
			c			b					
White and Asian	36	6	11	11	7	17	19	19	16	12	23
	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Any other mixed/ multiple ethnic background	20	8	4	3	5	11	8	10	10	9	10
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN											
Indian	44	12	22	4	6	34	10	20	25	24	20
	2%	3%	3%	1%	2%	3%	1%	2%	2%	3%	2%
		c	c			b				b	
Pakistani	67	9	25	20	13	34	33	29	37	21	45
	3%	2%	4%	3%	3%	3%	3%	3%	4%	3%	3%

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

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

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

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Bangladeshi	17	3	4	7	3	7	10	8	10	3	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
Chinese	14	2	2	6	4	4	10	3	12	2	12
	1%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%
									a		
Any other Asian background	22	8	9	1	4	17	5	10	12	12	10
	1%	2%	1%	*%	1%	2%	1%	1%	1%	2%	1%
		c				b					
BLACK AND BLACK BRITISH											
Caribbean	18	-	7	5	5	7	11	7	11	-	18
	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	1%
			a		a						a
African	111	30	35	33	13	65	46	54	57	52	59
	5%	7%	5%	6%	3%	6%	5%	5%	6%	7%	5%
		d								b	
Any other Black/ African/ Caribbean background	12	7	3	-	2	10	2	8	4	10	2
	1%	2%	*%	-%	1%	1%	*%	1%	*%	1%	*%
		c								b	
OTHER ETHNIC GROUPS											
Arab	7	2	2	2	1	4	3	3	4	2	5
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Any other ethnic background	2	-	-	2	1	-	2	1	1	-	2
	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%
Prefer not to say	3	-	-	2	1	-	3	2	1	-	3
	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%

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

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

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

Base : All parents of children aged 8-17

	Total		CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
WHITE									
English/ Welsh/ Scottish/ Northern Irish/ British	1500	141	148	239	210	241	226	157	137
	74%	66%	74%	73%	68%	78%	76%	81%	73%
						ad	a	ad	
Irish	23	3	2	7	2	3	2	3	1
	1%	1%	1%	2%	1%	1%	1%	1%	1%
Any other white background	68	7	5	12	8	17	10	4	4
	3%	3%	3%	4%	3%	5%	3%	2%	2%
MIXED OR MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	40	7	3	13	5	-	5	3	5
	2%	3%	1%	4%	2%	-%	2%	1%	3%
		e		e					e
White and Black African	36	8	2	3	13	-	5	2	3
	2%	4%	1%	1%	4%	-%	2%	1%	2%
		e			be				
White and Asian	36	*	6	9	2	7	5	3	4
	2%	*%	3%	3%	1%	2%	2%	1%	2%
			a	a					
Any other mixed/ multiple ethnic background	20	3	5	3	1	2	1	2	3
	1%	1%	2%	1%	*%	1%	*%	1%	2%
ASIAN AND BRITISH ASIAN									
Indian	44	8	5	8	15	-	4	5	1
	2%	4%	2%	2%	5%	-%	1%	2%	1%
		eh	e	e	eh			e	
Pakistani	67	4	5	11	14	11	9	4	9
	3%	2%	3%	3%	5%	4%	3%	2%	5%

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

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

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

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Bangladeshi	17	3	-	2	2	3	5	1	3
	1%	1%	-%	*%	1%	1%	2%	*%	1%
Chinese	14	*	2	-	2	-	6	2	2
	1%	*%	1%	-%	1%	-%	2%	1%	1%
							e		
Any other Asian background	22	6	2	3	6	-	1	2	2
	1%	3%	1%	1%	2%	-%	*%	1%	1%
		e			e				
BLACK AND BLACK BRITISH									
Caribbean	18	-	-	1	6	3	3	3	3
	1%	-%	-%	*%	2%	1%	1%	1%	1%
African	111	15	16	15	20	19	14	5	8
	5%	7%	8%	5%	6%	6%	5%	2%	4%
		g	g						
Any other Black/ African/ Caribbean background	12	7	-	1	2	-	-	1	2
	1%	3%	-%	*%	1%	-%	-%	*%	1%
		bcefg							
OTHER ETHNIC GROUPS									
Arab	7	2	-	1	1	-	2	-	1
	*%	1%	-%	*%	*%	-%	1%	-%	1%
Any other ethnic background	2	-	-	-	-	*	1	1	-
	*%	-%	-%	-%	-%	*%	*%	*%	-%
Prefer not to say	3	-	-	-	-	2	-	-	1
	*%	-%	-%	-%	-%	1%	-%	-%	1%

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

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

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	1500 74%	1237 72% ade	130 84% abde	86 92%	47 71%	1500 74%	1291 72%	208 89% a	414 74%	356 67%	355 77% be	370 77% be	770 71%	725 77% beg	1500 74% b
Irish	23 1%	10 1%	2 1%	- -%	12 18% abce	23 1%	19 1%	4 2%	7 1%	8 2%	6 1%	3 1%	15 1%	9 1%	23 1%
Any other white background	68 3%	58 3%	6 4%	1 2%	2 3%	68 3%	59 3%	9 4%	15 3%	16 3%	25 5% adeg	11 2%	31 3%	36 4%	68 3%
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	40 2%	38 2%	1 1%	* *%	* *%	40 2%	38 2%	2 1%	4 1%	13 2% a	10 2%	13 3% a	17 2%	23 2% a	40 2%
White and Black African	36 2% bc	35 2%	- -%	- -%	1 2% bc	36 2% c	35 2%	1 *%	10 2%	16 3% cf	4 1%	6 1%	26 2%	10 1%	36 2%
White and Asian	36 2%	30 2%	4 2%	1 1%	* 1%	36 2%	36 2%	- -%	14 2%	12 2%	5 1%	5 1%	25 2%	10 1%	36 2%
Any other mixed/ multiple ethnic background	20 1%	19 1%	- -%	1 1%	- -%	20 1%	18 1%	1 1%	4 1%	7 1%	2 *%	7 2%	11 1%	9 1%	20 1%
ASIAN AND BRITISH ASIAN															
Indian	44 2%	41 2%	2 1%	1 1%	* *%	44 2%	43 2%	1 *%	18 3% cf	16 3% cf	3 1%	7 1%	34 3% cf	10 1%	44 2% c
Pakistani	67 3%	66 4% bcd	1 1%	- -%	- -%	67 3% bcd	67 4% b	- -%	14 3%	18 3%	9 2%	23 5% c	32 3%	33 3%	67 3%

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

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

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

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Bangladeshi	17	17	-	*	-	17	17	*	1	6	7	3	7	10	17
	1%	1%	-%	*%	-%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
Chinese	14	13	1	-	*	14	12	2	9	-	3	2	9	5	14
	1%	1%	*%	-%	*%	1%	1%	1%	2% bf	-%	1%	*%	1%	1%	1%
Any other Asian background	22	20	1	1	*	22	22	-	5	6	8	4	11	11	22
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	2%	1%	1%	1%	1%
BLACK AND BLACK BRITISH															
Caribbean	18	18	-	-	-	18	18	-	4	5	3	4	10	6	18
	1%	1%	-%	-%	-%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
African	111	101	7	1	2	111	106	5	38	40	18	15	78	33	111
	5%	6% cd	4%	2%	2%	5% c	6% b	2%	7% df	8% cdf	4%	3%	7% cdf	4%	5% df
Any other Black/ African/ Caribbean background	12	12	-	-	-	12	12	-	4	4	1	2	8	3	12
	1%	1%	-%	-%	-%	1%	1%	-%	1%	1%	*%	*%	1%	*%	1%
OTHER ETHNIC GROUPS															
Arab	7	7	-	-	-	7	7	-	2	1	-	2	3	2	7
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%
Any other ethnic background	2	2	-	-	*	2	2	-	-	2	1	-	2	1	2
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
Prefer not to say	3	3	-	-	-	3	3	-	-	2	-	1	2	1	3
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%

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

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

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
WHITE									
English/ Welsh/ Scottish/ Northern Irish/ British	1500	384	1064	376	601	419	234	777	481
	74%	82%	71%	68%	76%	78%	69%	74%	76%
		b			a	a			a
Irish	23	6	17	6	6	9	4	8	10
	1%	1%	1%	1%	1%	2%	1%	1%	2%
Any other white background	68	8	55	21	26	9	10	32	26
	3%	2%	4%	4%	3%	2%	3%	3%	4%
MIXED OR MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	40	10	29	10	17	8	4	19	16
	2%	2%	2%	2%	2%	2%	1%	2%	3%
White and Black African	36	6	30	7	23	5	2	19	15
	2%	1%	2%	1%	3%	1%	1%	2%	2%
					c				
White and Asian	36	8	24	7	16	10	9	14	13
	2%	2%	2%	1%	2%	2%	3%	1%	2%
Any other mixed/ multiple ethnic background	20	7	12	8	6	5	5	10	5
	1%	1%	1%	2%	1%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN									
Indian	44	3	41	10	11	14	9	21	12
	2%	1%	3%	2%	1%	3%	3%	2%	2%
			a						
Pakistani	67	8	53	35	13	7	18	29	20
	3%	2%	4%	6%	2%	1%	5%	3%	3%
				bc					

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

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

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

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Bangladeshi	17	7	9	7	2	3	4	12	1
	1%	1%	1%	1%	*%	1%	1%	1%	*%
Chinese	14	2	11	1	7	4	4	7	2
	1%	*%	1%	*%	1%	1%	1%	1%	*%
Any other Asian background	22	4	19	5	11	3	6	11	5
	1%	1%	1%	1%	1%	1%	2%	1%	1%
BLACK AND BLACK BRITISH									
Caribbean	18	-	16	3	5	8	1	10	6
	1%	-%	1%	*%	1%	1%	*%	1%	1%
African	111	13	95	45	36	25	24	68	16
	5%	3%	6%	8%	5%	5%	7%	6%	3%
			a	bc			c	c	
Any other Black/ African/ Caribbean background	12	-	12	3	5	4	5	3	3
	1%	-%	1%	*%	1%	1%	2%	*%	*%
							b		
OTHER ETHNIC GROUPS									
Arab	7	3	3	4	1	-	2	5	-
	*%	1%	*%	1%	*%	-%	1%	*%	-%
Any other ethnic background	2	2	-	*	1	-	1	1	*
	*%	*%	-%	*%	*%	-%	*%	*%	*%
		b							
Prefer not to say	3	-	2	-	-	-	-	-	-
	*%	-%	*%	-%	-%	-%	-%	-%	-%

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Hearing? Poor hearing, partial hearing, or are d/Deaf	33	8	11	4	11	18	15	21	12	11	22
	2%	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%
					c						
Eyesight? Poor vision, colour blindness, partial sight, or are blind	80	18	33	16	14	51	29	51	29	35	43
	4%	4%	5%	3%	4%	5%	3%	5%	3%	5%	3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	49	5	13	16	14	19	30	24	24	15	32
	2%	1%	2%	3%	4%	2%	3%	2%	2%	2%	3%
					a						
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	26	4	7	7	9	11	16	14	13	8	18
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
Breathing? Breathlessness or chest pains	29	6	8	11	5	13	16	18	11	12	16
	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	135	34	42	32	27	76	59	82	53	56	74
	7%	8%	7%	5%	7%	7%	6%	8%	5%	8%	6%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	43	11	19	8	6	30	14	28	15	25	18
	2%	3%	3%	1%	2%	3%	1%	3%	2%	4%	1%
										b	

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	201	45	67	55	34	112	88	126	75	69	127
	10%	11%	11%	9%	9%	11%	9%	12%	8%	10%	10%
								b			
Their mental health? Anxiety, depression, or trauma-related conditions, for example	137	13	37	41	46	50	87	61	76	26	103
	7%	3%	6%	7%	12%	5%	9%	6%	8%	4%	8%
				a	abc		a				a
Other illnesses/ conditions which impact or limit their daily activities	30	2	6	12	10	8	23	16	15	4	23
	1%	1%	1%	2%	3%	1%	2%	1%	1%	1%	2%
					a		a				
Nothing – no impairments or conditions that impact or limit their daily activities	1492	303	458	453	278	761	730	733	759	508	952
	73%	73%	72%	75%	72%	73%	74%	70%	76%	73%	74%
									a		
Don't know	38	11	8	12	7	19	19	23	15	13	24
	2%	3%	1%	2%	2%	2%	2%	2%	1%	2%	2%
Prefer not to say	40	5	13	17	6	17	23	20	20	12	28
	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%
SUMMARY											
ANY IMPACTING OR LIMITING CONDITIONS	470	94	158	124	93	252	217	267	202	165	291
	23%	23%	25%	20%	24%	24%	22%	26%	20%	24%	22%
								b			

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
MULTIPLE IMPACTING OR LIMITING CONDITIONS	181	35	57	48	41	92	89	106	76	61	113
	9%	8%	9%	8%	11%	9%	9%	10%	8%	9%	9%

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Hearing? Poor hearing, partial hearing, or are d/Deaf	33	4	4	7	4	1	2	10	2
	2%	2%	2%	2%	1%	*%	1%	5%	1%
								defh	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	80	10	9	23	10	10	5	8	5
	4%	5%	4%	7%	3%	3%	2%	4%	3%
				f					
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	49	3	3	5	8	7	8	9	5
	2%	1%	1%	2%	3%	2%	3%	5%	3%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	26	1	2	7	-	*	7	5	4
	1%	1%	1%	2%	-%	*%	2%	2%	2%
				de			de	de	d
Breathing? Breathlessness or chest pains	29	3	3	7	1	6	5	3	2
	1%	1%	2%	2%	*%	2%	2%	2%	1%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	135	19	15	29	13	19	13	15	12
	7%	9%	8%	9%	4%	6%	4%	8%	6%

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Difficulty with speech? e.g. due to a stroke, stutter or stammer	43	6	6	14	4	4	4	4	2
	2%	3%	3%	4%	1%	1%	1%	2%	1%
				h					
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	201	28	17	48	19	28	26	22	12
	10%	13%	8%	15%	6%	9%	9%	11%	6%
		dh		dh					
Their mental health? Anxiety, depression, or trauma-related conditions, for example	137	6	7	21	16	15	26	20	26
	7%	3%	4%	6%	5%	5%	9%	10%	14%
							ab	abe	abcde
Other illnesses/ conditions which impact or limit their daily activities	30	1	1	3	2	7	6	5	6
	1%	*%	1%	1%	1%	2%	2%	2%	3%
									a
Nothing – no impairments or conditions that impact or limit their daily activities	1492	153	150	216	243	223	230	142	136
	73%	72%	75%	66%	78%	72%	77%	73%	72%
			c		c		c		
Don't know	38	5	6	4	4	11	1	3	4
	2%	3%	3%	1%	1%	4%	*%	1%	2%
						f			
Prefer not to say	40	3	1	7	6	9	7	*	6
	2%	2%	1%	2%	2%	3%	2%	*%	3%
						g	g		g

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	**FEMALE 8-9**	**MALE 10-12**	**FEMALE 10-12**	**MALE 13-15**	**FEMALE 13-15**	**MALE 16-17**	**FEMALE 16-17**
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
SUMMARY									
ANY IMPACTING OR LIMITING CONDITIONS	470	51	43	101	57	65	59	50	43
	23%	24%	21%	31%	18%	21%	20%	26%	23%
				bdef					
MULTIPLE IMPACTING OR LIMITING CONDITIONS	181	17	18	45	12	22	26	22	20
	9%	8%	9%	14%	4%	7%	9%	11%	10%
			d	de				d	d

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Hearing? Poor hearing, partial hearing, or are d/Deaf	33	30	1	2	*	33	28	5	12	5	9	8	17	16	33
	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	80	71	3	3	2	80	76	5	15	16	22	27	31	49	80
	4%	4%	2%	3%	4%	4%	4%	2%	3%	3%	5%	6% ae	3%	5% ae	4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	49	44	2	1	1	49	43	5	18	10	9	13	27	21	49
	2%	3%	2%	1%	2%	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	26	23	2	1	1	26	24	2	8	7	4	8	15	11	26
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Breathing? Breathlessness or chest pains	29	25	2	1	*	29	26	3	11	3	6	8	14	15	29
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	135	120	8	4	2	135	106	30	29	35	24	47	64	71	135
	7%	7%	5%	5%	4%	7%	6%	13% a	5%	7%	5%	10% aceg	6%	8%	7%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	43	41	-	1	1	43	43	*	16	16	5	7	31	12	43
	2%	2% b	-%	1%	2%	2% b	2%	*%	3%	3%	1%	1%	3% f	1%	2%

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	201 10%	172 10%	13 8%	12 12% d	4 7%	201 10%	176 10%	25 11%	42 7%	46 9%	37 8%	71 15% abceg	88 8%	107 11% ae	201 10%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	137 7%	121 7%	9 6%	5 5%	3 4%	137 7%	123 7%	15 6%	31 5%	38 7%	22 5%	44 9% ac	69 6%	66 7%	137 7%
Other illnesses/ conditions which impact or limit their daily activities	30 1%	28 2%	1 1%	1 1%	1 2%	30 1%	28 2%	3 1%	5 1%	4 1%	7 1%	15 3% abeg	9 1%	21 2% e	30 1%
Nothing – no impairments or conditions that impact or limit their daily activities	1492 73%	1251 72%	122 79% a	68 73%	51 79%	1492 73%	1319 73%	173 74%	445 79% dfg	385 73% d	351 77% df	308 64%	831 76% df	660 70% d	1492 73% d
Don't know	38 2%	32 2%	4 3%	1 1%	1 1%	38 2%	37 2%	1 *%	6 1%	11 2%	7 1%	12 2%	16 1%	18 2%	38 2%
Prefer not to say	40 2%	35 2%	3 2%	1 1%	1 2%	40 2%	35 2%	5 2%	10 2%	12 2%	9 2%	9 2%	22 2%	18 2%	40 2%
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	470 23%	409 24% b	25 16%	24 25% b	12 18%	470 23% b	414 23%	56 24%	102 18%	121 23%	92 20%	150 31% abcefg	223 20%	242 26% ace	470 23% a

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
MULTIPLE IMPACTING OR LIMITING CONDITIONS	181 9%	162 9%	10 6%	5 6%	4 6%	181 9%	160 9%	21 9%	43 8%	41 8%	38 8%	57 12% ae	84 8%	94 10%	181 9%

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Hearing? Poor hearing, partial hearing, or are d/Deaf	33 / 2%	33 / 7% / b	- / -%	11 / 2%	12 / 1%	7 / 1%	10 / 3%	12 / 1%	10 / 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	80 / 4%	80 / 17% / b	- / -%	33 / 6% / c	35 / 5% / c	8 / 2%	11 / 3%	46 / 4%	23 / 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	49 / 2%	49 / 10% / b	- / -%	16 / 3%	16 / 2%	14 / 3%	15 / 5% / b	15 / 1%	18 / 3%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	26 / 1%	26 / 6% / b	- / -%	10 / 2%	9 / 1%	7 / 1%	6 / 2%	13 / 1%	7 / 1%
Breathing? Breathlessness or chest pains	29 / 1%	29 / 6% / b	- / -%	14 / 3% / c	12 / 2%	3 / 1%	7 / 2%	17 / 2%	6 / 1%

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	135	135	-	53	50	23	12	64	59
	7%	29%	-%	10%	6%	4%	4%	6%	9%
		b		c					ab
Difficulty with speech? e.g. due to a stroke, stutter or stammer	43	43	-	8	17	16	14	14	16
	2%	9%	-%	1%	2%	3%	4%	1%	3%
		b					b		
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	201	201	-	69	90	28	29	93	78
	10%	43%	-%	13%	11%	5%	9%	9%	12%
		b		c	c				b
Their mental health? Anxiety, depression, or trauma-related conditions, for example	137	137	-	35	64	28	11	59	67
	7%	29%	-%	6%	8%	5%	3%	6%	11%
		b							ab
Other illnesses/ conditions which impact or limit their daily activities	30	30	-	6	17	6	2	14	14
	1%	6%	-%	1%	2%	1%	1%	1%	2%
		b							
Nothing – no impairments or conditions that impact or limit their daily activities	1492	-	1492	355	573	447	254	802	422
	73%	-%	100%	65%	73%	84%	75%	77%	67%
			a		a	ab	c	c	

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

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Don't know	38	-	-	22	9	3	12	14	10
	2%	-%	-%	4%	1%	1%	3%	1%	2%
				bc			b		
Prefer not to say	40	-	-	7	16	3	11	12	13
	2%	-%	-%	1%	2%	1%	3%	1%	2%
							b		
SUMMARY									
ANY IMPACTING OR LIMITING CONDITIONS	470	470	-	164	190	81	62	219	187
	23%	100%	-%	30%	24%	15%	18%	21%	30%
		b		bc	c				ab
MULTIPLE IMPACTING OR LIMITING CONDITIONS	181	181	-	54	84	30	29	76	77
	9%	39%	-%	10%	11%	6%	9%	7%	12%
		b		c	c				b

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 48

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

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
25 to 34	343	129	135	70	10	264	80	189	154	201	143
	17%	31%	21%	11%	3%	25%	8%	18%	15%	29%	11%
		bcd	cd	d		b				b	
35 to 44	998	212	341	284	160	553	444	504	493	377	602
	49%	51%	54%	47%	42%	53%	45%	48%	50%	54%	46%
		d	d			b				b	
45 to 54	556	61	141	203	150	203	353	278	278	102	435
	27%	15%	22%	34%	39%	19%	36%	27%	28%	15%	34%
			a	ab	ab		a				a
55 to 64	114	4	13	37	60	17	96	56	58	8	97
	6%	1%	2%	6%	16%	2%	10%	5%	6%	1%	7%
				ab	abc		a				a
65 to 74	1	-	-	-	1	-	1	1	*	-	1
	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%	*%
Prefer not to say	27	7	6	12	2	13	14	15	12	10	18
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%

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

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

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
25 to 34	343	77	52	69	66	36	33	7	3
	17%	36%	26%	21%	21%	12%	11%	4%	1%
		bcdefgh	efgh	efgh	efgh	gh	gh		
35 to 44	998	108	104	174	167	133	151	90	70
	49%	51%	52%	53%	54%	43%	51%	46%	37%
		h	h	eh	eh		h		
45 to 54	556	22	39	74	67	117	87	65	85
	27%	10%	20%	23%	22%	38%	29%	33%	45%
			a	a	a	abcd	ab	abcd	abcdfg
55 to 64	114	3	2	6	7	17	20	30	29
	6%	1%	1%	2%	2%	6%	7%	16%	16%
						ab	abcd	abcdef	abcdef
65 to 74	1	-	-	-	-	-	-	1	*
	*%	-%	-%	-%	-%	-%	-%	1%	*%
Prefer not to say	27	4	3	4	2	6	6	1	1
	1%	2%	2%	1%	1%	2%	2%	1%	1%

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

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

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
25 to 34	343	302	22	10	10	343	316	28	95	79	72	94	173	166	343
	17%	17%	14%	10%	15%	17%	17%	12%	17%	15%	16%	20%	16%	18%	17%
		c					c								
35 to 44	998	836	76	52	33	998	889	109	282	244	230	238	526	469	998
	49%	48%	49%	56%	50%	49%	49%	46%	50%	46%	50%	50%	48%	50%	49%
				a											
45 to 54	556	465	47	27	18	556	494	62	144	168	126	115	312	240	556
	27%	27%	30%	29%	28%	27%	27%	26%	26%	32%	27%	24%	29%	26%	27%
										df					
55 to 64	114	99	7	4	3	114	81	32	37	31	23	23	68	46	114
	6%	6%	5%	5%	4%	6%	5%	14%	6%	6%	5%	5%	6%	5%	6%
								a							
65 to 74	1	1	-	*	-	1	1	-	1	-	-	*	1	*	1
	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%
Prefer not to say	27	23	1	*	2	27	24	3	4	6	7	10	10	17	27
	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
					c										

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

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

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
25 to 34	343	100	227	111	123	84	77	179	87
	17%	21%	15%	20%	16%	16%	23%	17%	14%
		b					bc		
35 to 44	998	222	737	268	371	268	171	510	303
	49%	47%	49%	49%	47%	50%	50%	49%	48%
45 to 54	556	124	411	143	230	149	66	281	204
	27%	26%	28%	26%	29%	28%	20%	27%	32%
								a	ab
55 to 64	114	15	96	20	57	27	18	62	32
	6%	3%	6%	4%	7%	5%	5%	6%	5%
			a		a				
65 to 74	1	-	1	-	-	1	1	-	*
	*%	-%	*%	-%	-%	*%	*%	-%	*%
Prefer not to say	27	8	18	7	7	6	6	14	6
	1%	2%	1%	1%	1%	1%	2%	1%	1%

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

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

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Man	697	144	193	215	145	337	359	405	292	232	450
	34%	35%	30%	35%	38%	32%	36%	39%	29%	33%	35%
					b			b			
Woman	1336	266	443	389	239	708	628	634	702	463	842
	66%	64%	69%	64%	62%	67%	63%	61%	71%	66%	65%
			d						a		
Non-binary	4	3	1	*	-	4	*	4	-	3	2
	*%	1%	*%	*%	-%	*%	*%	*%	-%	*%	*%
Prefer not to say	2	-	1	2	-	1	2	-	2	1	2
	*%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%

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

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

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Man	697	80	65	113	80	126	89	87	58
	34%	37%	32%	34%	26%	41%	30%	45%	31%
		d				dfh		bcdfh	
Woman	1336	130	136	214	229	182	207	108	131
	66%	61%	68%	65%	74%	59%	70%	55%	69%
			g	g	aeg		eg		eg
Non-binary	4	3	-	1	-	*	-	-	-
	*%	1%	-%	*%	-%	*%	-%	-%	-%
Prefer not to say	2	-	-	-	1	-	2	-	-
	*%	-%	-%	-%	*%	-%	1%	-%	-%

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

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

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Man	697	588	51	33	25	697	616	81	255	161	171	110	416	281	697
	34%	34%	33%	35%	39%	34%	34%	34%	45%	30%	37%	23%	38%	30%	34%
									bcdefg	d	df		bdf	d	df
Woman	1336	1135	101	61	40	1336	1183	153	305	367	286	370	673	656	1336
	66%	66%	66%	65%	61%	66%	66%	66%	54%	70%	62%	77%	62%	70%	66%
										ace	a	abcefg	a	aceg	a
Non-binary	4	3	1	-	*	4	4	-	1	-	1	-	1	1	4
	*%	*%	1%	-%	*%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%
Prefer not to say	2	2	1	-	-	2	2	-	2	-	1	-	2	1	2
	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%

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

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

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Man	697	127	544	137	283	256	184	342	167
	34%	27%	36%	25%	36%	48%	54%	33%	26%
			a		a	ab	bc	c	
Woman	1336	342	945	408	505	278	152	702	464
	66%	73%	63%	74%	64%	52%	45%	67%	73%
		b		bc	c			a	ab
Non-binary	4	1	1	3	-	1	2	1	1
	*%	*%	*%	1%	-%	*%	1%	*%	*%
Prefer not to say	2	-	2	1	-	-	2	1	-
	*%	-%	*%	*%	-%	-%	1%	*%	-%

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

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

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
In full time employment	1145	248	332	342	223	580	565	612	533	398	725
	56%	60%	52%	56%	58%	55%	57%	59%	54%	57%	56%
		b						b			
In part time employment	446	87	149	136	73	236	210	203	243	162	276
	22%	21%	23%	23%	19%	22%	21%	19%	24%	23%	21%
									a		
Unemployed	106	21	41	30	14	62	44	58	47	36	64
	5%	5%	6%	5%	4%	6%	4%	6%	5%	5%	5%
A student	30	9	5	7	9	14	16	16	14	13	16
	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%
Full time responsibility for home/ family	265	46	99	76	44	145	120	130	135	83	176
	13%	11%	16%	13%	12%	14%	12%	13%	14%	12%	14%
Retired	13	2	*	3	8	2	11	7	6	2	11
	1%	*%	*%	1%	2%	*%	1%	1%	1%	*%	1%
					ab		a				
Other	25	2	8	8	8	9	16	11	15	5	18
	1%	*%	1%	1%	2%	1%	2%	1%	1%	1%	1%
					a						
Don't know	1	-	-	-	1	-	1	1	-	-	1
	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%
Prefer not to say	8	-	3	3	3	3	6	5	3	-	8
	*%	-%	*%	*%	1%	*%	1%	1%	*%	-%	1%

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

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

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
In full time employment	1145	134	114	177	155	179	163	122	102
	56%	63%	57%	54%	50%	58%	55%	62%	54%
		d						d	
In part time employment	446	39	48	65	85	67	69	32	41
	22%	18%	24%	20%	27%	22%	23%	16%	22%
					ag				
Unemployed	106	11	10	25	17	17	13	6	8
	5%	5%	5%	7%	5%	6%	4%	3%	4%
				g					
A student	30	4	4	3	2	1	6	7	2
	1%	2%	2%	1%	1%	*%	2%	4%	1%
								de	
Full time responsibility for home/ family	265	21	24	51	48	39	37	19	25
	13%	10%	12%	16%	15%	13%	12%	10%	13%
Retired	13	2	-	-	*	1	2	4	3
	1%	1%	-%	-%	*%	*%	1%	2%	2%
								bc	
Other	25	1	*	4	4	3	5	3	5
	1%	1%	*%	1%	1%	1%	2%	1%	3%
									b
Don't know	1	-	-	-	-	-	-	1	-
	*%	-%	-%	-%	-%	-%	-%	1%	-%
Prefer not to say	8	-	-	3	-	1	1	1	2
	*%	-%	-%	1%	-%	*%	*%	1%	1%

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

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

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
In full time employment	1145	958	88	58	41	1145	1028	117	430	326	259	127	755	386	1145
	56%	55%	57%	62%	63%	56%	57%	50%	76%	62%	56%	27%	69%	41%	56%
									bcdefg	df	df		bcdfg	d	df
In part time employment	446	377	38	16	15	446	391	54	91	117	126	112	208	238	446
	22%	22%	24%	17%	23%	22%	22%	23%	16%	22%	28%	23%	19%	25%	22%
			c							a	aeg	a		ae	a
Unemployed	106	95	6	4	1	106	94	12	10	10	4	82	20	86	106
	5%	5%	4%	4%	1%	5%	5%	5%	2%	2%	1%	17%	2%	9%	5%
		d				d						abcefg		abceg	abce
A student	30	23	5	1	1	30	29	1	1	18	3	7	20	10	30
	1%	1%	3%	1%	1%	1%	2%	*%	*%	4%	1%	1%	2%	1%	1%
										acdfg			a		
Full time responsibility for home/ family	265	231	15	12	7	265	225	40	28	49	57	126	78	182	265
	13%	13%	10%	13%	10%	13%	12%	17%	5%	9%	12%	26%	7%	19%	13%
										a	ae	abcefg		abceg	ae
Retired	13	11	*	2	-	13	9	4	3	7	*	1	10	2	13
	1%	1%	*%	2%	-%	1%	1%	2%	1%	1%	*%	*%	1%	*%	1%
										cf					
Other	25	22	1	2	1	25	22	3	-	-	7	18	-	25	25
	1%	1%	*%	2%	1%	1%	1%	1%	-%	-%	1%	4%	-%	3%	1%
											abe	abceg		abeg	abe
Don't know	1	1	-	-	-	1	-	1	-	-	-	1	-	1	1
	*%	*%	-%	-%	-%	*%	-%	1%	-%	-%	-%	*%	-%	*%	*%
								a							
Prefer not to say	8	7	1	-	-	8	8	-	-	1	2	5	1	7	8
	*%	*%	1%	-%	-%	*%	*%	-%	-%	*%	*%	1%	*%	1%	*%
												ae		e	

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

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

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
In full time employment	1145	218	891	206	462	427	273	600	267
	56%	47%	60%	38%	59%	80%	80%	57%	42%
			a		a	ab	bc	c	
In part time employment	446	108	319	133	190	70	37	253	151
	22%	23%	21%	24%	24%	13%	11%	24%	24%
				c	c			a	a
Unemployed	106	22	72	52	36	4	8	35	59
	5%	5%	5%	9%	5%	1%	2%	3%	9%
				bc	c				ab
A student	30	9	18	12	11	4	4	13	11
	1%	2%	1%	2%	1%	1%	1%	1%	2%
Full time responsibility for home/ family	265	89	171	129	75	26	13	126	122
	13%	19%	11%	24%	9%	5%	4%	12%	19%
		b		bc	c			a	ab
Retired	13	2	9	4	6	1	3	5	5
	1%	1%	1%	1%	1%	*%	1%	*%	1%
Other	25	13	11	10	10	3	-	11	14
	1%	3%	1%	2%	1%	1%	-%	1%	2%
		b							a
Don't know	1	1	-	1	-	-	1	-	-
	*%	*%	-%	*%	-%	-%	*%	-%	-%
Prefer not to say	8	6	1	1	-	-	-	3	3
	*%	1%	*%	*%	-%	-%	-%	*%	*%
		b							

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

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Income Support	103	20	30	37	16	50	53	58	45	32	70
	5%	5%	5%	6%	4%	5%	5%	6%	4%	5%	5%
Income-based Jobseeker's Allowance	26	8	4	10	6	11	15	14	12	10	17
	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Pensions Credit (Guaranteed Credit)	37	9	10	10	7	19	18	17	20	14	23
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Pensions Credit (no Guaranteed Credit)	13	4	1	3	4	6	7	6	7	6	7
	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%
Employment and Support Allowance (ESA)	109	23	33	32	22	56	54	72	37	33	75
	5%	5%	5%	5%	6%	5%	5%	7% b	4%	5%	6%
Universal Credit (and household has other earnings)	420	79	152	120	68	231	189	193	227	141	269
	21%	19%	24% d	20%	18%	22%	19%	18%	23% a	20%	21%
Universal Credit (and household has no other earnings)	192	41	62	59	30	103	89	105	87	67	118
	9%	10%	10%	10%	8%	10%	9%	10%	9%	10%	9%
Personal Independence Payment (PIP)	161	18	51	43	48	69	91	88	73	37	116
	8%	4%	8% a	7%	13% abc	7%	9%	8%	7%	5%	9% a
Carer's allowance	150	29	59	42	20	88	62	86	64	54	94
	7%	7%	9% d	7%	5%	8%	6%	8%	6%	8%	7%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 51

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Disability Living Allowance (DLA)	114	23	54	20	16	77	36	68	45	40	73
	6%	6%	8%	3%	4%	7%	4%	7%	5%	6%	6%
			cd			b					
Other	20	3	7	6	3	10	9	8	12	10	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
None of these - Do not receive any of these benefits	1092	219	312	336	224	531	560	565	526	369	701
	54%	53%	49%	56%	58%	51%	57%	54%	53%	53%	54%
					b		a				
Don't know	21	5	6	3	6	11	9	6	14	9	10
	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%
Prefer not to say	76	18	22	23	13	40	36	41	35	29	47
	4%	4%	3%	4%	3%	4%	4%	4%	4%	4%	4%
SUMMARY											
ANY BENEFITS	852	170	297	243	140	468	384	431	420	291	537
	42%	41%	47%	40%	37%	45%	39%	41%	42%	42%	41%
			d			b					

Columns Tested: a,b,c,d - a,b - a,b - a,b

Table 51

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Income Support	103	10	10	18	12	21	16	9	7
	5%	5%	5%	6%	4%	7%	5%	5%	4%
Income-based Jobseeker's Allowance	26	2	5	1	2	6	4	5	1
	1%	1%	3%	*%	1%	2%	1%	3%	*%
Pensions Credit (Guaranteed Credit)	37	2	7	6	5	5	6	5	3
	2%	1%	3%	2%	1%	1%	2%	2%	1%
Pensions Credit (no Guaranteed Credit)	13	2	3	1	-	-	3	3	1
	1%	1%	1%	*%	-%	-%	1%	1%	1%
Employment and Support Allowance (ESA)	109	17	5	25	8	16	16	13	8
	5%	8%	3%	8%	3%	5%	5%	7%	4%
		bd		bd				bd	
Universal Credit (and household has other earnings)	420	34	45	71	81	60	60	27	42
	21%	16%	22%	22%	26%	20%	20%	14%	22%
			g	g	ag				g
Universal Credit (and household has no other earnings)	192	27	14	34	28	28	32	17	13
	9%	13%	7%	10%	9%	9%	11%	9%	7%
		h							
Personal Independence Payment (PIP)	161	10	9	29	22	26	17	23	25
	8%	5%	4%	9%	7%	9%	6%	12%	13%
								abf	abdf
Carer's allowance	150	15	15	38	21	21	20	12	8
	7%	7%	7%	12%	7%	7%	7%	6%	4%
				h					

Columns Tested: a,b,c,d,e,f,g,h

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Disability Living Allowance (DLA)	114	14	9	35	19	11	9	8	8
	6%	7%	4%	11%	6%	4%	3%	4%	4%
				befgh					
Other	20	-	3	4	3	3	4	1	2
	1%	-%	2%	1%	1%	1%	1%	*%	1%
None of these - Do not receive any of these benefits	1092	115	105	156	155	174	162	121	104
	54%	54%	52%	48%	50%	56%	55%	62%	55%
								cd	
Don't know	21	2	3	1	5	1	2	2	5
	1%	1%	1%	*%	2%	*%	1%	1%	2%
Prefer not to say	76	10	9	16	6	8	15	7	6
	4%	5%	4%	5%	2%	3%	5%	3%	3%
SUMMARY									
ANY BENEFITS	852	86	84	154	143	125	118	66	74
	42%	41%	42%	47%	46%	41%	40%	34%	39%
				g	g				

Columns Tested: a,b,c,d,e,f,g,h

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Income Support	103	91	3	3	6	103	96	6	52	13	19	18	65	37	103
	5%	5%	2%	3%	9%	5%	5%	3%	9%	3%	4%	4%	6%	4%	5%
		b			abce	b			bcdfg				b		
Income-based Jobseeker's Allowance	26	24	*	1	1	26	26	-	15	4	3	4	19	7	26
	1%	1%	*%	1%	2%	1%	1%	-%	3%	1%	1%	1%	2%	1%	1%
									cf						
Pensions Credit (Guaranteed Credit)	37	32	3	1	1	37	37	*	27	1	4	4	29	8	37
	2%	2%	2%	2%	1%	2%	2%	*%	5%	*%	1%	1%	3%	1%	2%
									bcdfg				bdf		b
Pensions Credit (no Guaranteed Credit)	13	11	-	1	*	13	13	-	9	2	1	*	11	2	13
	1%	1%	-%	1%	*%	1%	1%	-%	2%	*%	*%	*%	1%	*%	1%
									cdfg				f		
Employment and Support Allowance (ESA)	109	96	6	3	4	109	103	7	52	18	12	27	70	39	109
	5%	6%	4%	3%	7%	5%	6%	3%	9%	3%	3%	6%	6%	4%	5%
									bcdfg			c	cf		c
Universal Credit (and household has other earnings)	420	359	31	17	12	420	383	37	72	95	98	150	168	248	420
	21%	21%	20%	19%	19%	21%	21%	16%	13%	18%	21%	31%	15%	26%	21%
											ae	abceg		abeg	ae
Universal Credit (and household has no other earnings)	192	165	12	9	5	192	159	33	26	23	17	124	48	142	192
	9%	10%	8%	10%	8%	9%	9%	14%	5%	4%	4%	26%	4%	15%	9%
								a				abcefg		abceg	abce
Personal Independence Payment (PIP)	161	134	11	11	5	161	141	19	32	30	24	74	62	98	161
	8%	8%	7%	12%	7%	8%	8%	8%	6%	6%	5%	15%	6%	10%	8%
				ae								abcefg		abceg	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total		NATION					AREA					SOCIAL GRADE			
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK		URBAN	RURAL		AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e		a	b		a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040		1816	224		542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481		1325	158		363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040		1806	234		563	528	458	480	1092	938	2040
Carer's allowance	150	129	10	8	3	150		134	16		33	25	25	65	58	90	150
	7%	7%	6%	9%	5%	7%		7%	7%		6%	5%	5%	14%	5%	10%	7%
														abcefg		abce	
Disability Living Allowance (DLA)	114	93	11	7	2	114		99	15		21	18	23	49	39	72	114
	6%	5%	7%	8%	3%	6%		5%	6%		4%	3%	5%	10%	4%	8%	6%
			d	d										abceg		abeg	e
Other	20	17	2	1	*	20		19	1		2	7	5	4	8	9	20
	1%	1%	1%	1%	*%	1%		1%	*%		*%	1%	1%	1%	1%	1%	1%
None of these - Do not receive any of these benefits	1092	919	89	50	34	1092		957	135		363	336	277	114	699	391	1092
	54%	53%	58%	53%	52%	54%		53%	57%		64%	64%	60%	24%	64%	42%	54%
											dfg	dfg	dfg		dfg	d	df
Don't know	21	19	-	1	1	21		18	2		2	7	4	6	9	10	21
	1%	1%	-%	1%	1%	1%		1%	1%		*%	1%	1%	1%	1%	1%	1%
Prefer not to say	76	62	7	3	3	76		67	9		19	19	15	23	38	38	76
	4%	4%	5%	3%	5%	4%		4%	4%		3%	4%	3%	5%	3%	4%	4%
SUMMARY																	
ANY BENEFITS	852	726	57	40	28	852		764	88		180	166	163	336	346	499	852
	42%	42%	37%	43%	43%	42%		42%	37%		32%	31%	36%	70%	32%	53%	42%
														abcefg		abceg	abce

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Income Support	103	49	45	44	25	32	58	23	22
	5%	10%	3%	8%	3%	6%	17%	2%	3%
		b		b		b	bc		
Income-based Jobseeker's Allowance	26	13	13	11	6	9	14	6	6
	1%	3%	1%	2%	1%	2%	4%	1%	1%
		b					bc		
Pensions Credit (Guaranteed Credit)	37	13	22	11	9	15	23	11	2
	2%	3%	1%	2%	1%	3%	7%	1%	*%
							bc		
Pensions Credit (no Guaranteed Credit)	13	10	2	6	3	3	7	4	2
	1%	2%	*%	1%	*%	1%	2%	*%	*%
		b					bc		
Employment and Support Allowance (ESA)	109	46	61	37	27	42	45	41	24
	5%	10%	4%	7%	3%	8%	13%	4%	4%
		b		b		b	bc		
Universal Credit (and household has other earnings)	420	144	263	174	184	27	42	183	194
	21%	31%	18%	32%	23%	5%	12%	18%	31%
		b		bc	c				ab
Universal Credit (and household has no other earnings)	192	93	92	105	57	17	17	72	103
	9%	20%	6%	19%	7%	3%	5%	7%	16%
		b		bc	c				ab
Personal Independence Payment (PIP)	161	66	91	69	57	26	11	82	66
	8%	14%	6%	13%	7%	5%	3%	8%	10%
		b		bc				a	a

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Carer's allowance	150	82	65	63	55	21	28	68	54
	7%	18%	4%	11%	7%	4%	8%	7%	9%
		b		bc	c				
Disability Living Allowance (DLA)	114	74	38	50	36	18	16	64	34
	6%	16%	3%	9%	5%	3%	5%	6%	5%
		b		bc					
Other	20	7	12	5	7	5	1	13	6
	1%	2%	1%	1%	1%	1%	*%	1%	1%
None of these - Do not receive any of these benefits	1092	122	951	157	459	404	191	644	245
	54%	26%	64%	29%	58%	75%	56%	62%	39%
			a		a	ab	c	c	
Don't know	21	1	13	6	7	2	4	9	6
	1%	*%	1%	1%	1%	*%	1%	1%	1%
Prefer not to say	76	19	37	19	10	14	18	32	18
	4%	4%	2%	3%	1%	3%	5%	3%	3%
				b					
SUMMARY									
ANY BENEFITS	852	328	491	367	313	115	126	361	362
	42%	70%	33%	67%	40%	21%	37%	34%	57%
		b		bc	c				ab

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Up to £199 per week / Up to £10,399 per year	133	21	50	34	29	70	63	70	64	48	79
	7%	5%	8%	6%	7%	7%	6%	7%	6%	7%	6%
From £200 to £299 per week / From £10,400 to £15,599 per year	168	37	56	43	31	94	75	89	79	61	98
	8%	9%	9%	7%	8%	9%	8%	9%	8%	9%	8%
From £300 to £499 per week / From £15,600 to £25,999 per year	354	55	121	114	63	177	177	190	164	101	246
	17%	13%	19%	19%	16%	17%	18%	18%	16%	14%	19%
			a	a							a
From £500 to £699 per week / From £26,000 to £36,399 per year	354	78	107	111	59	185	169	178	176	125	222
	17%	19%	17%	18%	15%	18%	17%	17%	18%	18%	17%
From £700 to £999 per week / From £36,400 to £51,999 per year	338	66	108	97	66	174	163	170	167	123	210
	17%	16%	17%	16%	17%	17%	17%	16%	17%	18%	16%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	312	75	85	89	62	160	151	164	148	115	188
	15%	18%	13%	15%	16%	15%	15%	16%	15%	17%	15%
£1,500 and above per week / £78,000 and above per year	213	55	42	62	53	98	116	118	95	70	140
	10%	13%	7%	10%	14%	9%	12%	11%	10%	10%	11%
		b			b						
Don't know	71	14	28	22	6	43	28	26	44	29	42
	3%	3%	4%	4%	1%	4%	3%	3%	4%	4%	3%
			d						a		
Prefer not to say	97	12	39	32	15	50	47	38	59	27	70
	5%	3%	6%	5%	4%	5%	5%	4%	6%	4%	5%
			a						a		

Columns Tested: a,b,c,d - a,b - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	CHILD'S AGE AND GENDER FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Up to £199 per week / Up to £10,399 per year	133 7%	12 6%	9 4%	31 9% e	19 6%	12 4%	22 7%	15 8%	14 7%
From £200 to £299 per week / From £10,400 to £15,599 per year	168 8%	19 9%	18 9%	26 8%	30 10%	28 9%	15 5%	16 8%	16 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	354 17%	29 14%	26 13%	73 22% ab	48 16%	58 19%	56 19%	29 15%	33 18%
From £500 to £699 per week / From £26,000 to £36,399 per year	354 17%	44 21%	34 17%	51 16%	56 18%	52 17%	58 20%	30 16%	28 15%
From £700 to £999 per week / From £36,400 to £51,999 per year	338 17%	35 17%	31 15%	57 17%	52 17%	49 16%	48 16%	29 15%	37 20%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	312 15%	39 18%	37 18%	45 14%	40 13%	46 15%	43 14%	34 17%	28 15%
£1,500 and above per week / £78,000 and above per year	213 10%	25 12%	30 15% cd	21 7%	21 7%	36 12%	26 9%	36 18% cdfh	18 9%
Don't know	71 3%	6 3%	8 4%	11 3%	17 6% gh	7 2%	15 5% g	2 1%	3 2%
Prefer not to say	97 5%	4 2%	7 4%	12 4%	27 9% abcg	19 6% ag	13 5%	4 2%	12 6% ag

Columns Tested: a,b,c,d,e,f,g,h

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Up to £199 per week / Up to £10,399 per year	133	109	12	8	4	133	112	22	21	19	25	67	39	92	133
	7%	6%	8%	8%	7%	7%	6%	9%	4%	4%	5%	14% abcefg	4%	10% abceg	7% abe
From £200 to £299 per week / From £10,400 to £15,599 per year	168	143	13	7	5	168	148	21	21	29	31	85	51	116	168
	8%	8%	8%	8%	7%	8%	8%	9%	4%	6%	7%	18% abcefg	5%	12% abceg	8% ae
From £300 to £499 per week / From £15,600 to £25,999 per year	354	298	30	16	10	354	318	36	36	101	81	135	137	216	354
	17%	17%	20%	17%	15%	17%	18%	15%	6%	19% ae	18% ae	28% abcefg	13% a	23% aceg	17% ae
From £500 to £699 per week / From £26,000 to £36,399 per year	354	302	27	14	11	354	309	44	72	102	97	81	174	178	354
	17%	18%	18%	15%	16%	17%	17%	19%	13%	19% a	21% ae	17%	16%	19% a	17% a
From £700 to £999 per week / From £36,400 to £51,999 per year	338	281	25	18	13	338	306	32	114	96	91	35	210	126	338
	17%	16%	16%	19%	20%	17%	17%	14%	20% df	18% df	20% df	7%	19% df	13% d	17% df
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	312	265	21	14	11	312	275	36	107	117	72	16	224	88	312
	15%	15%	13%	15%	18%	15%	15%	16%	19% df	22% cdfg	16% df	3%	21% dfg	9% d	15% df
£1,500 and above per week / £78,000 and above per year	213	180	17	10	7	213	194	19	151	26	30	6	177	36	213
	10%	10%	11%	10%	11%	10%	11%	8%	27% bcdefg	5% d	7% df	1%	16% bcdfg	4% d	10% bcdf
Don't know	71	64	3	2	1	71	63	8	16	13	15	24	29	39	71
	3%	4%	2%	2%	1%	3%	3%	3%	3%	2%	3%	5% e	3%	4%	3%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Prefer not to say	97	84	6	5	3	97	81	16	24	26	18	29	50	47	97
	5%	5%	4%	5%	4%	5%	4%	7%	4%	5%	4%	6%	5%	5%	5%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Up to £199 per week / Up to £10,399 per year	133 7%	45 10% b	83 6%	133 24% bc	- -%	- -%	17 5%	45 4%	70 11% ab
From £200 to £299 per week / From £10,400 to £15,599 per year	168 8%	61 13% b	90 6%	103 19% bc	65 8% c	- -%	21 6%	59 6%	87 14% ab
From £300 to £499 per week / From £15,600 to £25,999 per year	354 17%	109 23% b	227 15%	191 35% bc	163 21% c	- -%	26 8%	159 15% a	166 26% ab
From £500 to £699 per week / From £26,000 to £36,399 per year	354 17%	84 18%	259 17%	105 19% c	249 32% ac	- -%	30 9%	208 20% a	116 18% a
From £700 to £999 per week / From £36,400 to £51,999 per year	338 17%	56 12%	278 19% a	17 3%	311 39% ac	10 2%	46 14%	209 20% ac	80 13%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	312 15%	55 12%	254 17% a	- -%	- -%	312 58% ab	66 20% c	195 19% c	50 8%
£1,500 and above per week / £78,000 and above per year	213 10%	26 5%	184 12% a	- -%	- -%	213 40% ab	113 33% bc	88 8% c	12 2%
Don't know	71 3%	17 4%	48 3%	- -%	- -%	- -%	8 2%	31 3%	29 5%

Columns Tested: a,b - a,b,c - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 52

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Prefer not to say	97	17	69	-	-	-	11	53	22
	5%	4%	5%	-%	-%	-%	3%	5%	3%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are.. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
Doing well	339	82	86	93	78	168	171	186	154	118	220
	17%	20%	13%	15%	20%	16%	17%	18%	15%	17%	17%
		b			b						
Getting by	1046	222	326	315	183	548	499	538	508	373	651
	51%	54%	51%	52%	48%	52%	50%	52%	51%	53%	50%
Struggling	632	105	223	184	120	328	304	305	327	203	406
	31%	25%	35%	30%	31%	31%	31%	29%	33%	29%	31%
			a								
Don't know	9	3	-	5	1	3	6	5	4	3	6
	*%	1%	-%	1%	*%	*%	1%	*%	*%	*%	*%
Prefer not to say	13	1	3	7	2	4	9	9	4	1	12
	1%	*%	*%	1%	*%	*%	1%	1%	*%	*%	1%

Columns Tested: a,b,c,d - a,b - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are.. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
					CHILD'S AGE AND GENDER				
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
Doing well	339	44	39	46	40	49	44	47	31
	17%	21%	19%	14%	13%	16%	15%	24%	16%
		d						cdefh	
Getting by	1046	119	103	169	157	164	152	87	96
	51%	56%	51%	52%	51%	53%	51%	45%	51%
		g							
Struggling	632	47	58	111	112	87	97	61	59
	31%	22%	29%	34%	36%	28%	33%	31%	31%
				a	a		a	a	a
Don't know	9	2	1	-	-	3	2	-	1
	*%	1%	1%	-%	-%	1%	1%	-%	*%
Prefer not to say	13	1	-	3	*	5	2	-	2
	1%	1%	-%	1%	*%	2%	1%	-%	1%

Columns Tested: a,b,c,d,e,f,g,h

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are.. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
Doing well	339	296	21	11	11	339	320	19	192	60	58	27	252	84	339
	17%	17%	14%	12%	17%	17%	18%	8%	34%	11%	13%	6%	23%	9%	17%
							b		bcdefg	d	d		bcdfg	d	bdf
Getting by	1046	874	87	52	34	1046	911	135	269	285	276	216	554	492	1046
	51%	51%	56%	56%	52%	51%	50%	58%	48%	54%	60%	45%	51%	52%	51%
										d	adefg			d	d
Struggling	632	538	46	30	18	632	553	79	101	173	122	229	274	352	632
	31%	31%	30%	32%	28%	31%	31%	34%	18%	33%	27%	48%	25%	37%	31%
										ae	a	abcefg	a	aceg	ae
Don't know	9	8	1	-	-	9	9	-	2	5	1	1	7	2	9
	*%	*%	*%	-%	-%	*%	*%	-%	*%	1%	*%	*%	1%	*%	*%
Prefer not to say	13	11	-	1	2	13	13	1	-	5	2	6	5	8	13
	1%	1%	-%	1%	3%	1%	1%	*%	-%	1%	*%	1%	1%	1%	1%
					abce					a		a			

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are.. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
Doing well	339	62	254	63	75	182	339	-	-
	17%	13%	17%	11%	9%	34%	100%	-%	-%
						ab	bc		
Getting by	1046	219	802	234	440	288	-	1046	-
	51%	47%	54%	43%	56%	54%	-%	100%	-%
			a		a	a		ac	
Struggling	632	187	422	247	269	65	-	-	632
	31%	40%	28%	45%	34%	12%	-%	-%	100%
		b		bc	c				ab
Don't know	9	-	4	3	2	-	-	-	-
	*%	-%	*%	1%	*%	-%	-%	-%	-%
Prefer not to say	13	1	10	1	1	-	-	-	-
	1%	*%	1%	*%	*%	-%	-%	-%	-%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2040	510	510	510	510	1020	1020	1020	1020	751	1230
Effective Weighted Sample	1481	396	377	393	398	732	752	744	738	542	900
Total	2040	413	637	605	384	1050	989	1044	996	698	1295
A lot	199	45	51	72	32	96	104	95	104	70	124
	10%	11%	8%	12%	8%	9%	10%	9%	10%	10%	10%
A moderate amount	283	87	95	64	37	182	101	167	116	136	143
	14%	21%	15%	11%	10%	17%	10%	16%	12%	19%	11%
		bcd	d			b		b		b	
A little	619	202	213	144	60	415	204	325	294	309	305
	30%	49%	33%	24%	16%	40%	21%	31%	30%	44%	24%
		bcd	cd	d		b				b	
None at all	938	80	278	325	255	358	580	456	482	183	724
	46%	19%	44%	54%	66%	34%	59%	44%	48%	26%	56%
			a	ab	abc		a				a

Columns Tested: a,b,c,d - a,b - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE AND GENDER							
		MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	2040	255	255	255	255	255	255	255	255
Effective Weighted Sample	1481	198	199	191	186	197	196	197	200
Total	2040	213	200	328	310	308	297	195	189
A lot	199	23	21	21	30	30	42	21	11
	10%	11%	11%	6%	10%	10%	14%	11%	6%
							ch		
A moderate amount	283	49	38	61	34	38	26	19	18
	14%	23%	19%	19%	11%	12%	9%	10%	9%
		defgh	dfgh	dfgh					
A little	619	106	96	114	99	75	69	30	30
	30%	50%	48%	35%	32%	24%	23%	16%	16%
		cdefgh	cdefgh	efgh	gh	gh			
None at all	938	34	45	132	146	164	161	125	130
	46%	16%	23%	40%	47%	53%	54%	64%	69%
				ab	ab	abc	abc	abcdef	abcdef

Columns Tested: a,b,c,d,e,f,g,h

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2040	1320	240	240	240	2040	1816	224	542	422	479	592	964	1071	2040
Effective Weighted Sample	1481	1132	206	224	219	1481	1325	158	363	318	382	471	681	847	1481
Total	2040	1727	154	94	65	2040	1806	234	563	528	458	480	1092	938	2040
A lot	199	177	10	7	5	199	188	12	86	30	48	36	116	84	199
	10%	10%	7%	8%	8%	10%	10%	5%	15%	6%	10%	7%	11%	9%	10%
							b		bdefg		b		b		b
A moderate amount	283	242	25	8	9	283	256	28	83	65	63	72	148	135	283
	14%	14%	16%	8%	14%	14%	14%	12%	15%	12%	14%	15%	14%	14%	14%
		c	c			c									
A little	619	516	45	36	22	619	553	67	158	173	136	147	331	282	619
	30%	30%	30%	38%	34%	30%	31%	28%	28%	33%	30%	31%	30%	30%	30%
				ae											
None at all	938	793	73	43	29	938	809	128	237	261	212	225	498	437	938
	46%	46%	48%	46%	44%	46%	45%	55%	42%	49%	46%	47%	46%	47%	46%
								a							

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2040	456	1510	579	779	527	348	1038	631
Effective Weighted Sample	1481	335	1088	430	567	375	248	760	457
Total	2040	470	1492	549	788	535	339	1046	632
A lot	199	67	117	61	62	64	92	59	48
	10%	14%	8%	11%	8%	12%	27%	6%	8%
		b				b	bc		
A moderate amount	283	75	186	76	122	56	47	165	63
	14%	16%	12%	14%	16%	11%	14%	16%	10%
					c			c	
A little	619	152	447	172	240	154	78	337	199
	30%	32%	30%	31%	30%	29%	23%	32%	31%
								a	a
None at all	938	175	741	239	364	261	122	486	322
	46%	37%	50%	44%	46%	49%	36%	46%	51%
			a					a	a

Columns Tested: a,b - a,b,c - a,b,c

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.

Table 55

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR	
		8-9	10-12	13-15	16-17	8-12	13-17	MALE	FEMALE	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1885	478	461	465	481	939	946	955	930	699	1128
Effective Weighted Sample	1369	372	340	359	374	674	697	699	670	508	823
Total	1872	387	570	551	363	957	914	979	893	642	1183
Most Financially Vulnerable	549	99	191	157	102	290	259	291	258	178	354
	29%	26%	33%	28%	28%	30%	28%	30%	29%	28%	30%
			a								
Potentially Financially Vulnerable	788	158	249	238	143	406	382	404	384	278	494
	42%	41%	44%	43%	39%	42%	42%	41%	43%	43%	42%
Least Financially Vulnerable	535	130	131	156	118	261	274	284	251	187	336
	29%	34%	23%	28%	33%	27%	30%	29%	28%	29%	28%
		b			b						

Columns Tested: a,b,c,d - a,b - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	MALE 8-9	FEMALE 8-9	MALE 10-12	CHILD'S AGE AND GENDER FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted total	1885	239	239	237	224	234	231	245	236
Effective Weighted Sample	1369	187	186	178	162	181	177	189	185
Total	1872	203	185	304	266	283	268	189	174
Most Financially Vulnerable	549	54	45	106	85	84	73	47	55
	29%	27%	24%	35%	32%	30%	27%	25%	32%
				bg					
Potentially Financially Vulnerable	788	85	73	131	117	115	123	72	71
	42%	42%	39%	43%	44%	41%	46%	38%	41%
Least Financially Vulnerable	535	64	67	67	64	83	72	70	48
	29%	31%	36%	22%	24%	29%	27%	37%	28%
		c	cd					cdf	

Columns Tested: a,b,c,d,e,f,g,h

All interviewing conducted using an online panel. Any break column with 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 ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1885	1212	225	222	226	1885	1682	203	513	394	445	529	907	974	1885
Effective Weighted Sample	1369	1041	193	207	206	1369	1229	141	345	296	355	420	640	770	1369
Total	1872	1579	144	87	61	1872	1661	210	523	489	425	426	1012	852	1872
Most Financially Vulnerable	549 29%	465 29%	39 27%	26 30%	19 30%	549 29%	481 29%	67 32%	79 15%	118 24% a	115 27% ae	233 55% abcefg	197 19%	348 41% abceg	549 29% ae
Potentially Financially Vulnerable	788 42%	662 42%	66 46%	36 42%	24 39%	788 42%	702 42%	86 41%	182 35%	226 46% a	206 48% adeg	170 40%	408 40%	376 44% a	788 42% a
Least Financially Vulnerable	535 29%	452 29%	39 27%	24 28%	19 31%	535 29%	478 29%	57 27%	262 50% bcdefg	146 30% df	105 25% df	22 5%	408 40% bcdfg	127 15% d	535 29% df

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1885	423	1406	579	779	527	332	957	587
Effective Weighted Sample	1369	309	1016	430	567	375	239	698	426
Total	1872	436	1375	549	788	535	319	963	582
Most Financially Vulnerable	549	164	355	549	-	-	63	234	247
	29%	38%	26%	100%	-%	-%	20%	24%	42%
			b	bc					ab
Potentially Financially Vulnerable	788	190	573	-	788	-	75	440	269
	42%	44%	42%	-%	100%	-%	23%	46%	46%
					ac			a	a
Least Financially Vulnerable	535	81	447	-	-	535	182	288	65
	29%	19%	33%	-%	-%	100%	57%	30%	11%
			a			ab	bc	c	

Columns Tested: a,b - a,b,c - a,b,c